Logo | Why?

The stylized "O" in "Union" has several meanings:

- Reflects Union's innovative, open environment
- Portrays a warm, caring family "embrace" that is part of the Union experience
- Shows the overlapping spirituality and learning that is central to Union's mission
- Expresses Union's global mission and the tradition of the Golden Cords

Using the "O" as an individual design element apart from the logo is not allowed.
Logo | Color

In any media, print or website, only three colors are allowed for our logo:

• Black
• Pantone 202
• White

Black and PMS 202 or combination of both is used on a light background. When combined, “Union” should be red and “COLLEGE” should be black, not the other way around.

Reversed-out white logo may be used on a colored or dark background.
Our logo can be used alone for most general college documents and Enrollment Services’ materials. However, there are times when we need to introduce who we are with our tagline “Experience the Spirit.” Use this for promotional items when an audience doesn’t know who we are yet.

These key words indicate that an experience at Union College is active and filled with spirit—most importantly the Spirit of God, but also the contagious enthusiasm of the spirited individuals who learn and work at Union.
**Logo | Size**

For print, the Union College logo is best displayed at a minimum width of 1”. There is no maximum reproduction size of the logo.

For websites, our logo should not appear at a width less than 100 px. The file should be formatted in png or svg.
Logo | Space

Give the logo space to breath. Some white space around is necessary, so do not clutter. Minimum space around logo should be 3/8 inch for print.
Logo | Keep it right

√ do’s

Do use the right color and proportions.

UNION COLLEGE

× DON'T’S

Do not distort.

UNION COLLEGE

Do not use non-standardized colors.

UNION COLLEGE

Do not rearrange the elements.

UNION COLLEGE

Do not outline.

UNION COLLEGE

Do not put effects or shadow.

We know it looks awesome. But separating elements of the logo is a no-no.

Not too tiny, please.
**Logo | Placement**

It is highly preferred to avoid placing our logo on top of photographs. In situations when you really have to, there are two things you can do:

1. Reverse-out the logo (meaning the logo has to be white against a dark background).

2. On light-colored photographs, add a faint drop shadow to make the logo stands out. When applying drop shadow behind the logo, Marketing Communications must approve the treatment for print.
Color palette | Corporate

This is our primary color palette used for formal materials.
**Typeface | Corporate**

Adobe Garamond Pro, which is used for the Union College logo, should generally be used for body copy, with only limited use in headlines and other applications.

---

**ADOBE GARAMOND PRO**

Adobe Garamond Pro Regular

Adobe Garamond Pro Italic

Adobe Garamond Pro Bold

Adobe Garamond Pro Bold Italic
Typeface | Corporate

A nice compliment to the Garamond typeface used in the Union College logo, Gill Sans provides a sans serif option with clean lines and classic appearance that works well for headlines and other uses that call for a contrasting typeface.

When used together with Garamond, use Gill Sans for accent text such as headings and captions.

Limit using Gill Sans for body copy. However, if you do choose to use it for a large amount of body text, make sure you increase the leading (space between lines). Your design should be approved by Visual Communications Director in Marketing Communications office before printing.
Enrollment
Enrollment branding

We believe that the values and quality education Union College offers could be the beginning of excellent future for many students. Our marketing materials are important tools for sending this message. They are the little pieces that tell our story and personality.

That is why first impressions matter. Our goal is to create visually appealing marketing materials that not only stand out from the crowd, but also reflect who we are. Each piece is part of a family. While serving different purposes, they must be cohesive and speak in the same tone of voice.

Open, warm, welcoming, supportive, approachable are some words that well describe Union College. Character and spiritual growth of our students is as important as their education. Friendly and Christ-centered atmosphere sets us apart from the other institutes. Remarkable stories from students and alumni has been and will always be part of what makes Union unique.

We want each major printed material to be so interesting, students are afraid to throw it away.
Twenty colors are available in Enrollment color set. They are bright, whimsy and fun. Use them for Enrollment materials targeting prospective students.

Please pick colors carefully. When used together, choose combinations that go well side by side. Don’t put two primary colors next to each other and think about context as well. Also think about contrast—don’t combine light hues with light-colored text and vice versa. These colors shouldn’t be used with the corporate colors.
Typeface | Enrollment

Bryant Pro is well-suited for a range of tasks. The Bryant fonts are a warm and modern take on the geometric sans serif. While there are many members in the family, use only the AltNo1, ItalicAlt, and SC in all the materials.

The AltNo1 style should be used for headlines and subheads. Use the BoldSC style for section or sidebar headings.

Bryant Pro is available for purchase through processtypefoundry.com.

The Director of Enrollment Marketing keeps track of how many licenses are available at any time, purchasing, and making sure Enrollment and Marketing Communication teams are on the same version of the font family.

Bryant Pro should be used whenever possible, however Gill Sans is an acceptable sans serif alternative.
**Typeface | Enrollment**

Bryant Condensed Alt is the concised sibling of AltNo1. It is clean, modern, and easy-to-read. It pairs beautifully with Bryant Pro and is primarily intended for use in body copy.

**BRYANT CONDENSED ALT**

Bryant LightCondensedAlt  
Bryant RegularCondensedAlt  
Bryant MediumCondensedAlt  
Bryant BoldCondensedAlt

---

**This is an example of a paragraph.**  
Ique derum im quas mollitas pla non pero is adio ducimus dandae omnit aute nam ut lab ium, volores exerisimil mod quis pe volorestis ad et quo berum que moloresquam fugiti consequ aessimus nobitectiur sum, secerun tionsed quiatia dolorum resti omnis.
Galaxie Copernicus is a workhorse typeface, more sturdy than graceful, and with a nice wide stance. It pairs beautifully with Bryant Pro and is primarily intended for use of enlarged blocks of copy to provide visual contrast.

Galaxie Copernicus is available for purchase through vllg.com.
Whitney Index is used for numerals only, highlights steps in a process or matching buildings on the campus map.

There are two versions of this font, the round and the square. Use the round version only. When applying ‘Whitney Index Black Round’, try to avoid using ‘Whitney Round Light’ since the text tend to be really hard to read especially in a small scale.

**Whitney Index Black Round**
- Whitney Round Light
- Whitney Round Medium
- Whitney Round Bold

**Whitney Index White Round**
- Whitney Round Light
- Whitney Round Medium
- Whitney Round Bold

This is an example on how to use Whitney font.

Use this font for numbered list only just like this one below:

1. This is the first sentence on the list.
2. This is the second sentence on the list.
3. This is the third sentence on the list.
**Typeface | Keep it right**

**Headline**
Bryant Pro BoldAltNo1 | 35-48pt

**Section heading**
Bryant Pro BoldSC | 8-12pt
SC stands for Small Caps, meaning in this style all the letters are capitalized. Keep your letters lowercase when using this font.

**Body copy**
Bryant CondensedAlt (regular or bold) | 9-10pt
We prefer to keep our paragraphs nice and clean. Avoid using drop cap to start out a paragraph.

**THE JOB HUNT**
Apply at www.ucollege.edu/student-employment-application and pursue jobs at www.ucollege.edu/student-jobs
If you get a job on campus, you’ll need to provide the original or copy of your birth certificate and social security card. Your earnings are directly deposited into your bank of choice, so bring the bank account and routing number with you.

**SPORTS**
More info at www.ucollege.edu/athletics

**Varsity Sports**
The varsity teams do not belong to any athletic organizations or divisions, but they do have full-season schedules of both home and away games against other independent colleges in our region. Players can also earn an elective class credit.

**Intramural**
Intramural sports have a high degree of participation from athletes of all skill levels. The schedule also includes class tournaments that require less time commitment. Sign up at registration.

**Gymnastics**
Union's acrobatic gymnastics team travels throughout the Midwest and internationally performing at churches, high schools and other venues. Acro has less in common with the artistic gymnastics seen at the Olympics and is more closely related to cheerleading and circus acrobatics.

**CLUBS**
When you are enrolled as a full-time student, you are automatically a member of ASB (Associated Student Body) and able to join two other clubs for free. If you join more groups after that you'll get charged per additional club.
See all the clubs and choose your favorites to join on Sunday, Aug. 23.

**UNION SCHOLARS**
Apply to join at www.ucollege.edu/honors
Through specialized classes, projects and a course abroad, Union Scholars inspires academically gifted students to excel in learning, spirituality and service.

**MUSIC**
Contact Division of Fine Arts 402.486.2553 to find out about audition times.
Union has many music groups, and every semester is a little different depending on the talent on campus. You don’t have to be a music major to join a group, but most require auditions.
The Dots

These circles have been part of our branding, connecting our materials together. As the name suggests, they are dots outlining a circle. They are not an eclipse, a rectangle, or any other shapes, but a circle. Our dots don’t like to be the center of attention, so always adjust the opacity down to 30% (opacity percentage not tint).

Under normal circumstances, dots should be placed in one corner of the page, showing only part of the circle.

It may sound easy, but to be good, a little practice is needed. Scroll down to see what to do and what to avoid.

HOW TO CREATE THE DOTS?

- Create a circle using ellipse tool (L) while holding Shift
- On control panel on top of your screen, select ‘Japanese Dots’ line style and adjust line width (preferably 4px - 7px depending on the design)
- Create a circle using ellipse tool (L) while holding Shift
- Go to stroke panel (if it's inactive go to ‘Window’ - check ‘Stroke’)
- Put 6 for stroke weight. Select ‘Round Cap’ and ‘Round Join’ corner.
- Check ‘Dashed Line’. Put 0.1 pt for ‘Dash’ and 13 pt for ‘Gap’. You only need to fill the first two boxes.
- Adjust as needed

- Click the ‘Ellipse Tool’ on the tool panel
- On the control panel or properties panel, make adjustments below:
  Fill: No Fill    Stroke: Pick color as desired
  Stroke width: 7 pt
- Select dotted line as ‘Stroke Options’ and check ‘Dashed Line’
- Put 0 for ‘Dash’ and 2 for ‘Gap’
- Make the circle
Using “The Dots” the right way

This is superb

- Dots form a circle
- Only part of the circle shows on the page
- The circle attached to the edge of the page
- Nicely spaced around the headline
- 30% opacity
- Text and dots are the same color from Union’s color palletes

✓

- Dots form a circle
- Dots are incorporated with the body copy to highlight short, important information
- Nicely spaced around the text
- 30% opacity
- Text and dots are the same color from our color pallete

✓

- Dots form a circle
- 30% opacity
- Used as a decorative element on the layout
- Using color from our color pallete

✓
Using “The Dots” the wrong way

- Dots form an ellipse
- Dots and text are using different colors
- Dots are too small and too close to each other

- Do not use “The Dots” to frame body copy
- “The Dots” are not to make other shapes
- Do not use color outside our color palate
- Do not overlap
Do not randomly place circles on the page as decorative elements.

Uneven spacing between the dots

There is a huge difference between “The Dots” and “The Dashes”
Illustrations

While text can do a good job delivering information to our audience, good is not enough. We strive for greatness. That is why we introduced illustrations. They are flat, fun, and colorful, adding visual pleasures to any space they occupy. That's why we love them. Don't you love this page already?
Illustrations | Style and color

Our illustrations will always be reflections of who we are. They are friendly, bright, fun, and positive. We recommend creating them in Adobe Illustrator. Here’s a catch, they have to be flat, no outline, and no negativity allowed. Stay away from that drop shadow or outer glow. Try to combine basic shapes as much as possible instead of drawing the objects loosely for clean results and to avoid a wiggly line. We’ve built a set of illustrations you can freely use. You can always make new ones if you need to.

Find the vector set under:
Projects >> Enrollement Services >> Style Guide >> UC_VectorSet

Don’t worry about picking colors. We have provided a special color palate for our illustrations. These colors go well with our standard colors, so don’t use any random hues.

Find the palate under:
Projects >> Enrollement Services >> Style Guide >> Color Pallete >> UC_IllustrationPallete
Illustrations | Keep it right

√ Do’s

Do use the right color and proportions.

Do not use random colors.

Do not use drop shadow

Do not outline

Portay positivity

Do not let your objects caged-in the circle

Do not distort
This is an example of a well-designed layout

For illustrations accompanying headlines, they always be on the left, a little larger than the text. Object will always be placed inside a circle, slightly offset. It's looking great, but something's still missing. What's it? It's the dots! You need to add them behind the circle and let the two be bestfriends.
Exploring and trying out new things is a wonderful thing to do. However, please don’t do that with our materials. We have created a set of templates for you to use.

Find our templates under:
Public >> Visitors >> Projects >> Enrollment Services >> Style Guide >> Templates