Hallmarks of the University Brand

Presented by the Office of Integrated Marketing. Effective Fall 2013.

University of Nevada, Reno
The hallmarks of the University of Nevada, Reno brand are the set of carefully-considered design elements that make up a visual language representing the University in print, video and web communications. This visual language encompasses everything from our Block N logo to our official family of typefaces to our photographic style and more. Over time, and through faithful use of these elements, this visual language will quickly telegraph to our target audience: This is an attention-worthy message from the University of Nevada, Reno.

1. Professional Photography and Videography

A primary hallmark of the University brand is the use of professional photography that features a rich, vibrant and highly-saturated look, often incorporating tilt-shift or selective focus techniques to set it apart from amateur or stock photography. Integrated Marketing (IM) uses this photographic style in all University marketing communications, and we use it in a specific way that is another hallmark of our brand: We always strive to showcase a diversity of real University of Nevada, Reno faculty, staff, administrators and students “caught in the act” of teaching, supporting, serving and learning. Showcasing the rich diversity of our University community is a top priority for this institution. For photo or video shoots, we actively recruit people from different races, ethnicities and cultural backgrounds; young people as well as older (non-traditional) students; military veterans; disabled, sight-impaired and other individuals who represent the wide range of people who work, live and learn with us.

Since 2009, IM has curated dozens of photo shoots with a short list of world-class professional photographers to achieve this hallmark look. IM has made these images available for University-wide use through a Flickr account (www.flickr.com/photos/unrphotos/), which can be accessed from the home page of the University website.

Stock photography is not a hallmark of the University brand and should only be used as a last resort when no appropriate images can be sourced from the University’s Flickr account. We actively encourage colleagues University-wide to engage the services of professional photographers to achieve a consistent look for all communications. Upon request, IM can put you in touch with the University’s preferred photographic vendors. We can also provide guidance on achieving diversity in your photographs, and we can counsel you on orchestrating photo shoots as well.
2. Typography Based On The Myriad Pro Family

The official typeface of the University is Myriad Pro. This typeface family was chosen for its wide range of weights and styles, which allow graphic designers to create variety and contrast in their work while maintaining a consistent, branded look for the University. The secondary typeface of the University is the Minion Pro family, which provides a complementary serif typeface for body copy, captions and other text. Optical kerning throughout is preferred. Designers may select a specialty or display font to use sparingly in their design to add interest, creativity or dynamism. In general, however, Integrated Marketing encourages designers to create all communications with the Myriad Pro family of typefaces, as this practice helps strengthen the University brand and simplifies the design process, resulting in clearer communications campus- and community-wide.
3. Clean & Simple Graphic Design

Another hallmark of the University brand is clean and simple graphic design based on the “grid” and/or the “golden ratio” of 1:1.618 (Google “golden ratio” to find out more). When it comes to design at the University, we believe that less is more. Here, remarkable brands like Apple, Nike and Target inform our design choices. For this reason, Photoshopped montages of images layered with typography and special effects are not hallmarks of the University brand and should be avoided.
4. Silver And Blue, Through And Through.

The official colors of the University of Nevada, Reno are PANTONE® 282 blue and PANTONE® 877 silver or PANTONE® Cool Gray 10. These colors should predominate in marketing communications that represent the University. When coupled with our colorful, vibrant photography, this palette of colors provides plenty of interest and contrast for creating successful communication pieces.
5. The Signature
All University marketing pieces should be signed off with the official Block N logo, preferably with the full University name (University of Nevada, Reno).

A note about the Block N logo: Our logo is never just the “N”; it always has a perfectly square box around it, and the box has a white stroke or outline around it when used on a dark background. No effects can be applied to the Block N logo. The Block N should always have a “halo” space around it equal to one-half of the width of the “N” itself. For more information, please visit www.unr.edu/logos.
6. Advancing The University’s Reputation, First And Foremost

The point of marketing communications at the University of Nevada, Reno is to advance the University’s institutional reputation, because the data shows a clear link between institutional reputation and undergraduate and graduate enrollment. For example, in the U.S. News and World Report annual college rankings, 22.5 percent of a university’s ranking hinges on the perception that other university presidents and administrators have regarding that university. Therefore, it is vitally important that marketers, communicators, designers and others strive to positively promote the University first, then the specific College or School, then the unit, center or program. The most straightforward way to achieve this is by visually connecting the College, School, unit, center or program immediately and directly to the University of Nevada, Reno by incorporating the hallmarks of the brand into all of your communications.
Thank you
for doing your part to advance the institutional reputation
of the University by understanding and incorporating
the hallmarks of the University brand.

For more information, please visit
www.unr.edu/im/identity-guide.