

NEXT / ***NOW***

THE CAMPAIGN FOR CINCINNATI

CAMPAIGN BRAND GUIDELINES

Management of the UC and UC Health campaign identity

June 2021

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WHAT'S *NEXT*?

NEXT IS NOT JUST FINDING THE ANSWER, BUT CHANGING THE QUESTION.

SOLVING FOR TOMORROW. INVESTING IN INNOVATION.

*NEXT PUSHES US TO GO BEYOND WHAT'S EXPECTED TO **EMPOWER** OUR NEXT LEADERS,*

***EXPLORE** OUR NEXT FRONTIER AND **EMBRACE** OUR NEXT PURPOSE.*

LET'S COME TOGETHER TODAY TO SHAPE TOMORROW.

BECAUSE WHAT'S *NEXT*, STARTS NOW.

OVERVIEW, TIMELINE & GOALS

Next, Now: The Campaign for Cincinnati is a public-facing comprehensive fundraising campaign for the University of Cincinnati and UC Health.

It centers on innovation and impact, amplifying the visions of Next Lives Here and In Science Lives Hope, and inspiring our community of UC and UC Health supporters through the power of philanthropy.

OVERVIEW

The *Next, Now Campaign* guidelines detailed here are a supplement to the general UC, UC Health and UC Foundation brands. Unless otherwise stated, general guide rules across the institutions still apply.

TIMELINE

Next, Now: The Campaign for Cincinnati entered its public phase at the close of UC's Bicentennial, officially launching to the public on **Nov. 8, 2019**.

Visual campaign branding assets were phased in beginning **Nov. 11, 2019**.

The campaign will tentatively close **June 30, 2024**.

INSTITUTIONAL GOALS

- Increase donor interest & giving.
- Energize alumni, grateful patients, students, faculty/clinicians and staff around philanthropy.
- Strengthen relationships with corporate & community partners.
- Broaden engagement across all identified audiences.

MISSION, VISION & OBJECTIVES

MISSION

Inspiring investments in the *Next, Now Campaign* by demonstrating the impact of philanthropy.

VISION

Bringing forth a new era of innovation and impact at UC and UC Health by sharing how lives are changed and problems are solved with philanthropy.

OBJECTIVES

- Garner philanthropic support for UC and UC Health across all giving capacities in targeted areas of global student success, research, health and well-being in our region, and the programs and initiatives that make UC and UC Health unique.
- Interest prospective/first-time donors in giving to UC and UC Health as part of this campaign.
- Actively engage all internal and external audiences through campaign storytelling and broad messaging around the tangible impact of giving to UC and UC Health.



LANGUAGE

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LANGUAGE

KEY TALKING POINTS

What makes *Next, Now: The Campaign for Cincinnati* different from other comprehensive fundraising efforts is its focus on the humanizing elements of philanthropy—the personal connections, the discoveries and difference-makers, the future-defining impact.

The following language guidelines provide direction on how we write the narrative around the *Next, Now Campaign* with considerations for talking points, boilerplates and other editorial needs.

The definition: *Next, Now: The Campaign for Cincinnati* is a public-facing comprehensive fundraising campaign supporting the University of Cincinnati and UC Health.

The value: The campaign marries up to the visions laid out by Next Lives Here and In Science Lives Hope by focusing donor investments on the people and ideas that will move our institutions, region and world forward in tangible ways.

The priorities: The campaign will raise money for scholarships and graduate fellowships, research, the health and well-being of our region, and the signature programs and initiatives that are unique to UC and UC Health.

The timing: The campaign capitalizes on the momentum gained during the Bicentennial. In an ever-evolving world, the campaign financially positions UC and UC Health to lead innovation and to make a ripple-effect impact on our next era.

The goal: At least \$2 billion raised is the overarching campaign goal, but this should never be the focal point of any campaign-related communication. Progress will be measured year to year, focusing on impact milestones vs. financial targets.

LANGUAGE

EDITORIAL CONSIDERATIONS

Below are editorial considerations for campaign news, storytelling and digital communications. The voice/tone for the campaign's news, stories and digital content should be aspirational, forward thinking and impact driven.

Campaign messaging: Any broad communications that reference the campaign should include both University of Cincinnati and UC Health. If second reference, UC and UC Health is acceptable.

General News: Campaign gift announcements/press releases will have a philanthropic purpose and will mainly focus on principal gifts, but will be evaluated on a case-by-case basis. Every campaign gift announcement/press release should be produced by *(or in close partnership with)* the UC Foundation Strategic Communications team.

Giving Webpages: Giving pages across UC and UC Health sites will display consistent boilerplate messaging and calls to action related to campaign giving.

Social Media: While the Foundation's social media accounts (*i.e., Facebook, Twitter and LinkedIn*) have their respective purpose and voice, each will carry the drumbeat of campaign news and storytelling. The UC Alumni Association (*i.e., Facebook, Twitter and Instagram*) and the Foundation collaborate regularly on their social media accounts, and will continue to share and tag each other as appropriate.

Storytelling: Campaign stories will demonstrate the impact of philanthropy or focus on donors and why they give.



GENERAL NEWS

With its focus on innovation and impact, *Next, Now: The Campaign for Cincinnati* is where ambition meets action. As the comprehensive fundraising campaign for the University of Cincinnati and UC Health, the *Next, Now Campaign* will raise at least \$2 billion for scholarships and graduate fellowships, research, the health and well-being of our region, and the signature programs and initiatives unique to UC and UC Health.

ENDING CALL-OUT CARD OPTIONS (GENERAL NEWS & STORIES)

NEXT, NOW

With its focus on innovation and impact, *Next, Now: The Campaign for Cincinnati* is where ambition meets action. At the University of Cincinnati and UC Health, we're driven by next; thinking bolder and dreaming bigger to create the tomorrow we envision, today.

WHAT'S NEXT, STARTS NOW

With its focus on innovation and impact, *Next, Now: The Campaign for Cincinnati* is where ambition meets action. Break new paths for students, support discoveries and cures. Invest in world-class patient care, and propel the work that makes us uniquely (and globally) Cincinnati.

ENDING CALL-OUT CARD OPTIONS (SCHOLARSHIP & FELLOWSHIP STORIES)

WHO WILL YOU EMPOWER NEXT?

Scholarships, fellowships and enrichment programs provide opportunities for students to attend, grow and graduate from UC. You can empower our next leaders through support for scholarships, fellowships and signature programs in career-based education, co-op or professional development.

WHERE LEARNERS BECOME LEADERS

From the classrooms and labs to co-ops and on-the-job learning, UC is where students actively seize their opportunities to shape the future for themselves, for their families, for all of us. You can empower our next leaders through support for scholarships, fellowships and other student experiences.

GIVING WEBPAGES

UC PAGES

[LANGUAGE CAN BE PLACED BELOW COLLEGE/UNIT FUNDING PRIORITIES STATEMENT]

At the University of Cincinnati, we're driven by next; thinking bolder and dreaming bigger to create the tomorrow we envision, today.

With its focus on innovation and impact, **Next, Now: The Campaign for Cincinnati** is where ambition meets action. Through this campaign, you can break new paths for students, support discoveries and propel the work that makes us uniquely (*and globally*) Cincinnati.

What's next starts with you. Learn how.
[Link to foundation.uc.edu/campaign]

UC HEALTH PAGES

[LANGUAGE CAN BE PLACED BELOW UNIT FUNDING PRIORITIES STATEMENT]

At UC Health, we're driven by next; thinking bolder and dreaming bigger to create the tomorrow we envision, today.

With its focus on innovation and impact, **Next, Now: The Campaign for Cincinnati** is where ambition meets action. Through this campaign, you can support discoveries and cures, invest in world-class patient care and propel the work that makes us uniquely (*and globally*) Cincinnati.

What's next starts with you. Learn how.
[Link to foundation.uc.edu/campaign]

LANGUAGE

ABBREVIATED STYLE GUIDE

The campaign writing style considerations will largely mirror those set forth by the UC, UC Health and AP style guides. For expanded guidance, including diversity, equity and inclusion considerations, see the UC Foundation Brand & Design guide. The below entries provide an abbreviated look at common style questions that will come from the campaign's communications:

Alumni: When recognizing someone as an alumnus/alumna of UC, use the subject's abbreviated college affiliation and graduation year, separated by a comma from their last name. (E.g., Lauren Bellinger, LCOB '17; Dianiesha Jackson, A&S '19).

Campaign Name: First reference is always **Next, Now: The Campaign for Cincinnati** (bold, capitalized & italicized as shown). When bolding the full campaign name, "Now" should appear in UC brand red and the rest in black. Second reference can either be the *Next, Now Campaign* (capitalized & italicized as shown) or the *campaign* (lowercase and no italics as shown). Never use "Next, Now" or "The Campaign for Cincinnati" as a standalone reference, and never use the "/" in place of the comma in the written campaign name.

First and Last Names: Use full name of story subjects on first reference. Second reference should generally use last name only, but first names can be used for certain storytelling subjects (e.g., current students, patients).

PhD/MD: Use PhD (capitalized and punctuated as shown) following the corresponding subject's last name and separate with a comma; do not use the Dr. title on second reference (e.g., Vikas Mehta, PhD; Mehta on second reference). Use MD following the corresponding subject's last name and separate with a comma; use Dr. on second reference (e.g., Tim Pritts, MD; Dr. Pritts on second reference).

UC Foundation: First reference should be the University of Cincinnati Foundation. Second reference can be the UC Foundation or the Foundation (capitalized as shown).

University & College: Lowercase in general references, such as "the university" and "the college."

#NextNowUC: The official campaign hashtag. Should be used with all social posts related to the campaign. UC Health-related content will use #NextNowUCHealth in place of #NextNowUC.

#VoicesofNext: Secondary campaign hashtag. Should be used with social posts focused on storytelling. #VoicesofNext always should be used with #NextNowUC in posts.

BRANDMARK AND ASSETS

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CAMPAIGN BRANDMARK
PRIMARY & SIZE REQUIREMENTS

PRIMARY BRANDMARK

NEXT/NOW

THE CAMPAIGN FOR CINCINNATI

MINIMUM SIZE FOR PRINT

NEXT/NOW

THE CAMPAIGN FOR CINCINNATI

1.5 inches

MINIMUM SIZE FOR WEB

NEXT/NOW

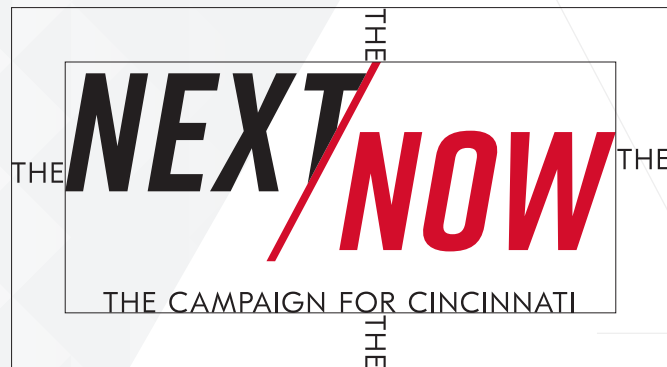
THE CAMPAIGN FOR CINCINNATI

150 pixels

CAMPAIGN BRANDMARK

SAFE SPACE & STAGING

PRIMARY BRANDMARK SAFE SPACE



Minimum safe space is the height of “THE” from the tagline on each side of the brandmark.

APPROVED STAGING



The brandmark is staged on white, red or black. When placing on photography, find quiet areas within the composition that provide contrast and legibility.

CAMPAIGN BRANDMARK

BRANDMARK INTEGRITY

To protect the integrity of the campaign brandmark, please avoid the following treatments:

Do not place the brandmark in a line of text.



Do not add effects to the brandmark.



Do not shift the brandmark elements.



Do not alter the brand colors.



Do not add outline to the elements.



Do not alter the fonts.



Do not skew, stretch or distort.



Do not change proportion of the elements.



Do not place on complex backgrounds.



CAMPAIGN BRANDMARK

LOGO PAIRINGS

The following are guidelines for pairing the *Next, Now Campaign* logo with the appropriate university and UC Health logos and lockups in print and digital communications. The campaign logo should never appear alone; pairing with the campaign logo will vary based on messaging, such as these:

ATHLETICS

CAMPAIGN LOGO + “C” PAW

ACADEMIC COLLEGES & UNITS

CAMPAIGN LOGO + UC/COLLEGE LOCKUP

BROAD OVERALL CAMPAIGN MESSAGING

(INCLUSIVE OF UC & UC HEALTH)

CAMPAIGN LOGO + UC-UC HEALTH CO-BRANDED LOCKUP

BROAD UC HEALTH-FOCUSED CAMPAIGN PRIORITIES

(E.G., PATIENT CARE, UC HEALTH CAPITAL PROJECTS, ETC.)

CAMPAIGN LOGO + UC HEALTH LOGO

BROAD UNIVERSITY-FOCUSED CAMPAIGN PRIORITIES

(E.G., SCHOLARSHIPS, FACULTY, ETC.)

CAMPAIGN LOGO + UC LOGO

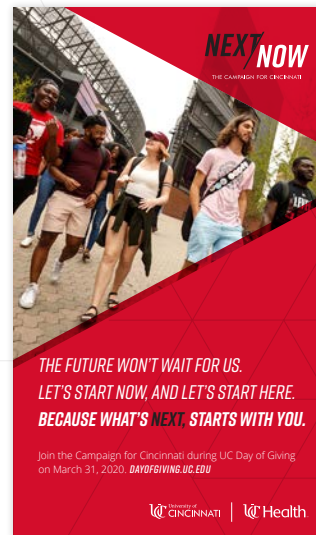
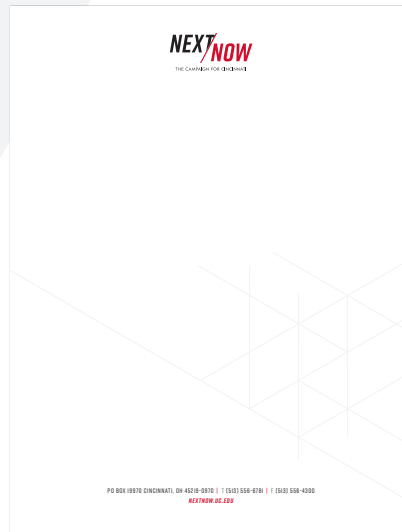
UC HEALTH INSTITUTES & CENTERS

CAMPAIGN LOGO + INSTITUTE/CENTER LOCKUP

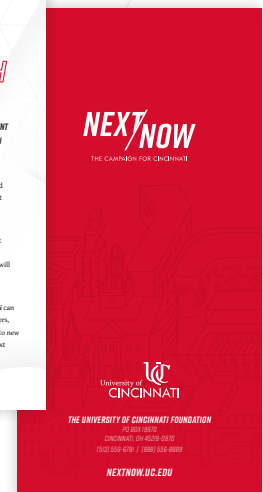
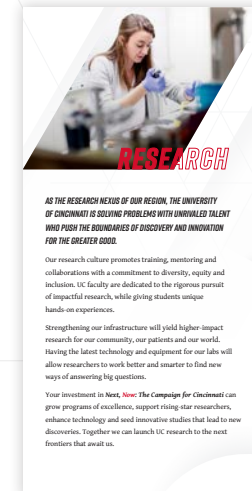


CAMPAIGN BRANDMARK

COLLATERAL SAMPLES



University of Cincinnati | UC Health



CAMPAIGN ASSETS

COLOR PALETTE

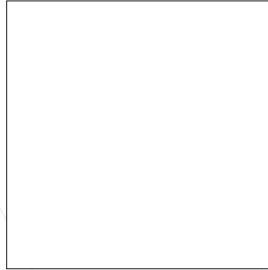
Primary



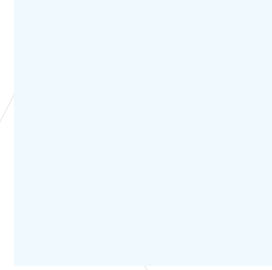
PMS 186C
CMYK: 0.100.81.4
RGB: 224.1.34
HSB: 350.92.80
HEX: #E00122



100% Black



0% Black



C: 5%
Signature Blue

Secondary



PMS Silver 10077
Signature Metal



PMS 10256C
Accent Blue Metallic

CAMPAIGN ASSETS

FONTS

RIFT

LIGHT

LIGHT ITALIC

REGULAR

DEMI ITALIC

ITALIC

MEDIUM

MEDIUM ITALIC

DEMI

BOLD

BOLD ITALIC

Open Sans

Light

Regular

Semibold

Bold

Extrabold

August Script Bold

Gentium Book Basic

Regular

Italic

Bold

Bold Italic

CAMPAIGN BRAND TYPEFACES

Rift, August Script Bold, Open Sans and **Gentium Book Basic** are approved campaign brand typefaces.

Open Sans and Gentium Book Basic are free and web safe, and can be accessed at [google.com/fonts](https://www.google.com/fonts).

Rift and August Script Bold are available for purchase through various font licensing sites.

August Script Bold should be used sparingly for special highlights and emphasis only.

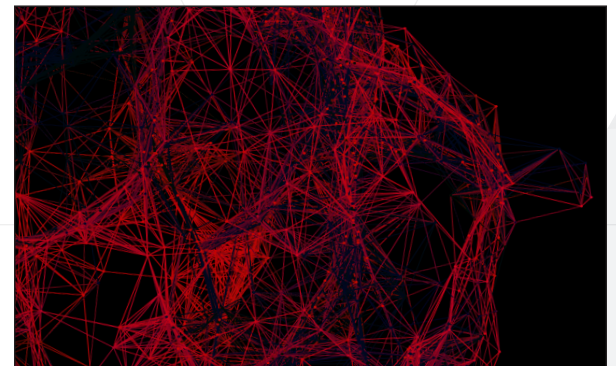
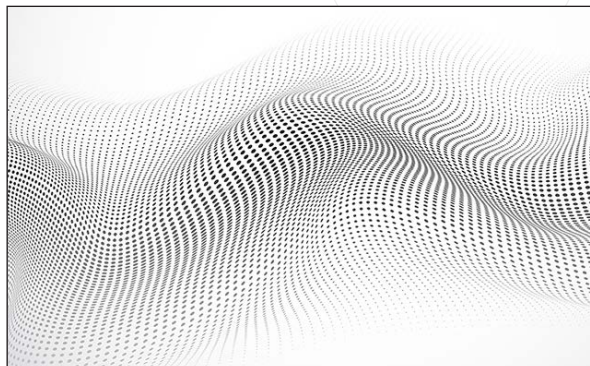
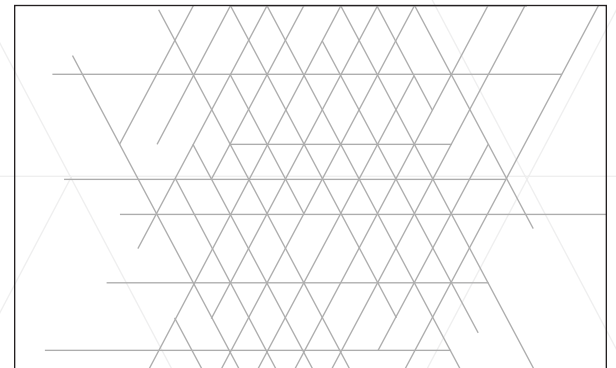
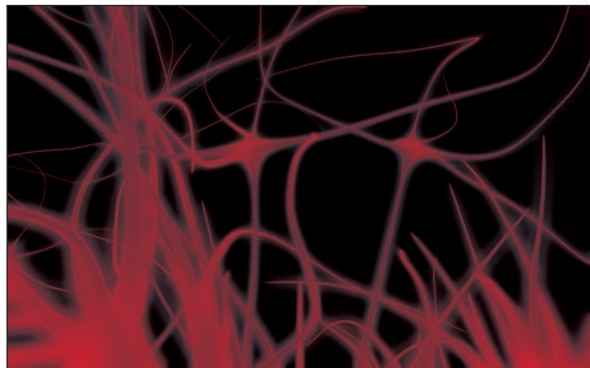
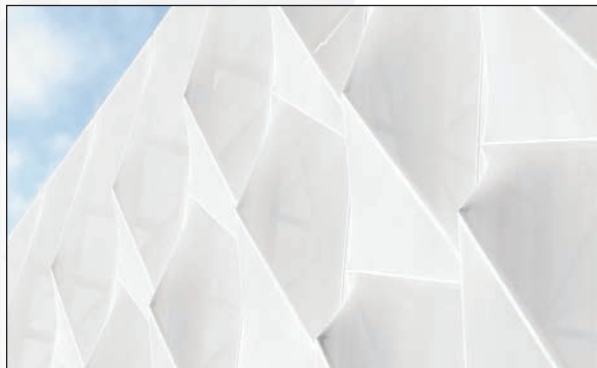
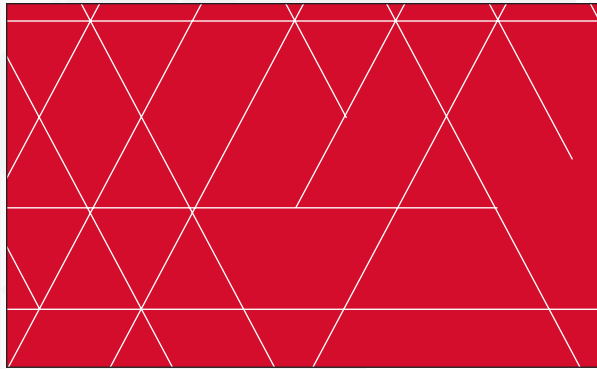
SUBSTITUTION FONTS

Arial may be used as a substitute for email, web, PowerPoint presentations and other documents when recipients or event locations may not have brand fonts loaded for accurate rendering.

Saira Condensed may be used as a substitute for Rift in text for email, web and PowerPoint presentations and other documents. It can be accessed at [google.com/fonts](https://www.google.com/fonts).

CAMPAIGN ASSETS

TEXTURES & PATTERNS



A selection of textures are available for download on the Hub as part of the campaign toolkit.

CAMPAIGN ASSETS

CUSTOM ICON SET



This icon set is available for download on the Hub as part of the campaign toolkit.

PHOTOGRAPHY GUIDELINES

With its focus on innovation and impact, *Next, Now: The Campaign for Cincinnati* is where ambition meets action. Campaign photography captures the creativity, tenacity and grit that lie within everyone across UC and UC Health. Our story subjects are not passively waiting for what's next; they are the forward-looking leaders who are actively shaping the future.

Our visual storytelling relies on these mutual hallmarks of UC and UC Health's culture: the spirit of collaboration, hands-on experience and a unique sense of place.

BIRDS-EYE COLLABORATION

Following the subject into their active learning space shows how their story is also the story of UC and UC Health. Through the bird's-eye view, we can capture how collaborative learning and research are cornerstones of the subject's story and the UC/UC Health experience. Give the audience a view into real-time collaboration with other students, groups, researchers and/or faculty that's otherwise hard to access.

UNVEIL THE MESS

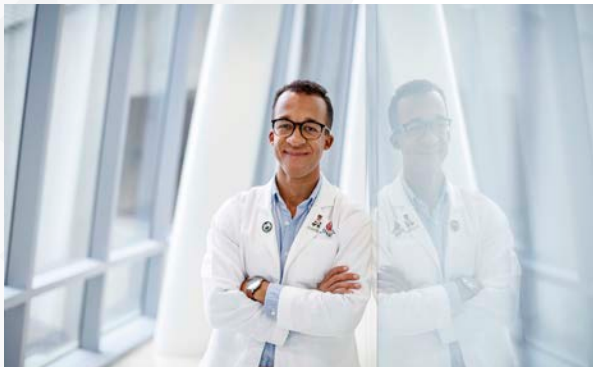
Invite the audience further into the subject's UC/UC Health story. Intimately showing the subject using the tools that are part of their experience (*e.g., their hands, special equipment, makerspaces, etc.*) can add another dimension of visually telling their UC/UC Health story. Similarly, capturing slice-of-life images outside of their hands-on experiences can add personal depth to their story.

SENSE OF PLACE

Contrast organic forms with ridged statues and buildings, showing UC/UC Health and subjects leaning into the future together. Recognize and incorporate forward-leaning architectural or organic elements. Reflections can beautifully capture the UC and UC Health community leaning into the future together while also providing abstract relief. Consider lighting and contrast that can be translated into red and black stylized duotones.

CAMPAIGN ASSETS

PHOTOGRAPHY SAMPLES



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