

# Create for Good.

THE RUSS COLLEGE OF ENGINEERING AND TECHNOLOGY



OHIO  
UNIVERSITY

# Introduction

**Our brand:** It's more than just a logo or a tagline. It's what we look like. How we sound. Even what we believe and how we act. It's everything that makes us **who we are**, and it helps shape how others see us, too.

Use this guide to find out more about our brand, and to create a clear, consistent, and authentic representation of The Fritz J. and Dolores H. Russ College of Engineering and Technology—**for good.**



# Who we are

# Positioning

## WHAT IS THE ESSENCE?

You could tell we were unique from early on.

As kids, we liked to take things apart and find out what made them work.

We still enjoy taking things apart. But even more, we love finding new ways to put them back together, making them work even better.

We're not just good at science and math (although we're very, very good at both). We're equally passionate about a lot of other subjects. Yes, even the arts.

You may overlook us, eagerly sharing ideas in a study group, or huddled together in the lab. But it's hard to ignore the impact we have on everything around us.

You won't find us bragging about it—because we're too busy thinking about what we'll do next.

We're the kind of people who don't just accept the way things are. We define what they can become.

For as long as we can remember, we've had a passion for thinking. Making. Doing. Transforming. And at the Russ College of Engineering and Technology, we can take that passion further.

With a broad knowledge base, more hands-on research, and better collaboration with professors and students.

Because after all, we all share a set of common goals: to create for the world.

To create for the future.

And to create for good.

The Russ College of Engineering and Technology:  
Create for Good.

# Personality

HOW WE SAY IT

Our personality sets the tone for how our brand communicates. It articulates the way we want our audiences to think and feel about our brand. These six personality traits will drive the voice and image for all brand communications.

## Rational

(what we want people to **think** about the brand)

### COLLABORATIVE

Cooperative and team-oriented in a rigorous environment

### MOTIVATED

Driven to be successful and high-achieving

### RESPONSIBLE

Relevant, logical, globally aware

## Emotional

(what we want people to **feel** about the brand)

### CURIOUS

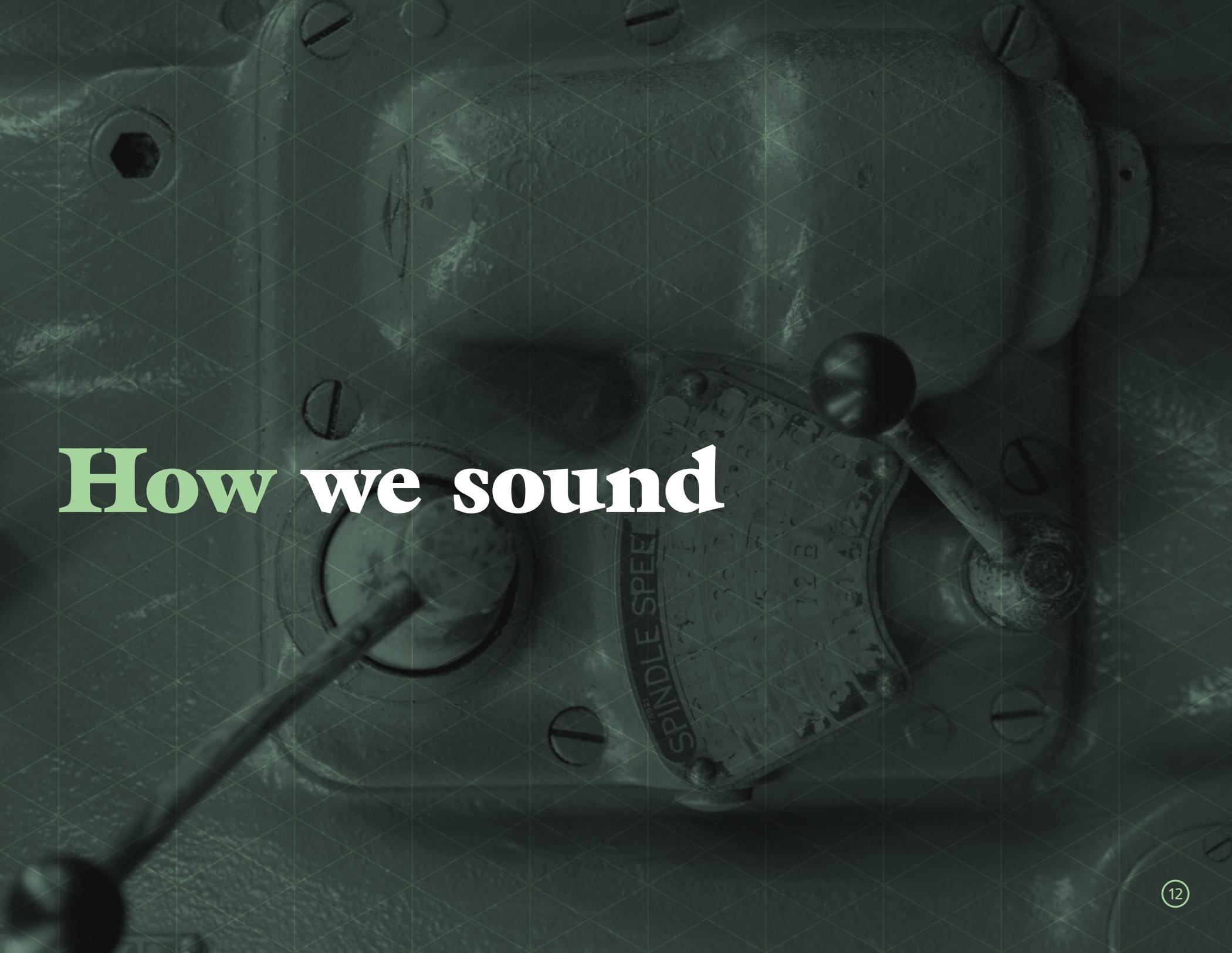
Inquisitive minds, energetically interested in learning

### INVOLVED

Social and engaged, well-rounded emphasis

### ACCESSIBLE

Supportive and approachable learning community



# How we sound

# Tone

## HOW DO WE SHARE OUR MESSAGE?

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Even though our brand lives within the Ohio University master brand, we still communicate in our own unique tone of voice. Here's how it sounds:

### **Thoughtful.**

We choose our words carefully, so we can make sure that every message is meaningful. That means using clear, concise language, and focusing on one key point at a time so we don't overwhelm our readers.

### **Smart.**

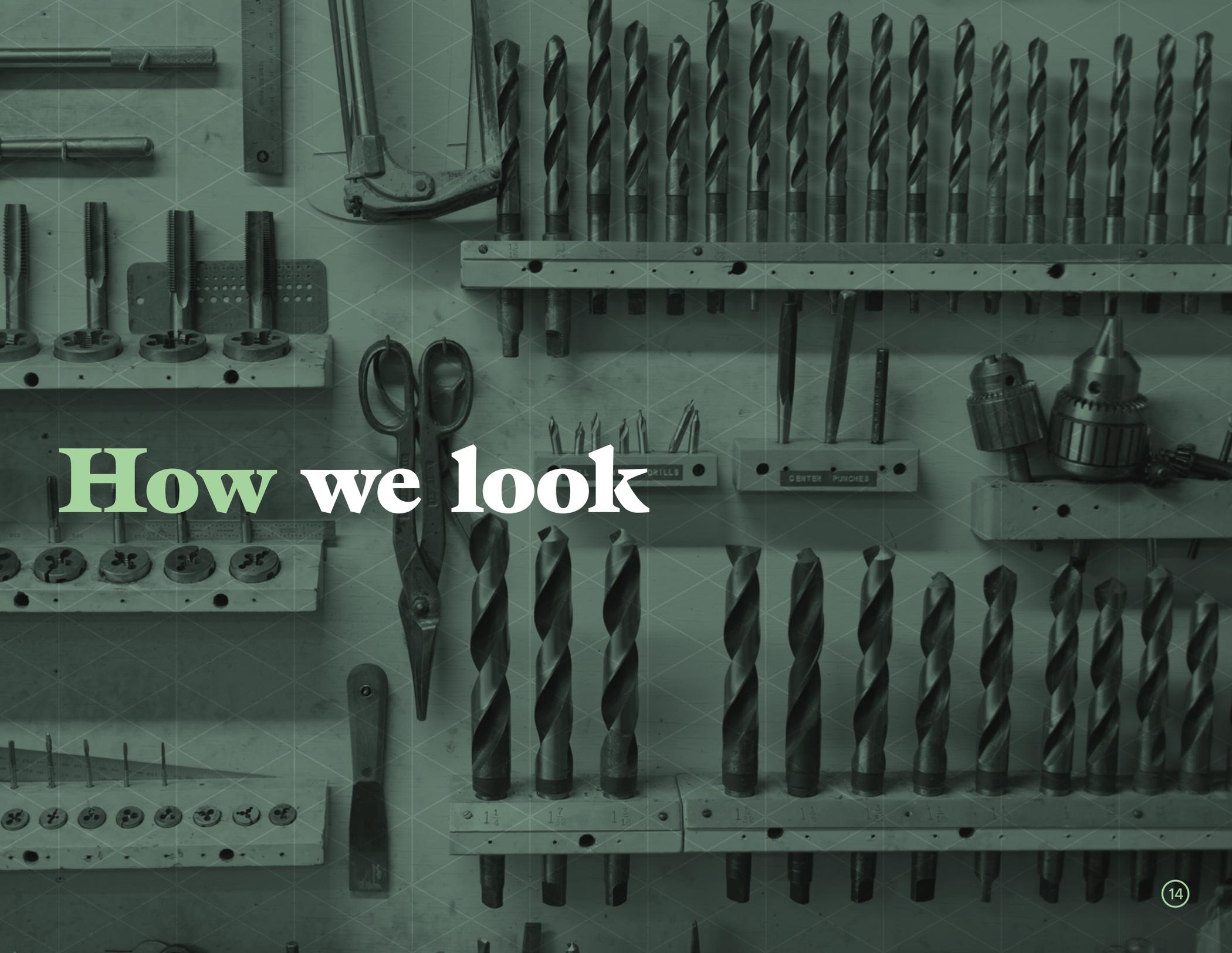
We want to convey intelligence with everything we say—but that doesn't mean using ten-dollar words and industry jargon. When you need to communicate complicated information, try to simplify it as much as possible. After all, being smart is more powerful when people can understand what we're trying to say—and more importantly, what we do.

### **Passionate.**

We teach our students how to look at things in a bigger picture, and use their genuine love of engineering and technology to change the world for the better. We bring that concept into our messaging, too, with inspiring language that implies a greater purpose and empowers people to make a difference.

### **Active.**

We keep our headlines short and begin each one with an action verb, giving them a sense of energy and encouraging the reader to do something.



# How we look

# Color palette

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Our color palette is familiar, derived from the Ohio University core palette of warm, rich, and inviting hues. For the campaign, we've added a few additional colors for differentiation.

## Colors from the core Ohio University palette

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PMS 342

PMS 404

PMS 375

PMS 550

PMS 7463

PMS 2622

PMS 202

PMS 130

PMS 463

## Russ College palette additions

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PMS 5625

PMS 180

# Logo

The Russ College of Engineering and Technology has its own logo lockup. Using it consistently will continue to build brand awareness. No other logos or graphics should be used to represent the Russ College.

## What to do:

- Use the Ohio University logo on the front of printed pieces, placing it in the lower right corner and making sure to call out “The Fritz J. and Dolores H. Russ College of Engineering and Technology” or “The Russ College of Engineering and Technology” somewhere on the piece.
- Use the “Russ College of Engineering and Technology” logo lockup on the back of pieces.
- Refer to the Ohio University Brand Guidelines for specific logo usage specifications.
- For questions about department and research center logo lockups and how to use them, contact the Russ College Office of External Relations.



**OHIO**  
UNIVERSITY

**Russ College of Engineering  
and Technology**



**OHIO**  
UNIVERSITY

*“The Russ College of Engineering and Technology” is called out in the payoff.*



*Ohio University logo is placed in the lower right corner.*

# Fonts

The Russ College of Engineering and Technology uses fonts from the Ohio University brand. Leaning on certain weights in headlines and subheads gives the college a differentiated look.\*

## Headlines and subheads

### ITC GALLIARD ULTRA AND ALL CAPS FRUTIGER 75 BLACK

Mix these two fonts to create attention-drawing headlines.

- Make certain words stand out by setting them in ITC Galliard Ultra.
- Supplement that usage with Frutiger 75 Black, in all caps, at a smaller scale.

## Body copy

### ITC GALLIARD, FRUTIGER, AND FRUTIGER CONDENSED, VARIOUS WEIGHTS

Use these fonts to create hierarchy within a piece.

- Refer to the Ohio University Brand Guidelines for specific type usage specifications.

## ITC Galliard Ultra

abcdefghijklmnopqrstuvwxy1234567890

## FRUTIGER 75 BLACK, ALL CAPS

ABCDEFGHIJKLMNPOQRSTUVWXYZ

## ITC Galliard, various weights

abcdefghijklmnopqrstuvwxy1234567890

## Frutiger, various weights

abcdefghijklmnopqrstuvwxy1234567890  
abcdefghijklmnopqrstuvwxy1234567890

## Frutiger condensed, various weights

abcdefghijklmnopqrstuvwxy1234567890  
abcdefghijklmnopqrstuvwxy1234567890

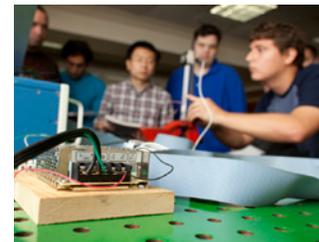
\*These fonts should be used on all promotional materials. Galliard is the standard font for written correspondence. To obtain these fonts, contact the Russ College Office of External Relations.

# Photography

The Russ College of Engineering and Technology uses a combination of photographic styles that work together to tell a complete story.

## Primary style: DOCUMENTARY

- Capture students, faculty, and alumni in the classroom, out and about in the campus environment, or in real-world settings.
- Students should not feel isolated; focus on moments of collaboration when balancing out a piece.
- Shots should feel natural and unposed, capturing a moment.

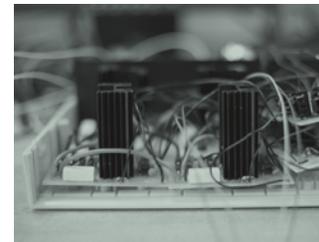
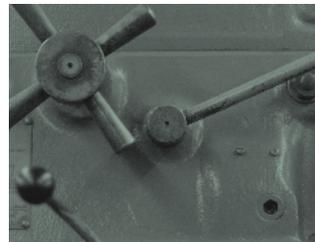
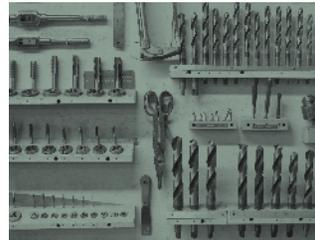


# Photography

The Russ College of Engineering and Technology uses a combination of photographic styles that work together to tell a complete story.

## Secondary style: MACRO IMAGERY

- Use close-up shots of technology as textural backgrounds.
- Imagery can be used as duotones.



# Photography

The Russ College of Engineering and Technology uses a combination of photographic styles that work together to tell a complete story.

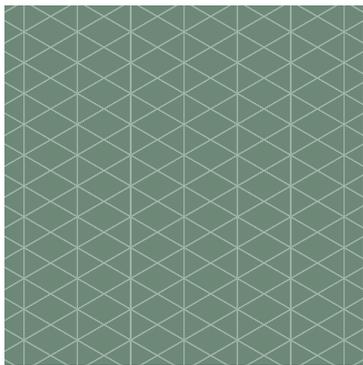
## Secondary style: **IMPACT IMAGERY**

- Use images that show real-world impact.
- Shots should incorporate unique perspectives and should have a grand scale.

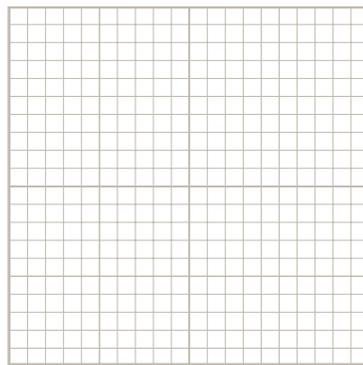


# Texture

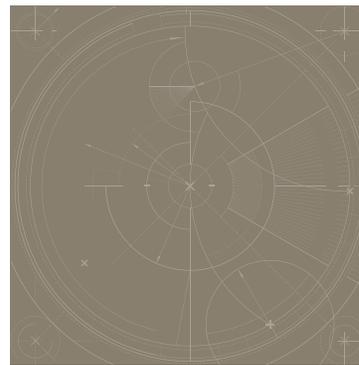
A series of vector textures that represent the Russ College of Engineering and Technology add geometric interest to page layouts.



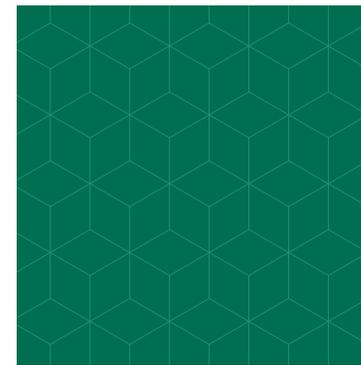
**BISECTED TRAPEZOID**



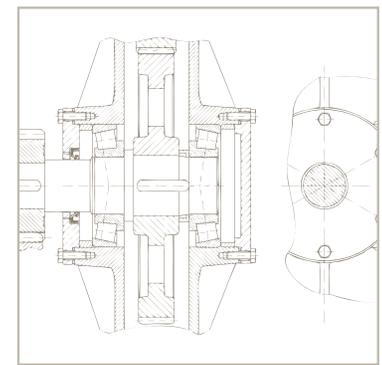
**GRAPH**



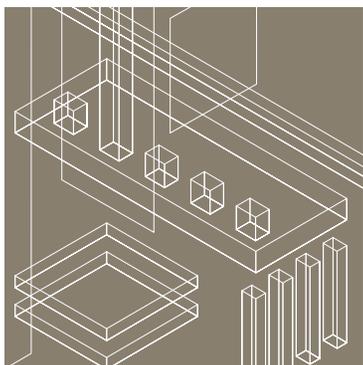
**RADIAL MEASUREMENT**



**TUMBLING BLOCK**



**TECHNICAL RENDERINGS**



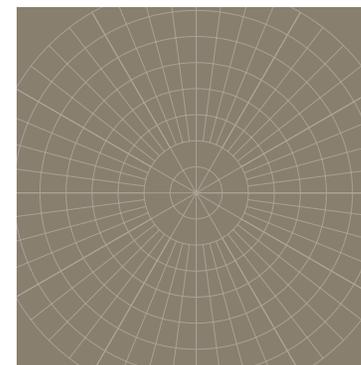
**BLOCKS**



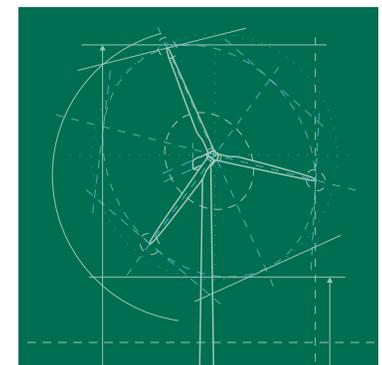
**LETTERS AND DOTS**



**CIRCUIT BOARD**



**POLAR**



**BLUEPRINT RENDERINGS**