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Important Contacts
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James A. Rhodes Arena, Suite 83
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Fax: (330) 374-8844
Web: GoZips.com

Matt Newhouse
Associate Athletics Director for Marketing & Promotions
Phone: (330) 972-6696
Email: mmn3@uakron.edu

GoZips.com/Brand
The University of Akron Department of Athletics is one of The University of Akron’s most visible brands. This branding guide was created to ensure that the text and graphics of all official communications – publications, stationery, business cards, promotional items, websites, signs, digital materials, apparel, internal and external communications and all other documents or items representing the Department of Athletics or any of its collegiate varsity sports, departments or offices – present a clear, consistent and positive image of Akron Athletics.

This guide was designed to communicate the guidelines for using the unique logos, colors, marks and styles of Akron Athletics in order to differentiate the teams, coaches, staff and student-athletes from other athletics programs. In order to be successful, we ask that when applying the logos, colors, marks and styles to any asset, the identity of the brand must be to the specifications and standards outlined in this guide. These guidelines allow you to work independently, while maintaining a consistent, professional image across the teams, departments and outside vendors associated with Akron Athletics. These guidelines are not meant to hinder progress or compromise creativity, but to strengthen the overall brand.

The marks and logos contained in this guide may not be used to represent any outside entity, both on and off campus, without the direct written consent of Akron Athletics.

Should you have any additional questions regarding the materials in this guide or the implementation of the Department of Athletics brand, please contact the associate athletics director at 330-972-6696.

Larry Williams
Director of Athletics

Matt Newhouse
Associate Athletics Director for Marketing & Promotions

Online Resources

This brand guide is available, by section and as a whole, online by visiting GoZips.com/Brand. This site also contains versions of each logo and wordmark, the Akron and Avenir fonts compatible for both Mac and PC, and templates for print and digital publications. This site serves as a toolkit for applying graphics standards to print and electronic communication produced both internally and externally.

The University of Akron

- On first reference, the full name of The University of Akron should always be used, with “The” capitalized.
- On subsequent references to The University of Akron, University is preferred, but Akron may also be used.
- University is always capitalized when it refers specifically to The University of Akron. UA may be used sparingly.
- The University of Akron is not to be referenced as Akron University or AU.

The University of Akron Department of Athletics

- When referring to the Department of Athletics, “Athletics” should always be plural.
- On first reference, the full name of The University of Akron Department of Athletics should always be used, with “The” capitalized.
- On subsequent references to the Department of Athletics, Akron Athletics is preferred, but Zip Athletics may also be used.
- The Department of Athletics is not to be referenced as the Athletics Department.

Zips

- Zips, the unique nickname for all varsity athletics teams at The University of Akron, should always be referred to in the plural when referencing any of the 20 varsity sports teams.
- Director of Athletics Kenneth “Red” Cochrane officially shortened the original nickname, Zippers, to Zips in 1950.
- Twenty-five years earlier a campus-wide contest had been conducted to choose a nickname for the University’s athletics teams.
- Suggestions submitted by students, faculty and alumni included Golden Blue Devils, Tip Toppers, Rubbenecks, Hillbillies, Kangaroos and Chevalsiers.
- The winner, freshman Margaret Hamlin, received a prize of $10 for suggesting the nickname Zippers, a brand name taken from the B.F. Goodrich Co., referring to a $6 pair of rubber overshoes.

The University of Akron Athletics Programs

- On first reference, the full name of The University of Akron and the sport name should always be used, with “The” capitalized (e.g., The University of Akron Football).
- On subsequent references to a specific sport, Akron and the sports name is preferred (e.g., Akron Men’s Basketball), but Zips and the sport name may also be used (e.g., Zip Tennis).
- When discussing a single sport within a piece of collateral (press release, brochure, etc.), one can refer to the specific sport by the name Akron or the Zips.

The University of Akron Facilities

On first reference, the full name of the facility should be used.

First Reference

Benjamin and Nancy Suarez Family Strength and Conditioning Center
C.P. and Cornelia S. Chima Athletics Ticket Office
Derek Chima Director of Athletics Suite
Eugene Waddell Presidential Suite
First Energy Stadium-Cub Cadet Field
Huntington Club Level
InfoCision Stadium-Summa Field
James A. Rhodes Arena
James A. Rhodes Arena Weight Room
Lee R. Jackson Baseball Field
Lee R. Jackson Practice Field
Lee R. Jackson Softball Field
Lee R. Jackson Track and Field Complex
Louis and Freda Stile Athletics Field House
Louis and Freda Stile Athletics Field House Weight Room
Monrose Auto Group Press Level
Oliver J. Ocasek Natatorium
Robert A. Pinn Shooting Range
Tommy Evans Lounge

Subsequent References

Chima Athletics Ticket Office
Director of Athletics Suite
Presidential Suite
First Energy Stadium-Cub Cadet Field
Huntington Club Level
InfoCision Stadium-Summa Field
Rhodes Arena or the JAR
Rhodes Arena Weight Room
Jackson Field
Jackson Field
Jackson Field
Jackson Track
Stile Field House
Stile Field House Weight Room
Monrose Press Level
Ocasek Natatorium or ONAT
Pinn Shooting Range
Tommy Evans Lounge

GoZips.com/Brand
@AkronZips
@ZipsAthletics
The primary colors for Akron Athletics are Akron Blue (PMS 282) and Akron Gold (PMS 871).

Akron Blue – PMS 282
- C: 100  M: 90  Y: 13  K: 68
- R: 4  G: 30  B: 66
- HTML: #041E42

Akron Gold – PMS 7503
- C: 10  M: 15  Y: 50  K: 29
- R: 168  G: 153  B: 104
- HTML: #A89968

The secondary color for Akron Athletics is Akron Flat Gold (PMS 7503).
- The secondary color can be used in the creation of a logo as a contrast or to offset the primary Akron Gold. An example of this is the “Fear the Roo” logo (see page 9).
- Akron Gold comes off as a more Metallic Gold when applicable. Akron Flat Gold is closer to a non-textured Vegas Gold.

Akron Gold – PMS 871
- C: 10  M: 15  Y: 50  K: 29
- R: 168  G: 153  B: 104
- HTML: #A89968

Can only be used in place of 7503 on merchandise or in the creation of a logo to offset the primary Akron Gold.

The primary fonts for Akron Athletics are Avenir and Akron.
- The primary use of the Akron font is for uniforms, banners, posters, headlines and other assets that require minimal use of type. Do not use this font in copy that is more than one sentence in length.
- The Avenir Book font is the approved body copy font for Akron Athletics. This should be used in official department documents, press releases, memos, letters, correspondences and other assets that require a considerable use of type. Variations of the Avenir font may be used in body copy, as needed, for use as headlines, italic copy, etc. If you do not have access to Avenir, Verdana is an acceptable alternative font.
- Correct and consistent use of these typefaces helps reinforce the department's identity.
AKRON ZIPS

PRIMARY LOGO | PRIMARY AND SECONDARY WORDMARKS

Primary Logo
• The primary logo for Akron Athletics is the Z logo. Men’s Soccer uses the Z Star logo.
• The Z logo was introduced in 2002 as the secondary logo for the entire Department of Athletics.
• The Z logo became the primary logo for Akron Athletics in May 2015.
• The Z logo should be used on all materials pertaining to Akron Athletics.

Primary and Secondary Wordmark
• The primary wordmark for Akron Athletics is the stacked Akron wordmark.
• The secondary wordmark is the Akron wordmark.

PROPER AND IMPROPER USAGE – PRIMARY LOGO

Primary Logo
• The color scheme of the Z logo should not be altered for any reason.
• The Z logo should not be distorted, skewed or altered for any reason.
• The color Z logo is not to be converted for black and white use. Please use the black and white version of the Z logo for any collateral requiring a black and white artwork.
• The Z logo should never be reproduced at a size smaller than 0.3 inches in height.
• The Z logo should not be used as the negatively colored element (white) for print or digital purposes. This is only allowed on apparel and merchandise through our licensees.
• Do not rotate the logo in any direction without prior approval from Akron Athletics.
• Do not add copy to the logo.
• Do not combine the Z logo with any Akron wordmark.
• Please contact Akron Athletics with any request to alter the color schemes of any primary logo.

Do not change the color scheme of the logo.
Do not skew the logo.
Do not convert the color logo for black and white use.

Do not reproduce smaller than 0.3 inches in height.
Do not use the gold fill Z logo.
Do not rotate the logo without prior approval.

Do not add copy to the logo.
Do not combine the logo with any wordmarks or logos.

The negatively colored image is only allowed for merchandise through our licensees. Do not use it for print or digital.
**PROPER AND IMPROPER USAGE – WORDMARKS**

**Primary and Secondary Wordmarks**
- The color scheme of the wordmarks should not be altered for any reason.
- The wordmarks should not be distorted, skewed or altered for any reason.
- The color wordmarks are not to be converted for black and white use. Please use the black and white version of the wordmark for any collateral requiring a black and white artwork.
- The wordmarks should never be reproduced at a size smaller than 0.3 inches in height.
- The wordmarks should not be used as the negatively colored element (white) for print or digital purposes. This is only allowed on apparel and merchandise through our licensees.
- Do not rotate the wordmarks in any direction. They should remain at the proper angle of seven degrees.
- Do not add copy to the wordmarks.
- The Akron wordmark can be used in place of the word “Akron” on collateral and merchandise.
- Please contact Akron Athletics with any request to alter the color schemes of any secondary logo.

**Secondary Logos**
- Akron Athletics has secondary logos that can be used on collateral, such as marketing materials, media guides, schedule cards, etc., but each must be accompanied by a primary logo or wordmark.
- The secondary logo for Akron Athletics is the Kanga logo.

**NOTE:** The Kanga logo can be used on a limited basis, but the Z logo should be used as the primary logo for Akron Athletics.
PROPER AND IMPROPER USAGE – SECONDARY LOGOS

Secondary Logos

- The color scheme of the secondary logos should not be altered for any reason.
- The secondary logos should not be distorted, skewed or altered for any reason.
- The color secondary logos are not to be converted for black and white use. Please use the black and white version of the secondary logos for any collateral requiring a black and white artwork.
- The secondary logos should never be reproduced at a size smaller than 0.3 inches in height.
- Do not rotate the logos in any direction without prior approval from Akron Athletics.
- Do not add copy to the logos.
- Do not combine the logos with any Akron wordmark.
- Please contact Akron Athletics with any request to alter the color schemes of any secondary logo.

Non-Sport Logos

- Akron Athletics has several general logos that are not related to a specific sport and can be used on collateral, such as marketing materials, media guides, schedule cards, etc., but each must be accompanied by a primary logo or wordmark.
- The color scheme of these logos should not be altered for any reason.
- The logos should not be distorted, skewed or altered for any reason.
- The logos should never be reproduced at a size smaller than 0.3 inches in height.
- The logos should not be used as the negatively colored element (white).

AK-ROWDIES

FirstEnergy Stadium – Cub Cadet Field
InfoCision Stadium – Summa Field

Crystal Clinic Wagon Wheel Challenge

Varsity “A” Association

Z-Fund
SPORT-SPECIFIC LOGO | SPORT-SPECIFIC WORDMARKS

Sport-Specific Logo - Men’s Soccer

- Upon winning the 2010 NCAA Men’s Soccer National Championship, a star was added to the Z logo to signify a National Championship, as is customary around the globe. This is an internationally recognized soccer symbol referencing a championship won at the highest level.

![Z logo with star]

Sport-Specific Wordmarks

- Akron Athletics has a wordmark for every sport that begins with the word “Akron” followed by the name of the sport.
- The same wordmark is used for sports with men’s and women’s teams.
- The color scheme of these wordmarks should not be altered for any reason.
- The wordmarks should not be distorted, skewed or altered for any reason.
- The wordmarks should never be reproduced at a size smaller than 0.3 inches in height.
- The wordmarks should not be used as the negatively colored element (white).
- Do not rotate the wordmarks in any direction. They should remain at the proper angle of seven degrees.
- Do not substitute any other word for the approved sport names.

**NOTE:** The “Akron” sport wordmarks have been updated from the original wordmarks created in 2002. The “Akron” sport wordmarks below should be used in place of the original “Zips” sport wordmarks.

LOGO AND WORDMARK SPECIFICATIONS

Minimum Sizes

- All logos and wordmarks should be reproduced at a size no smaller than 0.3 inches in height.
- Remember to size proportionately (make sure X and Y axes are locked). For your convenience, we show the minimum size, with both horizontal (wide) and vertical (tall) measurements below.

![Minimum sizes]

Proper Angles

- All logos should be used at a perfect 0-degree vertical axis and should not be skewed or tilted in any fashion.
- All wordmarks should be used at the mark’s original 7-degree angle and should not be skewed or tilted in any fashion.
- Do not alter the angle of the logo.

Live Area

- Live area is defined as the area of isolation or “white space” provided around the logos. An area of isolation or live area must appear around all marks at all times.
- The live area for all logos and wordmarks is 0.3 inches vertically from the highest and lowest points of the mark, and 0.3 inches horizontally from the left-most and right-most points of the mark.
- For logos with trademark symbols or copy, use the symbol or copy as your measuring point if it is located at a vertical or horizontal extremity.
- When using the Z logo to create a new logo, the live area rules do not apply.
The Evolution of Zippy
The evolution of Zippy, The University of Akron’s mascot, began more than 50 years ago, when the student council, under the council’s president, Dave Frye, and mascot selection committee chairman Bob Savoy (an All-American diver for UA), decided the University needed a mascot. Dick Hansford, UA student council advisor, recommended the kangaroo, inspired in part by a popular comic strip character at the time named “Kicky,” a fighting kangaroo. The kangaroo was officially declared UA’s mascot on May 1, 1953.

No one recalls who made the arrangements for the first costume, but a paper-mache head was produced, along with a brown furry uniform that zipped up the back. Pete Demming debuted the first mascot uniform in 1955, at the second Acme-Zip Game - not as “Zippy” but as “Mr. Zip.”

The first known printed reference to the mascot as “Zippy” was a 1965 Zips Football press brochure. The Buchtelite’s first use of the name “Zippy” came September 24, 1965, in a photo caption reading, “Mascot - ‘Zippy’ - Charles Huettner.”

Not everyone was pleased with the new mascot, including writers from The Buchtelite and the Akron Beacon Journal, as the name was chosen without a campus-wide vote. Others defended the new mascot, however, saying, “The kangaroo is fast, agile, and powerful, with undying determination - all the necessary qualities of an athlete.”

It is difficult to imagine that dissent, seeing as how Zippy is now one of, if not the, most beloved symbols of the University. In fact, in the 2007 Capitol One Mascot Challenge, Zippy, after a first-round bye in the playoffs, cruised to victories over Syracuse University’s Otto in the semifinals and the University of Minnesota’s Goldy Gopher in the final round to become the Capital One Mascot of the Year.

Referencing Zippy
• Zippy should be referenced as Zippy or Zippy the Kangaroo on first reference. Zippy is acceptable on subsequent references.

• Zippy should be referenced as “she,” as Zippy has a pouch (only female kangaroos have pouches). Zippy is one of a handful of female mascots in the nation to represent an entire department of athletics.

Zippy Logos (with name)
Zippy Logos (without name)

Zippy's Kids Club Logo
The primary logo for Zippy’s Kids Club is the horizontal Zippy’s Kids Club logo.
The horizontal Zippy’s Kids Club logo should be used on all materials pertaining to Zippy’s Kids Club.
The logo should not be altered in any way without obtaining permission from Akron Athletics.

Zippy Logos

Primary Colors
• The primary colors for Zippy’s Kids Club are Akron Blue (PMS 282), Zippy Dark Gold (PMS 7412) and Zippy Light Gold (PMS 123).

Akron Blue – PMS 282
- C: 100 M: 90 Y: 13 K: 68
- R: 4 G: 30 B: 66
- HTML: #041E42

Zippy Dark Gold – PMS 7412
- C: 0 M: 42 Y: 100 K: 7
- R: 213 G: 165 B: 22
- HTML: #E89719

Zippy Light Gold – PMS 123
- C: 0 M: 24 Y: 94 K: 0
- R: 235 G: 205 B: 50
- HTML: #FFC425

Zippy's Kids Club
Zippy’s Kids Club is the official kids club of Akron Athletics.
On all references, the full name of Zippy’s Kids Club should always be used, with the first letter of all three words capitalized.
The primary fonts for Zippy’s Kids Club are Akron, Avenir and SC Gum Kids.
The primary use of the Akron and SC Gum Kids fonts are for merchandise, banners, posters, headlines and other assets that require minimal use of type. Do not use this font in copy that is more than one sentence in length.
The Avenir Book font is the approved body copy font for Zippy’s Kids Club. Variations of the Avenir font may be used in body copy, as needed, for use as headlines, italic copy, etc.
### Retired Logos and Wordmarks

- The following logos and wordmarks are no longer in use in any fashion.
- The Zips wordmarks with the sport name are no longer in use as well.

#### Retired Logos

The current Zippy logo has a Z on her sweater.

#### Retired Wordmarks

- The official logo colors for The University of Akron wordmark are Akron Navy Blue (PMS 282) and Akron Gold (PMS 7503).
- The approved seal colors are Akron Navy Blue and Akron Gold.
- The official typefaces for The University of Akron are the Avenir and Caslon font families.

#### University of Akron

- On first reference, the full name of The University of Akron should always be used, with “The” capitalized.
- On subsequent references to The University of Akron, University is preferred, but Akron may also be used. University is always capitalized when it refers specifically to The University of Akron. UA may be used sparingly.
- The University of Akron is not to be referenced as Akron University or AU.
- The official typefaces for The University of Akron wordmark are Avenir and Caslon font families.

#### Wordmark

The current Zippy logo has a Z on her sweater.
THE MID-AMERICAN CONFERENCE

The Mid-American Conference*

• The Akron Zips are a member of the Mid-American Conference.
• The conference should be referred to as the Mid-American Conference on the first reference and as the MAC in following references.
• The MAC should not be referred to as the MAC Conference.
• The primary colors of the MAC are Blue (PMS 289), Green (PMS 347) and Metallic Gray (PMS 877 Metallic). A non-metallic version of Gray (PMS 429) can also be used.
• The MAC has three primary logos: the Seal Logo, the Athletics Logo and the Type Only Logo.
• The Seal Logo may appear with and without the “MID-AMERICAN CONFERENCE” designation and on both light and dark backgrounds.
• The Athletics Logo may appear with and without the “MID-AMERICAN CONFERENCE” designation and on both light and dark backgrounds.
• The Type Only Logo may appear with and without the “MID-AMERICAN CONFERENCE” designation and on both light and dark backgrounds. On dark backgrounds, all components reverse to white.
• The Mid-American Conference brand identity may appear in the color palette of any of its member institutions, including The University of Akron, primarily on uniforms, playing surfaces or branded merchandise.

Seal Logo          Athletics Logo          Type Only Logo

Seal Logo – Akron          Athletics Logo – Akron          Type Only Logo – Akron

*The above logos and standards for the Mid-American Conference are based on the conference branding guide as of July 2017. For more information on the Mid-American Conference brand, please contact the league office at 216-566-4622 or visit the MAC online at mac-sports.com.

UNIVERSITY OF AKRON DEPARTMENT OF ATHLETICS BRAND GUIDE

Overview

It is just as important for outside vendors and partners to understand and consistently and correctly present the Akron Athletics brand as it is for the members of the Department of Athletics.

Logo Usage

• When creating an advertisement using the Akron Athletics brand, the ad should include the primary logo of the department, the Z Logo. Guidelines and usage requirements for using the Z Logo can be found on pages 6 and 7 of this brand guide.
• The Z Logo should not be less than half (50 percent) the size of the vendor/partner’s primary logo and should exceed the minimum size requirements (0.3” tall) for logo usage as noted on page 13 of this brand guide.
• The primary wordmark, secondary logos, sport-specific logos and sport-specific wordmarks may not be used on an advertisement without prior approval from Akron Athletics.

Primary Colors and Fonts

• Although it is not required when creating an advertisement, Akron Athletics asks that a vendor or partner use the primary colors (Akron Blue, PMS 282; Akron Gold, PMS 871) and primary fonts (Akron and Avenir) whenever possible. Information on the primary colors can be found on page 4, while the primary fonts can be found on page 5 of this brand guide.

Photographs

• When using photography in advertisement creation, a vendor/partner cannot use an image of current student-athletes.
• Please contact the External Relations Department to check the guidelines for photograph usage or to request appropriate images and artwork.

Review and Approval

• In order to ensure brand and NCAA compliance, the Department of Athletics has the right to review and approve the use of its brand, including logos, wordmarks, fonts, photographs, etc. This review process will only be used to approve the brand usage and to ensure NCAA compliance, and will not include other elements pertaining to the vendor or partner’s brand, or the design of the advertisement itself.
**APPAREL**

**Frequently Asked Questions**

- **Why have a licensing program?**
  A trademark licensing program gives Akron Athletics control over its logos and marks, thus ensuring the quality and consistency of all of its merchandise. It also enables Akron Athletics to generate revenue from the sale of merchandise bearing its logos and marks. The revenue is used to support and enhance many programs campus-wide. Outside of Akron Athletics, the trademark licensing program creates a cooperative and positive working relationship with the manufacturers and retailers who work with Akron Athletics.

- **What qualifies as a trademark?**
  Any mark, logo, symbol, nickname, letter(s), word(s) or combination of these that can be associated with Akron Athletics qualifies as a trademark.

- **What products can be licensed?**
  Students, alumni and fans generate many great ideas for new University products. Products will be considered and must be approved by the associate athletics director. No products will be licensed without the approval of the associate athletics director. This ensures all products associated with Akron Athletics are of high quality and good taste and ensures the non-approval of potentially hazardous items.

- **Who needs a license?**
  Anyone wishing to use the marks, logos and symbols of Akron Athletics must obtain a license.

- **I want to sell merchandise bearing University trademarks. Do I have to be a licensed vendor?**
  If you wish to sell merchandise bearing University trademarks, and if you have produced that merchandise, you must be a licensed vendor. If, however, you wish to sell merchandise bearing University trademarks, and you yourself have not produced that merchandise, you do not have to be a licensed vendor. With the proper business permits, anyone can sell officially licensed merchandise as long as it is purchased from a vendor licensed to produce emblematic merchandise for Akron Athletics.

- **What if you do not get a license?**
  All products must be approved by Associate Athletics Director for Marketing & Promotions Matt Newhouse. Failure to obtain a license or approval from the associate athletics director would be grounds for the seizure of all non-approved merchandise bearing Akron Athletics’s marks. It also could result in jail time and numerous fines if convicted.

- **Can an alumna or student group sell products using Akron Athletics’s marks as a fundraiser?**
  Before contacting local manufacturers regarding new products, designs or an idea for a fundraiser, check with the associate athletics director. He will be able to identify local manufacturers to produce the items, saving everyone time and effort.

- **Do products used for official University business have to be produced by a licensed vendor?**
  All products bearing a University trademark must be produced by a licensed vendor. While products intended to be sold as a fundraiser for Akron Athletics are not exempt from royalties, products intended for the internal use by University departments, clubs and organizations may be exempt from royalties. Contact the associate athletics director if you have a question regarding the exemption status of a product you wish to order.

- **What about using the name or logo of Akron Athletics on a website?**
  Every use of trademarks of Akron Athletics requires permission from Akron Athletics and the associate athletics director. The internet has made it easy for alumni, fans and supporters to build webpages with the name and logos of Akron Athletics, and Akron Athletics appreciates this support. However, federal trademark laws require that Akron Athletics control its name and marks; therefore, Akron Athletics must be very selective in granting permission in these and all instances. For more information, contact the associate athletics director.

- **Who is responsible for the licensing and merchandising program?**
  Matt Newhouse
  Associate Athletics Director for Marketing & Promotions
  Phone: (330) 972-6696
  Email: mnm3@uakron.edu

**PRINT CORRESPONDENCE**

**Letterhead**

- The letterhead for Akron Athletics was designed to create a strong brand image across all sports and units within the department.
- When printing on the official department letterhead, please use the Avenir Book or Verdana Regular fonts. The preferred font size is 10 pt. See page 5 of this brand guide for more information on proper font usage.
- To order letterhead, contact Printing & Copying Services at (330) 972-7404.

**Mailing Guidelines**

- The correct mailing address for Akron Athletics is:
  <Individual Name and Title or Department/Sport Name>
  University of Akron Department of Athletics
  <Street Address>
  <Building and Office Number>
  Akron, OH 44325-5201
- It is important to use this specific format on your stationery envelopes and anywhere you give out your mailing address to ensure the consistent presentation of the department brand and the proper delivery and return of all mailed correspondence.

**Business Card**

- As one of the most used, if not the most used form of print correspondence, the business card is often the first impression of the print brand. It is important that all business cards follow the Akron Athletics brand.
- To order business cards, contact Printing & Copying Services at (330) 972-7404.

**Envelope**

- The envelope for Akron Athletics was designed to create a strong brand image across all sports and units within the department.
- The envelope for Akron Athletics is made of high-quality paper and features the Akron Athletics logo in a prominent position.
- It is important to use this specific format on your stationery envelopes and anywhere you give out your mailing address to ensure the consistent presentation of the department brand and the proper delivery and return of all mailed correspondence.
ELECTRONIC CORRESPONDENCE

Electronic Correspondence Overview
Probably the most used form of correspondence is the email. Even something as simple as your University of Akron email address or your email signature can impact the brand.

Email Signature
• When sending an email, please use the Verdana Regular font. The preferred font size is 10 pt., and the suggested font color is black. Verdana is a universally available and accepted font for all electronic communications. See page 5 of this brand guide for more information on proper font usage.
• Use one of the formats below for your email signature.
• The primary option contains your full information. The secondary option shortens the line spacing, and the truncated option can be used for departmental email or for mobile devices.

Primary Email Signature
<Full Name> | <Title> | Department of Athletics | The University of Akron | Mailing Address | Akron, Ohio 44325-5201 | Office: (330) 123-4567 | Mobile: (330) 123-4567 | Fax: (330) 123-4567 | Website: GoZips.com | <Social Media Link(s)> | 10 pt. Verdana Bold | 10 pt. Verdana Regular | 2 spaces before and after divider

Secondary Email Signature
<Full Name> | <Title> | Department of Athletics | The University of Akron | Mailing Address | Akron, Ohio 44325-5201 | Office: (330) 123-4567 | Mobile: (330) 123-4567 | Fax: (330) 123-4567 | Website: GoZips.com | <Social Media Link(s)> | 10 pt. Verdana Bold | 10 pt. Verdana Regular | 2 spaces before and after divider

Truncated Email Signature
<Full Name> | <Title> | Department of Athletics | The University of Akron | Office: (330) 123-4567 | Mobile: (330) 123-4567 | Fax: (330) 123-4567 | 10 pt. Verdana Bold | 10 pt. Verdana Regular | 2 spaces before and after divider

SOCIAL MEDIA

Social Media Overview
• Ever-evolving social media have provided an incredible source of outreach to Akron Athletics and the world of college athletics as a whole. From Twitter and Facebook to blogs and podcasts, making sure our brand is consistent in this form of communication is just as important as it is in our print and electronic correspondence.
• It is important to remember that when you refer to Akron Athletics in your social media platforms, you impact the overall department brand. While these platforms are called “social” media and not “professional” media, be sure to use the correct department logos, marks and brand names on your pages and in your messaging.
• It is also important that proper etiquette is used when interacting through any form of social media. The use of foul language or sexist, racial or other demeaning comments is not acceptable. A social media account is not only a direct reflection upon the owner/manager of the account, but upon the Department of Athletics and The University of Akron as a whole.

Social Media Platforms - Facebook, Twitter, Instagram, Snapchat and YouTube
• The External Relations Department has created a social media brand. Each coach and/or program has a presence on Facebook, Twitter, Instagram, Snapchat and YouTube.
• When creating a new social media account, whether representing a coach, program, department or staff, it is important to create your handle in the same manner as the current social media accounts. For a team or staff member, please use Zips and your first name (@ZipsJohn, @ZipsCoachJohn or @ZipsFB). Before making the account active, please check with a member of the External Relations Department to make sure the account is properly set up and added to the department’s social media directory.
• It is not recommended to create alternative social media accounts for your sport. If your department currently does not have an account on one of these social media platforms, please check with a member of the External Relations Department for assistance and to make sure the account is properly set up and added to the department’s social media directory.

Other Forms of Social Media
As other forms of social media grow and are created, brand guidelines to ensure the proper portrayal of the Akron Athletics brand will be drafted and disseminated.
Digital Media Overview

Since the start of the 2010-11 athletics calendar, Akron Athletics has placed a strong emphasis on creating new and original digital content for consumption by the general public. This progressive plan included the expansion of online streaming of nearly all University of Akron sporting events, as well as the production of content such as event previews and recaps, feature shows, student-athlete vlogs and more.

Video Production

• All videos must use standard and approved lower third graphics. This includes the Z logo and the individual’s full name and accompanying title. See pages 6-7 of this brand guide for more information on proper usage of the Z logo.

• At times, certain videos may require a brief advertisement placed at the beginning of the video as part of a contractual agreement with a sponsor, partner or vendor.

• Branding on videos must include IMG visual elements when applicable - the only exception being the Crystal Clinic Wagon Wheel Challenge events, where the Crystal Clinic logo must be present.

• Videos must be framed correctly, with the subject’s full face visible and centered on screen.

• When posting videos to YouTube, all descriptions and tags must include the following search terms: Akron, Zips, Athletics, (Specific Sport), Name of person being interviewed. This increases the searchability of the video.

• Video quality is subject to review from the external relations department. Scratchy, overly loud or poor-quality videos may be removed or edited at the discretion of the external relations department.

• The External Relations Department reserves all rights to review, edit and repost any videos associated with the Department of Athletics on all associated social media accounts.

Website Management

The layout and design of GoZips.com is one that is unique to Akron Athletics. When creating new web content, please keep in mind the following items:

• All content must adhere to the brand standards outlined in this guide, including the proper usage of all fonts, logos, verbiage, etc.

• All webpages must be reviewed and approved by the external relations department before activation.

• The templates created for GoZips.com shall not be altered in any way. Please contact the external relations department for any questions or requests to change a webpage template.

• When formatting photographs for use in the main rotator on GoZips.com, artwork should be sized to 2000 pixels wide by 1125 pixels high.

• When applicable, save artwork and images as .png files. If not applicable, save images as .jpg files.

eNewsletters

• When creating and designing eNewsletters for dissemination, it is recommended that the designer work with the external relations department to ensure brand compliance.

• All content must adhere to the brand standards outlined in this guide, including the proper usage of all fonts, logos, verbiage, etc.

Photography

• When using photography on GoZips.com, it is not required to include a byline and media outlet for photos taken by a photographer hired by Akron Athletics.

• When using photography as the primary artwork on GoZips.com or on a social media account, the artwork should be branded for the sport using the social media account name (@ZipsMBB, for example) in one of the four corners, in Akron Bold Italic 6 pt. font. The color should be white (or Akron Blue, if on a light-colored background) at 70 percent opacity.

• In cases when photographs are used from an outside source, please include the person’s name and organization in the following format: Courtesy of John Smith, Anywhere Newspaper.

PowerPoint

• When creating a PowerPoint presentation, it is important to use the official Department of Athletics template.

• This template follows all brand guidelines and can be adjusted to fit the needs of a particular department or sport.

• Please contact a member of the external relations department with any questions regarding the PowerPoint template or for assistance in adjusting the template to fit the individual needs of your department or sport.
**Titles**
- Capitalize and spell out when a title precedes a name (e.g., Associate Athletics Director for Marketing & Promotions Matt Newhouse).
- It is only necessary to use full titles on first usage and when used before a name. On subsequent references, so long as they are not preceding a name, titles can be shortened (e.g., “associate athletics director”). When shortened, they should be lowercased.
- Do not capitalize shortened titles (e.g., associate athletics director).
- Very long titles are more readable when placed after a name.
- Use “Director of Athletics,” not “Athletics Director.”

**Referencing the Akron Zips by Gender**
- Do not refer to Akron women’s teams as “Lady Zips.” Zips is gender-neutral, and all of our athletics teams are known simply as the Zips.
- Do not refer to any student-athletes or teams as boys or girls. College student-athletes are over the age of 18 and referred to as men or women.

**Z-FUND**
- When referring to the official fundraising arm of Akron Athletics, please use Z-FUND (always all-caps).

**AK-ROWDIES**
- When referring to the official student organization of Akron Athletics, please use the AK-ROWDIES (always all-caps).

**Band**
- The marching band is referred to as Ohio’s Pride - Marching Band.
- The pep band is referred to as the Blue and Gold Brass Basketball Band.

**Permissions**
- Do not use current student-athletes’ names, images or likenesses on commercial products. It is a violation of NCAA rules and regulations.
- Do not use references to alcohol, drugs or tobacco-related products in conjunction with University marks.

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**Student Organizations and Club Sports**

With more than 300 student organizations and more than 30 club sports, The University of Akron provides a wide range of opportunities for students to get involved. Our students are excellent brand ambassadors. Student organizations are able to identify with The University of Akron on the following conditions:

- The student organization identifies as a student-based organization, not to be confused with a University department, program or initiative.
- The student organization's identity does not interfere with the integrity of The University of Akron’s trademarks, athletics brand or intellectual property. University trademarks cannot be altered in any way or created, e.g., Zippy cannot be drawn.
- The student organization must clearly identify itself as a club/association/chapter. This will identify the organization as a student-based organization and not a University of Akron department or office. All student clubs must use licensed vendors to produce uniforms/club apparel and other merchandise.
- If student organizations wish to use the words University of Akron, Akron, Zips or University in their name, the title of the University should come before the club name and/or make it clear that it is a student organization. For example: University of Akron American Red Cross Club. University of Akron Marketing Club would be permissible, but not University of Akron Marketing.
- Registered University of Akron sports clubs are granted the privilege of using the Z logo (with registration mark) and a club name set in the University’s Akron font. For travel wear they can either buy licensed athletics wear (so it is Akron-branded but not sport-specific), or they can use the Z logo and their club name. All club sports must identify themselves on all apparel, web or advertising as “Akron (insert sport) Club.”
- However, because of our Athletics Multi-Media Rights partnerships and sponsorships, we cannot allow student clubs to conflict with existing Akron Athletics sponsorships. Any club or organization is prohibited from using the Z logo in conjunction with a non-athletic sponsor.
- For student organizations and University departments, sponsor logos may appear on the back of the shirt, but no Akron branding is permitted along with the sponsor logos, unless sponsor is an Akron Athletics sponsor. Non-athletics sponsors should be in alphabetical order unless placement is based on level of sponsorship.
- All artwork merchandise and apparel requests should be submitted for approval to the associate athletics director, as well as to Student Recreation and Wellness Services, which will need to gain approval from the University Communications and Marketing department.
- For approval and more information, contact:
  - Nancy Bracher
  - Manager, Publications and Trademark Licensing - University Communications and Marketing
  - Phone: (330) 972-6402
  - Email: bracher@uakron.edu
LOGO CREATION

Logo Creation Overview
In an effort to maintain the overall brand of Akron Athletics, it is important that all new logos follow the guidelines that make up the Akron brand. By following these guidelines, you will be able to create logos that meet brand standards while retaining their freshness and originality, all while promoting the sports and departments of Akron Athletics.

Logo Creation Process

• Before creating a logo, it is important that the person, sport or department creating the logo contact Matt Newhouse, associate athletics director, at (330) 972-6696 to discuss the logo design and to obtain initial approval for the creation of the logo.
• For internal personnel and departments, please contact Newhouse to coordinate the logo creation.
• For individual sports, please contact Newhouse to coordinate the logo creation.
• For third-party vendors, please contact your point-person or Newhouse to coordinate the logo creation.
• When creating a logo, it is important to use the brand guidelines detailed within the Primary Brand portion of this brand guide (pages 3-18).
• It is important that the Z logo be used in every newly created logo. If the Z logo (see page 6) cannot be incorporated into the design, please work with the External Relations Department to find an acceptable alternative. An acceptable alternate logo to use is the Akron Zips logo (see page 6).
• A review process will be completed before the new logo goes into final production. This includes a review by Newhouse, coaches, vendors and any other person for whom the logo will be created. There will not be a set limit on the number of reviews for each new logo.
• Before the logo is placed into circulation, final approval must be obtained through Newhouse. At that time, a set of guidelines can be created to ensure the proper usage of the logo is followed and that the logo is added to the brand guide.