



ROCHESTER
UNIVERSITY

BRAND BOOK

2019-2020

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**RISE TOGETHER.
STAND APART.**

The phrase “Rise Together. Stand Apart.” and its accompanying graphical presentation were initially conceived as transitional messaging elements for use as Rochester College became Rochester University. It has since been adopted as a phrase which unifies Rochester University faculty, students and staff behind the shared aspirations that the phrase embodies: As individuals and as an institution, stakeholders have the desire and ability to distinguish their school and themselves through collaborative, purposeful action.

“Rise Together. Stand Apart.” appears as a prominent visual and messaging element on various signage, publications, and the RU website. Depending upon the particular use case, the phrase may be displayed as text or as a graphical headline.

MISSION

WHY WE EXIST

Rochester University prepares students for professional and personal success as they serve in God's world.



VISION

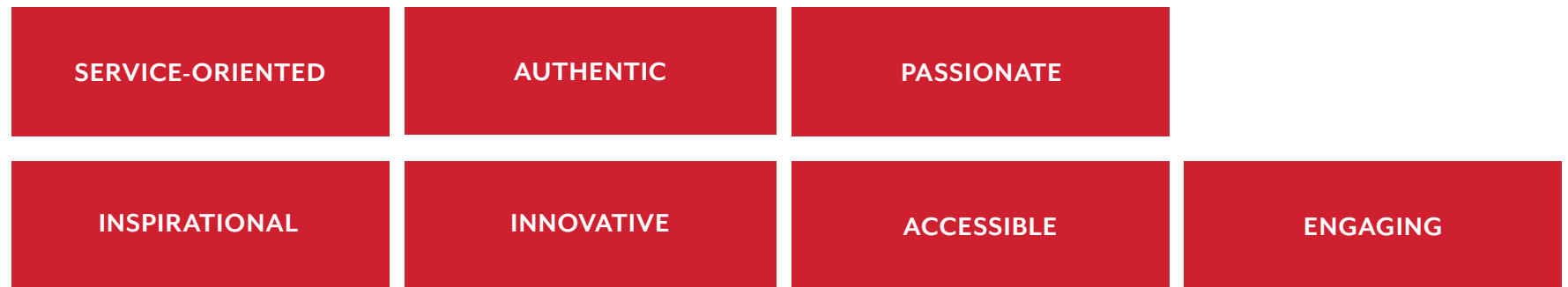
WHAT WE ASPIRE TO BE

Rochester University will cultivate a diverse and welcoming community of learners among students, faculty, and staff for the sake of participating in God's mission in the world. Learning together the way of Christ, we will serve in neighborhoods, businesses, and organizations with justice and mercy. Sharing life in the spirit of God, Rochester University graduates will contribute creativity, knowledge, and integrity to our rapidly changing world.



BRAND CHARACTER

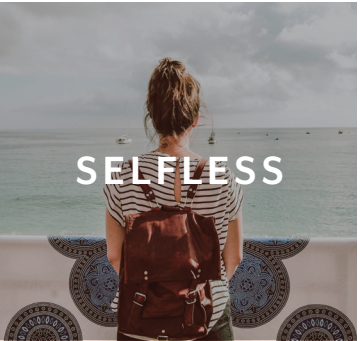
With Christ at the center, the following core values must permeate everything we do as an institution.





BRAND **PERSONALITY**

How should others perceive Rochester University?



RU PILLAR **FAITH**

RU is a faith-based university, and every aspect of its community and curriculum is informed by the teachings of Christ.

Christian Heritage

Graduate Program in Missional Leadership

Theological Literacy



RU PILLAR **SAFETY**

RU is a place where every student feels safe, supported, and supplied with the resources they need to be successful.

Close-Knit Community

12:1 Student/Faculty Ratio

Small Campus Located in One of America's 100 Safest Communities*

ACE Lab

S.O.S. Program

*Source FBI data acquired by Safehome.org: <https://www.safehome.org/safest-cities/>



RU PILLAR **GREATER GOOD**

RU is committed to developing a community of students who use their education and faith to impact lives and contribute to the greater good.

Social Engagement Program

Active Alumni

Mission and Outbound Programs



STYLE GUIDE

UNIVERSITY LOGO

As the icon representing Rochester University's institutional brand, the logo is designed to reflect the University's values and identity as a faith-centered school oriented toward high academic performance and a commitment to public service. The badge's overlaid "R" and "U" represent people united in pursuit of shared, purposeful goals. The white line dividing the badge represents the Clinton River's passage through campus. The word "Rochester" is set in serif type to represent its strong academic tradition, while "University" is sans-serif to reflect a contemporary vision and an orientation toward continued progress and growth.

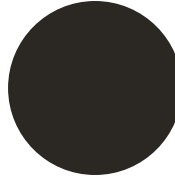


UNIVERSITY LOGO

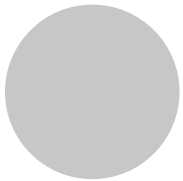
PRIMARY COLOR



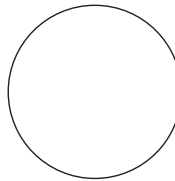
PANTONE 186 C
CMYK | 14.100.94.4
RGB | 206.32.47
HEX | ce202f



PANTONE BLACK C
CMYK | 70.50.30.100
RGB | 45.41.38
HEX | 2d2926



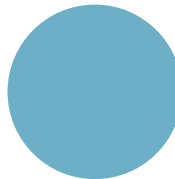
PANTONE 420 C
CMYK | 21.16.15.0
RGB | 198.200.200
HEX | c6c8c8



WHITE
CMYK | 0.0.0.0
RGB | 255.255.255
HEX | ffffff

SECONDARY COLOR

Secondary color is not used in Rochester University logos, but can be used as an accent in collateral material.



PANTONE 7458 C
CMYK | 53.3.8.9
RGB | 113.178.201
HEX | 71b2c9

The typefaces used in the logo are GrandCentral and Mr Eaves Mod OT. GrandCentral has one weight; Mr Eaves has twelve weights available, but the logo only uses bold.

UNIVERSITY LOGO TYPOGRAPHY

SERIF - Primary

GRANDCENTRAL | **BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SANS-SERIF - Secondary

MR EAVES MOD OT | **BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

UNIVERSITY
STACKED LOGO





UNIVERSITY
BADGE





UNIVERSITY LOGO COLOR VARIATIONS

These are the acceptable color variations of the Rochester University Logo. This applies to all versions of the logo.



The badge is the only element of the logo that can be used as an overlay or a large background.

UNIVERSITY LOGO BADGE USAGE



UNIVERSITY LOGO INCORRECT USAGE



NO stretching or condensing.



NO changing size or position of any logo elements.



NO changing colors, other than approved variations.



NO changing fonts or weights.

The Rochester University logo must have a clear space equal to the cap height, or height of the “R”.

UNIVERSITY LOGO CLEAR SPACE



UNIVERSITY LOGO

ROCHESTER HILLS, MI

There are a few variations of the lockup that can be used, however, **Option 1** is the primary.

Option 1



Option 2



1
ROCHESTER HILLS, MI

1 Mr Eaves Mod OT | Regular + Caps

Line Stroke Weight | 1pt

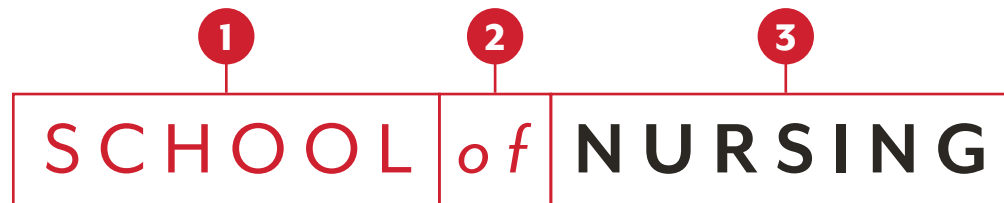
UNIVERSITY LOGO UNIT CONFIGURATION-STACKED

A unit constitutes any department, in any capacity,
associated with the University.



UNIVERSITY LOGO

ACADEMIC TYPEFACES



1

Mr Eaves Mod OT | Regular + Caps

2

Mr Eaves Mod OT | Regular Italic + Lower Case

3

Mr Eaves Mod OT | Bold + Caps



Line Stroke Weight | 1pt

UNIVERSITY LOGO UNIT CONFIGURATION-HORIZONTAL

A unit constitutes any department, in any capacity, associated with the University. The horizontal configuration **MUST** be used in conjunction with the full Rochester University logo. If the words “and,” “of,” or “for” are present, change them to Rochester red and Mr. Eaves Regular Italic.

Two Line



THE CENTER *for* ADVISING
and VOCATION SERVICES

Single Line



ADMISSIONS

* The centerline of the single-capped line matches the centerline of the logo.

Nonacademic logo specs: If the words “and,” “of,” or “for” are present, change them to Rochester red and Mr. Eaves Regular Italic.

NONACADEMIC LOGOS TYPEFACES & SPECS



1

Mr Eaves Mod OT | Bold + Caps

2

Mr Eaves Mod OT | Regular Italic + Lower Case

Line Stroke Weight | 1pt

UNIVERSITY FOUNDATION LOGOS

Horizontal



ROCHESTER UNIVERSITY
FOUNDATION

Stacked



ROCHESTER UNIVERSITY
FOUNDATION

NONACADEMIC LOGOS

TYPEFACES & SPECS



1 + 2

Mr Eaves Mod OT | Bold + Caps

Line Stroke Weight | 1pt

STYLE GUIDE

ATHLETIC LOGOS

The Rochester University “Winged Warrior” serves as the visual identity for all Rochester University competitive sports and teams, representing spirit, strength, boldness, and achievement. The Warrior’s open wings symbolize the University and students ascending to attain their goals, “opening up” to the world. The Warrior’s strong, confident stance embodies the determined spirit of the University.





ATHLETIC LOGO

WINGED WARRIOR

Winged Warrior logo can only be used on approved Rochester University colors (red, black, white and dark gray).



However, the full color Winged Warrior is primary.
Winged Warrior logo can only be used on approved
Rochester University colors (red, black, white and dark gray).

WINGED WARRIOR COLOR VARIATIONS



ATHLETIC LOGO

RU WING

When the RU Wing logo is used on a white background, match outline to Pantone 420 C gray. RU Wing logo can only be used on approved Rochester University colors (red, black, white and dark gray).

Stand Alone



With Team



— SOFTBALL —



— BASEBALL —

When the RU Wing logo is used on color backgrounds*,
use a white outline.

*RU Wing logo can only be used on approved Rochester University colors (red, black, and dark gray).

RU WING COLOR VARIATIONS



ATHLETIC LOGO WARRIORS TEXT

These are the interchangeable Warriors text logos. Logos can only be used on approved Rochester University colors (red, black, white and dark gray).





ATHLETIC LOGO WARRIOR LOCKUP

There are two interchangeable lockups for the Rochester University Warriors. Both can be used on approved Rochester University colors (red, black, white, and dark gray).





ATHLETIC LOGO
TEAM LOCKUP





—— Mr Eaves Mod OT | **Bold + Caps**

ATHLETIC LOGO
TEAM LOCKUP

Sample versions of Rochester University team lockups.





STYLE GUIDE OFFICIAL SEAL

The Rochester University seal is used exclusively in official communications and documents, including diplomas, letters of acceptance, and communications from the president and Board of Trustees. The seal's design elements incorporate both the University's Christian heritage and its natural setting, with representations of campus features such as the wooded environment, Clinton River and cross in Lake Norcentra.





ROCHESTER UNIVERSITY OFFICIAL SEAL

The Rochester University seal is only used for official University documentation such as diplomas.



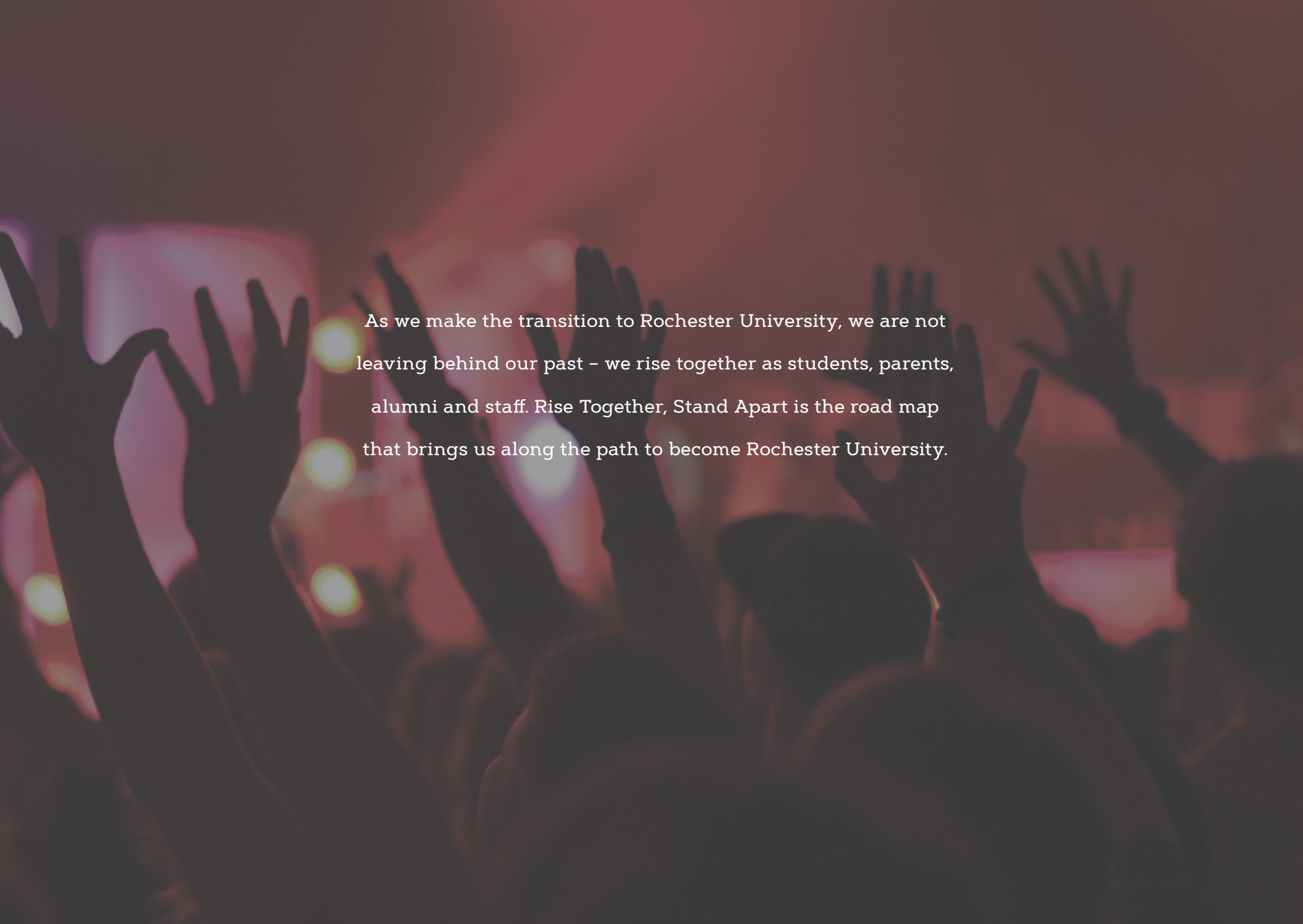
The Official Seal can only be used on approved Rochester University colors (red, black, white, and dark gray).

OFFICIAL SEAL COLOR VARIATIONS



A photograph of four people standing on a grassy hill, looking out over a valley at sunset. The sun is low on the horizon, creating a warm, golden glow. The people are standing close together, with their arms around each other's shoulders. The text "RISE TOGETHER. STAND APART." is overlaid in a white box across the middle of the image.

RISE TOGETHER. STAND APART.



As we make the transition to Rochester University, we are not leaving behind our past – we rise together as students, parents, alumni and staff. Rise Together, Stand Apart is the road map that brings us along the path to become Rochester University.

RISE TOGETHER.

STAND APART.



Together, we are
united in Christ.



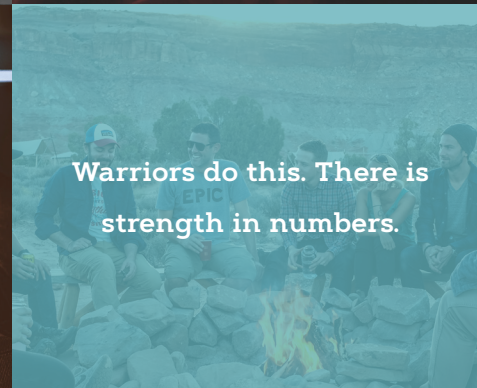
We take care of each other.
RU is a safe place.



Alumni have a big role to
play. Rising together is part
of what we are and do.



Students rise together.
RU makes sure every student
is supported.



Warriors do this. There is
strength in numbers.

RISE TOGETHER.

STAND APART.

Stand for what you
believe in.

The inquisitive spirit
is in everything
you do.

Faith is not always
fashionable. By living out
your faith in the world,
you stand apart.

Bring your unique
personality to whatever field
of work you choose, and your
perspective will stand apart.

Be uniquely "you" and make
the most of your talents.

RISE TOGETHER. STAND APART.
VARIATIONS

RISE TOGETHER. STAND APART.

RISE TOGETHER. STAND APART. RISE TOGETHER. STAND APART.

RISE TOGETHER. STAND APART. RISE TOGETHER. STAND APART.

RISE TOGETHER.
STAND APART. RISE TOGETHER.
STAND APART. RISE TOGETHER.
STAND APART.

RISE TOGETHER.
STAND APART. RISE TOGETHER.
STAND APART.

RISE TOGETHER. STAND APART.

Fonts & Colors

Artegra Slab Bold // Headlines

Artegra Slab Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Artegra Sans // Supporting Font

Artegra Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

188C

C33 M92 Y73 K38
R121 G36 B47
HEX 79242f

1807C

C23 M100 Y100 K18
R165 G30 B34
HEX a51e22

7540C

C69 M59 Y52 K33
R74 G79 B84
HEX 4a4f54

7709C

C61 M13 Y25 K0
R97 G176 B188
HEX 61b0bc

