Maine EPSCoR Brand Guidelines

Implementing the Maine EPSCoR brand in communications

Updated August 2016

1865 THE UNIVERSITY OF MAINE

MAINE EPSCoR

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Logo

1.1 PRIMARY LOGO

To the right is the primary logo for Maine EPSCoR. When you are able to use full color, this is the logo you should use.

Logo

1.2 LOGO COLOR ALTERNATIVES

To the right are the logo color alternatives for Maine EPSCoR. When you are unable to use full color, these options are available to use. Do not use any other color variations other than what is listed to the right.

1.3 DOWNLOAD LOGO

To download the Maine EPSCoR logo to use on your materials visit, umaine.edu/epscor/resources.

DARK BLUE
To use when a single Pantone color is allowed. See page (6) for a list of colors.

WHITE
To use on a dark background. The entire logo should be white with the lighthouse windows being knocked out.

BLACK
To use on a light background when the product is printed in black and white.

GREY
To use on a light background when the product is printed in black and white.

Logo

1.4 LOGO SPACING

To the right on the top is the spacing to use around the Maine EPSCoR logo. Using the "M" in MAINE, use this as a guideline to keep the spacing around the logo.

1.5 LOGO SIZE

To the right on the bottom is the minimum size when using the Maine EPSCoR logo. The logo should not be smaller than .5" high.

Logo

1.6 LOGO ERRORS

To the right are examples of what not to do when using the Maine EPSCoR logo. A list of approved logos are on pages 2 and 3.

OLD LOGO
Do not use the old logo.

LOGO ON LIGHT BACKGROUND
Do not use the white logo on a background that is too light. Use the full color, black, or grey logo in this instance.

LOGO ON DARK BACKGROUND
Do not use the logo on a background that is too dark. Use the white logo in this instance.

WRONG COLORS
Do not change the colors of the logo. Approved logos can be found on pages 2 and 3.

Colors

2.1 LOGO COLORS

To the right are the primary logo colors for Maine EPSCoR. These colors should be the primary colors used on all Maine EPSCoR materials for brand constancy. For a list of acceptable alternatives for logo colors, see page 3.

DARK BLUE
Pantone: 289 C
CMYK: 100, 64, 0, 60
RGB: 0, 43, 92
HEX: #002a5b

YELLOW
Pantone: 7405 C
CMYK: 3, 26, 100, 0
RGB: 246, 189, 23
HEX: #f6bd17

Citing
Maine EPSCoR

3.1 CREDITS
Maine EPSCoR and SEANET materials require certain credits. To the right is a list of materials and the credits they require.

3.2 ABOUT MAINE EPSCoR
When discussing Maine EPSCoR in publications and materials, you may use the descriptions to the right based on the length needed.

A small paragraph for Maine EPSCoR and SEANET is also shown to the right.

CREDITS

General press releases:
Support for this project is provided through a National Science Foundation award to Maine EPSCoR at the University of Maine.

Print and web materials:

 Supported by National Science Foundation award #11A-1355457 to Maine EPSCoR at the University of Maine.

Journal and other scholarly publications:
Supported by National Science Foundation award #11A-1355457 to Maine EPSCoR at the University of Maine.

SEANET materials:
This project is part of the Sustainable Ecological Aquaculture Network (SEANET) at the University of Maine.

ABOUT MAINE EPSCOR:

Long version:
EPSCoR stands for the Experimental Program to Stimulate Competitive Research. It is a federal program directed at states that have historically received smaller portions of federal research and development funding. EPSCoR develops partnerships between their higher education institutions, industry, government, and others to effect lasting improvements in research capacity, innovation, and economic development. For more information visit, umaine.edu/epscor. Maine EPSCoR at the University of Maine: EPSCoR is an acronym for the National Science Foundation's Experimental Program to Stimulate Competitive Research, and Maine EPSCoR received a $20 million, 5-year grant to advance Maine's research capacity and promote innovation while providing benefits to society.

Short version:
Maine EPSCoR (the Experimental Program to Stimulate Competitive Research) at the University of Maine is supported by the National Science Foundation.

Maine EPSCoR and SEANET:
Support for this project is provided through a National Science Foundation award to Maine EPSCoR at the University of Maine and is part of the Sustainable Ecological Aquaculture Network (SEANET) at the University of Maine.

Typography

4.1 TYPOGRAPHY USAGE
To the right are the fonts to use for Maine EPSCoR marketing materials.

4.2 DOWNLOAD FONTS
Both fonts are Google fonts and can be downloaded by visiting google.com/fonts. To see how to download the fonts, visit developers.google.com/fonts/faq.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SOURCE SANS PRO
This typeface family should be used for bodycopy or headlines. You can use the different weights (Light, Regular, SemiBold, Bold and Black) based on your needs.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ROBOTO SLAB
This typeface family should be used for headlines. You can use the different weights (Light, Regular and Bold) based on your needs.

NSF Logo

5.1 NSF LOGO USAGE
The NSF logo is used by recipients of NSF support for the sole purpose of acknowledging that support. All materials for Maine EPSCoR must have the NSF logo.

5.2 NSF LOGO GUIDELINES
A .PDF of the NSF logo standards can be found by visiting nsf.gov/policies/nsf_logo_standards.pdf.

5.3 DOWNLOAD NSF LOGO
To download the NSF logo to use on your materials, visit nsf.gov/policies/logos.jsp.

FULL COLOR LOGO
This is the primary logo for NSF. The full color logo should be used whenever possible.

BLACK LOGO
This is the black, one color logo for NSF. This logo should only be used when color is not allowed.

Supported by National Science Foundation award #11A-1355457 to Maine EPSCoR at the University of Maine.

LOGO TAGLINE
When the NSF logo is used, it must have the text "Supported by National Science Foundation awards." with it as shown to the left.

UMaine Logo

6.1 UMAINE LOGO USAGE

The UMaine logo should be used on all materials corresponding to the university.

6.2 UMAINE LOGO GUIDELINES

The UMaine branding toolbox is a hub of assets and logo guidelines. To view these assets, visit umaine.edu/brand.

6.3 DOWNLOAD UMAINE LOGO

To download the UMaine logo to use on your materials, visit the branding toolbox, umaine.edu/brand/logos.

PRIMARY FULL COLOR LOGO
This is the primary logo for UMaine. The full color logo should be used whenever possible.

FULL COLOR REVERSE LOGO
When you have a darker background, the full color reverse logo should be used.

SEANET Logo

7.1 SEANET LOGO USAGE
The SEANET logo should be used on all
materials corresponding to SEANET.

7.2 DOWNLOAD SEANET LOGO
To download the SEANET logo to use on
your materials, visit, umaine.edu/seanet.

PRIMARY FULL COLOR LOGO
This is the primary logo for SEANET. The
full color logo should be used whenever
possible.

FULL COLOR REVERSE LOGO
When you have a darker background,
the full color reverse logo should be
used.

EO Statement

8.1 EO STATEMENT USAGE

All UMaine materials must have the full EO statement, preferably no smaller than 6 point. font. We suggest using a sans-serif font such as Frutiger or Open Sans which can be found by visiting umaine.edu/brand/typography.

To be sure the EO statement has not been updated, visit umaine.edu/eo.

The University of Maine does not discriminate on the grounds of race, color, religion, sex, sexual orientation, including transgender status and gender expression, national origin, citizenship status, age, disability, genetic information, or veteran status in employment, education, and all other programs and activities. The following person has been designated to handle inquiries regarding nondiscrimination policies: Director, Office of Equal Opportunity, 101 North Stevens Hall, 581.1226, eoinfo@umit.maine.edu.

FULL EO STATEMENT

The University of Maine is an equal opportunity/affirmative action institution.

SHORT EO STATEMENT
Only to be used on postcards.