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

Noto Serif
WHAT MAKES A
GOOD LOGO, TYPE OR
GRAPHIC TREATMENT?

Simplicity.
Consistency.
Versatility.
The Confluence Lab incubates and implements creative interdisciplinary research projects that bring together scholars in the humanities, social sciences, and natural sciences, to engage environmental issues in the state of Idaho. Our primary goal is to facilitate idea exchange, and our central premise is that the tools of humanities—especially those related to storytelling, representation, rhetoric, and communication—can help develop holistic approaches to these issues. Our projects investigate conceptual and communication barriers that hinder debates about environmental issues and are especially relevant to rural communities, such as public land use, natural resource management, wildfires, drought, energy infrastructure, and the causes and effects of climate change.

**What we do**

- Collaborate to identify challenges to addressing environmental issues
- Foster fresh approaches to these problems that encourage innovations and inclusive understandings of our environment

**Visit Our New Lab!**
Joe and Jane,

Through your annual gifts to the University of Idaho, you have made a powerful impact on its 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
What does YOUR LIBRARY look like?

The MY LIBRARY banner template can be customized for libraries and used as a stand-alone element. It can be used in various formats, such as posters, banners, and stickers.

WHAT DOES YOUR LIBRARY LOOK LIKE?

Every student is unique, with their own interests and goals. Whether you're an experienced researcher or just beginning your academic journey, your experiences in the library are unique to you.

- IMT training, research, and teaching activities
- Access to spaces for individual or group projects
- 3D printing, recording studio, video production equipment
- Reference and research services, workshops, and friendly librarians

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

Students traditionally unsuccessful in the classroom are able to thrive and build their confidence. Stacey Hammar
Whitney Elementary Teacher

Highly Recommended
10 of 10 teachers
would recommend MOSS to future teachers and schools

Award Winning
Recognized for excellence at the state, national and international levels

Our Values
Sustainability
Inclusion
Collaboration
Reflection
Integrity
Creativity

Place-Based Science
outdoor science exploration building sense of place, scientific literacy and community skills

Students to Teachers: 1:8

Small Class Size

Building Science Identity

Graduate Student Instructors to K12 Students

Our Classroom
McCall, ID
Ponderosa State Park
1,000 Acres

Discover More at
idaho.edu/en/moss
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 Tent, Table Runners and Table Cloths
- Brochures, Flyers, Postcards, Posters, Signage, Thank You Cards
- Presentations
- Email Header Images
- Email Signature Generator
- Video Graphics

uidaho.edu/brand