

BRAND GUIDELINES



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INTRO

Yes, these are the University of Akron's new Brand Guidelines, and yes, they're yours to dig into.

This document should serve as inspiration and a set of guardrails to ensure that all UA communications and content feel on-brand, authentic, attention-grabbing and yes, easy to use.



HOW TO USE THIS GUIDE

This document is intended for those who are creating marketing materials for The University of Akron. Following these guidelines will maintain consistency and brand recognition, but they are not intended to restrict expression. They are meant to inspire and clarify, to unify and define, as we bring this brand to life together.

This is a living document, meaning that elements outlined here are subject to change.

Please use good judgment in all creative executions and strive to use the brand effectively, using this guide as a tool.

CONTACT

If you have any questions about how to use the brand guidelines, where to find elements, or any other concerns regarding The University of Akron brand, please contact:

Matt Schafer
mschafe@uakron.edu

TOOLKIT

To ensure an iconic and recognizable brand, as well as ease of use for all who might work on it, we have developed a brand toolkit as an extension of these brand guidelines.

[Download toolkit](#)

BRAND PLATFORM

STRATEGY
ON A PAGE

Our brand is built on a foundation that defines, grounds and connects all messaging, visual expressions and experiences. We call this the Brand Strategy. It's a framework that acts as a North Star for all branded communications and expressions. It's who we are, what we stand for and how we show up to our audiences.

BRAND POSITIONING

AMPLIFYING AMBITION IN EVERY ZIP

BRAND PILLARS

OUR PLACE

A Doorway
to What
Comes Next

OUR COMMUNITY

A Community
of Goal-Getters

OUR SPIRIT

Giving
Everything for
Every Zip

OUR OUTCOMES

Activating
Our Impact

BRAND PERSONALITY

CONFIDENT / INDUSTRIOUS / COMMITTED / INTENTIONAL / GENUINE

BRAND POSITIONING

The brand position is a phrase that captures the heart of the strategy in one thought. It is the concept from which the rest of strategic and creative thinking stems. The brand essence is never explicitly articulated in communications, but audiences should feel it.

AMPLIFYING AMBITION IN EVERY ZIP

This place has always been about creating an environment for countless students to shine. It's about more than our ability to provide access to internships and experiences. It's the ability to make personal connections, the pouring in of support and how we instill confidence into each and every Akron Zip. So, when they add a pinch of their own self-made conviction, no goal is off limits.

BRAND PILLARS

The brand pillars distinguish The University of Akron from the competition and reinforce the brand positioning. These pillars take the form of four differentiating strengths and communicate who we are, what we do and how we do it.

Our Place

A Doorway to What Comes Next

Here transformation is inevitable. We’re not weighed down by change; we’re excited by the possibilities it presents and driven to lead our region into its next era.

Our Spirit

Giving Everything for Every Zip

Whether inside the classroom, via tutoring resources and classmates cheering them on, or outside the classroom through co-ops, student orgs, donor support and community projects — all Zips are given the support they need to grow.

Our Community

A Community of Goal-Getters

Zips show up ready to work, and stay focused. We never shy away from a challenge. We’re determined — no matter the target, we’re driven to go after it.

Our Outcomes

Activating Our Impact

Zips are equipped to step up and stand out. From the experiences they receive and the pouring in of support, they enter the world ready to take on and achieve whatever they choose.

BRAND PERSONALITY

The brand personality is composed of the traits and characteristics that set The University of Akron apart from other institutions. It represents how the core values, institutional position and attitudes come to life. Tone words can be expressed verbally (through copy) and visually (through design).

Confident

We know we can accomplish anything we put our minds to.

Industrious

We can turn anything into the boost we all need to spring into action.

Committed

We'll do anything to see our fellow Zips succeed.

Intentional

We're here to get things done — for ourselves and those we impact.

Genuine

We value authenticity, so we tend to tell it exactly how it is.

CREATIVE RATIONALE

Every brand has a story and a perspective. Here, we curate and craft language that tells our story in a way that is unique to The University of Akron. We start with a rationale. This is a written articulation that expresses the UA experience, establishes a brand voice and sets up brand themes. This is an internal-facing expression, but it can be used to inspire external messaging.

There's a formula for all great things.
Always has been. Always will be.
And it's pretty simple, really.
One part optimism.
Plus equal part ambition.
And the opportunity to show
the world what you've got.

MORE YES.

BRAND MESSAGING

BRAND VOICE

The brand voice is the way our brand personality comes to life in written communications. While the brand voice should remain consistent, the tone can shift depending on author, context and medium. For example, the tone of a letter from the president would be different from a social media post.



WRITING HEADLINES

Headlines should be short, eye-opening and engaging. They should draw in our audience to dive deeper, to think differently and to act. Always consider the medium and placement when writing headlines to ensure they fit appropriately. Headlines should inspire optimism, intrigue or action. They can live as standalone statements, questions or thought starters that are paid off with sub copy.



OTHER HEADLINE EXAMPLES

The world needs more yes.

It's incredible what a chance
can give you.

Maybe we can reinvent
the wheel?

Can college be affordable,
accessible and worth it?
Yes. Yes. Yes.

Put that Esq. next to my name.

Give yourself a little more yes.

**WRITING
SUBHEADS AND
BODY COPY**

Subheads can be paired with headlines to provide context or additional information. These allow headlines to be shorter and open-ended to maximize engagement. Subheads should be short and to the point to succinctly pay off the headline.

Body copy is any long-form copy that exists outside of a headline or subhead. This can mean a paragraph on a brochure, web copy, a long-form video or radio script, an informative moment on a print ad, etc. For best practices, lead readers into any long-form writing with a “hook” — a provocative or inviting first sentence or two. After that, make sure that your body copy is succinct, well-paced and free of any run-on sentences or overly clunky or verbose language.

Your Name Would
Look Really Good With
RN Next to It.

WHY NOT? OUR NURSING PROGRAM IS ONE
OF THE BEST IN THE REGION.

The best way to start your nursing career is to dive right in. Get immersed in hands-on learning and internships with leading medical providers right from the start. See how a degree from our School of Nursing is within reach. Get to Akron and go.

MESSAGING BEST PRACTICES

When it comes to effective messaging, there are a few best practices to keep in mind and some watch-outs to avoid.

Grab attention, and hold onto it.

Our messaging should instantly grab our readers’ attention and leave them wanting to engage more. Use provocative questions, captivating insights or clever phrasing to set up your headlines or body-copy hooks, and use subsequent copy to answer or elaborate on these insights.

Speak like a human.

Make sure that language is relatable, conversational and excitable. Avoid clichés, marketing jargon and overly verbose or lofty language.

Less is more.

Headlines should be bite-sized but still pack a punch. Body copy shouldn’t be a chore to read. Keep language to the point and as brief but bold as possible. This may require rewording, reordering or finding new ways to articulate the same idea in a more effective way.

Stay on-brand.

Make sure that messaging is in line with the brand positioning, pillars and personality. A quick look at the "Strategy on a Page" section should give you a good idea if you’re heading in the right direction.

Find an interesting way in.

There are countless ways to talk about any topic. Explore unexpected and thought-provoking ways to shine a light on a subject or introduce an idea.

EXAMPLES:

Ask a provocative question.

Make a bold statement or fact that few people are aware of.

Pair a scientific fact with an emotional mindset.

Juxtapose big ideas or moments with smaller, intimate ones.

Question the impossible and explore "what ifs."

Let out the inner thoughts of a featured subject in the moment.

AUDIENCE-SPECIFIC MESSAGING

Headlines and supporting copy can be written to promote a general brand awareness or can be crafted to address a specific audience. In many cases, our messaging is tailored toward a specific audience, such as prospective or current students (undergraduate, graduate and/or executive), parents/family members, alumni, faculty, staff, donors, corporate partners and more. The following pages show examples of how the brand voice is used in general and for a few specific audiences.

MESSAGING BY AUDIENCE:

**PROSPECTIVE
STUDENTS**

Craft language that excites prospective students about the opportunity of a college education at UA. Leverage optimistic language that both inspires and reassures students who are at the next step of their life journey. Speak about the many academic and cultural opportunities at UA.

EXAMPLE HEADLINES

You don't need permission to be great.
A little help can't hurt, though.

YES, you can land a job before you graduate.

YES, college can be more than worth it.

Open your eyes to unimaginable opportunities.
Then jump in headfirst.

YES, you can leave the stratosphere.

Give yourself a little more yes.

MESSAGING BY AUDIENCE:

PARENTS

For parent audiences, focus more on the importance and practicality of a college education and the many ways that UA opens the doors for their children, with hands-on education and internships, robust financial aid and our top-tier job-placement rate. Emphasize the ROI of a UA degree by highlighting outcomes and successful alumni.

EXAMPLE HEADLINES

Can college really be affordable, accessible and worth it? Yes. Yes. Yes.

How does a \$63,806 starting salary sound?

Will my child get real, hands-on experience?
Like, hands-on hands-on? Or an internship? Or both?
Because the answer is still yes.

MESSAGING BY AUDIENCE:

**ALUMNI &
DONORS**

For alumni and donors, it's all about staying engaged. Find ways to speak to UA's importance in the world and for future generations. Speak about the doors that UA opens and how alumni have shaped industry and culture.

EXAMPLE HEADLINES

Made well in Akron.

Take it from a city that can't be stopped.

You don't last 150 years by shooting big ideas down.
Here's to the next 150 years of YES.

Show the next generation what a little YES can do.

MESSAGING BY AUDIENCE:

ATHLETICS

Go, Zips, go! For athletic messaging, leverage the optimism of “More Yes” with the excitement of D1 sports. And, of course, put the spotlight on Zippy.

EXAMPLE HEADLINES

When 180,000 Zips know you can, you can.

YES, they will remember your name.

Do unbelievable things.

When a kangaroo from Northeast Ohio and 180,000 alumni have your back, you’ll do great.

Limits are off-limits.

VISUAL SYSTEM



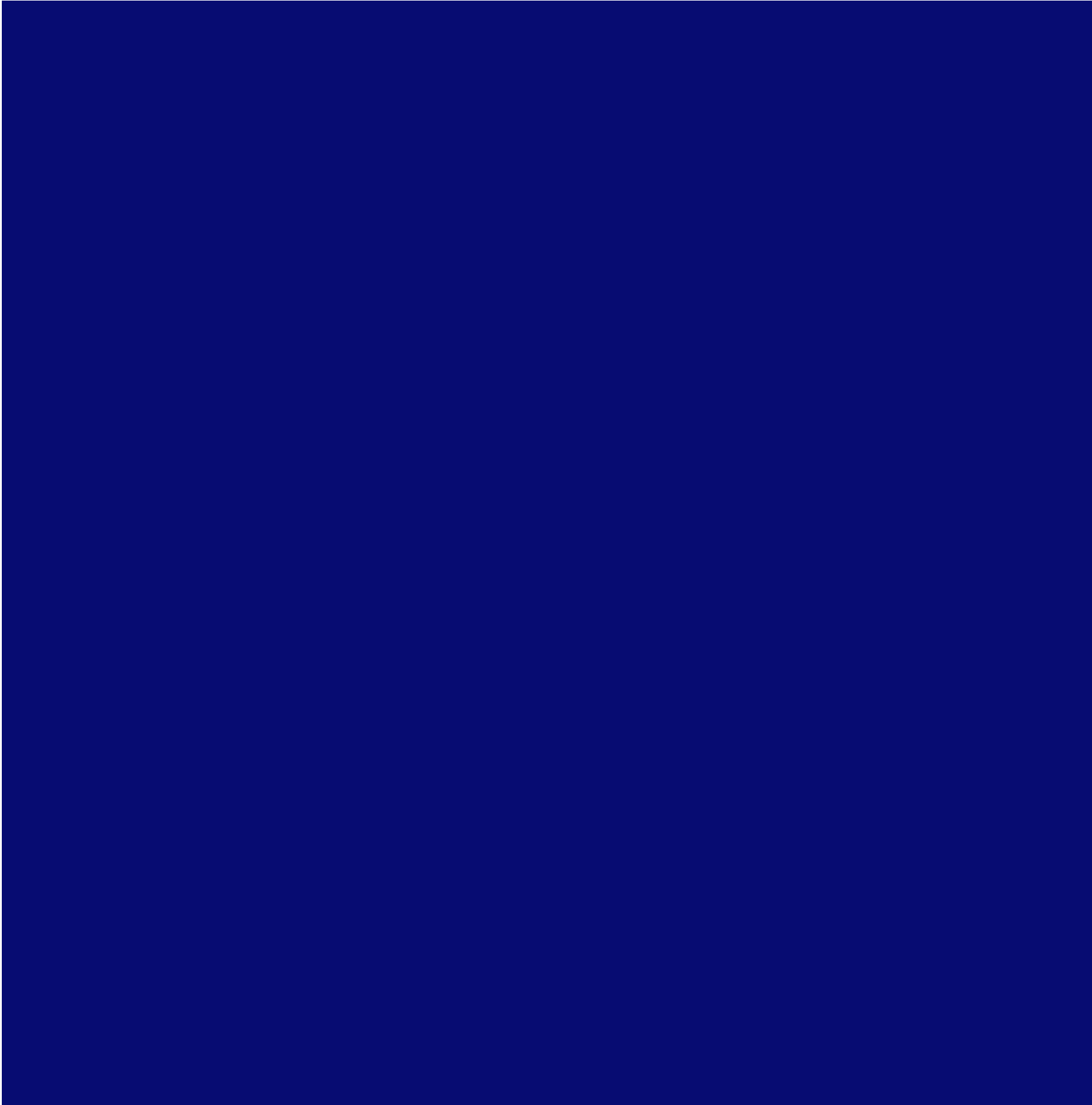
COLOR PALETTE

PRIMARY COLORS

These primary colors, and new additions Buchtel Blue and Prezi Gold, should be heavily featured on any piece of collateral produced by the University.

Be sure to use the appropriate color breaks for the output method. RGB and HEX codes are for digital use, while CMYK and PMS are for print use. Colors may appear differently from screen to print materials.

Please Note: This is an RGB document. All colors and swatches in this document will not print accurately.



BUCHTEL BLUE

RGB: 7 / 12 / 114
HEX: #070c72
CMYK: 100 / 100 / 0 / 20
PMS: Pantone Reflex Blue



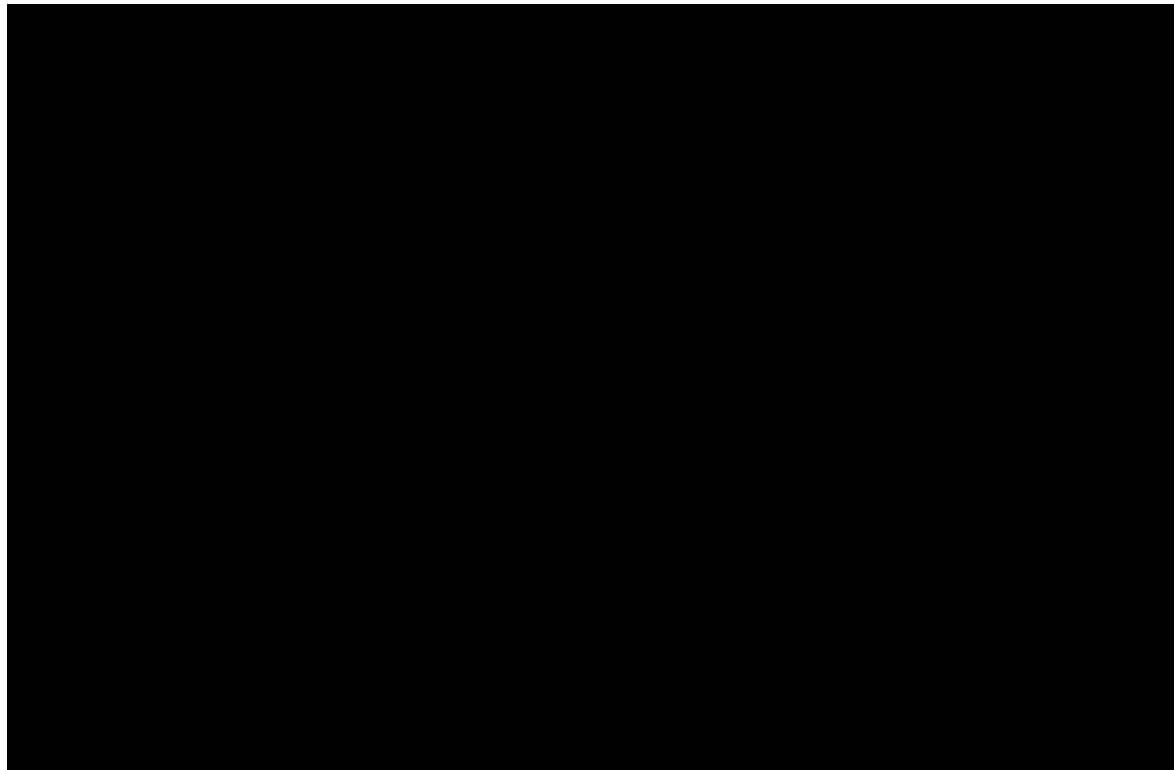
PREZI GOLD

RGB: 157 / 147 / 98
HEX: #9d9362
CMYK: 39 / 34 / 72 / 6
PMS: 451

SECONDARY COLORS

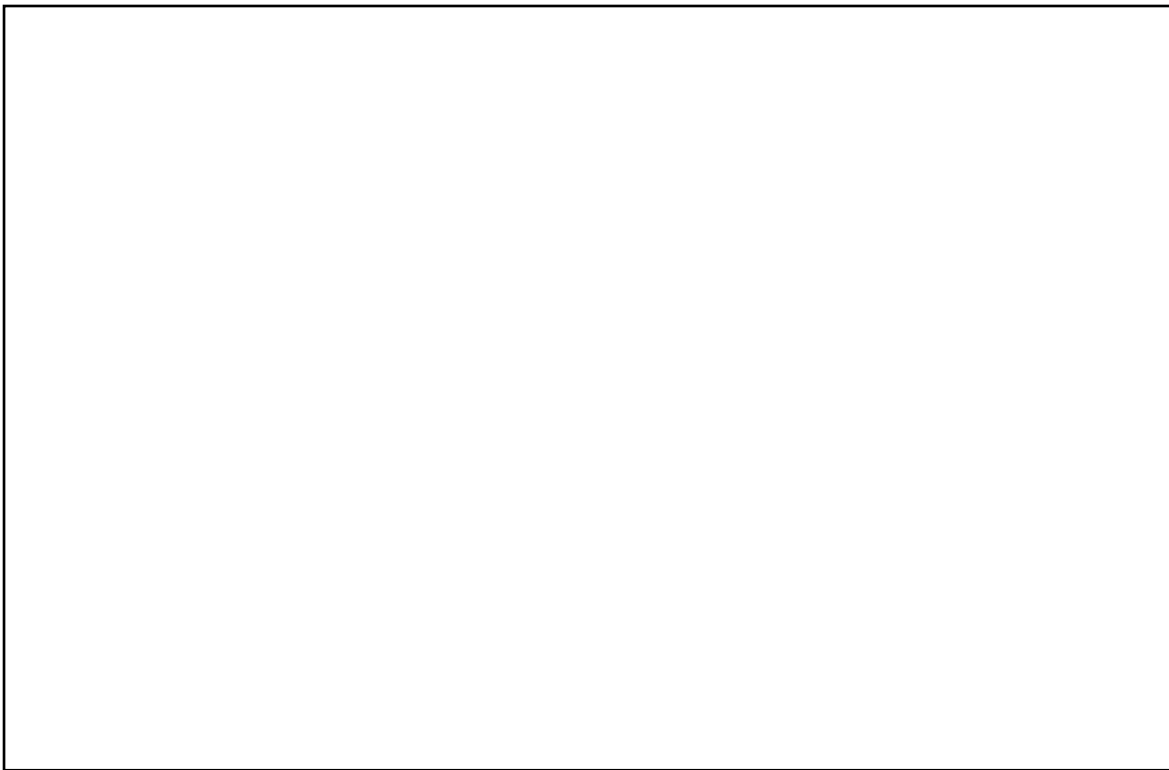
Secondary colors add flexibility to our color system and support the University's primary colors. These secondary colors should be reserved for use in subheads, statistics and small graphics.

Please Note: This is an RGB document. All colors and swatches in this document will not print accurately.



BLACK

RGB: 0 / 0 / 0
HEX: #000000
CMYK: 40 / 30 / 20 / 100



WHITE

RGB: 255 / 255 / 255
HEX: #ffffff
CMYK: 0 / 0 / 0 / 0



BRIGHT BLUE

RGB: 30 / 99 / 175
HEX: #1E63AF
CMYK: 90 / 64 / 0 / 0
PMS: 7684



DAYLILY

RGB: 255 / 250 / 160
HEX: #fffaa0
CMYK: 0 / 0 / 45 / 0
PMS: 917



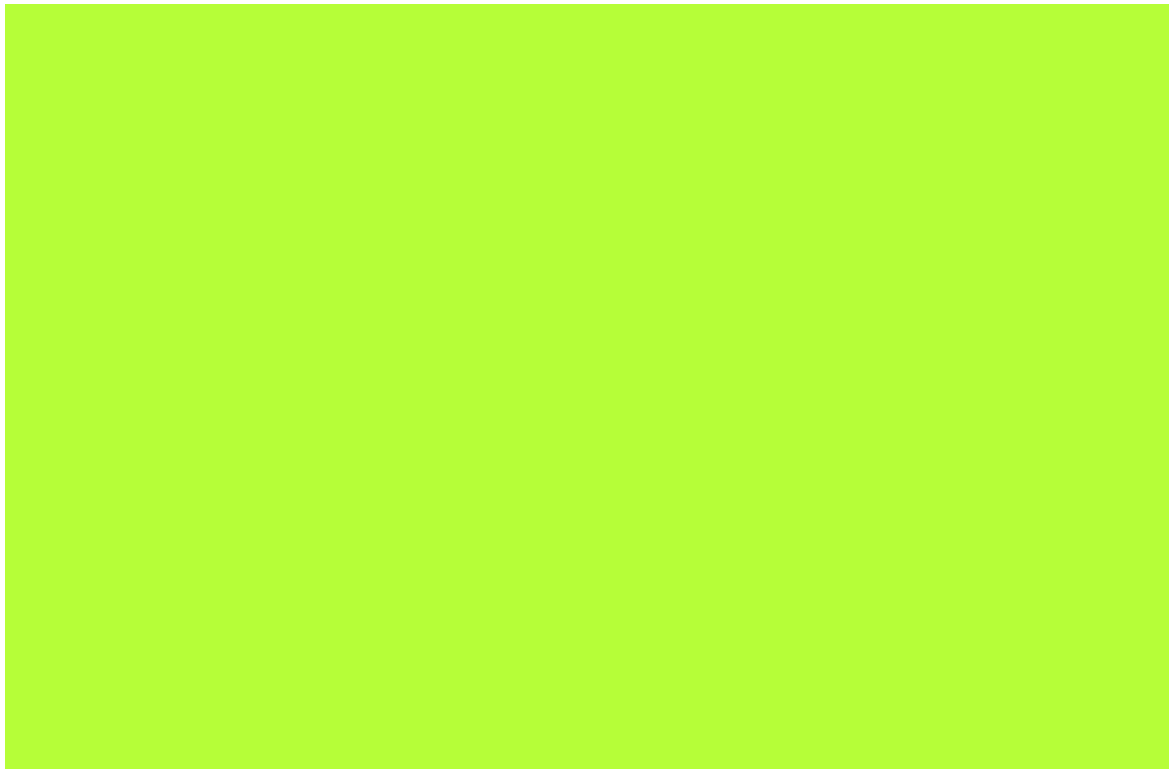
KANGAROO BLUE

RGB: 35 / 35 / 255
HEX: #2323ff
DIGITAL COLOR ONLY

TERTIARY COLORS

These tertiary colors should be reserved for small moments and used sparingly to introduce pops of color and excitement to highlight content, add movement or break up space.

Please Note: This is an RGB document. All colors and swatches in this document will not print accurately.



ZIPPY GREEN (DIGITAL)

RGB: 182 / 254 / 56
HEX: #b6fe38



ZIPPY GREEN (PRINT)

CMYK: 24 / 0 / 88 / 0



OHIO ORANGE

RGB: 255 / 71 / 10
HEX: #ff470a
CMYK: 4 / 90 / 100 / 1
PMS: 485



POLYMER PINK

RGB: 254 / 195 / 215
HEX: #fec3d7
CMYK: 2 / 26 / 6 / 0
PMS: 2043



BLOSSOM BLUE

RGB: 172 / 204 / 242
HEX: #accf2
CMYK: 31 / 11 / 0 / 0
PMS: 277



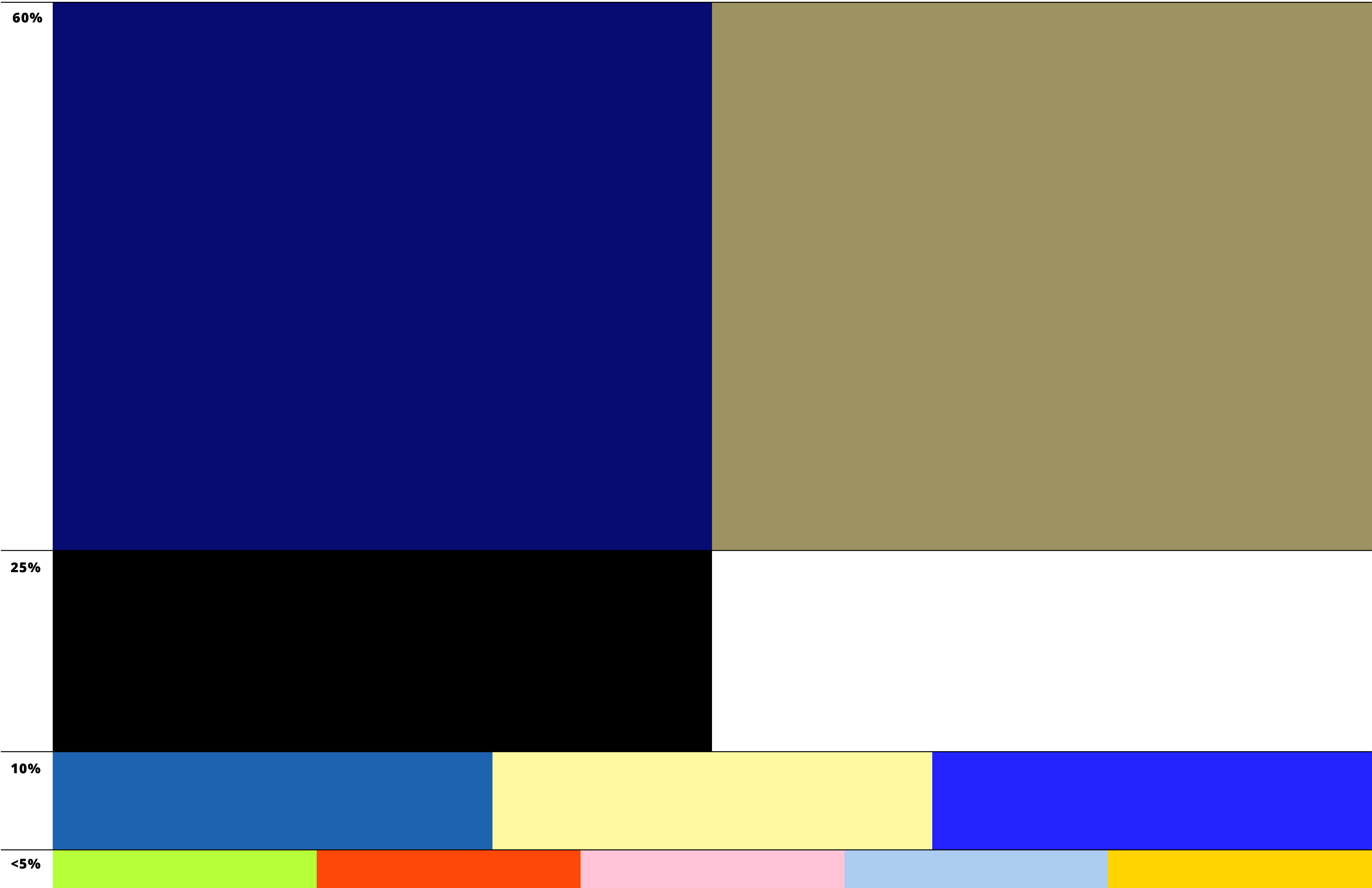
LUX YELLOW

RGB: 255 / 212 / 0
HEX: #ffd400
CMYK: 0 / 9 / 100 / 0
PMS: 108

COLOR IN USE

Color proportions are key to ensuring that while we incorporate secondary colors into brand work, anything made by the University still feels recognizable as The University of Akron.

This is the preferred color proportion breakdown for all colors in the palette. While it is impossible to be exact with color proportions, this should serve as a basic guideline for using colors.



COLOR ACCESSIBILITY

Color accessibility is key to creating a brand that is welcoming to all, regardless of abilities. Pairings of background colors and type colors ensure that our messaging is legible.

These are our preferred pairings of background color and type. While other pairings not shown here may be accessible, they are not recommended for brand use. Use only the color pairings featured on this page.

These leverage colors from all palettes, so make sure that you’re using them in context according to the color proportions outlined prior.

UNDERSTANDING THE LABELS

If a pairing is labeled with AA18, it should be used at large type sizes only (we recommend 18pt regular or 14pt bold, but no smaller). AAA and AA pairings can be used at any type size.

Visit the Contrast Grid

<div>White (AAA) Daylily (AAA) Prezi Gold (AA18) Zippy Green (AA18) Ohio Orange (AA) Polymer Pink (AAA) Blossom Blue (AAA) Lux Yellow (AAA)</div>	<div>White (AA18) Black (AA) Buchtel Blue (AA)</div>	<div>White (AAA) Daylily (AAA) Prezi Gold (AA18) Zippy Green (AAA) Ohio Orange (AA18) Polymer Pink (AAA) Blossom Blue (AAA) Lux Yellow (AAA)</div>	<div>Buchtel Blue (AAA) Black (AAA) Kangaroo Blue (AAA) Ohio Orange (AA18)</div>	<div>White (AAA) Daylily (AAA) Zippy Green (AA18) Polymer Pink (AA18) Blossom Blue (AA18) Lux Yellow (AA18)</div>	<div>Buchtel Blue (AAA) Black (AAA) Kangaroo Blue (AAA) Ohio Orange (AA18)</div>
<div>White (AAA) Daylily (AAA) Zippy Green (AA18) Polymer Pink (AA18) Blossom Blue (AA18) Lux Yellow (AA18)</div>	<div>Buchtel Blue (AAA) Black (AAA) Kangaroo Blue (AA18)</div>	<div>White (AA18) Daylily (AA18) Black (AA18)</div>	<div>Buchtel Blue (AAA) Black (AAA) Kangaroo Blue (AA18)</div>	<div>Buchtel Blue (AAA) Black (AAA) Kangaroo Blue (AA18)</div>	<div>Buchtel Blue (AAA) Bright Blue (AA18) Black (AAA) Kangaroo Blue (AA18)</div>



TYPOGRAPHY

TYPEFACES

ALTIVO

APPROVED WEIGHTS

Altivo Extra Light
Altivo Regular
Altivo Bold
Altivo Ultra

Altivo is big and bold, and should be used when creating impactful moments (headlines, breaker slides, pops of text).

Nicholas

APPROVED WEIGHTS

Nicholas Regular
Nicholas Regular Italic
Nicholas Semibold
Nicholas Bold
Nicholas Extra Bold

Nicholas is more elegant, academic and refined. It can be used in myriad ways, but works best in headlines, subheads or short blocks of copy.

Open Sans

APPROVED WEIGHTS

Open Sans Light
Open Sans Regular
Open Sans Semibold
Open Sans Bold
Open Sans Extrabold

Open Sans is fun and easy to digest. This useful font is primarily used as body copy, or little breadcrumbs and callouts.

TYPE
HIERARCHY

This is a basic type hierarchy that can be used as the baseline for a composition. Not only does it incorporate a mix of our brand fonts, but it also ensures a system of informational hierarchy that is necessary for our diverse audiences to visually differentiate messaging.

The specifications, like proportions, leading and tracking, should be seen as a starting point for typesetting, but can be adjusted based on compositional needs.

EYEBROWS ARE 1/6 OF HEADLINES

THIS IS A
HEADLINE

Open Sans Extrabold
Tracking: 0 / Leading: 28 pt
All Caps
Left-aligned

Altivo Ultra
Tracking: -10 / Leading: 125 pt
All Caps
Left-aligned

Subheads are about 2/5 of the cap-height of headlines and should look like this.

Nicholas Regular
Tracking: -15 / Leading: 60 pt
Sentence Case
Left-aligned

Body copy should be about 1/8 of the headline size. Based on readability factors such as size and color contrast, Open Sans can be used, but start with Regular. Body-copy size can vary based on collateral, but size for print should be between 7-11 pts, and for web, between 12-16 px.

Open Sans Regular
Tracking: -35 / Leading: 23 pt
Case Details
Alignment Details

Captions should be smaller than body copy, but still legible. Start at 7 pts for print and 12 px for digital.

Open Sans Extrabold
Tracking: -35 / Leading: 19 pt
Sentence Case
Left-aligned

TYPE
HIERARCHY

This is a basic type hierarchy that can be used as the baseline for a composition. Not only does it incorporate a mix of our brand fonts, but it also ensures a system of informational hierarchy that is necessary for our diverse audiences to visually differentiate messaging.

The specifications, like proportions, leading and tracking, should be seen as a starting point for typesetting, but can be adjusted based on compositional needs.

EYEBROWS ARE 1/7 OF HEADLINES

This is a
headline.

SUBHEADS ARE ABOUT
2/5 OF THE CAP-HEIGHT OF
HEADLINES AND SHOULD
LOOK LIKE THIS.

Body copy should be about 1/9 of the headline size. Based on readability factors such as size and color contrast, Open Sans can be used, but start with Regular. Body-copy size can vary based on collateral, but size for print should be between 7-11 pts, and for web, between 12-16 px.

Captions should be smaller than body copy, but still legible.
Start at 7 pts for print and 12 px for digital.

Open Sans Extrabold
Tracking: 0 / Leading: 28 pt
All Caps
Left-aligned

Nicholas Regular and Extra Bold
Tracking: -15 / Leading: 140 pt
Sentence Case
Left-aligned

Altivo Extra Light
Tracking: -15 / Leading: 50 pt
All Caps
Left-aligned

Open Sans Regular
Tracking: -35 / Leading: 23 pt
Case Details
Alignment Details

Open Sans Extrabold
Tracking: -35 / Leading: 19 pt
Sentence Case
Left-aligned

**STYLISTIC
HEADLINE**

A staggered headline style based on The University of Akron logo. When using this format, always use start case (first letter of each word capitalized, regardless of part of speech). This style works best for shorter copy that can lay on 3 to 5 staggering lines.

Give
Yourself A
Little More
Yes



DESIGN ELEMENTS

**OUTLINED
STICKER TYPE**

This sticker move gives our staggered type flexibility to sit on any color, pattern or photograph.

HOW TO:

- (1) Create a new file in Illustrator
- (2) Arrange the type in the desired layout
- (3) Select the type and create outlines (Type > Create Outlines)
- (4) Unite outlined type (Window > Pathfinder > Unite) while holding down the Option key (Mac)
- (5) Offset the path (Object > Path > Offset Path) with the following settings: Offset: 25 px, Joins: Round and Miter limit: 4 (Please note: settings may vary based on size of object being outlined.)
- (6) Change colors (if needed)
- (7) Save the file
- (8) Apply to the design



REVERBERATING COLLAGE (MITER)

This move allows us to capture the energy, the diversity and the many colorful moments that our campus and history have to offer by layering photography and textures to create a branded collage.

HOW TO:

- (1) Create a new file in Illustrator
- (2) Create the item you want to turn into a collage
- (3) Select the item and expand (Object > Expand). If multiple parts, ungroup and then unite (Window > Pathfinder > Unite)
- (4) Offset the path (Object > Path > Offset Path) with the following settings: Offset: 25-100 px (depending on size of item), Joins: Miter and Miter limit: 4
- (5) Add colors, textures, photography, etc. to create the collage effect
- (6) Save the file
- (7) Apply to the design

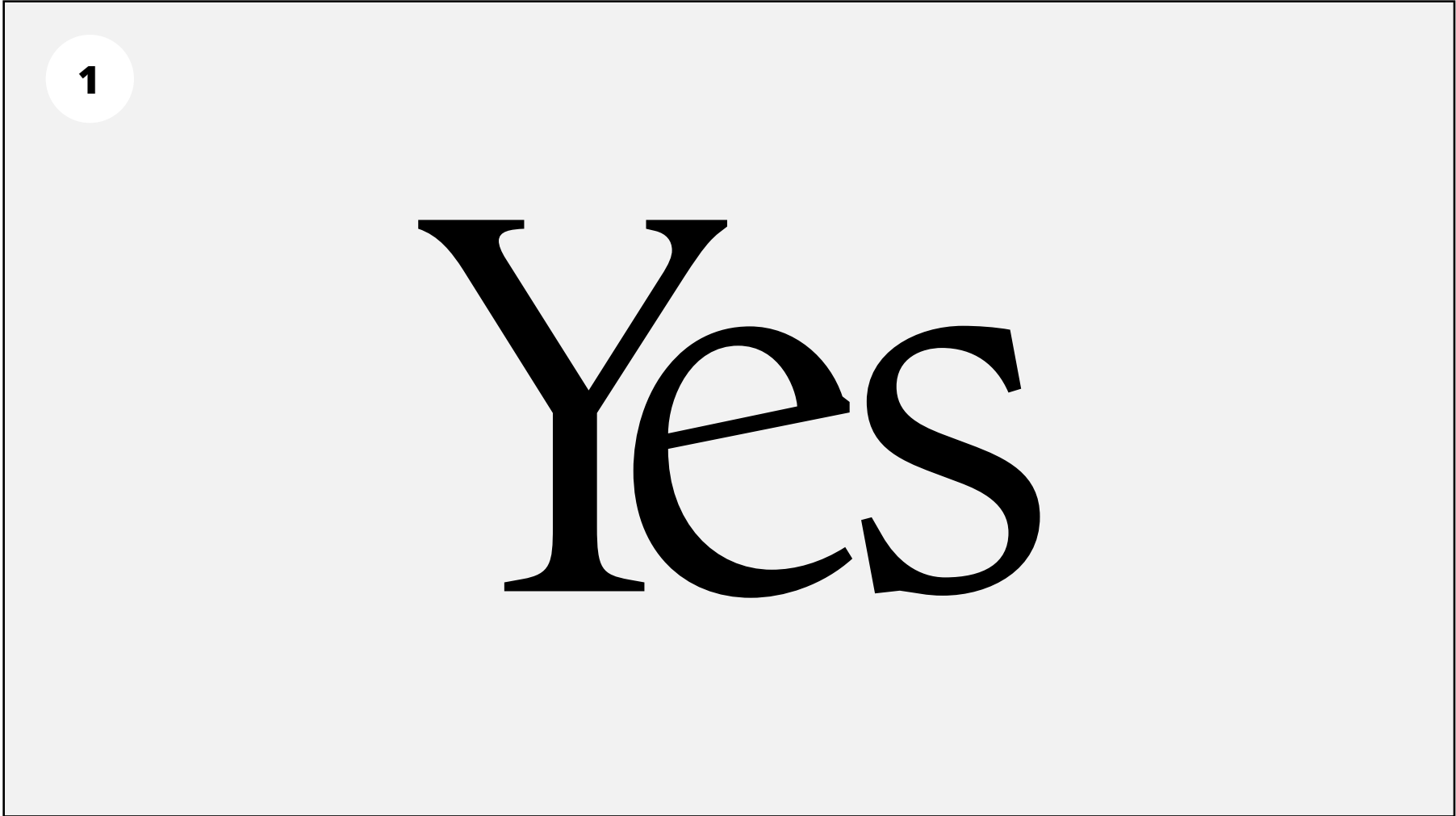


**REVERBERATING
COLLAGE
(ROUND)**

Using the sticker type move as our base, we can bring flexibility to our reverberating collage move to accentuate a word or short phrase.

HOW TO:

- (1) Create a new file in Illustrator
- (2) Create the item you want to turn into a collage
- (3) Select the item and expand (Object > Expand). If multiple parts, ungroup and then unite (Window > Pathfinder > Unite)
- (4) Offset the path (Object > Path > Offset Path) with the following settings: Offset: 25-100 px (depending on size of item), Joins: Round and Miter limit: 4
- (5) Add colors, textures, photography, etc. to create the collage effect
- (6) Save the file
- (7) Apply to the design



DUOTONE GRIT

This move produces a striking visual style that gives imagery a down-to-earth and hands-on and edgy feel that speaks to the drive that our students and faculty have.

HOW TO:

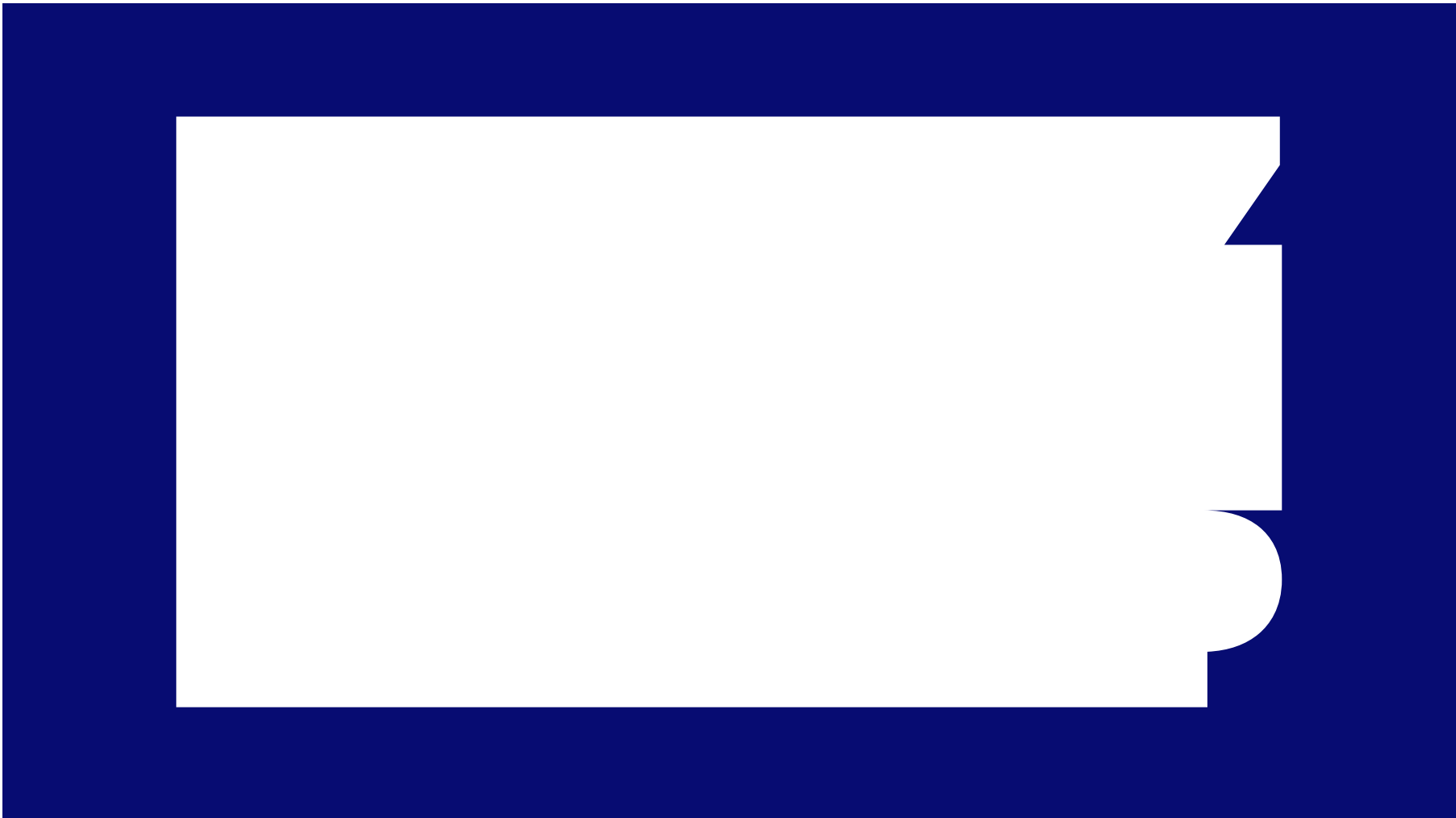
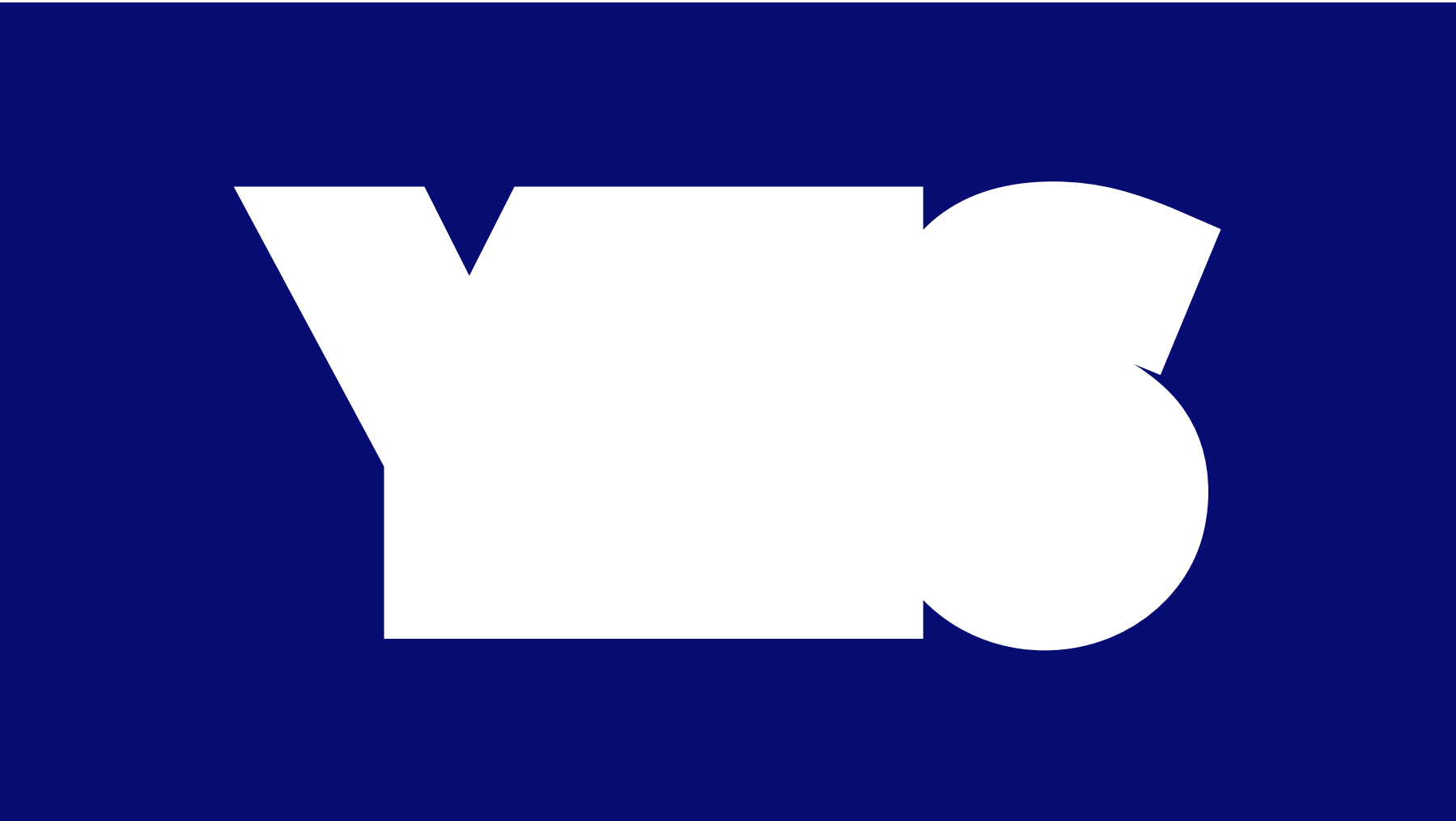
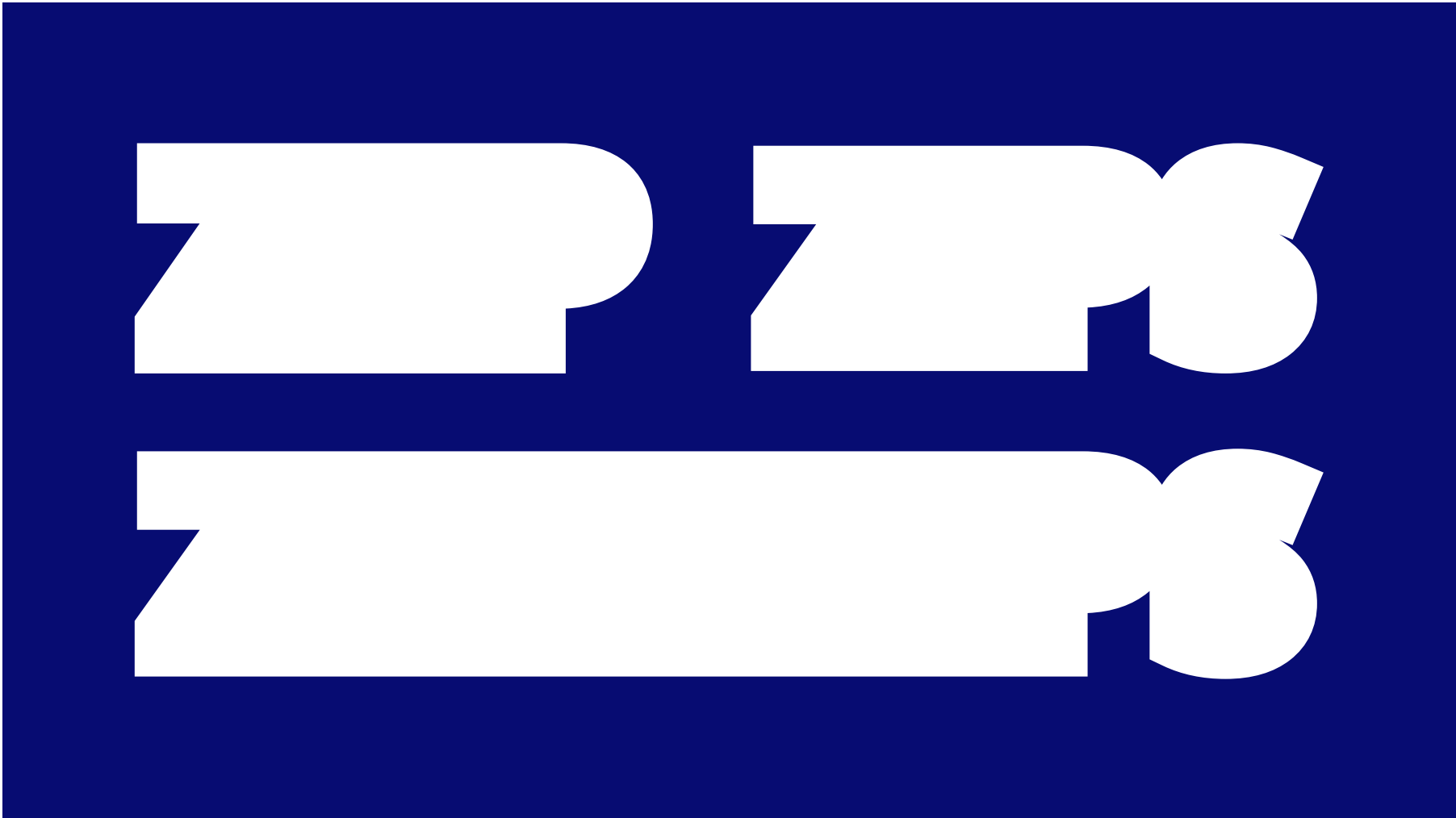
- (1) Open the Duotone Grit Effect file
- (2) Double-click the "Place Image Here" layer and place the photo you want to effect into the .psd file
- (3) Save the file and click on the .psd file
- (4) Apply the desired gradient (adjust sliders as need based on effect photograph) and apply Brightness/Contrast layer (if needed)
- (5) Save the file
- (6) Apply to the design



ZIP, ZIPS AND YES SHAPES

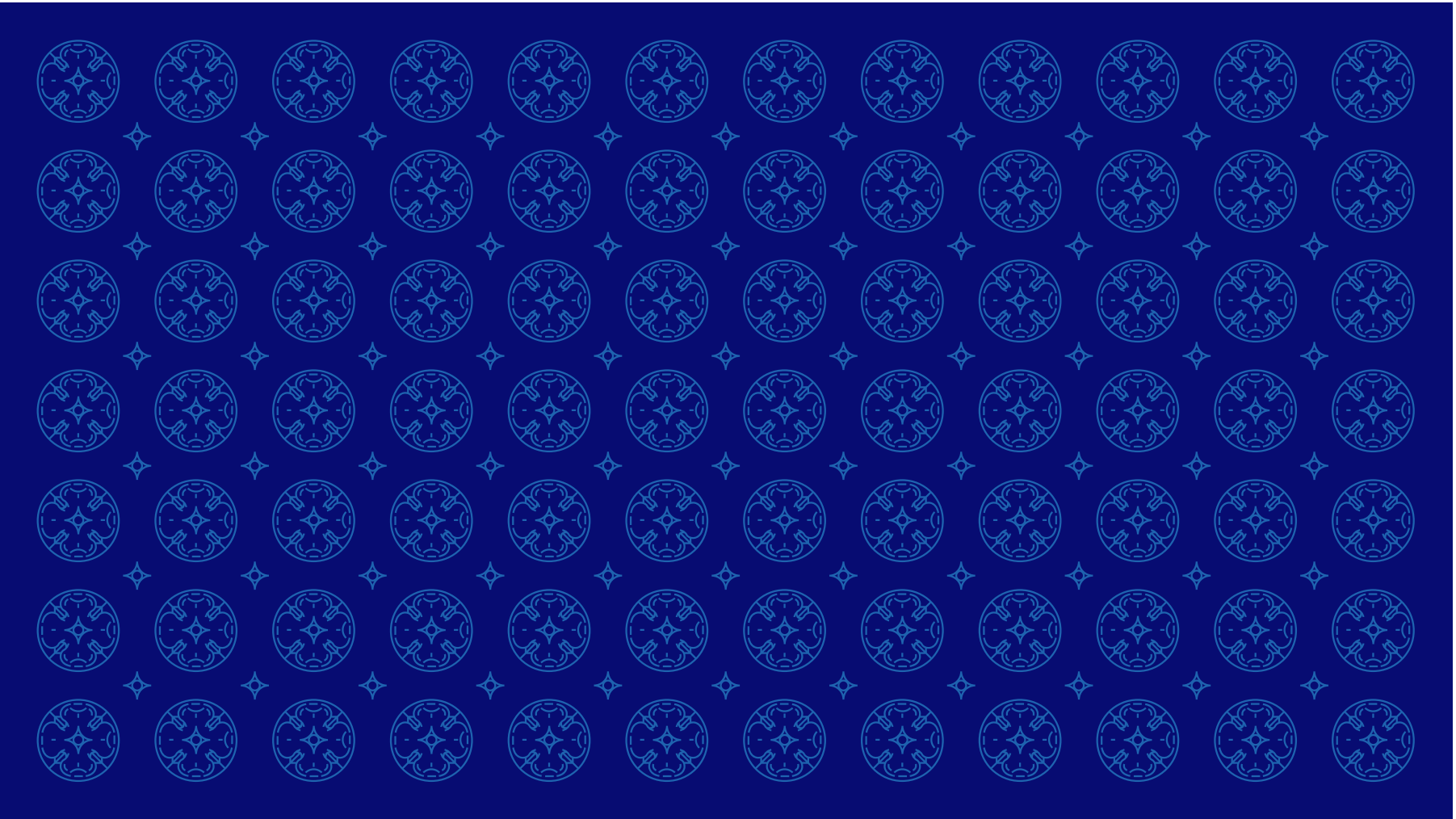
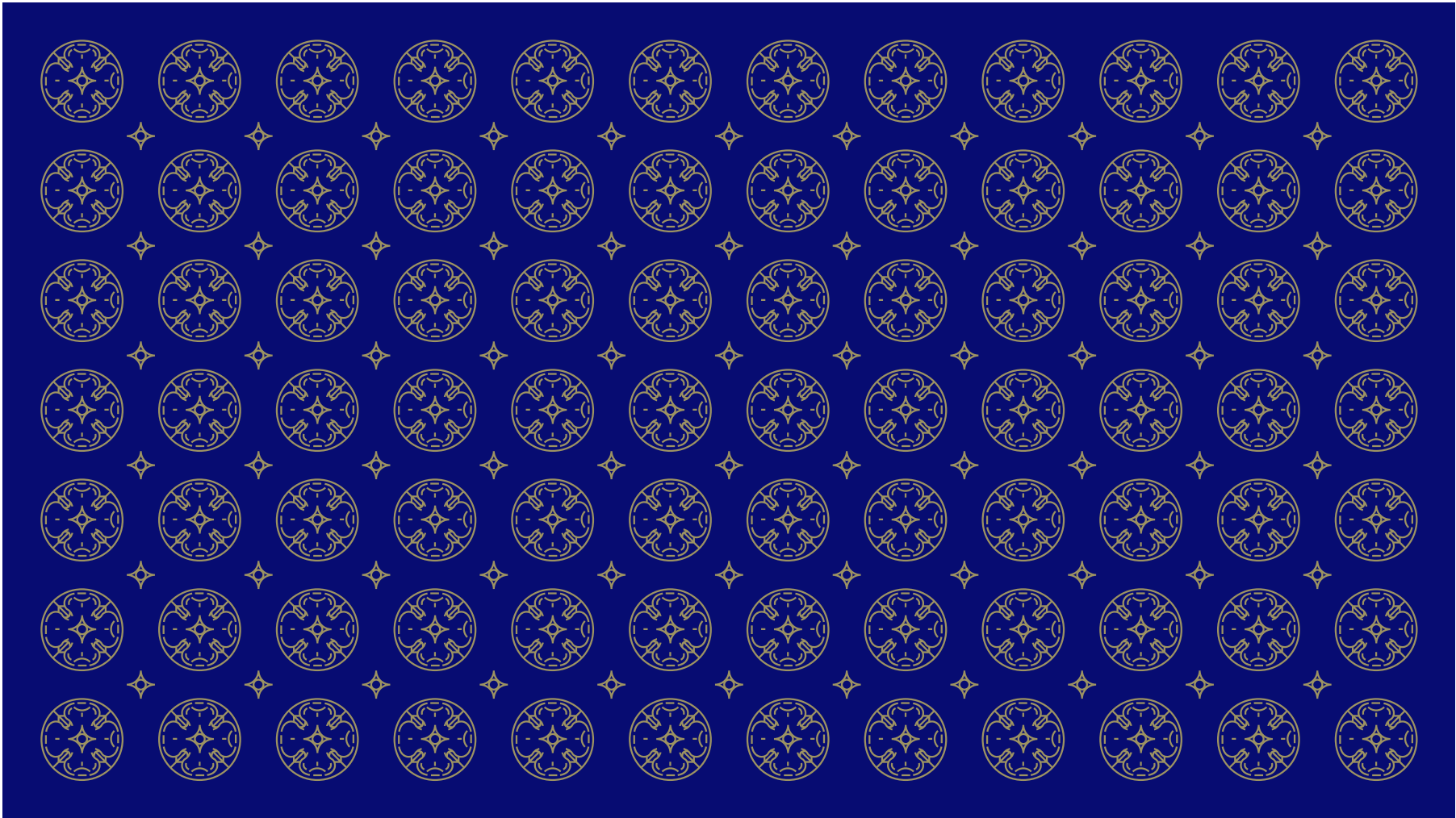
These containers are designed with key phrases and words in mind. YES, ZIP and ZIPS are outlined in a variety of ways to contain a variety of content in a uniquely UA way.

Please Note: The letter "S" should never be stretched.



AKRON PATTERNS

Patterns are a great way to activate negative space and bring a sense of pride, history or movement to a piece. Each of these patterns is inspired from moments on campus or in history.



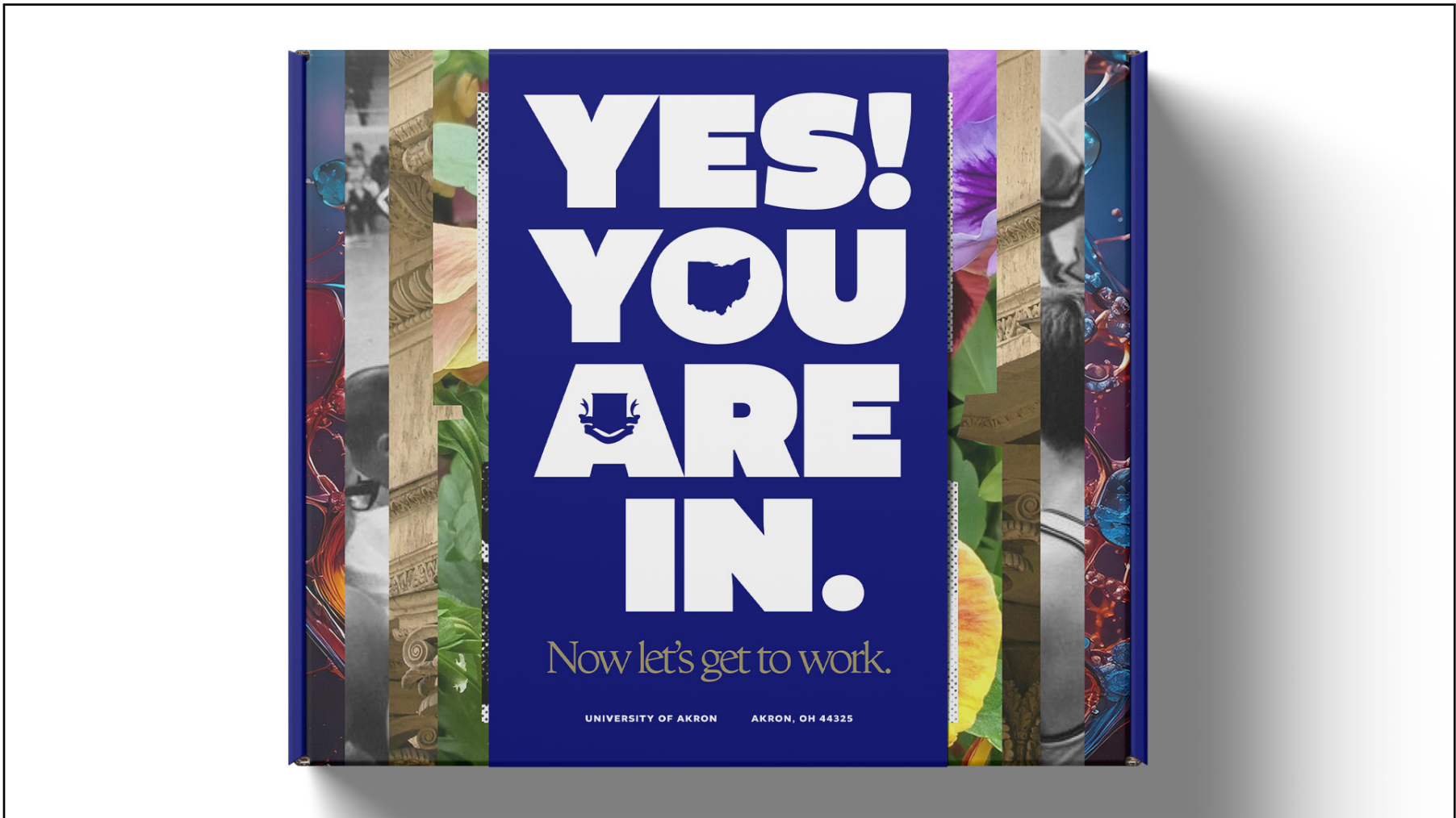
KANGA

Use these Kangas as a stamp and design element to activate negative space and inject an element of UA pride into any piece.



AKRON SHIELD

Here, we use the outline of the UA Shield as a design element to bring a quickly “gettable” icon into the toolkit. This can help anchor text, act as a text counter or be used as a simple design element.





PHOTOGRAPHY

PHOTOGRAPHY OVERVIEW

Whether you're shooting new photography or using imagery from UA's expansive photo library, there are a few things to keep in mind when capturing or sourcing images:

- Photography is an opportunity to naturally introduce secondary colors to a design. Look for blues and yellows to add visual interest and contrast
- To keep images authentic, excessive editing or manipulation of images is strongly discouraged
- Be sure to showcase the diverse body of the University of Akron's students, alumni and faculty by ensuring that a balance of genders, races and ethnicities is represented in photos
- Keep brand personality words Confident, Industrious, Committed, Intentional and Genuine top of mind



PORTRAITURE



ON CAMPUS



IN ACTION



ARCHIVAL

PORTRAITURE

- ✓
DO
- Show a range of ages and backgrounds
 - Use warm, natural lighting
 - Evoke a sense of expressive action with candid shots balanced with authentic portraiture
 - Allow backgrounds and props to add contextual information about the subject's passions
- ✗
DON'T
- Have staged or overly posed images
 - Use strong, artificial light



ON CAMPUS

- ✓ DO
- Showcase campus in all seasons
 - Mix campus beauty shots with those that showcase the vibrancy of campus when students are present
 - Ensure that colors that are shown are accurate to reality
 - Look for interesting compositions, including aerial and ground photography, close-ups and wide shots
 - Seek out images that showcase the interaction of our campus with the environment around us
- ✗ DON'T
- Utilize stock imagery to represent the University of Akron's campus
 - Include photos with too many distracting elements



IN ACTION

- ✓ DO
- Showcase real The University of Akron students, faculty and staff doing work in their field, volunteering or learning
 - Capture the moments of doing with candid shots featuring movement
 - Balance portraits with textural shots
 - Show various means of action representative of our community, including, for example, research, dance, painting, building, etc.
 - Look for interesting compositions that introduce new viewpoints of action
- ✗ DON'T
- Have staged moments of action
 - Use artificial light
 - Recolor/retouch images in ways that lose their authenticity



ARCHIVAL

- ✓ DO
- Seek out images that showcase the University of Akron's rich and vibrant history, demonstrating the longstanding values of the University
 - Show a range of ages and backgrounds
 - Use as a secondary photo to anchor a piece in the history of the University
- ✗ DON'T
- Use low-quality scans of archival photos



**IN
APPLICATION**

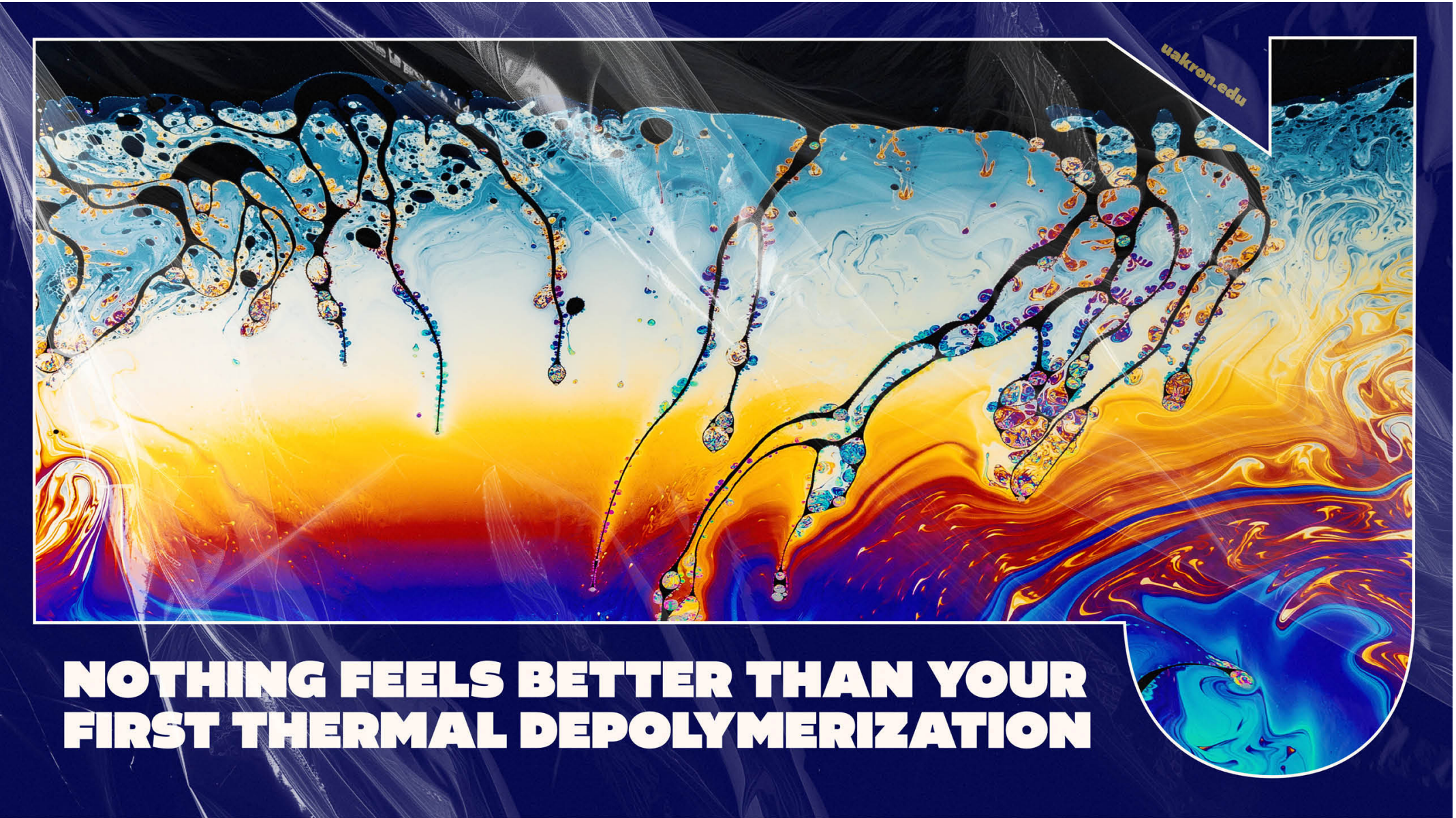






WHEN A KANGAROO FROM NORTHEAST OHIO AND 180,000 ALUMNI HAVE YOUR BACK, YOU'LL DO GREAT.





NOTHING FEELS BETTER THAN YOUR FIRST THERMAL DEPOLYMERIZATION

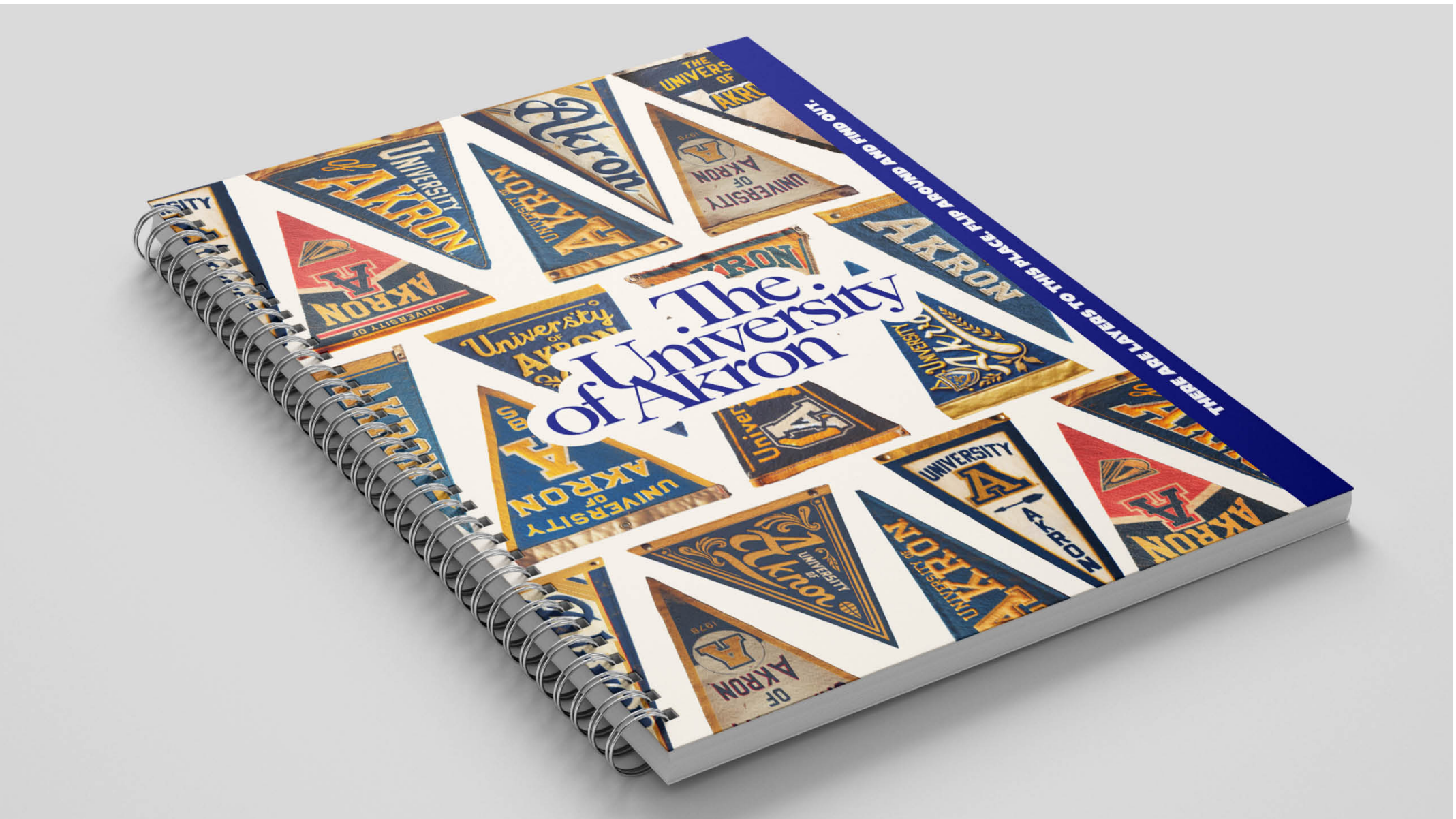
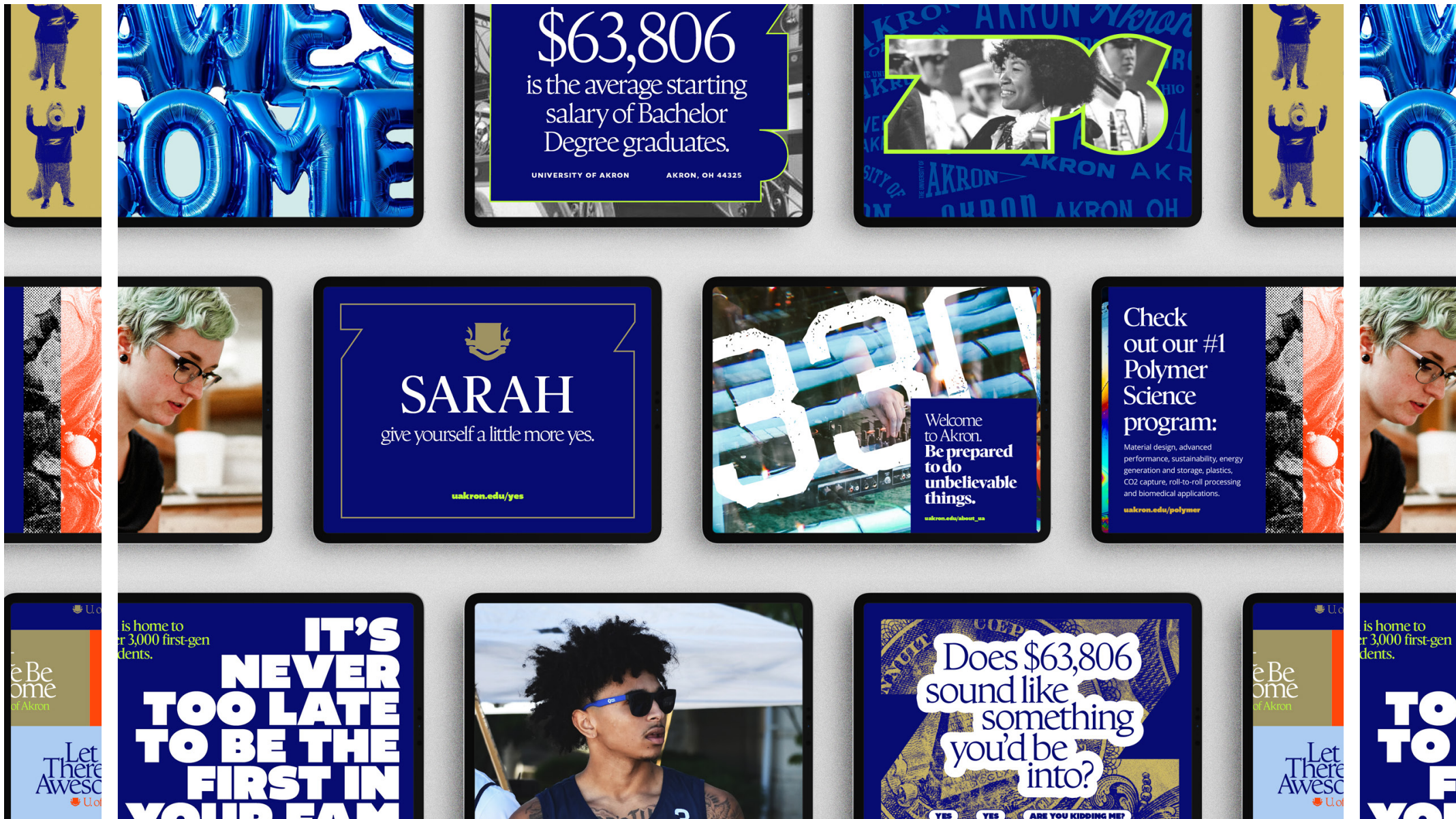
**Build a school in Haiti.
Study bioorganisms in Thailand.
Be the first lawyer in your family.**

WHATEVER YOU WANT TO MAKE HAPPEN
WE HAVE THESE THREE LETTERS...















THE UNIVERSITY OF
AKRON

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Questions?

If you need assistance or have questions regarding the More Yes brand and how it relates to other University communication and branding, please contact:

ucm@uakron.edu