BRAND GUIDE 2024

TERMINOLOGY

For maximum clarity, a technical vocabulary has been established. It is important to use these terms accurately and consistently in all written and oral communications related to design. Familiarity with the following key terms will aid interpretation of this document.

BRAND - The sum impression derived from a consumer's experience of the university's products, services, communications and people.

INSTITUTIONAL LOGOS - The University's official visual marks.

ATHLETICS LOGOS - Visual marks that should only be associated with athletic entities and never used for academic or administrative content.

DEPARTMENTAL LOGOS - A visually distinctive arrangement of the university logo that brands an individual school, college or other sub-entity.

LETTERMARK (UIW) - The lettermark is exclusively a typographic mark. It is a mark, representing the institution through the use of its initials. It is an alternate method of identifying the university graphically. It is less formal than the institutional logos.

WORDMARK - A text-only typographic representation of a mark which involves the creative arrangement and modification of words to present a visual identity for a brand. The representation of the word becomes a visual mark of the organization or product.

RGB - Refers to a system of red, green and blue for representing the colors to be used on a screen display.

PCMYK - Four-color printing process that uses cyan, magenta, yellow and black inks to create other colors including photos.

MS - Pantone Matching System. A set of standard color system for printing, each of which is specified by a single number or formula.

COPY - Words used in communications encompassing headlines, paragraphs (body content) and more.

RESOLUTION - Refers to the number of pixels in an inch of a digital image. A high-resolution image, 300dpi or greater, is recommended for all printed material.

VECTOR ARTWORK - Artwork created using mathematically plotted points instead of pixels, allowing it to be reproduced at any size without distortion to the image.

BLEED - A printing term that is used to describe a document which has images or elements that touch the edge of the page, extending beyond the trim edge and leaving no white margin. When a document has bleed, it must be printed on a larger sheet of paper and then trimmed down.

Through intentional and persistent use of the University's official logos, UIW's brand, name and identity will be further established and solidified. Thus, the University enforces strict guidelines regarding the use of institutional logos and marks.

USING THE INSTITUTIONAL LOGOS

UIW has two official institutional logos - the circle logo or "seal" and the horizontal logo.

These logos can be used interchangeably in their branded color variations as best suited for the project.

These logos should be treated with the highest integrity when used as part of a design.

All official University communications should include an institutional logo.

NEVER MANIPULATE THE LOGOS IN ANY WAY

This rule includes but is not restricted to surrounding boxes, shadows, outlines and embellishments. The primary logo may only be used in approved colors.

PLACEMENT AND SPACING

- The official institutional logos include the registered mark (®) in the right bottom corner.

- When using the logos, always use an official logo file. Never attempt to recreate the logos.

- To re-size the logos, always constrain proportions by locking the aspect ratio so the height and width are scaled together.

- Refrain from using the institutional logos in any way that would dilute their integrity as symbols of academic prestige.

- There should always be a clear zone surrounding the UIW institutional logos, with no type nor graphics appearing in this space.

Circle Seal Clear Zone
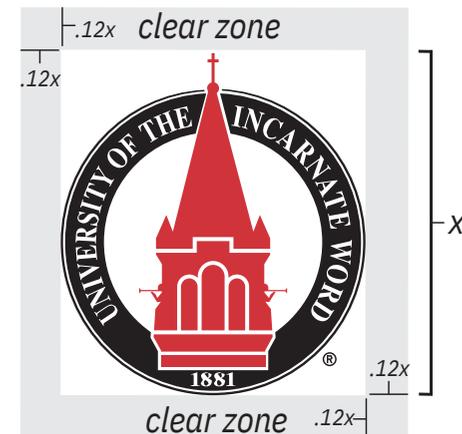
Horizontal Logo Clear Zone

UIW's institutional logos can be used interchangeably in their branded color variations as best suited for the project. These logos should be treated with the highest integrity when used as part of a design.

| CIRCLE_RED_BLACK | CIRCLE_RED | CIRCLE_BLACK | CIRCLE_RED_WHITE | CIRCLE_WHITE |
| HORIZ_RED_BLACK | HORIZ_RED | HORIZ_BLACK | HORIZ_RED_WHITE | HORIZ_WHITE |

Note - The area behind the steeple and inside the circle containing the University's name in the seal logo is transparent and will reflect the background of the project. There is not a white circle behind the steeple.

Do not manipulate the UIW institutional logos in any way. Consistency reinforces brand awareness and recognition. Deviation from brand standards dilutes our brand image.

- Do not add a white circle behind the seal.
- Do not place the logo on a busy background that dilutes the logo.
- Do not add drop shadows or outlines.
- Ensure that all parts of the logo are visible including the cross and registered mark.
- Do not recolor the logos or use filters.
- Ensure that logos are always used in high resolution.
- Do not distort the shape or skew logo placement.
- Do not use gradient filters.
- Do not use the logo as part of another logo or design.
- Do not use the logo in place of a number or letter in a graphic.

Do not manipulate the UIW institutional logos in any way. Consistency helps reinforces brand awareness and recognition. Deviation from brand standards dilutes our brand image.

- Do not place the logo on a busy background that dilutes the logo.
- Do not add drop shadows or outlines.
- Ensure that all parts of the logo are visible including the cross and registered mark.
- Do not recolor the logos or use filters.
- Ensure that logos are always used in high resolution.
- Do not distort the shape or skew logo placement.
- Do not use gradient filters.
- Do not resize elements of the logo out of proportion with the original design.

Schools, programs, departments and initiatives within the UIW system are eligible to utilize UIW's co-branded institutional logos. These logos MUST be created by the UIW Graphic Design department and can be requested in their various formats by emailing:
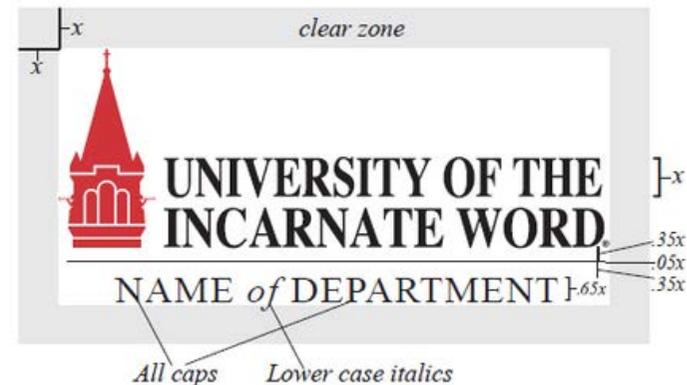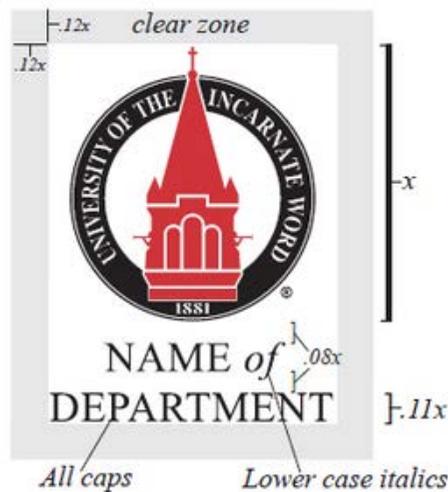

Co-branded institutional logos are available in both the seal and the horizontal logo formats and come in the standard red and black designs, as well as one-color black and white versions. **Do not attempt to create your own co-branded logos.** Official files must be used at all times. Request your departmental logo by emailing hood@uiwtx.edu

The UIW letter mark is a stylized registered mark for "UIW" with horizontal and vertical options available. This is our most versatile mark and can be used by all official UIW entities. The mark can be used in its additional branded color variations (red, black and white, with or without outline) as best suited for the project.

- The UIW letter mark is registered and must include the registered mark (®) in the right bottom corner as displayed in the images on the right.

- When using the mark, always use an official file. Never try to recreate the mark.

- To re-size the mark, always constrain proportions by locking the aspect ratio so the height and width are scaled together.

- Do not recolor the marks or add filters, shadows, or effects.

- Do not add outlines to the designs in place of using an official design file with the outline included.

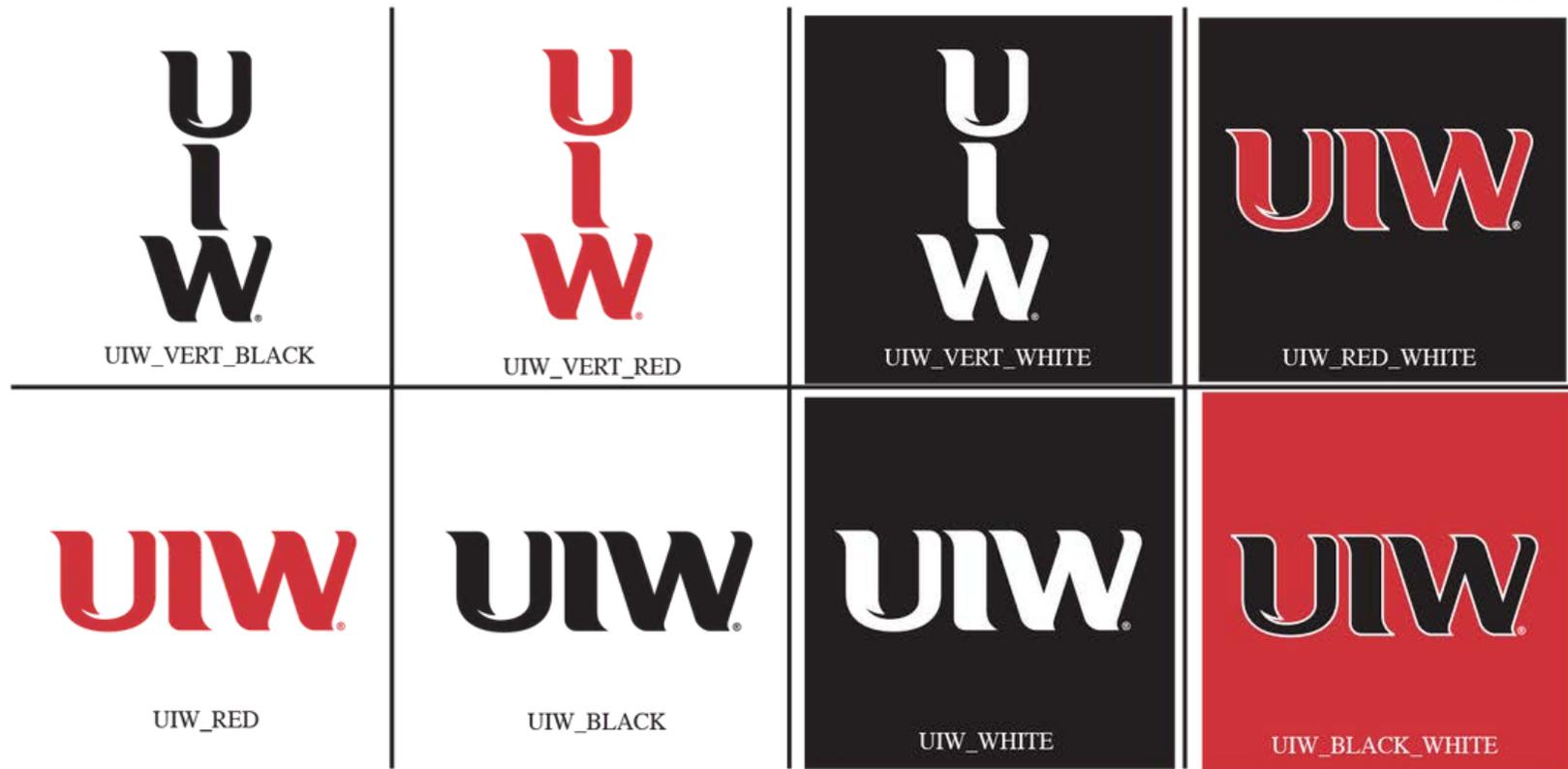UIW Letter Mark Logo Clear Zone
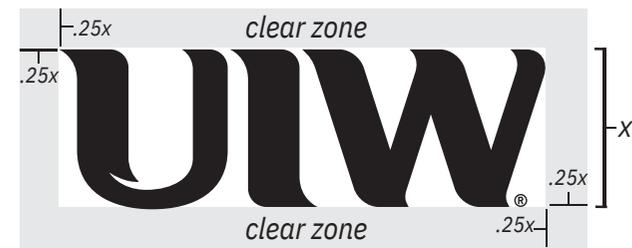
UIW Vertical Letter Mark Logo Clear Zone
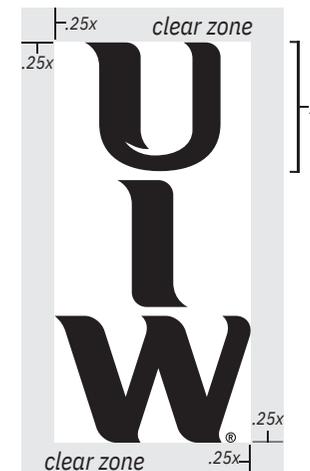
The UIW letter mark can be used interchangeably in it's branded color variations as best suited for the project.

UIW_VERT_BLACK

UIW_VERT_RED

UIW_VERT_WHITE

UIW_RED_WHITE

UIW_RED

UIW_BLACK

UIW_WHITE

UIW_BLACK_WHITE

UIW LETTER MARK | USAGE GUIDE

- The UIW letter mark should not be used in place of an institutional logo for formal or academic-centered initiatives.

- UIW departments and offices can use the UIW letter mark in place of "UIW" in text with appropriate text spacing.

- The UIW letter mark may be included in event, fundraiser, departmental initiatives or annual programs WITH approval. Email branding@uiwtx.edu for more information.

- ·Student groups are not authorized to use UIW letter marks as part of group or program logos.

- The UIW Branding Committee reserves the right to intervene or block usage of any registered UIW mark that does not align with the UIW brand standards.

Samples of approved, appropriate usage:

The Athletics identity system, which consists of the Cardinal branded logos and "September" font word logos, should only be associated with athletic entities and never used for academic or administrative content. Consistent use of these logos by our athletics department helps to reinforce brand awareness and recognition. Deviation from brand standards dilutes our brand image.

USING THE ATHLETICS LOGOS

These logos are reserved for athletics. They should be used on uniforms, athletic apparel, sports promotional materials, and field signage.

Like the institutional logo, UIW's athletics logos and marks are protected marks of the University.

The athletics logos may not be used as a substitute for the University logo. The athletics marks should be used only under the supervision and approval of the Office of Communications and Brand Marketing.
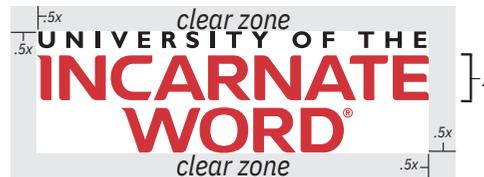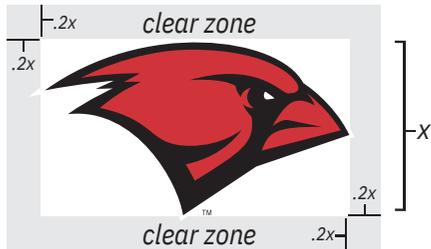
UIW's athletic logos can be used interchangeably in their branded color variations as best suited for the project. These logos should only be used for athletic purposes. The athletics department may also use the UIW spirit logo.

PLACEMENT AND SPACING

- The official athletics logos include either the registered mark (®), trade mark (TM) or a combination of the two, in the right bottom corner.

- When using the logos, always use an official logo file. Never try to recreate the logos.

- To re-size the logos, always constrain proportions by locking the aspect ratio so the height and width are scaled together.

- There should always be a clear zone surrounding the UIW athletics logos, with no type nor graphics appearing in this space.

Gray area represents clearance zones that need to be kept around all UIW marks.

Measurements are given for each logo's clear zone but it is also acceptable if clients follow the visual spacing of the diagram.

ATHLETICS LOGOS | COLOR VARIATIONS

UIW's athletic logos can be used interchangeably in their branded color variations as best suited for the project. These logos should only be used for athletic purposes. The athletics department may also use the UIW letter mark.

CARD_STANDARD	CARD_FULL_BLACK_RED	CARD_NAME_RED_TEXT	CARD_HORIZ_RED_BLACK	CARD_STACKED	UNIV_BLACK_RED	UIWCARD_RED_BLACK	CARDINALS_RED
CARD_STANDARD_REV	CARD_FULL_BLACK	CARD_NAME_BLACK_TEXT	CARD_HORIZ_RED_WHITE	CARD_STACKED_REV	UNIV_BLACK	UIWCARD_RED	CARDINALS_BLACK
CARD_WHITE_BLACK	CARD_FULL_WHITE_RED	CARD_NAME_WHITE_TEXT	CARD_HORIZ_BLACK_WHITE	CARD_STACKED_BLACK	UNIV_BLACK_WHITE	UIWCARD_BLACK	CARDINALS_WHITE
CARD_WHITE_BLACK_REV	CARD_FULL_ALLBLACK	CARD_NAME_ALLBLACK	CARD_HORIZ_WHITE	CARD_STACKED_WHITE	UNIV_WHITE_RED	UIWCARD_WHITE_BLACK	CARDINALS_BLACK_WHITE
CARD_RED_BLACK	CARD_FULL_ALLWHITE	CARD_NAME_ALLWHITE				UIWCARD_WHITE_RED	CARDINALS_RED_WHITE

Do not manipulate the UIW athletics logos in any way. Consistency helps to reinforce brand awareness and recognition. Deviation from brand standards dilutes our brand image.

- Always use official logo files with the registered mark or trademark in place.
- Do not place the logo on a busy background that dilutes the logo.
- Do not add drop shadows or outlines.
- Do not recolor the logos or use filters.
- Insure that logos are always used in high resolution.
- Do not distort the shape or skew logo placement.
- Do not use gradient filters.
- Do not use a logo to create a new logo/design
- Guidelines apply to all athletics logos.
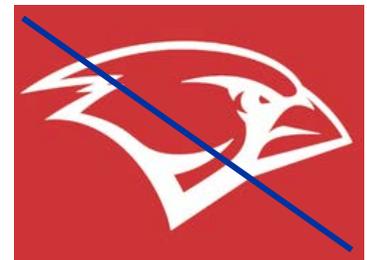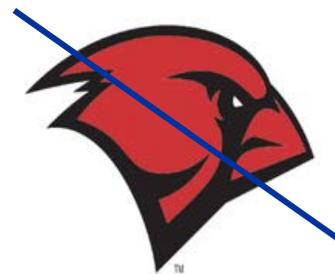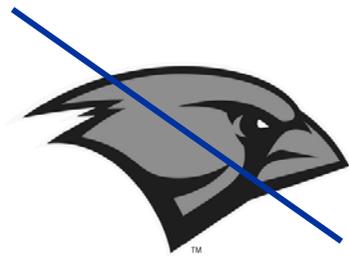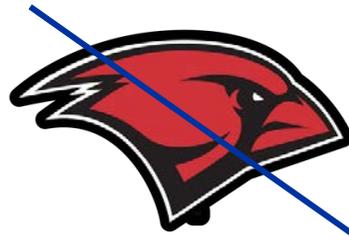
Use of UIW's military appreciation logos is strictly limited to the Office of Military and Veterans Affairs. These logos should not be used for general branding, recruitment or athletics purposes.

USING THE MILITARY APPRECIATION LOGOS

These logos are reserved for the Office of Military and Veterans Affair for use when recruiting and providing information to current and prospective students who are active-duty or retired military. They should not be used in place of a departmental logo for any office, including the Office of Military and Veterans Affairs.

The military appreciation logos may not be used as a substitute for the athletics logos. They should not be used on uniforms, athletic apparel, sports promotional materials, or field signage. Special permission may be requested for military appreciation games by emailing pr@uiwtx.edu.

The military appreciation marks should be used only under the supervision and approval of the Office of Communications and Brand Marketing.

Like the institutional logo, UIW's military appreciation logos and marks are protected marks of the University.

Unique logos or artwork for student organizations MAY NOT include or incorporate trademarks licensed by The University of the Incarnate Word including logos, letter marks, taglines or the official image and likeness of UIW's mascot, Red the Cardinal. Student organizations are not official entities of the University and may not represent themselves as such.

Exceptions to this policy are granted in a very limited number of special situations. For example, the University logo may be used for class projects or for university-approved conference and presentation materials. To be considered for such an exception, contact the Office of Communications and Brand Marketing. Approval must be received prior to printing, manufacture or distribution. As unofficial University entities, student clubs, organizations, and Greek Life are permitted to produce T-shirts and giveaways in colors outside of UIW's official palette.

STUDENT ORGANIZATION USE - NAMING GUIDELINES

Student organizations may indicate their affiliation with UIW by using the format:
Name of Club **at the University of the Incarnate Word** (or UIW)

Example: Branding Club at UIW

In printed format, the University name in full or abbreviated form, should also include the registered mark in the top right corner.

EXAMPLES:

BRANDING CLUB
AT THE UNIVERSITY OF THE INCARNATE WORD®

ABC Sorority
AT UIW®

CCVI MINISTRY LOGO | UIW GUIDELINES/REQUIREMENTS

As a CCVI sponsored ministry, UIW entities are required to include the CCVI Ministry logo on projects as directed below. The logo must be used in its entirety and cannot be altered. For access to the logo, please email Mike Hood at hood@uiwtx.edu

a sponsored ministry of the
SISTERS OF CHARITY OF THE INCARNATE WORD
— SAN ANTONIO —

PROPER USAGE - ADVERTISEMENT

PRINT
The CCVI Ministry logo is required on all print ads for the University.
The only exception would be in cases of ads smaller than 3"x5" where legibility would be an issue.
ELECTRONIC
The logo or mention is to be included in radio or television ads. (For example: UIW, a sponsored ministry of the Sisters of Charity of the Incarnate Word.
WEB
It is not required to include the CCVI Ministry logo in web banner ads due to space limitations.
BILLBOARDS/BUSES
It is not required to include the CCVI Ministry logo in web billboard ads due to space limitations.

PROPER USAGE - WEBSITES

The CCVI Ministry logo is to be included on the main pages of the websites. There is to be a direct link to the CCVI website (www.amormeus.org).

## PROPER USAGE - BROCHURES AND PRINTED MATERIALS

The CCVI Ministry logo is to be included on all primary recruitment pieces such as view books, booklets and brochures for the University and its extended academic programs.
It is not mandatory for the logo to appear on subsequent recruitment correspondence including postcards, e-mail, etc. due to space limitations.

UIW shares a unique position as a CCVI sponsored ministry and neighbor to the Generalate for the Sisters of Charity of the Incarnate Word. It is important to note that while some buildings or icons are adjacent to UIW, they are in fact CCVI property and should not be used as the main images for advertising and recruitment. They may however be used in supplemental communication pieces (social media, brochures, etc.) when describing UIW's Catholicity, telling the story of UIW's founding and affiliation with CCVI, or indicating an event location.

These buildings/locations include: Chapel of the Incarnate Word (Motherhouse), Generalate, Brackenridge Villa, Lourdes Grotto and the Headwaters Sanctuary.
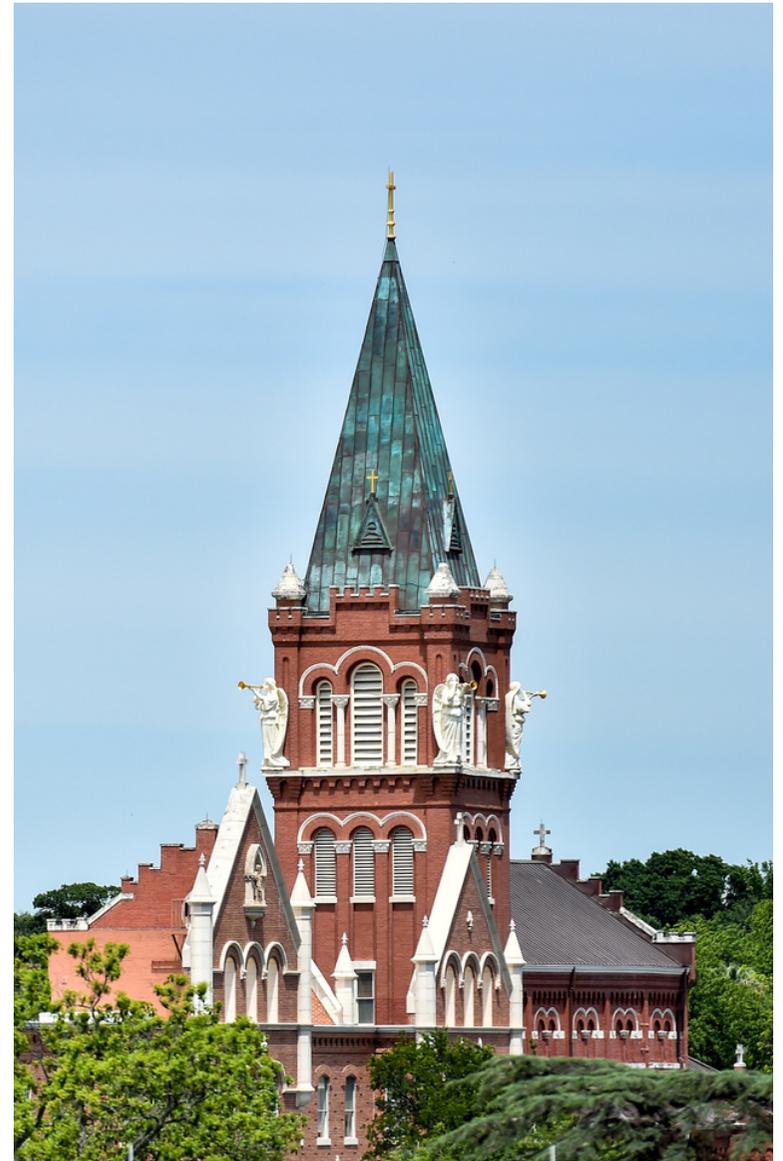
UIW logos should not be used as part of original artwork or secondary logos.

UIW logos should not be used in place of a letter in design (i.e. the seal as an "O" in a word is not allowed).

A logo is considered anything that is used on a repeated bases by an entity - UIW does not allow repeated usage of non-official logos on official University images and publications.

Multiple logos are not to be used on one design piece.

ORIGINAL ARTWORK - OFFICIAL UNIVERSITY ENTITIES

Any person who creates graphic designs to represent or promote the University of the Incarnate Word is reminded that their work should reflect the institution as a higher learning center dedicated to serving individuals who seek to achieve their educational objectives. It is essential to maintain an image of professionalism and sophistication to showcase our commitment to education and Mission. Designers are expected to embody the intellectual rigor and academic excellence that is synonymous with the University in all graphic designs.

UIW LOGOS | EXTERNAL USAGE

UIW logos may be used externally if there is an official partnership between UIW and the external vendor, program or event.

APPROVED EXTERNAL UIW LOGO USAGE

- Event sponsorship materials (i.e. UIW is sponsoring an external event)
- University sponsored programs, events and presentations

NON-APPROVED EXTERNAL UIW LOGO USAGE

- Facility rentals for non-UIW events
- Third party certificate programs utilizing UIW facilities

To request a logo to be shared externally, please email branding@uiwtx.edu.

LOGOS AS WATERMARKS | GUIDELINES

The UIW circle seal and the cardinal head logo can be used as watermarks with the specifications below. Watermarks are not to be used on apparel.

WATERMARK SPECIFICATIONS

Size - Logo watermark should be large enough for visual recognition but not so large as to dominate page. Typical watermarks are approximately 1/3 of the widest length of page.

Color - Standard UIW colors at 15% tint.

Placement - Logos should be placed equidistant horizontally and vertically - Spacing equal to size of mark in all directions.

CARDINAL GRAPHICS | LIFELIKE CARDINALS

Graphics of lifelike Cardinals can qualify for one-time usage with permission form the branding committee. These graphics should not be used as a replacement for an official University logo and are not to be used on a repeated basis.

USING LIFELIKE CARDINALS GRAPHICS

Graphics depicting lifelike cardinals may be used as part of designs for items such as holiday cards, ornaments, and T-shirts, with approval from the branding committee. Lifelike cardinal graphics should not be used repeatedly in a way that would obscure the official brand images.

Lifelike cardinals should be graphic drawings or photos of real cardinal birds.

Outline and cartoon versions of cardinals are not allowed to be used to represent UIW.

The examples to the right are samples of the kinds of artwork that would be approved or denied. They do not encompass the full range of approved or denied cardinal bird options. Designers are asked to use this guide to make informed decisions before submitting to the branding committee for review.

APPROVED

DENIED
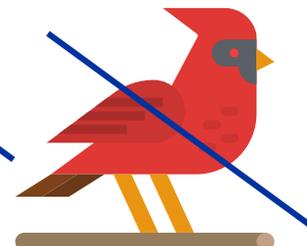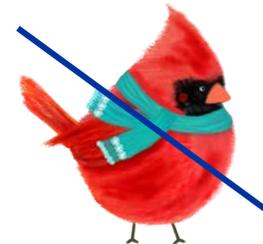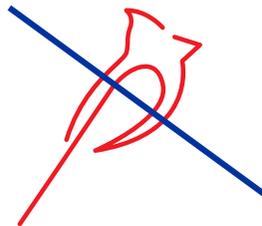
The design for UIW's officially registered Tartan pattern was developed by students in UIW's Fashion Design program. The three white lines interwoven into the pattern, represent the University's three founders, the Sisters of Charity of the Incarnate Word.
Proceeds from the sales of Tartan merchandise benefit the Fashion Management Department.

USING UIW TARTAN PATTERN FOR PRINT PROJECTS

The official UIW Tartan pattern may be used for print projects such as cards and flyers. Any use of plaid for University purposes must be the official Tartan. To receive the official design file, email pr@uiwtx.edu. Do not attempt to recreate the UIW Tartan design.

ORDERING LICENSED UIW TARTAN MERCHANDISE

All orders for merchandise printed with UIW's Tartan-printed fabric should be ordered through UIW Fashion Management Department.
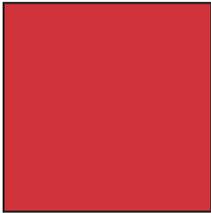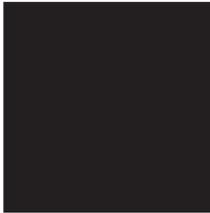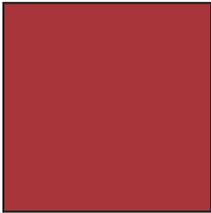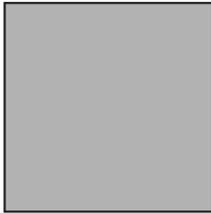
https://www.uiw.edu/smd/academics/departments/fashion-management/fashion-tartan.html

COLORS | OFFICIAL COLOR PALETTE

The official colors for UIW are red, black, white and grey. While UIW does have an official color pallet, it is permissible to use variations of red, black and grey in design.

Official UIW departments and programs are required to stay within the UIW color pallet. This includes the base color of t-shirts and giveaways.

PRIMARY COLORS

CARDINAL RED
PANTONE 1797 C
CMYK: 2, 97, 85, 7
RGB: 203, 51, 59
MADEIRA Rayon:1485
RA: 2266

BLACK
PANTONE Process Black C
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
MADEIRA Rayon:1000
RA: 2296

SUPPLEMENTAL ACCENT COLORS

DARK RED
PANTONE 1807 C
CMYK: 25, 91,78, 16
RGB: 167, 52, 57

LIGHT COOL GRAY
PANTONE Cool Gray 1 C
CMYK: 10, 8, 10, 0
RGB: 217, 217, 214
:

MEDIUM COOL GRAY
PANTONE Cool Gray 5 C
CMYK: 31, 24, 25, 0
RGB: 177, 179, 179

DARK COOL GRAY
PANTONE Cool Gray 10 C
CMYK: 62, 53, 50, 21
RGB: 99, 102, 106

INSTITUTIONAL SERIF FONT

Times New Roman is the official font used in UIW's institutional logos. It is suitable to use this serif font when producing formal or academic projects.

Times New Roman
Times New Roman
Times New Roman
Times New Roman

INSTITUTIONAL SANS SERIF FONT

Arial is a sans serif font that compliments Times New Roman. It can be used in conjunction with Times New Roman or on its own depending on the desired look and feel of the project.

Arial
Arial
Arial
Arial

Both fonts can be used in bold, bold italic, regular, and regular italic as best suited for the project. They are available as part of the Adobe Creative Cloud, Microsoft Office, and Canva. Use of Times New Roman and Arial is not required on all University correspondence such as flyers and invitations. However, it is highly encouraged for formal and official communications.

ATHLETICS FONT

The official UIW athletics font is September. This font is reserved exclusively for athletics use. It can be used in heavy, bold, or regular sizing, as well as in italics for bold and regular formats. When using the font in heavy or bold, the copy should be in all caps.

September font can be downloaded to UIW devices from the Adobe Cloud. For eternal use with vendors or outside designers, please email branding@uiwtx.edu.

ATHLETICS SECONDARY FONT

Arial can be used as a secondary font for athletics materials and promotions.

For brand consistency, September font should be used as the main font on all UIW athletics materials and correspondence.

SEPTEMBER

SEPTEMBER

September

Arial

Arial

Arial

Arial

UIW's licensing program was developed to protect and enhance the visual identity of the UIW brand. UIW partners with CLC (formerly Learfield Licensing Partners) to manage the use of the University's logos and trademarks. This includes institutional logos, athletics logos, letter marks, and wordmarks. CLC works directly with manufacturers and retailers, streamlining the process of ordering and distributing licensed merchandise.

All University entities, departments, and organizations must use a licensed vendor to produce licensed merchandise. This includes anything with a logo or wordmark with the exception of stationary or paper printed items.

USING PROTECTED WORDMARKS

UIW's licensing program includes all logos and extends to the University's trademarked names. Any production including the use of a word mark must include the appropriate trademark or registered mark as indicated on this page.

CORRECT USE OF PROTECTED WORDMARKS

University of the Incarnate Word®
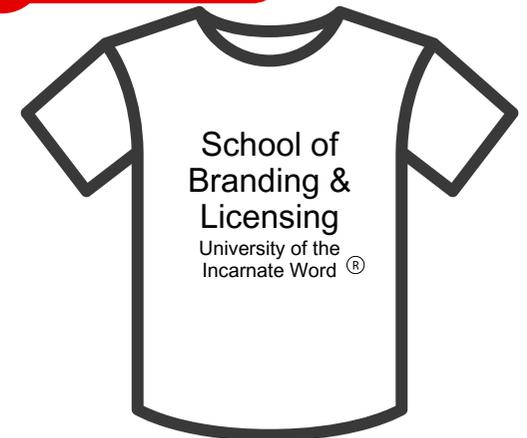
Incarnate Word™

Incarnate Word Cardinals™

UIW®

Cardinals™

UIW school and college names must be used in conjunction with "UIW" or "University of the Incarnate Word" in print marketing and on licensed merchandise.

- School names may be used in conjunction with an institutional logo instead of the University name as a word mark, if there is not student group co-branding

- School or college acronyms such as FSOP, RSO, SOM, PT. IFMSNHP, CHASS, DSE, HEBSBA, SMSE. SMD and SPS should not be used in a solitary fashion that does not link them as part of the University of the Incarnate Word system.

APPROVED

UIW®
College of Branding

APPROVED

School of Branding & Licensing
University of the Incarnate Word ®

DENIED

College of Branding

DENIED

SOBL

Through our partnership with CLC, UIW works with hundreds of vendors who can produce a wide variety of merchandise featuring UIW's logos and trademarks. Some vendors are national providers and others are locally owned and operated.

LICENSED VENDORS

Approved and licensed University vendors must complete an application process. Licensed vendors pay an annual fee for the rights to produce merchandise with UIW's logos and trademarks. Vendors who produce merchandise for external sales also pay royalties on all items sold. Vendors who produce merchandise for internal consumption (such as bulk order shirts and swag) are asked not to charge royalty fees for internal sales (UIW does not earn royalty dollars from internal sales). All licensed vendors are required to submit royalty reports, even for non-royalty-bearing sales. Additionally, all vendors are required to submit artwork through Brand Manager 360 for review and approvals by UIW Branding and Licensing team.

ORDERING LICENSED MERCHANDISE

If you are ready to order merchandise, simply select the licensed vendor you would like to work with and proceed. It is the licensee's responsibility to submit artwork for approval through Brand Manager 360 for review and approval. You do not need to request separate approval. Please remember to follow the Brand Guide for creating and requesting artwork. The UIW Branding Committee reserves the right to intervene or block usage of any registered UIW mark that does not align with the UIW brand standards.

To search for a licensed vendor, visit: clc.com/license-search and type "Incarnate" into the search bar.

Each order for branded merchandise is an extension of UIW's overall brand image. Consistent use of our logos and color palette reinforces brand awareness and recognition. Deviation from brand standards dilutes our brand image.

GENERAL RULES FOR ORDERING UIW BRANDED MERCHANDISE

- Use the logo that is appropriate for your school, program, or department
- Official UIW departments and programs are required to stay within the UIW color pallet - this includes the color of t-shirts and giveaways
  - As unofficial University entities, student clubs, organizations, and Greek Life are permitted to produce T-shirts and giveaways in colors outside of UIW's official palette. See "UIW Logos - Student Usage" section for more information.
- Keep it simple, there is nothing wrong with using the same design over again - that is part of how we grow brand awareness.
- Always try to work with a licensed vendor. If a licensed vendor cannot produce your requested item, email branding@uiwtx.edu for guidance.
- Get permission first if you are looking to work with a non-licensed vendor.
- Be good stewards of your resources.
  - Avoid printing dates or years so that surplus items can be reused
  - Consider more generic branding (no program or department name) to make items more versatile.
  - Remember, approval from branding does not equal approval from purchasing and vice versa.

WEBSITE

UIW.EDU/MARCOM

EMAIL

Branding Email - branding@uiwtx.edu
Licensing Manager - anlara@uiwtx.edu
Licensing Graduate Assistant - lammogli@student.uiwtx.edu

PHONE

210-829-6001