“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:#789D4A

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 Logo](image)

**Reverse**

![UChicago Forward Logo](image)

**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 show prepared signs units can download and print, as well as graphics units can use to create their own communications.

Visit goforward.uchicago.edu to download all assets.
UChicago Forward Icons

Face Covering
Stay Home
Social Distancing
Hand Washing

Take the Stairs
Personal Items
Disinfection
Cubicle Distancing

Do Not Flush
Disinfectant Wipes
Do Not Congregate
Do Not Reuse
Sponges or Brushes
Do Not Share
Plates and Utensils

Visit goforward.uchicago.edu to download all assets.
UChicago Forward Icons Continued

Health Screening

Wear a Mask

Do Not Sit Here

Do Not

Proper Way to Wear a Mask

Cover Mouth and Nose with Mask

Cover Nose with Mask

Mobile Payment

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

Frequent Hand Hygiene
• Use soap and water for 20 seconds
• Or use alcohol-based hand sanitizer
• Do not touch your eyes, nose or mouth

Social Distancing
• Keep 6 feet of distance at all times
• This includes while waiting in lines, on stairs and in elevators

Wear a Face Covering
• Keep nose and mouth covered
• Wear at all times when in University buildings, and on the campus grounds when others are present

PLEASE WEAR A FACE COVERING

Keep Nose and Mouth Covered

Visit goforward.uchicago.edu to download all assets.
**UChicago Forward Signs—Use of Space/Social Distancing (8.5” x 11”)**

**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**
- Please keep this area clean.
  - 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
  - Wash your hands with soap and water for 20 seconds before leaving restroom
  - Do not place your phone or other personal items on counters/tables

**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

**NO MORE THAN [Number] PEOPLE ALLOWED IN THIS AREA AT ONE TIME.**

Thanks for your help adhering to social distancing guidelines.

Visit goforward.uchicago.edu to download all assets.
Visit goforward.uchicago.edu to download all assets.
Application Instructions for Bleach-Based Cleaners

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

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

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.

Application Instructions for Bleach-Based Cleaners

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.

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.

Source:


Visit goforward.uchicago.edu to download all assets.
UChicago Forward Signs—Lab-Specific Signage (8.5” x 11”)

**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

Visit goforward.uchicago.edu to download all assets.
Visit goforward.uchicago.edu to download all assets.
Templates Units Can Use to Create Their Own Signs—(8.5” x 11”)

Visit goforward.uchicago.edu to download all assets.
Visit goforward.uchicago.edu to download all assets.
**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**

![Diagram of UChicago and partner logos with horizontal space options]

**Rule**
The rule weight must be no thinner than .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**

![Diagram of UChicago and partner logos with vertical space options]

**Rule**
The rule weight must be no thinner than .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 .5X. Photographs, illustrations, typography, or other visual elements should not violate the minimum clear space area.
Frequent Hand Hygiene
• Use soap and water for 20 seconds
• Or use alcohol-based hand sanitizer
• Do not touch your eyes, nose or mouth

Social Distancing
• Keep 6 feet of distance at all times
• This includes while waiting in lines, on stairs and in elevators

Wear a Face Covering
• Keep nose and mouth covered
• Wear at all times when in University buildings, and on the campus grounds when others are present

PLEASE WEAR A FACE COVERING
Keep Nose and Mouth Covered

Wrong Use

Wrong Use

Wrong Use

Wrong Use
To: Members of the University Community
From: Ka Yee C. Lee, Provost
Subject: Update on Campus-wide Planning
Date: June 3, 2020

As President Zimmer wrote recently to the campus community, planning efforts are underway to enable the resumption of additional programs and operations on campus. At this time activities on campus remain limited to essential personnel with authorization required by their deans and officers. We are working in accordance with plans established by Illinois and Chicago, which are in the process of allowing non-essential personnel to return to work in phases. Faculty and administrators across the University are working carefully on plans to safely resume activities on campus, guided by the values and priorities that President Zimmer has outlined.

Planning groups have been established to focus on research, education, housing and dining, workplace, N-12 education, and national labs, and I am deeply grateful for the thoughtful, data-driven approach of these efforts. Working with guidance from the University of Chicago Medicine, information about our plans for FY21 will be shared with the University community by the end of June. In the meantime the University has launched a website at getforward.uchicago.edu to provide regular updates on planning, information on the committees charged with focusing on key functions of the University, and public health protocols.

Our intention is to bring as much of the University community back to campus as possible in time for the Autumn Quarter, in a way that is fully consistent with upholding public health and following the guidelines established by federal, state, and local authorities. This pandemic has illuminated our interdependence as a University community and a society more broadly. Our individual health and the vitality of our community rests on each of us taking actions to help prevent the spread of COVID-19 and adopting a campus-wide culture focused on public health and safety.

Though we are continuing to proceed with great caution, there have been some encouraging signs in recent weeks about the course of the pandemic:

- The University of Chicago Medicine’s caseload of patients with COVID-19 has gradually but steadily decreased and testing capacity at UCM now exceeds 1,000 tests per day.
- The State of Illinois has begun to move from the Phase 2 “fastening” stage to the Phase 3 “recovery” stage in the “Restore Illinois” plan. The City of Chicago is entering Phase 3 today.

Preparations and Expectations for Those on Campus

Our gradual approach to increasing activity on campus will be aligned with the phases defined by local and federal authorities, limiting the density of people on campus in order to inhibit the spread of disease. In keeping with the fundamental need to ensure safety, any work that can be done remotely should continue to be conducted remotely. We will carefully evaluate the data from our campus and from other universities as we proceed. The first step, anticipated for mid-June, will be a gradual resumption of research activities and other campus functions that must be conducted in person to support research or education. There is a process for unit leaders (deans and officers) to submit proposed plans for limited operations on campus during the gradual resumption. Second, starting around July 15, we will begin to increase the functions and the number of people on campus. We anticipate the third phase will begin with Autumn Quarter.