UNIVERSITY OF DELAWARE®

STYLE GUIDE FOR THE
UD SCHOOL OF MUSIC

INTRODUCTION

The following style guide is for collateral that faces **all external audiences** which include but are not limited to prospective students, prospective faculty/staff, event guests, donors, conference attendees and public media. **If you are in need of collateral designed for external audiences, contact School of Music communications staff.**

Collateral designed for internal audiences (current students, current faculty, private on-campus events) may be created by non-communications staff but should be sent to School of Music communications staff for review ahead of distribution.

School of Music Communications Staff
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Quick Links
School of Music · *music.udel.edu*
Arts & Sciences · *cas.udel.edu*
UD Brand & Licensed Vendors · *udel.edu/home/ocm/brand*

COLORS
THE UD PALETTE
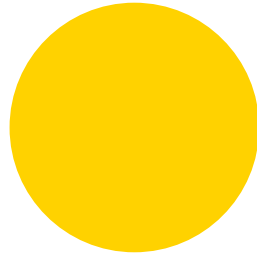
PRIMARY
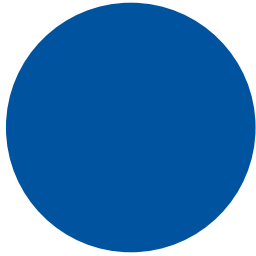
SECONDARY

UD Blue

Printing Purposes
- Pantone 2945 C
- C 100, M 38, Y 0, K 15

Digital/Web Purposes
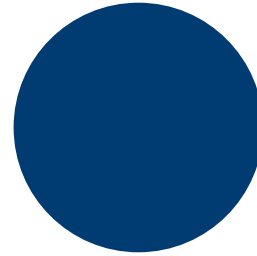- HEX #00539f
- R 0, G 83, B 159

UD Yellow/Gold

Printing Purposes
- Pantone 109 C
- C 0, M 9, Y 94, K 0

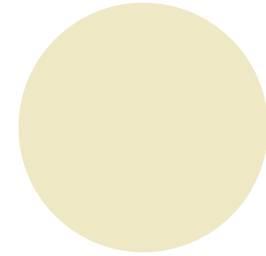**Digital/Web Purposes**
- HEX #ffd200
- R 255, G 210, B 0

Secondary Blue

Printing Purposes
- Pantone 541 C
- C 100, M 58, Y 9, K 46

Digital/Web Purposes
- HEX #003c71
- R 0, G 60, B 113

Secondary Tan

Printing Purposes
- Pantone 7499 C
- C 0, M 2, Y 15, K 0

Digital/Web Purposes
- HEX #eee8c5
- R 238, G 232, B 197

LOGO

UNIVERSITY OF DELAWARE (logo)

PRIMARY

The Primary Logo is the University word mark. To elevate the mark to be more prestigious and overarching, it is used as the representative mark of the University as a whole.

- The Primary Logo is preferred for all uses, **especially on nationally and internationally distributed collateral.**

- **Names of colleges, programs, units, etc. are not to be used in conjunction (lock up) with the Primary Logo.**

- The Primary Logo must be proportionate to the size of the piece, **minimum horizontal width to be no smaller that 1.5 inches.**

Programs, units, schools, etc. that are not named must use the Primary Logo as their identifying logo. Examples of named units include the Biden Institute and Weinberg Center. If you are unnamed and asked by an external affiliate to provide a logo, you may provide the Primary Logo.

The Primary Logo may be used in Primary UD Blue (see previous page) on light backgrounds or White when used on a colored background. Use of the Primary Logo in Black is permitted for grayscale purposes.

Correct

Incorrect:
Do not stretch; always maintain proportions

Incorrect:
Do not rotate; always use horizontally

Incorrect:
Do not customize colors; always use UD Blue, White or Black

Incorrect:
Names of colleges, programs, units, etc. are not to be used in conjunction (lock up) with the Primary Logo

School of Music

AFFILIATION
SCHOOL OF MUSIC REPRESENTATION

If you are asked by an external affiliate to provide a "logo" to represent your involvement in external programming, the only graphic you may provide is the University of Delaware Primary Logo.

The Primary Logo may only appear in UD Blue, White or Black when printing in grayscale.

Your unit's name may appear in a plain text list of sponsors or on a "Thank You" page if the external affiliate has one.

External affiliates may send proofs to CAS communications staff for review if needed.

This event is co-sponsored by Delaware Public Media, the University of Delaware School of Music and Spotify.

Correct

Incorrect:
Names of units are not to be locked up with the Primary Logo

Plain text should only be used amongst other plain-text affiliations; use of the Primary Logo is required for spaces designated to logos.

AFFILIATION
SUBUNIT REPRESENTATION

If you are asked by an external affiliate to provide a "logo" to represent your involvement in external programming, the only graphic you may provide is the University of Delaware Primary Logo.

The Primary Logo may only appear in UD Blue, White or Black when printing in grayscale.

Your unit's name may appear in a plain text list of sponsors or on a "Thank You" page if the external affiliate has one.

External affiliates may send proofs to CAS communications staff for review if needed.

This event is co-sponsored by Delaware Public Media, the University of Delaware Strings Ensemble and Spotify.

Correct

Incorrect:
Names of units are not to be locked up with the Primary Logo

Plain text should only be used amongst other plain-text affiliations; use of the Primary Logo is required for spaces designated to logos.

MERCHANDISE

UD's primary colors are our UD Blue and UD Yellow/Gold. No merchandise should feature royal blues or yellows that are not guaranteed to be UD's primary pantone colors.

Bright blues such as Cerulean Blue and bright yellows such as Sunflower Yellow are not permitted as they are not UD Blue and UD Yellow/Gold. **Dark blues such as Navy Blue are acceptable** as they are distinctly not impersonating UD Blue. **Pale yellows such as Tan are acceptable** as they are not distinctly impersonating UD Yellow/Gold.

This merchandise includes but is not limited to lanyards, apparel, table cloths and office supplies.

FASHION COLORS

For garments (table cloths, lanyards, apparel), we accept fashion color combinations of Tan or White on Navy. **You may use UD Blue and UD Yellow/Gold if the printing method has a guaranteed, custom color value** (i.e. sublimated prints or screen-printing on white fabric).

All merchandise for external audiences must be designed or approved by Arts & Sciences communications staff. This includes merchandise such as t-shirts and lanyards for current students that will be worn in front of external audiences. However, it is up to the unit to choose a UD-approved licensed vendor for specs, estimates and to place the final order.

For step-by-step instructions on how to create giveaways, visit udel.edu/giveaways.

Correct:
Only using UD Blue or a distinctly darker Navy Blue.
Only using UD Yellow or a distinctly different Tan.

Incorrect:
Do not use colors outside of the brand (greens, reds, etc.).
Do not use blues or yellows that are close to but not exactly
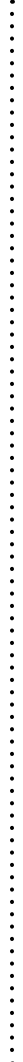UD Blue or UD Yellow/Gold

HEADLINES

As mentioned, the **only logo to be used to represent the UD School of Music is the UD Primary Logo.**

To create a consistent identity for the School of Music, we will standardize the way we reference the School and display **headlines on signage and merchandise**. Ensure that the first, most prominent mention of the School is read as "University of Delaware School of Music". You can accomplish this with plain text or by placing the Primary Logo above the headline.

To create consistency, use Greycliff Heavy for all headline treatments of "School of Music" and a lighter weight for all units within the School. These fonts are under a limited license. Only users with approved licenses (CAS communications staff and School of Music communications staff) should create branded collateral.

The following pages feature examples of **properly** and **improperly** treated headlines for all-encompassing School of Music collateral as well as collateral for units within the School of Music.

Correct:
Reads as "University of Delaware School of Music"
"School of Music" is part of the headline
Primary Logo is present

HEADLINES

Correct:
Reads as "University of Delaware School of Music"
"School of Music" is part of the headline
Primary Logo is present

Incorrect:
Do not create a unique logo for a unit

HEADLINES

Left panel (Correct):

UNIVERSITY OF DELAWARE
SCHOOL OF MUSIC
SPRING 2020 BROCHURE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer placerat convallis venenatis. Curabitur tristique risus a nunc accumsan, at rutrum erat dapibus. Proin ut libero varius, lobortis nulla et, facilisis risus. Suspendisse id purus et risus ultricies porta. Integer lacus quam, bibendum sollicitudin eleifend vel, luctus quis ex.

Nam ac est quis elit varius suscipit.

Nullam dui nisl, bibendum sed nunc ac, malesuada tempor mauris.

Proin vehicula elit eu ornare accumsan. In sit amet nisl neque.

Pellentesque eu tellus ligula. Nunc placerat felis et consequat sollicitudin.

Proin luctus est a tincidunt tincidunt. Interdum et malesuada fames ac ante ipsum primis in faucibus.

Suspendisse ut vehicula eros, ut pulvinar ex. Etiam interdum pharetra nisl, sed elementum nisi ornare in.

Donec semper velit eget metus mattis ultricies et vulputate lectus.

Cras vitae odio enim.

Integer ultricies est et tortor sollicitudin gravida.

Donec condimentum et ligula et volutpat.

Aenean nec tincidunt enim. Phasellus mollis lectus mi, eu ultrices tortor suscipit a.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Sed purus sem, pulvinar id dictum ac, placerat nec lorem.

Proin maximus pretium vulputate. Ut in enim ac neque porttitor consectetur id ut urna.

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Sed bibendum lacus sed velit placerat tristique.

Vestibulum et libero tempor erat sollicitudin rutrum.

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae;

Donec tincidunt vitae metus quis faucibus.

Phasellus pellentesque erat sit amet metus tempor elementum.

Sed pharetra quis augue quis convallis.

Donec non arcu vehicula, accumsan nunc ut, scelerisque metus.

Nulla iaculis ac nibh eu congue.

Ut luctus dui nibh, eu elementum orci feugiat sed.

Suspendisse commodo finibus pulvinar. Duis viverra feugiat sagittis.

UNIVERSITY OF DELAWARE®

School of Music
Amy E du Pont Music Building
10 Orchard Road

music.udel.edu

Right panel (Incorrect):

UNIVERSITY OF DELAWARE
SCHOOL OF MUSIC
SPRING 2020 BROCHURE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer placerat convallis venenatis. Curabitur tristique risus a nunc accumsan, at rutrum erat dapibus. Proin ut libero varius, lobortis nulla et, facilisis risus. Suspendisse id purus et risus ultricies porta. Integer lacus quam, bibendum sollicitudin eleifend vel, luctus quis ex.

Nam ac est quis elit varius suscipit.

Nullam dui nisl, bibendum sed nunc ac, malesuada tempor mauris.

Proin vehicula elit eu ornare accumsan. In sit amet nisl neque.

Pellentesque eu tellus ligula. Nunc placerat felis et consequat sollicitudin.

Proin luctus est a tincidunt tincidunt. Interdum et malesuada fames ac ante ipsum primis in faucibus.

Suspendisse ut vehicula eros, ut pulvinar ex. Etiam interdum pharetra nisl, sed elementum nisi ornare in.

Donec semper velit eget metus mattis ultricies et vulputate lectus.

Cras vitae odio enim.

Integer ultricies est et tortor sollicitudin gravida.

Donec condimentum et ligula et volutpat.

Aenean nec tincidunt enim. Phasellus mollis lectus mi, eu ultrices tortor suscipit a.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Sed purus sem, pulvinar id dictum ac, placerat nec lorem.

Proin maximus pretium vulputate. Ut in enim ac neque porttitor consectetur id ut urna.

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Sed bibendum lacus sed velit placerat tristique.

Vestibulum et libero tempor erat sollicitudin rutrum.

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae;

Donec tincidunt vitae metus quis faucibus.

Phasellus pellentesque erat sit amet metus tempor elementum.

Sed pharetra quis augue quis convallis.

Donec non arcu vehicula, accumsan nunc ut, scelerisque metus.

Nulla iaculis ac nibh eu congue.

Ut luctus dui nibh, eu elementum orci feugiat sed.

Suspendisse commodo finibus pulvinar. Duis viverra feugiat sagittis.

UNIVERSITY OF DELAWARE® SCHOOL OF MUSIC

School of Music
Amy E du Pont Music Building
10 Orchard Road

music.udel.edu

Correct:
Reads as "University of Delaware School of Music"
"School of Music" is part of the headline

Primary Logo is present

Incorrect:
Names of units are not to be locked up with the Primary Logo

HEADLINES

Correct brochure

UNIVERSITY OF DELAWARE
SCHOOL OF MUSIC OPERA THEATRE
SPRING 2020 BROCHURE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer placerat convallis venenatis. Curabitur tristique risus a nunc accumsan, at rutrum erat dapibus. Proin ut libero varius, lobortis nulla et, facilisis risus. Suspendisse id purus et risus ultricies porta. Integer lacus quam, bibendum sollicitudin eleifend vel, luctus quis ex.

Nam ac est quis elit varius suscipit.

Nullam dui nisl, bibendum sed nunc ac, malesuada tempor mauris.

Proin vehicula elit eu ornare accumsan. In sit amet nisl neque.

Pellentesque eu tellus ligula. Nunc placerat felis et consequat sollicitudin.

Proin luctus est a tincidunt tincidunt. Interdum et malesuada fames ac ante ipsum primis in faucibus.

Suspendisse ut vehicula eros, ut pulvinar ex. Etiam interdum pharetra nisl, sed elementum nisi ornare in.

Donec semper velit eget metus mattis ultricies et vulputate lectus.

Cras vitae odio enim.

Integer ultricies est et tortor sollicitudin gravida.

Donec condimentum et ligula et volutpat.

Aenean nec tincidunt enim. Phasellus mollis lectus mi, eu ultrices tortor suscipit a.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Sed purus sem, pulvinar id dictum ac, placerat nec lorem.

Proin maximus pretium vulputate. Ut in enim ac neque porttitor consectetur id ut urna.

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Sed bibendum lacus sed velit placerat tristique.

Vestibulum et libero tempor erat sollicitudin rutrum.

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae;

Donec tincidunt vitae metus quis faucibus.

Phasellus pellentesque erat sit amet metus tempor elementum.

Sed pharetra quis augue quis convallis.

Donec non arcu vehicula, accumsan nunc ut, scelerisque metus.

Nulla iaculis ac nibh eu congue.

Ut luctus dui nibh, eu elementum orci feugiat sed.

Suspendisse commodo finibus pulvinar. Duis viverra feugiat sagittis.

UNIVERSITY OF DELAWARE

School of Music
Symphony Orchestra
Amy E du Pont Music Building
10 Orchard Road

music.udel.edu

Correct:

Reads as "University of Delaware School of Music {Unit Name}"
"School of Music [Unit Name]" is part of the headline

Primary Logo is present

Incorrect brochure

UNIVERSITY OF DELAWARE
SCHOOL OF MUSIC
Opera Theatre
SPRING 2020 BROCHURE

UNIVERSITY OF DELAWARE
Christiana Winds
School of Music
Amy E du Pont Music Building
10 Orchard Road

music.udel.edu

Incorrect:

For external pieces, use Greycliff for unit names for consistent identity (request all external collateral via the School of Music communications staff)

Names of units are not to be locked up with the Primary Logo

HEADLINES

UNIVERSITY OF DELAWARE

SCHOOL OF MUSIC MARCHING BAND
SPRING 2020 BROCHURE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer placerat convallis venenatis. Curabitur tristique risus a nunc accumsan, at rutrum erat dapibus. Proin ut libero varius, lobortis nulla et, facilisis risus. Suspendisse id purus et risus ultricies porta. Integer lacus quam, bibendum sollicitudin eleifend vel, luctus quis ex.

Nam ac est quis elit varius suscipit.

Nullam dui nisl, bibendum sed nunc ac, malesuada tempor mauris.

Proin vehicula elit eu ornare accumsan. In sit amet nisl neque.

Pellentesque eu tellus ligula. Nunc placerat felis et consequat sollicitudin.

Proin luctus est a tincidunt tincidunt. Interdum et malesuada fames ac ante ipsum primis in faucibus.

Suspendisse ut vehicula eros, ut pulvinar ex. Etiam interdum pharetra nisl, sed elementum nisi ornare in.

Donec semper velit eget metus mattis ultricies et vulputate lectus.

Cras vitae odio enim.

Integer ultricies est et tortor sollicitudin gravida.

Donec condimentum et ligula et volutpat.

Aenean nec tincidunt enim. Phasellus mollis lectus mi, eu ultrices tortor suscipit a.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Sed purus sem, pulvinar id dictum ac, placerat nec lorem.

Proin maximus pretium vulputate. Ut in enim ac neque porttitor consectetur id ut urna.

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Sed bibendum lacus sed velit placerat tristique.

Vestibulum et libero tempor erat sollicitudin rutrum.

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae;

Donec tincidunt vitae metus quis faucibus.

Phasellus pellentesque erat sit amet metus tempor elementum.

Sed pharetra quis augue quis convallis.

Donec non arcu vehicula, accumsan nunc ut, scelerisque metus.

Nulla iaculis ac nibh eu congue.

Ut luctus dui nibh, eu elementum orci feugiat sed.

Suspendisse commodo finibus pulvinar. Duis viverra feugiat sagittis.

University of Delaware
School of Music
Amy E du Pont Music Building
10 Orchard Road
music.udel.edu

Correct:
Reads as "University of Delaware School of Music"
"School of Music" is part of the headline
Primary Logo is present

UNIVERSITY OF DELAWARE
SCHOOL OF MUSIC
MARCHING BAND
SPRING 2020 BROCHURE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer placerat convallis venenatis. Curabitur tristique risus a nunc accumsan, at rutrum erat dapibus. Proin ut libero varius, lobortis nulla et, facilisis risus. Suspendisse id purus et risus ultricies porta. Integer lacus quam, bibendum sollicitudin eleifend vel, luctus quis ex.

Nam ac est quis elit varius suscipit.

Nullam dui nisl, bibendum sed nunc ac, malesuada tempor mauris.

Proin vehicula elit eu ornare accumsan. In sit amet nisl neque.

Pellentesque eu tellus ligula. Nunc placerat felis et consequat sollicitudin.

Proin luctus est a tincidunt tincidunt. Interdum et malesuada fames ac ante ipsum primis in faucibus.

Suspendisse ut vehicula eros, ut pulvinar ex. Etiam interdum pharetra nisl, sed elementum nisi ornare in.

Donec semper velit eget metus mattis ultricies et vulputate lectus.

Cras vitae odio enim.

Integer ultricies est et tortor sollicitudin gravida.

Donec condimentum et ligula et volutpat.

Aenean nec tincidunt enim. Phasellus mollis lectus mi, eu ultrices tortor suscipit a.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Sed purus sem, pulvinar id dictum ac, placerat nec lorem.

Proin maximus pretium vulputate. Ut in enim ac neque porttitor consectetur id ut urna.

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Sed bibendum lacus sed velit placerat tristique.

Vestibulum et libero tempor erat sollicitudin rutrum.

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae;

Donec tincidunt vitae metus quis faucibus.

Phasellus pellentesque erat sit amet metus tempor elementum.

Sed pharetra quis augue quis convallis.

Donec non arcu vehicula, accumsan nunc ut, scelerisque metus.

Nulla iaculis ac nibh eu congue.

Ut luctus dui nibh, eu elementum orci feugiat sed.

Suspendisse commodo finibus pulvinar. Duis viverra feugiat sagittis.

University of Delaware
School of Music
Amy E du Pont Music Building
10 Orchard Road
music.udel.edu

Incorrect:
Do not use any logo or University mark that is not the Primary Logo
Specialty University marks are reserved for certain occasions.
Contact School of Music communications staff if you wish to use one.

HEADLINES

Correct example (left)

UNIVERSITY OF DELAWARE SCHOOL OF MUSIC

WIND ENSEMBLE
SPRING 2020 BROCHURE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer placerat convallis venenatis. Curabitur tristique risus a nunc accumsan, at rutrum erat dapibus. Proin ut libero varius, lobortis nulla et, facilisis risus. Suspendisse id purus et risus ultricies porta. Integer lacus quam, bibendum sollicitudin eleifend vel, luctus quis ex.

Nam ac est quis elit varius suscipit.

Nullam dui nisl, bibendum sed nunc ac, malesuada tempor mauris.

Proin vehicula elit eu ornare accumsan. In sit amet nisl neque.

Pellentesque eu tellus ligula. Nunc placerat felis et consequat sollicitudin.

Proin luctus est a tincidunt tincidunt. Interdum et malesuada fames ac ante ipsum primis in faucibus.

Suspendisse ut vehicula eros, ut pulvinar ex. Etiam interdum pharetra nisl, sed elementum nisi ornare in.

Donec semper velit eget metus mattis ultricies et vulputate lectus.

Cras vitae odio enim.

Integer ultricies est et tortor sollicitudin gravida.

Donec condimentum et ligula et volutpat.

Aenean nec tincidunt enim. Phasellus mollis lectus mi, eu ultrices tortor suscipit a.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Sed purus sem, pulvinar id dictum ac, placerat nec lorem.

Proin maximus pretium vulputate. Ut in enim ac neque porttitor consectetur id ut urna.

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Sed bibendum lacus sed velit placerat tristique.

Vestibulum et libero tempor erat sollicitudin rutrum.

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae;

Donec tincidunt vitae metus quis faucibus.

Phasellus pellentesque erat sit amet metus tempor elementum.

Sed pharetra quis augue quis convallis.

Donec non arcu vehicula, accumsan nunc ut, scelerisque metus.

Nulla iaculis ac nibh eu congue.

Ut luctus dui nibh, eu elementum orci feugiat sed.

Suspendisse commodo finibus pulvinar. Duis viverra feugiat sagittis.

UNIVERSITY OF DELAWARE.

School of Music
Symphony Orchestra
Amy E du Pont Music Building
10 Orchard Road

music.udel.edu

Correct:
Reads as "University of Delaware School of Music {Unit Name}"
"School of Music [Unit Name]" is part of the headline

Primary Logo is present

Incorrect example (right)

Incorrect:
Do not create a unique logo for a unit
Do not use out-of-brand fonts for unit names

FURTHER REQUESTS

SOCIAL MEDIA + WEBSITES

All University of Delaware affiliated social media accounts and web presences must be approved of and monitored by School of Music and Arts & Sciences communications staff.

School of Music Communications Staff - Digital
Megan Everhart, Communications Specialist
mmfever@udel.edu

Arts & Sciences Communications Staff - Digital
André Smith, Digital Communications Specialist
dresmith@udel.edu

PHOTO & VIDEO

All photographic services must be requested through the Office of Communications and Marketing. Please work with the School of Music communications staff to develop a shot list that aligns with the UD brand.

All external-facing videos must be approved by OCM and uploaded to the University's YouTube channel or an approved unit channel. Please be aware that before posting, video submissions require a minimum of 2-3 business days for review to ensure compliance with the video brand guidelines and the UD brand standards. If these standards are not met, the video may require revisions by the submitter. Any questions about video usage on websites and social media should be directed to Andre Smith, dresmith@udel.edu.