

Graphic Standards Basics

Expectations

All University communications should look like University communications. The appropriate use of University marks, colors, and the Driven to Discover identity creates a family resemblance across the University. When producing University communications, we should be able to answer yes to the following three questions:

- Does this convey a unified University identity?
- Does this uphold University graphic standards?
- Does this clearly connect my unit's work to the University?

Electronic communications must adhere to the eCommunications standards at webdepot.umn.edu. In particular, all umn.edu Web sites must use official headers and footers.

Publications Checklist

Required for All Publications

- Wordmark
- Equal opportunity statement
- Disability access statement
- Recycling statement and symbol

Required for Certain Publications

(Such as course catalogs, student recruitment materials, and external publications)

- Mission statement

Recommended When Space Is Available

- Copyright notice
- Credit statement

Access statements and logos through the publications checklist on the graphic standards home page at www.umn.edu/brand/standards.

Driven to Discover

Driven to Discover is the official brand of the University of Minnesota—it describes the U's mission and communicates our search for knowledge and the drive to share that learning and discovery with our students and the larger community. All University units are expected to use the Driven to Discover identity.

Information on how to express the brand and use graphics can be found on the graphic standards site under Driven to Discover Standards.

Wordmark

The wordmark is our official logo. It is required on all publications and other visual communications developed for the University. Registered student groups may not use the wordmark but may use the block M and mascot marks if such use complies with the student group handbook.

- Use approved, unaltered versions only. The wordmark is a graphic element, not a typestyle. Do not attempt to type the wordmark or use it in a sentence.

The wordmark may not be blended or incorporated into other logos and unit names except as prescribed in wordmark and unit combinations.

Color

Use the wordmark in the University's official colors or use it in black and white. For example, on a two-color, purple-and-black printed piece, use the black version. Do not use a gold wordmark on a white background or a maroon wordmark on a black background because neither is sufficiently legible. Do not screen the wordmark or print over it. You may print it over backgrounds and photos if there is enough contrast.

Buffer Space

Leave a buffer space the height of the letter "N" between the wordmark and other graphic elements or the edge of the page.



Placement

The wordmark must have prominence. Place the wordmark at the top or bottom of a piece on the cover or front, where it isn't overshadowed by other elements.

Minimum Size

Minimum size of the word “Minnesota”:

- 7/8" (.875"): for paper sizes 3" x 5" and larger.
- 5/8" (.625"): for paper sizes smaller than 3" x 5".
- On larger pieces, such as a banner, the wordmark should be sized to ensure legibility and prominence.
- 220 pixels wide for electronic applications such as PowerPoint or digital signage (U Web pages must use the wordmark in the template header only).



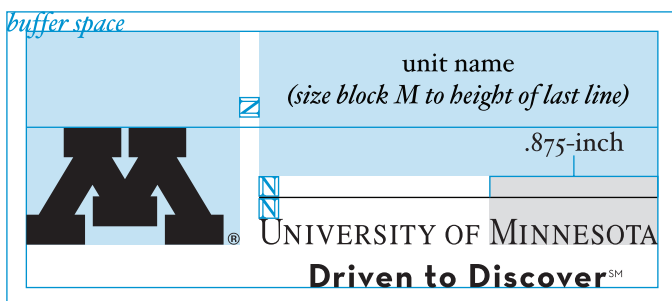
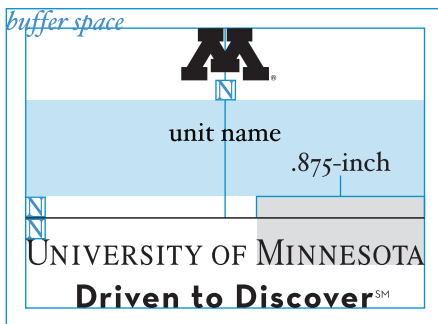
Wordmark Combinations

The wordmark may be combined with the block M and/or Driven to Discover. The wordmark guidelines also apply to these combinations.



Wordmark and Unit Combination

The wordmark may be combined with a unit's name as specified in the templates created by University Relations. Download templates from the Images Library at www.ur.umn.edu/imageslib.



Placement

When using the wordmark and a unit name in the same piece but not combining them using the template, remember:

- The wordmark and unit name must be far enough apart so as to not appear grouped.
- The wordmark must be placed prominently at the top or bottom of the piece on the cover or front, where it isn't overshadowed by other elements.

Block M

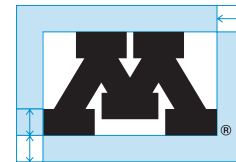
The block M is our most recognized logo and one of the best-recognized logos in the state. All campuses, colleges, departments, student organizations, and other units are encouraged to use it.

- Use approved, unaltered versions only.
- Use the block M in addition to the wordmark, not as a substitute for it (except student organizations, which may not use the wordmark).

The block M may not be blended or incorporated into other logos except as prescribed in the Wordmark Combinations section.

Buffer Space

Use a buffer space equal to the height of the M's serif to separate the block M from other graphic elements or the edge of the page. You may not place type or other graphic elements on the block M.



Minimum Size

- 1/2" (.50"): for paper sizes 3" x 5" and larger.
- 2/5" (.40"): for paper sizes smaller than 3" x 5".
- On larger pieces, such as a banner, the block M should be sized to ensure legibility.



Block M as a Graphic Element

University Relations must approve any design that uses the block M as a graphic element. This includes designs that:

- Use the block M in a pattern.
- Crop, screen, or otherwise alter the logo.

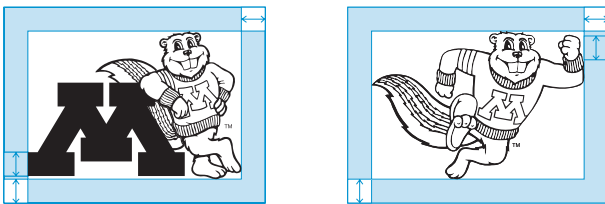
Goldy Gopher

Some logos are unique to a specific University of Minnesota campus. Goldy Gopher, for example, is a logo that represents the Twin Cities campus in informal communications. It does not replace the wordmark.

- Use approved, unaltered versions only.
- You may use Leaning Goldy or Running Goldy in addition to the wordmark, not as a substitute for it (except student organizations, which may not use the wordmark).

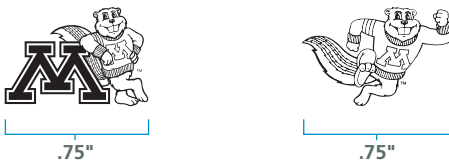
Buffer Space

Use a buffer space equal to the height of the M's serif to separate the Leaning Goldy from other graphic elements or the edge of the page. For the Running Goldy logo, use a buffer space equal to the height of Goldy's fist.



Minimum Size

- 3/4" (.75"): for all paper sizes.



Goldy as a Graphic Element

University Relations must approve any design that uses Goldy as a graphic element. This includes designs that:

- Use Goldy in a pattern.
- Crop, screen or otherwise alter the graphic.

Regents Seal

The regents seal is not for everyday use and is reserved for awards, gifts, and events involving the Board of Regents or for documents bearing the signature of the president or a vice president, chancellor, dean, or member or officer of the Board of Regents. Contact University Relations to request approval to use the seal.

Color

To promote the University's brand, maroon and gold must be prominent in all designs for print and the Web.

Uncoated Paper

Gold: Pantone 116U or C:0 M:16 Y:100 K:0
Maroon: Pantone 201U or C:0 M:100 Y:63 K:29

Coated Paper

Gold: Pantone 136C or C:0 M:27 Y:76 K:0
Maroon: Pantone 202C or C:0 M:100 Y:61 K:43

On-Screen (Web, Powerpoint, and TV)

Gold: R:255 G:204 B:51 (#FFCC33)
Maroon: R:122 G:0 B:25 (#7A0019)

Light and dark versions of the electronic maroon and gold can be used as secondary colors.

Light gold: R:255 G:222 B:122 (#FFDE7A)
Dark gold: R:255 G:183 B:30 (#FFB71E)
Light maroon: R:144 G:0 B:3 (#900021)
Dark maroon: R:91 G:0 B:19 (#5B0013)

Marks and Logo Colors

University marks, logos, and campaign graphics must use the University's official colors or black and white.

Print Typography

The University's suggested fonts are Frutiger, Helvetica Neue, Hoefler Text, Times New Roman, and Neutraface, the Driven to Discover font, for print materials.

For Easy Readability

- Use a 10-point type size or larger.
- Limit your use of type treatments (such as bold type, italics, and small caps) to three treatments or fewer per publication.
- Use type size to clearly distinguish between headlines, subheads, and body copy, and apply those elements consistently.
- Select a headline font that is sans serif, such as Neutraface, Frutiger, or Helvetica Neue.
- Select a body font that is serif, such as Hoefler Text Roman or Times New Roman.

Electronic Typography

Verdana is the font recommended for U of M electronic publications. More about HTML typography can be found on the eCommunication Standards Web site, under Web Standards, Text Standards.

Graphic Standards Resources

UNIVERSITY OF MINNESOTA
Driven to DiscoverSM

University of Minnesota Graphic Standards

umn.edu/brand/standards

The complete and most up-to-date graphic standards.

Images Library

www.ur.umn.edu/imageslib

University-approved versions of the wordmark, block M, and Goldy Gopher; Driven to Discover campaign graphics; templates; and photos that you can use in your print and online communications.

eCommunications Standards

webdepot.umn.edu

University-approved Web and HTML e-mail templates, standards explaining how to use the templates, and Photoshop files for customizing template graphics for your site or e-mail.

Style Manual

www.umn.edu/urelate/style

Style standards such as word usage, grammar and punctuation, academic terminology, and preparing copy for layout.

Printing Services

www.printing.umn.edu

University stationery, printing, mailing, copy centers, and graphic design services.

Signs and Graphics

signs.umn.edu

University sign standards, banners, signs, and installation of signage.

Stationery

Official stationery must be used for all official University business and may not be personalized.

How to Order

Submit the products and quantity you need and the information you want printed to:

Crookston

UMC Printing and Design, 218-281-8401
www.umcrookston.edu/relation/printingdesign.htm

Duluth

Print Services, 218-726-7114
www.d.umn.edu/print

Morris

Duplicating Services, 320-589-6145
www.morris.umn.edu/services/duplicating

Twin Cities and Rochester

Printing Services, 612-625-9500
www.printing.umn.edu

Trademarks and Licensing

Only licensed vendors may use University logos on commercial products.

- Choose vendors licensed with the trademark licensing office. Call 612-626-2086 for a list of licensed vendors.
- Vendors should call the trademark licensing office at 612-626-2086 for a license application and to submit designs for approval. The licensing office will seek University Relations approval for designs using University logos.
- All designs using University logos must include the trademark symbol (TM or ®).

University Relations

612-624-6868 or urelate@umn.edu

University Relations is authorized by the Board of Regents to establish and maintain graphic standards. Contact the department when you need:

- Answers to questions about graphic standards.
- Approval to use a University logo.
- Approval to use the regents seal.