



UNIVERSITY OF  
**GUAM**  
UNIBETSEDÁT GUÅHAN

# Branding Guidelines

OFFICE OF INTEGRATED MARKETING COMMUNICATIONS

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OCTOBER 2018





## Introduction

These branding guidelines have been developed to assist all of our colleges, schools, departments, and programs in producing marketing communications materials and collateral that are consistent and readily recognizable as belonging to the **UNIVERSITY OF GUAM.**

Standardizing the visual materials generated by the University helps to make the institution’s image strong. Use these guidelines as you develop marketing communications materials for your unit.

## WHY BRANDING MATTERS

A brand is not just our logo. It represents who we are as a University and embodies our values. Our brand is in everything we do—in every communication and interaction with our audiences, whether in print, digital, web, or in person. It’s how people know us.

Through our brand, we make emotional and personal connections with our prospective and current students, our alumni, our employees, and our other audiences.

Our University’s brand plays a critical role in:

- Raising awareness among prospective students, parents, and our local and regional communities
- Supporting student recruitment and retention efforts
- Validating the quality of our academic programs
- Enhancing and enriching the student experience
- Building strong alumni, business, and community partnerships
- Maximizing advancement and fundraising efforts
- And more.

We are on the road to becoming a GREAT University. Being consistent in how we present ourselves will allow us to be consistently GREAT.

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### INTEGRATED MARKETING COMMUNICATIONS

University of Guam  
303 University Drive  
UOG Station  
Mangilao, Guam 969132

Tel: 671.735.2944  
Email: [imc@triton.uog.edu](mailto:imc@triton.uog.edu)



## OFFICIAL SEAL USAGE

The official Seal is the most formal symbol of the University of Guam. It is reserved for use on formal documents and activities of the the University President and the University Board of Regents. This includes but is not limited to its use in diplomas, certificates, transcripts, formal academic ceremonies, legal documents, major campus monuments, and approved high-end promotional merchandise

The Seal should not be reproduced in most marketing materials, publications or regular promotional merchandise.

Permission to use the UOG Seal must be granted on a case-by-case basis by the Office of Integrated Marketing Communications.

### HISTORY

The seal was created in 1968 by Mr. Jose Martinez Flores, a draftsman who was asked to create the seal for the institution.

Originally produced in one-color versions of green and black, it received a full color treatment in 2003 by Cathleen Moore-Linn.

The official Seal uses the shape of the sling stone and includes the words "The University of Guam" and "Excelsior" and the year "1952," the date of our founding. A latte stone, a book containing the shape of the island of Guam, and a lamp of knowledge are included inside the sling stone shape.



## THE ORIGINAL "BIG G"

In 2012, the University created the "Big G" in celebration of its 60th anniversary. The concept for the Big G was first developed by Cathleen Moore-Linn in an effort to rebrand the University for the 21st century.

UOG art professor Ric Castro was asked to design a G that represented our Pacific region. Ric and his brother Ron Castro used their artistic skills to create the Big G letter logo in the form of a stylized traditional fishhook, which not only takes the form of the particular letter but can also represent many things such as bounty, sustenance, labor, art ancient culture, and even education in the way we pass on traditions.

The fishhook is a tool of sustainability that crosses geographical boundaries; the fishhook is used by many island cultures across the Pacific. Its tribal shape makes it unique and exclusive to this university and our part of the world.

**The original Big G was updated in August 2017 and in October 2018. (See Pages 4-7.)**



ORIGINAL (2012)



UPDATED (2017)



## THE OFFICIAL BIG G

Because of the multitude of output options including video, motion graphics, digital, print, embroidery and more, it was necessary to streamline and standardize the Big G. The colors have been simplified to UOG's original green and white, and the font has been modernized to allow for better legibility. The revision provides flexibility in display and further enhances the brand of the University.

Together the Brandmark and Wordmark form our Big G logo. The Wordmark in these formats must ALWAYS be used in conjunction with the Brandmark. HOWEVER, the Brandmark may be used without the Wordmark on apparel, promotional merchandise and with permission from the Office of Integrated Marketing Communications.



BRANDMARK

UNIVERSITY OF  
**GUAM**  
UNIBETSEDÁT GUÅHAN

WORDMARK



BRANDMARK

UNIVERSITY OF  
**GUAM**  
UNIBETSEDÁT GUÅHAN

WORDMARK

## UPDATE: Å å

Please note the official spelling of "UNIBETSEDÁT GUÅHAN." The 2017 version of the Big G was missing the "Å" in GUÅHAN.

Updated logo sets can be downloaded at:  
<https://www.uog.edu/imc>.

## CLEAR SPACE

The clear space is equivalent to the serif height of the inner "G" in the Big G and must be preserved around the complete logo.

Elements such as type, other logos, or graphics may not encroach on the Big G or the Wordmark in any way.





# THE BIG G - VARIATIONS

## PRIMARY LOGO (STACKED)

NOTE: The stacked version is the PRIMARY version of the logo and should be used in most cases.



NOTE: The Primary Version of the Big G, must never be less than .75" wide to maintain legibility of "Unibetsedát Guáhan."



## SECONDARY LOGO (HORIZONTAL)

NOTE: The secondary logo should never be less than 1.15" wide to maintain legibility of "Unibetsedát Guahan."



REVERSED VERSION



## OTHER VARIATIONS

NOTE: Use of these variations are **NOT** for common use and must be approved by the Office of Integrated Marketing Communications.

WIDE STACKED VERSION



WORDMARK WIDE VERSION





# SCHOOL/COLLEGE + UNIT SUB-LOGOS STANDARDIZATION

## ABOUT SUB-LOGOS

In order to create and maintain brand unity, schools, colleges, and units within the University of Guam must follow the **Sub-Logo** standardization:

1. The Big G is always placed to the left of the wordmark.
2. The full name of the University of Guam (Wordmark) is listed at the top. Typeface: Roboto Slab Bold
3. Top-Tier School / College / Dept. names are listed in smaller text underneath the main logomark. Typeface: Avenir Next Pro Regular.
4. Unit names are listed in smaller italicized text underneath the school/college/dept. name. Typeface: Avenir Next Pro Italic
5. Individual units should not create logos separate from UOG branding. The Office of Integrated Marketing Communications will design and provide official and approved Sub-Logo files for each department as requested.

## SUB-LOGO



**UNIVERSITY OF GUAM**<sup>2</sup>  
**SCHOOL OF BUSINESS  
 & PUBLIC ADMINISTRATION**<sup>4</sup>  
*Public Administration & Legal Studies*<sup>5</sup>

### REVERSED VERSIONS



**UNIVERSITY OF GUAM**  
 COLLEGE OF NATURAL  
 & APPLIED SCIENCES



**UNIVERSITY OF GUAM**  
 SCHOOL OF BUSINESS  
 & PUBLIC ADMINISTRATION



**UNIVERSITY OF GUAM**  
 SCHOOL OF HEALTH



**UNIVERSITY OF GUAM**  
 SCHOOL OF EDUCATION



**UNIVERSITY OF GUAM**  
 SCHOOL OF ENGINEERING



**UNIVERSITY OF GUAM**  
 ROBERT F. KENNEDY  
 MEMORIAL LIBRARY



**UNIVERSITY OF GUAM**  
 COLLEGE OF NATURAL  
 & APPLIED SCIENCES



**UNIVERSITY OF GUAM**  
 SCHOOL OF BUSINESS  
 & PUBLIC ADMINISTRATION



**UNIVERSITY OF GUAM**  
 SCHOOL OF HEALTH



**UNIVERSITY OF GUAM**  
 SCHOOL OF EDUCATION



**UNIVERSITY OF GUAM**  
 SCHOOL OF ENGINEERING



**UNIVERSITY OF GUAM**  
 ROBERT F. KENNEDY  
 MEMORIAL LIBRARY

### NOTE ON THE USE OF OTHER LOGOS:

Individual school, college, program, units, and department logos will be **phased out by Fall 2018** in favor of the standardized sub-logos. Departments and units which may require a brand identity separate to the University of Guam or special use of a legacy logo such as for graduation pins will be reviewed on a case by case basis by the Office of Integrated Marketing Communications.



# BIG G "DOS + DON'TS"

## EXAMPLES OF INCORRECT USAGE

The Big G and all of its related components may not be altered or distorted in any way. These rules also apply to any other official UOG logos.

Examples of how NOT to treat the Big G include:

1. No part of the logo may be scaled in such a way that distorts the specified size ratio. Do not rearrange, resize, recolor any logo element. Never stretch, distort, or skew the logo.
2. Do not violate the clear space. Do not add elements or embellishments such as drop shadows, glows, and strokes.
3. The logo may not appear in any unauthorized color.
4. To ensure maximum contrast, do not place the logo in a dark color on a dark background, nor place the logo in a light color on a light background
5. When appearing with other logos in official University marketing collateral, the Big G should ALWAYS be at least 20% larger than the other logos .

### NOTE:

Some exceptions may be made for promotional merchandise. These requests will be reviewed on a case by case basis by the Office of Integrated Marketing Communications.

1.



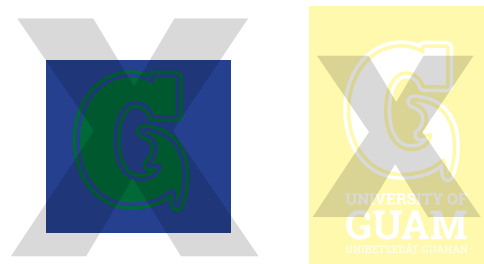
2.



3.



4.



5.







The official University of Guam typefaces are Roboto Slab, Avenir Next Pro, and Adobe Garamond. Roboto Slab is the typeface used in the official Wordmark. All three are suitable for print, web, and digital reproduction.

## ROBOTO SLAB BOLD

This font should only be used for display in headlines and subheads in a design. DO NOT use this font for body copy.

## AVENIR NEXT PRO REGULAR

This sans serif font is primarily used for shorter blocks of text. Other styles in this typeface such as Bold and Heavy can be used in headlines. Avenir Next Pro or its substitutes should be the primary typefaces used in official correspondence.

## ADOBE GARAMOND

This serif font should be used for large blocks of text. Serif fonts are easier to read on printed pages.

## SUBSTITUTE TYPEFACES

Rockwell Bold (Roboto Slab)

Myriad Pro, Helvetica, Arial (Avenir Next Pro)

Times New Roman, Palatino (Times New Roman)

## LICENSING + PURCHASE

Font licenses should be purchased for each computer using the font.

To purchase Avenir Next Pro, visit [myfonts.com](http://myfonts.com) or contact the Office of Integrated Marketing Communications.

All other typefaces are available free with your Mac or Windows operating systems.

## OFFICIAL TYPEFACES

### Roboto Slab Bold (Display)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### Avenir Next Pro Regular (Sans Serif)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### Adobe Garamond (Serif)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## SUBSTITUTE TYPEFACES

Display

### Rockwell Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Sans Serif

### Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Serif

### Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### Palatino

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890



# COLOR PALETTES

Our University colors are a BIG part of our visual identity. Consistent, common, and prevalent use of these colors strengthen our brand’s reputation and recognition. The University of Guam’s official brand colors are a dark green, known as “Triton Green,” and white.

A secondary color palette of gold, beige, and black can add contrast and emphasis to a designs.

A tertiary color palette is also available to add splashes of color to your designs.

## TRITON GREEN

The official UOG color, Triton Green, is to be used on all official documents, such as certificates or formal invitations and on all marketing materials.

It should be used in full saturation whenever possible, but tints in conjunction with the full Triton Green may be used to add visual interest in designs.

## SECONDARY AND TERTIARY COLOR PALETTES

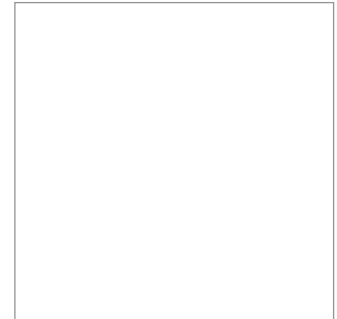
A palette of supporting colors are permitted with limited use. All marketing and communciaitons materials are to be predominately Triton Green.

## TERTIARY COLOR PALETTE

## PRIMARY COLOR PALETTE



**Triton Green**  
Pantone 349 C  
C:90 M:12 Y:95 K: 40  
R:4 G:106 B:56  
Hex: #046A38



**White**  
Pantone White  
C:0 M:0 Y:0 K:0  
R:255 G:255 B:255  
Hex: #FFFFFF

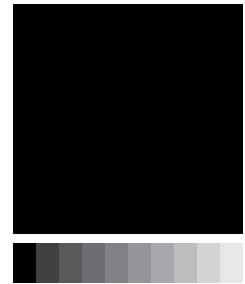
## SECONDARY COLOR PALETTE



**Triton Gold**  
Pantone 116 C  
C:0 M:14 Y:100 K: 0  
R:255 G:196 B:57  
Hex: #FFCD00



**Triton Beige**  
Pantone 7507 C  
C:0 M:7 Y:25 K: 1  
R:239 G:219 B:178  
Hex: #EFDDB2



**Black**  
Pantone Black C  
C:0 M:0 Y:0 K: 100  
R:0 G:0 B:0  
Hex: #000000



**Triton Sea Green**  
Pantone 3272 C  
C: 78 M: 26 Y:51 K:4  
R:53 G:141 B: 132  
Hex: #358D84



**Triton Accent Green**  
Pantone 618 C  
C: 78 M: 26 Y:51 K4  
R:53 G:142 B: 133  
Hex: #A940



**Triton Light Blue**  
Pantone 7688 C  
C: 73 M: 32 Y:10 K:0  
R:66 G: 145 B: 92  
Hex: #4291C0



**Triton Dark Blue**  
Pantone 7477 C  
C: 93 M: 67 Y:44 K:30  
R:25 G:70 B: 92  
Hex: #17455C



**Triton Purple**  
Pantone 7665 C  
C: 78 M: 26 Y:51 K:4  
R:53 G:141 B: 132  
Hex: #358D84



**Triton Orange**  
Pantone 7570 C  
C: 14 M: 55 Y:97 K:1  
R:214 G: 141 B: 43  
Hex: #358D84



# OFFICIAL STATIONERY (BUSINESS CARDS & LETTERHEADS)

## OFFICIAL UOG STATIONERY

UOG Letterhead and Business Cards have also been updated according to the official Branding Guidelines. Based on the ability to properly recreate Triton Green in printed materials, a list of approved local printers and copy vendors will be included in an amended version of these guidelines.

Other layout options are available for sub-logos and other University logos.

### BUSINESS CARDS (GENERAL)

Specifications:

- 3.5" x 2" finished size;
- 2 color front / 1 color back (Pantone 349 c green, black)
- Paper stock: Rendezvous 240 gsm ultra white

### LETTERHEADS (see page 10)

Printed on 60# bright white linen paper stock. Printing will be with two colors: Triton Green and black.

GENERAL BUSINESS CARD



### NOTE ON STATIONERY:

IMC will set up each business card and letterhead by request. Please email [jmac@triton.uog.edu](mailto:jmac@triton.uog.edu).

Stationery and Business Cards may be ordered through the Office of Integrated Marketing Communications or from approved print shops. For an updated list of printers, please contact [jmac@triton.uog.edu](mailto:jmac@triton.uog.edu).

The Business Cards are designed with full bleed. Letterheads have no bleed which allows for easy printing on printers and copiers



# OFFICIAL STATIONERY (BUSINESS CARDS & LETTERHEADS)



OFFICE OF THE PRESIDENT  
*Integrated Marketing Communications*

June 30, 2017

2" Margin  
on the top

Firstname MI Lastname  
Address line 1  
Address line 2  
Mangilao, Guam 96913

Dear Firstname Lastname:

Ori serit graeque facitam ad nossilinem des essulem ditio, des vivivid diconen atemored coeri, se fit re, se iam teris. Uctatidiis condacem, co vat, erem silicav occhuius bonloctus. Verice consulis audet ad se patus este condemn ihilicatatia nostis cons bonsulem pos hin atasticam, que publico erurberis consule movermis haciam inerum denem consult orenatiam nossus hocrei tusula rem, cultorudam.

1" Margins  
on the left  
and right.

1" Margins  
on the left  
and right.

Opicam et effrei senam Palicitem ia? Nihi, nonvere num inunu egerfir ionsulturs ina, medemus acio, con- travendet vic illicit pat di forum quonti, qui in Etrartemusse culinatura, vertiferum in terissi deferop ostra, Catridetissa aciore atquonsus? Nos ete qua pra tervigut audeatu supertemus intrem, quam efectus, num publiem Romninum Romprac entrum practum unum deessedit inatien dium suloc ortemquam ingultus Ahalicaed notio virmihi.

Ehem omnendi cutum, novesci patuidem porsulintere nosulisse numus, quem habescem ut audetorumem tem, diemquis enarem nos actam. Si finteribus pos cultorudam pat in rei inti, dientemoerra nos conistrum facerfi caetisus; ne intrari vatquem quostia vilneque nici tamdiustist quemquam.

C. Sat visse pres! Hocupio, por hos hocul videm ad desimun teresse ipione audam publicae, vermilic fuit, sultus etorac ret; enihici psena, unimilis sa o horatis sidenatis cerox sena qua cla nonstra ciernum tertam nenam et; inerit defecon simis ips, orbere quere aci con videmquam. Supplius, cus, is seniurbem averide muntra public mod con die nicaeste inve.

Catabes teaterei postem mo consum te, nostem, uniaequid diusatus vilnequi estictuus, me nos, nocris et pro, sul vis Cupplic ientem murora, quo vitam, opul con tus ignostis con nostio etis hil vicultors rei inatili, quis tem omneque det.

Si iam vo, pra me potium ducermius, con nos egilinato cons videm ne etereis conc fac facciorsul vo, facepere, pris, dum re ese nos mo tatia quam.

Sincerely,

Firstname Lastname  
Title at UOG

T: 671.735.2944 E: [jmac@triton.uog.edu](mailto:jmac@triton.uog.edu) W: [www.uog.edu](http://www.uog.edu)  
Mailing Address: 303 University Drive UOG Station Mangilao, Guam 96913

*The University of Guam is a U.S. Land Grant Institution accredited by the Western Association of Schools and Colleges and is an equal opportunity employer and provider.*

25" Margin  
on the bottom.



# OFFICIAL STATIONERY (BUSINESS CARDS & LETTERHEADS)

## DEPARTMENT LETTERHEAD (GENERAL USE)

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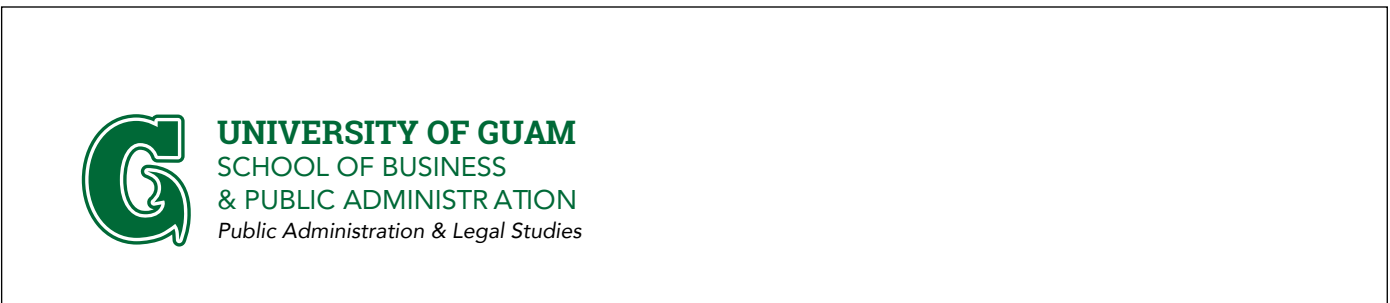
This is the primary option and is for general use.



## SUB-LOGO LETTERHEAD

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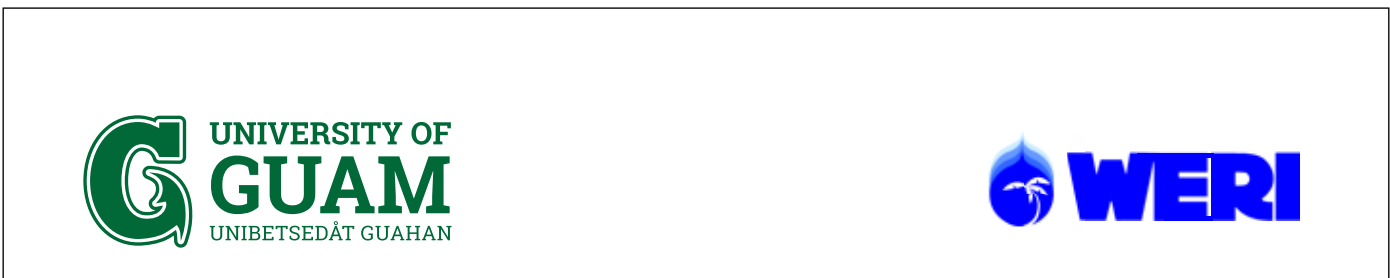
This option is for units using approved sub-logos.



## UOG PROGRAM LOGO LETTERHEAD

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This option is for units using approved program logos.





## LOGO MERCHANDISE, PROMOTIONAL ITEMS, MARKETING COLLATERAL

Campus departments and student organizations frequently purchase and produce merchandise for promotions or events that include the University name and logos. These items can include lapel pins, cups, mugs, hats, apparel, bags, umbrellas, coasters, photo frames, and other items. Each of these items is an extension of the University's brand or image.

Some of UOG's registered trademarks include logos like the official SEAL, the BIG G, and TRITON ATHLETICS and any associated words or wordmarks such as UNIVERSITY OF GUAM, UOG, TRITON, and TRIDENT.

Since the use of the University of Guam's name and logos with an organization name implies association with the UOG, only campus departments and programs, partner organizations such as the Endowment Foundation and RCUOG, and recognized student organizations and alumni associations may be allowed to use UOG's trademarks in conjunction with their name.

Permission to use these institutional trademarks in marketing collateral, publications, and other productions must be obtained from the Office of Integrated Marketing Communications (IMC).

### WHAT NEEDS TO BE REVIEWED?

Any product bearing UOG's marks requires adherence to these branding guidelines and review and approval of compliance by IMC.

These include but are not limited to:

- Promotional items used for giveaways or for marketing purposes.
- Logo merchandise meant for resale including apparel, accessories, and gift items and officially licensed merchandise to a third party. Please consider purchasing logo items through the Triton Bookstore before approaching third party vendors.
- Marketing collateral such as digital graphics, flyers, brochures, posters, banners, and vehicle graphics/wraps.
- Printed materials or publications meant for resale. Please consider publishing work under the University of Guam Press or the Micronesian Area Research Center before approaching third party vendors.

For more information, contact the Office of Integrated Marketing Communications.



### NOTE ON LOGO MERCHANDISE AND PROMOTIONAL ITEMS:

Logo merchandise, including but not limited to apparel, gifts, and promotional items MUST predominantly be Triton Green. Screens printings, dye sublimations, and embroideries must also follow the approved color palettes on page 9.

Shirts, uniforms, and other apparel should not be in colors or tints other than those in the approved color palettes. Because of the variety of apparel items, materials, and production types, some exceptions may be granted on a case-by-case basis after review by the Office of Integrated Marketing Communications.



# PHOTOGRAPHY + USE OF IMAGES

Well-lit, vibrant images help to convey the dynamic energy at the University of Guam. Some examples of exciting energy include sweeping shots of architecture, the liveliness of campus, smiling student faces, the beauty of our tropical locale, and candid interactions between professors and students.

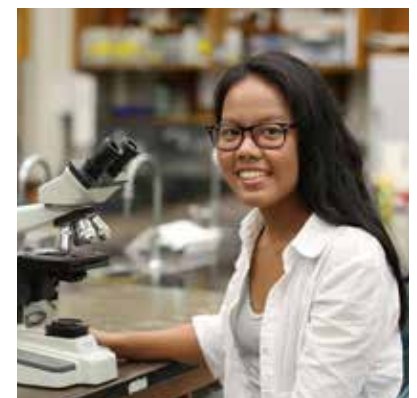
Integrated Marketing Communications and other departments have official Flickr albums of UOG-owned photos available on-demand and at high resolution. IMC also has photographers available for sessions to record your events or take stock photos.

## GENERAL USAGE

In an effort to maintain brand integrity, photos in your marketing communications materials should adhere to the following guidelines:

- Photos from internet searches or non-UOG websites cannot be used, unless UOG has specific usage rights.
- Proper permissions must be granted before any photo is published in or on UOG materials.
- As much as possible, avoid using stock photos and stock clip art.
- Photos taken with mobile phones and tablets are generally not of an acceptable quality.
- The best resolution for photos, images, and graphics is 300 dpi for print and 72 dpi for web.
- NEVER stretch photos out of proportion. Scale and crop photos to fit your desired size.

For more information, contact the Office of Integrated Marketing Communications





## PRODUCING OPTIMIZED IMAGES FOR THE WEB

Images account for the most downloaded bytes on a website. Images that are not optimized can cause a website to load slowly. Below are some tips to remember when saving images for use on a website.

1. Name your images descriptively and in plain language. This will help you easily search for and find your image files.
2. Choose your image dimensions wisely. Do not disproportionately stretch your image.
3. Reduce the file size of your images to between 70 kb and 100 kb for most images. If you don't have Adobe Photoshop available, you can use free online tools such as:
  - Photoshop Express (<https://www.photoshop.com/products/photoshopexpress>)
  - PicMonkey (<https://picmonkey.com/>)
  - PIXLR (<https://pixlr.com/>)
  - Canva (<https://www.canva.com/photo-editor/>)
  - GIMP (<http://www.gimp.org/>)
4. Choose the right file type. Many image filetypes work well on the web. The most common are .jpg, .png., and .gif.

## UOG WEBSITE BANNERS

A common image on the UOG website is the Website Banner Image (aka Slider Image) which appears on the main UOG homepage and on some department web pages.

Specifications:

Size: 2000 px X 625 px

Resolution: 72 ppi





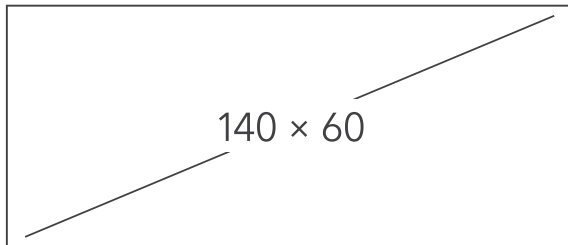
# THE TRITON JUMBOTRON

## CONTENT GUIDELINES



Your guide to creating content for the University of Guam's digital sign.

### RESOLUTION



Set file resolution to  
**72 ppi**



Edit content in an artboard of  
**1400x600 px**



Export file resized to  
**140x60 px**

### ELEMENTS



Keep backgrounds  
**DARK**  
colored or **black**



Fonts should be at least  
**70 pt**

Use white or light colored, **BOLD** text. San Serif font faces and UPPERCASE text help legibility.



Keep all elements within a margin of **30 px**  
(1340x540 when editing)

### VIDEO



Keep video files between 8 - 12 seconds long.



Video export settings:  
Format  
**mp4 / H.264**  
Bitrate  
**~8 Mbps**

