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Revised: 09/01/2016
FROM THE PRESIDENT

I am pleased to endorse this Branding Guide, which has helped the University of Rhode Island present a positive, unified visual image to the community.

Our brand is our promise to the public. It tells them what they can expect from us, and it highlights what we offer: Big Thinking. Our brand is derived from who we are, who we want to be, and who people perceive us to be, which is why this Branding Guide is such an incredibly important tool.

The success of these guidelines depends on our faithful adherence to them. I ask for your cooperation in upholding these standards so that the University of Rhode Island continues to speak with a clear and consistent voice.

Best regards,

David M. Dooley
President
The URI Brand Visual Standards Guide contains all the graphic elements to be used in an appropriate manner to maintain the unified visual identity of URI. This provides the framework upon which the brand message and big-thinking stories reside.

All branding resources (i.e. logo, tagline with brand mark, templates) must be reproduced exactly as specified in this guide and on the brand Web site uri.edu/brand, from which the official URI brand files can be downloaded.
A BRAND IS A PROMISE YOU MAKE WITH YOUR CUSTOMERS, YOUR EMPLOYEES, AND YOUR CONSTITUENTS ABOUT WHAT IT IS YOU STAND FOR, AND WHAT THEY VALUE IN YOU. IT IS A CORE TRUTH THAT CAN NEVER BE FORGOTTEN AND A CORE PROMISE THAT CAN NEVER BE BROKEN. DEVELOPING A BRAND IS AN ONGOING PROCESS OF TELLING YOUR AUDIENCE WHAT MAKES YOU UNIQUE AND MORE VALUABLE THAN THE ALTERNATIVES.
THE URI BRAND VOICE SHOULD BE A VOICE FULL OF CONFIDENCE TEMPERED WITH HUMILITY AND A WRY SENSE OF SELF AND PLACE BEFITTING KINGSTON, PROVIDENCE, AND RHODE ISLAND IN GENERAL. IT SHOULD BE THE COMFORTABLE, PLAIN-SPOKEN VOICE OF AN INTELLIGENT FRIEND YOU CAN ALWAYS RELY ON FOR COMMON SENSE AND SURPRISINGLY LARGE THINKING.
DOES BEING A RESEARCH UNIVERSITY MAKE US BETTER THAN 2/3 OF THE UNIVERSITIES IN THE COUNTRY?
YES.
WE RESEARCHED IT.

THE ROLLING FARMLANDS.
THE STONE WALLS.
THE PRISTINE BEACHES.
THE CONVERSION COATING USING MIXTURES OF TITANIUM AND ZIRCONIUM OXIDES.

MULTIDISCIPLINARY.
MULTIDIMENSIONAL.
MULTICULTURAL.
MULTIJOBOFFERS.

HOW DOES A STATE SO SMALL ATTRACT TALENT SO LARGE?

WHY DO WE MIX DISCIPLINES IN OUR UNIVERSITY? BECAUSE DISCIPLINES ARE MIXED IN THE WORLD.
DON'T SEND YOUR SON OR DAUGHTER HERE
BECAUSE IT'S SAFE AND BEAUTIFUL.
BUT BECAUSE IT'S SAFE AND BEAUTIFUL
AND LEADING-EDGE.

WE ARE NOT AN IVORY TOWER.
WE ARE A LIGHTHOUSE TO THE WORLD.

SIZE IS A MATTER OF THINKING, NOT GEOGRAPHY.
WELCOME TO URI.

STUDY IN A SMALL, BEAUTIFUL PLACE
WITH SOME OF THE BIGGEST THINKERS IN THE WORLD.

WE HAVE ALWAYS THOUGHT GLOBALLY IN RHODE ISLAND.
JOIN US.
The only two identifiers that may be used are the University of Rhode Island logo and the “THINK BIG WE DO” tagline containing the globe and seal brand mark. No other logos or marks may be introduced, as they will detract from or diminish the identity system.

Any exceptions to this rule must undergo the branding approval process. For more information, please contact the URI Publications Office: branding@uri.edu.
All text for branded materials should use Trajan for headlines and Arial for body copy, as in the example below.

**SMALL BEAUTIFUL CAMPUS. LARGE GLOBAL THINKING.**

The quintessential college experience.

Body Header: Arial Bold  
Body Copy: Arial Regular

**Wis nulla corer se modit**  
Wis nulla corer se modit praestis onsenim dolum ex euipsustie mod magna corem zzriustrud modiamet alit aliquat, quam, core min ullandi onsecte es molestrud magna faciduis atue feummolore dui esequis adipit nostrud eu feuguero con et, corper sisi. Borperci bla cortie voloreet ipit ad dolobor sum ver se consequat laorer il dunt nis accum. Mincillamet wisis autat. Duisi. Na consequam el et, suscinim irillaorper alit aut etuer inim quatisit alis el each consed ea am, consequi tisim irit utat accumsan-diam dolorpe rostrud dignim ex ero elisi illuptate dolore esto dit ad eugiatue eu feugiam venis nonulum luptat. Ommy nullamet, corper sed tie molorpe rcillam irit lobortis nonsequ.
All color printed branded materials should use the colors shown below for headlines, subheads, and backgrounds whenever possible. (See ensuing examples for specific usage.)

Primary Brand Colors

- **PMS 282 Blue**
  - c:100 / m:68 / y:0 / k:54
  - r:0  g:33  b:71
  - Hex: 002147

- **PMS 872 Metallic Gold**
  - c:0 / m:12 / y:100 / k:7
  - r:208  g:166  b:39
  - Hex: d0a627

Yellow PMS 110 can be used as an alternate in place of Metallic Gold PMS 872.

- **PMS 110 Yellow**
  - c:0 / m:12 / y:100 / k:7
  - r:208  g:166  b:39
  - Hex: d0a627

Blue is the dominant color accompanied by gold as an accent color.

- **PMS 282 Blue**
  - PMS 872 Metallic Gold

PMS 125 gold is permitted for stationery or other publications with a white background.

- **PMS 125 Yellow**
  - c:0 / m:26 / y:100 / k:26
  - r:199  g:147  b:22
  - Hex: c79316
THE UNIVERSITY OF RHODE ISLAND

THE UNIVERSITY OF RHODE ISLAND

PMS 872 Metallic Gold on PMS 282 Blue.

The URI logo in PMS 872 Metallic Gold WITHOUT HIGHLIGHTED LETTERS is to be used on all formal materials such as invitations, certificates, and other official documents.

DO NOT highlight the URI letters when using the PMS 872 Metallic Gold.

THE UNIVERSITY OF RHODE ISLAND

CMYK Yellow (c:17 / m:31 / y:100 / k:3) with glow (letters with glow - c:0 m:5 y:70 k:0) on PMS 282 Blue

The URI logo WITH HIGHLIGHTED LETTERS is to be used on all materials such as college brochures, print ads, direct mail, signage, and promotional materials.

THE UNIVERSITY OF RHODE ISLAND

White Knockout on PMS 282 Blue.

The examples shown here illustrate color breaks. The logo is not to be used within a background shape.
The URI logo must be higher and larger than the entity signature that follows (name of division, college, department, office, program, etc.).

THE UNIVERSITY OF RHODE ISLAND

COLLEGE OF ARTS AND SCIENCES

University Logo
PMS 282 Blue

Entity Signature
PMS 125 Yellow

Templates such as the ones featured here have been developed for every University division, college, and school that has a dean or vice president in charge of it. Please go to uri.edu/brand to view and download your template. If you don’t see a template you can use, contact URI Printing Services at 401.874.4542.

THE UNIVERSITY OF RHODE ISLAND

ALAN SHAWN FEINSTEIN COLLEGE OF CONTINUING EDUCATION

University Logo
PMS 282 Blue

Entity Signature
Black at 40%

THE UNIVERSITY OF RHODE ISLAND

DIVISION OF RESEARCH AND ECONOMIC DEVELOPMENT

University Logo
PMS 282 Blue

Entity Signature
PMS 282 Blue at 40%
The URI logo must be higher and larger than the entity signature that follows (name of division, college, department, office, program, etc.).

Templates such as the ones featured here have been developed for every University division, college, and school that has a dean or vice president in charge of it. Please go to uri.edu/brand to view and download your template. If you don’t see a template you can use, contact URI Printing Services at 401.874.4542.

The examples shown here illustrate color breaks. The logo is not to be used within a background shape.
THE UNIVERSITY OF RHODE ISLAND

DIVISION OF ACADEMIC AFFAIRS

- University Logo Black
- Entity Signature Black 40%

- University Logo White
- Entity Signature Black 40%

⚠️ The logo is not to be used within a background shape.

⚠️ URI editorial style prohibits the ampersand (except when reproducing corporate logos).

⚠️ Avoid placing logo over an image where the text is not clearly legible.
Logo minimum safe space boundary. No other design elements or type should encroach upon the logo space.

Minimum size:
.5" high

Minimum size:
1.25" wide
Tagline refers to the words “Think Big. We Do.” Brand mark refers to the globe and seal combination.

Think Big • We Do™

- When the tagline is used with the brand mark, there should be no periods.
  - If the tagline is used as text, periods should be used.
- The tag line with brand mark should be no smaller than 2 inches wide for the globe and type to be recognizable.

Ideally, the tagline with brand mark should be seen with the URI logo:

THE UNIVERSITY OF RHODE ISLAND
COLLEGE OF PHARMACY
Globe sits just below baseline

Globe on PMS 282 Blue

Brand Mark Grayscale 15% Black

PMS 110 Yellow Tagline on PMS 282 Blue

Adjust screen value as needed to assure visibility when placed on a background image.

White tagline on image area

Brand mark 15% Black screen on PMS 282 Blue
A variety of color breaks are available to meet the needs of the designer’s applications. The following show some examples of those variations.

<table>
<thead>
<tr>
<th>Color Break</th>
<th>Tagline and Globe</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 872 Metallic Gold or PMS 125 Gold tagline and globe</td>
<td>THINK BIG WE DO™</td>
</tr>
<tr>
<td>40% Black seal</td>
<td></td>
</tr>
<tr>
<td>PMS 110 Yellow tagline and globe</td>
<td>THINK BIG WE DO™</td>
</tr>
<tr>
<td>40% Black seal</td>
<td></td>
</tr>
<tr>
<td>PMS 282 Blue tagline and globe</td>
<td>THINK BIG WE DO™</td>
</tr>
<tr>
<td>40% Black seal</td>
<td></td>
</tr>
<tr>
<td>White tagline and globe</td>
<td>THINK BIG WE DO™</td>
</tr>
<tr>
<td>40% White seal</td>
<td></td>
</tr>
<tr>
<td>One-color Black tagline and globe</td>
<td>THINK BIG WE DO™</td>
</tr>
<tr>
<td>40% Black seal</td>
<td></td>
</tr>
</tbody>
</table>
The stacked version is to be used in instances where the space allowed does not lend itself to the horizontal version. Some examples are narrow banners, mugs, and t-shirts.
The brand bar incorporates the logo, tagline with brand mark, colors, and imagery into one complete package.

Whenever possible, use a screened image, such as a campus shot, in the brand bar. To achieve the brand bar effect using Adobe Indesign:

- Draw a rectangle and fill with dark blue CMYK mix: 100c / 87m / 41y / 47k
- Place a contrasty grayscale image over the blue rectangle
- Select the image and go to Effects / Transparency
- Choose Blending Mode: Screen
- Choose Opacity: 20%

For readability, the background screened image may be omitted.
Two-color version: Blue PMS 282U and Yellow PMS 125U

Kingston Campus: please use the 5-digit ZIP code. USPS does not want URI Kingston to use the extended ZIP because it does not deliver to individual buildings on the Kingston campus.

Promote our global perspective:
- include “USA” in the address
- use periods instead of hyphens in phone and fax numbers

URI style guide omits “www” in urls unless address doesn’t work without it.

Letterhead Style A

Letterhead Style B

#10 Envelope
PERSONAL STATIONERY

Business Card Side A

Business Card Side B (Optional)

Contact URI Printing Services for official letterhead, envelopes and business cards. They use branded templates to produce official URI stationery.

URI Printing Services
6 Rhody Ram Way
Kingston, RI 02881
p: 401.874.4542
f: 401.874.4506

5-1/2” x 8-1/2” Notepads

Kingston Campus: please use the 5-digit ZIP code. USPS does not want URI Kingston to use the extended ZIP because it does not deliver to individual buildings on the Kingston campus.

Promote our global perspective:
• include “USA” in the address
• use periods instead of hyphens in phone and fax numbers
PHOTOGRAPHY

Photography is the visual tool for showing the “THINK BIG” stories. Amazing stories. In order to establish URI as a worldly entity, the imagery needs to be global, represent diversity, and include references to industry leaders.

Photographic style should be energetic, colorful, diversified, global, impactful, thoughtful, inspirational, and emotional. It is important that the imagery reflect the brand voice of the University. Composition should comprise horizontals, verticals, wide-angles, close-ups, short and long depths of field, and areas for copy as needed.

Energetic with copy space. Emotional, colorful copy space.

Show industry partners whenever possible. International. Colorful, and close-up. Multicultural

Inspirational, impactful, global. Impactful, colorful, global, with copy space.
Below are some examples of what to avoid in choosing or editing images.

- Photo collages
- Overexposed
- Underexposed
- Out of focus
- Stock illustrations
- Low resolution
- Images with other brands
- Stretched or distorted
- Photo filter effects
- Images containing inappropriate content including alcohol, cigarettes, etc.
- Poor lighting or color casts
- Clip art
PRINT ADS

Vertical ad format:
Process CMYK

Screened background image of a campus building should be used whenever possible.

Indesign templates will be provided to create the brand bar.

Invitation Postcard
Horizontal ad format:
Process CMYK

You may omit the background screened image when space is limited.

Adjust screen of the tagline with brand mark as needed for readability.
EVENT PROMOTION

Create a unified look by carrying a theme throughout materials.

You’re only as strong as your weakest link

Cybersecurity

April 11, 2011
Carethers Library, Kingston Campus
Kingston, Rhode Island

SYMPOSIUM AGENDA

10:00 a.m. Master of Ceremonies: Peter Almeida, Vice President, URI Research and Economic Development
10:06 a.m. Welcome: David M. Dooley, President, University of Rhode Island
10:10 a.m. Opening Remarks: James Langemir, U.S. Congressman
10:30 a.m. Remarks: Sheldon Whiteshacks, U.S. Senator
10:36 a.m. Cybersecurity: Cyber Forensics
  Victor Farbels, Professor, URI Department of Computer Science and Statistics
  Thomas E. Rix, President and CEO, Infracore
  Jeffrey Tate, Deputy Assistant Director, FBI Cyber Division
  Daniel Beekman, Special Agent, U.S. Internal Revenue Service: Criminal Investigation
  Electronic Crimes Program
  Alan White, Director of Network Security and Risk Consulting, North America, Dell/Sercis Works Inc.
  Kevin Bryan, Director/Consultant, URI Department of Computer Science: Topic: Research in Biometrics
  Panel G 8.4

11:45 a.m. Afternoon Session 1: Cyber Threats to Critical Infrastructure
  John B. Richardson, Associate Professor, URI Department of Electrical, Computer, and Biomedical Engineering
  Topic: Understanding Cybersecurity in the Power Grid
  Douglas Maughan, Director, Cyber Security Division, Department of Homeland Security
  Topic: Presentation topic to come
  Thomas Murray, Regional Coordinator, Rhode Island Emergency Management Agency
  Topic: Cyber-Resilient Networks in Rhode Island
  Panel G 6.4

2:45 p.m. Afternoon Session 2: Network Security and Trust
  John B. Richardson, Associate Professor, URI Department of Electrical, Computer, and Biomedical Engineering
  Topic: Theoretical Foundations of Trust in Distributed Networks
  Lisa Maguire, Associate Professor, URI Department of Computer Science and Statistics
  Topic: Trusting Trust in Distributed Systems
  Peter "Buzzy" Zoller, Program Manager, Information Innovation Office, DARPA
  Topic: Presentation topic to come
  Marcus H. Sola, Vice President, Government Policy for National Security Policy, Verizon
  Topic: Presentation topic to come
  Yuhua Liu, Doctoral Candidate, URI Department of Electrical, Computer, and Biomedical Engineering
  Topic: Safety Assurance of Network-Centric Autonomous Systems
  Panel G 6.4

3:30 p.m. Lunch: Student Cybersecurity Research Poster Session

1:10 p.m. Keynote: General Keith Alexander, Director, National Security Agency

1:30 p.m. G 6.4

4:30 p.m. Closing Remarks: James Langemir, U.S. Congressman
BROCHURES

The URI logo WITH HIGHLIGHTED LETTERS is to be used on all materials such as college brochures, print ads, direct mail, environmental, and promotional materials.

You may omit the background screened image when space is limited.

College Viewbook Brochure: Process CMYK

Promote global ideas through headlines, content, and photography.
Display cards and bookmarks promote the promise of the Web. Information on promotional material suggests more information will be provided in depth on the college or department Web site.

Display cards, above, and bookmarks, below, with the purpose of sending the reader to the Web site for more information.
Examples of retractable banners.

![Retractable banner example 1](uri.edu)

![Retractable banner example 2](uri.edu)

![Retractable banner example 3](uri.edu)

Construction fence banner example.

![Construction fence banner example](uri.edu)

Please contact URI Publications and Creative Services for assistance with banners.
Side one will feature the tagline with brand mark.

Side two has a different college or department for each banner.