



University
of Idaho

THE BRAND

THE IMPORTANCE OF THE U OF I BRAND.

The landscape of higher education is changing.

It's more important than ever to communicate with our audiences in an efficient and consistent manner.

A woman wearing a white Under Armour baseball cap and a grey long-sleeved shirt is looking down at a plant in a greenhouse. A red flag is visible in the plant. In the background, another person wearing a grey baseball cap and a dark shirt is also working in the greenhouse. The greenhouse has a metal frame and a translucent covering.

VISUAL STYLE GUIDE

uidaho.edu/brand

COLOR IDENTITY

Primary Colors

Gold, Silver, Black and White are the primary colors for the University of Idaho. Our main gold is **Pride Gold**.

Metallic Gold

Metallic Gold can only be used when printing with **Pantone 871** on a coated paper.

BLACK

CMYK 20-20-20-100
RGB 25-25-25
#191919

SILVER

CMYK 0-0-0-50
RGB 128-128-128
#808080

PRIDE GOLD

Pantone 3514 C
CMYK 0-27-100-0
RGB 241-179-0
#F1B300

WHITE

CMYK 0-0-0-0
RGB 255-255-255
#FFFFFF



COLOR IDENTITY

Accent Colors

An accent color palette has been developed to add depth and flexibility to the university's primary color palette.

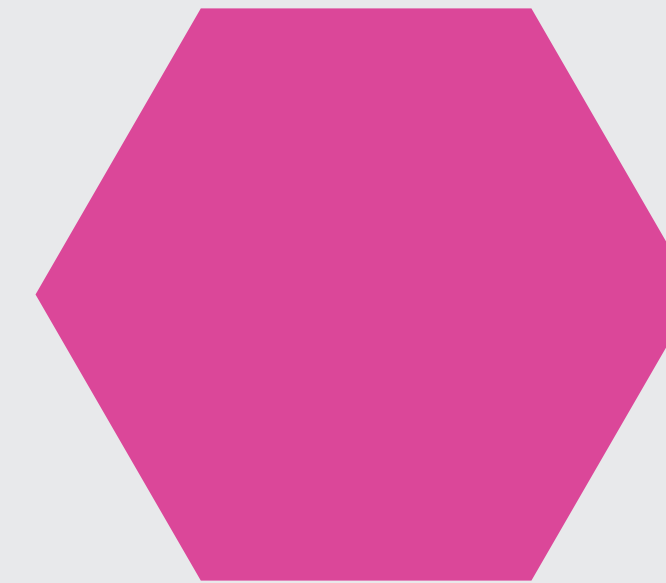
Usage

It should never be applied as the primary color in a piece or campaign or used more than **25%** of any complete design.



GARNET

CMYK 0-96-93-2
RGB 210-38-48
#D22630



WILD ROSE

CMYK 9-87-0-0
RGB 255-0-152
#E10098



PALOUSE GREEN

CMYK 88-0-68-0
RGB 0-175-102
#00AF66



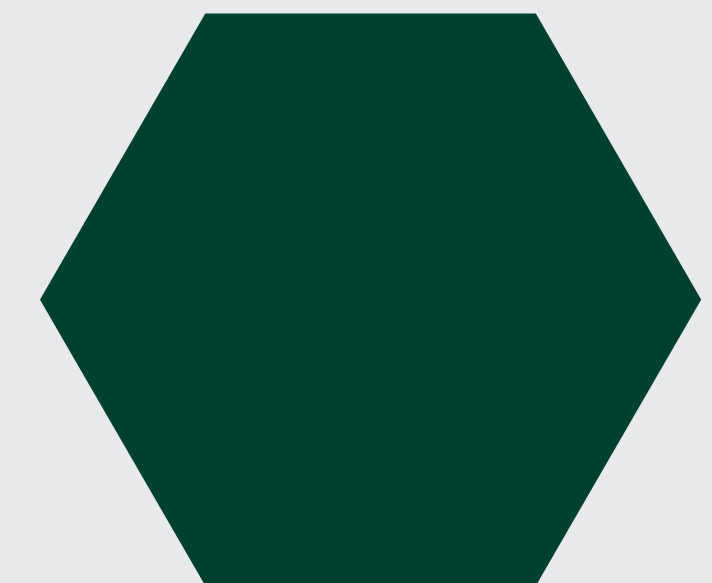
CLEARWATER/50% TINT

CMYK 84-0-18-0 / 42-0-9-0
RGB 0-174-199 / 115-208-225
#00AEC7 / #8BD5E5



PAYETTE BLUE

CMYK 100-30-19-76
RGB 0-62-81
#003E51

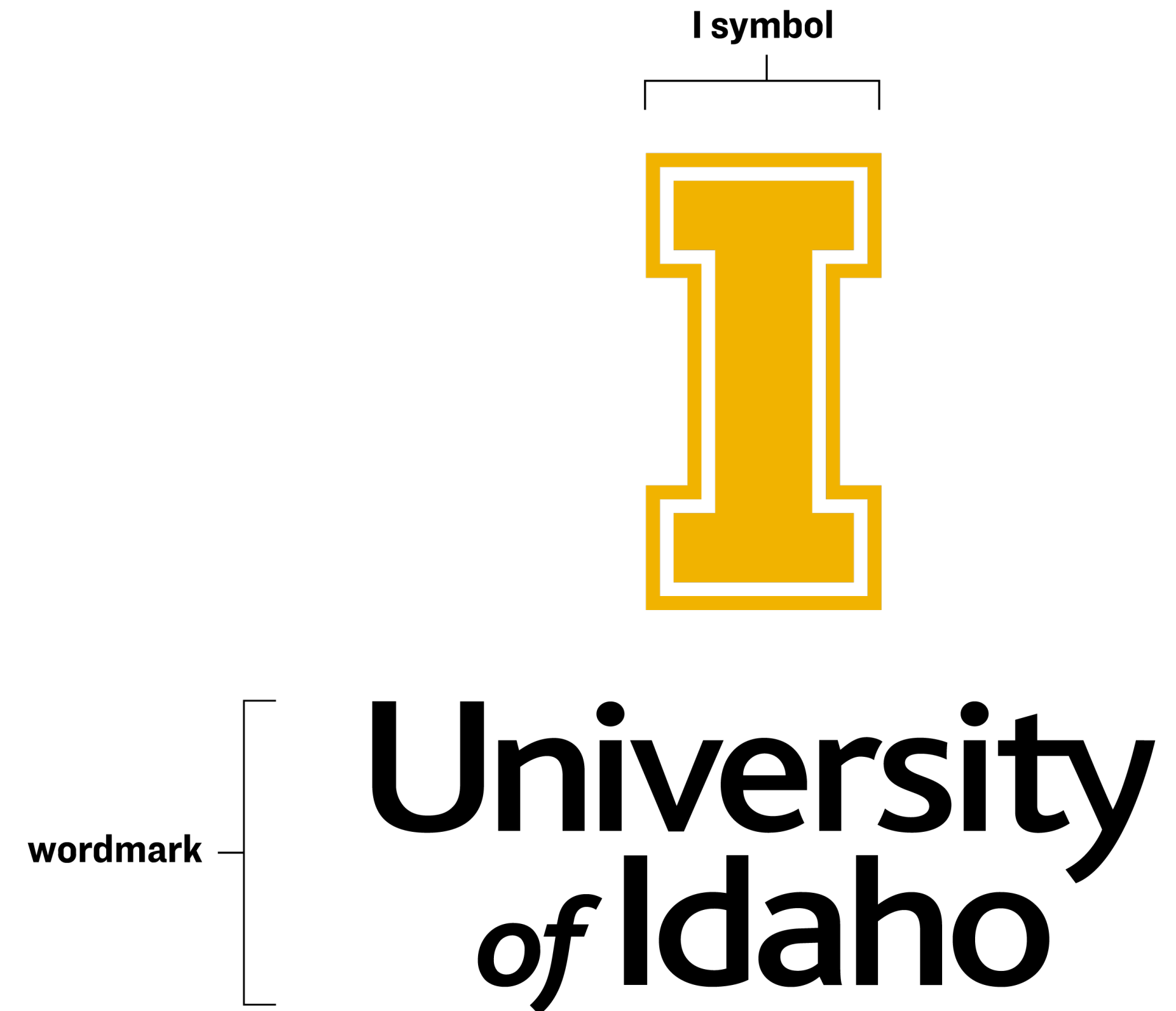


PONDEROSA PINE

CMYK 92-25-70-68
RGB 0-78-66
#004E42

LOGO

The U of I logo is one of our institutions most recognized brand elements.





University
of Idaho

Pride Gold and Black



University
of Idaho

Metallic Gold and Black



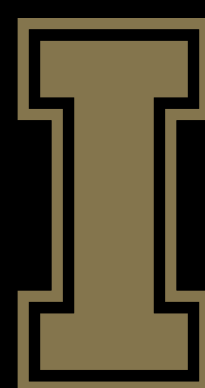
University
of Idaho

One-color Black



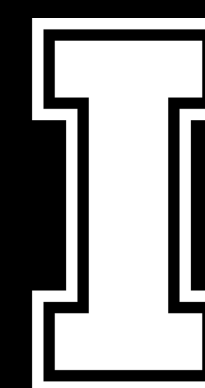
University
of Idaho

Pride Gold and White Reverse



University
of Idaho

Metallic Gold and White Reverse



University
of Idaho

One-color White Reverse

TYPOGRAPHY

Primary Typeface

A primary typeface has been chosen to nurture design cleanliness and consistency across all communications.

Secondary Typeface

A secondary typeface establishes hierarchy to headlines and body copy. This is particularly important when there is a lot of copy.

Ringside

Aa Aa

Noto Serif

Aa Aa

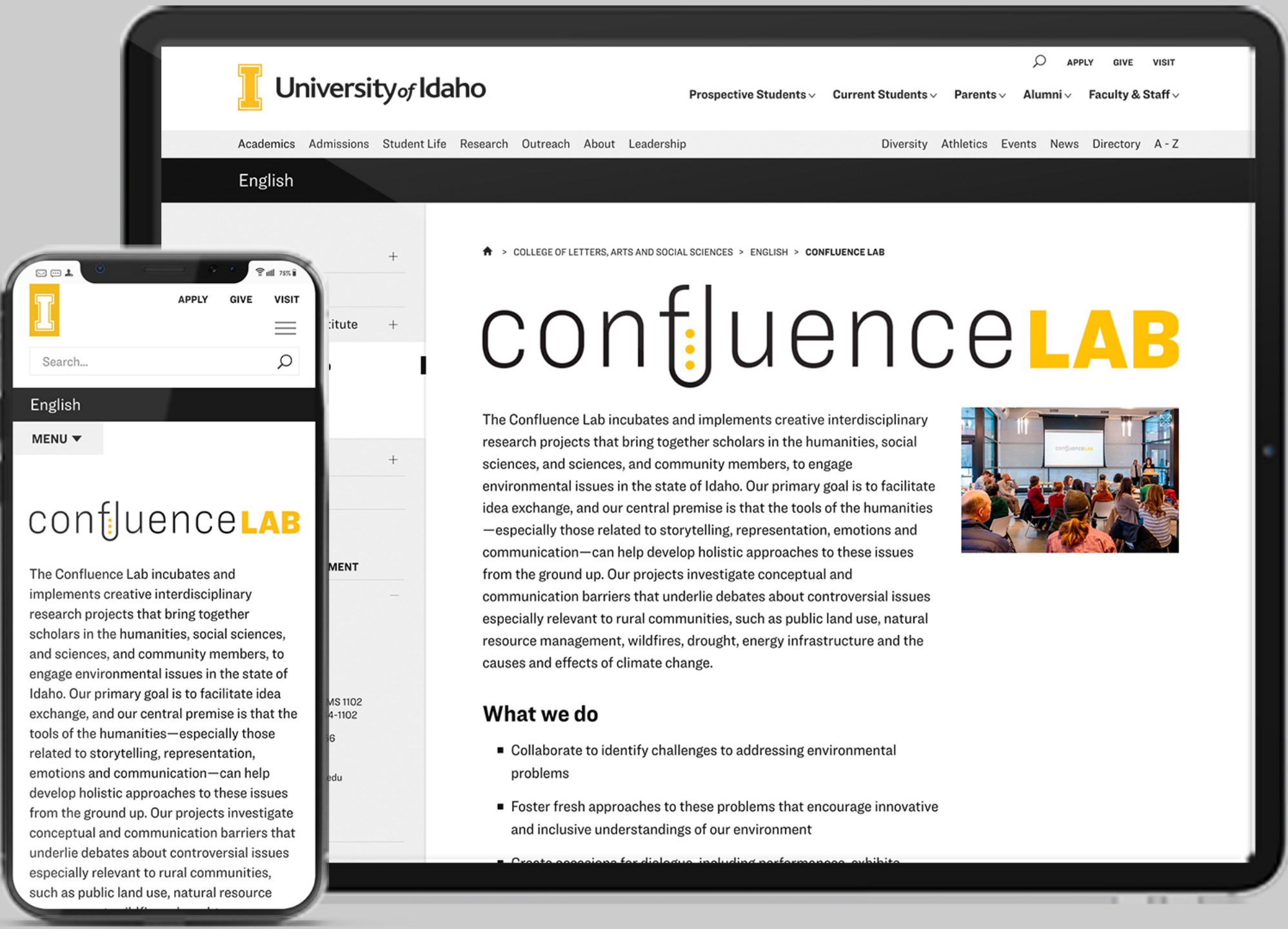
WHAT MAKES A GOOD LOGO, TYPE OR GRAPHIC TREATMENT?

Simplicity.

Consistency.

Versatility.

confluenceLAB



confluenceLAB

University of Idaho

CONFLUENCE LAB

College of ...

875 Perimeter Drive MS XXXX

Moscow ID 83844-XXXX

208-885-XXXX

208-885-XXXX [FAX]

email@uidaho.edu

uidaho.edu/website

confluenceLAB

VISIT OUR NEW LAB!

f

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University of Idaho

COEUR D'ALENE

IDAHO FALLS

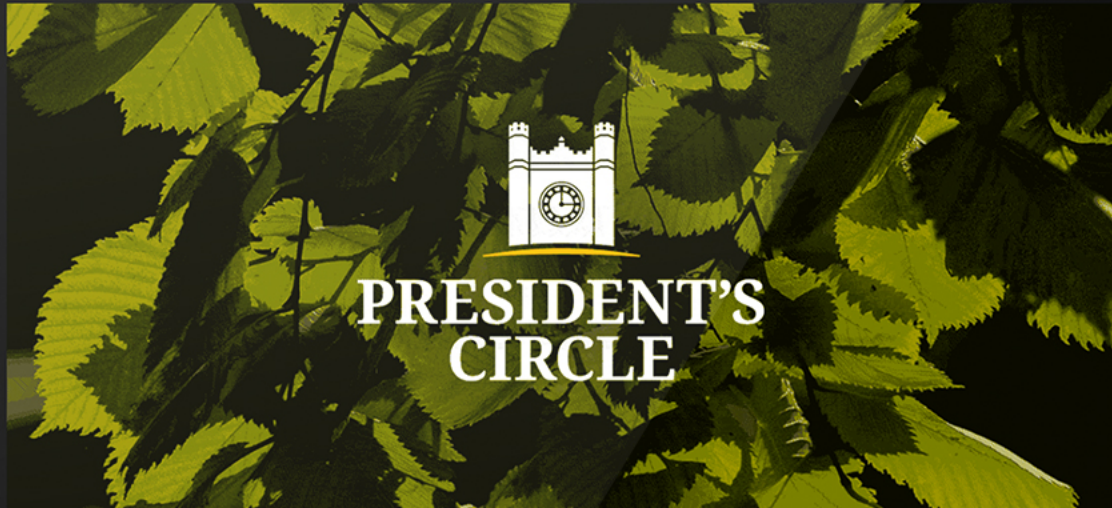
STATEWIDE RESEARCH AND EXTENSION

n through diversity, the University of Idaho is an equal opportunity/affirmative action employer.



VANDAL
GOLF





Joe and Jane,

Through your annual gifts to the University of Idaho, you have made a powerful impact on U of I's students and programs by transforming our campus and providing the resources to propel us forward.

Thank you for being a member of the President's Circle—your gifts have made you a leader among University of Idaho donors!

In recognition of your leadership and support, you will soon receive a welcome packet in the mail that details new and refreshed benefits of being a President's Circle member. In the meantime, feel free to [check out our updated website to learn more about the program.](#)

THIS IS A BUTTON

[President's Circle Website](#) [Online Concierge Service](#)



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PRESIDENT'S CIRCLE

Please display this side up on the driver's side dash.

PARKING PERMIT 1

Use black or blue ink pen only. Write date of use in box prior to use.

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VALID IN ANY DESIGNATED VISITOR SPACE, METER OR REGULAR SPACE IN ANY COLORED LOT.

EXPIRES: 08/31/2020

NOT Valid in: Service, Delivery, Reserved or Disability spaces; VSF Lots; Campus Walkway system.

Permit is NON-TRANSFERABLE and can only be used by the President's Circle member(s). Permit use must be in accordance with the U of I parking regulations. Cannot be used during university or athletic events. Permit void if altered.







MY LIBRARY

What does
YOUR
LIBRARY
look like?

“ My library, through the Think Open Fellowship, helps lower the cost of education to students and gives me an idea of what other people are successfully using in the classroom and who I can seek out for help.
— Ross Miller
INSTRUCTOR - GRADUATE IN U OF IDAHO DEPARTMENT OF PHYSICS ”

The U of I Library lowers textbook costs for students.

- Physical and electronic access to course materials through Course Reserves
- Support for faculty and instructors to develop and implement Open Educational Resources
- Immediate access to millions of physical and electronic resources

 University of Idaho
Library



MY LIBRARY



WHAT DOES YOUR LIBRARY LOOK LIKE?

Every student connects with the library in a different way. Whether you're an experienced researcher or just beginning your academic journey, we'll assist you in navigating a limitless world of data, information, knowledge, and ideas. We connect you to:

- 1.5M books, journals, streaming music and video, and more
- 24-hr access to spaces for everything from group projects to silent study
- 3D printing, a recording studio, video production equipment
- Reference and research services, workshops, and friendly librarians

Come and visit. Spend some time in our spaces, explore, let us help you find what you need. There is something for everyone. We're excited to help you find out what *YOUR* library looks like!



University of Idaho
Library



MOSS

Educate. Lead. Discover. Create. Communicate.

“

Students traditionally unsuccessful in the classroom are able to shine and build their confidence.

Stacey Hammer
WHITNEY ELEMENTARY TEACHER

”

Highly Recommended



10 of 10
teachers

would recommend MOSS to fellow teachers and schools

Our Values

SUSTAINABILITY

COLLABORATION

INCLUSION

REFLECTION

INTEGRITY

CREATIVITY

Award Winning

Recognized for excellence at the state, national and international levels



Place-Based Science

outdoor science exploration
building sense of place, scientific literacy and community skills

Small Class Size **1:8**

GRADUATE STUDENT
INSTRUCTORS
TO
K12 STUDENTS



Building Science Identity



DAY 1



DAY 5

Our Classroom



McCall, ID

Ponderosa
State Park

1,000 Acres

I University of Idaho
McCall Outdoor Science School

DISCOVER MORE AT
uidaho.edu/cnr/moss



University of Idaho
McCall Outdoor Science School



BRAND TOOLKIT

uidaho.edu/brand



RESOURCES

APPLY THE U OF I BRAND WITH THESE TOOLS.


 Logo Suites


 Font Downloads

 Photography Assets


 Business Suite

- Business Cards, Envelopes, Letterhead, Avery Nametags, Name Tabletent, Table Runners and Table Cloths

 Brochures, Flyers, Postcards, Posters, Signage, Thank You Cards

 Presentations

 Email Header Images

 Email Signature Generator

 Video Graphics

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