



THE UNIVERSITY OF CHICAGO

— BRAND IDENTITY GUIDELINES —



Our Brand. Our Opportunity.

To my UChicago colleagues,

After more than a year's worth of work and development with partners in our community and University leadership, I'm pleased to announce the launch of our new Brand Identity Guidelines.

The University of Chicago brand is the sum total of all the people—students, academics, staff, and alumni—all the scholarship—and all the impact—the University has brought to the world since 1890. Suffice it to say, the value of our global brand is immeasurable.

Which is why we need to take the utmost care in protecting it. These guidelines were created to help you communicate our brand in a consistent manner that makes sure it endures.

This guide will show you the way with clear direction, dos and don'ts, and a plethora of examples. Of course, you may have questions from time to time, and when you do, please don't hesitate to contact the brand team at identity@uchicago.edu. They will be happy to assist you.

As we look toward the future, it is my sincere belief that these guidelines will provide a solid foundation for protecting, enhancing, and growing the preeminence of the University brand.



Paul M. Rand

Vice President for Communications

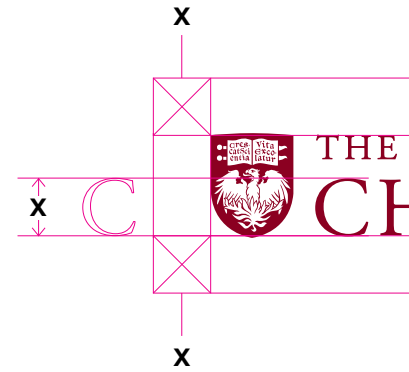
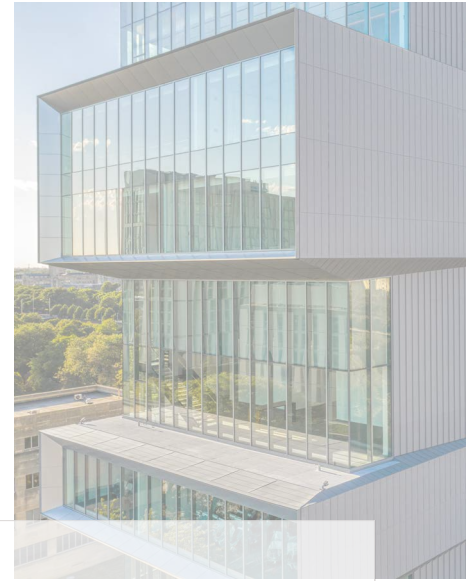


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Our Brand Identity

Our brand identity is composed of visual elements drawn from both our history and the present moment. From the colors that surround our campus to the neighborhoods and city we call home, these elements bring our brand to life visually. When applied consistently across all communication touchpoints, they increase recognition of our brand, while further enhancing our reputation as a preeminent educational and research institution.



THE UNIVERSITY OF
CHICAGO

Gotham Light
Gotham Book
Gotham Medium
Gotham Bold



Garamond Regular
Garamond Regular Italic

Garamond Semibold
Garamond Semibold Italic

Garamond Bold
Garamond Bold Italic



Our Brand Identity

UNIVERSITY MOTTO

Let knowledge grow from more to more;
and so be human life enriched.

PHOENIX

The symbol of the Phoenix bridges our heritage to our future—one that is constantly unfolding. For an institution that embraces rigorous inquiry, believes in determined questioning, and continually seeks to advance human knowledge, the symbol of the Phoenix is particularly apt. Because each day, members of our community work to recreate the University in thought and action. It's how we live our motto—advancing human knowledge that changes the world.



Our Identity Elements

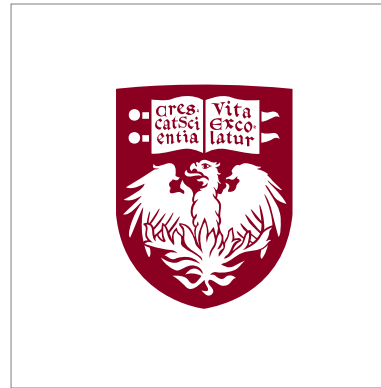
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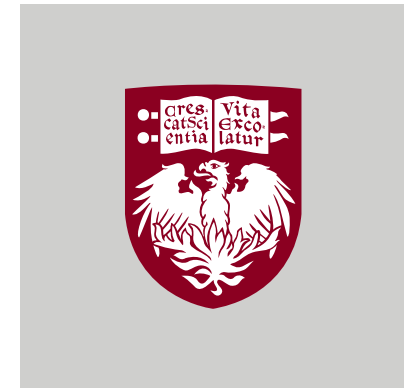
Our Identity Elements

SHIELD

The Shield contains the Phoenix and University Motto. It should not be cropped, obscured, or modified in any way. It can be reproduced in Maroon, Black, and Dark Greystone. Combining colors within the Shield is not allowed.



Maroon



Maroon with White fill on Light Greystone



Black



Black with White fill on Light Greystone



Dark Greystone



Dark Greystone with White fill on Light Greystone

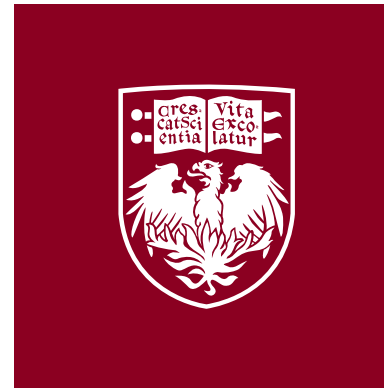
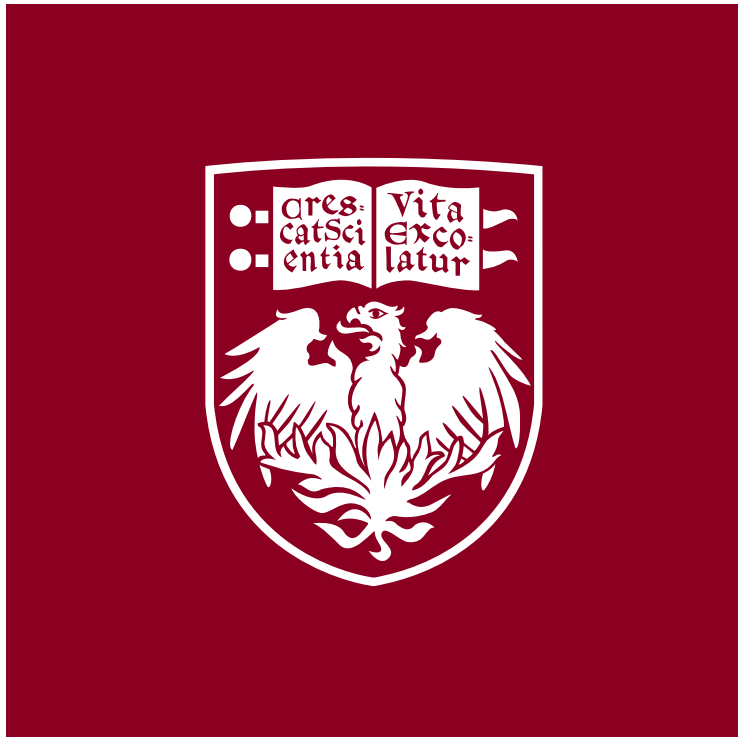
Note: The Phoenix in the Shield must always be lighter than the background color on which it sits. Use the Outlined Shield on dark-colored backgrounds. See page 6.

To download, go to creative.uchicago.edu/resources.

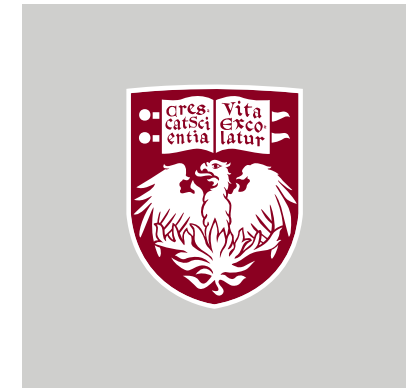
Our Identity Elements

OUTLINED SHIELD

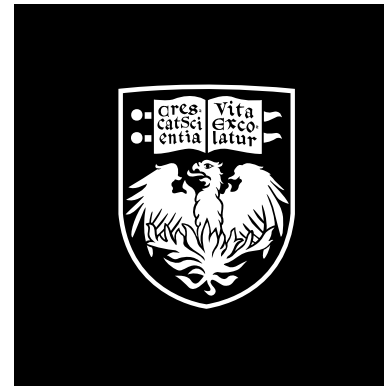
The Outlined Shield is for use on dark-colored backgrounds. It should be reproduced in White only. Combining colors within the Outlined Shield is not allowed.



White on Maroon



White with Maroon fill on Light Greystone



White on Black



White with Black fill on Light Greystone



White on Dark Greystone



White with Dark Greystone fill on Light Greystone

To download, go to creative.uchicago.edu/resources.

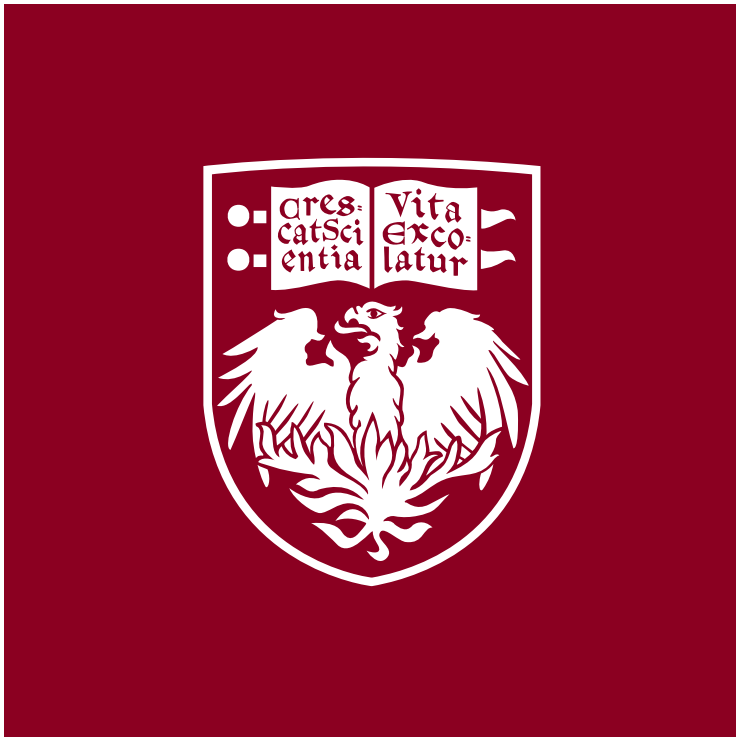
Our Identity Elements

OUTLINED SHIELD USAGE

The Phoenix in the Outlined Shield must always be lighter than the background color on which it sits. Use the correct Shield on dark colors or dark photographic backgrounds. See page 8.

A common reproduction error is shown below right.

Correct



Incorrect



Our Identity Elements

INCORRECT SHIELD USAGE



Do not crop.



Do not reproduce in more than one color.



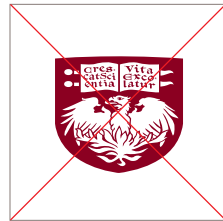
Do not change the color.



Do not use the Outlined Shield in any other color than White. See page 6 for correct usage.



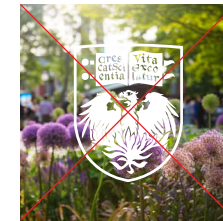
Do not angle.



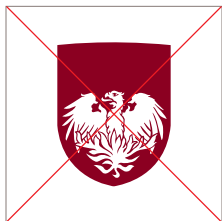
Do not alter or distort.



Do not use the Maroon Shield on a dark background like black.



Do not put the Outlined Shield on a complicated photographic background.



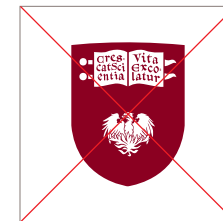
Do not remove elements.



Do not use in a custom design.



Do not replace the Phoenix with another icon.



Do not change the proportions of the Phoenix or the Motto/Book.

To download, go to creative.uchicago.edu/resources.

Our Identity Elements

SHIELD APPLICATION OVER PHOTOGRAPHY



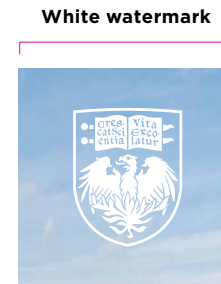
Maroon 100% opacity



Maroon with White fill
100% opacity



White with Maroon fill
100% opacity



White watermark

White 100% opacity



Black 100% opacity



Black with White fill
100% opacity



White with Black fill
100% opacity



White 65% opacity

Note: Screen the Shield to the percentage that works best on your image and put over an uncomplicated area.



Dark Greystone 100% opacity



Dark Greystone with White fill
100% opacity



White with Dark Greystone fill
100% opacity



White 45% opacity

Note: Screen the Shield to the percentage that works best on your image and put over an uncomplicated area.

To download, go to creative.uchicago.edu/resources.

Our Identity Elements

SEAL

The Seal should always be used at full opacity and should not be cropped, obscured, or modified in any way. It can be reproduced in Maroon, Black, and Dark Greystone. Combining colors within the Seal is not allowed.



Maroon Border



Maroon



Black Border



Black



Dark Greystone Border



Dark Greystone

To download, go to creative.uchicago.edu/resources.

Our Identity Elements

REVERSE SEAL

The Reverse Seal is for use on dark-colored backgrounds. It can be reproduced in White only.



Note: The Phoenix in the Shield must always be lighter than the background color on which it sits. Use the Reverse Seal on dark-colored backgrounds. See page 11.



White on Maroon



White on Black



White on Dark Greystone

To download, go to creative.uchicago.edu/resources.

Our Identity Elements

REVERSE SEAL USAGE

The Phoenix in the Outlined Shield must always be lighter than the background color on which it sits. Use the correct Reverse Seal on dark colors or dark photographic backgrounds. See page 13. A common reproduction error is shown below right.

Correct



Incorrect



Our Identity Elements

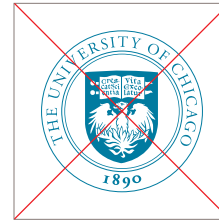
INCORRECT SEAL USAGE



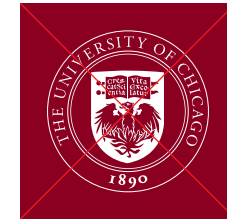
Do not crop.



Do not reproduce in more than one color.



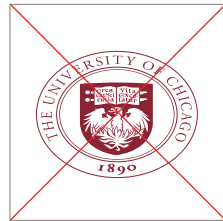
Do not change the color.



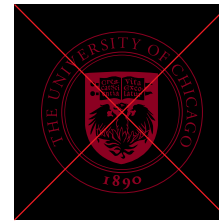
Do not use this Seal on a dark color. Use the Reverse Seal. See page 11.



Do not angle.



Do not alter or distort.



Do not use the Maroon Seal on a dark background like black.



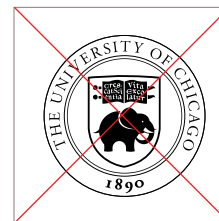
Do not put the Reverse Seal on a complicated photographic background.



Do not remove elements.



Do not use in a custom design.



Do not replace the Phoenix with another icon.



Do not change the font.

To download, go to creative.uchicago.edu/resources.

Our Identity Elements

SEAL APPLICATION OVER PHOTOGRAPHY



Maroon 100% opacity



**Maroon with White fill
100% opacity**



White 100% opacity



Black 100% opacity



**Black with White fill
100% opacity**



Dark Greystone 100% opacity



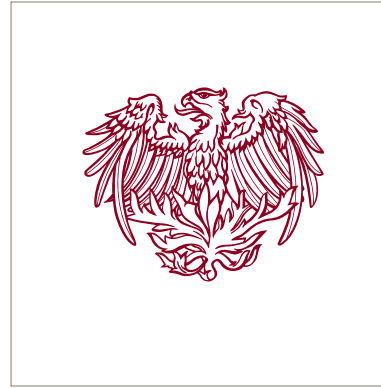
**Dark Greystone with White fill
100% opacity**

To download, go to creative.uchicago.edu/resources.

Our Identity Elements

CLASSIC PHOENIX

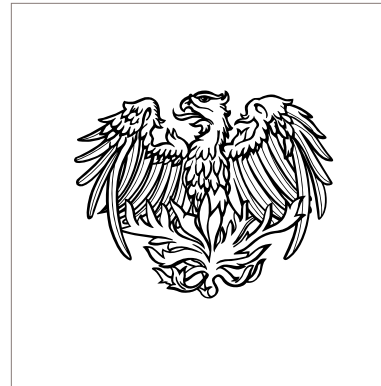
The Classic Phoenix can be used in full color or screened back to add visual interest and texture to a design. For example, the Classic Phoenix may be screened back as a watermark treatment or cropped. See page 19 for guidelines on how to crop the Classic Phoenix. The shape of the Classic Phoenix should not be modified, recreated, or altered in any way. The Classic Phoenix can be reproduced in Maroon, Black, Dark Greystone, and White. It may be used on colors from the University's primary and secondary palettes. See page 31.



Maroon on White



Maroon on Maroon
Multiplied, shown at 75% opacity



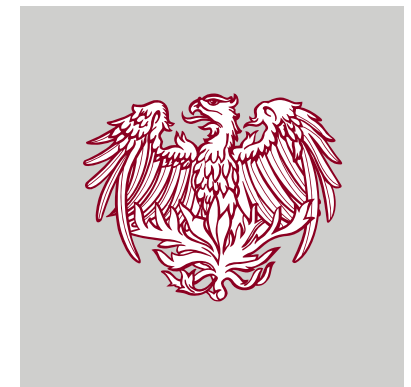
Black on White



White on Maroon



Dark Greystone on White



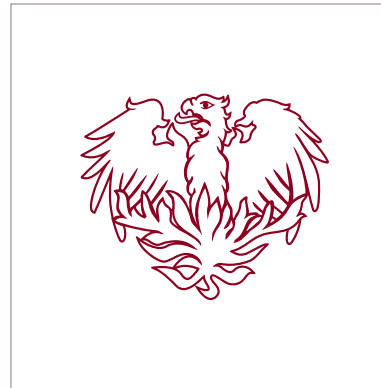
Maroon with White fill on Light Greystone
Also available in Black and Dark Greystone

To download, go to creative.uchicago.edu/resources.

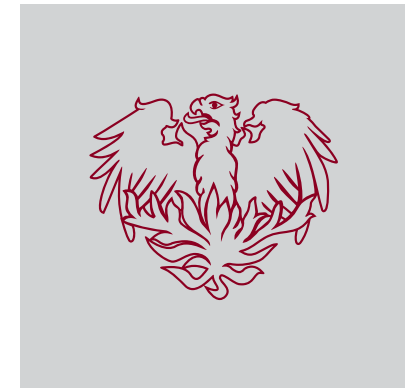
Our Identity Elements

OUTLINED PHOENIX

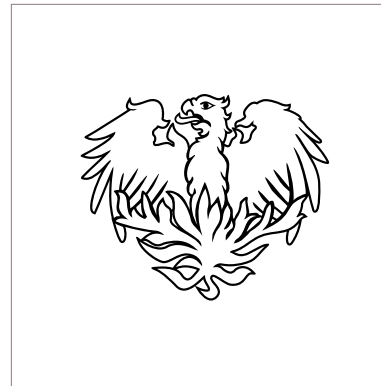
The Outlined Phoenix can be used in full color or screened back to add visual interest and texture to a design. For example, the Outlined Phoenix may be screened back as a watermark treatment or cropped. See page 20 for guidelines on how to crop the Outlined Phoenix. The shape of the Outlined Phoenix should not be modified, recreated, or altered in any way. It can be reproduced in Maroon, Dark Greystone, and Black. It should be used on a light background (White or Light Greystone). It should not be used over colors from the secondary palette.



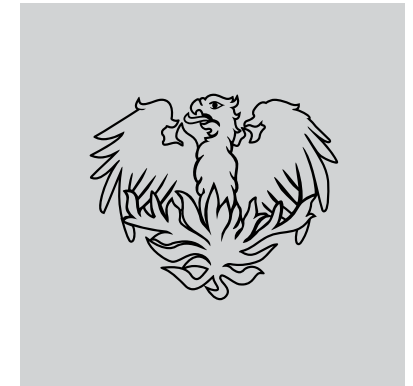
Maroon on White



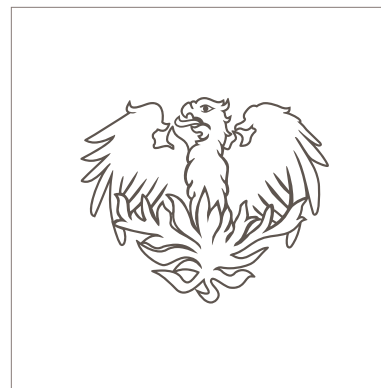
Maroon on Light Greystone



Black on White



Black on Light Greystone



Dark Greystone on White



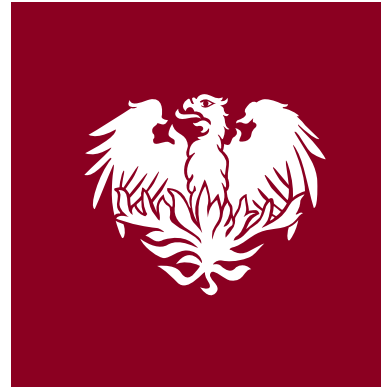
Dark Greystone on Light Greystone

To download, go to creative.uchicago.edu/resources.

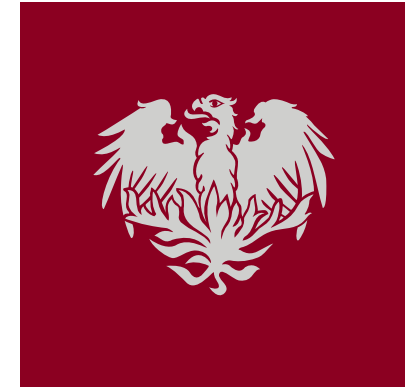
Our Identity Elements

SOLID PHOENIX

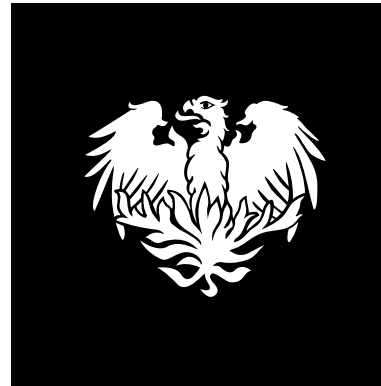
The Solid Phoenix can be used in full color or screened back to add visual interest and texture to a design. For example, the Solid Phoenix may be screened back as a watermark treatment or cropped. See page 21. It must always appear in White or lighter than its background and may be reproduced only in Light Greystone and White. This version works well for small applications. The Solid Phoenix should not be modified, recreated, or altered in any way. It may be used on colors from the University's primary and secondary palettes. See page 31.



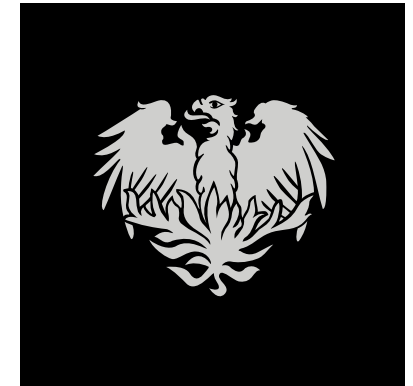
White on Maroon



Light Greystone on Maroon



White on Black



Light Greystone on Black



White on Dark Greystone



Light Greystone on Dark Greystone

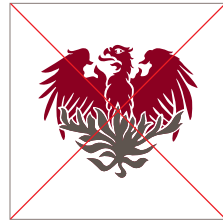
To download, go to creative.uchicago.edu/resources.

Our Identity Elements

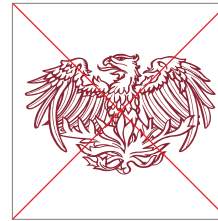
INCORRECT PHOENIX USAGE



Do not change the color.



Do not reproduce in more than one color.



Do not alter or distort.



Do not use the Maroon Phoenix on a dark background like black.



Do not add elements.



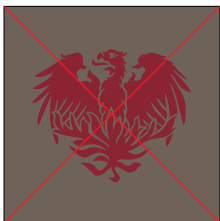
Do not use in a custom design.



Do not put on a complicated photographic background.



Do not isolate the head.



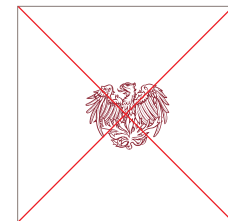
Do not use the Solid Phoenix in colors other than White or Light Greystone.



Do not use the Classic Phoenix on a black background.



Do not make the Solid Phoenix darker than its background color.



Do not use the Classic Phoenix in small applications.

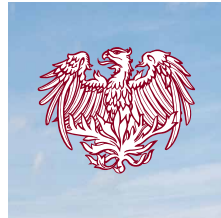
To download, go to creative.uchicago.edu/resources.

Our Identity Elements

PHOENIX APPLICATION OVER PHOTOGRAPHY



Maroon 100% opacity



Maroon with White fill
100% opacity



Maroon 100% opacity

White watermark*



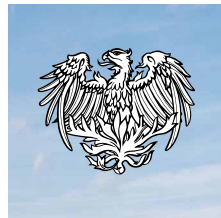
***Note:** Watermark applications of the Solid Phoenix at less than 100% opacity should only be used over photography.

White 100% opacity or less

Note: Screen the Phoenix to the percentage that works best on your image and put over an uncomplicated area.



Black 100% opacity



Black with White fill
100% opacity

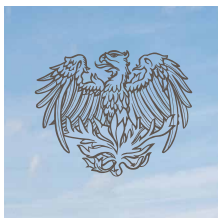


Black 100% opacity



White 100% opacity or less

Note: Screen the Phoenix to the percentage that works best on your image and put over an uncomplicated area.



Dark Greystone 100% opacity



Dark Greystone with White fill
100% opacity



Dark Greystone 100% opacity



White 100% opacity or less

Note: Screen the Phoenix to the percentage that works best on your image and put over an uncomplicated area.

To download, go to creative.uchicago.edu/resources.

Our Identity Elements

CLASSIC PHOENIX CROPPING

When cropping, preserve this mark's integrity by following the guidelines below.

- Crop only one wing at a time.
- A portion of the wing should always be shown.
- The Classic Phoenix may be cropped from the bottom up into the torso.
- Leave at least half of the width of the head visible from the edge of a graphic or page border.
- The Classic Phoenix may be cropped from the bottom and side at the same time.



Our Identity Elements

OUTLINED PHOENIX CROPPING

When cropping, preserve this mark's integrity by following the guidelines below.

- Crop only one wing at a time.
- A portion of the wing should always be shown.
- The Outlined Phoenix may be cropped from the bottom up into the torso.
- Leave at least half of the width of the head visible from the edge of a graphic or page border.
- The Outlined Phoenix may be cropped from the bottom and side at the same time.



Our Identity Elements

SOLID PHOENIX CROPPING

When cropping, preserve this mark's integrity by following the guidelines below.

- Crop only one wing at a time.
- A portion of the wing should always be shown.
- The Solid Phoenix may be cropped from the bottom up into the torso.
- Leave at least half of the width of the head visible from the edge of a graphic or page border.
- The Solid Phoenix may be cropped from the bottom and side at the same time.



Our Identity Elements

INCORRECT PHOENIX CROPPING



Do not crop both wings vertically at the same time.



Do not crop any Phoenix horizontally from the top.



Do not crop too closely to the Phoenix's head from the bottom.



Do not crop too closely to or into the Phoenix's head from the side.



Do not isolate the Phoenix's head.



Do not place the head of a Phoenix too close to the top edge of a graphic or page border.



To download, go to creative.uchicago.edu/resources.

Our Identity Elements

GOTHIC UCHICAGO WORDMARK—LIMITED USE

The Gothic UChicago Wordmark graphically reflects the University's Gothic architecture and provides a nostalgic link to those familiar with the University's Hyde Park campus. It can be used on merchandise and apparel or as a design element in print and digital communications.

The Wordmark should be treated as artwork. Do not recreate or modify it in any way. It can be reproduced in Maroon, Black, Dark Greystone, Light Greystone, and White.

A large, stylized Gothic wordmark for 'uchicago' in maroon, centered on a white background.

Maroon on White



White on Maroon



Black on White



White on Black



Dark Greystone on White



White on Dark Greystone

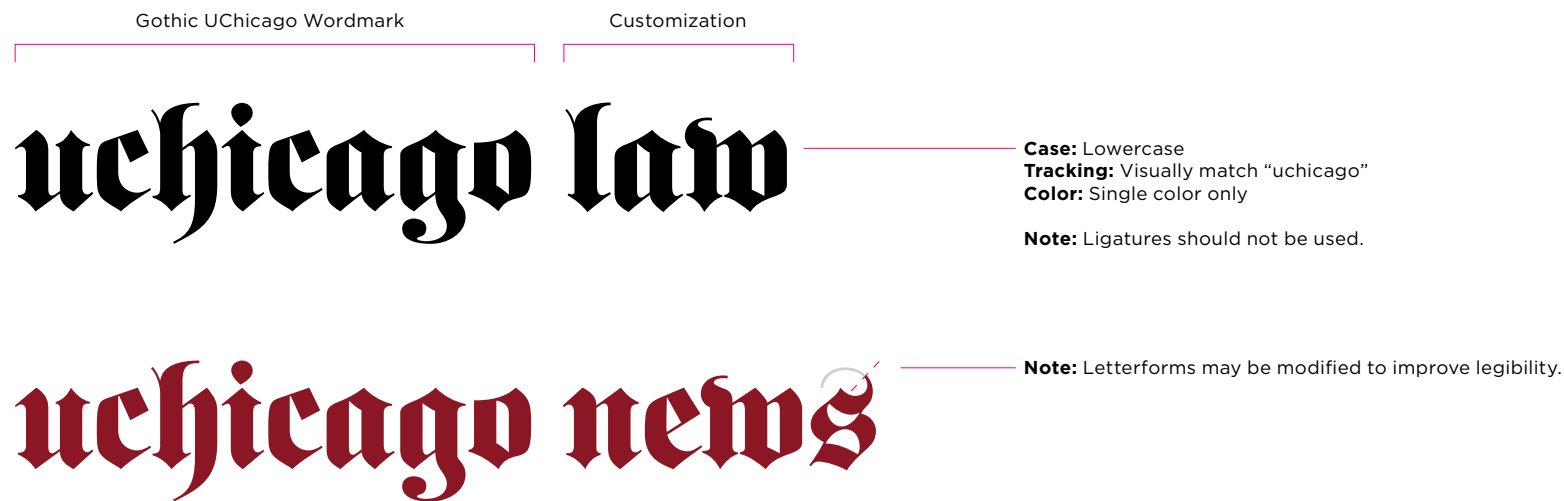
To download, go to creative.uchicago.edu/resources.

Our Identity Elements

GOTHIC UCHICAGO WORDMARK—LIMITED USE

In limited instances when customization is appropriate for a specific audience, a single word or acronym set in only all lowercase Fette Fraktur font can be combined with the Gothic UChicago Wordmark. This treatment should be used in combination with your entity's logo or the University Logo.

Note: this treatment should never be used as a primary logo that replaces the UChicago Logo from the Brand Identity Logo System. Examples below are for illustration purposes only.



Our Identity Elements

GOTHIC UCHICAGO WORDMARK—LIMITED USE

Examples below are for illustration purposes only.



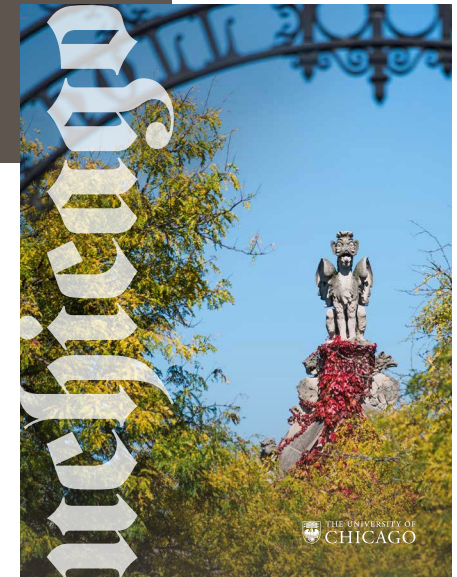
Maroon on Maroon
Multiplied, shown at 75% opacity

Wordmark is rotated 90 degrees and may be cropped tightly on the sides

White on Dark Greystone
Shown at 20% opacity



Dark Greystone on White
Shown at 10% opacity



White watermark
100% opacity or less

Wordmark may be cropped tightly to a page edge from the top

To download, go to creative.uchicago.edu/resources.

Our Color System

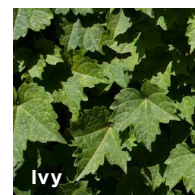
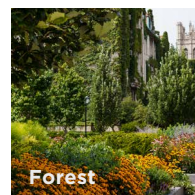
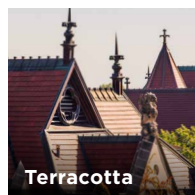
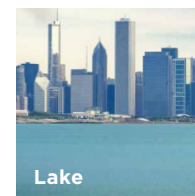
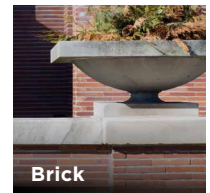
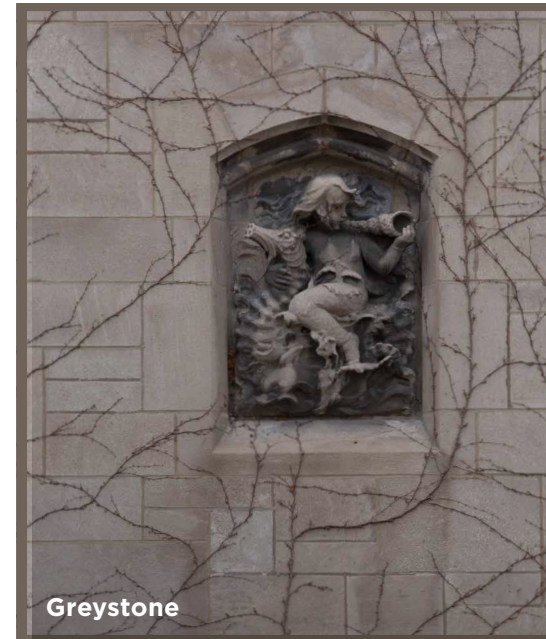
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Our Color System

OVERVIEW

The University uses a primary and a secondary color palette drawn from our history, architecture, and campus environment.

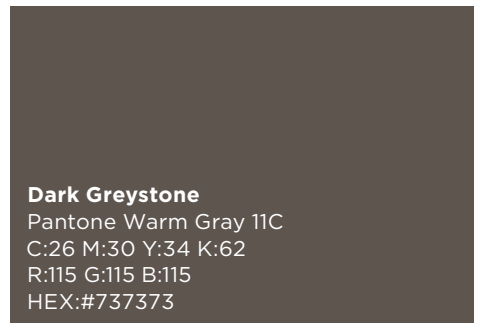
The primary palette should be used in all digital and print communications, with Maroon as the dominant color. The secondary palette is to be used sparingly, providing subtle accents in layouts that feature the primary color palette.



Our Color System

PRIMARY PALETTE

The primary color palette should be used in all digital and print communications to assure brand consistency. Within the primary palette itself, Maroon should always be the dominant color, with Greys used as accents. For specific color ratios and layout examples, see the following page. Always use these colors at 100 percent. Tints should never be used.



Our Color System

PRIMARY PALETTE COLOR RATIO EXAMPLES

These examples illustrate the Maroon-to-Grey ratios to be used in all print and digital communications. Maroon should be the dominant color to ensure consistency, with the Greys serving as accents. If the Greys are dominant, Maroon should be present. The use of white space is encouraged as shown below and on the following page.



Primary palette with white space



Maroon and Greystone with white space



Maroon and Light Greystone with white space



To download color libraries, go to creative.uchicago.edu/resources.

Our Color System

PRIMARY PALETTE COLOR RATIO EXAMPLES

These examples illustrate the Maroon-to-Grey ratios to be used in all print and digital communications. Maroon should be the dominant color to ensure consistency, with the Greys serving as accents. If the Greys are dominant, Maroon should be present.



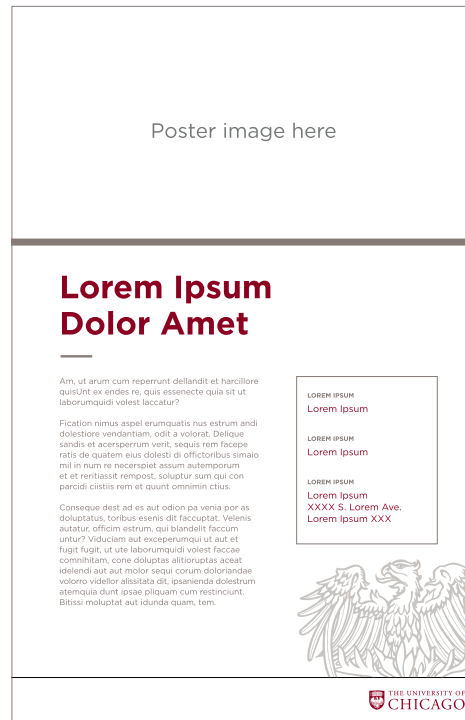
Primary palette with white space



Maroon and Greystone with white space



Maroon and Dark Greystone with white space



Note: When white space is the background color, Maroon should be used for the dominant typography, as shown above.

To download color libraries, go to creative.uchicago.edu/resources.

Our Color System

SECONDARY PALETTE

The secondary palette is to be used sparingly and always in conjunction with the primary palette. In other words, all print and digital communications will utilize the primary palette as the dominant color scheme, with the secondary color palette providing subtle accent color options. For specific ratios and layout examples, see the following page. Always use these colors at 100 percent. Tints should never be used.



Goldenrod
Pantone 124C
C:0 M:25 Y:100 K:4
R:234 G:170 B:0
HEX:#E6AA00



Terracotta
Pantone 138C
C:0 M:46 Y:100 K:6
R:222 G:124 B:0
HEX:#DE7C00



Ivy
Pantone 576C
C:44 M:4 Y:88 K:22
R:120 G:157 B:74
HEX:#789D4A



Forest
Pantone 7483C
C:82 M:15 Y:85 K:50
R:39 G:93 B:56
HEX:#275D38



Lake
Pantone 633C
C:100 M:7 Y:10 K:31
R:0 G:115 B:150
HEX:#007396



Violet
Pantone 519C
C:63 M:90 Y:9 K:50
R:89 G:49 B:95
HEX:#59315F



Brick*
Pantone 1807C
C:6 M:85 Y:71 K:30
R:164 G:52 B:58
HEX:#A4343A

Light Goldenrod
Pantone 129C
C:0 M:12 Y:90 K:0
R:243 G:208 B:62
HEX:#F3D03E

Light Terracotta
Pantone 157C
C:0 M:37 Y:74 K:0
R:236 G:161 B:84
HEX:#ECA154

Light Ivy
Pantone 577C
C:29 M:2 Y:58 K:2
R:169 G:196 B:127
HEX:#A9C47F

Light Forest
Pantone 7494C
C:31 M:6 Y:42 K:16
R:156 G:175 B:136
HEX:#9CAF88

Light Lake
Pantone 631C
C:70 M:0 Y:15 K:2
R:62 G:177 B:200
HEX:#3EB1C8

Light Violet
Pantone 5205C
C:25 M:42 Y:13 K:43
R:134 G:100 B:122
HEX:#86647A

Light Brick
Pantone 7522C
C:10 M:58 Y:54 K:18
R:180 G:106 B:85
HEX:#B46A55

Dark Goldenrod
Pantone 131C
C:3 M:36 Y:100 K:11
R:204 G:138 B:0
HEX:#CC8A00

Dark Terracotta
Pantone 1675C
C:5 M:71 Y:100 K:27
R:169 G:67 B:30
HEX:#A9431E

Dark Ivy
Pantone 574C
C:52 M:20 Y:98 K:66
R:19 G:48 B:28
HEX:#13301C

Dark Forest
Pantone 553C
C:72 M:28 Y:65 K:74
R:40 G:71 B:52
HEX:#284734

Dark Lake
Pantone 303C
C:100 M:55 Y:18 K:76
R:0 G:42 B:58
HEX:#002A3A

Dark Violet
Pantone 7449C
C:63 M:96 Y:21 K:83
R:65 G:39 B:59
HEX:#41273B

Dark Brick
Pantone 1817C
C:20 M:70 Y:59 K:60
R:100 G:51 B:53
HEX:#643335



White
C:0 M:0 Y:0 K:0
R:255 G:255 B:255
HEX:#FFFFFF



Black
C:0 M:0 Y:0 K:100
R:0 G:0 B:0
HEX:#000000

***Note:** When Maroon will not provide enough contrast in a layout—for example, when shown over Black—Brick may be used as an alternative. Never substitute Brick for Maroon as a primary color or use it in the University's brand identity elements.

Our Color System

SECONDARY PALETTE COLOR RATIO EXAMPLES

Used sparingly and in the ratios represented here, the secondary palette can be used to create visual depth or highlights.



Primary Palette with a secondary color and white space



Maroon with two secondary colors and white space



Maroon with two secondary colors and white space



Our Color System

INCORRECT COLOR RATIO EXAMPLES

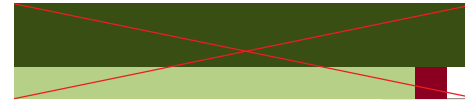
The examples here represent ways you should not utilize the secondary palette.



The secondary palette should not be used in equal proportion to Maroon.



Maroon should always be present, and the dominant color, within the layout.



The secondary palette should never be used in larger proportion to Maroon and the primary palette.



Our Typography

Primary Fonts 35

Limited-Use Fonts 36

A photograph of the University of Chicago archway, a black metal structure with ornate scrollwork, spanning across a path. The archway is covered in green leaves and branches of trees. In the background, a large, light-colored building with Gothic architectural features, including a large arched window with intricate tracery, is visible. The scene is set in a lush, green environment.

The UNIVERSITY of CHICAGO

Our Typography

PRIMARY FONTS

Gotham and Adobe Garamond Pro represent our brand’s dynamic blend of tradition and modernity. They can be used together or individually. Carefully consider context and legibility when applying them.

Gotham Light

Gotham Light Italic

Gotham Book

Gotham Book Italic

Gotham Medium

Gotham Medium Italic

Gotham Bold

Gotham Bold Italic

Gotham embodies the contemporary tone of the University. Its use is preferred in print, in websites, and for legibility of copy at smaller sizes. Licenses for the recommended package, [Gotham 1](#), may be purchased through [typography.com](#).

Note: When Gotham is not available, use Helvetica. If Helvetica is not available, use Arial.

Note: All typography used on signage needs to be approved by Facilities Services. Gotham should not be used for ADA compliant signage or wayfinding. Contact Facilities Services before starting a signage or wayfinding project. See page 118 for contact information.

Garamond Regular

Garamond Regular Italic

Garamond Semibold

Garamond Semibold Italic

Garamond Bold

Garamond Bold Italic

[Adobe Garamond Pro](#) embodies the traditional tone of the University. It is often used for headlines or accent copy. It is available on [Adobe Fonts](#) via Adobe Creative Cloud, or licenses may be purchased through [MyFonts.com](#). [EB Garamond](#) is acceptable for digital use (websites, apps, etc.). It is available through Google Fonts.

Note: When Garamond is not available, use Times New Roman.

Our Typography

LIMITED-USE FONTS

Gotham Narrow, Gotham Black, and Fette Fraktur should be used in limited instances noted in the guidance below. Carefully consider context and legibility when applying them.

Gotham Narrow Light

Gotham Narrow Book

Gotham Narrow Medium

Gotham Narrow Bold

[Gotham Narrow](#) can be used for captions, call-outs, copy-heavy documents, and body copy where space is limited. Licenses for the recommended package, Gotham Narrow 1, may be purchased through typography.com.

Note: When Gotham Narrow is not available, use Helvetica Condensed. If Helvetica Condensed is not available, use Arial Narrow.

Gotham Black

Gotham Black Italic

[Gotham Black](#) is an exception only to be used when extra visual impact is needed. Licenses may be purchased through typography.com.

fette fraktur

[Fette Fraktur](#) reflects the University's Gothic architecture and provides a nostalgic link to those familiar with the University's Hyde Park campus. It should only be used in relationship with the Gothic UChicago Wordmark (see page 24 for details) or by College Admissions in recruitment communications when spelling out the name of a prospective student. It should always be set in lowercase letters only. Licenses may be purchased through linotype.com.

Our Brand Identity Logo System

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UChicago Logo	51
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Our Brand Identity Logo System

ANATOMY OF THE UNIVERSITY OF CHICAGO BRAND IDENTITY LOGO SYSTEM

Representing the University of Chicago’s name consistently in all logos builds brand consistency, further showcases our collective eminence, and increases the total value of our brand. The Brand Identity Logo System provides visual consistency as well as flexibility for customization, when appropriate. The following pages illustrate various applications and proper usage of the University Logo and our Brand Identity Logo System.



University Logo *The official logo of the University of Chicago*

THE UNIVERSITY OF CHICAGO

University Logotype *For use in the Brand Identity Logo System and when the University Logo will not legibly reproduce due to space or production constraints.*

<p>Signature Logo</p> <p><i>For those entities most closely connected to the University operationally and those wanting to leverage the full value of the University Logo.</i></p>	<p>School Logo</p> <p><i>For schools only. Leverages the University’s Shield and provides increased emphasis on the school name for additional distinction within a school’s peer set.</i></p>	<p>Custom Mark Logo</p> <p><i>When a custom logo is necessary for marketing purposes—by, for example, institutes, centers, and labs—a custom mark may be used.</i></p>	<p>UChicago Logo</p> <p><i>Used when “UChicago” is part of the entity’s name. Primarily for use by internal entities or those with external audiences already familiar with the University.</i></p>	<p>Collaborator Logotype</p> <p><i>Used in limited instances, for close collaborators of the University with their own unique brand identities. University Leadership approval is required for use of the Collaborator Logotype.</i></p>

To request a new logo, go to creativeportal.uchicago.edu.

Our Brand Identity Logo System

UNIVERSITY LOGO

This logo is our official identifying mark and the primary logo for the University of Chicago. Many variables will determine how the University Logo is applied to a piece of communication. In most instances, the University Logo should appear as a “badge of authenticity.” In all cases it should be treated as artwork. It should be seen clearly, but does not need to be the focal point. Headlines, text, photography, and media platform should be taken into consideration when determining how and where the University Logo is placed.



THE UNIVERSITY OF
CHICAGO

Minimum Clear Space



Note: The minimum clear space required around the University Logo must be equal to or exceed “X.” Photographs, illustrations, typography, or other visual elements should not violate the minimum clear space area.

Minimum Size

The minimum reproducible size for the University Logo is:

1.125" / 29mm / 81px



Our Brand Identity Logo System

REVERSE UNIVERSITY LOGO

For use on dark-colored backgrounds. The Phoenix in the Outlined Shield must always be lighter than the background color on which it sits. It should only be reproduced in White.



Minimum Size

The minimum reproducible size for the University Logo is:

1.125" / 29mm / 81px



Minimum Clear Space



Note: The minimum clear space required around the University Logo must be equal to or exceed "X." Photographs, illustrations, typography, or other visual elements should not violate the minimum clear space area.

To download, go to creative.uchicago.edu/resources.

Our Brand Identity Logo System

REVERSE UNIVERSITY LOGO USAGE

The Phoenix in the Outlined Shield must always be lighter than the background color on which it sits. Use the correct Reverse University Logo on dark colors or dark photographic backgrounds. See page 42. A common reproduction error is shown below right.

Correct



Incorrect



Our Brand Identity Logo System

UNIVERSITY LOGO APPLICATION



Maroon



Maroon on Light Greystone



White on Maroon



Maroon with White fill



Black



Black on Light Greystone



White on Black



Black with White fill



Dark Greystone



Dark Greystone on Light Greystone



White on Dark Greystone



Dark Greystone with White fill

To download, go to creative.uchicago.edu/resources.

Our Brand Identity Logo System

INCORRECT UNIVERSITY LOGO USAGE

The University Logo is our most important brand asset. **Do not** recreate the University Logo. Please be respectful and refrain from altering it in any way.



Do not reproduce the logo in colors other than Maroon, Black or Dark Greystone. See page 42.



Do not reproduce the logo in two colors.



Do not make the Phoenix in the Shield darker than the background color on which it sits. See page 41.



Do not make the Phoenix in the Shield darker than the background color. The Phoenix in the Shield must always be lighter than the background color on which it sits. The Reverse University Logo should not be reproduced in any color other than White.



Do not angle the logo.



Do not alter or distort the logo.



Do not print the Maroon University Logo on a dark background like black. The Reverse University Logo should not be reproduced in any color other than White.



Do not put the logo on a complicated photographic background.



Do not reproduce the logo without the Shield.



Do not replace the Shield with a different graphic.



Do not replace the Phoenix with a different graphic.



Do not alter the size or position of the Shield or the letters in the logo.

Our Brand Identity Logo System

UNIVERSITY LOGOTYPE

When the space available is too small for the University Logo, the University Logotype should be used. In all instances, the University Logotype should be treated as artwork. Do not recreate or modify the University Logotype in any way. It can be reproduced in Maroon, Black, and White. See page 91 for examples of usage on branded merchandise and apparel.

THE UNIVERSITY OF CHICAGO

Minimum Size

The minimum reproducible size for the University Logotype is:

1.125" / 29mm / 81px



Minimum Clear Space



Note: The minimum clear space required around the University Logotype must be equal to or exceed "X." Photographs, illustrations, typography, or other visual elements should not violate the minimum clear space area.

Our Brand Identity Logo System

SIGNATURE LOGO

For those entities most closely connected to the University operationally and those wanting to leverage the full value of the University Logo.

Horizontal Format



Vertical Format



Minimum Size

The minimum reproducible size for the Signature Logo is:

1.125" / 29mm / 81px



1.125" / 29mm / 81px



To request a new logo, go to creativeportal.uchicago.edu.

Our Brand Identity Logo System

SIGNATURE LOGO WITH TERTIARY INFORMATION

When needed, tertiary information, such as a department name or descriptor line, can be added to the Signature Logo.

Horizontal Format with Tertiary Information



Vertical Format with Tertiary Information



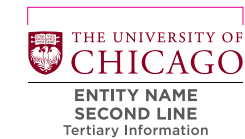
Minimum Size

The minimum reproducible size for the Signature Logo with Tertiary Information is:

1.125" / 29mm / 81px



1.125" / 29mm / 81px



To request a new logo, go to creativeportal.uchicago.edu.

Our Brand Identity Logo System

SCHOOL LOGO

For schools only. Leverages the University's Shield and provides increased emphasis on the school name for additional distinction within a school's peer set.

Horizontal and Vertical Format



Minimum Size

The minimum reproducible size for the School Logo is:

1.125" / 29mm / 81px



Our Brand Identity Logo System

SCHOOL LOGO WITH TERTIARY INFORMATION

When needed, tertiary information, such as a department name or descriptor line, can be added to the School Logo.

Horizontal Format with Tertiary Information



THE UNIVERSITY OF CHICAGO
SCHOOL NAME
SECOND LINE

Tertiary Information
Second Line

Vertical Format with Tertiary Information



THE UNIVERSITY OF CHICAGO
SCHOOL NAME
SECOND LINE
Tertiary Information
Second Line

Minimum Size

The minimum reproducible size for the School Logo with Tertiary Information is:

1.125" / 29mm / 81px



THE UNIVERSITY OF CHICAGO
SCHOOL NAME
SECOND LINE

Tertiary Information
Second Line

1.125" / 29mm / 81px



THE UNIVERSITY OF CHICAGO
SCHOOL NAME
SECOND LINE
Tertiary Information
Second Line

To request a new logo, go to creativeportal.uchicago.edu.

Our Brand Identity Logo System

CUSTOM MARK LOGO

When a custom logo is necessary for marketing purposes—by, for example, institutes, centers, and labs—a custom mark may be used. The size and shape of the mark should generally fit within the indicated area.

Horizontal and Vertical Format



Minimum Size

The minimum reproducible size for the Custom Mark Logo is:

1.125" / 29mm / 81px



Our Brand Identity Logo System

CUSTOM MARK LOGO WITH TERTIARY INFORMATION

When needed, tertiary information, such as a department name or descriptor line, can be added to the Custom Mark Logo.

Horizontal Format with Tertiary Information



Vertical Format with Tertiary Information



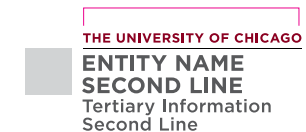
Minimum Size

The minimum reproducible size for the Custom Mark Logo with Tertiary Information is:

1.125" / 29mm / 81px



1.125" / 29mm / 81px



To request a new logo, go to creativeportal.uchicago.edu.

Our Brand Identity Logo System

UCHICAGO LOGO

Used when “UChicago” is part of the entity’s name. Primarily for use by internal entities or those with external audiences already familiar with the University.

Horizontal Format



Minimum Size

The minimum reproducible size for the UChicago Logo is:

.825" / 21mm / 60px



.775" / 19mm / 56px



Vertical Format



To request a new logo, go to creativeportal.uchicago.edu.

Our Brand Identity Logo System

UCHICAGO LOGO WITH TERTIARY INFORMATION

When needed, tertiary information, such as a descriptor line, can be added to the UChicago Logo.

Horizontal Format with Tertiary Information



Minimum Size

The minimum reproducible size for the UChicago Logo with Tertiary Information is:

.825" / 21mm / 60px



.775" / 19mm / 56px



Vertical Format with Tertiary Information



To request a new logo, go to creativeportal.uchicago.edu.

Our Brand Identity Logo System

COLLABORATOR LOGOTYPE

Used in limited instances, for close collaborators of the University with their own unique brand identities. University Leadership approval is required for use of the Collaborator Logotype.

Collaborator Logotype



Reverse Collaborator Logotype



Note: The minimum clear space required between the Collaborator Logotype and a collaborator logo must be equal to or exceed "X." Logo art, typography, or other visual elements should not violate the minimum clear space area.

Minimum Size

The minimum reproducible size for the Collaborator Logotype is:

1.25" / 32mm / 90px



To download, go to creative.uchicago.edu/resources.

Our Icons

Font Awesome

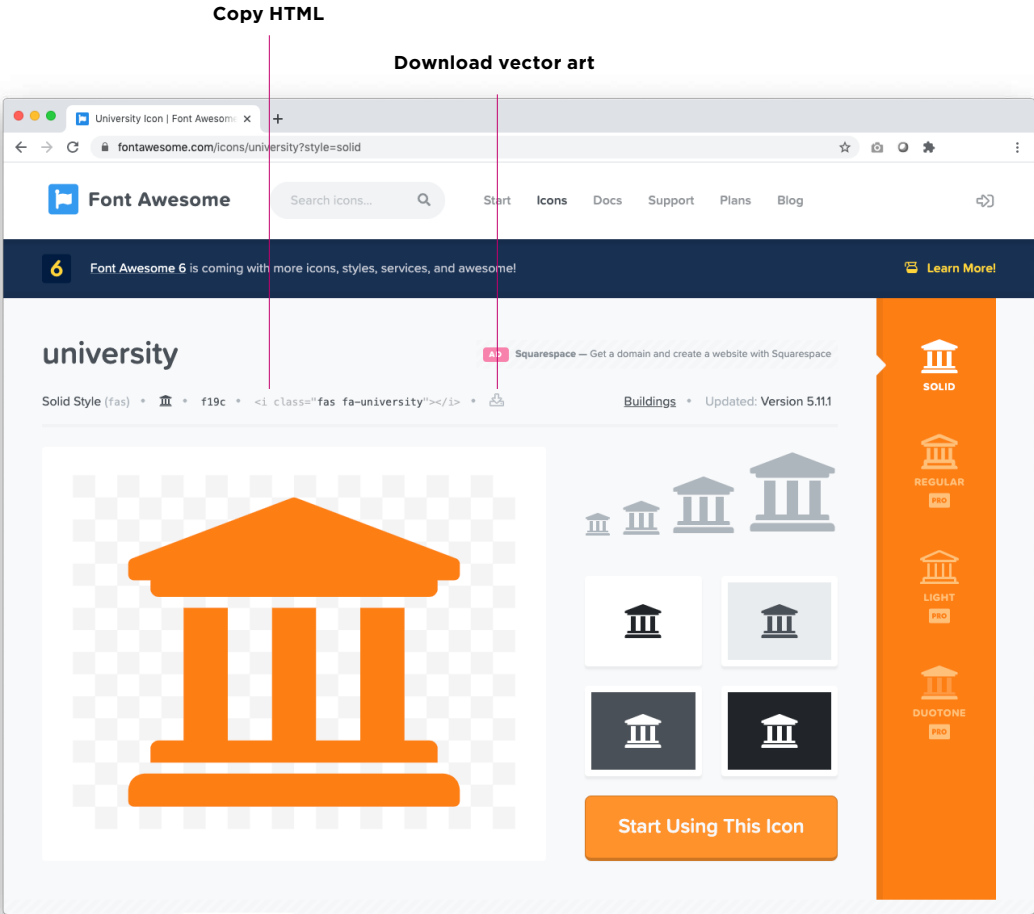
55



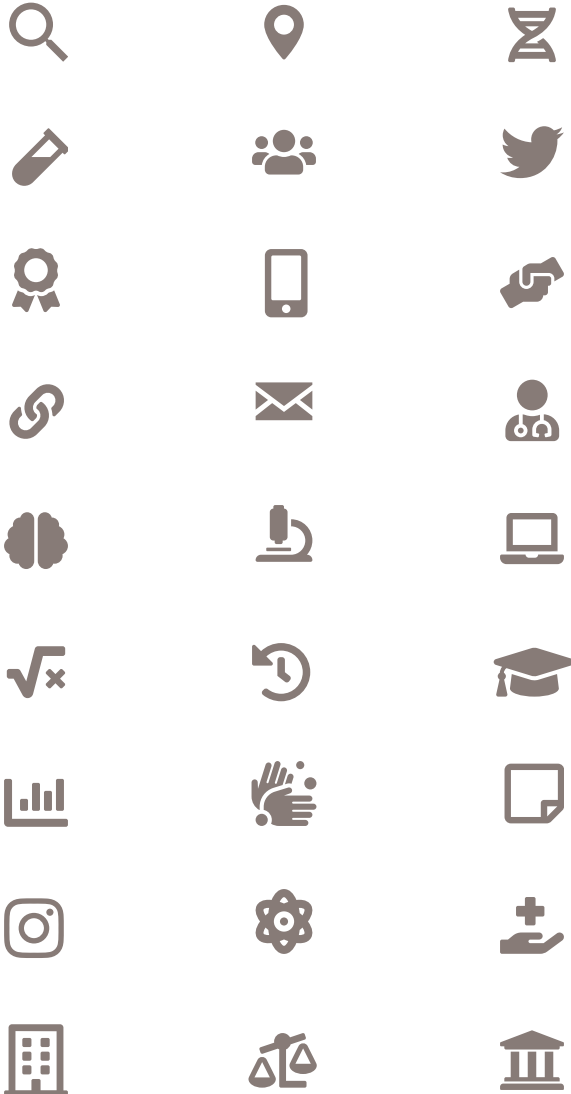
Our Icons

FONT AWESOME

Currently, the University does not provide a unified icon system for use across all communications. Units should maintain icon consistency across their individual communications. If a unit does not have access to custom icons, free icons can be found at fontawesome.com.



A sampling of available icons



Our Photography Style

Overview	57
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Events and Ceremonies	61
Portraits	63
Legacy	64

Our Photography Style

Photography brings the distinct personality of our brand to life—capturing authentic UChicago moments and artfully illustrating our constantly advancing story.

When selecting or creating new photos, use the following criteria:

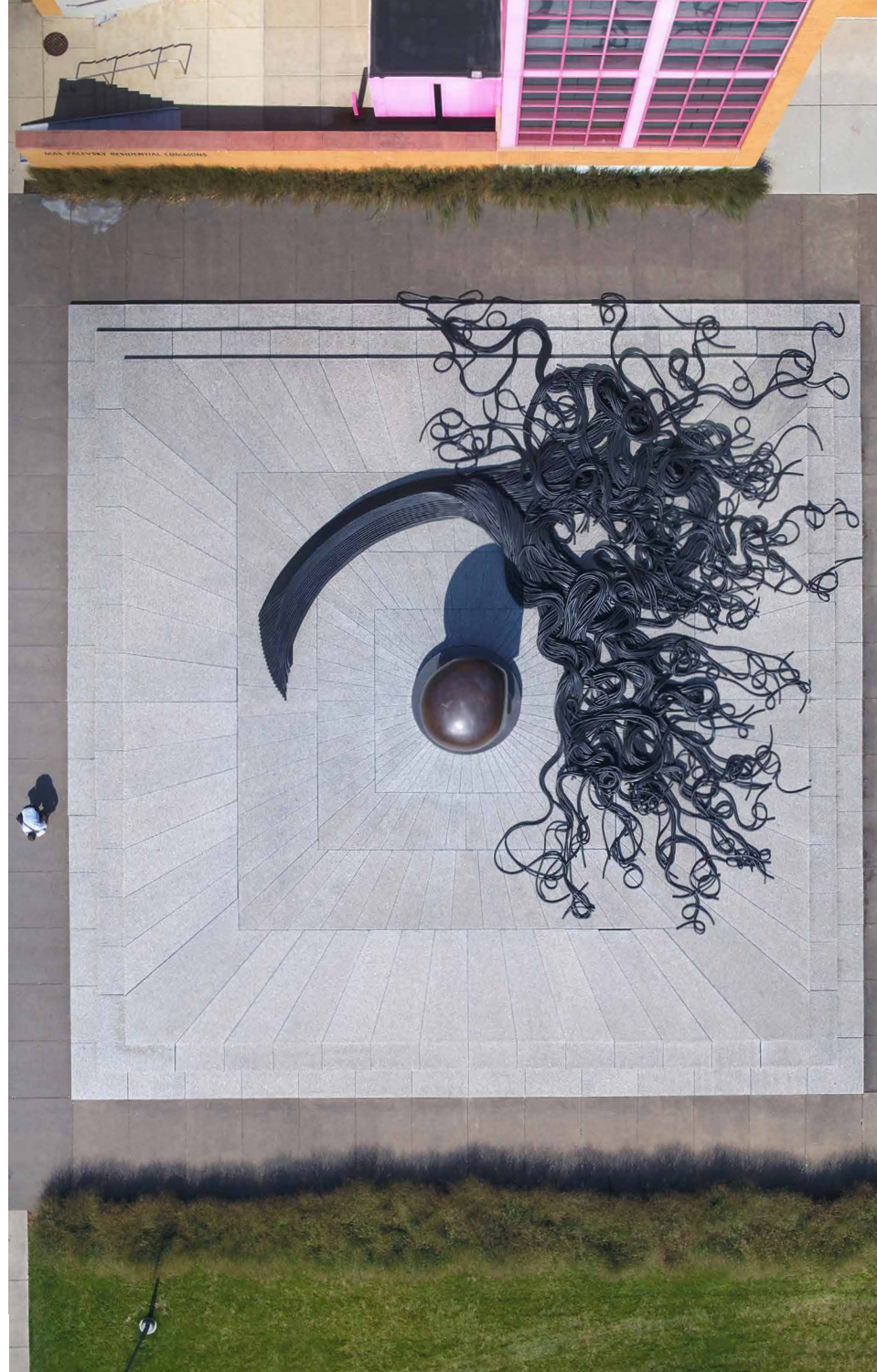
- Compositions are photojournalistic and contain a single point of focus from a distinct point of view. They are dynamic, not overly posed, and use natural lighting whenever possible.
- The colors of our campus and diverse community are showcased.
- Use actual UChicagoans and University scenes as much possible.
- Environments are clutter-free and do not contain product branding or logos of other universities. Corporate logos are acceptable if an event depicted is co-hosted by the corporate entity with the University.
- The timeliness of a photo appropriately reflects the purpose of the communication in which it appears. Photos are current unless used for a specific historical reference.
- Architectural details highlight our unique blend of Gothic and contemporary buildings.

See the following pages for some examples and inspiration.

Note:

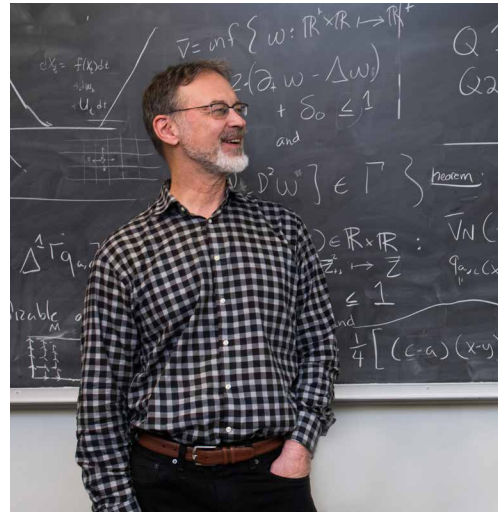
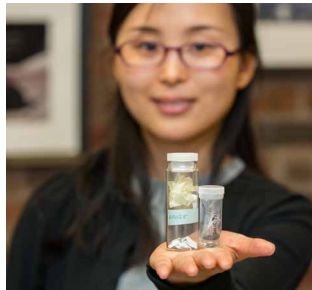
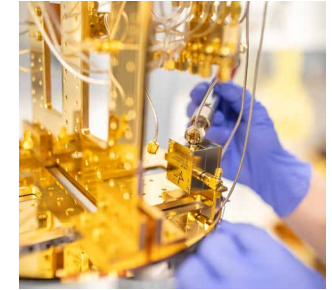
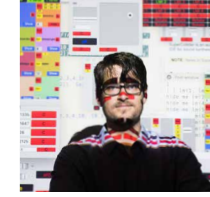
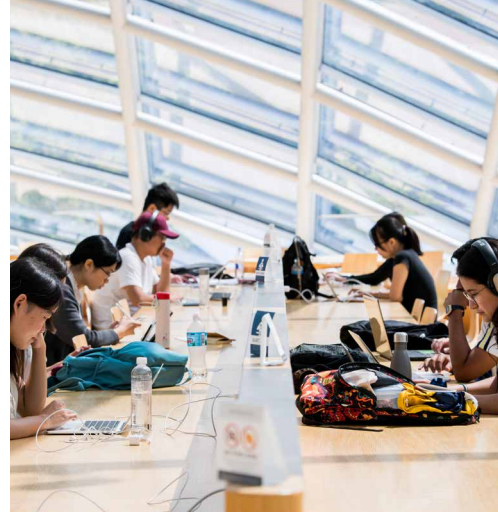
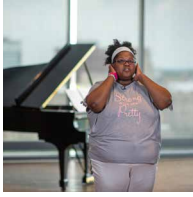
Use of stock photography, while not preferred, is sometimes necessary for up-close details and subject matter that isn't available in PhotoStore or individual unit photo libraries.

For all photography—whether from a custom photo shoot, PhotoStore, or a stock photography service—ensure proper usage rights have been secured. Usage rights will vary depending on audience, media, and duration of use. For more usage guideline information, please contact the University's Office of Legal Counsel. See page 118 for contact information.



Our Photography Style

AT WORK



Our Photography Style

AT PLAY

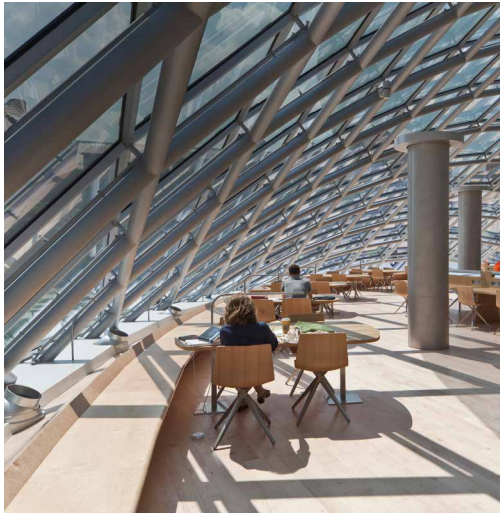


Visit PhotoStore at ps.uchicago.edu.

The University of Chicago Brand Identity Guidelines

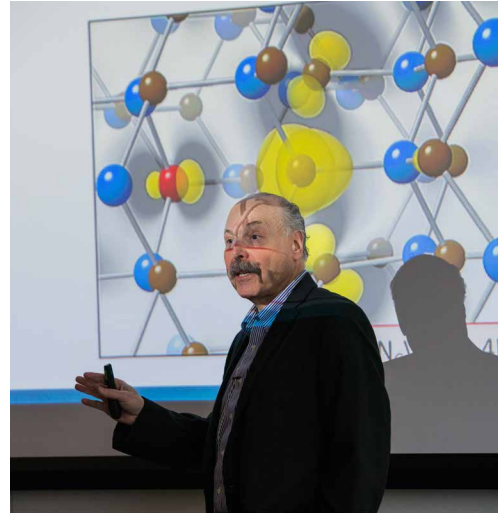
Our Photography Style

CAMPUS LIFE



Our Photography Style

EVENTS AND CEREMONIES



Our Photography Style

EVENTS AND CEREMONIES

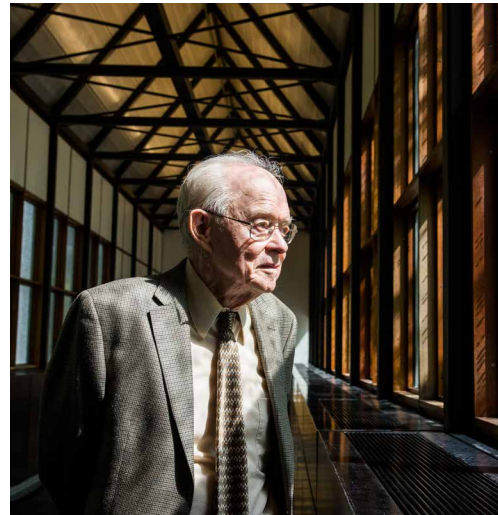


Visit PhotoStore at ps.uchicago.edu.

The University of Chicago Brand Identity Guidelines

Our Photography Style

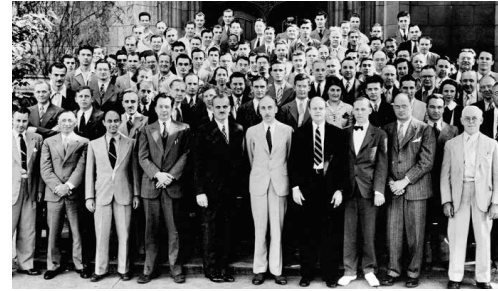
PORTRAITS



Visit PhotoStore at ps.uchicago.edu.

Our Photography Style

LEGACY



Our Digital Presence

Video	66
Social Channels	77
Social Avatars	78
Social Media Voice	79
Websites	80
Apps	81

Our Digital Presence

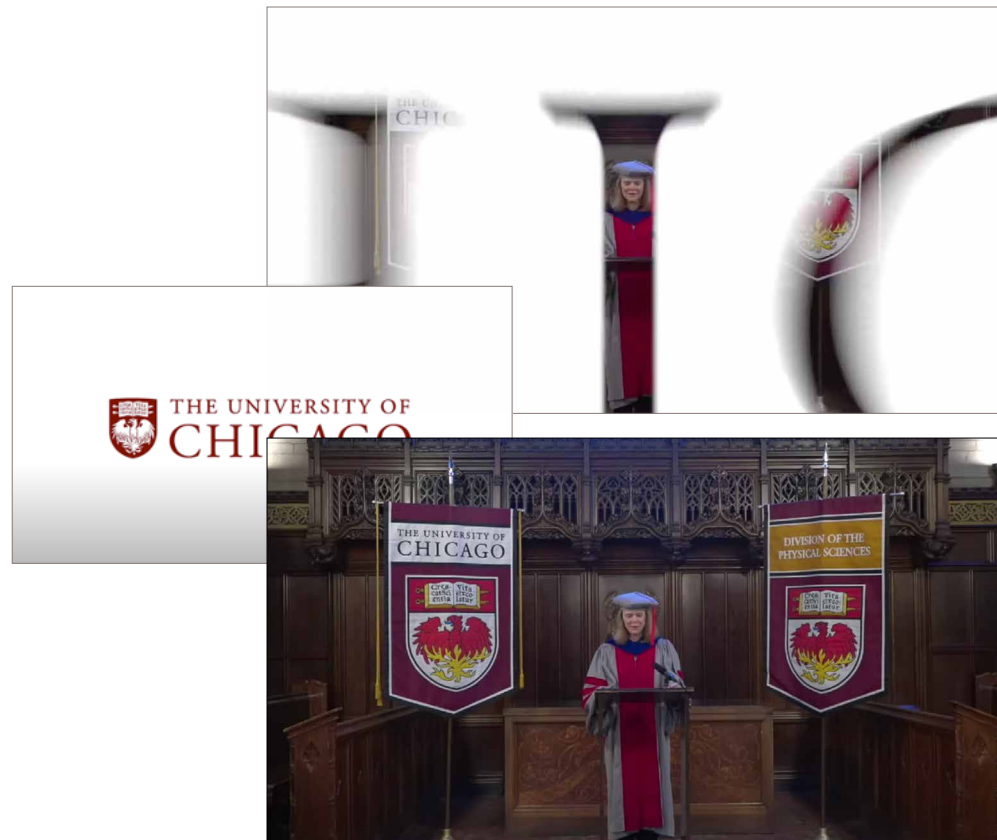
VIDEO OPENINGS

There are two video opening options: the static slide and the animated flythrough bumper. The static slide should be used for lecture, event, and explainer videos. The dynamic, animated flythrough bumper should be used for messaging videos and short- and long-form video narratives. An animated flythrough bumper is not required on narrative videos when it is necessary to immediately capture the viewer's attention.

Static opening slide



Animated flythrough opening bumper



Note: To download the opening animated flythrough bumper, go to creative.uchicago.edu/resources. The bumper is available in a 1080p version and a 4K version, both with an alpha layer to allow for overlays.

For downloadable .mov and .psd templates, motion files, and PNGs, go to creative.uchicago.edu/resources.

Our Digital Presence

VIDEO CLOSINGS

There are two video closing options: the static slide and the animated flythrough bumper. The static slide should be used for lecture, event, and explainer videos. The dynamic, animated flythrough bumper should be used for messaging videos and short- and long-form video narratives. A “produced by” credit on the closing screen should only be used for videos produced by UChicago Creative. Units may include URLs and a call to action on a separate screen before the closing slide. No URLs, additional information, or additional logos should be placed on the closing screen.

Static closing slide



Animated flythrough closing bumper



Note: To download the closing animated flythrough bumper, go to creative.uchicago.edu/resources. The bumper is available in a 1080p version and a 4K version, both with an alpha layer to allow for overlays.

For downloadable .mov and .psd templates, motion files, and PNGs, go to creative.uchicago.edu/resources.

Our Digital Presence

VIDEO CUSTOM OPENINGS, CLOSINGS, AND GRAPHICS

Custom video openings, closings, motion graphics, and text can be created to match the unique identity of an individual initiative. Custom graphics should always be clean and legible. The University Logo and identity elements should not be modified in any way. When creating custom opening and closing graphics, please consult with UChicago Creative. The examples below are for illustration purposes only.

Openings



Closings



Questions? Contact UChicago Creative Multimedia at identity@uchicago.edu.

Our Digital Presence

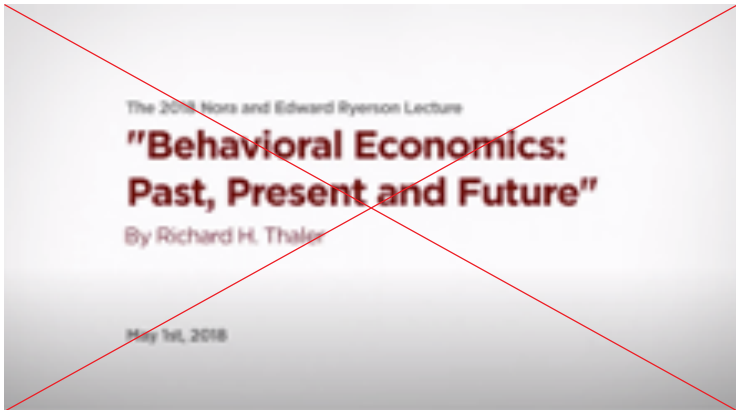
VIDEO INCORRECT OPENING SLIDE EXAMPLES



Do not use the University Logo on Maroon for opening slides. See page 66 for the correct opening design.



Do not use a speaker title slide. A lower third should be created for each person who appears on screen.



Do not use a main title slide. Video context goes in the online video description.

Questions? Contact UChicago Creative Multimedia at identity@uchicago.edu.

Our Digital Presence

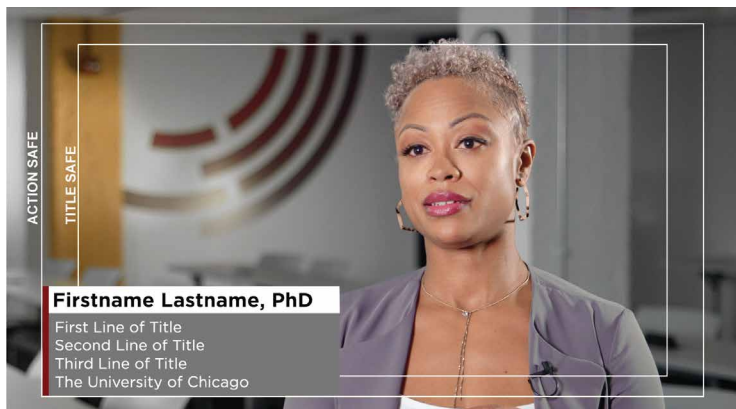
VIDEO LOWER THIRDS GRAPHICS AND PLACEMENT

Lower thirds graphics are used to identify the name and title of each person speaking in a video. There are two versions of lower third graphics—one for lecture, event, and explainer videos, and one for message and short- and long-form videos. See the following pages for guidelines on each version.

Placement

Placement of lower thirds can be flush with the Action Safe or Title Safe areas and should not intrude into faces or other text on screen. If a video is for broadcast use, lower thirds should be flush with the Title Safe area.

Online



Broadcast



For downloadable .mov and .psd templates, motion files, and PNGs, go to creative.uchicago.edu/resources.

Our Digital Presence

VIDEO LOWER THIRDS FOR LECTURE, EVENT, AND EXPLAINER VIDEOS

The preferred format for lecture, event, and explainer videos is a two-color horizontal shape with a vertical maroon bar. Versions are available for regular-length names and longer-length names. Left- and right-aligned lower thirds are available to complement the speaker's position within the shot.

A Motions graphics template for use in Motion and/or Final Cut Pro can be downloaded at creative.uchicago.edu/resources. For editing systems that don't support Motions customizable templates, an alpha-layered image template for overlaying text is also available. Please see the guidelines on the following page.

Left format (subject on right)



Right format (subject on left)



Note: An option for long names/titles is available.

For downloadable .mov and .psd templates, motion files, and PNGs, go to creative.uchicago.edu/resources.

Our Digital Presence

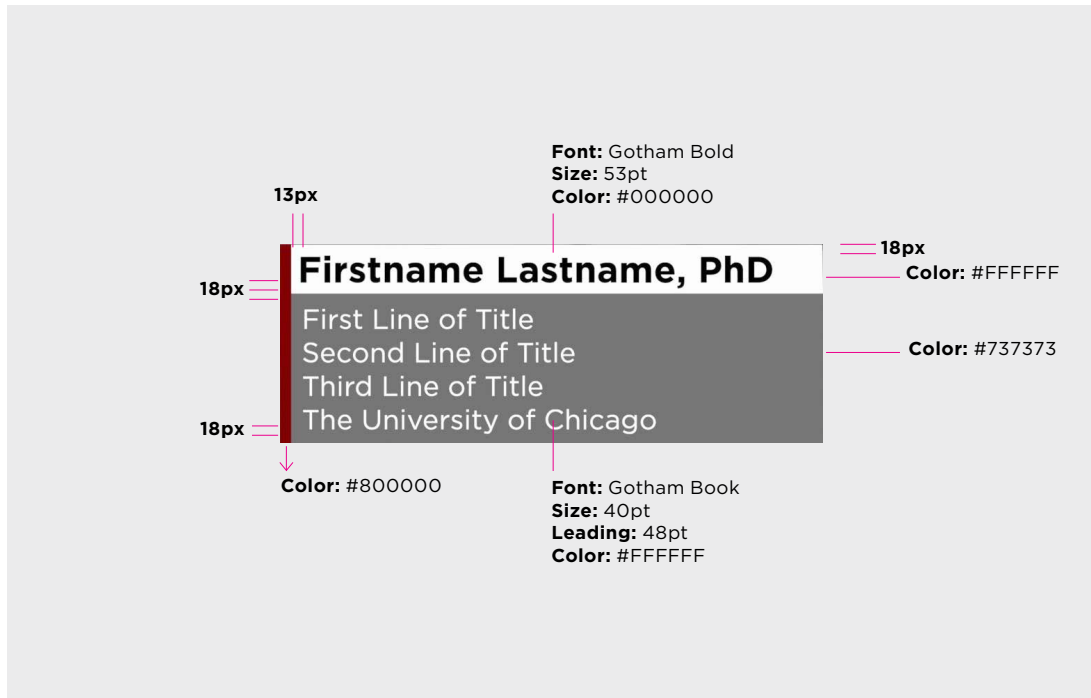
VIDEO LOWER THIRDS FOR LECTURE, EVENT, AND EXPLAINER VIDEOS

The default color of the vertical bar is the University of Chicago Maroon. See page 71. Crop the bottom of the lower third in your editing program of choice to allow 18px of space between the bottom of the grey box and the baseline of the last line of text.

Animation

An animated build for the first appearance of the lower third is available for download. It should have a simple dissolve off screen. The lower third should stay on screen for as long as needed to read the text within the graphic.

Color and typography specs



Note: The color of the vertical bar can be changed from Maroon to match a unit-specific or special initiative branding color when appropriate. Please contact UChicago Creative Multimedia for consultation and review of variations.

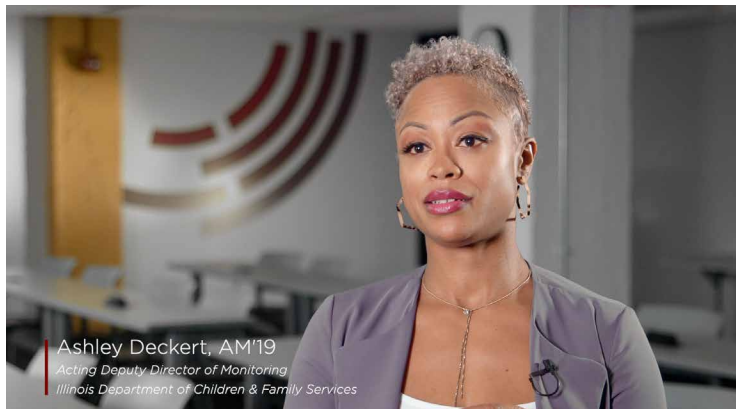
For downloadable .mov and .psd templates, motion files, and PNGs, go to creative.uchicago.edu/resources.

Our Digital Presence

VIDEO LOWER THIRDS FOR MESSAGE AND SHORT- AND LONG-FORM VIDEOS

The preferred format for message and short- and long-form video lower thirds is minimal Black or White text with a detached vertical Maroon bar. The Black or White text should be chosen based on contrast and readability against the overlaid background imagery. A subtle drop shadow can be used as a means of differentiating the text from the background, ensuring legibility and providing more contrast.

Left format (subject on right)



Right format (subject on left)



For downloadable .mov and .psd templates, motion files, and PNGs, go to creative.uchicago.edu/resources.

Our Digital Presence

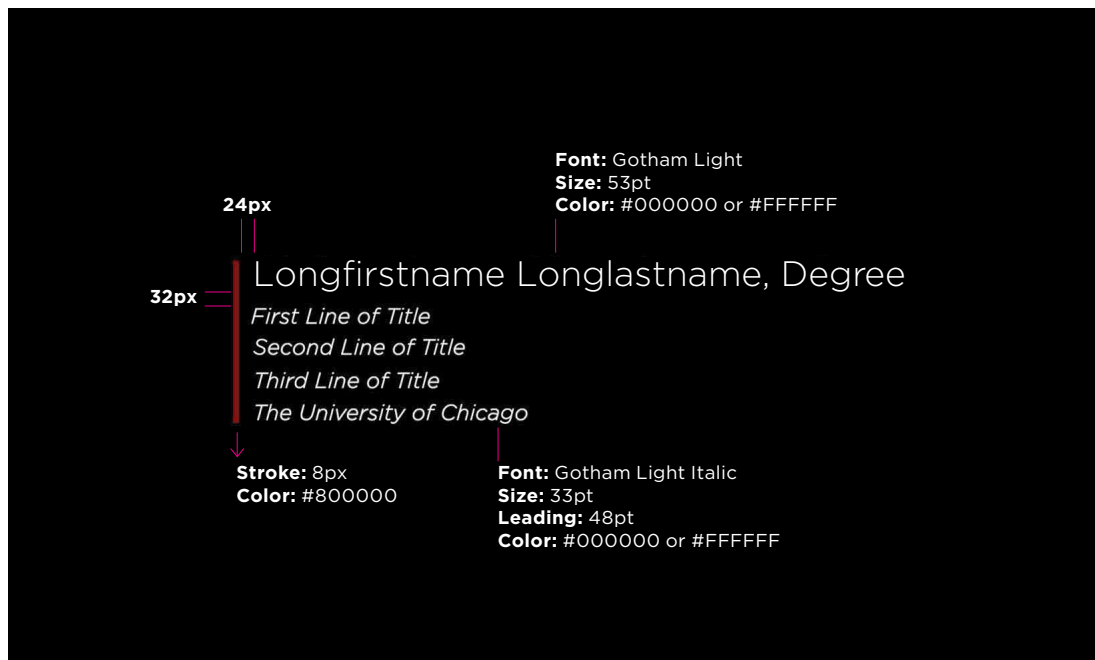
VIDEO LOWER THIRDS FOR MESSAGE AND SHORT- AND LONG-FORM VIDEOS

The default color of the vertical bar is Maroon.

Animation

The lower thirds for message and short- and long-form videos should contain initial and closing dissolves that last no longer than 13 seconds. The lower third should stay on screen for as long as needed to read the text within the graphic.

Color and typography specs

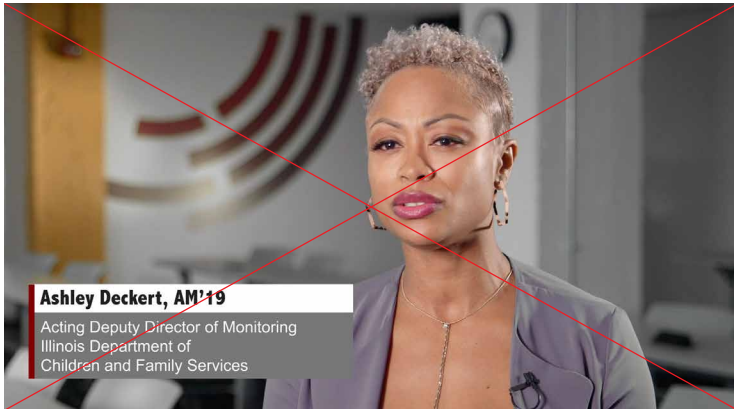


Note: The color of the vertical bar can be changed from Maroon to match a unit-specific or special initiative branding color when appropriate. Please contact UChicago Creative Multimedia for consultation and review of variations.

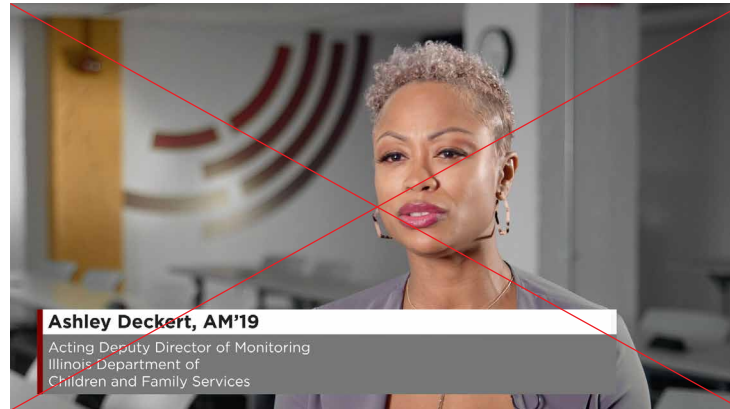
For downloadable .mov and .psd templates, motion files, and PNGs, go to creative.uchicago.edu/resources.

Our Digital Presence

VIDEO INCORRECT LOWER THIRD EXAMPLES



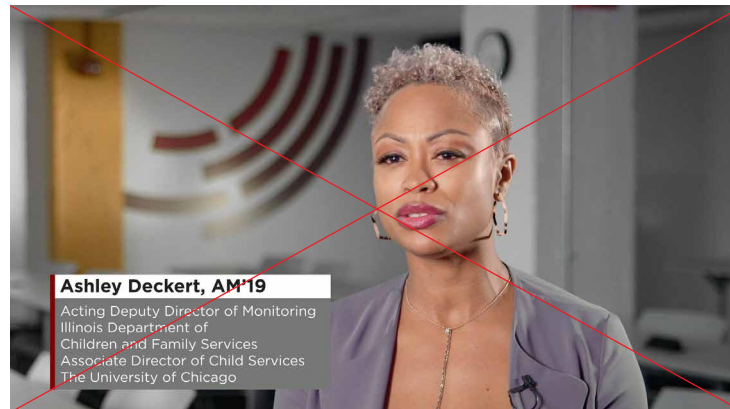
Do not place lower thirds over the faces/bodies of people or change the font.



Do not extend the colored bars of the lower thirds longer than what has been provided.



Do not place lower thirds above the center of the frame.



Do not add more than four lines in the info section of your lower thirds. Work with partners to create simplified titles.

Questions? Contact UChicago Creative Multimedia at identity@uchicago.edu.

Our Digital Presence

VIDEO TEXT AND MOTION GRAPHICS

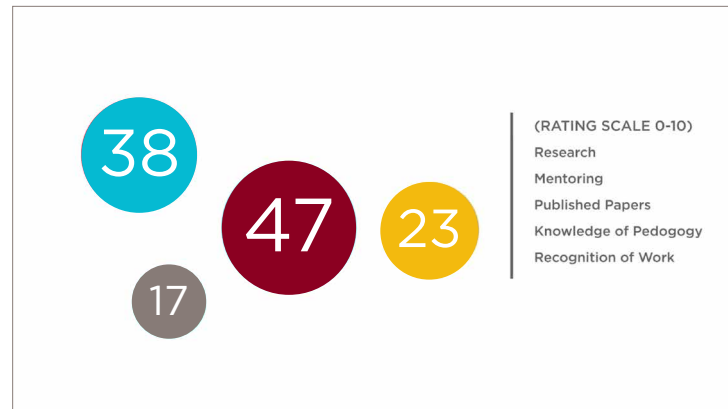
Text and motion graphics can have a wide variety of creative approaches and should:

- Enhance visual storytelling by showing and not telling
- Make complex information easy to understand
- Highlight important information
- Bring dense content like data visualizations to life
- Clarify and give context to abstract content
- Utilize the University color and typography palettes

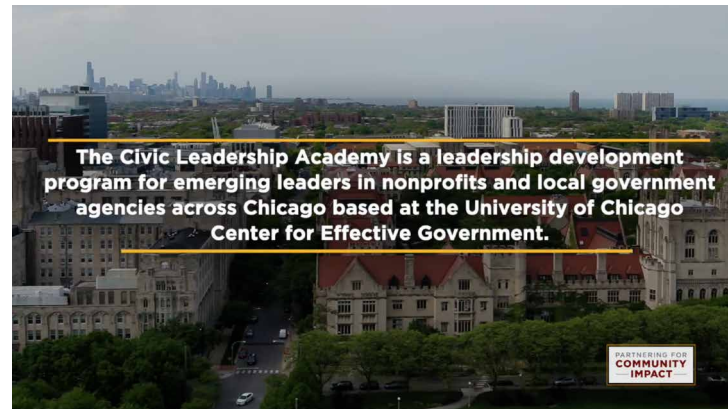
Please contact UChicago Creative Multimedia for consultation and review of motion and text graphics.



Fonts: Gotham embodies the contemporary tone of the University. It is the preferred font for video. See page 35 for more information.



Color: Our secondary color palette complements our primary palette and can be used in graphics and to highlight key information.



Overlays: When text or logos overlay video, make sure they are legible. These examples have a subtle drop shadow to increase contrast between text and image.

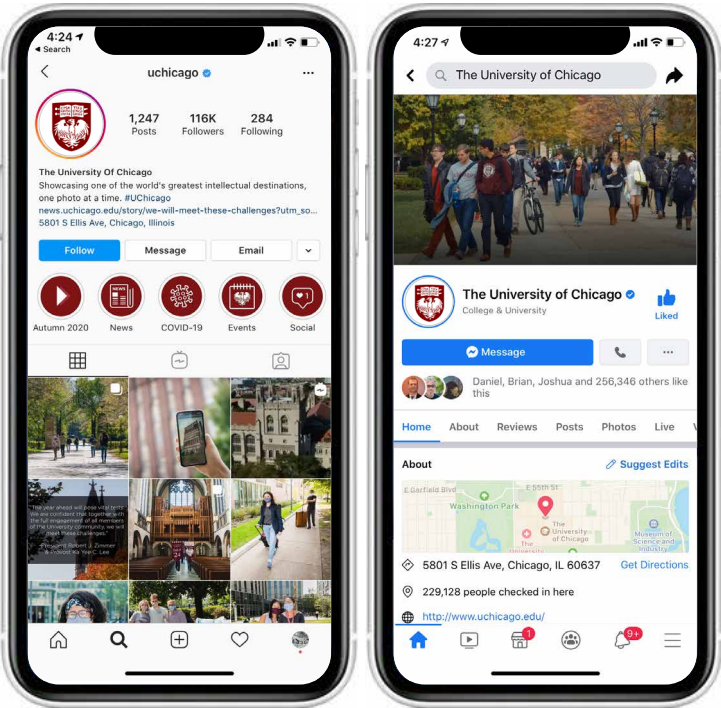


Questions? Contact UChicago Creative Multimedia at identity@uchicago.edu.

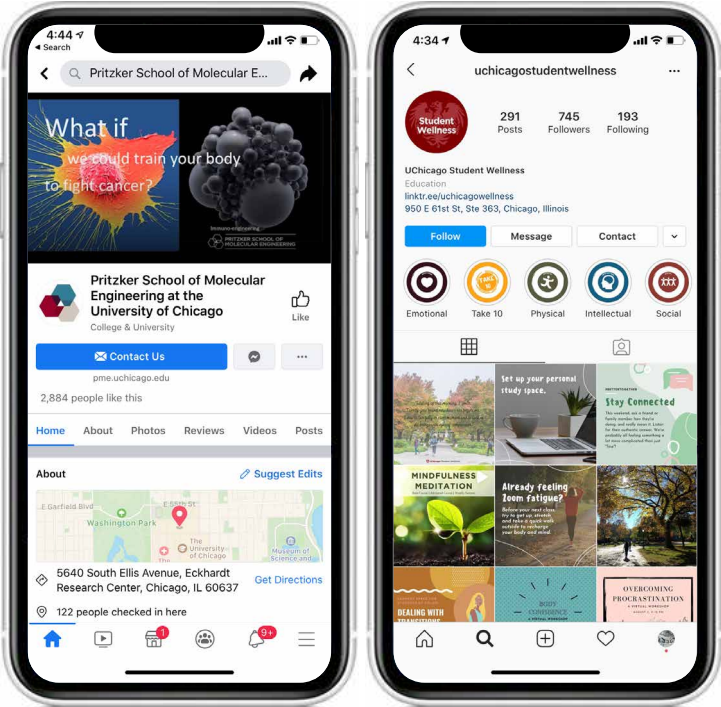
Our Digital Presence

SOCIAL CHANNELS

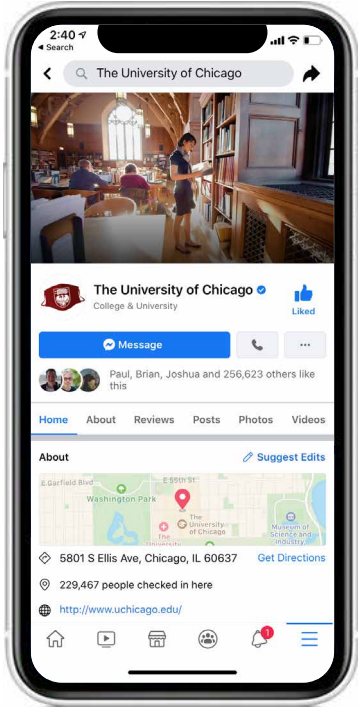
It is important to maintain Avatar and nomenclature consistency across all your social channels. Avatars should be selected from the options shown on page 78. Careful consideration should be used when creating a name for your social media channel. In some cases, such as Facebook Pages or Groups, the name of the channel may not be changed once it has been created. For a helpful online social media guide, visit uchicago.edu/who-we-are/university-administration/communications/social-media-resource-guide.



University Avatars



Custom Mark and UChicago Logo Avatars



Campaign-specific Avatar can be used during the duration of a campaign.





















Our Digital Presence

SOCIAL AVATARS

There are three main University Avatars for you to choose from, which are shown below in the first column. Use the University Avatar option, or add a word or acronym based on your logo's place within the Brand Identity Logo System. Use the same Avatar across all your social media channels. The University Logo Avatars* in the first column are available for download at creative.uchicago.edu/resources.

***Note:** This application of the Solid Phoenix is for use in digital Avatars only. It should not be used on apparel or in other communications.

Note: Avatars are included in all new Brand Identity Logo Toolkits.

				
<p>University Logo Avatars Available to all partners</p>   	<p>Signature Logo Avatars Custom, up to six uppercase letters per line</p>   	<p>School Logo Avatars Custom, up to six uppercase letters per line</p>   	<p>Custom Mark Logo Avatars Utilize your unique mark</p>   	<p>UChicago Logo Avatars Custom, up to six sentence-case letters per line</p>   

To request a personalized Avatar, go to creativeportal.uchicago.edu.

Our Digital Presence

SOCIAL MEDIA VOICE

Social Media abbreviation and hashtag **#UChicago**

On social media platforms, #UChicago is the official hashtag of the University of Chicago and should be employed across communications to create consistency. “UChi” is an acceptable abbreviation when “UChicago” won’t fit due to space constraints.

Brand Voice in Social Media

For a helpful online guide to brand voice in social media, go to uchicago.edu/who-we-are/university-administration/communications/social-media-resource-guide.



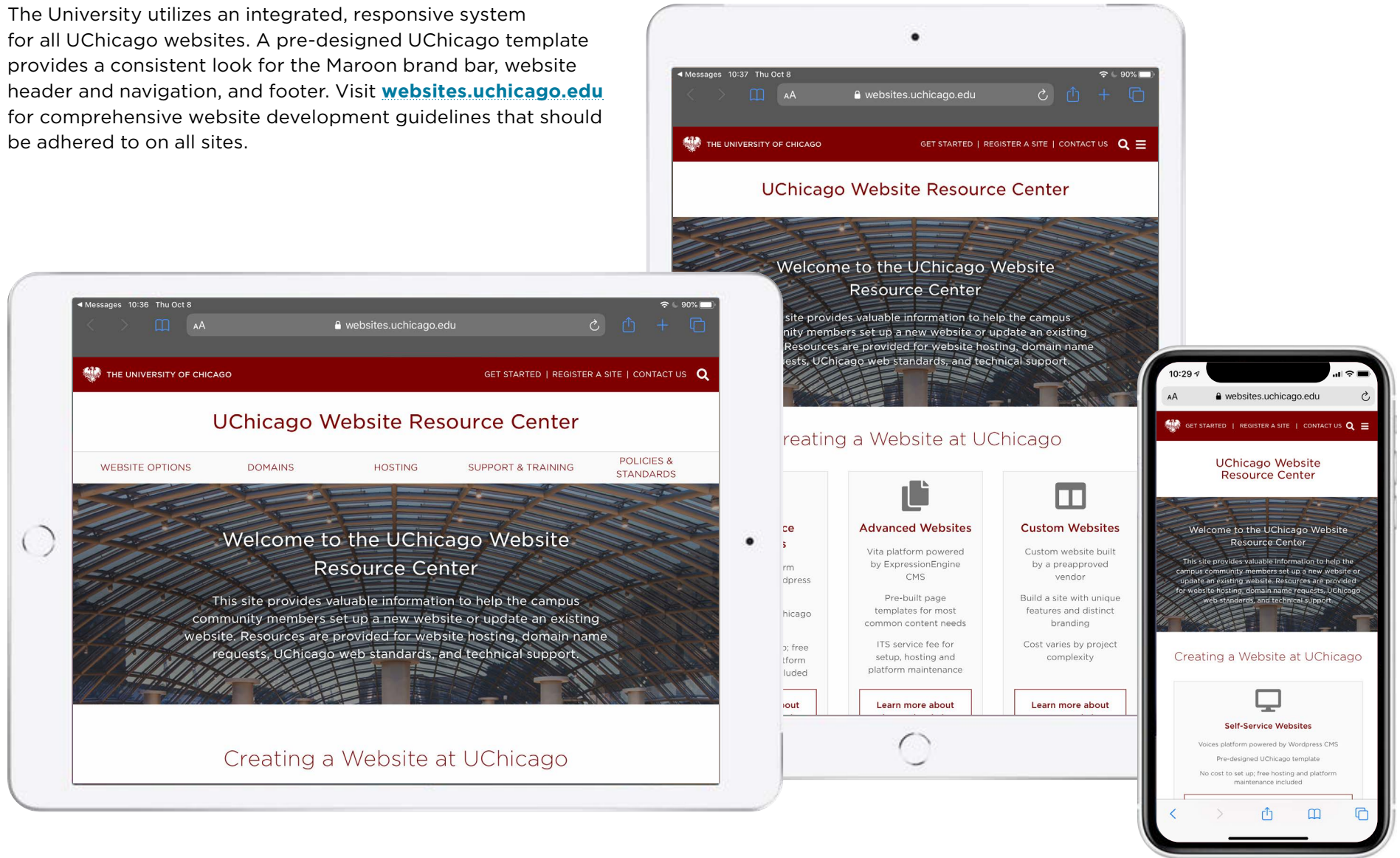
← “UChicago” hashtag in body copy

← Year-specific “UChicago” hashtag

Our Digital Presence

WEBSITES

The University utilizes an integrated, responsive system for all UChicago websites. A pre-designed UChicago template provides a consistent look for the Maroon brand bar, website header and navigation, and footer. Visit websites.uchicago.edu for comprehensive website development guidelines that should be adhered to on all sites.



For templates and support, contact webhelp@uchicago.edu.

Our Digital Presence

APPS

When developing apps, please refer to the University of Chicago Brand Identity Guidelines for proper usage of our brand identity. Maroon is our primary color and should always be featured prominently, with complements of Grey. Colors from our secondary palette can be used as accents. Gotham is the preferred font for all digital executions. If Gotham is not available, Helvetica or Arial is an acceptable substitute. Contact identity@uchicago.edu for brand identity application guidance when creating applications. For development services support, visit mobile.uchicago.edu/sample-page/dev-services or email mobile@uchicago.edu.



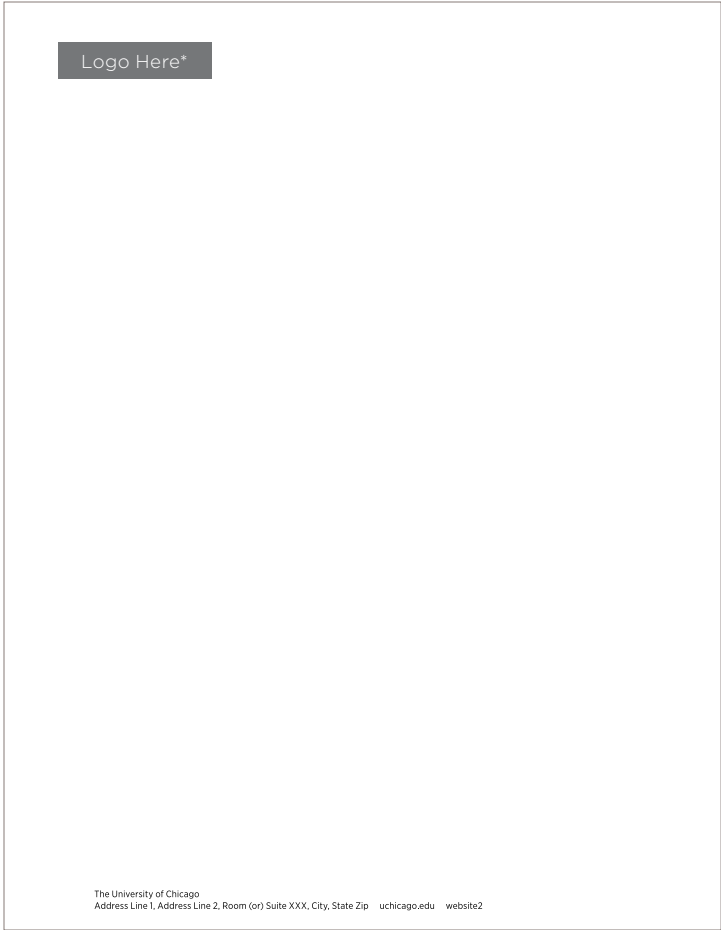
Our Communications Tools

Letterheads	83
Business Cards	84
Envelopes, Notepads, and Labels	85
PowerPoint Templates	86
Email Signatures	89

Our Communications Tools

LETTERHEADS

Items can be ordered and customized through University-approved vendors. See page 118.



General, 8.5" x 11"

*Note: See page 38 to reference our Brand Identity Logo System.



Personalized, 8.5" x 11"

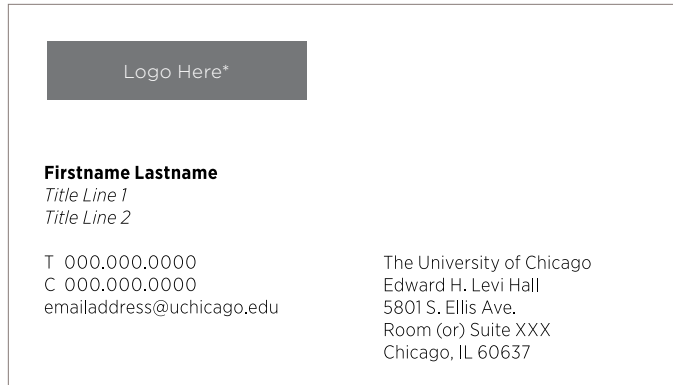
Monarch, 7.25" x 10.5"
also available (not shown)

To request a new logo, go to creativeportal.uchicago.edu.

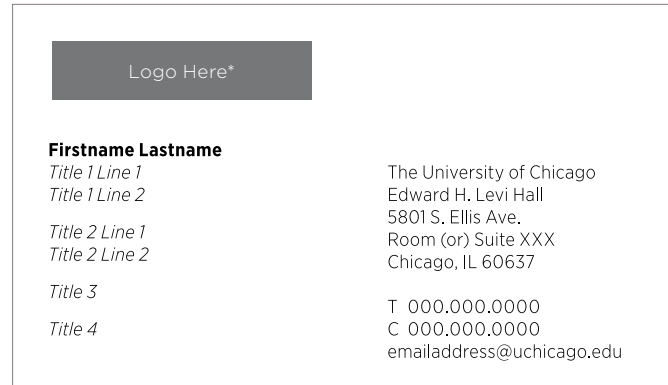
Our Communications Tools

BUSINESS CARDS

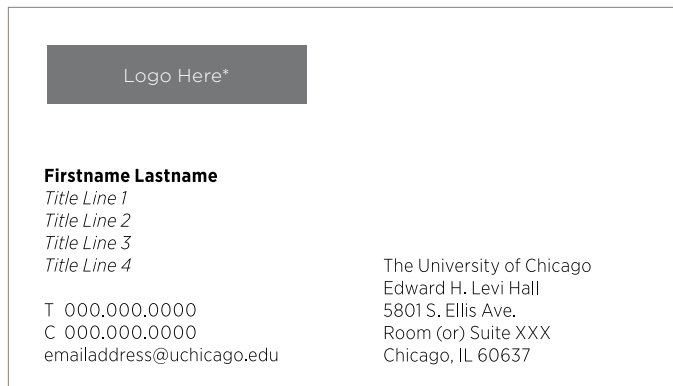
Items can be ordered and customized through University-approved vendors. See page 118.



Minimal Content, 3.5" x 2"



Maximum Content, 3.5" x 2"



Medium Content, 3.5" x 2"



Optional Backs, 3.5" x 2"



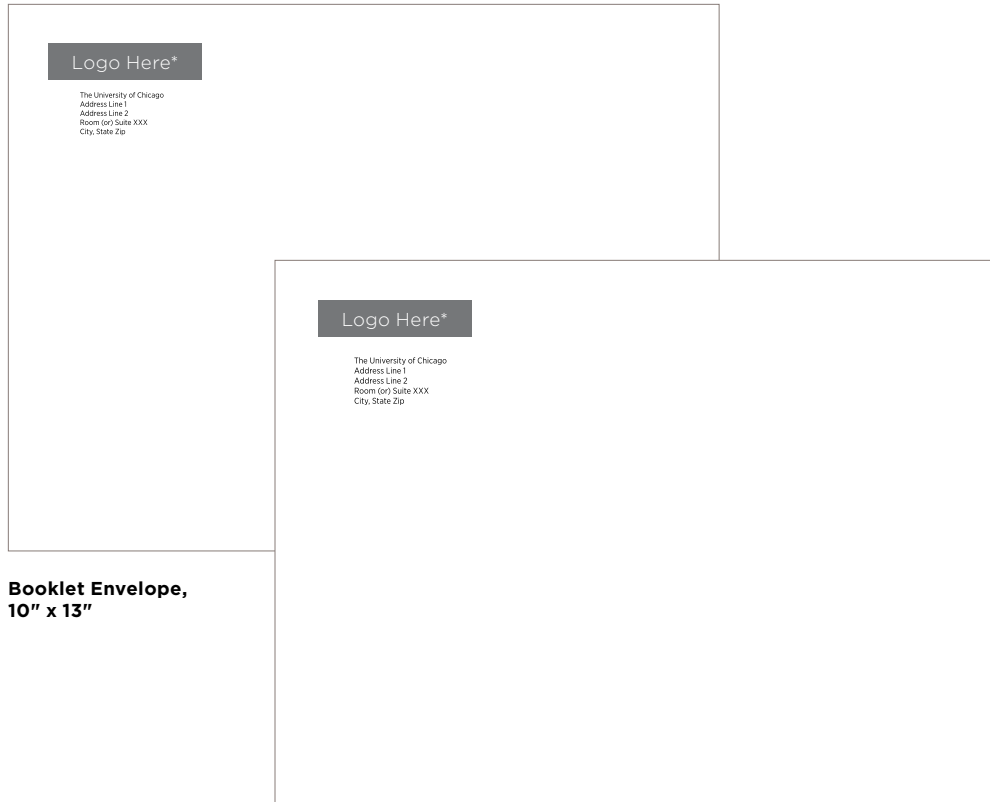
*Note: See page 38 to reference our Brand Identity Logo System.

To request a new logo, go to creativeportal.uchicago.edu.

Our Communications Tools

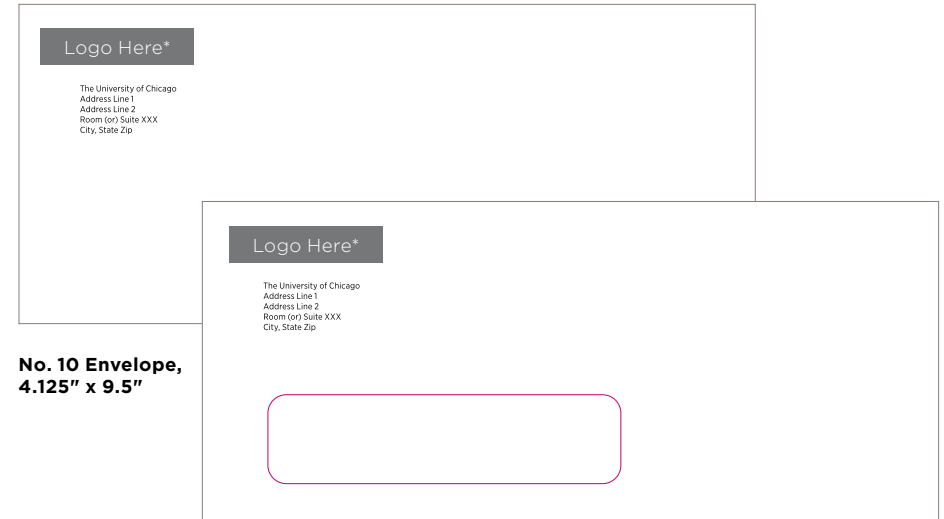
ENVELOPES, NOTEPADS, AND LABELS

Items can be ordered and customized through University-approved vendors. See page 118.



**Booklet Envelope,
10" x 13"**

Booklet Envelope, 9" x 12"



**No. 10 Envelope,
4.125" x 9.5"**

No. 10 Window Envelope, 4.125" x 9.5"

**Monarch Envelope, 7.5" x 3.875"
also available (not shown)**

Notepads and Labels

Notepads, 5.5" x 8.5"
100 sheets per pad

Labels, 3.33" x 4"
Avery 5164 adhesive label sheet
6 labels per 8.5" x 11" sheet

*Note: See page 38 to reference our Brand Identity Logo System.

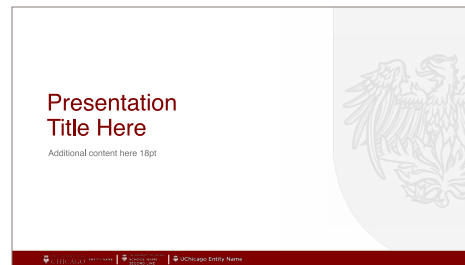
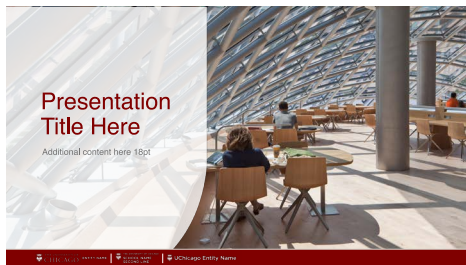
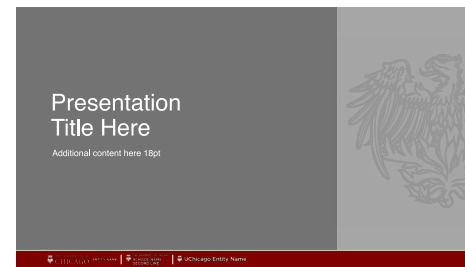
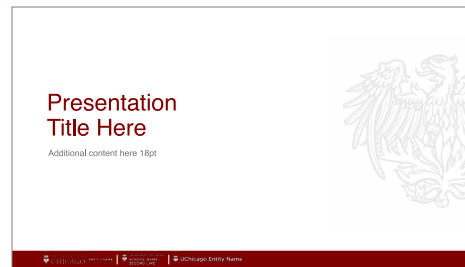
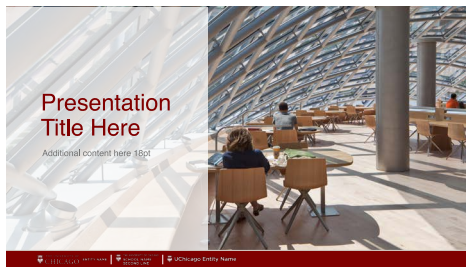
To request a new logo, go to creativeportal.uchicago.edu.

Our Communications Tools

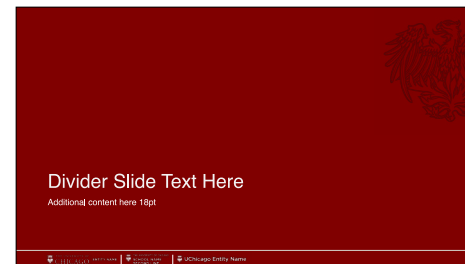
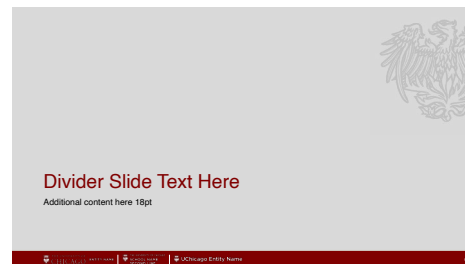
POWERPOINT TEMPLATES

University PowerPoint Templates are available in widescreen (16:9) and standard (4:3) formats for download. Cover and divider options from the widescreen PowerPoint Template are shown below. Interior slide examples are shown on the following pages.

Titles



Dividers

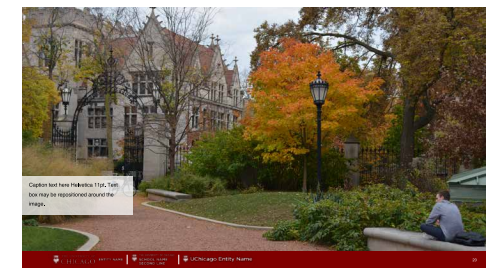
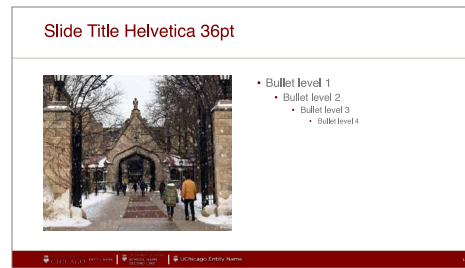


To download, go to creative.uchicago.edu/resources.

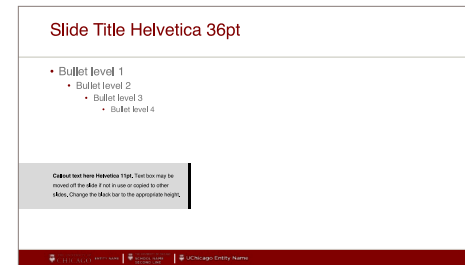
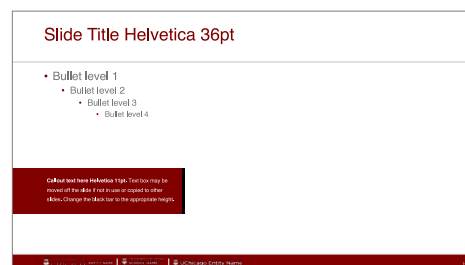
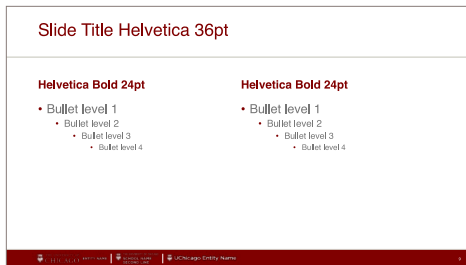
Our Communications Tools

POWERPOINT TEMPLATES

Images



Copy



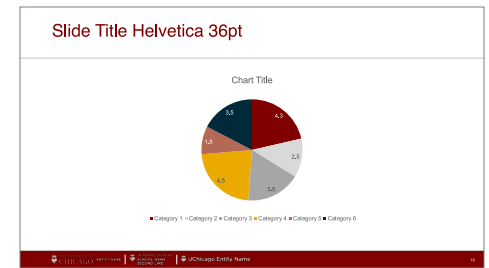
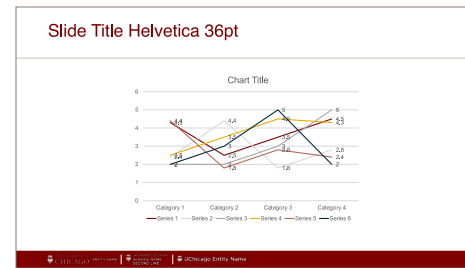
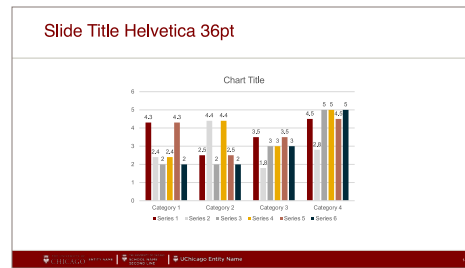
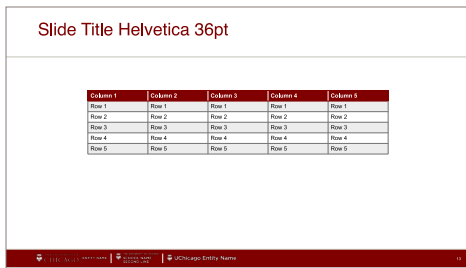
Note: The Maroon branded bar is on all slides. The placeholder logos are to be updated by units as needed. Multiple logos may be used in one presentation. See page 94 for additional details our Brand Identity Logo System Co-Branding.

To download, go to creative.uchicago.edu/resources.

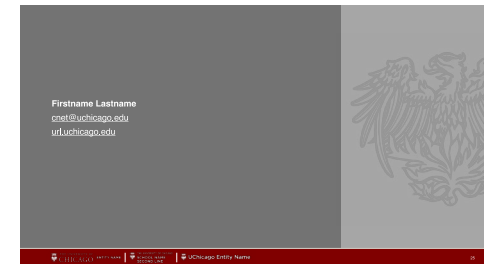
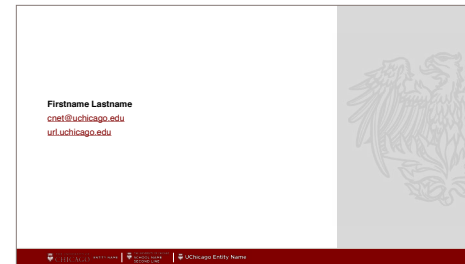
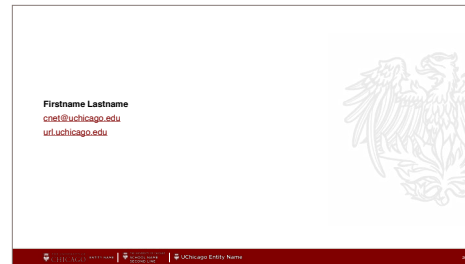
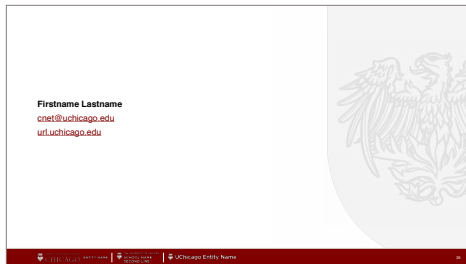
Our Communications Tools

POWERPOINT TEMPLATES

Charts and Graphs



Closing Slides



Our Communications Tools

EMAIL SIGNATURES

Email signatures should be kept clear and concise. Logos, graphics, or personal elements should not be included.

Specifications

Font: Helvetica (If Helvetica is not available, use Arial.)

Font Size: Gmail—Large, Outlook—11pt

STANDARD EMAIL SIGNATURE

Firstname Lastname

Title Line 1

Title Line 2

Division or Department

The University of Chicago

BuildingName

XXXX S. StreetName Ave. Room/Suite XXX | Chicago, IL 60637

United States of America

3 spaces between
information groupings



T XXX.XXX.XXXX C XXX.XXX.XXXX

CNet@uchicago.edu

Pronouns: they/their/them [What is this?](#)

← Pronoun use is optional.
For more information, go to
[Center for Identity + Inclusion.](#)

url.uchicago.edu | additional info

Assisted by:

Firstname Lastname

T XXX.XXX.XXXX C XXX.XXX.XXXX

CNet@uchicago.edu

Optional

Pronouns: they/their/them [What is this?](#)

To download, go to creative.uchicago.edu/resources.

ABBREVIATED EMAIL SIGNATURE

Firstname Lastname

Title Line 1

Title Line 2

Division or Department

The University of Chicago

BuildingName

XXXX S. StreetName Ave. Chicago, IL 60637

T XXX.XXX.XXXX C XXX.XXX.XXXX

CNet@uchicago.edu

MINIMUM EMAIL SIGNATURE

Firstname Lastname

Title Line 1

Division or Department

The University of Chicago

T XXX.XXX.XXXX C XXX.XXX.XXXX

CNet@uchicago.edu

Our Branded Merchandise

Promotions and Apparel

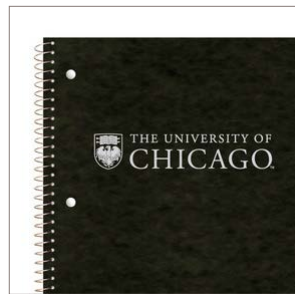
91



Our Branded Merchandise

PROMOTIONS AND APPAREL

Branded merchandise unites the University community of students, staff, alumni, parents, and friends. It extends across borders and strengthens bonds between people. It's a display of school pride and our brand identity. When creating branded apparel and promotions, utilize the information in the Our Identity Elements section (pages 3-25) to maintain brand identity consistency. Production-ready artwork with appropriate trademarks is available and should not be recreated. For licensing or trademark questions, contact brandlicensing@lists.uchicago.edu.



To download Identity Elements, go to creative.uchicago.edu/resources.

Our Collaborations

University Partnerships	93
Co-Branding	96
Programs and Events	98
Recognized Student Organizations (RSOs)	100
Use of the University's Name: Statute 19	102



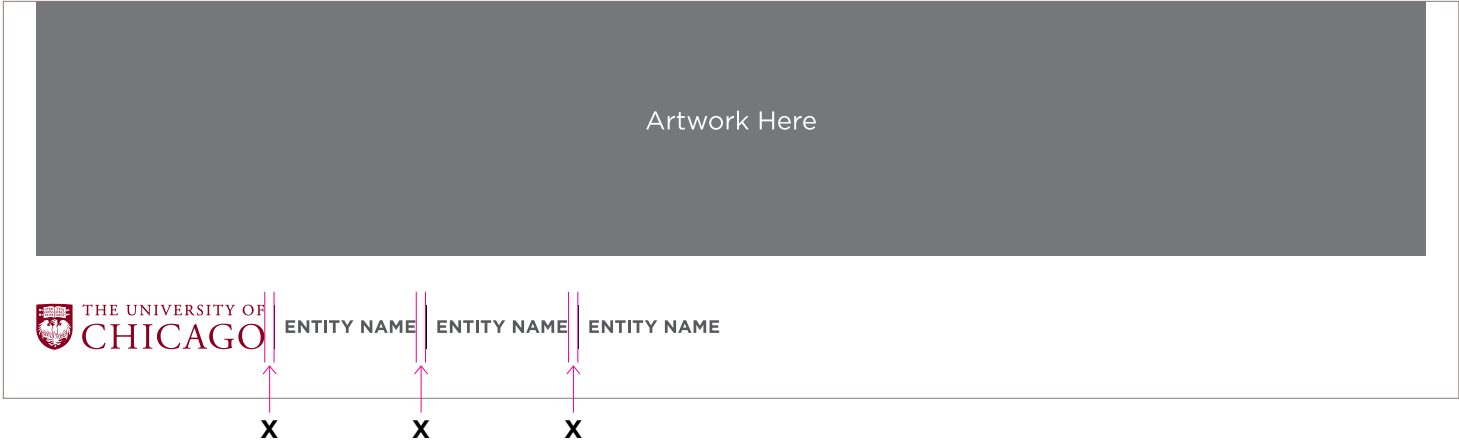
Harris School of Public Policy
THE KELLER CENTER

Our Collaborations

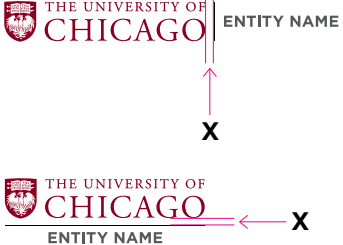
UNIVERSITY PARTNERSHIPS: SIGNATURE LOGOS

When multiple Signature Logos* appear together, for example at the bottom of a poster, the University Logo should be shown once. Follow the specifications below for horizontal and vertical space arrangements.

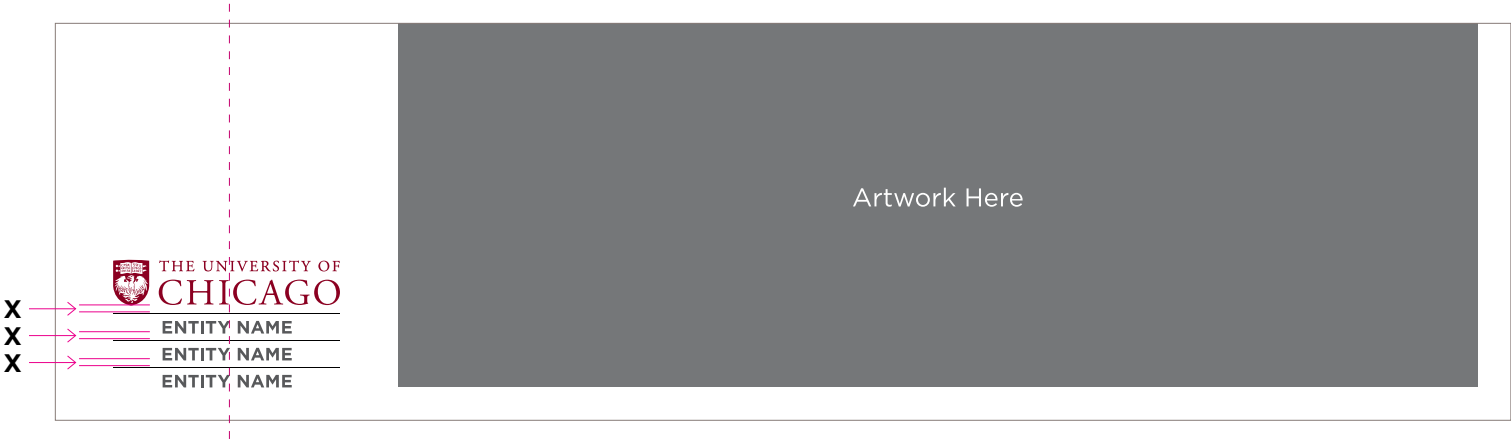
Horizontal Space Arrangement



Measurements
These measurements apply to all Signature Logo arrangements on pages 94-95.



Vertical Space Arrangement



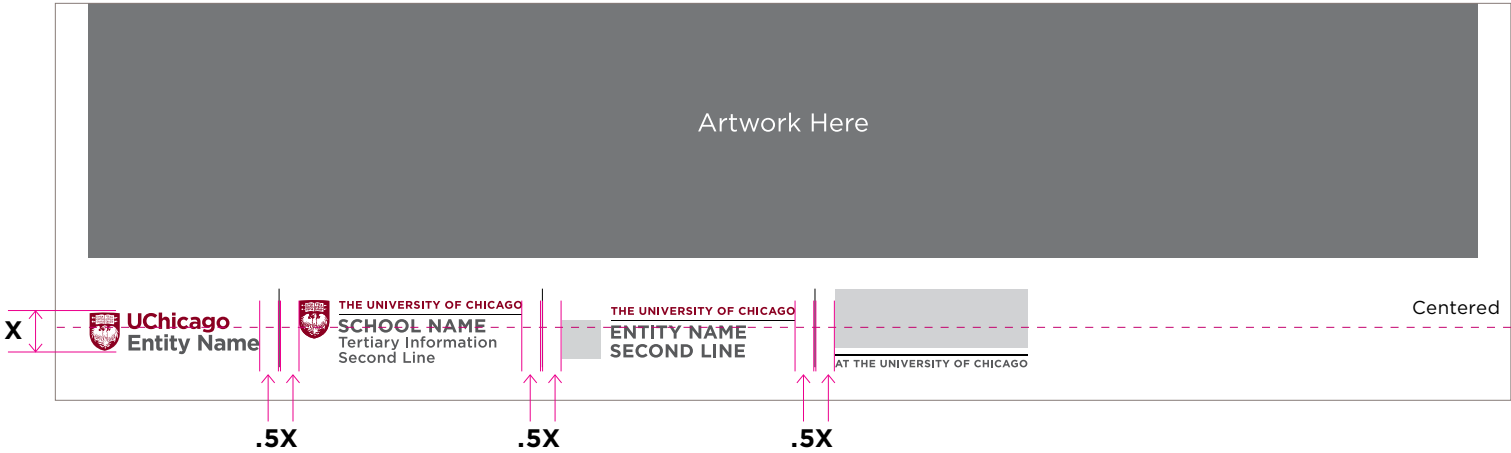
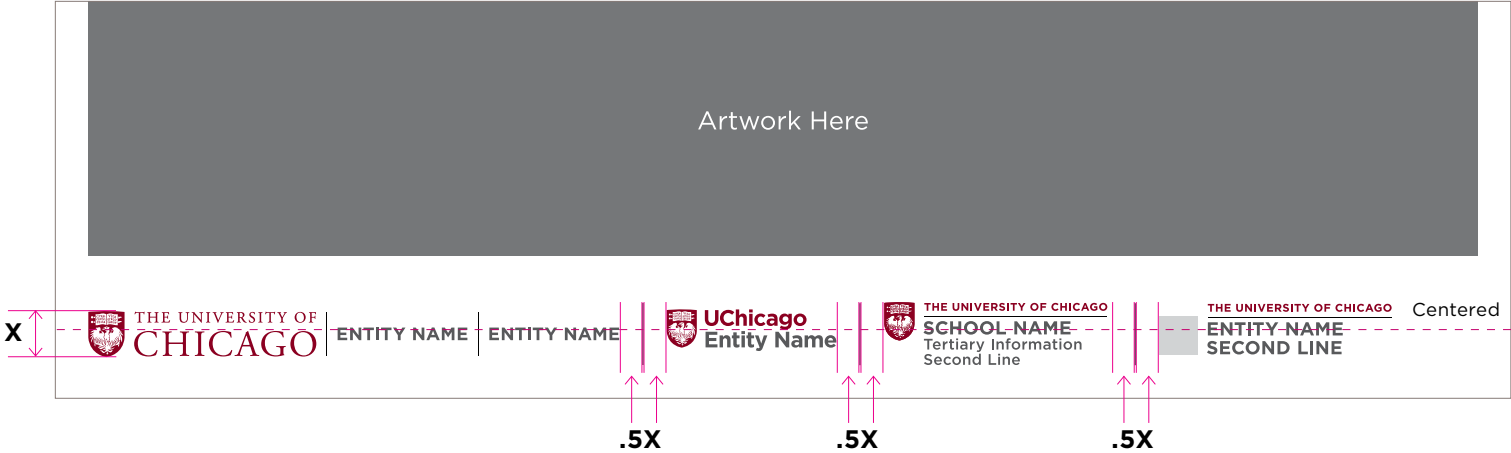
***Note:** See page 45 for the Signature Logo.

Our Collaborations

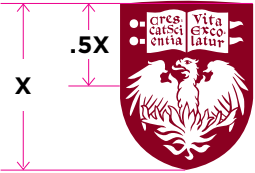
UNIVERSITY PARTNERSHIPS: VARIOUS LOGOS IN HORIZONTAL FORMAT

In this format, logos can be aligned from the top or centered on the horizontal axis, depending on the variety of logos being shown together. The arrangement should aim to achieve optical balance.

Horizontal Space Arrangements



Measurements
 These measurements apply to all horizontal University partnership arrangements. Use the tallest Shield in the arrangement.

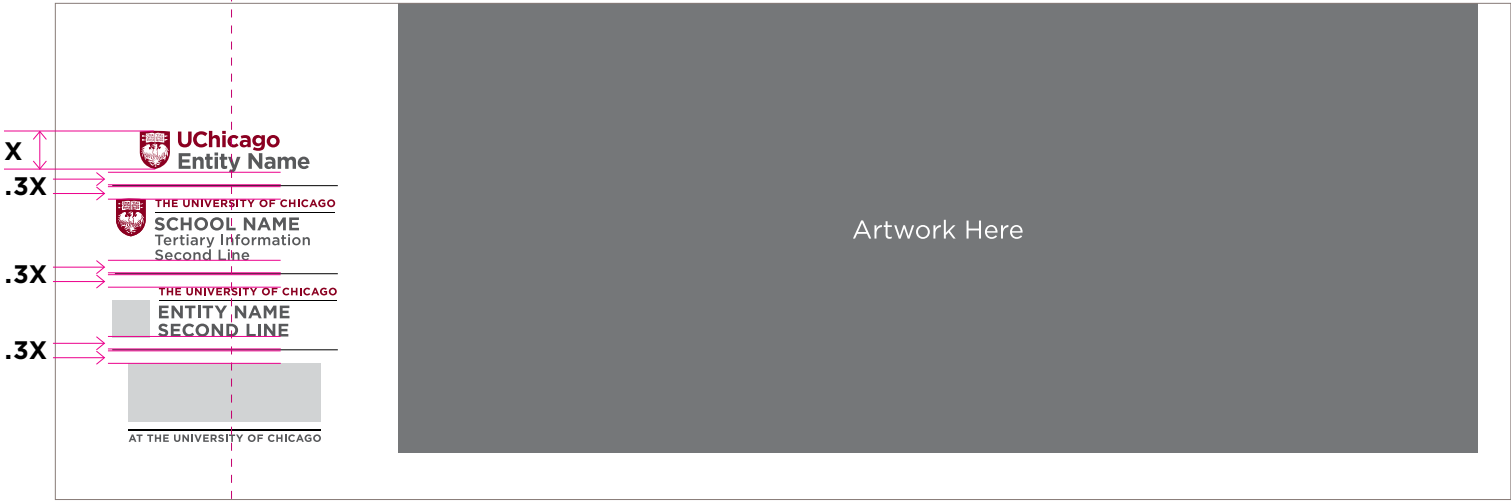
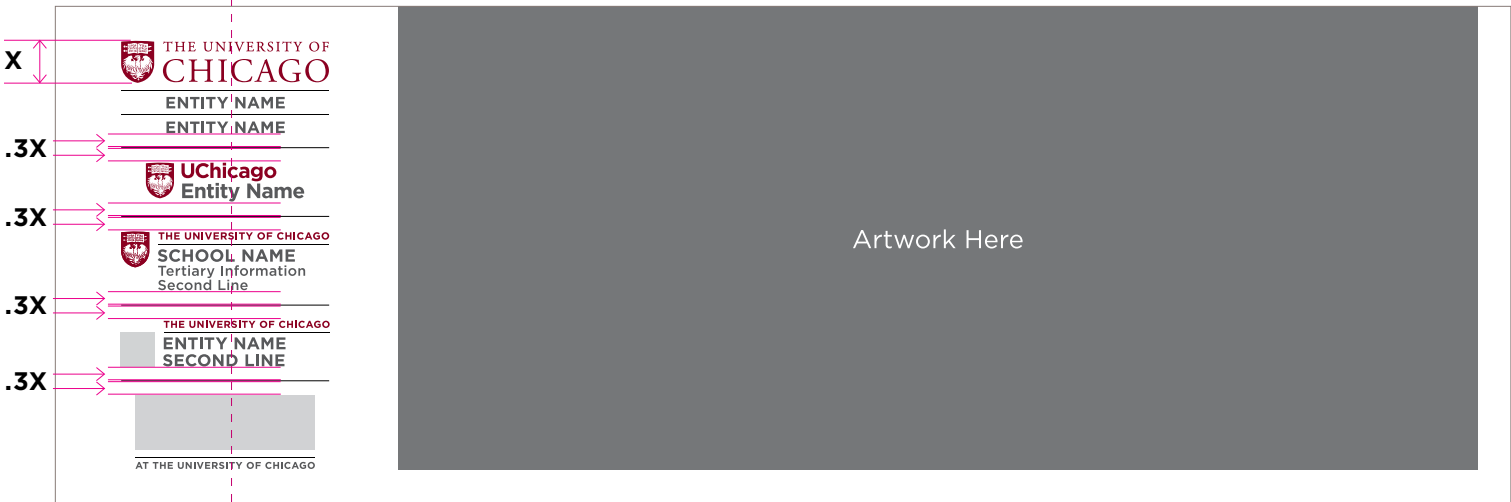


Our Collaborations

UNIVERSITY PARTNERSHIPS: VARIOUS LOGOS IN VERTICAL FORMAT

In vertical arrangements, logos should always be centered on the vertical axis.

Vertical Space Arrangement



Measurements
 These measurements apply to all vertical University partnership arrangements. Use the tallest Shield in the arrangement.

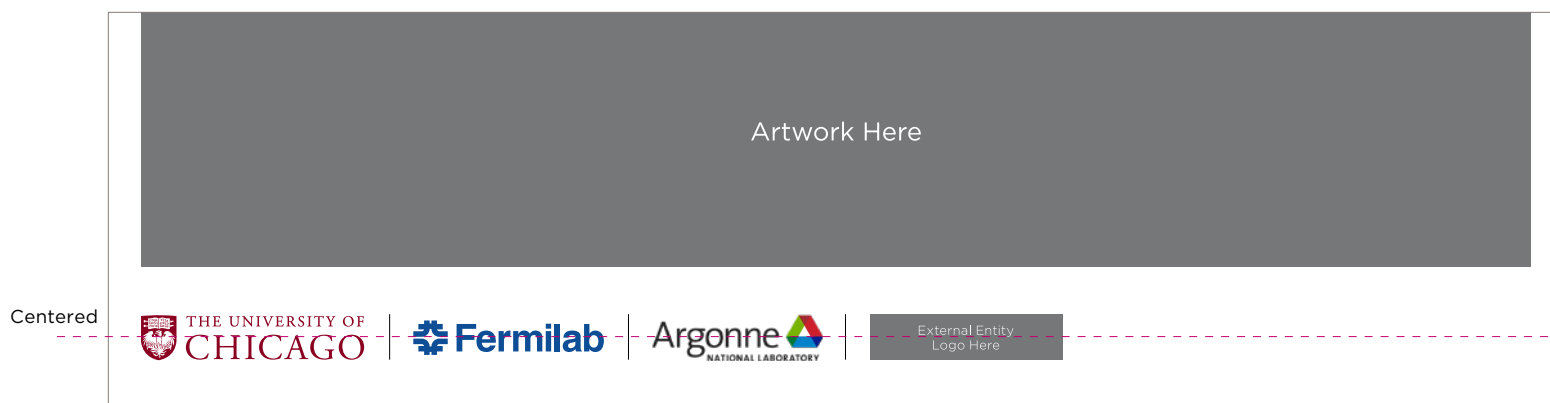


Our Collaborations

CO-BRANDING: HORIZONTAL FORMAT

These examples apply to co-branding between the University or University entities and external entities (e.g., Argonne National Laboratory, Fermilab, other universities, or corporations). In this format, logos can be aligned from the top or centered on the horizontal axis, depending on the variety of logos shown together. The arrangement should aim to achieve optical balance. The University Logo should only appear once. Examples are for illustration purposes only.

Horizontal Space Arrangements



Logo Spacing in Co-Branding

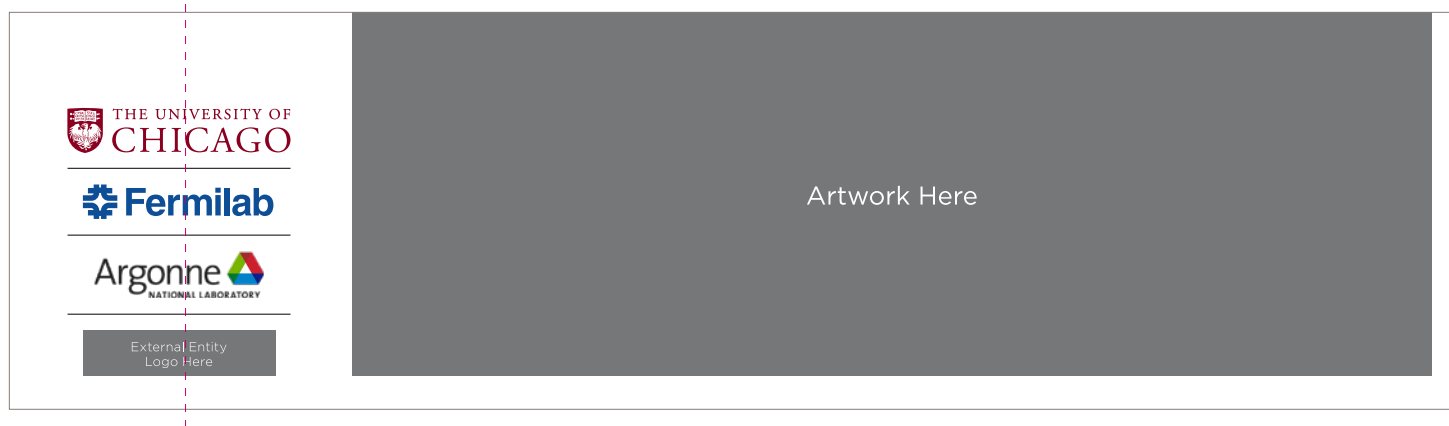
Refer to the guidelines on clear space for all entities to determine appropriate spacing between the logos.

Our Collaborations

CO-BRANDING: VERTICAL FORMAT

In vertical arrangements, logos should always be centered on the vertical axis. The University Logo should only appear once. Examples are for illustration purposes only.

Vertical Space Arrangement



Logo Spacing in Co-Branding
Refer to the guidelines on clear space for all entities to determine appropriate spacing between the logos.

Our Collaborations

PROGRAMS AND EVENTS

For programs and events for units with their own brand identities, the University Logo or University Logotype with Rule should be present. The University Logo may be shown directly below a program or event logo that does not use the logotype, or elsewhere on a communication piece.

University Logotype with Rule



Note: The minimum clear space required between the University Logotype with Rule and a program/event logo must be equal to or exceed "X." Logo art, typography, or other visual elements should not violate the minimum clear space area.

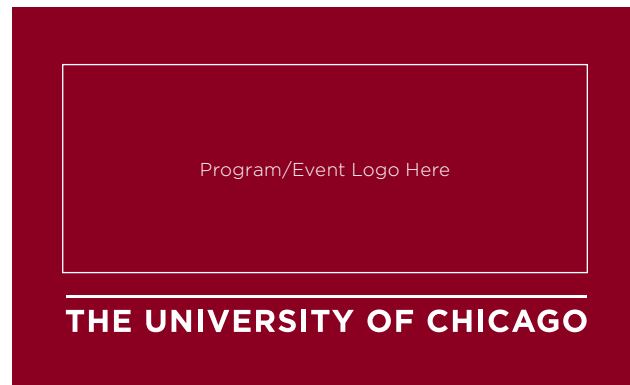
Minimum Size

The minimum reproducible size for the University Logotype with Rule is:

1.125" / 29mm / 81px



Reverse University Logotype with Rule



University Logo

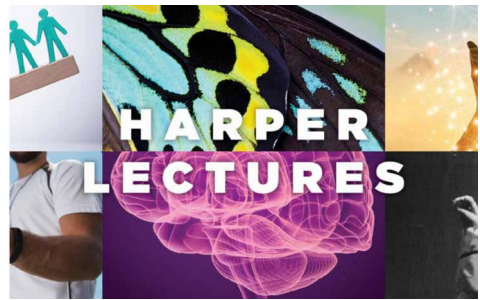


To download, go to creative.uchicago.edu/resources.

Our Collaborations

PROGRAMS AND EVENTS EXAMPLES

Examples are for illustration purposes only.



THE UNIVERSITY OF CHICAGO



THE UNIVERSITY OF
CHICAGO

Our Collaborations

RECOGNIZED STUDENT ORGANIZATIONS (RSOS)

For RSOs with their own brand identities (either independently or through a parent, national, or international organization), the University Logotype with Rule should be used. All RSO logos should be approved by UChicago Creative by submitting to identity@uchicago.edu.

University Logotype with Rule



Note: The minimum clear space required between the University Logotype with Rule and an RSO logo must be equal to or exceed "X." Logo art, typography, or other visual elements should not violate the minimum clear space area.

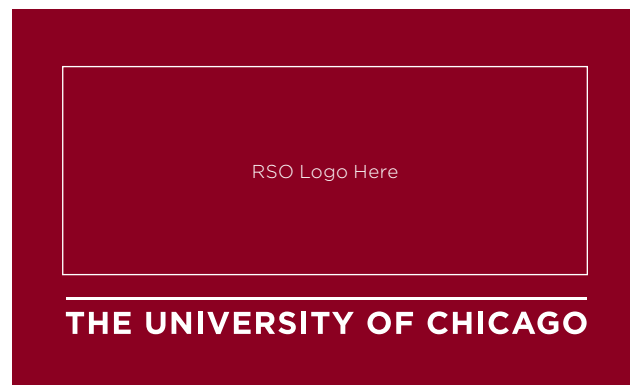
Minimum Size

The minimum reproducible size for the University Logotype with Rule is:

1.125" / 29mm / 81px



Reverse University Logotype with Rule



To download, go to creative.uchicago.edu/resources.

Our Collaborations

RECOGNIZED STUDENT ORGANIZATIONS EXAMPLES

An RSO logo paired with the University Logotype with Rule may stretch the full width of the text and rule or be centered within the space. Examples are for illustration purposes only.



Our Collaborations

USE OF THE UNIVERSITY'S NAME: STATUTE 19

I. Introduction

Under this University Statute, the University's name and trademarks may not be used for commercial endorsement. Permissible and impermissible uses of the University's name and trademarks are addressed on this and the following page.

II. Discussion

The Governing Documents of the University include Statutes adopted by the University's Board of Trustees. Statute 19 states:

"The University will not permit its name or other trademarks to be used to endorse or support a commercial firm, product or service. Any uses of the University's name or other trademarks not precluded by the preceding sentence require the approval of the President or his or her designee."

The University's name is one of its most valuable assets. The purpose of Statute 19 is to prevent the University's name and trademarks from being used to endorse or appear to endorse commercial interests, and, by preventing such uses, to protect the University's reputation for independence and integrity in scholarship, education, research, and other activities, and to uphold the University's essential role as a nonprofit organization. Even in circumstances where the University would stand to gain from the commercial use of its name or trademarks, such use would not be permitted if the use appeared to be an endorsement of a commercial firm, product, or service.

Examples of impermissible uses of the University's name or trademarks under Statute 19 include:

- a supplier provides free or discounted products to the University in exchange for being able to state that its products are the preferred products of the University;
 - a consulting firm retained by the University develops a promotional "case study" about the success of its work for the University, featuring quotes from University faculty or staff praising the company;
 - a faculty member appears in a promotional advertisement for the faculty member's start-up company while wearing a University lab coat; and
 - a company that sponsored a research study at the University involving the company's product runs advertisements stating that the product has been endorsed, developed, or tested by the University.
- Circumstances when the University's name or trademarks may be used in conjunction with commercial interests include:
- the University's name (but not its other trademarks or logos, and not its name in stylized form) is included in a list of a commercial firm's clients or customers, provided the University's name is featured no more prominently than any other customer;
 - the University approves the use of its name or trademarks in association with a commercial third-party with which it is collaborating, such as for purposes of co-branding promotional materials for a co-sponsored event; and

Our Collaborations

USE OF THE UNIVERSITY'S NAME: STATUTE 19

- the University's name appears in the text of a factual description of a firm's work at or for the University, provided the description does not otherwise appear to be an endorsement of the firm or its products or services; the description's text and quotes should be objective and not promotional, including quotes attributed to the outside firm as well as any quotes attributed to University personnel.

In these circumstances, it is important that: (1) the use of the University's name and the nature of the association between the University and the commercial third-party is factually accurate; (2) there be no statement or implication that the University supports or endorses the firm, product, or service; and (3) the University reviews and approves the use of its name in advance.

III. Conclusion

Recognizing when a proposed use of the University's name or trademarks constitutes an impermissible endorsement under Statute 19 sometimes can be difficult. If questions arise concerning the appropriate use of the University's name or trademarks, please feel free to contact University Communications or the Office of Legal Counsel for guidance.

See page 118 for contact information.

Our Language

Nomenclature	105
Voice	106
University-Specific Usage	113
General Usage	116



Our Language

NOMENCLATURE

Formal name, first mention

The University of Chicago

This is the preferred name to be used in communications, especially those of a more formal nature. The University of Chicago should be the first mention in written text wherever possible. “The” is capitalized when the name stands alone, but “the” is lowercase when the name appears in body copy.

Second mention

UChicago

UChicago can be used as a second mention in text, unless the communication is highly formal in nature, in which case we recommend using “the University” instead. In body copy, the “U” of University is capitalized.

In cases where the entity’s name begins with “UChicago,” the entity name may be used on first mention as long as the connection to the University is clear and contextualized. This is most easily achieved by the presence of the University of Chicago Logo or the mention of the full name of the University of Chicago within the text.

UChicago naming convention

UChicago can be utilized as a naming convention for internal groups, such as UChicago Athletics and UChicago Student Wellness, as well as sub-brands that bring together common interest groups (e.g., UChicago Arts, UChicago Biosciences). Any entity using UChicago as part of its naming convention must demonstrate a clear connection to the University through use of the University of Chicago Logo or the University’s full name on communications.

Additional UChicago usage

UChicago can also be employed as an informal name on internal communications of a less formal nature. In all communications where UChicago is used, a clear and direct link to the University of Chicago should be evident. UChicago can also be used as a first mention where space is prohibitive, such as in social media copy.

Our Language

VOICE

Our tone of voice is a key component of how we express ourselves and maintain the eminence of the University brand. In order to ensure our brand is enduring, it is important to maintain a consistent tone of voice across the entire institution. This is accomplished by establishing a style of writing—or tone of voice. One that is recognizable in all our public-facing communications and present at every brand touchpoint.

The University of Chicago voice is:

Intelligent, yet accessible.

Eloquent, yet simple and clear.

Confident, but never boastful.

Proud, but not hyperbolic.

Two ways to employ the University of Chicago voice are:

The Formal Tone

The Familiar Tone

The University voice should remain consistent, but will differ slightly depending on the audience and the channel. It's no different from the way you communicate on a daily basis.

You may use one tone of voice for conversations with colleagues, while you choose a slightly different tone when addressing friends or family. In much the same way, the University has both a formal and a familiar style.

Our Language

VOICE

The Formal Tone

We use this tone in communications of a more formal or serious nature, such as thought leadership pieces, press releases, news articles, or Convocation materials. The Formal Tone is not conversational and does not speak in the first person when referring to the University.

CORRECT

The University of Chicago is steeped in tradition.

INCORRECT

We are steeped in tradition.

WHEN TO USE

As with anything of this nature, there is a degree of nuance. But if your communication ticks one of the boxes below, it will likely use the Formal Tone.

- Thought leadership
- News articles
- Press releases
- Formal occasions (i.e., Convocation, event invitation, etc.)

COMMUNICATIONS BEST PRACTICES

Remain neutral

The University should never take an official stance on issues of the day. Opinions may be voiced by individuals in our community, but not by the institution itself. For more detailed background and guidance on this practice, please review the [Report on the University's Role in Political and Social Action \(Kalven Report\)](#).

Practice equity

When it comes to making announcements about visiting dignitaries or recent appointments of faculty or alumni, ensure your communications put each subject on an equal footing. Refrain from being overly effusive or derogatory in any way. A good rule of thumb is to stick to the facts and always remain respectful.

CORRECT

Jane Doe has a long and distinguished career.

INCORRECT

Jane Doe's extraordinary career has made her a role model for women the world over.

Our Language

VOICE

The Formal Tone

USAGE EXAMPLES

Free Expression Website

Type of content: Thought leadership

Audience: Academic external and internal audiences

Objective: To express the University's official position on freedom of expression and the free exchange of ideas.

Sample text:

Freedom of expression is a core element of the history and culture of the University of Chicago. A commitment to the principles of free speech and academic freedom, and their importance to rigorous and open scholarly inquiry, can be traced back to the earliest days of the University.

Telling the Story of the University of Chicago: A Guide

Type of content: Brochure defining the University's brand pillars

Audience: Internal stakeholders

Objective: To provide a wide range of stakeholders with talking points that explain the University's field-defining research, transformative education, and global impact.

Sample text:

Rigorous inquiry permeates every aspect of academic life at the University of Chicago. It creates a community that is courageous, a place of determined questioning, ceaseless learning, and open discourse. The University is a place where ideas are judged on their merit—and not their source. Where assumptions are continually challenged and breakthroughs are expected.

Our Language

VOICE

The Formal Tone

USAGE EXAMPLES

UChicago News Story

Type of content: Donor announcement

Audience: Internal and external audiences (students, faculty, staff, alumni, donors, leadership, local community, etc.)

Objective: To announce a significant donation to the University and its potential impact

Sample text:

A \$35 million commitment to the University of Chicago from an anonymous donor will support undergraduate financial aid for international students, expanding the University's comprehensive approach to educational access.

The new gift will increase global access to the undergraduate College by building on the success of the Odyssey Scholarship Program, the University's flagship financial aid program that supports undergraduate education. By enabling a meaningful expansion of international financial aid, the gift will strengthen the University's commitment to include more students of high academic ability from around the world regardless of financial means.

Our Language

VOICE

The Familiar Tone

This tone is used in communications where we need to speak person to person. Our voice is still the same—intelligent and accessible, but it brings the reader into the conversation. Here, you can speak directly to someone, as in, “Turn your passion for doing good into social impact.” Or, “At the University of Chicago, we believe that diversity and inclusion are central to rigorous inquiry.”

CORRECT

We are an urban research university that drives new ways of thinking.

INCORRECT

The University of Chicago is an urban research university that has driven new ways of thinking since 1890.

WHEN TO USE

The checklist below provides guidance for deciding whether or not it’s appropriate to use the Familiar Tone. By and large, if you need to speak person to person, then the Familiar Tone is likely the way to go.

- Marketing communications
- Admissions materials
- Video content (applies to scripted voiceovers)
- Web content (except for thought leadership/official announcements)
- Paid media
- Social content (except for thought leadership/official announcements)

Our Language

VOICE

The Familiar Tone

USAGE EXAMPLES

Harris School of Public Policy Website

Type of content: About Us section

Audience: A broad audience, from potential students and donors to colleagues, policymakers, and government officials

Objective: To explain to site visitors what Harris stands for

Sample text:

We conduct rigorous inquiry in an environment of innovation and risk taking, fearlessly questioning the status quo. We collaborate across the private, public, and nonprofit sectors, adopting new methodologies to drive better solutions.

Biological Sciences Division Graduate Programs Messaging

Type of content: Copy content

Audience: Prospective graduate students

Objective: To recruit prospective graduate students to apply to the PhD programs within the Biological Sciences Division

Sample text:

Breakthrough discoveries are made when we blur the lines between disciplines and actively work together to solve problems. As a community of scholars, clinicians, teachers, researchers, students, and fellows, the work you do here will push the boundaries of biological and medical discovery.

Our Language

VOICE

The Familiar Tone

USAGE EXAMPLES

Innovation Fest Wrap Anthem Video

Type of content: Voiceover script

Audience: Entrepreneurs, scientists, business leaders, academics, government officials

Objective: To showcase the culture of innovation at the University, from our field-defining research to our business development expertise

Sample video script voiceover:

We are a community of innovators.

We are scientists, engineers, researchers, and policy leaders.

We are entrepreneurs and industry experts.

All united by a common purpose—to develop innovative solutions that address the most critical issues facing our world today.

Our Language

UNIVERSITY-SPECIFIC USAGE

Academic degrees

Use degrees for University of Chicago alumni only. List degrees in chronological order, with no periods and no space between the degree and apostrophe. Make sure the apostrophe is curled away from the year.

Janet Rowley, LAB'42, PhB'45, SB'46, MD'48, received the Presidential Medal of Freedom.

Use four digits for years 100 or more years ago; use two digits for years less than 100 years ago.

Edwin Hubble, SB 1910, PhD 1917, found the first evidence for the big bang theory.

The University of Chicago refers to certain degrees by their Latin abbreviations.

AB, SB, AM, SM, PhD

Degrees can also be spelled out.

John has a master's degree.

Jane has a master of arts degree.

Sally has an SB and a PhD.

Academic titles

When citing academic titles, the elements follow a certain order.

Example:

Melvyn Shochet is Elaine M. and Samuel D. Kersten Jr. Distinguished Service Professor, Department of Physics, Enrico Fermi Institute, and the College.

Breakdown:

<i>Melvyn Shochet</i>	Individual name
<i>Elaine M. and Samuel D. Kersten Jr.</i>	Named professorship
<i>Distinguished Service Professor</i>	Distinguished service professorship
<i>Department of Physics</i>	Rank
<i>Enrico Fermi Institute</i>	Primary unit of appointment
<i>The College</i>	Secondary unit of appointment

Note: Individual units can provide assistance in determining an academic title. The Provost's Office holds the official records.

Our Language

UNIVERSITY-SPECIFIC USAGE

Academic ranks

The academic ranks are:

professor, associate professor, assistant professor, lecturer, instructor

Ranks are capitalized when associated with a person's name. The rank may be followed by the person's primary unit of appointment or all units of appointment. The units of appointment are not required.

John Doe, Assistant Professor, Department of Physics, Enrico Fermi Institute, and the College

Françoise Meltzer is Edward Carson Waller Distinguished Service Professor.

Jane Doe, Associate Professor, Department of History

Mark is a professor of mathematics at the University of Chicago.

Always include the full name, including any middle initial, of a named professorship; no part of the name is optional.

University Professor is the highest academic title the University of Chicago bestows. It may also include the name of a donor.

Haun Saussy is University Professor in the Department of Comparative Literature, Department of East Asian Languages and Civilizations, John U. Nef Committee on Social Thought, and the College.

Use the full name of a unit (Department of History) or the unique element of that name (History). Keep in mind that in this context you are referring to an academic unit, not a field of inquiry.

Jane Doe, Associate Professor, Department of History

Jane Doe, Associate Professor in History

Jane Doe does research in history.

You may use “the” before the name of a professorship provided you are certain it is a unique name. Do not use “the” when there are multiple chairs with the same name, e.g., Louis Block.

If you are listing all units of appointment, don't forget the College, which will be last on the list.

John Doe, Assistant Professor, Department of Physics, Enrico Fermi Institute, and the College

Our Language

UNIVERSITY-SPECIFIC USAGE

Academic department names

Use “and” (not &) in compound names of academic units and other institutional names.

Department of Romance Languages and Literatures

Academic calendar

Autumn (not Fall) Quarter, Winter Quarter, Spring Quarter, Summer Quarter

The seasons are not capitalized: autumn/fall, winter, spring, summer

Students

Refer to undergraduates as:

first-, second-, third-, and fourth-year [College] students

Do not use freshman, sophomore, junior, senior.

University graduates

Alumna: singular/feminine

Alumnus: singular/masculine

Alumnae: plural/feminine

Alumni: plural—do not use to refer to an individual.

Avoid use of “alum” or “alums.”

Alternatives for inclusive gender usage:

graduate/graduates

Administrative titles

Administrative titles are capitalized when immediately preceding a personal name. They are lowercased when following a name or used in place of a name.

The moderator introduced Provost Lee.

Mary Jones is dean of Chicago Booth.

The vice president for communications spoke at the conference.

GENERAL USAGE

Non-University titles

Professional titles are lowercased in running text.

Marcia Watson is senior vice president of sales for XYZ Corporation.

Acronyms and initialisms

Avoid acronyms and initialisms except as an organization’s official or preferred name.

BBC, PBS

“Singular they”

According to the *Chicago Manual of Style*, “they” may be used to refer to an individual who identifies with it as a personal pronoun.

Avoid using “they” to refer to an individual in other contexts. See [CMOS5.251ff](#) for further information.

Jan put on their coat.

Our Language

GENERAL USAGE

Serial Comma

When there are three or more items in a series, put a comma before the conjunction that precedes the last item.

*I like apples, pears, and oranges.
I do not like plums or peaches.*

Dashes

Use no spaces around hyphens, en-dashes, em-dashes.

1989–2000

The samples were sent to two cities—Tulsa and Seattle—for testing.

Exception: Use a space after the first element of a “suspended” compound.

women- and minority-owned businesses

Numbers

Spell out single-digit numbers. Use Arabic numerals otherwise.

Exception: Always use a numeral with percent.

They drink milk that is 1 percent milkfat.

Time

Use noon, not 12 p.m. Use midnight, not 12 a.m.

Dates

July 7, 2013

July 2013

On November 11, 1918, World War I ended.

Addresses

When space is available, spell out directions, street names, and states. Use postal state abbreviations when followed by a zip code.

Phone numbers

Use periods to break up the sequence of numbers.

773.702.1234

URLs

In print, omit http://, www., and end slash. Use end punctuation if the URL is part of a sentence:

Find the undergraduate curriculum at collegecatalog.uchicago.edu.

If breaking a URL between lines is unavoidable, do not hyphenate.

For digital communications, follow the University’s [Digital Accessibility Standards](#).

Non-discrimination statement

Find the full text at equalopportunity.uchicago.edu. Use this statement on all materials for current and prospective students, faculty, other academic appointees, postdoctoral scholars, and staff. It may also be appropriate for communications to the general public.

REFERENCES

Our style

The Chicago Manual of Style
(free from University computers)
chicagomanualofstyle.org

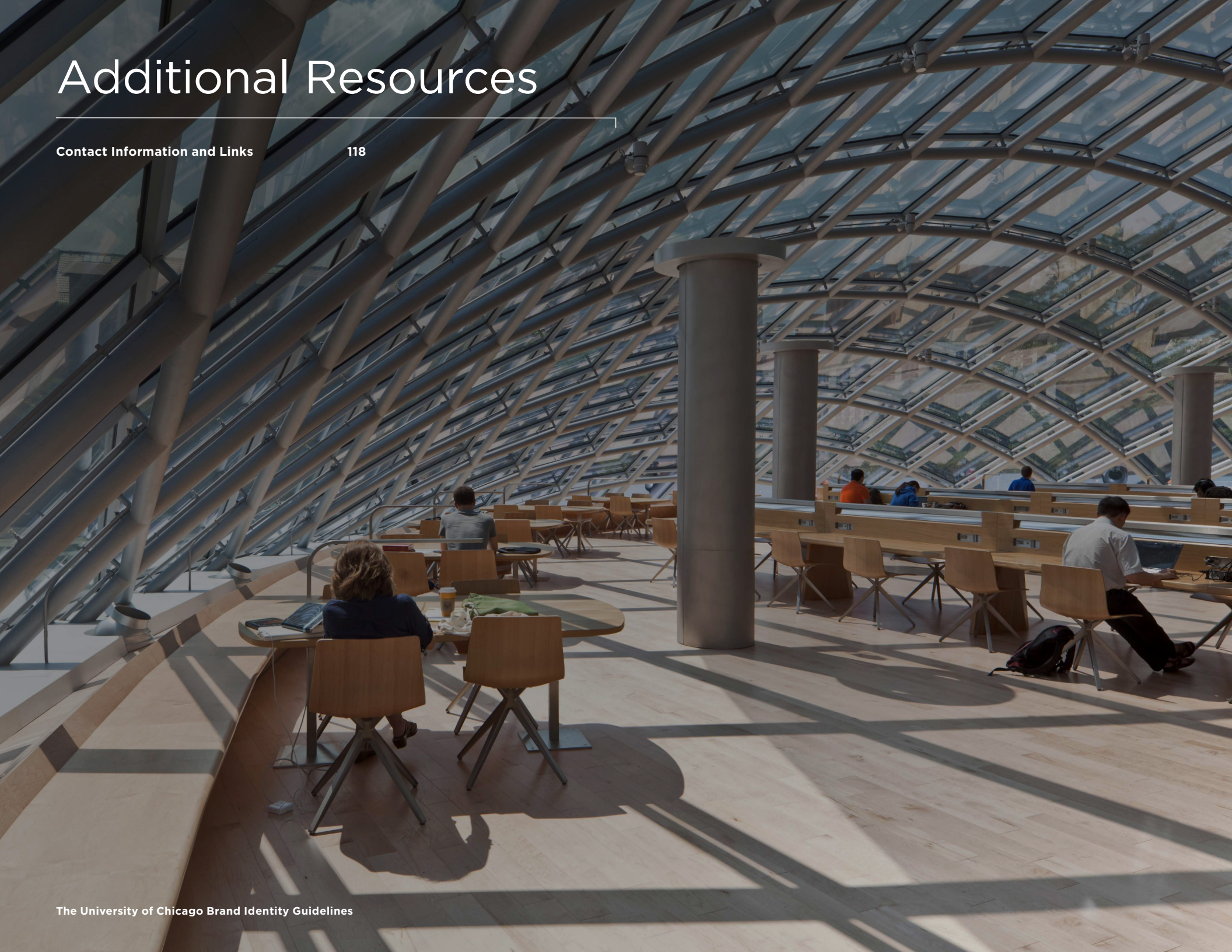
Our lexicon

*Merriam Webster’s
Collegiate Dictionary*
merriam-webster.com

Additional Resources

Contact Information and Links

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Contact Information and Links

BRAND BUILDING

University Communications
communications.uchicago.edu

UChicago Creative
creative.uchicago.edu
identity@uchicago.edu

LEGAL COUNSEL

Office of Legal Counsel
legalcounsel.uchicago.edu

Stefan Quick
quick@uchicago.edu

Russell Herron
rherron@uchicago.edu

TELLING THE STORY OF THE UNIVERSITY OF CHICAGO: A GUIDE

uchic.ag/uchicagostory

KALVEN REPORT

news.uchicago.edu/releases/07/pdf/kalverpt.pdf

GUIDELINES SUPPORT

University Brand Identity Guidelines
UChicago Creative
creative.uchicago.edu/resources
identity@uchicago.edu

Website Guidelines
UChicago Website Resource Center
websites.uchicago.edu
webhelp@uchicago.edu

Digital Accessibility Guidelines
Center for Digital Accessibility
digitalaccessibility.uchicago.edu
digitalaccessibility@uchicago.edu

Social Media Guidelines
University Communications
uchicago.edu/who-we-are/university-administration/communications/social-media-resource-guide
social@uchicago.edu

Signage Guidelines
Facilities Services
facilities.uchicago.edu/services/space-data
fssignage-request@uchicago.edu

App Development Guidelines
mobile.uchicago.edu/sample-page/dev-services
mobile@uchicago.edu

BRAND IDENTITY ASSETS

University Brand Identity Assets
UChicago Creative
creative.uchicago.edu/resources
identity@uchicago.edu

Logo Asset Creation
UChicago Creative
creativeportal.uchicago.edu

PRODUCTION RESOURCES

Stationery and Promotions
BuySite
buysite.uchicago.edu
pps@uchicago.edu

Brand Identity Licensing
UChicago Creative
brandlicensing@lists.uchicago.edu

Photography Library
PhotoStore
ps.uchicago.edu
photostore@uchicago.edu

ON-CAMPUS PRINTER

Stationery and Collateral
PSD Graphic Arts
graphicarts.uchicago.edu
graphicarts@uchicago.edu

PHOTOGRAPHY CREDITS

Sarah Aarons: page 59

Brett Beyer: introduction, page 1

Charles Cherney: page 27

The *Chicago Maroon*: page 67

Drone Media Chicago: page 57

Rob Hart: pages 58, 59

Daris Jasper, Courtesy of Arts + Public Life: page 61

Nathan Keay: page 63

Robert Kozloff: pages 34, 37, 62, 90

Jean Lachat: pages 1, 3, 7, 12, 17, 25, 27, 42, 43, 54, 58, 59, 60, 61, 62, 63, 104

Moorland-Spingarn Research Center of Howard University: page 64

Eddie Quinones: pages 59, 61, 62

Tom Rossiter/The University of Chicago: pages 27, 58, 60, 65, 117

Anne Ryan: page 63

Jason Smith: cover, pages 8, 13, 18, 26, 27, 56, 60, 63, 82

Joe Sterbenc: page 58

Bonnie Trafelet: pages 58, 59

The University of Chicago Photographic Archive: page 64

University of Chicago Photographic Archive, apf1-02513,
Special Collections Research Center, University of Chicago Library.

University of Chicago Photographic Archive, apf1-00013,
Special Collections Research Center, University of Chicago Library.

University of Chicago Photographic Archive, apf3-00234,
Special Collections Research Center, University of Chicago Library.

University of Chicago Photographic Archive, apf1-03873,
Special Collections Research Center, University of Chicago Library.

University of Chicago Photographic Archive, apf1-06175,
Special Collections Research Center, University of Chicago Library.

University of Chicago Photographic Archive, apf1-02498r,
Special Collections Research Center, University of Chicago Library.

University of Chicago Photographic Archive, apf3-01966r,
Special Collections Research Center, University of Chicago Library.

University of Chicago Photographic Archive, apf2-01824r,
Special Collections Research Center, University of Chicago Library.

Joel Wintermantle: pages 59, 61

Nancy Wong: pages 58, 60, 62, 63

John Zich: pages 58, 59



THE UNIVERSITY OF
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