



University of Nevada, Las Vegas
Alumni Association

Brand Identity Guidelines



UNLV Alumni Association Identity Guide

The UNLV Alumni Association Brand Identity Guide is designed to bring consistency to communications from or about the UNLV Alumni Association. The association, a 501(c)3 nonprofit organization, works on behalf of alumni to advance the university through alumni engagement.

The guide serves as a resource to ensure the association and its college chapters maintain the highest quality communication materials and continue to build alumni brand recognition among alumni, faculty and staff, and other stakeholders.

For questions regarding this guide, please contact:

Blake Douglas, Director for Membership & Marketing
(702) 895-2399 • blake.douglas@unlv.edu

Third Party Usage Guidelines

The UNLV Alumni Association retains all rights and privileges for use of the Alumni Association seal. Third parties must have prior authorization from the UNLV Alumni Association to use the graphic identity. Third parties include, but are not limited to, event sponsors, program partners, UNLV and the UNLV Foundation.

Review Process

Any piece that will be distributed to an external audience such as newsletters, websites, postcards, invitations, flyers, brochures, etc. must be reviewed and approved by the UNLV Alumni Association staff before distribution. Every effort will be made to review and return your piece within 24 to 48 hours of receipt with some exceptions based on project size and time of year. Alumni Chapters and Clubs, should follow the process below:

- Mock up your piece using the UNLV Alumni Association Brand Identity Guidelines
- Forward a draft of the piece to Blake Douglas, Director for Membership & Marketing (blake.douglas@unlv.edu) for a review
- For pieces delivered by USPS or e-mail, submit a data request at least 14 days in advance through the UNLV Foundation at foundation.unlv.edu/mail_request.htm and attach a draft of the piece. Submitting a new data request to the UNLV Foundation will help ensure that your data is the most current on file

Official Colors

The UNLV Alumni Association uses UNLV's official colors to maintain brand consistency but has adopted secondary colors to build its own identity. UNLV's primary colors should dominate any communications from the association or any of its chapters and clubs. Should secondary accent colors be needed, a palette that compliments the university's colors has been established.

Primary Colors



PMS 186 Red

CMYK | 0, 100, 81, 4

RGB | 203, 9, 46

WEB HEX | #CB092E



PMS 430 Grey

CMYK | 5, 0, 0, 45

RGB | 130, 138, 143

WEB HEX | #828A8F



Black

CMYK | 0, 0, 0, 100

RGB | 0, 0, 0

WEB HEX | #000000

Secondary Colors



PMS 431 Grey

CMYK | 65, 51, 44, 16

RGB | 95, 106, 114

WEB HEX | #5F6A72



PMS 417 Green

CMYK | 57, 47, 56, 18

RGB | 109, 110, 101

WEB HEX | #6D6E65



PMS 726 Tan

CMYK | 9, 19, 30, 0

RGB | 231, 203, 177

WEB HEX | #E7CBB1

Photography

Professional photography should be used whenever possible. UNLV Photo Services maintains a database of photography for your use. You may also schedule Photo Services to take photos at your events for a nominal fee.

For questions regarding photography, please contact:

UNLV Photo Services
(702) 895-5778

The UNLV Alumni Seal



The alumni seal is the primary identifying mark for the UNLV Alumni Association. All Communication must carry the seal and be displayed prominently. When the Alumni Association seal is used, the UNLV Logo is not required. No versions of the seal other than the ones provided in this guide may be used. If possible, the seal should appear in its two-color form of PMS 186 red and black. If your project budget or production method requires that the seal appear in one color, the seal must be in black or reversed out in white. With prior approval by Alumni Relations staff, apparel and merchandise exceptions may be made to accommodate the production process but university colors must always be maintained.

The UNLV Alumni Seal (Usage)



Leave a minimum of 1/4" of white space around the seal. When possible the minimum spacing around the seal should equal or exceed the height of the UNLV in the seal

Do not screen, rotate, stretch or alter the color of the alumni seal in any way.



Do not use the seal on a background that does not provide sufficient contrast for the seal to be easily read.



Do not reproduce the seal smaller than 1/2"

Online Usage

Maintaining consistency is equally important in online and email communication. In addition to all the other guidelines contained in this guide websites and email communications should also contain a link back to the official UNLV Alumni Association website at alumni.unlv.edu

UNLV Alumni Association Official Typefaces

To aid in consistent communication, approved type faces should be used. These faces were chosen because of their readability and flexibility. The primary typefaces should be used in all communications when possible. In instances where the primary typefaces are unavailable alternate typefaces that appear on the majority of personal computers have been provided.

Each primary and alternate typeface contains various weights and styles. Since legibility and comprehension decline with the number of type styles used. Limit the number of different type styles per piece to the minimum required to differentiate information in the piece.

Primary Typefaces

Sans Serif

Gill Sans Light
abcdefghijklmnopqrstuvwxyZ1234567890
ABCDEFGHIJKLMNopQRSTUVWXYZ

Gill Sans Bold
abcdefghijklmnopqrstuvwxyZ1234567890
ABCDEFGHIJKLMNopQRSTUVWXYZ

Serif

ITC Galliard Roman
abcdefghijklmnopqrstuvwxyZ1234567890
ABCDEFGHIJKLMNopQRSTUVWXYZ

ITC Galliard Bold
abcdefghijklmnopqrstuvwxyZ1234567890
ABCDEFGHIJKLMNopQRSTUVWXYZ

Alternate Typefaces

Sans Serif

Helvetica
abcdefghijklmnopqrstuvwxyZ1234567890
ABCDEFGHIJKLMNopQRSTUVWXYZ

Helvetica Bold
abcdefghijklmnopqrstuvwxyZ1234567890
ABCDEFGHIJKLMNopQRSTUVWXYZ

Serif

Times New Roman
abcdefghijklmnopqrstuvwxyZ&1234567890
ABCDEFGHIJKLMNopQRSTUVWXYZ

Times New Roman Bold
abcdefghijklmnopqrstuvwxyZ&1234567890
ABCDEFGHIJKLMNopQRSTUVWXYZ

UNLV Alumni Chapter Signatures — Horizontal

Consistency with the overall UNLV alumni brand identity should always be maintained. The chapter signatures below will allow you to have an identifying mark for your chapter while maintaining the Alumni Association's identity. Two versions have been provided. A horizontal version and a vertical version. No other arrangements of the elements is permitted. It is preferred that the horizontal version is used whenever possible. Both 1- and 2-color versions are available at alumni.unlv.edu/chaptersignatures



★ School of Nursing
Alumni Chapter



★ College of Fine Arts
Alumni Chapter



★ College of Sciences
Alumni Chapter



★ William S. Boyd
School of Law
Alumni Chapter



★ College of Liberal Arts
Alumni Chapter



★ School of Dental Medicine
Alumni Chapter



★ Howard R. Hughes
College of Engineering
Alumni Chapter



★ College of Education
Alumni Chapter



★ Greenspun
College of Urban Affairs
Alumni Chapter



★ Division of Health Sciences
Alumni Chapter



★ William F. Harrah
College of Hotel Administration
Alumni Chapter



★ College of Business
Alumni Chapter

UNLV Alumni Chapter Signatures — Vertical

These vertical versions of the mark are to be used when the horizontal versions do not work well in the space you have (i.e. shirt pocket, hats).



— ★ —
School of Nursing
Alumni Chapter



— ★ —
College of Business
Alumni Chapter



— ★ —
College of Education
Alumni Chapter



— ★ —
Division of Health Sciences
Alumni Chapter



— ★ —
School of Dental Medicine
Alumni Chapter



— ★ —
Greenspun
College of Urban Affairs
Alumni Chapter



— ★ —
College of Sciences
Alumni Chapter



— ★ —
Howard R. Hughes
College of Engineering
Alumni Chapter



— ★ —
College of Liberal Arts
Alumni Chapter



— ★ —
William S. Boyd
School of Law
Alumni Chapter



— ★ —
College of Fine Arts
Alumni Chapter



— ★ —
William F. Harrah
College of Hotel Administration
Alumni Chapter

