

WE ARE
AKRON

The
University
of Akron



QUESTIONS?

If you have any questions about anything in these guidelines, please contact **University Communications and Marketing** at ucm@uakron.edu or 330-972-7820.

Note: All materials created for external audiences, as well as internal publications focused on enrollment, retention and campus-wide initiatives, must be approved by University Communications and Marketing prior to production and/or distribution.

To request assistance with a project, visit uakron.edu/ucm and complete the online request form.

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The University may not own the rights to some photographs used throughout this document. They serve as brand examples, and should serve only to guide photo style.



1
STRATEGY

INTRODUCTION

The University of Akron's rich, 150-year history is full of inspiring stories that reverberate far beyond the city of Akron. This document is about how to tell those stories.

As Zips, we are determined to lead lives of significance. We are united by our tenacity and grit. And we know that the education we receive at The University of Akron is one with almost unlimited real-world application. This document captures it all: how we tell our story, how we convey who we are, and how we share the work we're doing with others.

WHAT IS A BRAND?

It's more than a logo, a slogan, a mascot or an ad campaign. It's long-lasting, with enduring strength.

A brand is:

- The promise we make to our audiences
- The essence of our University
- The experience we create
- The personality we convey
- The message we deliver
- The identity we express

WHAT DOES THIS DOCUMENT DO?

As human beings, we say a wide range of different things, based on who we're speaking to, what our personality is like, and what we need to communicate. The same is true for brands.

This document defines each component of our brand to illustrate who The University of Akron is and why we matter to the region.

ABOUT THE STRATEGY

Our strategy is the foundation for our brand.

It's a useful set of resources for anyone who communicates on the University's behalf, so it's tailored for marketers and communicators, not the general public.

This strategy should be the foundation for the ideas, stories and messages that resonate with those who know UA — and those who will come to appreciate UA in the future.

This section is intended for internal use only.

OUR AUDIENCES



Categorize who we're talking to, to help target our messaging

WHO WE ENGAGE

OUR POSITIONING



Defines how we want to be thought of in the minds of our most important audiences

WHO WE STAND FOR

OUR MESSAGES



Organize our key ideas into a story to ensure that our communications are clear, consistent and compelling

OUR ATTRIBUTES AND BENEFITS

OUR PERSONALITY



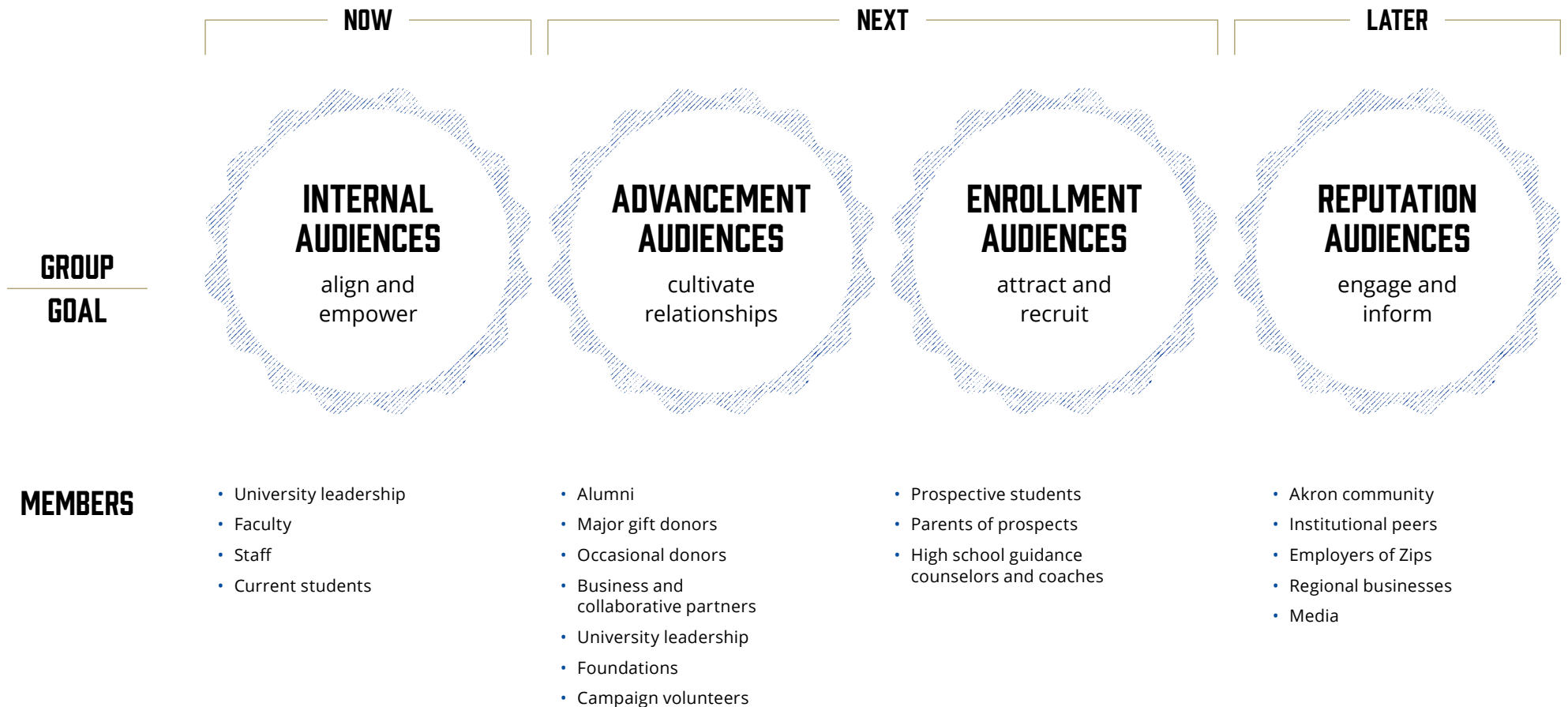
Captures our character and defines the tone of our brand

HOW WE LOOK, FEEL AND SOUND

OUR AUDIENCES

Identifying and understanding our key audiences are the first steps to implementing our brand. To effectively engage and connect with them, we must align the focus of our messages with the interests of each audience segment.

For this work, UA's audiences are segmented by when we need to communicate with them — particularly for the public launch of the fundraising campaign.



OUR AUDIENCES

INTERNAL AUDIENCES

align and empower

WHO ARE THEY?

- University leadership
- Faculty
- Staff
- Current students

WHAT DO THEY NEED TO KNOW?

- The thoughtful steps the University has taken to improve and ascend
- Their role in the University's mission, vision and direction
- That their contributions make the University what it is
- That the University is committed to them and their success
- That UA will always rise, overcome and move forward

WHAT'S THEIR ROLE?

- Be positive champions for the University and its role in lifting others
- Be open to change and where it can take the University
- Be a part of a cultural shift
- Continue to recognize and contribute to the mutual relationship with the city of Akron

ADVANCEMENT AUDIENCES

cultivate relationships

WHO ARE THEY?

- Alumni
- Major gift donors
- Occasional donors
- Business and collaborative partners
- University leadership
- Foundations
- Campaign volunteers

WHAT DO THEY NEED TO KNOW?

- That the University has taken careful steps to ensure that it's on the right track
- That UA will always rise, overcome and move forward
- That they are important to the University's present and vital to its future
- That the University has a good trajectory and is picking up momentum
- The University's impact on the city of Akron
- How to be an advocate for the University's story

WHAT'S THEIR ROLE?

- Recognize the University's contributions
- Share the impact the University has had on their success
- Deepen their engagement with the University
- Take pride in their relationship with UA
- Promote the University's values
- Actively participate in events on and off campus
- Give their time, talent and funds to the University

OUR POSITIONING

Positioning is how we want to be thought of in the minds of our most important audiences. It's not what we are or how we express it, it's about what we want people to remember when they walk away.

UA's positioning reflects what we want others to think about us.

In short, it serves as the conceptual core for all that we say and do.

NOTE:

This positioning statement sets the focus for our work. This statement is only for internal use. It is not a tagline or elevator speech and should never be used for external communications.

THE UNIVERSITY OF AKRON

WHO

IS HOME TO THE MOTIVATED AND RESILIENT,

WHAT

MOBILIZING POWER WITHOUT PRETENSE,

HOW

WHERE ZIPS EMERGE DETERMINED TO LEAD LIVES OF SIGNIFICANCE.

WHY

OUR MESSAGING

The messaging map organizes our key messages into a hierarchy to ensure that we're consistently telling our brand story in a way that is unique and compelling. Each point supports the next, and all of them tie directly back to the core.

PILLARS

The pillars organize our messages by topic. Ultimately, they help guide how we talk about what we provide for our audiences and our communities.

HIERARCHY

A messaging map allows us to organize:

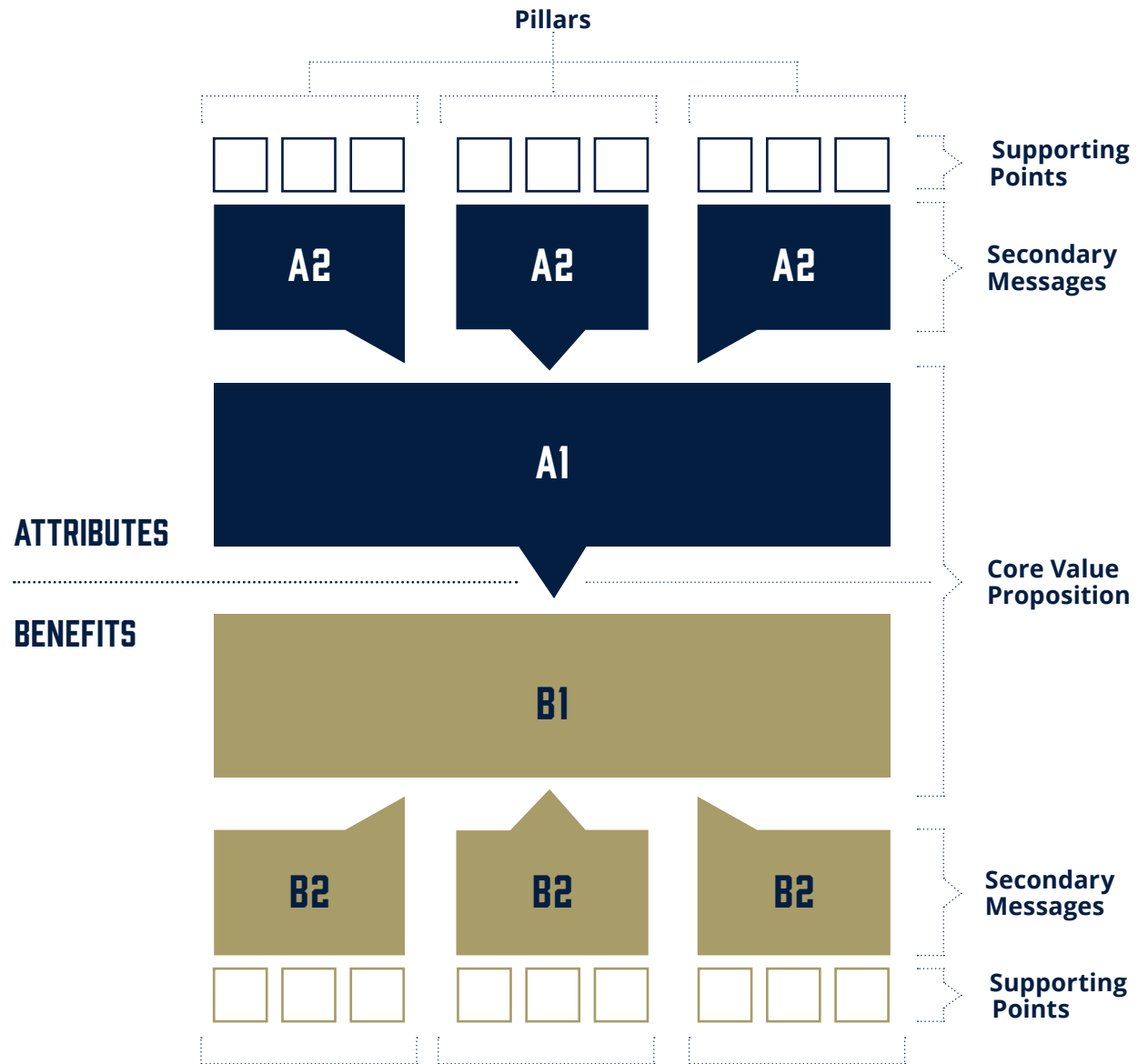
- The **value proposition**: UA's core message.
- The **secondary messages**: UA's secondary attributes and benefits.
- The **supporting points**: Specific ways that we deliver on our secondary messages. These are flexible and should evolve over time.

ATTRIBUTES AND BENEFITS

A compelling brand story is based on attributes and benefits.

Attributes are what we offer to our audiences. Attributes include the programs, services, research opportunities and unique offers that we bring to the table.

Benefits are what our audiences get. They represent the value of the attributes that we offer. They're the answers to the questions "so what?" or "why should they care?"



OUR MESSAGING

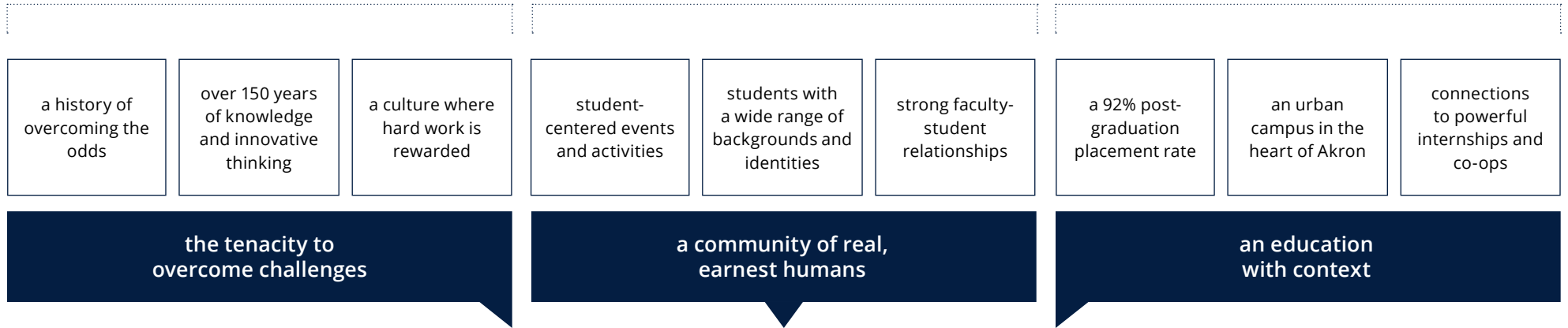


OUR MESSAGING

Grit

Unity

Intellect



ATTRIBUTES (our offer)

The University of Akron...

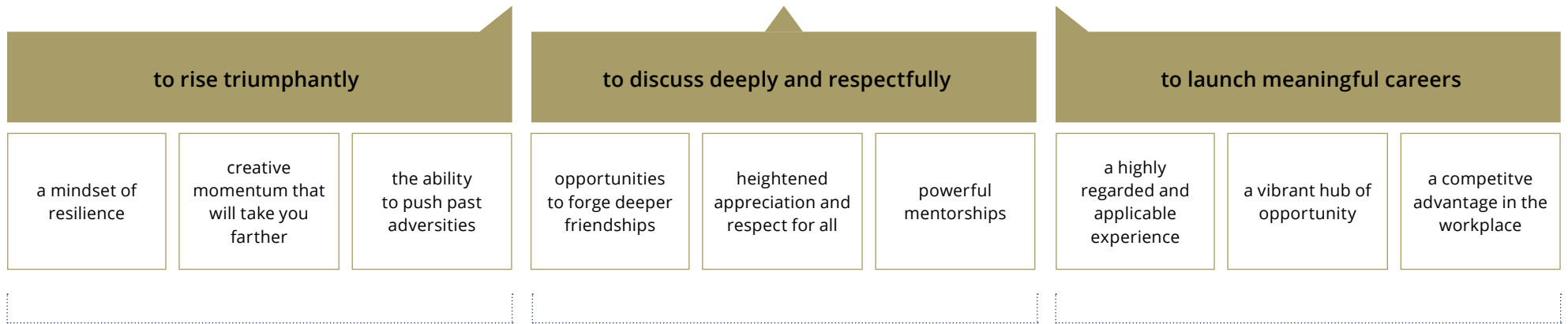
is home to the motivated and resilient

BENEFITS (the outcome)

where Zips emerge...

determined to lead lives of significance

Core Value Proposition



Grit

Unity

Intellect

OUR PERSONALITY

Our brand personality defines what it feels like to interact with our University. It conveys the institution's attitude and character to our target audiences.

Simply put, it's the personification of our brand.

Keep the sentiment of these traits in mind when you're crafting communications.

Some of these traits will be dialed up or toned down, depending on your topic, audience and channel.

WHO WE'VE
ALWAYS BEEN

REAL

AUTHENTIC, GROUNDED

We are grounded in our history and true to who we are.

SUPPORTIVE

RESPECTFUL, ENCOURAGING

We believe in one another and what we can achieve.

RESILIENT

DILIGENT, TENACIOUS

We're an institution that will always bounce back, overcome and move forward.

WHO WE'RE
BECOMING

EMPOWERED

INSPIRED, HEARTENED

We are fueled by the stories of those around us.

PROUD

CONFIDENT, BOLD

We're proud of one another's accomplishments and the work we've done to get here.

DETERMINED

GUTSY, BRAVE

We display incredible resolve throughout the institution.



2 VOICE

CREATIVE PLATFORM

The creative platform takes The University of Akron's strategic story and personality traits, and brings them together with an emotional appeal. It communicates not only what we do, but also the attitude with which we do it. It elevates our strengths; it inspires our messaging, voice and tone; and it identifies what our audiences can expect from us. Ultimately, the creative platform forms the basis of our brand's unique identity.

We're proud of our history, but we're far more interested in the journey ahead.

"Akron" means the apex, the highest point. It's where we're headed — and we're willing to outwork and outpace anyone on our way up.

Tough as the rubber this city is built on, industrious enough to reinvent our future and intelligent enough to lead the charge toward a better tomorrow, we never settle for less than we know we can achieve.

Ambitious in our goals, and pragmatic in our approach, we take advantage of the opportunities before us to gain knowledge, push the boundaries and climb to the top.

We refuse to back down.

We are bound and determined to rise up.

We aim for the summit, and then set our sights even higher.

And then, we keep rising.

We set the tone right away. Akron is a storied university with deep roots. But our focus is forward. It's our commitment to the future and our momentum that create the basis of our story.

We are hard-working and creative — full of ingenuity and always striving. We're too busy learning and doing to talk much about what we've done. When others pause for praise, we pass them by.

Our relentless pursuit of bettering this city, this University and our own lives: that's what spurs us onward and upward.

A combination of innate grit and institutional support is what makes new discoveries possible. This is a place where opportunities are realized and potential is fulfilled.

We bookend our story with the idea of upward trajectory, and a reminder that we are always on the move.

The University of Akron

KEEP RISING

KEEP RISING: MORE THAN A TAGLINE

“Keep Rising” is our master brand creative platform, which speaks to the University’s continual upward trajectory. But it’s much more than a stand-alone tagline. It’s a motivational and inspirational call to action that shapes our communications and how we talk about ourselves. And it’s flexible: it can tee up a range of headlines and body copy that match the tone and intent of our message, whether they’re focused on admission or advancement.

Note that the phrase “Keep Rising” itself should be used sparingly. Reserve it for powerful moments where we need significant impact (such as high-level communications and introducing our brand to new audiences).

HERE’S HOW



CAN FLEX ACROSS COMMUNICATIONS FOR DIFFERENT AUDIENCES:

PROSPECTIVE AND CURRENT STUDENTS

Inspire the next generation of Zips to always strive for more.

Rise higher.

.....

Keep pushing.

.....

Keep climbing.

.....

Choose to rise.

POTENTIAL DONORS

Draw on the importance of the donor’s gift, and include them in our forward progress.

Rise to the occasion.

.....

We rise together.

.....

Bound and determined to rise.

ALUMNI AUDIENCES

Tap into the collective pride in our story and where we go from here.

We rise higher.

SAMPLE HEADLINE CONSTRUCTIONS

To give our brand plenty of options beyond a single tagline, we've developed a set of headline structures for inspiration. While many have been pulled from the creative platform, this is just the beginning. Use your own experiences and ingenuity to form new headlines, flex our voice and tone, and continue telling the story of "Keep Rising."

The headline constructions have been grouped into three categories, each of which dials up a key aspect of our personality:

- **HARD-WORKING WORDS AND PHRASES**
- **"UP" WORDS AND PHRASES**
- **WORDS AND PHRASES THAT MOVE FORWARD**

HARD-WORKING WORDS AND PHRASES

The University of Akron is home to the tireless, the industrious and the determined. These headlines house some workhorse constructions that emphasize that aspect of our personality.

NEVER SETTLE FOR _____.

Striving begins with never settling.

- Never settle for the next step. Move beyond.
- Never settling for less than we know we're capable of.

REINVENTING _____.

We have a knack for inventing new industries and specialties, and then reinventing them.

- Reinventing our futures, one industry at a time.
- Reinventing the way the world works.

_____. AND THEN KEEP _____.

Don't stop now. Take it even further.

- Rise. And then keep rising.

KEEP _____.

In our vernacular, "keep" is anything but stagnant.

- Keep moving.
- Keep climbing.
- Keep rising.

ALWAYS _____.

Here, there's nothing wrong with being steadfast. Especially if it's in service to progress.

- Always striving. Always thriving.
- Always finding new ways to move forward.

SAMPLE HEADLINE CONSTRUCTIONS

(Continued)

“UP” WORDS AND PHRASES

We are always on the up and up, and our language should lift our readers, as well. Use these constructions to elevate your subject matter.

_____ ON OUR WAY UP.

What steps are we taking on our journey?

- Willing to outpace and outsmart anyone on our way up.
- Lifting our communities on our way up.
- Gaining new skills and experiences on our way up.

_____ ON THE RISE.

We take pride in being perpetually in motion.

- I am on the rise.
- We started at the top. But we’re always on the rise.

_____ TO GREATER HEIGHTS.

There’s something greater beyond the highest point. And that’s where we’re headed.

- We rise to greater heights.
- Taking polymer science to greater heights.

AKRON MEANS _____.

This is our opportunity to define what Akron means. Or better yet, to let our students do that for us.

- Akron means the apex, the highest point.
- Akron means a better future.
- Akron means the opportunity to grow.

WE CLIMB BECAUSE _____.

What personal reasons can we tap into for making the climb?

- We climb because of the opportunities before us. Never settle for the next step. Move beyond.
- We climb because we know that’s where our futures live.

RISE TOGETHER.

How can we show that our story is a collective one?

- We are Akron. We rise together.
- Together, we rise.

_____ HIGHER.

It’s where we set our sights.

- Climb higher.
- We reach higher.

KEEP RISING.

Yes, there is a time to use “Keep Rising.” So make it count.

- No matter which direction you’re headed, keep rising.
- When the going gets tough, the tough keep rising.

RISE.

Light a fire under our students and alumni with strong calls to action.

- Make your move. Rise.
- Don’t just climb the ranks. Rise.

SAMPLE HEADLINE CONSTRUCTIONS

(Continued)

WORDS AND PHRASES THAT MOVE FORWARD

Forward. Progress. Momentum. The future. Lean on these constructions when you want to emphasize how UA is moving forward to inspire.

LEADING THE CHARGE TOWARD _____ •

Where are we going? Where are we taking our University? Our community?

- Leading the charge toward a better tomorrow.
- Leading the way to new careers and opportunities.

_____ AHEAD.

We begin by looking clearly toward the future.

- Focused on the journey ahead.
- Never losing sight of what's ahead.
- Doing what's right to move ahead.

_____ BEFORE US.

Our past is important. But our students have their eyes forward, focused on the future.

- Paying homage to the past. But focused on what's before us.
- The rest of our lives lies before us. Let's get to work.

LOOKING AHEAD, _____ •

Same idea as above, just more straightforward.

- Looking ahead, we see better careers and brighter futures.

WRITING TIPS AND BEST PRACTICES

Getting our story down clearly and compellingly takes a combination of instinct and discipline. Good writing feels purposeful, intentional and above all, believable. Here are several principles to keep in mind when crafting communications.

MAKE IT REAL.

Back up your statements with proof points. Include real, honest stories of students, their lives on and off campus, and their contributions.

MAKE IT PERSONAL.

When asking something of the reader, be sure to engage on a personal level by using second-person “you” and “your.”

MAKE IT EASY TO READ AND RELATE TO.

Vary the cadence of your writing. Mix short sentences with longer ones to avoid a repetitive feel. Check for rhythm and flow by reading aloud. We’re not afraid to write like we speak.

MAKE DATA MATTER.

Statistics, rankings, totals and rates of success aren’t the story: they exist to help make your case to the reader. The numbers can add to your message, but they’ll never take the place of it.

MAKE HEADLINES WORK HARDER.

A headline should be more than just a label for the topic we’re talking about. Since it may be the only thing our audience reads as they scan the copy, make sure it’s interesting and informative.

MAKE IT MOTIVATIONAL.

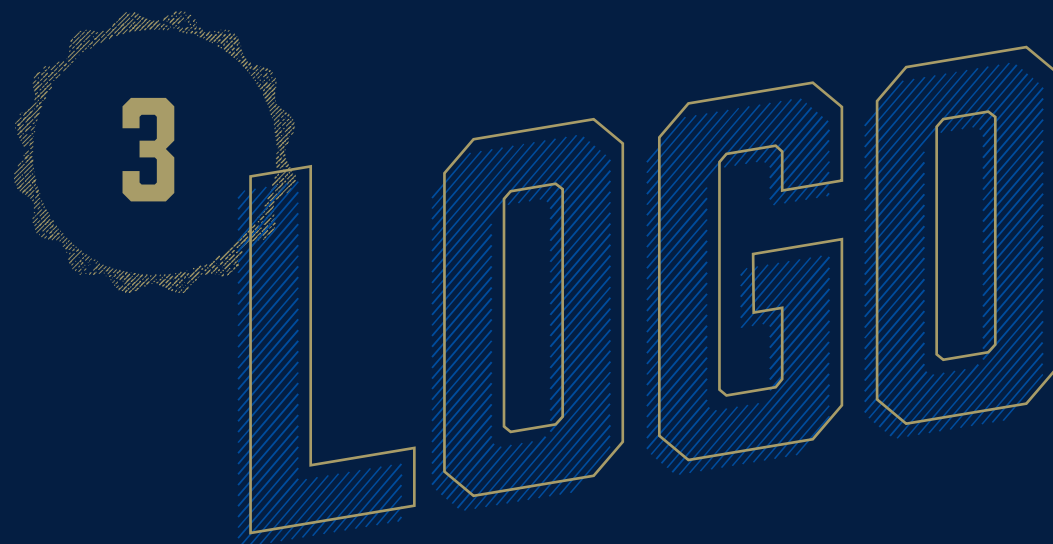
Give the audience a clear call to action, so they know exactly what you want them to do (or know, or feel) with the information.

MAKE IT CLEAR AND POWERFUL.

Focus on one thing: the point you’re trying to make. Every communication can’t contain every detail, so highlight what’s most important. Use bold, direct statements to capture attention, and get to the purpose of your communication as quickly as possible.

MAKE IT APPROPRIATE FOR THE PLATFORM.

Writing for digital means content needs to be quick, easy to digest and actionable. A long-form print piece can do more storytelling.



3 LOGGO

OVERVIEW

The University of Akron logo is the simplest representation of our visual identity, so it's important to ensure its consistent use across media in order to build a strong, cohesive brand.

Only use authorized digital art files when applying the logo to communications or materials. Do not attempt to typeset or recreate them yourself.

The University
of Akron

APPROVED COLORS

The logo should only appear in these approved colors:



The University
of Akron

PMS 282



The University
of Akron

PMS 7503



The University
of Akron

WHITE

SIZING AND SPACE CONSIDERATIONS

It's important that the logo remains prominent and legible, so keep these parameters in mind when applying it to materials.

MINIMUM SIZE

To ensure legibility, follow these size requirements. When reproduced any smaller than these sizes, the logo becomes difficult to read.



CLEAR SPACE REQUIREMENTS

The logo should never feel like it's crowded or competing for attention. Help ensure this doesn't happen by allowing ample clear space around it.

This space should be the height of the word "The," and extends around the entire perimeter of the logo.



THINGS TO AVOID

Avoid these pitfalls when using the logo.

DON'T skew, stretch or bend the logo in any way.



DON'T rotate the logo.



DON'T use drop shadows or other visual effects.



DON'T use any colors other than those specified in this document.



DON'T apply brand treatments to the logo.



DON'T crop the logo.



DON'T outline the logo.



DON'T apply the logo to a background that doesn't provide adequate contrast.



SUPPORTING IDENTITY MARKS

There are other brand identifiers in the University system. These exist within this brand, but may have additional limitations or rules surrounding them.

UNIVERSITY SEAL

The University seal is reserved for official use only, and will appear primarily on formal documents such as diplomas or correspondence from the president. Please contact ucm@uakron.edu for information pertaining to its use.



SESQUICENTENNIAL LOCKUP

A special lockup exists to celebrate the University's momentous sesquicentennial. Please contact ucm@uakron.edu for information pertaining to its use.

The
University
of Akron





4
TYPOGRAPHY

OUR TYPEFACES

Open Sans is our primary body copy typeface. Its type family is very robust, with a wide range of weights, making it versatile and usable in a variety of applications. In addition to body copy, this can appear in headline constructions, subheads, captions, labels, etc.

Open Sans

AaBbCcDdEeFfGgHhIijjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#\$%^&*()

Light

Light Italic

Regular

Regular Italic

SemiBold

SemiBold Italic

Bold

Bold Italic

ExtraBold

ExtraBold Italic

OUR TYPEFACES

Prohibition is a strong, condensed typeface that speaks to the bold, rising qualities of UA. It comes in different weights — a textured line weight, and a filled regular weight — which add opportunity for interesting, dynamic type treatments.

PROHIBITION

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()

LINES
REGULAR

OUR TYPEFACES

Spectral is a sophisticated typeface that is both classic and modern. It provides an elegant complement to the strong Prohibition typeface. Use this for moments of impact, similar to headlines or large text.

Spectral

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#\$%^&*()

Light
Medium
Bold

OUR TYPEFACES

Adelle Semibold is a typeface with a lot of character, but it doesn't compete for attention. Use this for accent moments or small labels, such as callouts, labels, subheads, etc.

Space between the letters, known as tracking, should always be added between the letters when using this typeface.

A D E L L E

ABCDEFGHIJKLMN

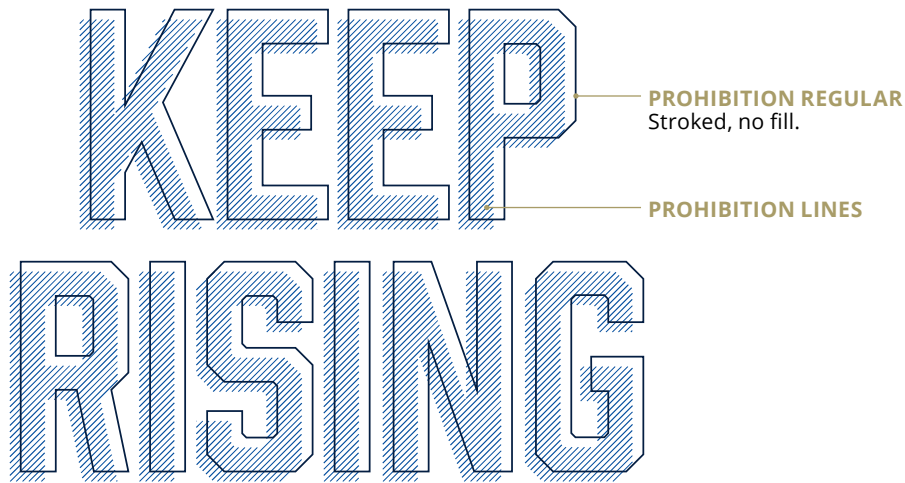
OPQRSTUVWXYZ

1234567890 !@#\$%^&*()

Semibold

TYPESSETTING EXAMPLES

Our typefaces were selected to be mixed into dynamic, engaging headline constructions. Use these examples as thought-starters when creating your own.



And with no pretense

of privilege,

no entitlement and

no excuses, — ADELLE SEMIBOLD



(IN THAT ORDER) — ADELLE SEMIBOLD



EST. 1870 — OPEN SANS EXTRABOLD



5
COLOR

OUR COLOR PALETTE

Our color palette is designed to build around our primary Akron Blue and Gold. While this palette is limited, it offers the versatility needed to keep communications looking fresh and dynamic.

PRIMARY

These are our core colors. They identify our school and should be the most prominent colors in any piece.



AKRON BLUE

PMS 282

CMYK: 100/90/13/68

RGB: 4/30/66

HEX: #041E42



AKRON GOLD

PMS 7503

CMYK: 10/15/50/29

RGB: 168/153/104

HEX: #A89968

SECONDARY

These colors add variety to the brand. The cream color provides a nice, warm foundation when used in large floods for background areas. The bright blue contrasts nicely with the deeper Akron Blue and can be used on top of darker blue backgrounds, or in headlines or subheads.



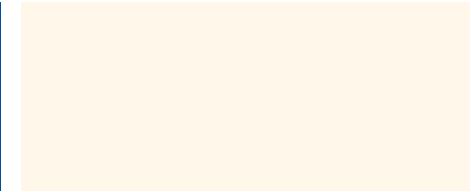
BRIGHT BLUE

PMS 2945

CMYK: 100/64/0/16

RGB: 0/76/157

HEX: #004C9D



CREAM

CMYK: 0/2/8/0

RGB: 255/247/233

HEX: #FFF7E9

PREMIUM

Metallic gold should be used sparingly, when appropriate, to add sophistication to a printed piece.



METALLIC GOLD

PMS 871 C



GRAPHIC ELEMENTS

ARCHWAY-INSPIRED ELEMENTS

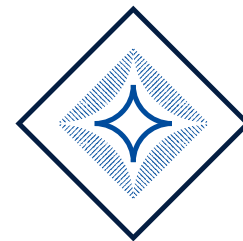
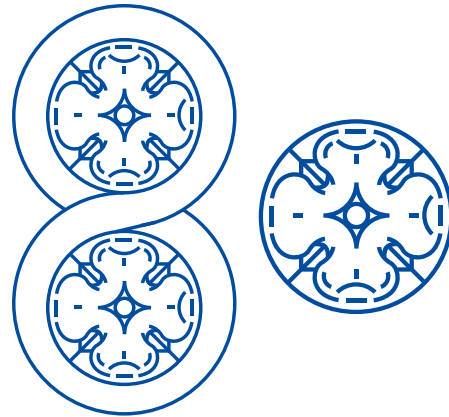
Akron's campus plays a large part in the University experience. Relay that to University materials and communications with these graphic elements inspired by campus architecture. These elements can be used in a number of ways, from small anchoring elements to large supergraphics.

ARCHES



ROSETTE TILES

These pattern illustrations were created from the unique patterns on the University archway.



ARCHIVAL-INSPIRED ELEMENTS

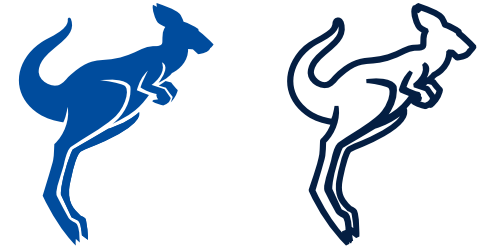
These elements are pulled from the Akron University seal, logo and athletic mark of Roo. They've been simplified and used as graphic elements in UA's visual language.

They are mostly used as anchoring devices, but the circular seal can be used as a framing device on a photo or within a layout.

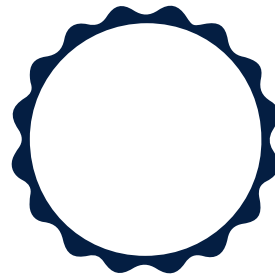
UA LOCKUP



KANGAROO



CIRCULAR SEAL



COMBINING ELEMENTS

Create new, engaging graphic treatments by combining brand elements.



PATTERNS

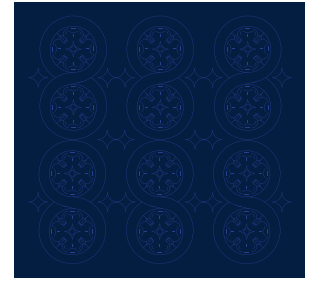
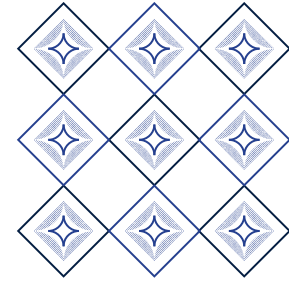
Create texture and visual interest with these patterns.

RISING LINES



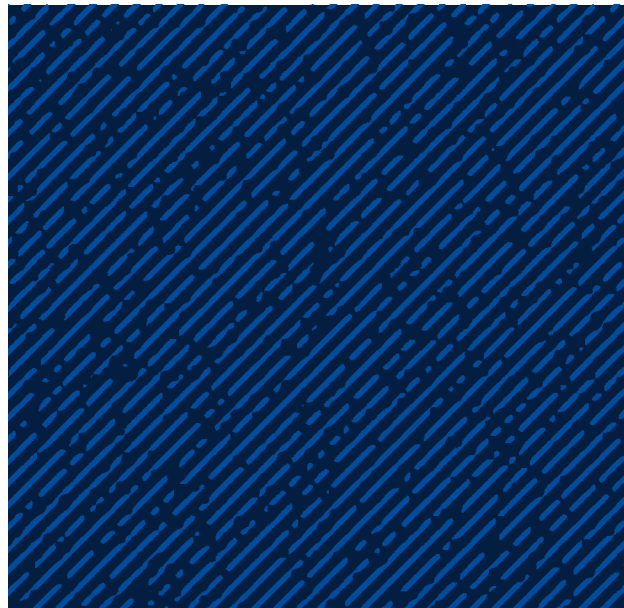
ROSETTE PATTERNS

Create patterns based on the rosette-inspired graphic elements.

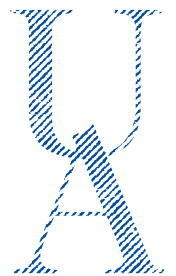



HALFTONE LINES

Halftone lines, moving from bottom left to top right, create the impression of rising and add a historical, gritty texture.



Add this texture to icons to add variety and make them feel more ownable.





PHOTOGRAPHY

IN THE MOMENT

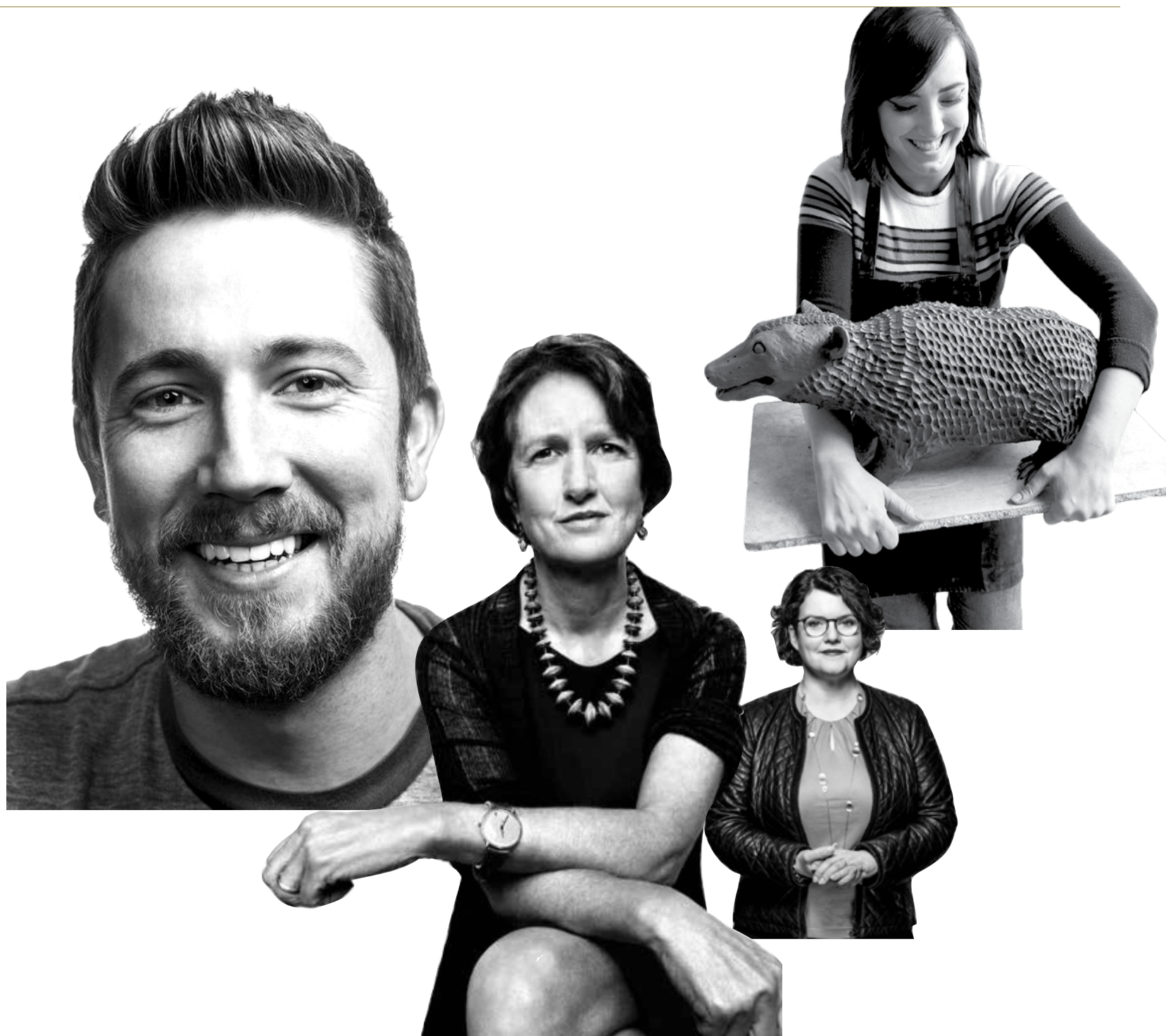
The bulk of our photography consists of candid taken in the moment. These should convey emotion and tell a story. Be sure to shoot these with natural light, in real scenarios. If a subject needs to be posed, ensure

that they don't look overly stiff or posed. Photos should be taken at natural angles, avoiding ultra-wide angle lenses that distort the subject.



BLACK AND WHITE

When used sparingly and deliberately, black-and-white portraits can add sophistication and emotional impact to a communication. These images should be shot on a white background that focuses on the subject and their personality.



BITMAPMED PHOTOGRAPHY

Turn photographs into textural graphics by converting them to bitmaps. These should be used sparingly, and can appear as large, impactful images or small, supporting graphics.

For design assistance, please contact University Communications and Marketing.

CREATING BITMAPS IN PHOTOSHOP

Creating good bitmaps takes some fine-tuning from image to image, depending on contrast, detail and resolution. These steps will always apply, but some values may require adjustment to achieve optimal results.

1. In Photoshop, convert a color image to grayscale.



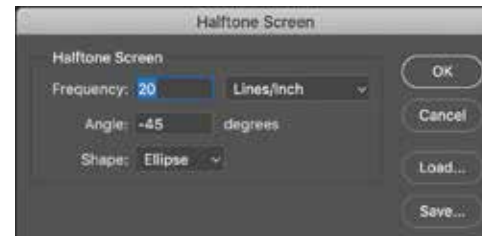
2. Adjust the image Levels to provide strong contrast, with minimal gray areas.




3. Convert the image to a Bitmap, selecting "Halftone Screen" as the method.



4. In the next menu, select "Ellipse" as the shape. The halftone frequency will vary based on the image, so it may require trial and error in order to achieve the correct level of detail and coarseness from the pattern.



5. Place the image into your InDesign layout. You should notice that the areas of the image that are white appear translucent in InDesign. You can adjust colors within InDesign.

 To adjust the background color, select the enclosure shape with the Selection Tool and choose a fill color.

 To adjust the image color, select the bitmap image with the Direct Selection Tool and choose a fill color.





8
SAMPLE
TACTICS

BILLBOARD



BILLBOARD



WE AIM HIGH.
**THEN WE
RISE HIGHER.**

The University
of Akron

150
SESQUICENTENNIAL
1870 2020

A billboard advertisement for The University of Akron's 150th Sesquicentennial. The billboard features a black and white photograph of a young man wearing a baseball cap and glasses, smiling broadly. To the left of the man, the text "WE AIM HIGH. THEN WE RISE HIGHER." is displayed in a stylized, outlined font. To the right of the man, the University of Akron logo is shown, including the text "The University of Akron" and a large "150" with "SESQUICENTENNIAL" written across it, and the years "1870 2020" below.

EVENT POLE BANNERS



EVENT POLE BANNERS



EVENT POLE BANNERS



EVENT POLE BANNERS



BUILDING BANNERS



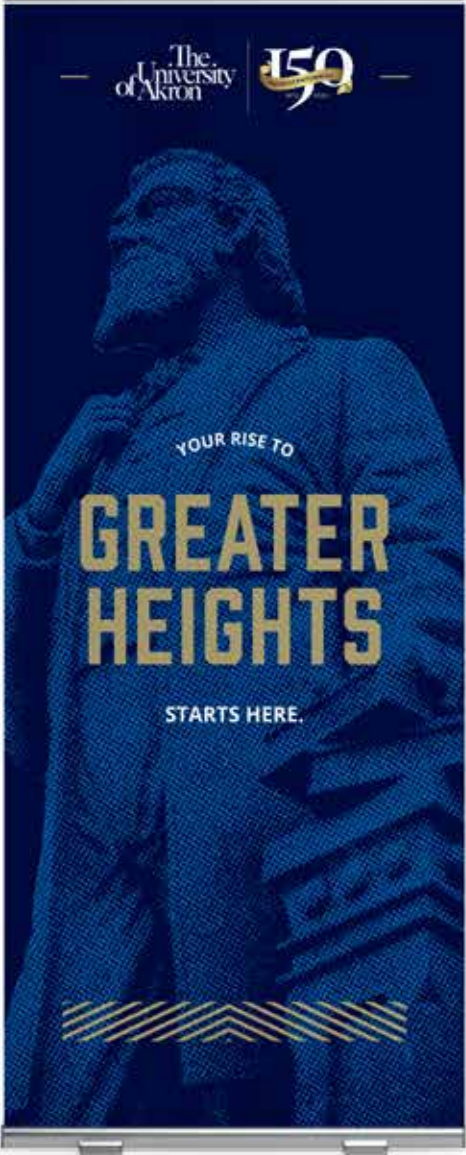
SHIRT



BAG



RETRACTABLE BANNERS



PRINT ADS

TOGETHER WE

RISE

uakron.edu

◆ ◆ ◆

We never rise alone. Whether it's a breakthrough in cancer research, the creation of energy-saving technologies, or the prevention of cybercrime, we lift up the world and our communities with us.

WE ARE AKRON. RISE WITH US.

The University of Akron | 150 1870-2020

The University of Akron | 150 1870-2020

uakron.edu

YOUR FUTURE.

ON THE RISE.

At The University of Akron, we outwork and outpace the competition, rising above the rest, never settling for less.

We are Akron.
Rise with us.

SPRING VISIT DAY, APRIL 25

UAKRON.EDU/VISIT

PRINT ADS



**WE AIM HIGH.
THEN WE
RISE HIGHER.**

The University of Akron | **150**
SESQUICENTENNIAL
1870 2020




**WE'RE ON OUR WAY TO THE TOP.
RISE WITH US.**

At The University of Akron, we outwork and outpace the competition,
rising above the rest, never settling for less.

The University of Akron
150
SESQUICENTENNIAL
1870 2020



ONLINE ADS

TOGETHER WE
RISE

We are Akron. Rise with us.

The University of Akron | 150
1870 2020

uakron.edu

KEEP RISING

Look up.
Your future is waiting.
Rise with us and take it.

WE ARE AKRON.

The University of Akron | 150
1870 2020

ONLINE ADS



ONLINE ADS

RISING TO THE TOP

COLLEGE OF BUSINESS ADMINISTRATION

**500+ ALUMNI IN C-SUITE POSITIONS
IN NORTHEAST OHIO**

The University of Akron

150
EDUCATIONAL
1870 2020

**NO ENTITLEMENTS.
NO EXCUSES.**

**ONLY YOUR
FUTURE.**

The University of Akron

EVENT THANK YOU



DONOR KIT

FOLDER



DONOR KIT

FOLDER

TOGETHER

WE RISE

PROPOSAL
INITIATIVE

The University of Akron



Qui ulpa vit oditaion
mas ut ab int maninte
inthon trabing.

Asvelist est,mand
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peding miniom velo
trabin habing.

Daria voluptas ulp aria aut
fugias erfere volectur? Qui ulpa
vit oditaqui omnia imolut ipid
eost aut ant quissimporum re

92
Etiam ac lacus
mattis, fermentum
sem non, et del
condimentum urna.

1 000

The University of Akron

LOREM ET DEL

ASVELIST EST.MAND
TEMOLOR ESTIATQUIS
PEDING MINIOM VELO
TRABIN HABING.

DIANE SMITH
Moserfere volectur 76



“

Kim Cole
Vice President, Development
Executive Director, UA Foundation
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uakron.edu/forward



DONOR KIT

INSERTS

TOGETHER

WE RISE

PROPOSAL INITIATIVE

NOVEMBER 12, 2020
AKRON, OHIO

Jane Ipsum
Department of Dolor Et del eost
duis libero lorem et duis.

Qui ulpa vit oditaqui omnia
imolut ipid eost aut ant
quissimporum re sus mintuis



Qui ulpa vit oditaion
mas ut ab int maninte
inthon trabing.

Asvelist est,mand
temolor estiatquis
peding miniom velo
trabin habing.

Daria voluptas ulp aria aut
fugias erfere volectur? Qui ulpa
vit oditaqui omnia imolut ipid
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sus mintuis quisci. A inullan dae
quaspero coin end andell orem
maning trabin. Qui natqm nos
venis aliqui qui velest et odist et

A inullan dae quaspero coin
end andell orem maning trabin.
Qui natqm nos venis aliqui qui
velest et odist et

92

Etiam ac lacus
mattis, fermentum
sem non, et del
condimentum urna.

1,000

Etiam ac lacus
mattis, fermentum
sem non, et del
condimentum urna.



LOREM ET DEL

ASVELIST EST,MAND
TEMOLOR ESTIATQUIS
PEDING MINIOM VELO
TRABIN HABING.



DIANE SMITH
Moserefero volectur 76



“

Etiam ac lacus mattis,
fermentum sem non, et del
condimentum urna. Sed
efficitur ipsum augue eu
semper lorem scelerisque
mattis, nunc maximus
bibendum fringilla, risus
dolor porta sapien.”

Lorem Dolor