“UChicago Forward” is the unifying theme for University of Chicago return-to-campus communications, providing visual and contextual references to help ensure that all audiences—faculty, students, staff, parents, alumni, and collaborators—can quickly identify messages, content, and signage.

Our planning work and communications concerning the resumption of programs and operations on campus will be guided by the University’s highest academic values in research and education, and our commitment to realizing these values now and in the future.
UChicago Forward Logo
This logo is the official identifying mark and the primary logo for the UChicago Forward initiative. It should be applied consistently across all materials to maintain a unified identity. In all cases, the logo should be treated as artwork. Do not attempt to reproduce, recreate, or modify the logo in any way. The following pages illustrate various applications and proper usage of the logo.
Color Palette
Color consistency is important in maintaining the integrity of the logo. Full color is preferred, and the logo can also be reproduced in black and white. Colors should not be altered. The color palette for the logo is composed of Phoenix Maroon and Ivy.

Primary Color Palette

Phoenix Maroon
Pantone 202C
C:0 M:100 Y:70 K:50
R:128 G:0 B:0
HEX:#800000

Secondary Color Palette

Ivy
Pantone 576C
C:44 M:4 Y:88 K:22
R:120 G:157 B:74
HEX:#79D4A

Goldenrod
Pantone 124C
C:0 M:25 Y:100 K:4
R:234 G:170 B:0
HEX:#EAA00

The secondary color palette should be used sparingly for accent color.
UChicago Forward Logo

**Color**

UChicago forward
goforward.uchicago.edu

**Black**

UChicago forward
goforward.uchicago.edu

**Reverse**

Reverse: For use on dark colors or dark photographic backgrounds.

**Minimum size of UChicago**

The minimum reproducible size for the UChicago logo is:

1.125in / 29mm / 81px
ICONS, SIGNAGE & TEMPLATES

The following pages contain a toolbox of graphics that units can use to create their own communications or to download existing signage.

Visit goforward.uchicago.edu to download all assets.
COVID-19 SYMPTOMS

By entering this building, you are affirming that you have no symptoms of COVID-19.

COVID-19 symptoms may include:
• Cough
• Runny or stuffy nose
• Shortness of breath
• Fever
• Difficulty breathing
• Chills
• Body aches
• Sore throat
• New loss of taste or smell
• Nausea, vomiting, or diarrhea

By entering this building, you are affirming that you have no symptoms of COVID-19.
OFFICES/CUBICLES
- Wear a face covering in open spaces and/or in the presence of others
- Remain at least 6 feet from others
- Do not stand and talk over cubicles or enter another person's cubicle
- Disinfect keyboard, mouse, monitor, and desk surfaces often

ELEVATORS
- Limit the number of people in the elevator to maintain social distancing or wait for the next cab
- Maintain social distancing of at least 6 feet apart while waiting for the elevator
- Please take the stairs if you are able

RESTROOMS
- Continue wearing a face covering
- Stay 6 feet apart from others
- Wash your hands with soap and water for 20 seconds before leaving restroom
- Do not place your phone or other personal items on counters
- Do not flush disinfectant wipes or other items down the toilet; dispose of those items in trash cans
- Sanitize surfaces you used or touched when you are finished in the space

COMMON AREAS
- Please keep kitchens, lounges, and other common areas clean. Maintain social distancing in shared spaces.
- Wash your hands frequently
- Sanitize surfaces you used or touched when you are finished in the space
- When eating in the presence of others, keep at least 8 feet away from one another; do not sit or stand facing each other
- Avoid using shared dishes or utensils
- Do not use reusable sponges or cleaning brushes
- Do not place your phone or other personal items on counters/tables
UChicago Forward Signs—Entrance/Space Closures (8.5” x 11”)

ENTRANCE CLOSED

Please use main building entrance.

THIS AREA IS TEMPORARILY CLOSED

Please forward.uchicago.edu
Application Instructions for Bleach-Based Cleaners

1. Completely wet the target surface.
2. Keep the surface wet for at least 60 seconds.
3. Wipe the cleaned surface with a dry cloth.

Do not spray near electronic devices.

Do not spray on metal surfaces unless instructed. Bleach corrodes some metals, including stainless steel.

Use a 0.1% bleach solution, which is effective as a cleaner but not considered hazardous to health.

Do not mix or use bleach solutions with other chemicals, especially ammonia-based solutions, as combinations can be hazardous to health.

Instructions for Cleaning Electronic Equipment

Please follow the guidance below to ensure you do not damage your device during cleaning.

- Clean devices in a shared space after each shift.
- Consider disinfecting mobile devices (e.g., cell phones or tablets) that are frequently handled as often as hands are washed or disinfected.
- Clean all other devices daily.
- Turn off the device you plan to clean and disconnect AC power.

- Disconnect any external devices.

- Use a moist microfiber cloth with a mixture of 70% isopropyl alcohol/30% water to clean electronic devices. NOTE: Isopropyl alcohol is flammable and should not be used near open flames. You can also use Clorox Disinfecting Wipes or similar products. Ensure the product does not contain bleach.

- Never spray cleaners directly onto the electronic item.

- Avoid excessive wiping or moisture, which might cause damage.

Sources:


UCICAGO THANK YOU

Your efforts to protect yourself and our community are critical and appreciated.

By:

- Monitoring our health and staying home when sick
- Following best practices for masks and other personal protective gear

We are all contributing to keeping our workplaces and each other safe.
LABORATORY

- Continue wearing a face covering
- Maintain dedicated entry/exit, where possible
- Consolidate workflows and minimize movement
- Coordinate activities with adjacent research teams
- Keep work area clear and disinfect at the start and end of each day
- Wash your hands frequently or use hand sanitizer
- Maintain social distancing of at least 6 feet apart

LAB SUPPORT

Coordinate activities with adjacent research teams for all shared equipment rooms, cold rooms, tissue culture rooms, and other support rooms.

- Wash your hands frequently or use hand sanitizer
- Disinfect all equipment before and after use
- Maintain social distancing of at least 6 feet apart or only 1 person at a time in the room
- Do not place your phone or other personal items on counters
Templates Units Can Use to Create Their Own Signs—(8.5” x 11”)

- Title 48pt Helvetica Regular
- COPY 88PT HELVETICA BOLD

Lorem ipsum dolor sit amet, consectetur adipiscing. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
UChicago Forward—Avatar

UChicago forward
goforward.uchicago.edu

Account Name Here
@HandleNameHere

Cover Photo Here
Minimum Clear Space
Always position the logo for maximum impact and give it plenty of room to breathe. This will help ensure the logo’s visibility and legibility. The minimum clear space required around the logo must be equal to or exceed X. Photographs, illustrations, typography, or other visual elements should not violate the minimum clear space area.
UChicago Forward Co-Branding System

Horizontal Space Option

Rule
The rule weight must be no thinner than 0.25pt when the UChicago logo is shown at minimum size (see page 5). The rule must also be justified to the tallest logo within the configuration.

Vertical Space Option

Rule
The rule weight must be no thinner than 0.25pt when the UChicago logo is shown at minimum size (see page 5). The rule must also be justified to the widest logo within the configuration.

Minimum Clear Space
The minimum clear space required around the combined UChicago logo and partner logo must exceed 0.5X. Photographs, illustrations, typography, or other visual elements should not violate the minimum clear space area.