






THE BRAND.
THE BRAND.
THE BRAND.

BRAND IDENTITY STYLE GUIDE

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THE BRAND. THE BRAND. **THE BRAND.**

WHAT IS A STYLE GUIDE?

A well-developed style guide is an essential tool for establishing a brand's identity. It acts as a key document that helps designers and content creators communicate consistently with our audiences, so it's a great asset for creating the most effective, on-brand content.

This brand style guide outlines U-M's design standards for professionals (both on and off campus) who do marketing and communications work for university schools, colleges, departments and programs. It includes guidelines for the applications and variations of our logos, color palettes, typography (font families, sizes, kerning and line height/spacing) and photography.

WHY IS IT IMPORTANT?

Having a document to reference for expected standards makes the lives of designers and developers much easier and gives them a solid framework to use for their work. Providing and following brand standards ensures that all of our content distinguishes the U-M brand from its competitors across the board. This cohesion helps establish a strong brand identity that resonates with our audiences — reinforcing both brand awareness and loyalty.



UNIVERSITY LOGOS/MARKS

UNIVERSITY LOGOS/MARKS

University of Michigan has four official marks — the primary logo, the horizontal logo, the secondary mark and the University Seal. The primary and horizontal logos are used to definitively identify the university when marketing/communicating to general audiences. The secondary mark (the Block M) is reserved for audiences already familiar with the university. The University Seal is reserved for presidential and regental use only.



PRIMARY LOGO



HORIZONTAL LOGO



SECONDARY MARK
(AKA: BLOCK M)



UNIVERSITY SEAL
(FOR PRESIDENTIAL &
REGENTAL USE ONLY)

The primary logo is the main identifier for the University of Michigan. The primary logo, horizontal logo or unit logo must appear on all publications, websites and other visual communications developed by U-M.

The University of Michigan logo was carefully designed based on the proportions of the copyrighted Block M. Each element was sized, placed and colored for maximum visibility and legibility.

- Do not modify the size, position, color or relationship of any of these elements.
- Use only official, unaltered logos/marks and signatures designed to approved specs. Do not recreate logos/marks.
- Only use University of Michigan logos/marks on official communications, partnerships and sponsorships. U-M does not generally allow use of its logos/marks for projects not affiliated with the university, other than commercial products licensed through IMG Licensing, U-M's licensing partner.



UNIT LOGO

The university's unit logo generator allows U-M employees to create unit logos for their school, college, or department. Unit logos are made up of the Block M (the "secondary mark") and the individual unit name.

Contact your unit's "logo gatekeeper" to request access, or email idstandards@umich.edu for help.

CLEAR SPACE AND MINIMUM SIZES

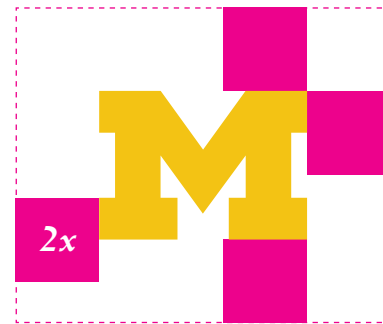
CLEAR SPACE

Always position the logo for maximum impact and give it plenty of room to help to ensure visibility and legibility.

The minimum clear space for the University of Michigan logo is defined as twice the height of the block serif. Understanding the clear-space rule is essential, as it is also the standard for logo position and scale on most printed communications. In that regard, the clear space rule should be maintained as the logo is proportionately enlarged or reduced in size.



- x = internal breathing space based on the size of the serif
- 2x = external safe space to aid readability and ensure no other graphic becomes visually attached to the official identity



- 2x = external safe space to ensure nothing comes close enough to make the Block M look like part of a larger graphic

MINIMUM SIZES

When reproducing the primary logo, be conscious of its size and legibility — a signature that is too small doesn't serve any useful communication function. The primary logo should never appear less than 3/4" tall in printed materials, and no less than 75 px tall in the digital realm. A logo signature may be reduced 3/8" tall in print, and 36 px digitally.



LOGO INFRACTIONS

Guidelines: Primary Logo

You may not alter the logo in any way. Specifically:



DO NOT replace the official typeface with any other

DO NOT modify, redesign, redraw, animate, distort or alter the proportions of the logo

DO NOT add words, images, or other design elements or effects to the logo, or add the logo to another graphic

DO NOT modify the size or position relationship of any element within the logo

DO NOT rotate or render the logo three-dimensionally

Guidelines: Secondary Mark (Block M)

You may not alter the mark in any way. Specifically:



DO NOT use any part of the mark as part of another word*

DO NOT modify, redesign, redraw, distort or alter the proportions of the mark

DO NOT add words, images, or other design elements or effects to the mark, or add the mark to another graphic

DO NOT rotate or render the mark three-dimensionally

*A single exception was made for the use of the Block M in the word "home" in the phrase "welcome hoMe"

LOGO DOWNLOADS

We're proud of our primary logo and secondary mark and want to ensure that they are used appropriately. There are various logo/mark kits available for download on the brand website, as well as guidelines for their use.

For more information, contact idstandards@umich.edu.

PRIMARY LOGO KIT

What's included: Six versions of the logo, each one provided in three formats:

A CMYK eps for print, a PMS eps for print, and a HEX png for digital. You can also download each file individually.



Primary Logo: Use this version of the primary logo for 4-color applications (or 2-color printing on white).



Primary Logo with outline: This primary logo has a thin white rule around the edge. Use it when placing the logo on a dark background.



Blue Logo: This blue-and-white version of the primary logo should be used when only one of the university's primary colors is available.



Blue Logo with outline: This blue-and-white version of the primary logo should be used when only one of the university's primary colors is available and placing the logo on a dark background.



Black Logo: This black-and-white version of the primary logo is used for applications like newspaper advertising.



Black Logo with outline: This black-and-white version of the primary logo is used for applications like newspaper advertising and placing the logo on a dark background.

UNIVERSITY LOGOS/MARKS

LOGO DOWNLOADS

EXAMPLES OF THE PRIMARY LOGO IN USE

Primary Logo



Primary Logo with Outline



Black Logo



Black Logo with Outline



LOGO DOWNLOADS

HORIZONTAL LOGO KIT

What's included: Four versions of the logo, each one provided in three formats: A CMYK eps for print, a PMS eps for print, and a HEX png for digital. You can also download each file individually.



Full Color: The horizontal logo is for use only when vertical space is at a premium and horizontal layout fits better with design.



Reversed: The reversed versions of the horizontal logo is for use on dark backgrounds.



Blue: This single-color version of the horizontal logo should only be used when only one of the university's primary colors is available.



Black: This black-and-white version of the horizontal logo is used for applications like newspaper advertising.

SECONDARY MARK (AKA: BLOCK M) KIT

The secondary mark kit includes a CMYK eps for print, a PMS eps for print and a HEX png for digital.



The secondary mark, or "Block M," is for non-retail use only.

UNIT LOGOS

The University of Michigan's identity system is designed to create and maintain unity — to ensure that no matter what campus, college or unit is issuing the communication, it is properly and strongly branded.

FORMAL UNIT LOGO



While the unit name is made the most visually prominent element of the formal unit logo, the relationship to its ?? is maintained.

USAGE:

Schools/Colleges: Official name of School/College, Degree-Granting Programs, Centers and Internal Administrative Departments/Units.

Administrative Offices: Institutes, Offices, Divisions, Units.

MARKETING UNIT LOGO



The intent of this unit logo is to help schools, colleges and U-M units stand out. This unit logo features a large unit name, with a secondary line providing the branding in the form of the "University of Michigan" set in the Victors font.

USAGE:

Schools/Colleges: Official name of School/College, Degree-Granting Programs and Centers.

(CANNOT BE USED FOR SCHOOL/COLLEGE ADMINISTRATIVE DEPARTMENTS/UNITS — e.g. Career Services, Office of Student Life, etc.)

Administrative Offices: Institutes, Offices, Divisions, Units.



UNIT LOGOS

INFORMAL UNIT LOGO



As the title suggests, this mark is intended for informal representation of a unit. Linking the unit directly to the Block M without the addition of “University of Michigan” should be reserved for internal communications or for outreach to stakeholders who are already familiar with the unit.

USAGE:

Schools/Colleges: Official name of School/College, Degree-Granting Programs, and Centers.

(CANNOT BE USED FOR SCHOOL/COLLEGE ADMINISTRATIVE DEPARTMENTS — e.g. Career Services, Office of Student Life, etc.)

Administrative Offices: Institutes, Offices, Divisions, Units.

STACKED UNIT LOGO



This signature is typically reserved for settings in which there is limited space and the preferred horizontal signature would not be legible. This signature is considered equivalent to the formal unit logo and the marketing unit logo.

USAGE:

Schools/Colleges: Official name of School/College, Degree-Granting Programs, Centers, and Internal Administrative Departments.

Administrative Offices: Institutes, Offices, Divisions, Units.



GUIDELINES FOR STUDENT ORGANIZATIONS

SPONSORED STUDENT ORGANIZATIONS

MAY:

- use the primary logo in their promotions
- use the Block M in their promotions
- use their sponsoring department's logo signature in their promotions
- use Michigan Maize & Blue
- design their own logo as long as it does not include any U-M registered trademarks



PRIMARY LOGO



SECONDARY MARK
(AKA: BLOCK M)



MAY NOT:

- use the Block M as part of their logo
- use a slab serif letter "M" as a standalone letter



VOLUNTARY STUDENT ORGANIZATIONS

MAY:

- use Michigan Maize & Blue
- design their own logo as long as it does not include any U-M registered trademarks



MAY NOT:

- use the University of Michigan logo
- use the Block M as part of their logo
- use a slab serif letter "M" as a standalone letter



PRIMARY LOGO



SECONDARY MARK
(AKA: BLOCK M)





UNIVERSITY SEAL

UNIVERSITY SEAL

The Seal of the University of Michigan is used as a formal insignia on official university documents and on materials produced for the U-M Regents and President. Each of the three campuses has its own seal.

The Seal is not a marketing logo. Use of the Seal for any purpose other than those listed below must be approved by the ID Standards team and the VP/Secretary of the University.



THE SEAL IS RESERVED FOR:

Regental/Presidential Materials

Stationery products, business cards, etc.

Colors: PMS 8640 (Metallic Gold) + 282 (Blue)

Official Documents

Diplomas, transcripts, certificates and similar materials related to official university business

Colors: PMS 8640 (Metallic Gold) + 282 (Blue)

(diploma printers, who use engraving inks, will match the PMS colors as closely as possible)

Public Safety & Security

DPSS badges, apparel, vehicles, signage, etc.

Colors: PMS 7406 (Maize) + 282 (Blue)

Commencement Materials

Commencement and Honors Convocation programs, signage, lecterns and podiums, university academic flags, etc.

Colors: PMS 7406 (Maize) + 282 (Blue)

Licensed Merchandise

Gifts and apparel offered commercially through the U-M's licensing partner, IMG Licensing

A one-color version of the seal is available for special printing processes (e.g., embossing).
Contact: idstandards@umich.edu.

NO CROPPING OR SCREENS; the seal must only be used in its entirety and at full strength.

THE SEAL MAY NOT BE USED:

- for non-regental or -presidential stationery products
- for printed or digital marketing materials
- on websites (except regents.umich.edu)
- in social media messaging
- by students

PLEASE NOTE: The 3-color Seal (with red detailing) should NOT be used.



COLOR PALETTES

COLOR PALETTES



ONE MAIZE. ONE BLUE. ONE BRAND.

Maize and blue play a vital role in establishing a clear and powerful image and in defining the University of Michigan brand identity.

ACCESSIBILITY REQUIREMENTS

When designing for the web, all content must conform to the accessibility standards set by the university's ITS accessibility team.











Based on Web Content Accessibility Guidelines (WCAG 2.0), the criteria for level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for larger text, greater than 24px or 19px and bold. The chart below provides approved brand color combinations that meet WCAG 2.0 level AA standards.

This quick-reference chart shows which colors provide enough contrast to be used as text against a light background, and which colors don't have enough contrast to be readable as text but could be used as a background.

PRIMARY PALETTE — LOGO SIGNATURE COLORS

Our signature color palette of Michigan Maize and Blue creates a powerful differentiator for our brand. Using this palette appropriately and consistently creates an additional layer of distinction.
































Signature colors may be used extensively both for large areas of color and as accent colors.

COLOR	PRINT	WEB	WEB ACCESSIBLE COMBINATION	
Maize	 PMS: 7406 CMYK: C0, M18, Y100 K0	 #FFCB05	 Aa	 Aa Blue (#00274C)
Blue	 PMS: 282 CMYK: C100, M60, Y0 K60	 #00274C	 Aa	 Aa Yellow (#FFCB05)
			 Aa	 Aa White (#FFFFFF)

COLOR PALETTES

SECONDARY PALETTE — SUPPORTING COLORS






















The colors in our supporting palette were chosen to complement our primary palette of maize and blue, providing additional range to the brand experience. They work well as accent colors or as backgrounds behind typography or graphics, but should never replace the primary palette as the main color(s) of a design. **NOTE:** While these colors are recommended rather than mandated, we strongly encourage you to use them.

COLOR	PRINT	WEB	WEB ACCESSIBLE COMBINATION
Tappan Red	 PMS: 484 CMYK: C8, M92, Y100, K33	 #9a3324	 Aa  Aa White (#FFFFFF)
Ross Orange	 PMS: 1595 CMYK: C0, M71, Y100, K3	 #d86018	 Aa Black (#000000)
Wave Field Green	 PMS: 398 CMYK: C14, M6, Y100, K24	 #a5a508	 Aa  Aa Black (#000000) Blue (#00274c)
Rackham Roof Green	 PMS: 5565 CMYK: C44, M12, Y34, K24	 #75988d	 Aa  Aa Black (#000000) Blue (#00274c)
Taubman Teal	 PMS: 326 CMYK: C81, M0, Y39, K0	 #00b2a9	 Aa  Aa Black (#000000) Blue (#00274c)
Arboretum Blue	 PMS: 660 CMYK: C88, M50, Y0, K0	 #2f65a7	 Aa  Aa White (#FFFFFF)
A2 Amethyst	 PMS: 2603 CMYK: C72, M99, Y0, K3	 #702082	 Aa  Aa White (#FFFFFF) Maize (#FFCB05)
Matthaei Violet	 PMS: 668 CMYK: C70, M77, Y7, K23	 #575294	 Aa  Aa White (#FFFFFF) Maize (#FFCB05)

COLOR PALETTES

SECONDARY PALETTE — NEUTRAL COLORS

The colors in our supporting palette were chosen to complement our primary palette of maize and blue, providing additional range to the brand experience. They work well as accent colors or as backgrounds behind typography or graphics, but should never replace the primary palette as the main color(s) of a design. **NOTE:** While these colors are recommended rather than mandated, we strongly encourage you to use them.

COLOR	PRINT	WEB	WEB ACCESSIBLE COMBINATION	
UMMA Tan	 PMS: 7502 CMYK: C6, M14, Y39, K8	 #cfc096	 Aa	 Aa Black (#000000) Blue (#00274c)
Burton Tower Beige	 PMS: 451 CMYK: C21, M15, Y54, K31	 #9b9a6d	 Aa	 Aa Black (#000000) Blue (#00274c)
Angell Hall Ash	 PMS: PANTONE Warm Gray 6 CMYK: C14, M19, Y21, K39	 #989c97	 Aa	 Aa Black (#000000) Blue (#00274c)
Law Quad Stone	 PMS: PANTONE Warm Gray 11 CMYK: C26, M36, Y38, K68	 #80764b	 Aa	 Aa White (#FFFFFF)
Diag M Metallic	 PMS: 872			
Puma Black	 PMS: PANTONE Black 6 CMYK: C100, M79, Y44, K93	 #131516	 Aa	 Aa White (#FFFFFF) Maize (#FFCB05)

TYPOGRAPHY AND FONTS



TYPOGRAPHY

Typography is a powerful tool. When used effectively, the right font commands attention, elicits emotions and above all creates a voice. It's why typography is such an essential component of our brand's visual identity.

HOW TO CHOOSE A TYPEFACE

LEGIBILITY

Legibility refers to the design of the typeface — the width of the strokes, whether or not it has serifs, the presence of novel type design elements, etc. It is easy to tell one letterform from another in a legible typeface.

- Choose typefaces with conventional letterforms.
- Choose typefaces with generous spacing.
- Choose typefaces with a tall x-height (the height of lowercase letters in relation to uppercase).

READABILITY

How your type is set, combined with the overall legibility of the font, yields a certain level of readability. In most cases, communication comes before style — form follows function — so resolve readability first.

- Choose typefaces that were designed for your purpose. If a typeface was designed for signage, it may not work well as the body copy in a book.
- Align text to “ragged right” for comfortable word spacing online to avoid “rivers.”
- Make sure the leading (the amount of space between lines of text) is greater than the point size of your typeface.

trailblazer

noun trail·blaz·er \trāl-blā-zər\

a person who makes, does or discovers something new and makes it acceptable or popular

firstgen.studentlife.umich.edu

#UMich1stGen



Stephen M. Ross School of Business

FRESHMAN ENROLLMENT,
FRESHMAN PREFERRED ADMISSION,
SOPHOMORE ADMISSION
michiganross.umich.edu

At Michigan Ross, we believe the best way to learn business is by doing business. That might mean creating a startup to feed nine billion people by 2050. Or helping Whirlpool define the future of connectivity at home. It could mean shipping billions of unused medical supplies overseas, or managing a social venture fund. These aren't hypothetical examples. Ross BBA students have accomplished all of these things and more.

98%
OF ROSS BBA GRADS
HAD A JOB OFFER
WITHIN 3 MONTHS
OF GRADUATION

speech and inclusion series

recognizing conflict and building tools for engagement



Find events at:
diversity.umich.edu/speech-inclusion

FONTS

FONT RECOMMENDATIONS

GENERAL USE TYPEFACES:

IBM Plex super family

fonts.google.com/?query=ibm

The quick brown fox jumps over the lazy dog

Montserrat

fonts.google.com/specimen/Montserrat

The quick brown fox jumps over the lazy dog

Nunito Sans

fonts.google.com/specimen/Nunito+Sans

The quick brown fox jumps over the lazy dog

Merriweather

fonts.google.com/specimen/Merriweather

The quick brown fox jumps over the lazy dog

DISPLAY TYPEFACES:

Playfair Display

fonts.google.com/specimen/Playfair+Display

The quick brown fox jumps over the lazy dog

Oswald

fonts.google.com/specimen/Oswald

The quick brown fox jumps over the lazy dog

PLEASE NOTE: The fonts listed here are all available free of charge. The University of Michigan does not have licensed fonts for use campuswide, so any additional typefaces desired must be purchased by the individual units.



PHOTOGRAPHY

PHOTOGRAPHY

A picture is worth—well, you know the rest.

Good photography is an integral part of our visual style. Photographs should embody our brand personality, capturing the University of Michigan spirit and the prestigious nature of the university. Photos should be expressive, evocative and compelling, communicating our creativity, diversity and commitment to global outreach.

Michigan Photography is dedicated to capturing the essence of U-M through the people, the events and the spirit that make Michigan great. Contact them today at 734-764-9217, umphotography@umich.edu or visit their website at photography.umich.edu to schedule a shoot.



REINFORCING SAFETY IN PHOTOS



SAFE RESEARCH, SMART RESEARCH: REINFORCING A CULTURE OF SAFETY IN MEDIA

In 2015, President Mark Schlissel introduced a plan to enhance the culture of safety in research at the University of Michigan. One area of focus in the plan is appropriate use of personal protective equipment such as safety glasses, gloves, and lab coats while in the laboratory. Continual visual reminders of best practices in the use of this equipment help to promote safe behavior in labs and other research settings, such as field research.

When filming or taking photos of researchers at work, please be attentive to this concern. You can help to ensure the safety of researchers, others in the lab/field, and the work they are doing by:

- Reminding faculty, students and staff to wear their personal protective equipment, just as they would when working.
- Setting shots so that the use of this equipment is visible, helping audiences to see it as a standard part of the research process.
- Moving outside of the lab when you want shots such as portraits or informal groups, where the protective equipment would be a hindrance.

DEPICTING SAFETY: WHAT TO EXPECT

Safety is everyone's responsibility — this includes those behind the lens as well.

Basic considerations for research and laboratory spaces with chemical or physical hazards present:

Laboratories

- All individuals should be wearing safety glasses, whether doing work or not, when the setting depicts a laboratory environment or a situation where a hazard is present.
- Gloves and a lab coat should be worn by anyone handling chemicals.
- No food or drink should be present.
- Everyone in the shoot should be using personal protective equipment.

Other Locations

- Appropriate personal protective equipment must be worn and protective barriers set in place when photos are taken in non-laboratory locations such as field work settings or “digs” that involve human/animal remains.
- Appropriate equipment and barriers are required in many settings to:– Prevent falls– Protect people in or near trenches that are not properly sloped or shored– Protect people around hazardous equipment, on boats, on roofs, and in similar situations

For general media-related safety questions or clarification about research safety images and videos, contact imagesafety@umich.edu.

WHEN IN DOUBT...

The Environment, Health & Safety team at the University of Michigan is available to provide advice and review materials for individuals across campus.

Visit ehs.umich.edu to learn more.



