University of Delaware Office of Communications and Marketing 302-831-2791 www.udel.edu/ocm

The UD Brand Platform

Each University of Delaware college, center, department and program has a unique role to play in the overall UD brand story and in moving the University to even greater prominence.

Our brand platform helps each of the University of Delaware's communications efforts to work in concert. A brand platform is a set of guidelines that serves as a common foundation for brand development and governs all aspects of a brand's visual elements, messages and implementation. To be successful, every entity in the UD community needs to help deliver the UD brand identity and message through its programs and activities.

Our Brand Guide

The members of the University of Delaware community, including our outside partners, are stewards and storytellers of this great University. Our task is to articulate and herald its unique identity to the world.

The University of Delaware Brand Style Guide is designed to help all those working at and with UD to be the best stewards of its image, reputation and story throughout the world. This style guide details the University of Delaware's thematic and visual brand DNA. Included here are key messages and a graphic identity system rooted in extensive research and developed, vetted and embraced by our community. This cohesive and uniform guide to the UD brand offers all of us a powerful and efficient way for the University to communicate with key audiences.

Section One: The University of Delaware Brand Platform

Each University of Delaware college, center, department and program has a unique role to play in the overall UD brand story and in moving the University to even greater prominence.

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University of Delaware Office of Communications and Marketing is available to help you do that. Questions may be directed to:

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Aims and Audiences of the University of Delaware Brand Platform

Office of Communications and Marketing Objectives

- To promote the University of Delaware brand in ways that are meaningful, compelling and motivating to all constituencies.
- To create visual consistency in the way the University of Delaware brand is presented to the world and to increase UD's brand value in the higher education marketplace.
- To fuel and grow shared affinity, enthusiasm and passion for the University of Delaware among its constituencies and audiences.

Who Needs to Know the UD Story

Current and prospective undergraduate students and their parents; current and prospective graduate students; faculty and staff; alumni; current and prospective donors and funding agencies; business, government and professional leaders; comparator institution leaders; Delawareans; local, national and global partners; and relevant local, state, national and international media.

Foundation of the University of Delaware Brand Platform

Mission

The University of Delaware exists to cultivate learning, develop knowledge and foster the free exchange of ideas. State-assisted yet privately governed, the University has a strong tradition of distinguished scholarship, research, teaching and service that is grounded in a commitment to increasing and disseminating scientific, humanistic and social knowledge for the benefit of the larger society. Founded in 1743 and chartered by the state in 1833, the University of Delaware today is a land-grant, sea-grant and space-grant university.

The University of Delaware is a major research university with extensive graduate programs that is also dedicated to outstanding undergraduate and professional education. University faculty are committed to the intellectual, cultural and ethical development of students as citizens, scholars and professionals. University graduates are prepared to contribute to a global society that requires leaders with creativity, integrity and a dedication to service.

The University of Delaware promotes an environment in which all people are inspired to learn, and encourages intellectual curiosity, critical thinking, free inquiry and respect for the views and values of an increasingly diverse population.

Strategic Milestones

Five themes guide the work of the University:

- ***Enhancing the success of our students***
- ***Building an environment of inclusive excellence***
- ***Investing in our intellectual and physical capital***
- ***Strengthening interdisciplinary and global programs***
- ***Fostering a spirit of innovation and entrepreneurship***

Telling the Brand Story

Brand Personality

UD is daring, ambitious, energetic, humble, proud, innovative, honest, entrepreneurial, egalitarian, independent, global, environmental, civic, scholarly, historical, beautiful, classic and friendly.

Tagline

A tagline is an expressive phrase or sentence used to dramatize a brand's benefits. The University of Delaware's tagline is rooted in words and ideas that this University "owns" in a way no other institution can.

From the UD Fight Song

And then we'll fight, fight, fight for Delaware
Fight for the Blue and Gold,
And when we hit that line, our team is there
With a daring spirit bold
And when we strike with might, let foes beware
Our glorious name we'll uphold

—George F. Kelly, Class of 1915

DARE. Courage. Fearlessness. Pride. Confidence. Integrity. Willing to take a chance. Energy. Urgency. Power. Ambition. Challenge.

From Our State's History and Heritage

Delaware has a special connection to the birth of this nation. Three signers of the Declaration of Independence—Thomas McKean, George Read and James Smith—were among the Rev. Francis Alison's first class at the academy that would later become the University of Delaware. George Read would go on to sign yet another founding document, the U.S. Constitution.

On December 7, 1787, Delaware became the first of the original 13 states to ratify the Constitution, the document that continues to secure this nation's justice, strength and liberty. With this unanimous ratification in Dover, Delaware became the "First State" of the new Federal Union.

The University of Delaware, as the flagship university in the first state of the union, has a special claim to the word "first."

FIRST. Persistence. Discovery. Success. Original. Exploration. Best. Leading. Top of Your Game. Start. Prestige.

As the descriptions of "Dare" and "First" show, both these words not only hold a special place in UD history, they capture the personality, ambition, vision and reality of the University today. The big idea at the heart of UD—the line that dramatizes the benefits of the UD brand—is this: Dare to be first.

Dare to Be First.

"Dare to be first." invites prospective students, donors, faculty, staff and University partners to do what great brands do best—it invites target audiences to make the UD brand story their own. "Dare to be first." is an institutional story, but it is also a personal story lived as students, faculty, staff, alumni and others reach to fulfill their own ambitions.

Sample UD Brand Narrative for Print and Web

UD dares itself to be first.

First in new energy technologies. First in global study. First in political leadership. First in interdisciplinary engineering. First in educating teachers. First in design innovation. First in championship athletics. First in translational medicine. We strive to lead in ways that matter.

It's a dare that never ends. It's a dare we want you to be part of.

Come with us. Challenge yourself to be first in what matters to you.

We dare you.

Section Two: The University of Delaware Editorial Style

The "University of Delaware Editorial Style" augments the *2011 Associated Press Stylebook*. For notes on style not addressed here, please refer to that manual. Where notes on style, usage and punctuation differ, adhere to the *UD Brand Style Guide*.

The University of Delaware

The official title is the University of Delaware. On second reference and in headlines, "UD" is preferred. "University of Delaware" does NOT require a call-out—"(UD)"—following first reference to be abbreviated in subsequent references.

Such constructions as "U of D," "UofD," "the U of D" and "UDel" are not used. Do not use periods in "UD."

When referring to the University as "UD," do not use "the"—e.g., "Officials at UD confirmed …." However, use "the" in instances where "UD" is merely a modifier—e.g., "The UD sophomore has won two awards."

When "University of Delaware" is followed by a college name, "University of Delaware" may or may not take the possessive form. For instance, "The University of Delaware College of Arts and Sciences" or "The University of Delaware's College of Arts and Sciences."

When "University of Delaware" is followed by the name of a center, institute or program, "University of Delaware" is possessive—e.g., "The University of Delaware's Center for Energy and Environmental Policy."

Capitalize "University" standing alone when referring to the University of Delaware.

UD Text Marks

The University's brand tagline is "Dare to be first." In copy, it is written in sentence form. When standing alone or ending a sentence, it takes a period. When occurring at the beginning or in the middle of a sentence, it does not. For example:

- It's a sentiment in keeping with the University's core imperative: "Dare to be first."
- "Dare to be first." reflects our mission to excel, invent and innovate.

"Dare to be first." is trademarked, but the University does not use the mark in print, as the tagline is often used in conjunction with the UD word print. UD employees and students may customize the "Dare to be first." tagline in the promotion of various University units, programs, initiatives and events—e.g., "Dare to be fit"; "Dare to be a Blue Hen"—but must first secure approval from Office of Communications and Marketing. If approved, the customized tagline must be capitalized and punctuated according to the "Dare to be first." guidelines—e.g., Please join us as we "Dare to be fit."

The University does not use other institutions' register marks, service marks or trademarks (®, SM, ™), but capitalizes the marked text according to AP style.

No University unit may "reserve" a tagline customization. OCM approval of a customization does not constitute exclusivity. If using a customized tagline in print or online, "Dare to be first." must appear with the customization. For instance, a banner featuring "Dare to discover" must incorporate the words "Dare to be first." or the primary logo with tagline lockup.

Colleges

When identifying UD's colleges, observe the following style:

- College of Agriculture and Natural Resources (not "College of Ag" or "Ag");
- College of Arts and Sciences (not "Science");
- Alfred Lerner College of Business and Economics;
- College of Earth, Ocean, and Environment;
- College of Education and Human Development;
- College of Engineering; and
- College of Health Sciences.

Note: While UD style does not, in general, permit the serial comma, an exception is made for "College of Earth, Ocean, and Environment," as this is the college's official name.

On second reference, an informal construction of the college name may be used—e.g., "the engineering college."

The colleges may be abbreviated as follows:

- College of Agriculture and Natural Resources (CANR);
- College of Arts and Sciences (CAS);
- College of Earth, Ocean, and Environment (CEOE);
- College of Education and Human Development (CEHD);
- College of Engineering (COE); and
- College of Health Sciences (CHS).

Note: The Alfred Lerner College of Business and Economics does not abbreviate its name; however, on second reference, it is "the Lerner College."

In copy, college names are not written with an ampersand (&); however, in graphic applications—e.g., logos, banners, marketing and collateral materials—

an ampersand should replace "and."

Do not capitalize "college" when standing alone.

Departments
Capitalize the proper names of departments and offices—e.g., "Department of History," "University of Delaware Honors Program," "Office of Communications and Marketing." However, in informal use, departments and offices are lowercased: "the history department," "the honors program."

Courses of study, such as "biological sciences" and "sociology," are lowercased.

In copy, department and office names do not take ampersands; write out "and." However, in graphic applications—e.g., logos, banners, marketing and collateral materials—an ampersand should replace "and."

UD's academic departments/schools, by college, follow.

College of Agriculture and Natural Resources
- Animal and Food Sciences
- Applied Economics and Statistics
- Bioresources Engineering
- Entomology and Wildlife Ecology
- Plant and Soil Sciences

College of Arts and Sciences
- Anthropology
- Art and Design
- Art Conservation
- Art History
- Biological Sciences
- Black American Studies
- Chemistry and Biochemistry
- Communication
- English
- Fashion and Apparel Studies
- Foreign Languages and Literatures
- History
- Linguistics and Cognitive Science
- Mathematical Sciences
- Music
- Philosophy
- Physics and Astronomy
- Political Science and International Relations
- Psychological and Brain Sciences
- School of Public Policy and Administration
- Sociology and Criminal Justice
- Theatre
- Women and Gender Studies

Alfred Lerner College of Business and Economics
- Accounting and MIS
- Business Administration
- Economics
- Finance
- Hotel, Restaurant and Institutional Management

College of Earth, Ocean, and Environment
- Geography
- Geological Sciences
- School of Marine Science and Policy

College of Education and Human Development
- Human Development and Family Studies
- School of Education

College of Engineering
- Biomedical Engineering
- Chemical and Biomolecular Engineering
- Civil and Environmental Engineering
- Computer and Information Sciences
- Electrical and Computer Engineering
- Materials Science and Engineering
- Mechanical Engineering
- Air Force ROTC

College of Health Sciences
- Behavioral Health and Nutrition
- Kinesiology and Applied Physiology
- Medical Laboratory Sciences
- Physical Therapy
- Physical Therapy Clinical Services
- School of Nursing

Research Centers and Institutes
The University of Delaware has more than 60 research centers and institutes. For a list, go to http://www.udel.edu/research/centers/.

Buildings, Locations and Programs
Capitalize the names of University structures when using their full titles—e.g., "General Services Building." Following are campus buildings and locations that are frequently misidentified.

ACCESS Center is, in most instances, preferred over the center's full name (Adult Center for Continuing Education Student Services).

Acierno Arena is located in the Bob Carpenter Sports/Convocation Center.

Alfred Lerner Hall houses classrooms of the Alfred Lerner College of Business and Economics.

the **Apple Authorized Campus Store** is located in the UD Barnes and Noble Bookstore. The full title must be used on all references.

Area Studies is part of the College of Arts and Sciences. There are six Area Studies programs: Asian Studies, European Studies, Latin American Studies, African Studies, Islamic Studies and Jewish Studies. (Note: "Program" when following "Area Studies" is lowercased).

Arsht Hall is located in Wilmington, Delaware.

Bayard Sharp Hall is the former St. Thomas Church located at Elkton Road and Delaware Avenue (Note: There is also a Sharp Hall, which is a residence hall, and Sharp Laboratory on The Green.)

the **Bob Carpenter Center** is formally the Bob Carpenter Sports/Convocation Center. It is located on Rte. 896, south of Delaware Stadium. Use its full name for formal events and ceremonies. Informally, it is known as "The Bob." Its abbreviation is "BCC."

Brown Hall is a residence hall on The Green, next to Main Street.

Brown Laboratory houses the Department of Chemistry and Biochemistry.
the **Career Services Center** is formally the Bank of America Career Services Center at the University of Delaware. "Career Services Center" is acceptable on most references.

the **Carpenter Sports Building** is located north of Main Street. Informally, it is known as "the Little Bob." Its abbreviation is "CSB."

the **Carvel Center** in Georgetown, Delaware, is formally the Elbert N. and Ann V. Carvel Research and Education Center.

the **Center for Political Communication** does not take an "s" on "Communication."

Central Campus, in Newark, is bounded by Cleveland Avenue, Academy Street, Park Place and Orchard Road. It houses the majority of University buildings.

Clayton Hall is formally John M. Clayton Hall, located on the Laird Campus.

The College School, at 459 Wyoming Road, is operated by the College of Education and Human Development and serves students in grades 1- 8. (Note: "The" is capitalized.) With the Early Learning Center and the Laboratory Preschool, it is part of the informal "Children's Campus."

The **Colonnade** uses a capital "t" in "The."

Courtyard Newark at the University of Delaware is the official hotel of the University of Delaware and a Marriott franchise. The hotel, located on the Laird Campus, is owned by the University of Delaware and managed by the Shaner Hotel Group.

the **Delaware Biotechnology Institute** is part of the University of Delaware, and is supported by public and private sources. It is located in the Delaware Technology Park in Newark.

the **Delaware Geological Survey** may be shortened to "Survey" on second reference.

Delaware Stadium is located on the South Campus and houses Tubby Raymond Field.

Du Pont Hall is formally P.S. du Pont Hall. It houses the College of Engineering. The Amy E. du Pont Music Building is the home of the Department of Music. The Lammot du Pont Laboratory is the chemistry/biochemistry/marine biochemistry laboratory. (Note the spelling of "Lammot.")

du Pont is used when referring to family members (e.g., former Gov. Pierre S. du Pont IV) and the hotel (Hotel du Pont). The company is DuPont. (Note: There is no space between "Du" and "Pont.") The hospital is the Alfred I. duPont Hospital for Children.

the **Early Learning Center** is operated by the College of Education and Human Development in two locations—at 489 Wyoming Road in Newark and in Wilmington's Southbridge neighborhood. It serves infants through school-aged children. With The College School and the Laboratory Preschool, the Early Learning Center's Newark location is part of the informal "Children's Campus."

East Campus, in Newark, is bounded by Main Street, Chapel Street, Park Place and Academy Street.

the **Lerner College Trading Center** is located in Purnell Hall.

Frazer Field is located behind the Carpenter Sports Building (the Little Bob). There is no "i" in "Frazer."

the **Goodstay Center** is a conference center in Wilmington, Del.

The Green used to be "The Mall." (Note: "The" is capitalized.)

Health Sciences Complex is located on the STAR Campus.

Ice Arenas
There are two ice arenas—the **Fred Rust Ice Arena** ("Rust Arena" on second reference) and the **Gold Ice Arena**—both located on the South Campus. Public skating sessions and skating exhibitions are held in the Rust Arena.

the **Institute for Global Studies** uses "for," not "of."

Patrick T. Harker Interdisciplinary Science and Engineering Laboratory may be referred to as Harker Lab on second reference.

James Smith Hall is a residence hall on the Laird Campus.
the **Laboratory Preschool**, at 459 Wyoming Road, is operated by the College of Education and Human Development and serves children aged 2–6. With the Early Learning Center and The College School, it is part of the informal "Children's Campus."

Laird Campus, in Newark, is north of the Central Campus and houses Clayton Hall, the Courtyard Newark at the University of Delaware, the Ray Street Complex, Christiana Towers Apartments, Pencader Dining Hall and the James Smith, Thomas McKean, George Read and Independence Hall residence halls.

University of Delaware **Library**
"The University of Delaware Library" refers to the entire library system—i.e., the main Hugh M. Morris Library; four branch libraries (the Agriculture Library in Newark, the Chemistry Library in Newark, the Physics Library in Newark and the Marine Studies Library in Lewes); and the Library Annex in Newark.

Mentors' Circle takes an apostrophe after the "s."

Morris Library is formally the Hugh M. Morris Library. The building is only part of the University of Delaware Library.

the **Office for International Students and Scholars** uses "for," not "of."

Osher Lifelong Learning Institutes at the University of Delaware are located in Wilmington, Dover and Lewes.

Raymond Field is formally Tubby Raymond Field and is located in Delaware Stadium.

the **Science, Technology and Advanced Research (STAR) Campus** is located on Route 896, west of the University Farm. It may be called the STAR Campus on second reference. Avoid referring to it as the former Chrysler Assembly Plant if possible.

Sharp Campus is formally the Hugh R. Sharp Campus in Lewes, Delaware.

Sharp Hall is a residence hall. (Note: There is also Bayard Sharp Hall, which is the former St. Thomas Church.)

Sharp Laboratory is a classroom and office building.

Smith Hall is a classroom and office building.

Smith Lab is formally the Otis H. Smith Laboratory in Lewes, Delaware.

Smyth Hall is a residence hall on the Central Campus.

South Campus, in Newark, is south of the Central Campus and houses the College of Agriculture and Natural Resources and the David M. Nelson Athletic Complex.

Theatre, not "theater," is used consistently—e.g., "Department of Theatre," "Professional Theatre Training Program," "400-seat theatre," with the exception of **Trabant University Center Theater**.

the research farm in Georgetown, Delaware, is now the **Thurman G. Adams Agricultural Research Farm**.

UD Barnes and Noble Bookstore is acceptable on all references. The bookstore (lowercase "bookstore" without "UD" preceding it) is located at 83 East Main Street. The building also houses the Office of University Development.

UDairy Creamery is an ice cream processing facility and storefront operated by the College of Agriculture and Natural Resources.

the **Virden Center** is formally the Virden Retreat Center and is located in Lewes, Delaware.

the **Visitors Center** is plural, not possessive.

West Campus, in Newark, is west of the Central Campus and houses the Rodney Complex and the Dickinson Complex. It will close in May 2015.

the **Willard Hall Education Building** is named for U.S. Rep. Willard Hall (1780–1875). Therefore, do NOT refer to the building as Willard Hall.

Winterthur or the **Winterthur Museum, Garden & Library** is a museum of American decorative arts, and was formerly the "Winterthur Museum & Country Estate." The Winterthur/UD Program in Art Conservation, commonly abbreviated "WUDPAC," is a graduate program training art conservation professionals.

Note: All University buildings located in Newark, Wilmington, Lewes, Georgetown and Dover may be found at http://www.udel.edu/maps/campuses/.

Board of Trustees

The Board of Trustees (capitalized) is the governing body of the University. For the Board of Trustees, "chair" is used—not "chairperson," "chairman" or "chairwoman."

The formal names of the standing trustee committees follow:

- Trustee Committee on Academic Affairs
- Trustee Committee on Finance
- Trustee Committee on Grounds and Buildings
- Trustee Committee on Honorary Degrees and Awards
- Trustee Committee on Public Affairs and Advancement
- Trustee Committee on Student Life and Athletics

There are two visiting committees: the Audit Visiting Committee and the Investment Visiting Committee. (Note: "Visiting board" is incorrect.)

Do not capitalize "board" standing alone when referring to the Board of Trustees. Do not capitalize "trustee" or "trustees" standing alone.

Student Groups

University policy does not permit a registered student organization (RSO) to use the term "University of Delaware" before its title, as student groups are independent, autonomous organizations over which the University has no direct control. A student group may use the term "University of Delaware" only after its name—e.g., "E-52 Student Theatre at the University of Delaware" or "Hillel Center at the University of Delaware."

In print, RSOs should use "registered student organization of the University of Delaware" to identify their association with UD.

The University has three spirit teams: the UD cheerleading team, the UD dance team, and the UD mascot team. The teams' names are not capitalized.

The University has four choral ensembles: UD Chorale, University Singers, Concert Choir and Schola Cantorum (not italicized). All ensemble names are capitalized.

Capitalize "UD Marching Band."

Mascot

The University's varsity teams—men's and women's—are, formally, the "Blue Hens" and, informally, the "Fightin' Blue Hens" (not "Fighting"). The Fightin' Blue Hen is the University's mascot. Its name is "YoUDee." The "U" and "D" are capitalized. YoUDee's sibling is "Baby Blue." Both mascots are genderless, and each should be referred to as "it," not "he" or "she."

Names & Titles

Capitalize a title immediately preceding a name, but lowercase the title if it follows the name or stands by itself.

For example:

President Walter Hullihen	BUT	Walter Hullihen, president of the University
Sen. Tom Carper	BUT	Tom Carper, U.S. senator
Gen. W. A. Black	BUT	the general said

Courtesy titles, such as Mr., Mrs., Ms., Miss and Dr., are not used—even on first reference—except when referring to the deceased. ("Dr." may be used when referring to a doctor of medicine if the connection is integral to the piece of writing.)

Honorifics, such as Sen., Rep., Hon. and Gen., are used on first reference. On second reference, use the last name only.

If two or more people share a last name, use their full names on all references in formal writing. In informal writing, first name only on second reference is acceptable.

The titles of named professors are always capitalized: "Harry Angstrom, H. Fletcher Brown Professor of Mineralogy."

Consult http://www.udel.edu/provost/named.html for a list of named professors.

Use "of" after "professor," "associate professor," "assistant professor" and "adjunct professor." Example: "Elizabeth Bennett, associate professor of communication, led the discussion."

Use "in" after "instructor" and "lecturer." Example: "Uriah Heep, instructor in finance, guided the tour."

If identifying faculty by department, it is "Elizabeth Bennett, associate professor in the Department of Communication" or "Uriah Heep, instructor in the Department of Finance."

"Emeritus" (male) or "emerita" (female) is added after a title to denote that the individual has retired but retains his or her rank or status. However, the title is not automatically conferred upon retirement. Therefore, be sure retired professors, deans, presidents, etc., are so recognized before using the word. Capitalize "emeritus/emerita" when it precedes the name in a title—e.g., "Dean Emerita Emma Bovary." Lowercase the word when it is used after the name—e.g., "Tom Joad, professor emeritus of physics." Do not italicize either word. "Emeriti" is the plural form: "Willa Cather and Saul Bellow, professors emeriti …."

The Nobel Prize (both "Nobel" and "Prize" are capitalized) is an international award administered by the Nobel Foundation in Stockholm, Sweden. Nobel Prizes are awarded in literature, physiology or medicine, physics and chemistry, and for peace—e.g., "Nobel Prize in Physics"; "Nobel Prize for Peace" or "Nobel Peace Prize." The prize in economics is technically the "The Prize in Economic Sciences in Memory of Alfred Nobel" and is awarded by the Royal Swedish Academy of Sciences.

A "Nobel laureate" is any winner of a Nobel Prize. Lowercase "laureate," even when it precedes a name: "Nobel laureate Richard Heck"; "2010 Chemistry laureate Richard Heck." The University's Nobel laureates may be found at www.udel.edu/nobelprize.

The Rhodes scholarship is the oldest international fellowship. A scholarship recipient is a "Rhodes scholar." Note: "Scholar" and "scholarship" are lowercased in all instances: "Rhodes scholar Matthew Watters."

Alumni

"Alumni" is plural and refers to male attendees or graduates, as well as groups of male and female attendees/graduates; "alumnae" is plural and refers to female attendees/graduates. "Alumnus" is singular and refers to a male attendee/graduate; "alumna" is singular and refers to a female attendee/graduate.

Students who have completed more than 30 credit hours are considered alumni, so be aware that the term "alumnus" is not necessarily synonymous with "graduate."

When identifying alumni, use college and class year. Use an apostrophe when abbreviating class year—e.g., "Class of '44." Note: The apostrophe faces the missing numbers.

If the college name has changed, the current name is used. For example, an alumna of the former College of Marine and Earth Studies would be: "Molly Bloom, a 2006 graduate of the College of Earth, Ocean, and Environment …."

Similarly, if a department or program has moved from one college to another, the new college name is used to identify alumni. For instance, a 2010 graduate with a degree in sport management would be identified as an alumnus of the Alfred Lerner College of Business and Economics, even though the program was housed in the College of Health Sciences at the time of graduation.

Note: The *UD Messenger* uses a two-letter abbreviation to indicate the college from which an alumnus graduated (with the year of graduation immediately following)—e.g., "John Brown, EG84, is now president of the Smith Group." The abbreviations are as follows:

- College of Agriculture and Natural Resources: AG
- College of Arts and Sciences: AS
- Alfred Lerner College of Business and Economics: BE
- College of Earth, Ocean, and Environment: EO
- College of Education and Human Development: EH
- College of Engineering: EG
- College of Health Sciences: HS

"Alma mater" refers to a school one has attended or from which one has graduated. The term is lowercased. Do not italicize "alma mater," unless referring to the University's hymn.

Degrees

College degrees are lowercased when spelled out—e.g., "associate in arts," "bachelor of science," "master of arts."

Degree programs are also lowercased—e.g., "bachelor of science in mathematics," "bachelor of arts in East Asian studies," "master of science in electrical and computer engineering."

Capitalize the full name of any degree program that is unique to UD—e.g., "Longwood Graduate Program in Public Horticulture"—but lowercase the degree conferred: "master of public horticulture."

Degrees are capitalized and take periods when abbreviated—e.g., "B.A. in anthropology," "M.S. in education." The associate in arts degree (note: "in," not "of") is never abbreviated. In general, avoid using abbreviations for all degrees.

Use an apostrophe in "bachelor's degree" and "master's degree." DO NOT use an apostrophe (or an "s") in "associate degree."

A doctorate is a "Ph.D." "Ph.D.s" is its plural form. When possible, use "doctorate" over "Ph.D."—e.g., "She holds a doctorate in biomechanics."

A "doctoral student" is any student enrolled in a Ph.D. program. A "doctoral candidate" is a doctoral student who has finished all degree requirements excluding the thesis/dissertation.

UD offers two professional science master's degrees: one in biotechnology and one in bioinformatics. On second reference, "professional science master's" may be abbreviated "PSM." Spelled out, the term is lowercased.

When abbreviating specialized degrees, place a period after every discrete part of the degree title, for example:

- Doctor of Education: Ed.D.
- Bachelor of Chemical Engineering: B.Ch.E.
- Bachelor of Applied Science: B.A.Sc.
- Master of Civil Engineering: M.C.E.
- Master of Science and Engineering: M.S.E.

Do not capitalize "degree," as in "doctor of divinity degree."

Do not capitalize "honors degree" or "honors degree with distinction." Honors degree recipients satisfy all the coursework and GPA requirements of UD's honors program; honors degree with distinction recipients satisfy those requirements and complete and defend an honors thesis.

Graduating "with honors" is not the same as graduating with an honors degree. "With honors" indicates that the student has graduated summa cum laude, magna cum laude or cum laude. The Latin terms are not italicized or capitalized. Criteria

governing the conferring of the honors appear in the *UD Catalog*.
For a list of UD's undergraduate programs,
go to http://www.udel.edu/admissions/findamajor/.

For a list of UD's graduate programs,
go to http://www.udel.edu/gradoffice/academics/.

Capitalization

If in doubt, use lowercase rather than capital letters.

Lowercase the names of the classes: "graduate" (not "postgraduate"), "senior," "junior," "sophomore" and "freshman." Note: "Freshman" is the adjective form even in plural usages—e.g., "freshman courses."

Lowercase "fraternity," "sorority" and "chapter"—e.g., "Alpha Tau Omega fraternity"; "Gamma chapter."

Lowercase "state" when not used as part of a title, even when referring to the state of Delaware or one of its agencies—e.g., "state support of UD," but "Delaware Department of State," "Delaware State Senate."

Lowercase "city" in "city of Newark" and when standing alone.

Capitalize the names of schools and colleges of other universities.

Capitalize "Class" when joined with a year—e.g., "The Class of 2009 announced its gift," or "The Class of '44 will hold its reunion."

Capitalize "Homecoming," "Convocation," "Honors Day," "Newark Community Day" (not "Days") and other major, annual campus events.

Capitalize "Commencement"—and "Spring" when used before it.

Capitalize "Summer Session" and "Winter Session," but lowercase "spring semester" and "fall semester."

Capitalize each letter in "ARAMARK."

Race & Ethnicity

Race and ethnicity are used only when essential to the piece of writing.

When identifying race/ethnicity, the following descriptions apply:

- Asian: A person having origins in any of the original peoples of the Far East, Southeast Asia or the Indian subcontinent
- Black or African American: A person having origins in any of the Black racial groups of Africa
- Hispanic or Latino: A person having origins in Mexico, Puerto Rico, Cuba, Central or South America or Spain
- Native American or American Indian: A person having origins in any of the original peoples of North and South America and who maintain tribal affiliation or community attachment—includes Alaskan Natives
- Pacific Islander and/or Native Hawaiian: A person having origins in any of the original peoples of Hawaii, Guam, Samoa or other Pacific Islands
- White: A person having origins in any of the original peoples of Europe, the Middle East or North Africa

Hyphenate compound races when used as a modifier—e.g., "African-American students," "Native-American professor."

Abbreviations

An organization's name is written out on first reference and may be abbreviated on all subsequent references. For example, on second reference, the "Delaware Biotechnology Institute" may be abbreviated "DBI." On the first reference, the abbreviation, encased in parentheses, follows the name: "The Delaware Biotechnology Institute (DBI) is a partnership …."

Only well-known abbreviations may be used on first reference—e.g., AFL-CIO, PTA, YMCA, YWCA, FBI, ROTC, U.S., U.N.

Technology Terms

Lowercase "email." It does not take a hyphen.

Lowercase "fax." It is not an acronym.

"Home page" is two words.

"Internet" is capitalized.

"Online" is one word, not hyphenated.

Lowercase "web," "website" and "web page." Note that "website" is one word.

Use "www." in front of "udel.edu."

A return, placed at an appropriate break, may be added in a long URL or email address to make the text flow more uniformly, but care needs to be taken should a layout change cause text to reflow.

Do not use "http://" or "https://" in URLs that do not require it.

Telephone numbers take a dash between the area code and exchange, and between the exchange and number—e.g., 302-831-2000. Do not use parentheses or periods to separate any component.

Punctuation & Usage

One space follows all punctuation, including periods and colons.

Periods and commas are always placed inside quotation marks; all other punctuation is placed outside quotation marks, unless part of the material being quoted.

Italicize the titles of books, plays, long poems, collections of shorter works (e.g., anthologies, albums), newspapers, magazines, films and television programs. Enclose in quotation marks the titles of articles, essays, short stories and poems, book chapters and television episodes.

The University does not use the serial comma (the comma following the second-to-last item in a series), in accordance with AP guidelines. When the absence of a serial comma compromises clarity, use the comma—even though it has not been used throughout.

Place a comma after all dates that include the year: "According to your April 15, 2009, letter …." However, commas do not separate seasons and months (without dates) from their years: "The report will be released in spring 2009." "She expected the letter in May 2010." (Note: Seasons—fall, winter, spring and summer—are lowercased.)

Place a comma after all cities when followed by their states: "She talked to the Portland, Maine, reporter," or "He found the release had a Wilmington, Delaware, dateline."

Use an em dash (—) to convey an abrupt change in thought or an emphatic pause: For example, "Dean Humbert noticed some students—quite a few, in fact—were not paying attention." In print, do not insert a space on either side of the em dash. Online, a space may be inserted on both sides to alleviate awkward text wraps. If you know em dashes to be corrupted online, double hyphens with a space on either side may be used in their place: "Dean Humbert noticed some students -- quite a few, in fact -- were not paying attention."

The em dash is longer than the en dash (–), which is used to show range: for example, "6–10 years," "3–9 p.m.," "April–September." Do not insert a space on either side of the en dash.

Use a hyphen (shorter than the em dash and the en dash) to join two or more words expressing a single concept—e.g., "first-quarter touchdown," "full-time professor," "fall-semester grade," "high-and-mighty attitude." Do NOT use a hyphen to join "very" with another word modifying the same concept—e.g., "a very good time." Also, do NOT use a hyphen to join adverbs ending in "-ly" with modifiers following them—e.g., "the slow-moving train" BUT "the slowly moving train."

"I.e." means "that is"; "e.g." means "for example." The two abbreviations are not interchangeable. Both are lowercased; neither is italicized.

Capitalize the first word following a colon when it begins a new sentence—e.g., "He was right about one thing: The University was thriving."

Collective nouns such as "faculty" and "staff" may take singular or plural verbs and pronouns. If, in context, the group functions as a unit, treat the noun as singular; if its members function individually, treat the noun as plural—e.g., "Faculty in the College of Health Sciences are working on …" BUT "The faculty has been apprised of …."

Resources

For writing and style resources in addition to the *2010 AP Stylebook* (www.apstylebook.com/), visit the University of Delaware Writing Center (www.english.udel.edu/wc/) or the University of Delaware Library (www.lib.udel.edu/db/).

Section Three: The University of Delaware Identity System

Usage Restrictions on official UD logos

Who may use the UD logos and the ways they may be used are guided by certain restrictions.

1. Non-varsity sports clubs may use the UD logo(s) and athletic names only if they have been officially sponsored by UD Recreation Services. Any sponsored club sport that is also a varsity sport must use the word "club" after the sport name (e.g., "UD Soccer Club").

2. Registered Student Organizations may not use any official UD logos within their organization's logos or marks. Such organizations must then identify themselves in the following manner: "XXXX is a Registered Student Organization at the University of Delaware" or simply "XXXX at the University of Delaware." *Note: Registered Student Organizations are not permitted to raise funds by reselling licensed products (clothing, mugs, etc.) featuring the UD logo or any licensed UD images. They may, however, resell licensed products that contain their organization's name only.*

3. Student groups conducting fundraisers or promoting a specific event (i.e., "Blue Hen Run") can do fundraising in a very popular way and not have to front any funds by starting a **crowdfunding** site. Contact the Assistant Director, Web Fundraising. Full information is available at www.udel.edu/crowdfunding. Any sales of items by groups or individuals at UD must read the policies here: www.udel.edu/usc/includes/pol/sales.html

4. UD employees and students are not permitted to use the University name, trademark or logo in the promotion or endorsement of any political/social movement or candidate for public office, or for any activity not officially sponsored by the University.

5. Companies that do business with the University are not permitted to promote their products or advertise their services using UD logos and/or trademarks unless specifically granted permission to do so by the University. Such permission is typically granted for a limited time, and all materials must be approved by OCM.

Other Usage Restrictions

- The University seal is permitted on products for resale.
- The University licenses health and beauty products.
- The University permits numbers on products for resale.
- Mascot caricatures are NOT permitted—the mascot may be featured only in those ways shown in this guide.
- Cross-licensing with other marks is permitted.
- NO USE of any current University athlete's name, image or likeness is permitted on commercial products. It is a violation of NCAA rules.
- NO REFERENCES to alcohol, drugs or tobacco-related products may be used in conjunction with University marks.
- NO degrading, offensive or vulgar language may be used in conjunction with University marks.
- The University will approve fashion colors. However, when using blue and yellow, only garments closest to PMS 2945 C (royal) and PMS 109 C (yellow) will be approved. Navy and athletic gold are not permissible garment colors.
- Heat-seal appliqués are NOT permitted. Embroidery appliqués must be tackle twill.
- When printing on a colored background, a white base must be used.

Note: The marks of the University of Delaware are controlled under a licensing program administered by IMG College Licensing. Any commercial use of these marks on merchandise or apparel will require written approval from IMG College Licensing.

Before ordering any apparel or giveaway items bearing UD marks, logos or names, please see the section on **Securing Approvals on UD Apparel and Giveaways** on the OCM website:

www.udel.edu/giveaways

Other UD Trademarked verbiage includes:
University of Delaware®, Delaware™, Fightin' Blue Hens™, UD™, Blue Hens®, Blue Hen®, YoUDee™, Fear the Bird™, Hens™, Hen Tracks™, D™, UDelaware™, DelaWear™

Primary Logo

Designed in 1993, by Monroe Givens, Jr., the logo represents a strong visual element within the University's overall identity system. Consistent use of UD's logo builds awareness of the University in the academic community and beyond. For communications to be effective, the logo must be used correctly at all times. The University of Delaware's logo is the appropriate symbol to be used in all forms of visual communications, including but not limited to:

- Stationery
- Publications
- Presentations/displays
- Promotional items and advertisements
- Signage on buildings/vehicles

The UD logo should be clearly displayed on all visual communications, may not be incorporated into or combined with any other mark, symbol or graphic to create a new mark and should be used only with the registration symbol
(appearing next to the "E" in "Delaware").

The logo should be used only for approved purposes and cannot be altered in any way, with the exception of adjusting its size (while maintaining its proportions). As a registered trademark, the logo may be used only according to the guidelines described within this guide, or through permission of the University's Office of Communications and Marketing (OCM).

It is important to note that the creation of additional logos for colleges, departments, centers, units, etc., within the University of Delaware is permitted under special circumstances and will be evaluated on a case-by-case basis by OCM.

INFORMATION LINING UP HORIZONTALLY SHOULD LINE UP WITH THE TOP HORIZON LINE OF "NIVERSITY."

INFORMATION LINING UP VERTICALLY SHOULD LINE UP FLUSH WITH THE STROKE OF THE LOGO'S CAP "D."

Clear Space

When reproducing the logo, it is essential to observe the clear space requirements, leaving space equivalent to the height of "elaware" on all sides.

Minimum Size

To ensure that the University's primary logo and primary logo with tagline lockup maintain readability, the minimum sizes for each are indicated here.

Three-quarter (.75) inch is the minimum width for the UD primary logo, shown here in actual size.

Color Standards

The colors used in the University's logo treatments contribute to a distinguishable element of UD's identity. It is important to be consistent in the use of color.

Whenever possible, the primary logo should be used in PMS Blue 2945 C. When using uncoated stock, use PMS Blue 3005 U. In instances where this is not possible, e.g., black-and-white print ads, the primary logo may be used in black.

When using a solid-color background, the signature colors should be reversed (white). **Please note:** The UD logo should be as prominent as possible. It is important that background colors provide sufficient contrast with the logo. The blue box is NOT part of the logo design. It is to show background color only.

If it is necessary that the logo be reversed out of a multi-colored background or a photograph, it is important that the logo stands out clearly. Avoid the placement of the UD logo against backgrounds from which it cannot be clearly distinguished.

Contact OCM if you are unsure about logo size, background or placement.

Reversed on dark background. Blue box is not part of mark.

Secondary Institutional Marks

Secondary logos are an essential part of an institution's graphic identity system, in that they offer additional options to convey the University's identity in applications that require a different treatment for visual appeal, emphasis or differentiation. The following secondary logos are approved for use by colleges, departments or units, based on the guidelines established in this Style Guide.

The two most commonly used secondary logo is the circle UD. When using marks, it is important to remember that these letters stand for "University" and "Delaware" and, as such, may not be used to create other words or phrases. **This is considered improper use of the University's identity and is not permitted.**

For example:

A more classic treatment, used less frequently, is the circle UD 1743. This version features the interlocking UD with the University's name and 1743 date appearing in a circle around it.

The University seal is the most restricted of all secondary logos and is used as one-color black on white, blue and white or reversed for engraving, etching or foil stamping.

Circle UD

Reversed on dark background. Blue box is not part of mark.

Circle UD 1743

University Seal

Use only for engraving, etching or foil-stamping.

The University Seal

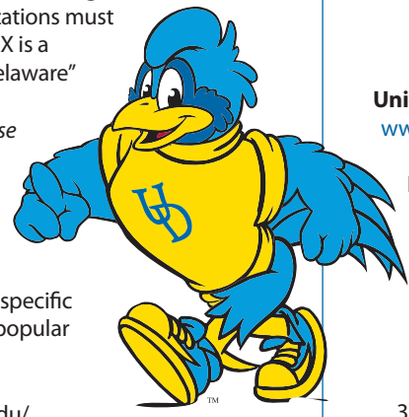
The current University Seal is a slightly revised and cleaned up version of the original UD Seal and is generally produced in one color, PMS Blue 2945 C. When using uncoated stock, use PMS Blue 3005 U.

The University Seal may be watermarked on letterhead; printed, embossed or foil-stamped on certificates, diplomas and diploma cases (provided the correct version or reversal of the University Seal artwork is used); and—through the Office of the President—embossed on other official documents. Use of the seal on **all official documents** requires prior approval by the University Secretary.

The University Seal should be used sparingly in communications by colleges, departments or programs, but it may also be used in selected significant communications and marketing materials as a main element or ghosted in the background as a graphic element. Use of the seal on **all non-official documents** requires prior approval by OCM.

Registered Student Organizations (RSOs) www.udel.edu/rso

1. Registered Student Organizations may not use any official UD logos within their organization's logos or marks. Such organizations must then identify themselves in the following manner: "XXXX is a Registered Student Organization at the University of Delaware" or simply "XXXX at the University of Delaware." *Note: Registered Student Organizations are not permitted to raise funds by reselling licensed products (clothing, mugs, etc.) featuring the UD logo or any licensed UD images. They may, however, resell licensed products that contain their organization's name only.*



2. Student groups conducting fundraisers or promoting a specific event (i.e., "Blue Hen Run") can do fundraising in a very popular way and not have to front any funds by starting a **crowdfunding** site. Contact the Assistant Director, Web Fundraising. Full information is available at www.udel.edu/crowdfunding. Any sales of items by groups or individuals at UD must read the policies here: http://sites.udel.edu/usc/rsopolicy/

3. RSOs are welcome to use a specialized **"RSO YoUDee" mascot** mark (see above) with their organization's name in logos, print, social media and on giveaway items if they choose. Mascot art cannot be altered.
   - NO REFERENCES to alcohol, drugs or tobacco-related products may be used in conjunction with University marks.
   - NO degrading, offensive or vulgar language may be used in conjunction with University marks.

RSOs looking to make shirts, etc. including the UD name, logos, and more must full out the **Apparel Review Form**. RSOs are informed of this in the **Start of the Year Packet** and in **Presidents Training**. **https://studentcentral.udel.edu/form/start/101181**

Graduate Student Organizations
Such organizations must then identify themselves in the following manner: "XXXX at the University of Delaware."

Greek Organizations - Fraternities and Sororities
www.udel.edu/greek

1. Registered Fraternities and Sororities at the University of Delaware fall under similar guidelines as Registered Student Organizations (RSOs).
2. They also have the opportunity to use a specialized **"Go Greek YoUDee" mascot** mark (see below left) with their fraternity or sorority name or greek letters (mascot art cannot be altered) in print, social media and on giveaway items. Please obtain official mascot art files from OCM.

University of Delaware Alumni Groups
www.udconnection.com/Get-Involved/Alumni-Affinity-Groups

Formal branding guidelines for Alumni groups:

1) All alumni groups may have a logo created specifically for them based on the guidelines below.

2) No official UD logos are allowed to be used in the alumni group logo, (to avoid confusion with other official units on campus).

3) The correct statement/name for the alumni group should be as follows, "xxxxx of the University of Delaware" (i.e. Nursing Alumni Network of the University of Delaware -or- Nursing Alumni Network of UD; Black Alumni Organization of the University of Delaware). Examples of approved logos below.

4) In order to be considered an official alumni group, you must contact the Office of Alumni Engagement and Annual Giving at 302-831-2341.

BLACK ALUMNI ORGANIZATION
OF THE UNIVERSITY OF DELAWARE

Men's Crew
17 43
of the University of Delaware

Securing Approvals on UD Apparel and Giveaways

Follow the process outlined on the OCM website when designing and ordering T-shirts, jackets, hats and other giveaway items for your organization. All items bearing the University of Delaware name or marks MUST be created through a IMG College Licensed vendor.

Direct link to this section:
www.udel.edu/giveaways

For questions on contests, see Digital and Multimedia policies here: **https://sites.udel.edu/generalcounsel/policies/use-of-digital-and-multimedia/**

Improper Usage

Using the logo correctly will maintain consistency and strengthen the University of Delaware brand and identity.

The UD logo becomes more valuable and recognizable through consistent use in a variety of contexts. Unauthorized alterations to the primary logo or primary logo with tagline lockup dilute the integrity of the logo and, in effect, the University's brand power.

Shown at right are examples of logo misuse.

Do not scale disproportionately.

Do not alter or recreate any elements.

Do not rotate.

Do not recreate from a font.

Do not change the colors.

Do not use on a patterned background.

Do not abstract or distort in any way.

Do not combine different logos.

Do not combine different logos.

Do not combine different logos.

Retired Logos/Marks

The logos/marks shown here are retired, and should not be used, especially on any newly produced communications from the University. There are several hundred YoUDee caricatures that are also retired, including the ones shown here. If the mark in question has not been grandfathered into the new branding system, it is most likely retired. Please consult with OCM regarding the mark's legitimacy.

Please do not download logos or marks from unofficial Internet sites (such as **Google Images**) or other sources. All official UD marks should be obtained from OCM or the OCM website's download area at: www.udel.edu/ocm

Lockup/mark/identity for individual units, departments, centers or projects

For strength of the UD Brand and consistency, all areas are asked to use their customized primary or secondary lockup system. This creates a strong tie to the University and its universal branding.

A vertical version of the secondary lockup is available upon request for cases requiring small size or a specialized block-type of application, such as a Facebook avatar, icon or embroidery/printing on merchandise. All other cases not requiring this specialized block style must use the primary or secondary lockup system as their main logo or identity.

Any questions regarding which version of the lockup should be used may be directed to OCM.

Secondary lockup system for individual entities

Secondary alternate vertical lockup system for specialized cases only

Brand Architecture—Primary Lockup Systems

It is important for UD's identity system to help establish and express important relationships within the University system. The University of Delaware has created a hierarchical information system to allow for the appropriate identification and prominence of colleges, departments, centers, etc., while maintaining the overall integrity of the University's logo system.

Please note the role that typography plays in identifying brand hierarchy. When identifying a college with the UD logo, Myriad Pro Regular (cap and lowercase) is used. When identifying the department within the college, it is displayed beneath the college's name using Myriad Pro Regular (caps).

The primary logo is separated by a vertical line from the secondary tier of information on the right. Please note guidelines for spacing and alignment.

In an effort to maintain a consistent appearance among the individual University units, the logo uses an ampersand rather than "and." For example, "Alfred Lerner College of Business & Economics" NOT "Alfred Lerner College of Business and Economics." The same holds true for centers or departments: "Center for Economic Education & Entrepreneurship."

Additionally, The order of hiereachy in the lockup can be reversed to give more emphasis to a unit, depending on its use. This is at the discretion of the college dean and should not be used in this way without the dean's approval. See "School of Education" example to the right.

Note: when two or more UD colleges, departments, programs, units, etc. are co-sponsoring an event, the University's Primary logo should be used one time and the other etities listed in alphabetical or order of prominence as a list and no multiple lockups should be used on the same piece. (i.e. primary logo in bottom left of piece with other entities listed to the right of the logo, without the vertical line.)

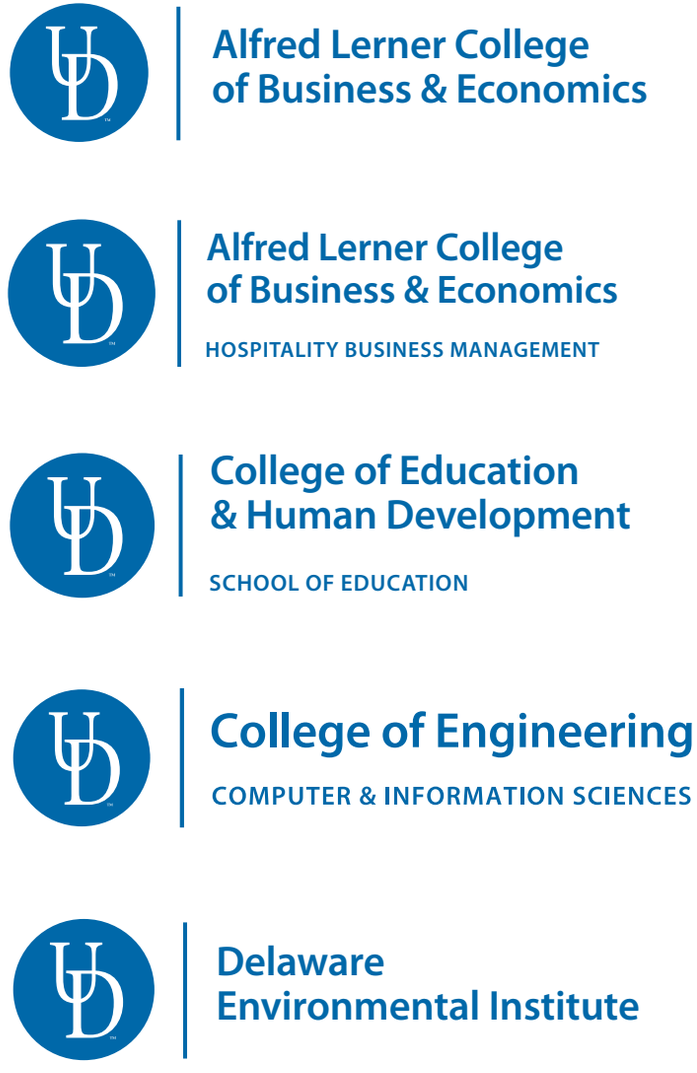
Brand Architecture—Secondary Lockup Systems

The Primary Logo and Primary Lockup System should be used in all formal instances campus-wide. For more informal uses or instances limited by size and detail, we have also established a Secondary Lockup System. In this version of the lockup, the text is centered on the Circle UD logo and is thickened by using Myriad Pro Semibold. Also, a slightly thicker vertical line is used, which is the height of the secondary Circle UD logo to the left.

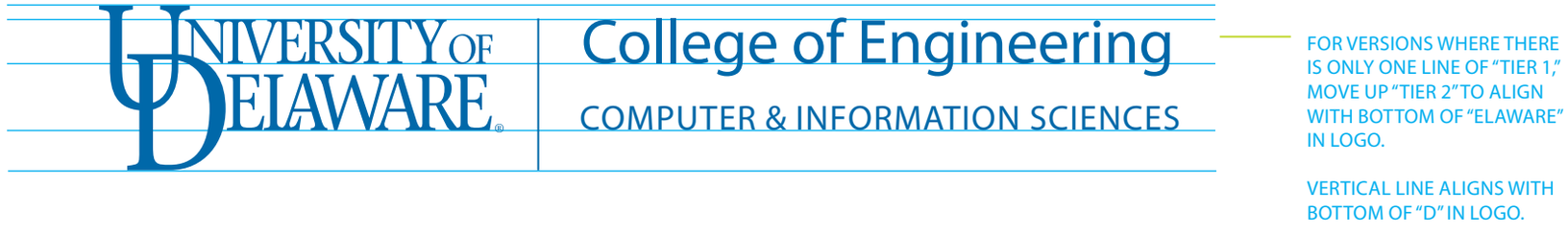
The use of this Secondary Lockup System in place of the Primary Lockup System should be approved by OCM.

This look is also suggested for apparel, giveaways, etc. when smaller detail cannot be reproduced. Though the Primary Lockup is preferred, we do offer this as an alternative lockup system.

Note: Please see note on previous page for use when two or more UD colleges, departments, programs, units, etc. are co-sponsoring an event.



X
X
UNIVERSITY OF DELAWARE
Alfred Lerner College
of Business & Economics
Y
HOSPITALITY BUSINESS MANAGEMENT
MYRIAD PRO REGULAR
KERNING: -5
MYRIAD PRO REGULAR CAPS
KERNING: +20
SPACE OF "X" EQUAL TO WIDTH OF "OF" IN LOGO.
SPACE OF "Y" EQUAL TO HEIGHT OF "ELAWARE" IN LOGO.


UNIVERSITY OF DELAWARE
College of Engineering
COMPUTER & INFORMATION SCIENCES
FOR VERSIONS WHERE THERE IS ONLY ONE LINE OF "TIER 1," MOVE UP "TIER 2" TO ALIGN WITH BOTTOM OF "ELAWARE" IN LOGO.
VERTICAL LINE ALIGNS WITH BOTTOM OF "D" IN LOGO.

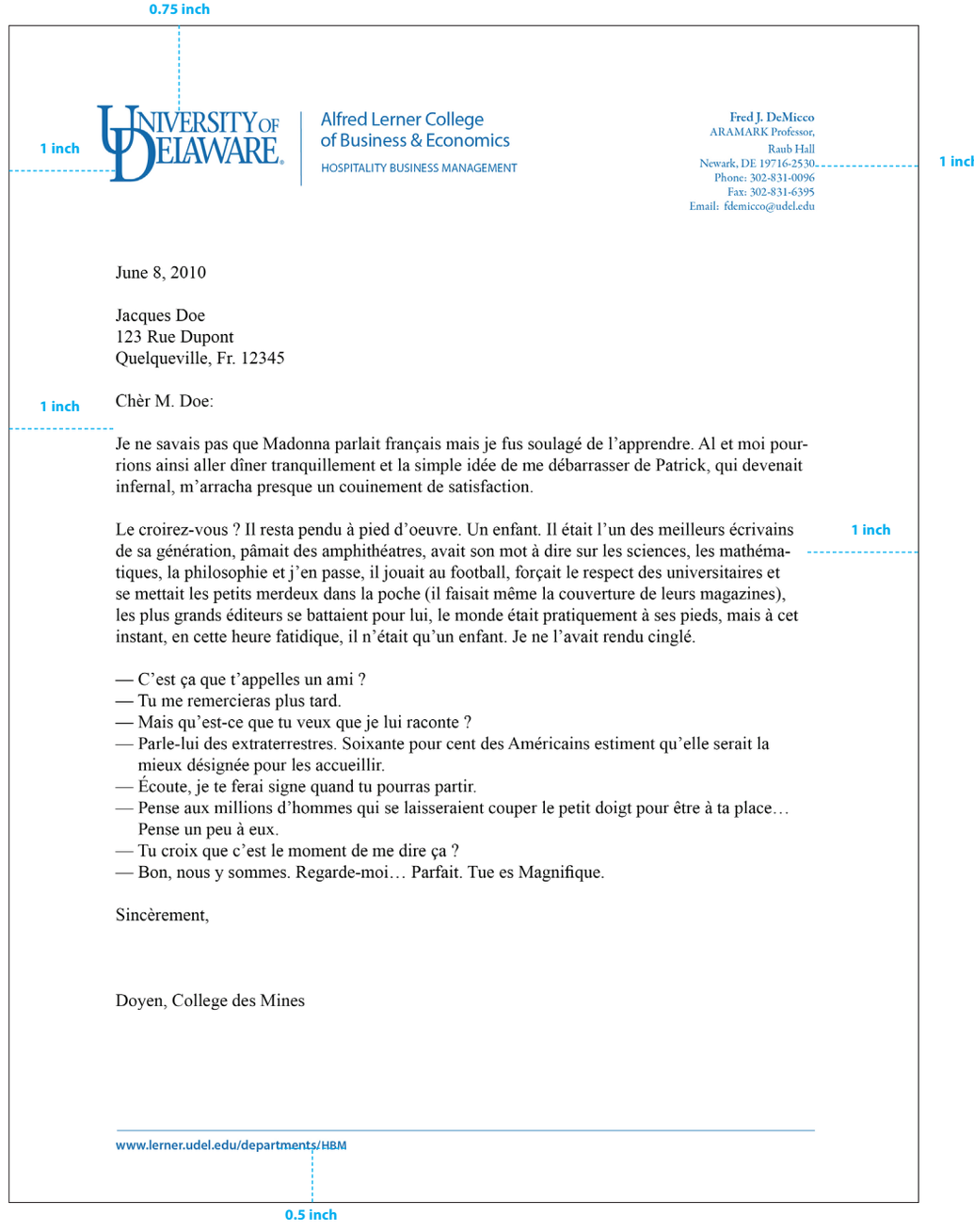
University Letterhead and Stationery System

The University of Delaware letterhead is 8.5 inches wide by 11 inches tall.

The recommended typing format is shown here. Please follow this style for consistency.

The recommended typeface for body copy on letterhead is Garamond Premier Pro, with a type size of 12 point and a line spacing of 14 points. If Garamond Premier Pro is unavailable, Garamond in any form is an acceptable alternative. If the Garamond typeface is unavailable, Times New Roman is an acceptable alternative.

Letterhead and stationery can be obtained through University Printing and are subject to the approval of OCM.



Envelope

The envelope size is #10. The logo is to be positioned as shown produced in one color, PMS Blue 3005 U. (PMS 2945C equivalent for uncoated stock only.)

#10 Envelope Front

Business Card

The standard University of Delaware business card is 3.5 inches wide by 2 inches tall.

The logo is to be positioned as shown and printed in PMS 3005 U. (PMS 2945C equivalent for uncoated stock only.)

Business cards may be one- or two-sided. The back of the card may be used to print standard contact information in languages other than English, in conjunction with customs of specific countries. The reverse side may contain the "Dare to be first." tagline or social media links. Text must be reversed in white on a solid blue background and must be approved by OCM.

Business card templates have been created for **graduate** and **post-graduate** students, and are available through University Printing: 302-831-2153 or www.udel.edu/printing.

Business Card Front

Business Card Back - optional

Signage

Campus signage, from building identification to directional signs, is another way in which UD maintains a consistent brand identity.

All exterior building and directional signage should be developed in cooperation with the University of Delaware's Planning and Project Delivery and the UD Architect:

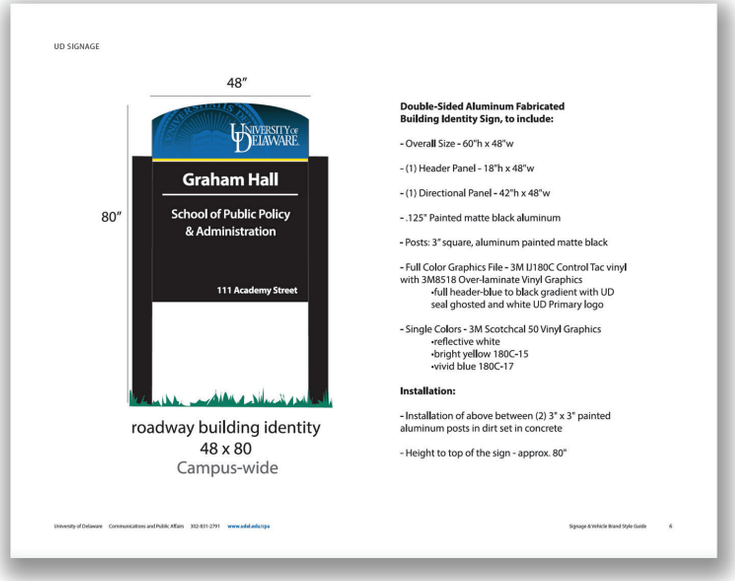
142 General Services Building
222 S. Chapel St.
Newark, DE 19716-1744
Fax: 302-831-8294
Telephone: 302- 831-1744
Email: ud-fpc@udel.edu

To request a new sign, please submit a completed University of Delaware **Request Signage** form to Planning and Project Delivery. https://udapps.nss.udel.edu/webforms/embtform?wf_id=1106&wf_ty=blank

All UD signage should comply with standards outlined in the **UD Signage and Vehicle Brand Style Guide.**

All exterior building, directional and vehicular signage should be developed in cooperation with the University's Architect at P_Krawchyk@facilities.udel.edu and the Branding Director at heckert@udel.edu.

To view samples of UD signage and vehicle markings, please see the **UD Signage and Vehicle Brand Style Guide**, available on the OCM website. www.udel.edu/ocm



example page from UD Signage and Vehicle Brand Style Guide

Banners

In order to ensure the safety and health of the occupants of University buildings and structures at all times and limit potential damage to buildings and other structures, the University of Delaware permits academic departments, administrative units and recognized student organizations to hang banners on the UD Newark campus subject to certain requirements.

To request banner space, see banner size guidelines, and to make contact for a specific building, please see the **UD Banner Guidelines** on the OCM website: www.udel.edu/ocm

To read the current **Banner Policy**, please go to http://sites.udel.edu/usc/facilitypolicies/

Colburn example

Trabant example

Color Palettes

Color plays a critical role in strengthening the overall impact of the University of Delaware identity. It is perhaps the most significant identifier that the University uses. The consistent use of color is a vital part of communicating the University's brand.

The official blue and yellow are the University of Delaware's primary colors for use in print and electronic communications. Accent or secondary colors are used to complement UD's blue and yellow, but should not be used as primary or stand-alone elements of the color palette.

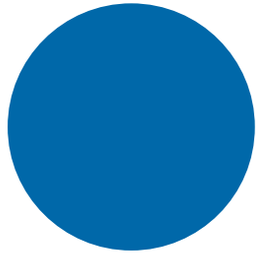
The logo may appear in the approved primary colors, or reversed in white out of a field of primary color.

When printing one-, two- and three-color publications, spot colors (Pantone) should be used. When printing in full color (four-color process), the CMYK mix provided in the palette should be used. Automatic conversion of the spot color within an application can result in an incorrect mix.

The secondary colors are complementary colors that may be used in publications for headlines, pull-out type, quotes or solid color fields.

See **SECTION SIX: TRADEMARK LICENSING** to read more about Fashion Colors in apparel items.

Primary colors:



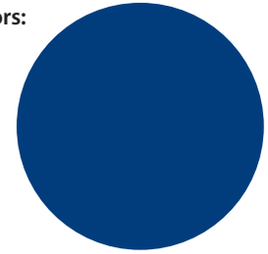
PMS 2945 C
C 100 + M 38 + Y 0 + K 15
R 0 + G 83 + B 159
HEX: 00539f
Madeira: 1076
RA: 2220
GS/Sulky: 1535

When using uncoated stock, use PMS 3005 U.

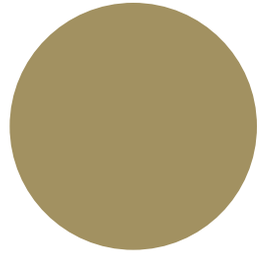
PMS 109 C
C 0 + M 9 + Y 94 + K 0
R 255 + G 210 + B 0
HEX: ffd200
Madeira: 1124
RA: 2462
GS/Sulky: 1187

When using uncoated stock, use PMS 108 U.

Secondary colors:



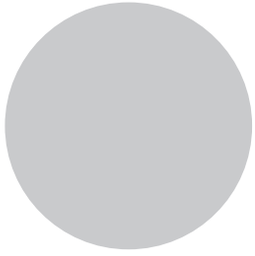
PMS 281 C
C 100 + M 72 + Y 0 + K 38
R 0 + G 38 + B 99
HEX: 003976
Madeira: 1242
RA: 2613
GS/Sulky: 643



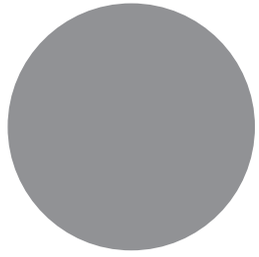
PMS 872 C
METALLIC SPOT COLOR
Madeira: 1192
RA: 2586
GS/Sulky: 1549

Complementary Palettes

Neutrals:



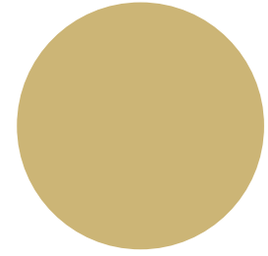
PMS Cool Gray 4 C
C 0 + M 0 + Y 0 + K 28
R 189 + G 189 + B 189
HEX: bdbdbd
Madeira: 1011
RA: 2592
GS/Sulky: 1327



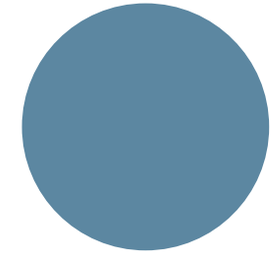
PMS Cool Gray 9 C
C 0 + M 0 + Y 0 + K 65
R 116 + G 118 + B 121
HEX: 747679
Madeira: 1118
RA: 2484
GS/Sulky: 1041

PMS 7499 C
C 0 + M 2 + Y 15 + K 0
R 238 + G 232 + B 197
HEX: eee8c5
Madeira: 7499
RA: 2582
GS/Sulky: 1061

PMS 545 C
C 31 + M 6 + Y 0 + K 0
R 196 + G 216 + B 229
HEX: c4d8e5
Madeira: 1027
RA: 2382
GS/Sulky: 545

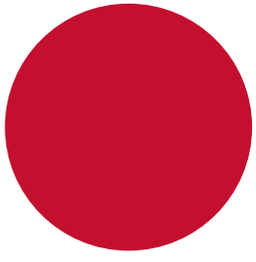


PMS 4515 C
C 0 + M 9 + Y 47 + K 24
R 183 + G 166 + B 109
HEX: b7a66d
Madeira: 1260
RA: 2604
GS/Sulky: 688

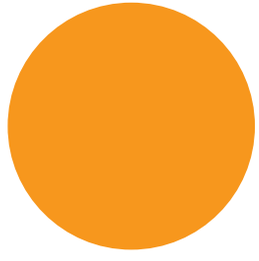


PMS 5415 C
C 56 + M 12 + Y 0 + K 43
R 90 + G 126 + B 146
HEX: 5a7e92
Madeira: 1163
RA: 2617
GS/Sulky: 1284

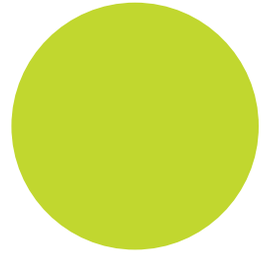
Brights:



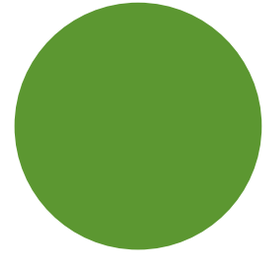
PMS 187 C
C 0 + M 91 + Y 72 + K 24
R 175 + G 30 + B 45
HEX: af1e2d
Madeira: 1147
RA: 2263
GS/Sulky: 1147



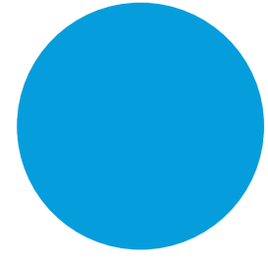
PMS 144 C
C 0 + M 47 + Y 100 + K 0
R 239 + G 130 + B 0
HEX: ef8200
Madeira: 1065
RA: 2330
GS/Sulky: 1238



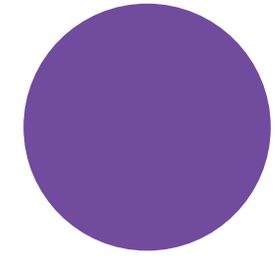
PMS 382 C
C 31 + M 0 + Y 94 + K 0
R 190 + G 214 + B 0
HEX: bed600
Madeira: 1350
RA: 2456
GS/Sulky: 1282



PMS 370 C
C 60 + M 0 + Y 100 + K 28
R 90 + G 142 + B 34
HEX: 5a8e22
Madeira: 1170
RA: 2226
GS/Sulky: 1277



PMS 299 C
C 87 + M 19 + Y 0 + K 0
R 0 + G 160 + B 223
HEX: 00a0df
Madeira: 1297
RA: 2730
GS/Sulky: 861



PMS 266 C
C 94 + M 94 + Y 0 + K 0
R 120 + G 46 + B 189
HEX: 782ebd
Madeira: 1032
RA: 2254
GS/Sulky: 1122

Official Color Charts

Below is a list of the official color selections for the University of Delaware's logos, by acceptable color model.

Pantone Coated Color Equivalents:

COLOR NAME	COLOR	PANTONE	Process/CMYK	RGB	HEXADECIMAL
Delaware Blue		2945C	100-38-0-15	0-83-159	#00539f
Delaware Yellow-Gold		109C	0-9-94-0	255-210-0	#ffd200
YoUDee Blue		299C	87-19-0-0	0-160-223	#00a0df
Delaware Red		187C	0-91-72-24	175-30-45	#af1e2d
Delaware Gray		Cool Gray 4C	0-0-0-28	189-189-189	#bdbdbd

Trademarks of the University of Delaware may appear in full-color or one-color versions, as shown throughout IMG College Licensing (IMG) site. They should appear only as shown or otherwise permitted by IMG.

Thread Colors:

COLOR NAME	PANTONE	Madeira	RA	GS/SULKY
Delaware Blue	2945C	1076	2220	1535
Delaware Yellow-Gold	109C	1124	2462	1187
YoUDee Blue	299C	1297	2730	861
Delaware Red	187C	1147	2263	1147
Delaware Gray	Cool Gray 4C	1011	2592	1327

Opaque Vinyl Colors:

COLOR NAME	PANTONE	3M Opaque	ORACAL Premium 851	ORACAL HP 751	AVERY A6 Opaque	AVERY A9 Opaque HP
Delaware Blue	2945C	Vivid Blue 180C-17	509 Sea Blue	057 Traffic Blue	Vivid Blue A6570-0	Vivid Blue A9570-0
Delaware Yellow-Gold	109C	Bright Yellow (109C) 180C-15	209 Maize Yellow	209 Maize Yellow	Primrose Yellow A6110-0	Lemon Zest (109C) A9113-0
YoUDee Blue	299C	Olympic Blue 180C-47	547 Fjord Blue	517 Euro Blue	Olympic Blue A6530-0	Olympic Blue A9530-0
Delaware Red	187C	Geranium 180C-63	031 Red	031 Red	True Red A6332-0	Fire Red A9345-0
Delaware Gray	Cool Gray 4C	Medium Gray 180C-31	730 Simple Grey	074 Middle Grey	Medium Gray A6035-0	Medium Gray A9035-0

Reflective Vinyl Colors:

COLOR NAME	PANTONE	3M Scotchlite Reflective	ORACAL Series 550 Reflective	AVERY Reflective
Delaware Blue	2945C	Blue 680-75, 680CR-75	Blue 050	Blue A7822-R
Delaware Yellow-Gold	109C	Yellow 680-71, 680CR-71	Yellow 020	Yellow A7812-R
Delaware White	White	White 680-10, 680CR-10	White 010	White A7801-R
Delaware Gold [Vehicles Only]	872C	Gold 680-64, 680CR-64	Gold 091	Gold A7807-R

Use of all marks requires written approval prior to production. The name and marks of the University of Delaware are controlled under a licensing program administered through IMG.

Typography: Sans Serif

Consistent use of typography, as with other graphic elements, helps to maintain a strong brand identity.

Myriad Pro is the selected sans serif typeface. It is the typeface for the tagline and secondary signature systems. It is recommended that the regular weight be used for body text and that the body text remain unkerned (no extra character space).

Although the use of Myriad Pro is strongly recommended, exceptions may be made where availability is limited or where technical concerns make its use less efficient. In these instances, Helvetica or Arial may be used.

Please contact OCM for assistance with access to the official fonts.

Myriad Pro Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Myriad Pro Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Myriad Pro Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Myriad Pro Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Myriad Pro Semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Myriad Pro Semibold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Typography: Serif

Adobe Garamond Premier Pro is the selected serif typeface. It is recommended that only regular weight be used for body text and that the body text remain unkerned (no extra character space).

Although the use of Garamond Premier Pro is strongly recommended, exceptions may be made where availability is limited or where technical concerns make its use less efficient. In these instances, Garamond in any form is an acceptable alternative. If the Garamond typeface is unavailable, Times New Roman is an acceptable alternative.

Please contact OCM for assistance with access to the official fonts.

Adobe Garamond Premier Pro Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Adobe Garamond Premier Pro Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Adobe Garamond Premier Pro Semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Adobe Garamond Premier Pro Semibold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Adobe Garamond Premier Pro Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Adobe Garamond Premier Pro Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Photography

Photographs, whether used alone or in combination with logos and text, are an indispensable means of telling the UD brand story. Photographs contribute to the first and lasting impressions that readers, viewers and web visitors form of an institution.

When choosing photographs for use in University publications or on the website, editors should strive to include images that illustrate UD in the best light and with clarity.

Examples of this are shown at the right.

Original photography should be used in all materials produced in print and online for the University of Delaware, e.g. no third-party stock images of people or places, as it is important to ensure the University is not being misrepresented through imagery that is not reflective of the true campus environment or community. The only exception is the use of graphic representations of objects, e.g. computer circuitry or a football, which must be copyright free to use.

Note on Photographer Credit:

Online photo credits for University of Delaware photographers are given at the end of UDaily stories, not next to the photos themselves. In print, photo credits are given as a credit line next to the photo. In many cases, UD photographers are credited as "University of Delaware" or "Photo Services" and not themselves, as they do not own the photos personally.

External or freelance photographers are credited in the same way. No credit lines are given near the photos when presented digitally, but only when in print form. No logos, watermarks or company marks are allowed on the photos themselves. Credits will be given as a text line with the photographer's name or permission or courtesy line ONLY.

Section Four: Digital Graphic Applications

Digital Branding

Visitors to www.udel.edu experience content across many web pages hosted by a variety of colleges, units and departments. In order to maintain a level of consistency in appearance and functionality, it is recommended that the core elements of a University of Delaware banner and footer be implemented on every web page. These core elements support the brand platform.

The www.udel.edu domain

The www.udel.edu domain is an essential part of the digital brand. As our audience engages with us on digital channels, or reads print URLs in print materials, it is essential for there to be an awareness that "udel.edu" is at the beginning of their engagement with us – the place where they can find out what is happening at UD today. Requests for new URLs and subdomains are reviewed for their strategic value to the stakeholder, and against the backdrop of the larger digital brand experience. The digital team does not recommend the use of case-sensitive URLs; they are not user-friendly and require additional redirects to work on www.udel.edu.

See Digital and Multimedia policies here: **https://sites.udel.edu/generalcounsel/policies/use-of-digital-and-multimedia/**

Note on photography:

- Original photography should be used in all materials produced in print and online for the University of Delaware, e.g. no stock images of people or places, as it is important to ensure the University is not being misrepresented through imagery that is not reflective of the true campus environment or community. The only exception is the use of graphic representations of objects, e.g. computer circuitry or a football, which must be copyright free to use.

The official University of Delaware header:

A required element on every University website, the header makes use of the primary logo, official seal and optional search field. Header files are available as a package from the UD IT Header/Footer Repository and should not be altered in any way that would affect the overall provided design.

- This system is designed to be flexible to work with existing designs on established sites using responsive architecture.
- Colleges are permitted to display their name within the header, centered beneath the University of Delaware logo. Please coordinate with Office of Communications and Marketing through digitalteam@udel.edu to obtain your College specific header file package. Any department, unit or program name must be displayed beneath the header.
- The provided search utilizes the University offered Google Custom Search Engine (CSE) which is configured to search all of udel.edu. This field is not required and a version of the "search-free" header is also included in the header file package. *If you wish to develop a local, custom search, it must be displayed beneath the header.*

The official University of Delaware footer:

A required element on every University website, the footer makes use of the circle UD logo, UD main (@ UDelaware) social media accounts, legal notices, general contact and copyright information. Footer files are available as a package from the UD IT Header/ Footer Repository and should not be altered in any way that would affect the overall provided design.

- This system is designed to be flexible to work with existing designs on established sites using responsive architecture.
- Information specific to department or unit, such as contact info, department/unit name and social media accounts, should be displayed within a localized footer, above the UD footer.

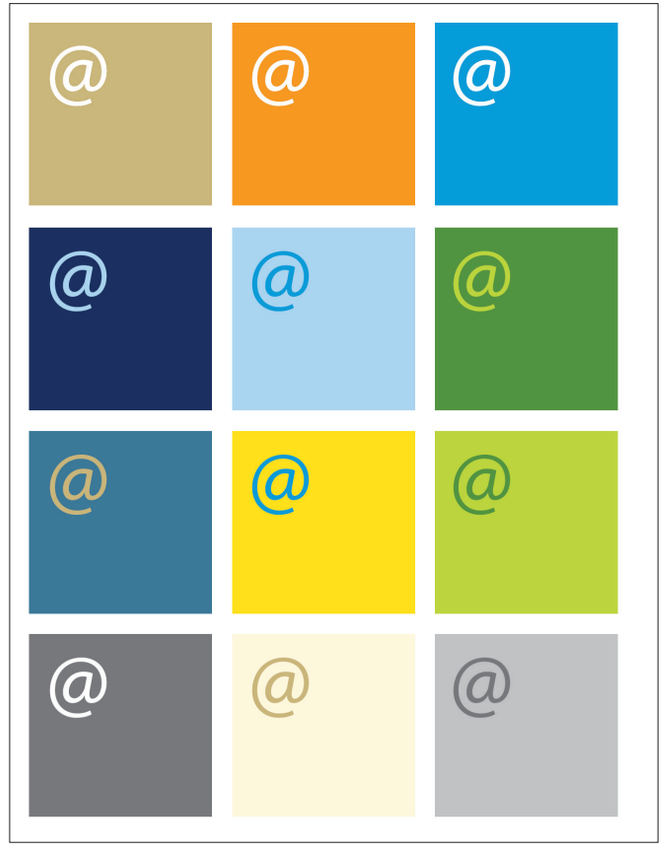
Colors

The University's color palette is intended to translate from print to web – maintaining brand consistency across the two mediums. The majority of color systems are oriented around the use of the primary blue, with various secondary color systems offered to provide designers flexibility to work with existing systems. **All color decisions need to be considered for avoiding issues with regards to legibility for those visitors with visual impairments. Please refer to the accessibility page on* www.udel.edu/ocm *for more information.*

Official fonts/web typography:

Typography has made many advances for web developers in recent years. APIs such as Google fonts make is possible to go beyond native system fonts to design pages and improve the user experience. These systems are designed to deprecate gracefully to cross-platform fonts and CSS font-family properties. (ex: 'Arial', sans-serif;)

Currently, the digital team uses the Google font API with "Open Sans" to approximate Myriad Pro, and "EB Garamond" to approximate Garamond Premiere Pro. In both cases, the best practice is to fall back to a fail-safe system font by means of CSS font-family: 'sans-serif' or 'serif".



The secondary colors of the branding platform are flexible to work with the primary colors, but care must be taken to ensure legibility of contrast.

AaBbCcDdEe 12345

AaBbCcDdEe 12345

AaBbCcDdEe 12345

These are samples of Open Sans, Open Sans condensed, and EB Garamond, these fonts are available through the Google font API to approximate Myriad Pro and Garamond Premiere Pro respectively.

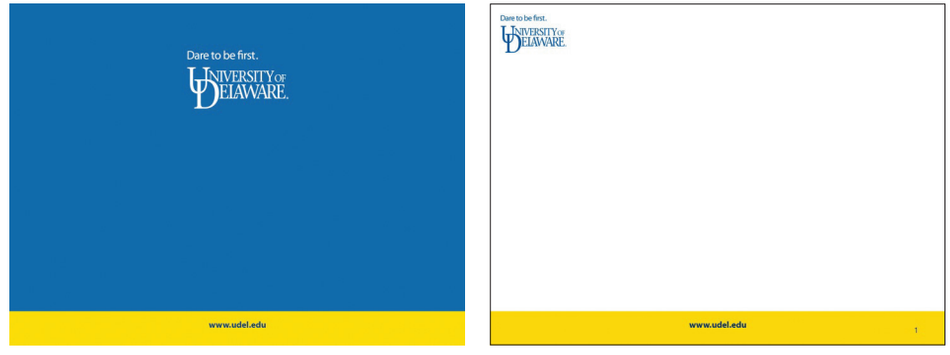
Presentations

As students, faculty and staff communicate on and off campus, portable and online presentation software platforms like PowerPoint, Prezi and Google Presentations/slides are commonly utilized. The digital team offers presentation themes with essential institutional branding. Use of these assets is encouraged so that our University of Delaware brand is presented alongside the powerful ideas being broadcast in-person and online.

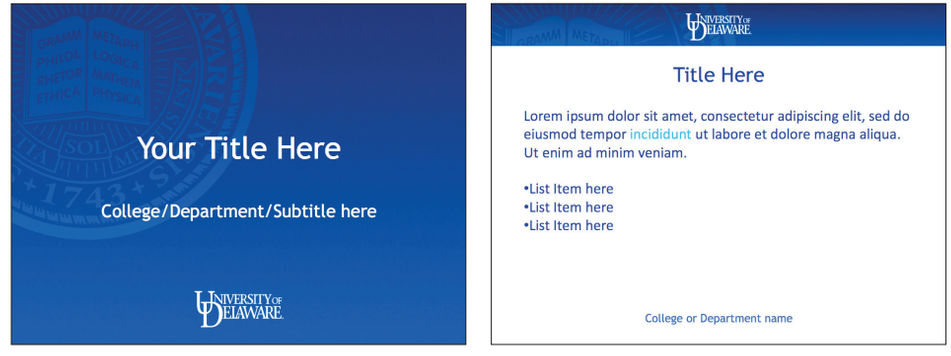
- These themes are offered in standard and 16:9 widescreen sizes on www.udel.edu/ocm

Sample 1: PowerPoint Title Slide and Page *(Use with white or light type. This option works well when photographed.)*

Sample 2: PowerPoint Title Slide and Page *(Use with dark type. This option works well with images that have a white box.)*



Sample 3: PowerPoint Title Slide and Page *(Use with dark type. This option works well with images that have a white box.)*



Email Signatures

Each day, your email is a connection to many individuals beyond the campus. By using this email signature, you are communicating your official connection to the University and also helping to strengthen the University of Delaware.

The full email signature should be used when communicating with external audiences, but it is not necessary for routine emails between coworkers.

Additions such as inspirational quotes and graphics are not permitted and should be reserved for personal email accounts.

Custom URLs or links to officially recognized accounts on the **UD Social Media Directory** may be listed. **http://sites.udel.edu/socialmedia/social-media-directory/**

Font Sizes and Colors

When building your own email signature directly in your email client, these font sizes should be adhered to for consistency of look across platforms.
Name (15pt, Arial, bold, hex #00359f)
Title (13pt, Times New Roman, italic, hex #000000)
All other text (13pt, Times New Roman, hex #000000)

Accessibility

Ensure that your emails are sent in multi-part MIME format and offer both plain-text and HTML options. Use distinguishable color combinations with high contrasts to help elements stand out from one another. Clickable links should be large and placed in an obvious location as the size of the link will be beneficial to users whose control over a cursor is less precise. Additionally, it will help those with a visual impairment to identify a link without additional distraction.

full signature with logo

UNIVERSITY OF DELAWARE

- **prefix+Full Name+suffix**
  (pronouns: she/her/hers)
- *title(s)*
- office/department/unit/center
- University of Delaware
  100 Hullihen Hall, 162 The Green, Newark, DE 19716
- o: 302-831-XXXX | c: 302-218-XXXX | f: 302-831-XXXX
  www.udel.edu/event | www.udel.edu/college

required-only signature with logo

UNIVERSITY OF DELAWARE

- **prefix+Full Name+suffix**
- *title(s)*
- office/department/unit/center
- University of Delaware
- o: 302-831-XXXX

minimal signature no images
(preferred use for Outlook)

- **prefix+Full Name+suffix**
- *title(s)*
- office/department/unit/center
- University of Delaware
- o: 302-831-XXXX

* -required

The samples above are generated by the email signature generator available at **www.udel.edu/signature**.

If you do not use the generator, then your signature file should look similar in design and style to these samples.

There are required fields, but flexibility to semi-customize your email signature, including the option of no graphic image.

Note for UD Students:
Official UD logo use is reserved for employees, departments, units, entities, etc. that represent the University. Students are allowed to use the name of the University or department as text in their email signatures, but no official UD logo use is allowed.

Campus Resources

For groups of people larger than (50) PO Box offers the University community a service for sending plain-text and HTML emails by attaching a .csv of email addresses or existing UD mailing lists.

- Access to sensitive official UD-lists (e.g., Residence Halls) is restricted. NO tracking data is provided with this service.
- A University policy governs the sending of campus wide emails, which require approval from senior administration. See policy 1-21 on www.udel.edu/ExecVP/policies
- For additional resources visit www.udel.edu/ocm
-

Web Accessibility

The University of Delaware targets WCAG 2.0 and ARIA 1.0 in order to allow Web content and assistive technologies to convey appropriate information to persons with disabilities.

A key principle of web accessibility is designing web sites and web applications that are flexible to meet different user needs, preferences, and situations. The templates and recommendations offered by the digital team are designed with attention and consideration for the selection of graceful deprecation, distinct color builds, weight and contrast in type and graphical elements on web pages.

In partnership with IT Client Support & Services (CS&S) we recommend developers review the following pages as they build web pages for www.udel.edu.

Best practices tools and resources for developing accessible web pages and digital content are available on www.udel.edu/ocm

Commercial Platforms

The digital team currently supports MailChimp, which is free for lists of up to 2,000 subscribers. MailChimp provides detailed data about subscriber profiles (engagement, website activity) as well as tools to view the impact of your campaigns

Social Media

Social media is defined as the interactions among people through creating and sharing content in virtual communities.

Supported Platforms

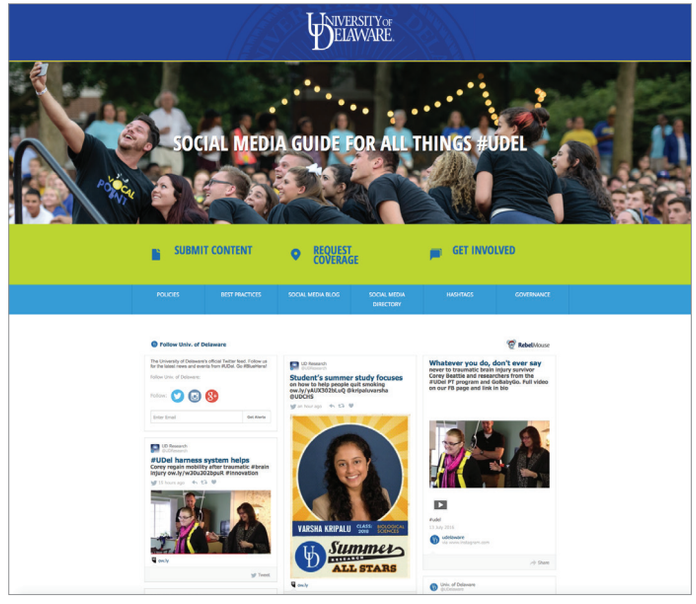
The University of Delaware uses and encourages official use of the following social networks: Facebook, Twitter, YouTube, Instagram, Pinterest and WordPress blogs. To follow UD on these networks, go to the **UD Social Media Portal**.
www.udel.edu/socialmedia

Social Media Accounts

All accounts that represent the University of Delaware, whether in name, as a program, group, entity, etc. must be officially requested and approved by Office of Communications and Marketing and the UD Social Media Steering Committee. Accounts that have been created prior to receiving approval may be pulled down for not complying with University branding and/or request procedures.

Account requests will be considered two times in an academic year. Deadline for fall social media account requests is Nov. 1, and deadline for spring social media account requests is March 1. Once Office of Communications and Marketing reviews the account requests, the Social Media Manger and his/her Steering Committee will determine approval or denial.

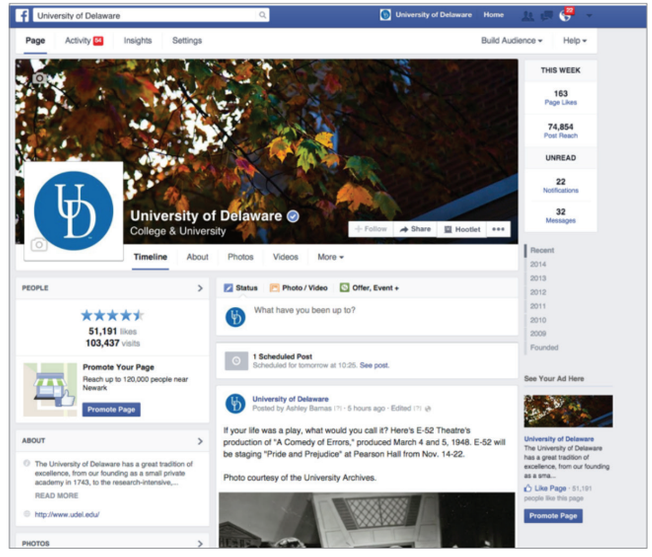
In the case of an account denial, OCM will work with the unit/organization to implement a social media strategy using existing UD social media channels.



Facebook

Official UD Page: www.facebook.com/UDelaware

With more than 1 billion users, Facebook is a popular vehicle for creating online communities with users, brands and organizations. UD builds value on its page and attracts followers with strategic use of multimedia content. The University encourages the use of Facebook to maintain consistent conversation with existing constituent groups: students, alumni, parents, athletics supporters and the greater community.



Twitter

Official UD page: www.twitter.com/UDelaware

Twitter is a micro blogging tool that uses 140-characters to communicate messages. The more than 560 million active Twitter users use hashtags(#) to bookmark conversations that help amplify communication outside of network. UD attracts internal and external followers by sending frequent tweets, retweets and links. When referring to the University of Delaware in a tweet, use the #UDel hashtag to ensure your tweets are found.

YouTube

Official UD channel: www.youtube.com/UnivDelaware

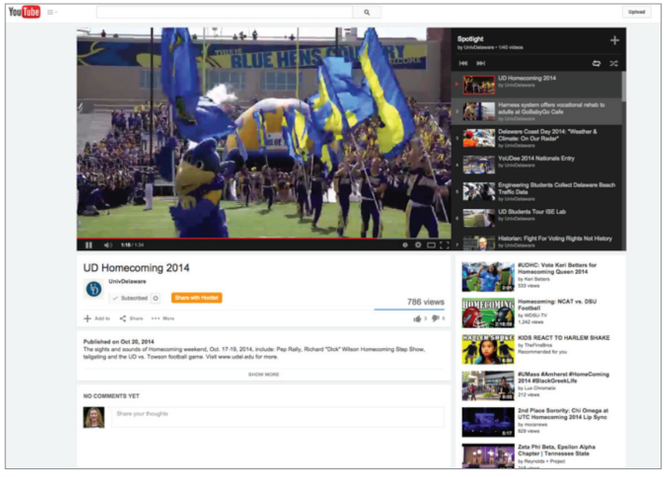
The more than 1 billion users generate 4 billion YouTube views a day, making this content-sharing tool critical in the digital space. Video earns some of the most traction of all digital communication. The University of Delaware maintains an official YouTube channel where departments, organizations and community members can host their videos. Videos submitted to Office of Communications and Marketing can be sent via UD Dropbox for viewing and approval by the digital team. At that time, please also email socialmedia@udel.edu with a short headline and brief (minimum two-sentence) description to go with the video. Also note which playlist(s) in which the video should appear.

Units should email socialmedia@udel.edu if interested in using YouTube, as the University creates "playlists," as opposed to multiple YouTube channels. All videos must have the following: UD Primary logo omnipresent bug, animated end slate, and lower thirds identifying all speakers featured in the video, which may include the name of the college or department or video title.

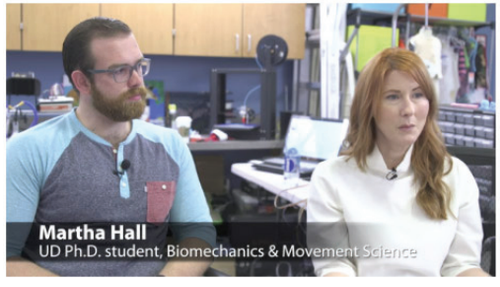
The lower third template in Final Cut X is called "Gradient-Edge," which is a black bar with lowered opacity set to the left of the screen. Text for the top line, which includes the speaker's name, should be Myriad Pro, Bold, size 81. The line below should identify the speaker by title. Font is Myriad Pro, Regular, size 66. Both lines of text must include a drop shadow. The lower third should be on the screen long enough to be read aloud twice through.

If a video does not conform to the requirements, the submitter will be asked to review and make alterations as necessary before the video can be posted.

See Digital and Multimedia policies here:
https://sites.udel.edu/generalcounsel/policies/use-of-digital-and-multimedia/



Examples of the UD Primary Omnipresent Bug and Lower Thirds



Instagram

Official UD account: instagram.com/udelaware

This mobile-only platform has more than 200 million active users, 75 million daily users – 34 percent of which are 14-24 years old. The app, owned by Facebook, is a photo and video-sharing platform that incorporates the use of hashtags as well as geo-based technology. The University of Delaware maintains an official Instagram account that captures campus life in a visually compelling way. Hashtag collections offer opportunities to curate relevant content from the UD community such as campus beauty shots from the student's perspective.

Pinterest

Official UD account: www.pinterest.com/udelaware/

More than 80 percent of the 70 million Pinterest users are women. The key metric on this social platform is that users spend an average of 15 minutes on the site per visit. The University uses officially branded watermarks on all photos in order to protect copyright. Images are "pinned" to boards (a digital corkboard) and University boards amplify University brand love through boards such as Dare to Explore, UD Weddings, Rockin' Rooms and more.

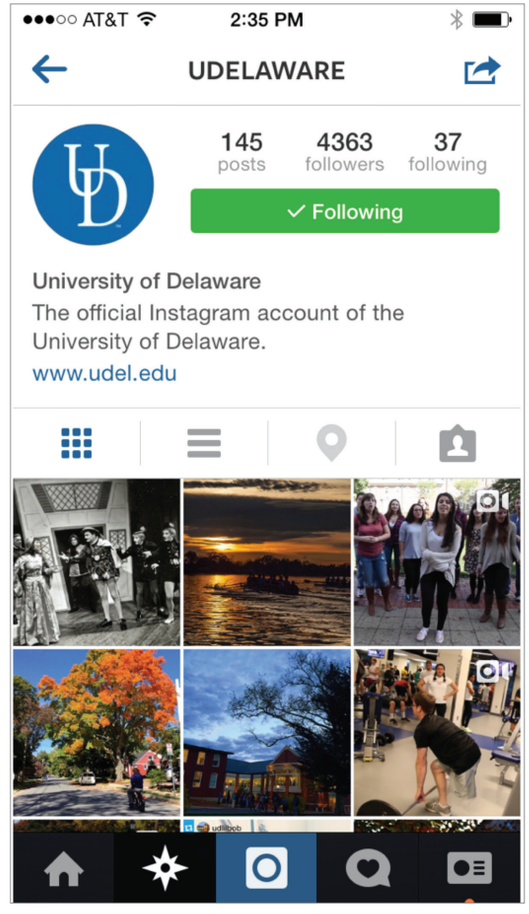
Blogs

UD server with templates: sites.udel.edu/

Blogs are the ideal vehicle for longer posts, event recaps, unit/organization updates and general information. The blog format helps content producers integrate narrative with multimedia content. The University encourages departments to host blogs on the UD server, which requires each blog's owner to monitor comments.

The UD social media blog and the BlueHenSays blog offer a unique opportunity for OCM to share ideas about best practices for digital storytelling as well as a platform for students to post and reblog images of student life.

Instagram



OCM's Social Media Ambassador Program

The Social Media Ambassador Program is a unique resume building yet fun opportunity for students to gain professional social media experience before graduating. Each semester, more than 50 students within the program cover UD campus life through live-tweeting speakers, athletic and cultural events via Tweet seats and general attendance. Once accepted into the program, SMAs are given a UD-owned Twitter account with an official UD avatar.

All SMAs sign a contract; in the case the SMA violates any of the contract terms, the Social Media Manager may delete the account and terminate the student from the program.

The goal is to have the SMAs represent a broad spectrum of academic studies as well as campus interests and Communication Specialists from each college are encouraged to point standout students from within their college/unit/organization to the program. Applications are open twice a year: Spring SMA applications are open in November, and fall SMA applications are open in April.

Content

To submit your unit's social media content to be considered for amplification on UD's main social media accounts or to request SMA coverage of an event, use the content submission form. www.udel.edu/it/sm/formiframe.html

When posting content on an official UD site or referring to the University of Delaware in any social media outlet, the account and its content represents and affects that unit/organization and the University of Delaware brand. Content should be diverse — e.g., college/department news, promotion of unit activities — in good taste and appropriate for the audience.

While social media offers character-saving tricks "4 u 2" use, messages from UD accounts should adhere to UD's editorial style.

All official UD social media accounts may delete comments that are deemed inappropriate, including political endorsements or banter, outside links, mudslinging or defamation, advertisements or any sort of spam, per the UD Social Media Sharing Policy. www.udel.edu/socialmedia/ud-policies.html#ud-social-media-sharing-policy

Page/Account Names

Every account representing UD in an official capacity must include "University of Delaware," "UD" or "Blue Hens" in its name. UDelaware is the social media handle trademarked for the University of Delaware.

Design

For avatars and thumbnails, the six primary social media accounts use official University logos and marks; all secondary accounts should use the avatar template for their pages, which is completed as part of the account request process. Pictures are acceptable if they are appropriate and suit the topic of the page — and if UD owns the rights to them.

The University has created sample templates for use on Facebook, Twitter and blogs. Units must adhere to these UD-created templates for all official accounts.

Once official avatars are established, they do not change. Cover images may be changed to reflect seasons, initiatives or curation calls to action, but should adhere to must current dimensions.

UD Social Media Portal and Guide

For more information—including best practices for using UD's official platforms, generating more content and promoting posts—consult the UD Social Media website, specifically the guide and policies.

Official social media accounts must be registered with OCM. To register an account, complete and submit the registration form on the UD Social Media website.
www.udel.edu/socialmedia/registration-forms.html.

Note on Photographer Credit:

Online photo credits for University of Delaware photographers are given at the end of UDaily stories, not next to the photos themselves. In print, photo credits are given as a credit line next to the photo. In many cases, UD photographers are credited as "University of Delaware" or "Photo Services" and not themselves, as they do not own the photos personally.

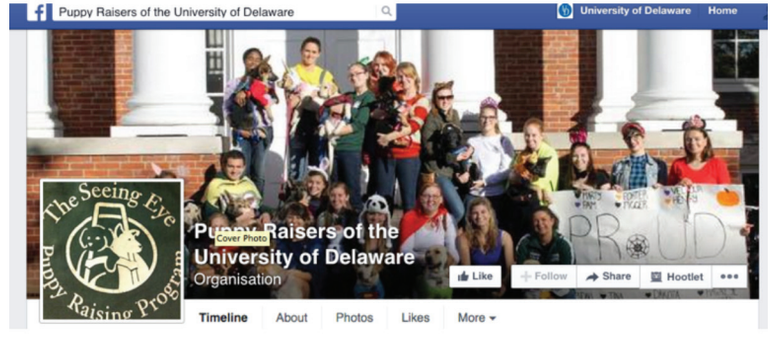
External or freelance photographers are credited in the same way. No credit lines are given near the photos when presented digitally, but only when in print form. No logos, watermarks or company marks are allowed on the photos themselves. Credits will be given as a text line with the photographer's name or permission or courtesy line ONLY.

Example of acceptable avatar:

Example of unacceptable avatar:

Example of an acceptable cover photo for Facebook:

Example of an unacceptable cover photo for Facebook:



Section Five: University of Delaware Athletics

Athletics Primary and Secondary Marks

UD Athletics is a vital and highly visible aspect of the University's brand identity.

Designed in 1993 by Keith W. Heckert and adapted from original drawings by Real Characters, Inc. (creators of the mascot costume), the University of Delaware has an athletics primary mark and athletics secondary mark. Additionally, there is an athletics UD mark. These marks should **only** be used by athletics unless pre-approved for other uses.

The University's athletics logos should never be used in place of the UD primary logo or primary logo with tagline lockup in any academic application. The following guidelines will help to ensure consistent, strong and effective messaging:

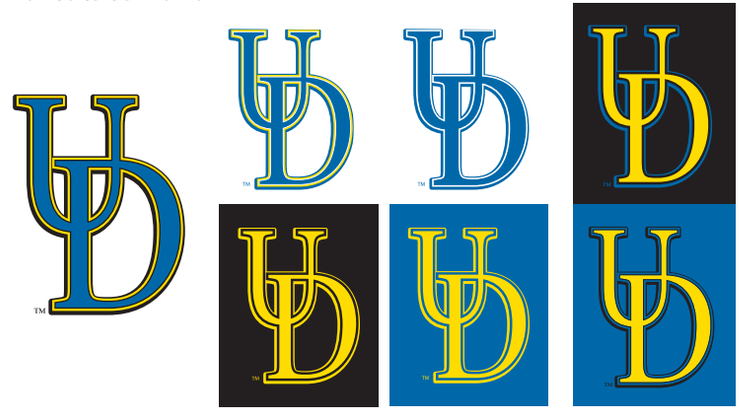
- All official athletics material should display the primary, secondary or UD athletics mark.
- All athletics marks must be reproduced from official artwork provided through OCM.
- All athletics marks must be displayed using the official primary University colors. No other colors are permitted.

Please obtain approval from the Associate Director of Athletics for External Affairs at 302-831-2724 prior to producing correspondence, personal stationery, brochures, camp literature, websites, etc.

Athletics Primary Marks

Athletics Secondary Marks

Athletics UD Marks



Athletics All-sport Marks and DELAWARE Mark and Lockup system

All UD varsity sports and athletic units have a designated logo, featuring the word "Delaware" and the name of the sport or athletic unit underneath in a unique athletics font reflecting the wing look of the football helmet. Use of these marks must be approved by the Associate Director of Athletics for External Affairs at 302-831-2724.

- All athletics marks must be reproduced from official artwork provided by OCM or Adidas.
- All athletics marks must be displayed using UD's official primary and mascot colors.
- Athletic All-sport lockup marks are to used by varsity sports only and not club sports.

All orders for uniforms, accessories and all other items using the University of Delaware name and/or logos/marks need to be ordered through an **IMG College University of Delaware licensed vendor, UD Bookstore or directly from Adidas.**

Please see current list of licensed vendors at:
http://sites.udel.edu/ocm/brand-identity/licensing-trademarks/current-licensee-list/

Athletics All-sport Lockup Marks

DELAWARE Marks

Recreation/Club Sport Marks

All UD club sports have two marks. The club sport primary mark features the athletics primary mark over the club sport name in STRATUM 1 font. The club sport DELAWARE wordmark features the wordmark "Delaware" and the club sport name in STRATUM 1 font. Use of the primary and DELAWARE wordmarks must be approved by the Club Sports Coordinator at 302-831-6712.

Any club sport that shares a name with a varsity sport must use the word "club" before the sport name (e.g., Men's Club Lacrosse). Any club sport without a varsity counterpart may use the name of the sport alone (e.g., Roller Hockey). This rule applies to all printed and broadcast materials, web pages, uniforms and merchandise.

- All athletics and club sport marks must be reproduced from official artwork provided by OCM or through the Club Sports Coordinator.
- UD athletics and club sport marks must be displayed using UD's official primary and mascot colors.
- UD club sport marks must only use the STRATUM 1 font. Do NOT USE the DELAWARE Italic font in your club name. This font is reserved for all varisty sports in their respective DELAWARE team lockup.

All orders for uniforms, accessories and all other items using the University of Delaware name and/or logos/marks need to be ordered through a **IMG College University of Delaware licensed vendor.**

Please see current list of licensed vendors at:
http://sites.udel.edu/ocm/brand-identity/licensing-trademarks/current-licensee-list/

Club Sport Primary Marks

Club Sport DELAWARE Wordmarks

Mascots

The Fightin' Blue Hen mascot is currently incarnated in the characters of "YoUDee" (one word, capital "U" and "D") and "Baby Blue," whose appearance at athletic events helps spark UD school spirit.

YoUDee and Baby Blue are neither male nor female, and should be referred to by name, not as "he" or "she." Both characters are licensed by the University and cannot be used by outside parties without permission.

Acceptable Versions

There are two acceptable versions of YoUDee: Struttin' YoUDee and Fightin' YoUDee.

There are two acceptable versions of Baby Blue: Baby Blue with hands up, and Baby Blue with a UD flag.

These mascot versions should not be used on athletic uniforms, competition warmups or print materials.

For on-campus approvals and waivers regarding the use of UD mascot marks, please contact OCM.

For licensing approvals of UD Athletics marks, please contact **IMG College Licensing** at **www.CLC.com** or through the OCM website at www.udel.edu/ocm

Struttin' YoUDee

Fightin' YoUDee

Baby Blue

Hen Tracks

Athletics Letterhead and Stationery System

Athletics Letterhead

The University of Delaware Athletics letterhead is 8.5 inches wide by 11 inches tall.

The recommended typing format is shown here. Please follow this style for consistency.

The recommended typeface for body copy on letterhead is Garamond Premier Pro, with a type size of 12 point and a line spacing of 14 points. If Garamond Premier Pro is unavailable, Garamond in any form is an acceptable alternative. If the Garamond typeface is unavailable, Times New Roman is an acceptable alternative.

Letterhead and stationery can be obtained through University Printing 302-831-2153 and are subject to the approval of OCM.

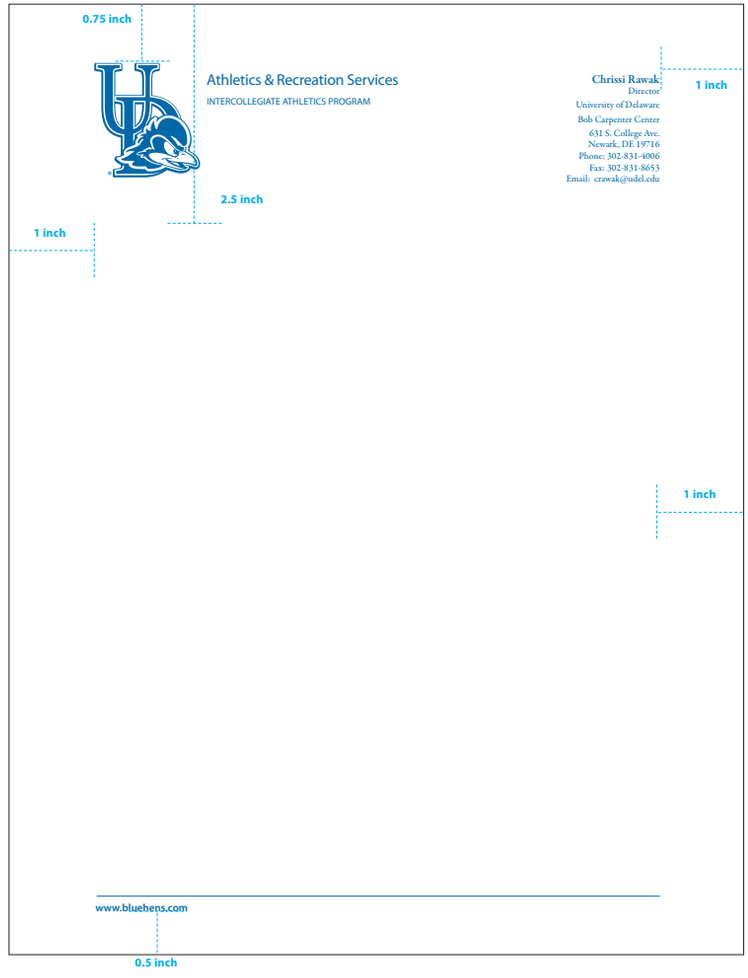
Athletics Business Card

The University of Delaware Athletics business card is 3.5 inches wide by 2 inches tall.

The logo is to be positioned as shown and printed in PMS 3005 U. (PMS 2945C equivalent for uncoated stock only.)

Business cards may be one- or two-sided. The reverse side may contain a sport-specific tagline or social media links. Text must be reversed in white on a solid blue background and must be approved by OCM.

Letterhead

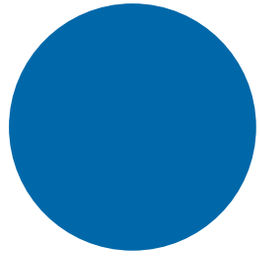


Business Card Front

Business Card Back

Athletics Color Palettes

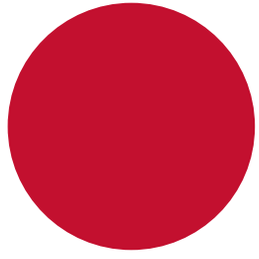
Primary Colors:



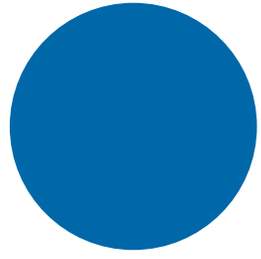
PMS 2945 C
C 100 + M 38 + Y 0 + K 15
R 0 + G 83 + B 159
HEX: 00539f
When using uncoated stock, use PMS 3005 U.

PMS 109 C
C 0 + M 9 + Y 94 + K 0
R 255 + G 210 + B 0
HEX: ffd200
When using uncoated stock, use PMS 108 U.

Mascot Colors:

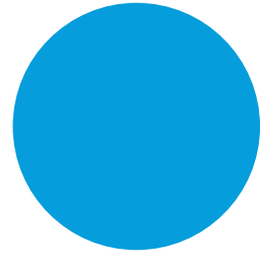


PMS 187 C
C 0 + M 91 + Y 72 + K 24
R 175 + G 30 + B 45
HEX: af1e2d

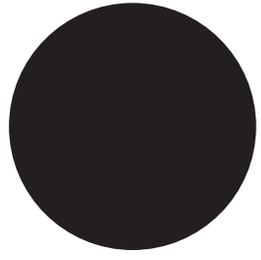


PMS 2945 C
C 100 + M 38 + Y 0 + K 15
R 0 + G 83 + B 159
HEX: 00539f

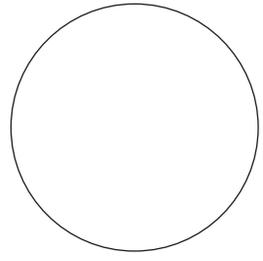
PMS 109 C
C 0 + M 9 + Y 94 + K 0
R 255 + G 210 + B 0
HEX: ffd200



PMS 299 C
C 87 + M 19 + Y 0 + K 0
R 0 + G 160 + B 223
HEX: 00a0df



PMS Process Black
C 0 + M 0 + Y 0 + K 100



White
C 0 + M 0 + Y 0 + K 0

Athletics Typography

The following are the approved fonts for UD Athletics. Please do not duplicate or alter the typeface in any way.

Please contact OCM for access to, and for use of, the athletics typeface.

DELAWARE Word Mark Font:
(this font can ONLY be used as part of the **DELAWARE WORD MARK** lockup system and cannot be used as title, subtitle or secondary body text. Please see page 46 & 48.)

Secondary Font:

Stratum 1

Process Type Foundry - Stratum1-Bold.otf
(this font is to be used for secondary uses such as titles, subtitles and club sports team names)

Body Copy:

Futura Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789&

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789&

Section Six: The University of Delaware Trademark Licensing

UD Trademark Licensing

The University of Delaware owns and protects its identifying trademarks. The UD identity standards set forth in this Style Guide must be adhered to when University departments and offices use University trademarks on products that are part of their normal business operations. Items considered to be a part of normal business operations include, but are not limited to, office supplies, name badges and business cards. Please refer to the graphic identity standards for all questions related to departmental use of University trademarks on items such as stationery, business cards, print publications, advertising and printed promotional materials. Use of the University trademarks in standard business operations does not require prior approval.

The University of Delaware administers formal trademark and licensing practices through Office of Communications and Marketing (www.udel.edu/ocm). OCM must approve, prior to production, all commercial and non-University uses of University trademarks, as well as use of the trademarks for on-campus projects, including departmental and student group apparel. All items for commercial or non-University use must be produced by a IMG College-licensed vendor of the University.

Why does UD maintain licensing standards?

- To protect all University trademarks that relate to UD, and to maintain their consistent use in a way that reflects favorably on the University.
- To promote the University in a uniform manner and protect its reputation, name and image.
- To protect consumers from deception or from inferior products and services bearing the University's trademarks.

IMG COLLEGE LICENSING

Securing Approvals on UD Apparel and Giveaways

Follow this process when designing and ordering T-shirts, work shirts, hats and other giveaway items for your unit or department. All items bearing the University of Delaware name or marks MUST be created through a IMG College-licensed vendor.

1) Carefully consider the apparel item you'd like to purchase (e.g., color, style, fabric) and the look of the graphic(s) to be featured on it. Determine the quantity needed.

2) Consult UD's licensing website—www.udel.edu/ocm—for guidelines regarding colors, logos and marks that may be used. For in-depth information, please refer to this **UD Brand Platform Style Guide**.

3) If possible, create a color mockup of the item's design.

4) Consult UD's list of licensees at www.udel.edu/ocm and select two to three vendors that specialize in the type of item to be ordered. Contact the selected vendors for price quotes and choose the quote that meets your needs.

5) Email the University's Branding Director, Keith Heckert, at heckert@udel.edu with a description of the item, how it will be used and the quantity to be purchased. Include a color mockup if you have one. Relay as much detail as possible in the description, including the logos to be used, if any.

6) If the design meets all UD guidelines, it will be approved and you will be authorized to proceed to the next step with the vendor. Through an online approval website, the vendor will submit the mockup design to UD Licensing, indicating all colors and design specifications.

7) You will handle all payments, pick-ups and other transactions directly with the vendor.

8) Any sales of items by groups or individuals at UD must read the policies here: www.udel.edu/usc/includes/pol/sales.html

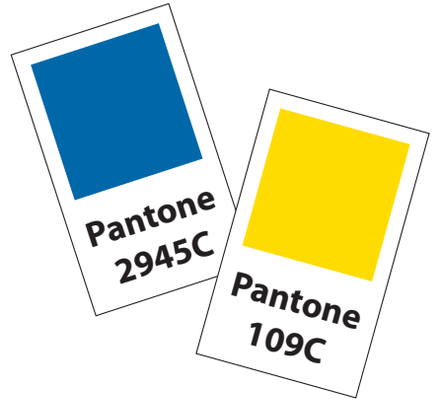
Official UD Blue & Yellow ONLY

UD apparel, products, giveaways and merchandise all have restricted color usage requirements. This APPLIES to both internal/campus use and external vendors. All products and apparel using any blue and yellow color combination **MUST** use the UD Official Blue and Yellow color equivalents (PMS 2945c Royal Blue and PMS 109c Yellow). Other blue and yellow combinations **CANNOT** be used, such as navy and yellow, light blue and gold, indigo blue and canary, etc. UD does not allow athletic gold garments (equal to PMS 116 or PMS 123) to be used at any time, including fashion color garments. All official yellow garments must be bright yellow equal to PMS 109c.

Fashion Colors

Fashion colors are allowed to be used on a limited basis and **ONLY** apply to apparel. These are considered to be any color combination **other than blue and yellow**. i.e. pink and white, green and tan, navy and white, navy and tan, etc. UD does not allow athletic gold garments (equal to PMS 116 or PMS 123) to be used at any time, including fashion color garments. Fashion color combinations should be pre-approved through Office of Communications and Marketing.

These restrictions apply to all internal and departmental use and are limited to apparel only. Please see Official UD Colors section of this site for more details on SPECIFIC colors. All products need to be created by a IMG College Licensed vendor. These vendors, when licensed, have access to all hi-resolution logos, color specs (including embroidery thread colors and fabrics) through IMG College Licensing.



Delaware Fightin' Blue Hen Tartan

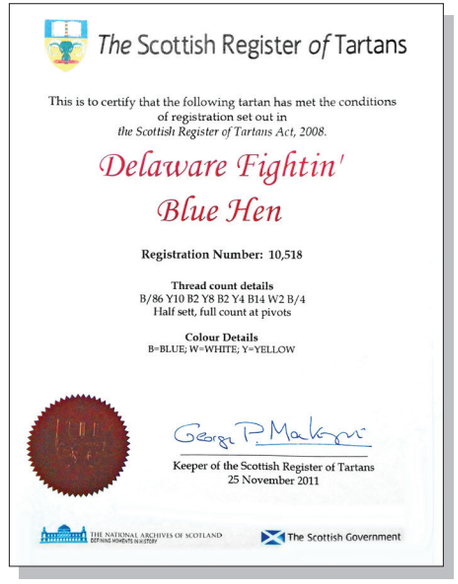
Designed by Shirley Martin of Collegiate Tartan Apparel. This tartan is based on the college colors of blue and gold, officially adopted in 1889. These are also the colors of the State of Delaware and of Sweden, from which Delaware's first permanent colonists came. The design was developed under the supervision of Keith W. Heckert, creative director and branding director in Office of Communications and Marketing, in keeping with the University's official marks and colors.

A woven sample of this tartan has been received by the Scottish Register of Tartans for permanent preservation in the National Records of Scotland.

The Delaware Fightin' Blue Hen Tartan may not be woven or produced in any form without written permission from OCM.

The design right for the Delaware Fightin' Blue Hen Tartan is held by the University of Delaware under the U.S. Copyright Act, 17 U.S.C. November 25, 2011.

http://www.tartanregister.gov.uk/tartanDetails.aspx?ref=10518



The Scottish Register *of* Tartans

This is to certify that the following tartan has met the conditions of registration set out in *the Scottish Register of Tartans Act, 2008.*

Delaware Fightin' Blue Hen

Registration Number: 10,518

Thread count details
B/86 Y10 B2 Y8 B2 Y4 B14 W2 B/4
Half sett, full count at pivots

Colour Details
B=BLUE; W=WHITE; Y=YELLOW

Keeper of the Scottish Register of Tartans
25 November 2011

THE NATIONAL ARCHIVES OF SCOTLAND
DEFINING MOMENTS IN HISTORY

The Scottish Government

UNIVERSITY OF DELAWARE