As a new era of the “we are umaine” campaign, the “we define tomorrow” campaign utilizes our already established brand typography, Egytienne in Extra Wide.

Brackets are implemented as graphic elements to represent a safe harbor, a place where one “breathes, listens and reaches out”. From this unique place, we resonate out into the world creating change and making a difference.

The Crest-only versions of the mark should only be used when the “University of Maine” is already present. The Full Crest versions should be used when the brand is not represented in the copy.

The horizontal Full Crest version should only be used in vertically narrow spaces, such as banner ads.

Imagery focuses on four pillars: Research, the Arts, Togetherness and Maine Lifestyle.

Email signature examples:

Employee name
Title
University of Maine

Employee name
Title
University of Maine