

WE ARE
AKRON

The
University
of Akron



QUESTIONS?

If you have any questions about anything in these guidelines, please contact

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The University may not own the rights to some photographs used throughout this document. They serve as brand examples, and should serve only to guide photo style.

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INTRODUCTION

WHAT IS A BRAND?

It's more than a logo, a slogan, a mascot or an ad campaign. It's long-lasting, with enduring strength.

A brand is:

- The promise we make to our audiences
- The essence of our University
- The experience we create
- The personality we convey
- The message we deliver
- The identity we express

WHAT DOES THIS DOCUMENT DO?

As human beings, we say a wide range of different things, based on who we're speaking to, what our personality is like, and what we need to communicate. The same is true for brands.

This document defines each component of our brand to illustrate who The University of Akron is and why we matter to the region.

OUR POSITIONING

Positioning is how we want to be thought of in the minds of our most important audiences. It's not what we are or how we express it, it's about what we want people to remember when they walk away.

UA's positioning reflects what we want others to think about us.

In short, it serves as the conceptual core for all that we say and do.

NOTE:

This positioning statement sets the focus for our work. This statement is only for internal use to guide the tone and content of our messaging. It is not a tagline or elevator speech.

THE UNIVERSITY OF AKRON

WHO

IS HOME TO A MOTIVATED COMMUNITY,

WHAT

WHERE PASSION MEETS POSSIBILITY

HOW

AND ZIPS EMERGE PREPARED TO LEAD LIVES OF SIGNIFICANCE.

WHY

OUR PERSONALITY

Our brand personality defines what it feels like to interact with our University. It conveys the institution's attitude and character to our target audiences.

Simply put, it's the personification of our brand.

Keep the sentiment of these traits in mind when you're crafting communications.

Some of these traits will be dialed up or toned down, depending on your topic, audience and channel.



WHO WE'VE
ALWAYS BEEN

REAL

AUTHENTIC, GROUNDED

We are grounded in our history and true to who we are.



WHO WE'RE
BECOMING

EMPOWERED

INSPIRED, EMBOLDENED

We are fueled by the stories of those around us.

SUPPORTIVE

RESPECTFUL, ENCOURAGING

We believe in one another and what we can achieve.

PROUD

CONFIDENT, BOLD

We're proud of each other's accomplishments and the work we've done to get here.

RESILIENT

DILIGENT, TENACIOUS

We're an institution that will always move forward.

DETERMINED

GUTSY, BRAVE

We display incredible resolve throughout the institution.

VOICE

“We Are Akron. We Rise Together.” This is our master brand creative platform that speaks to the University’s tight-knit, supportive community. But it’s much more than a stand-alone tagline. It’s a motivational and inspirational call to action that shapes our

communications and how we talk about ourselves. And it’s flexible: it can tee up a range of headlines and body copy that match the tone and intent of our message, whether they’re focused on admission or advancement.

HERE’S HOW

WE ARE AKRON

CAN FLEX ACROSS COMMUNICATIONS FOR DIFFERENT AUDIENCES:

PROSPECTIVE AND CURRENT STUDENTS

Inspire the next generation of Zips to join a community that will support and encourage them to reach their potential.

POTENTIAL DONORS

Draw on the importance of the donor’s gift, and include them in our forward progress.

ALUMNI AUDIENCES

Tap into the collective pride around our story and where we go from here.



2
LOGO

OVERVIEW

The University of Akron logo is the simplest representation of our visual identity, so it's important to ensure its consistent use across media in order to build a strong, cohesive brand.

Only use authorized digital art files when applying the logo to communications or materials. Do not attempt to typeset or recreate them yourself.

The.
University
of Akron

APPROVED COLORS

The logo should only appear in these approved colors:

The.
University
of Akron

PMS 282

The.
University
of Akron

PMS 7503

The.
University
of Akron

WHITE

SIZING AND SPACE CONSIDERATIONS

It's important that the logo remains prominent and legible, so keep these parameters in mind when applying it to materials.

MINIMUM SIZE

To ensure legibility, follow these size requirements. When reproduced any smaller than these sizes, the logo becomes difficult to read and illegible.



CLEAR SPACE REQUIREMENTS

The logo should never feel like it's crowded or competing for attention. Help ensure this doesn't happen by allowing ample clear space around it.

This space should be the height of the word "The," and extends around the entire perimeter of the logo.



THINGS TO AVOID

Avoid these pitfalls when using the logo.

DON'T skew, stretch or bend the logo in any way.



DON'T rotate the logo.



DON'T use drop shadows or other visual effects.



DON'T use any colors other than those specified in this document.



DON'T apply brand treatments to the logo.



DON'T crop the logo.



DON'T outline the logo.



DON'T apply the logo to a background that doesn't provide adequate contrast.



SUPPORTING IDENTITY MARKS

There are other brand identifiers in the University system. These exist within this brand, but may have additional limitations or rules surrounding them.

UNIVERSITY SEAL

The University seal is reserved for official use only, and will appear primarily on formal documents such as diplomas or correspondence from the president. Please contact ucm@uakron.edu for information pertaining to its use.



3

TYPOGRAPHY

OUR TYPEFACES

Open Sans is our primary body copy typeface. Its type family is very robust, with a wide range of weights, making it versatile and usable in a variety of applications. In addition to body copy, this can appear in headline constructions, subheads, captions, labels, etc.

Open Sans

AaBbCcDdEeFfGgHhIijjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#\$%^&*()

Light

Light Italic

Regular

Regular Italic

SemiBold

SemiBold Italic

Bold

Bold Italic

ExtraBold

ExtraBold Italic

OUR TYPEFACES

Prohibition is a strong, condensed typeface that speaks to the bold qualities of UA. It comes in different weights — a textured line weight, and a filled regular weight — which add opportunity for interesting, dynamic type treatments.

PROHIBITION

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

LINES

REGULAR

OUR TYPEFACES

Spectral is a sophisticated typeface that is both classic and modern. It provides an elegant complement to the strong Prohibition typeface. Use this for moments of impact like headlines or large text.

Spectral

AaBbCcDdEeFfGgHhIijKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#\$%^&*()

Light
Medium
Bold

OUR TYPEFACES

Adelle Semibold is a typeface with a lot of character, but doesn't compete for attention. Use this for accent moments or small labels, such as callouts, subheads, etc.

This should always include additional letterspacing.

A D E L L E

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Semibold

TYPESSETTING EXAMPLES

Our typefaces were selected to be mixed into dynamic, engaging headline constructions. Use these examples as inspiration when creating your own.

WE ARE
AKRON

PROHIBITION REGULAR
Stroked, no fill. In front for print, but in back for social.

PROHIBITION REGULAR

WHERE PASSION MEETS
POSSIBILITY

OPEN SANS EXTRABOLD
In box with hashline texture offset behind.

PROHIBITION REGULAR

AKRON, OHIO
WE RISE
TOGETHER
EST. 1870

OPEN SANS EXTRABOLD
On a curve

PROHIBITION REGULAR

OPEN SANS EXTRABOLD



4
COLOR

OUR COLOR PALETTE

Our color palette is designed to build around our primary Akron Blue and Gold. While this palette is limited, it offers the versatility needed to keep communications looking fresh and dynamic.

PRIMARY

These are our core colors. They identify our university and should be the most prominent colors in any piece.



AKRON BLUE

PMS 282

CMYK: 100/90/13/68

RGB: 4/30/66

HEX: #041E42



AKRON GOLD

PMS 7503

CMYK: 10/15/50/29

RGB: 168/153/104

HEX: #A89968

SECONDARY

These colors add variety to the brand. The cream color provides a nice, warm foundation when used in large floods for background areas. The bright blue contrasts nicely with the deeper Akron Blue and can be used on top of darker blue backgrounds, or in headlines or subheads.



BRIGHT BLUE

PMS 7684

CMYK: 90/64/0/0

RGB: 30/99/175

HEX: #1E63AF



CREAM

PMS 7506 AT 30% SCREEN/TINT

CMYK: 0/2/8/0

RGB: 255/247/233

HEX: #FFF7E9

PREMIUM

There will be moments that need to feel a little more impactful or sophisticated than the typical communication. For those instances, a metallic spot color can help elevate a piece, while still feeling distinctly UA.



METALLIC GOLD

PMS 871 C



GRAPHIC ELEMENTS

ARCHIVAL-INSPIRED ELEMENTS

These archival-inspired elements have been simplified and used as graphic elements in UA's visual language.

They are mostly used as anchoring devices, but the circular seal can be used as a framing device on a photo or within a layout.

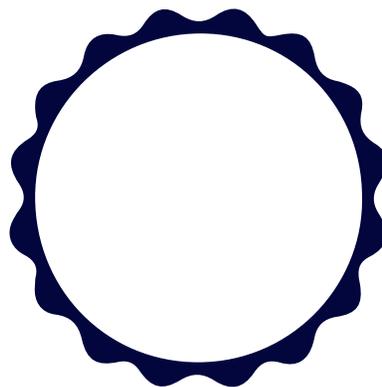
UA LOCKUP



KANGAROO



CIRCULAR SEAL



ARCHWAY-INSPIRED ELEMENTS

Akron's campus plays a large part in the University experience. Relay that to University materials and communications with these graphic elements inspired by campus architecture. These elements can be used in a number of ways, from small anchoring elements to large supergraphics.

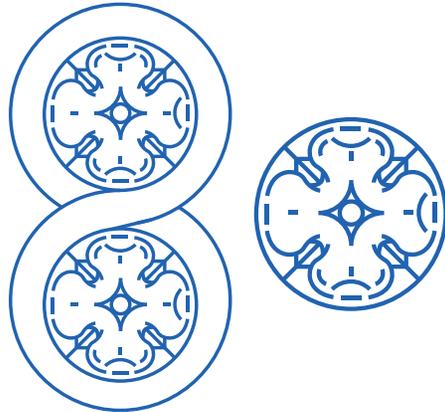
ARCHES

Arches should only be used as large elements in a design, not as small symbols or icons.



ROSETTE TILES

These pattern illustrations were created from the unique patterns on the University archway. These elements are reserved only for formal pieces, such as invitations.

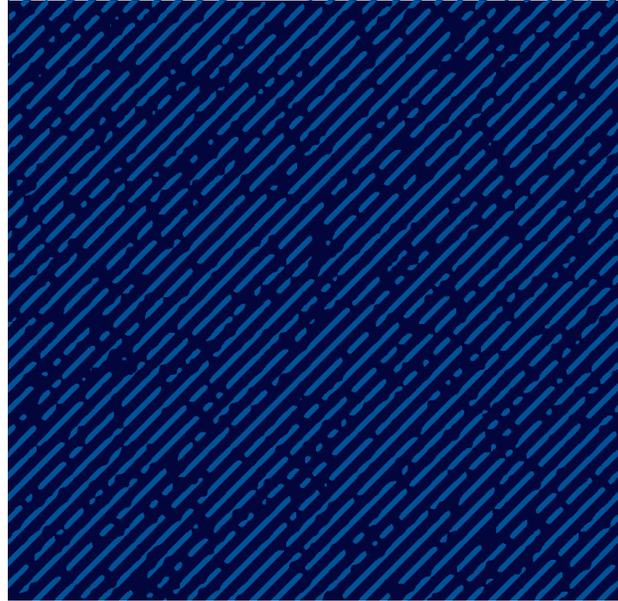


PATTERNS

Create texture and visual interest with these patterns.

HALFTONE LINES

Halftone lines, moving from bottom left to top right, create the impression of rising and add a historical, gritty texture.

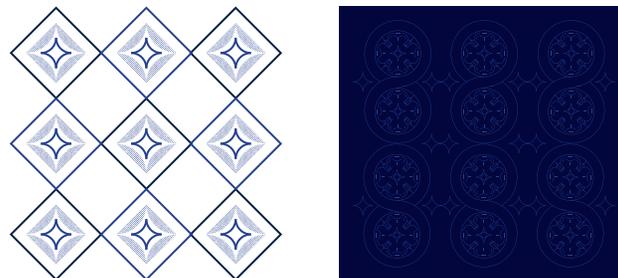


Add this texture to icons to add variety and make them feel more ownable. It also works well as background textures.



ROSETTE PATTERNS

Create patterns based on the rosette-inspired graphic elements. These elements should only be used for formal designs.



ANGULAR BOXES

Primarily used for undergraduate enrollment marketing, but applied sparingly in the main University designs for a cohesive look. It's utilized for headlines or background/box elements.



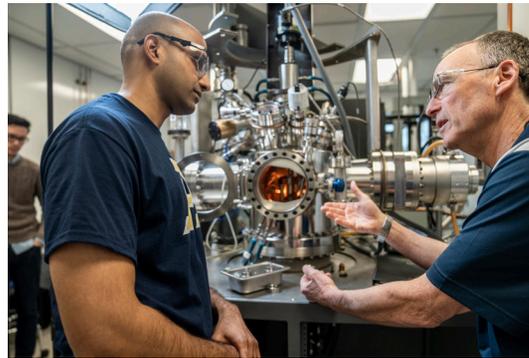
6

PHOTOGRAPHY

IN THE MOMENT

The bulk of our photography consists of candid taken in the moment. These should convey emotion and tell a story. Be sure to shoot these with natural light, in real scenarios. If a subject needs to be posed, ensure

that they don't look overly stiff or posed. Photos should be taken at natural angles, avoiding ultra-wide angle lenses that distort the subject.





SAMPLE

TACTICS

WEB ADS



The University of Akron

SUPPORTING THE POLYMER INDUSTRY AND AREA'S LEGACY

AS A PARTNER IN AN INAUGURAL SUSTAINABLE POLYMERS TECH HUB

LEARN MORE



The University of Akron

95%

PLACEMENT RATE

LEARN MORE

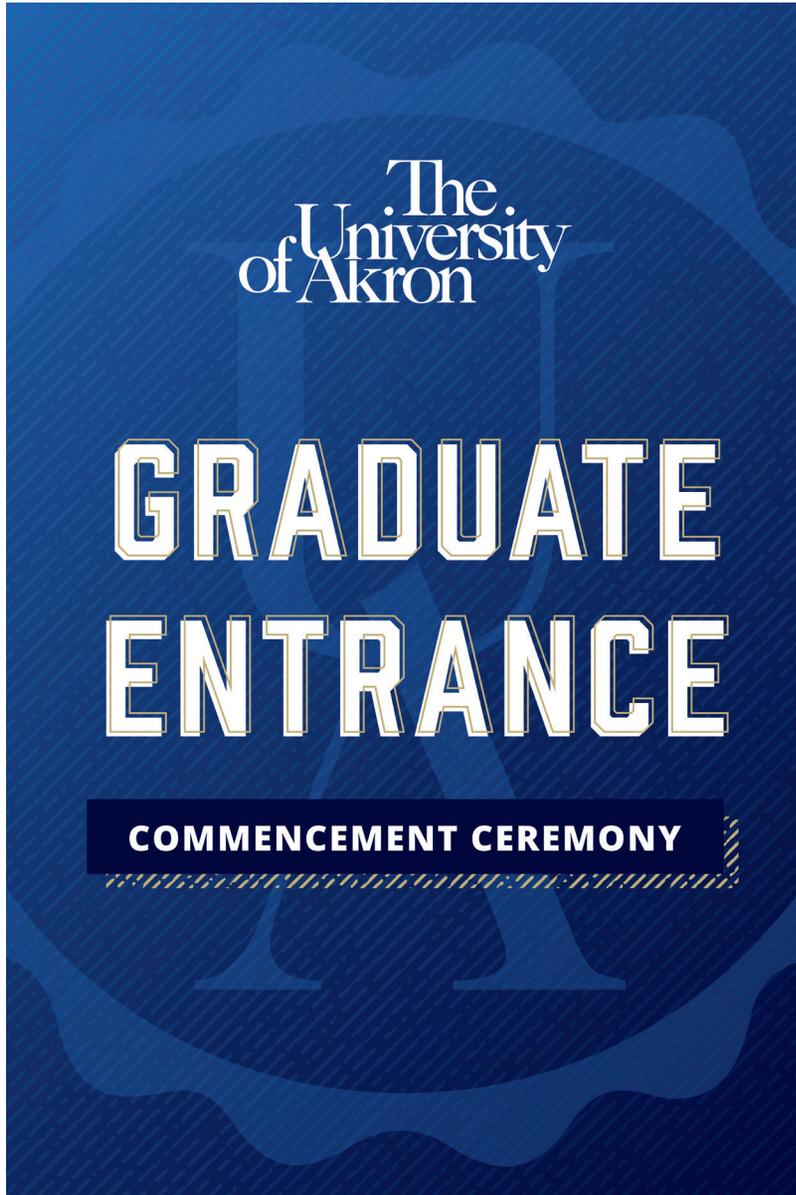
POLE BANNERS



SHIRT



POSTERS



The University of Akron's online Master of Social Work degree program will provide you with the **training and hands-on skills to become a knowledgeable professional who can create changes in society** and improve the lives of all people through the pursuit of social justice.

- 100% asynchronous online classes
- No GRE required
- Most affordable online MSW program in Northeast Ohio
- Full and part-time options available
- Agency-based internships



**LEARN MORE
AND APPLY.**

COURAGE. COMPASSION. COMPETENCE.



8

UNDERGRADUATE ADMISSIONS

OUR MESSAGING

The messaging for undergraduate admissions is the platform by which we tell the story of the UA student experience. The core theme leans on the institution's strengths: providing students with exceptional, personalized support from faculty and staff, access to life-changing opportunities both in their field of study and beyond, and the opportunity to make a difference in the greater UA community while earning a degree.

NOTE:

Be More Than Your Major is messaging for first-year students direct from high school and transfer students. In materials targeting adult learners, the messaging platform flexes to "Where Passion Meets Possibility."

BE MORE THAN YOUR MAJOR

POSITIONING:

At The University of Akron, you'll become more than your major by embracing the countless opportunities offered to you for student involvement, leadership development and community building. UA is a place where your passion meets possibility with unlimited pathways to success, propelled by real-world experiences and invaluable connections that pave the way for a meaningful career.

SAMPLE SUPPORTING COPY:

Be more than your major.

The University of Akron is where the motivated make their mark. There's a reason our graduates are the highest paid of any public university in Northeast Ohio, and it starts with professors who earn millions in research funding each year and who truly care about your success.

Be more than your major.

Your major matters (of course it does), and we have 200 for you to choose from. Here, you'll also have the connections and support to make your time in college result in much more than earning a degree.

Be more than your major.

At The University of Akron, students become confident leaders by embracing the opportunities to take action on their big dreams. Our students bring their passion, and we provide the possibilities.

KEY MESSAGES

KEY MESSAGE 1

UA PROVIDES A QUALITY EDUCATION AND VALUABLE EXPERIENCES THAT HELP STUDENTS REACH THEIR FULL POTENTIAL.

SUPPORTING FACTS

UA was named the top university in the world in 2022 for polymer science and plastics engineering, according to EduRank.

Students are provided vast opportunities for education abroad experiences, such as biology students researching in the tropics, art students immersing themselves in Vienna's art scene, future educators learning about one of the world's oldest education systems in Ireland, or history and anthropology majors learning about history directly in Greece.

The Drs. Nicholas and Dorothy Cummings Center for the History of Psychology (CCHP) houses the National Museum of Psychology, the only museum of its kind in the country, that provides an opportunity for students with experiential learning in researching and designing exhibits and collections.

The Drs., Gary B. and Pamela S. Williams Honors College provides a special intellectual community for students from a variety of backgrounds, complete with an Honors Complex residence hall, unique study abroad and honors seminars, priority scheduling and more.

UA's location provides easy access to internships, co-ops and clinicals close to campus.

The National Center for Choreography at The University of Akron (NCCAkron) supports working dance artists as they experiment, engage in the creative process, and advocate for their work and for the field, giving students access to renowned artists and dancers.

The University of Akron Field Station at the Bath Nature Preserve, one the largest terrestrial ecology field stations in Ohio, offers students 411 acres of a living laboratory for the advancement of knowledge through ecological research and education.

Students can make an impact in the ever-growing field of cybersecurity through UA's Musson Charitable Foundation ICS testbed (simulation lab), the only one of its kind in the state, and with UA's designation as an Ohio Cyber Range Institute to support IT needs at the local, state and national levels.

The Exploring Degree & Goals Experiences (EDGE) program in the College of Business ensures students graduate with the competitive advantage employers seek through paid internships, mentorship programs, student organizations and national competitions, personal leadership training and more.

Undergraduate research is available to many students and required for Williams Honors College students.

Thirty-five current UA faculty members named among world's top 2% of scientists.

Students learn from expert faculty who earn millions in research funding, work on space equipment and more.

UA is home to 50+ centers and institutes, several nationally known, including the Bliss Institute for Applied Politics, the National Center for Education and Research on Corrosion and Materials Performance, the Fisher Institute for Professional Selling and many more.

UA's Bachelor of Science in Emergency Management and Homeland Security is the only degree of its kind available in Ohio and the first accredited program in the country.

Health profession students are placed in a variety of real-world settings, such as migrant, urban and rural community health clinics and health departments that provide health care to rural and underserved populations through the Akron-Region Interprofessional Area Health Education Center (ARI-AHEC).

KEY MESSAGES

KEY MESSAGE 2

GETTING INVOLVED ON CAMPUS IS FUN AND PROPELS STUDENT SUCCESS.

SUPPORTING FACTS

UA offers 300+ student organizations, including 22 fraternities and sororities which provide students with opportunities for experiential learning and skills development, career development etc.

Beloved traditions such as SpringFest, Homecoming and Division 1 athletics, ensure UA students have plenty of fun.

UA's Residence Hall Program Board was named Programming Organization of the Year for the Mid-America region of the National Association for Campus Activities in 2021 and 2022.

In 2022, 3,486 students completed 14,404 service hours among programs coordinated by the Department of Student Life through serveAkron and the Office of Fraternity and Sorority Life.

The University of Akron offers more than 20 club sports teams and 30 intramural sport leagues and special events each year.

KEY MESSAGES

KEY MESSAGE 3

AKRON ZIPS SUCCEED IN THEIR CAREER GOALS.

SUPPORTING FACTS

95% of graduates are employed within six months of graduation.

Students who earn a bachelor's degree from The University of Akron have greater median one-year, five-year, and 10-year post-graduation earnings than students who earn a bachelor's degree from any other public institution in Northeast Ohio, according to 2023 data from the U.S. Census Bureau Center for Economic Studies.

More than 1,000 College of Business alumni hold C-suite positions with executive titles such as CEO or president.

UA offers nine degrees that made a New York Federal Reserve study list of the top 10 highest-paying college degrees.

OUR COLOR PALETTE

Our color palette is designed to build around our primary Akron Blue and Gold. While this palette is limited, it offers the versatility needed to keep communications looking fresh and dynamic.

Undergraduate admissions designs favor the bright blue over the Akron Blue.

PREMIUM

There will be moments that need to feel a little more impactful or sophisticated than the typical communication. For those instances, a metallic spot color can help elevate a piece, while still feeling distinctly UA.



METALLIC GOLD

PMS 871 C

PRIMARY

These are our core colors. They identify our university and should be the most prominent colors in any piece.



AKRON BLUE

PMS 282

CMYK: 100/90/13/68

RGB: 4/30/66

HEX: #041E42



AKRON GOLD

PMS 7503

CMYK: 10/15/50/29

RGB: 168/153/104

HEX: #A89968

SECONDARY

These colors add variety to the brand. The cream color provides a nice, warm foundation when used in large floods for background areas. The bright blue contrasts nicely with the deeper Akron Blue and can be used on top of darker blue backgrounds, or in headlines or subheads.



BRIGHT BLUE

PMS 7684

CMYK: 90/64/0/0

RGB: 30/99/175

HEX: #1E63AF



CREAM

PMS 7506 AT 30% SCREEN/TINT

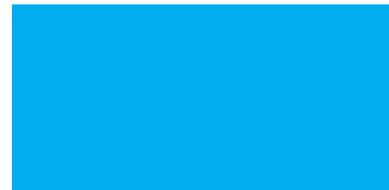
CMYK: 0/2/8/0

RGB: 255/247/233

HEX: #FFF7E9

TERTIARY

Electric blue serves as a subtle accent, designed to make elements pop in text as a tertiary color.



ELECTRIC BLUE

CMYK: 100/0/0/0

RGB: 0/174/239

HEX: #00AEEF

TYPESSETTING EXAMPLES

Our typefaces were selected to be mixed into dynamic, engaging headline constructions. Use these examples as thought-starters when creating your own.



PROHIBITION REGULAR

HALFTONE LINE TEXTURE

OPEN SANS EXTRABOLD
In box with hashline texture
offset behind.



PROHIBITION REGULAR



ANGULAR BOX
Angular box background

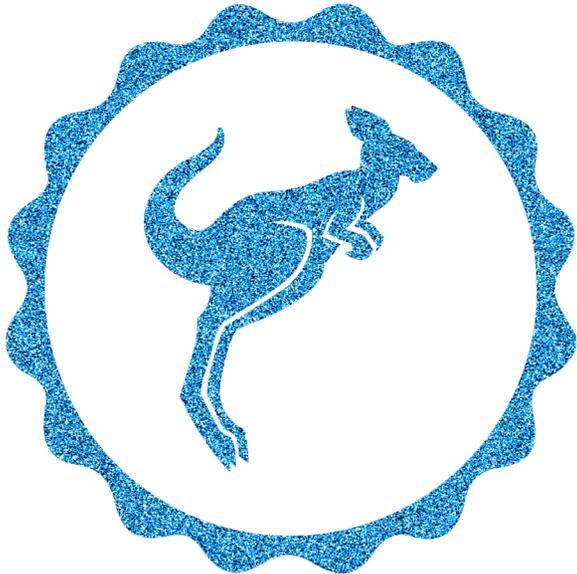
PROHIBITION REGULAR
Call out to certain words by
changing size to stand out.

PATTERNS

Create texture and visual interest with these patterns.

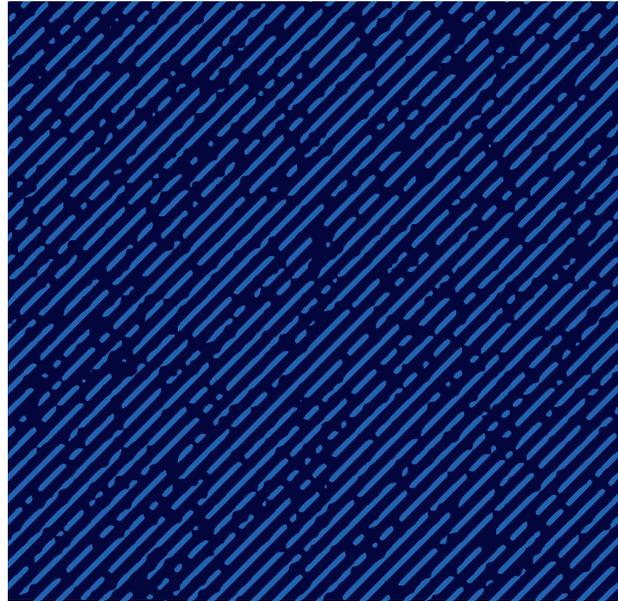
MEZZOTINT

This type of texture should only be used in the kangaroo and circular seal design to add a secondary element of texture and color.



HALFTONE LINES

Halftone lines, moving from bottom left to top right, create the impression of rising and add a historical, gritty texture.



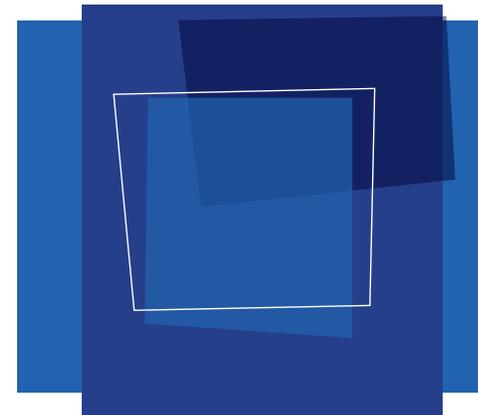
ANGULAR BOXES

Angular boxes can be used in a variety of ways such as background textures, callout boxes, or headline callouts.



HALFTONE DOTS

Halftone dots add a secondary element to background textures and movement in designs.



SHIRT



PRINT ADS



BE MORE THAN YOUR MAJOR

The University of Akron

At The University of Akron, students become confident leaders, engaged community members and career-ready graduates. We provide the connections and support to make their time in college result in much more than earning a degree.

Our students bring their passion, and we provide the possibilities.

[UAKRON.EDU/VISIT](https://uakron.edu/visit)