



BRAND Standards

Fall 2012

DIVISION OF MARKETING AND COMMUNICATIONS

207.581.3743

UMAINE.EDU/MARKETINGANDCOMMUNICATIONS

1	PURPOSE AND INTENT	
2	UMAINE'S MISSION	
	We are the University of Maine	4
	Background Text	5
6	VISUAL IDENTITY BASICS	
	Logos	6
	Incorrect logo use	7
	Logo reproduction specs	8
	University seal	11
	Nondiscrimination notices	11
	Colors	12
	Fonts	13
	Print templates	14
	Stationery	17
19	ATHLETICS VISUAL IDENTITY	
	Athletics logos	19
	Secondary athletics logos	20
21	LICENSING AND TRADEMARKS	
22	VIDEO AND PHOTO	
	Video branding	22
	Photo resources	22
23	ONLINE VISUAL IDENTITY	
	Website guidelines	23
	Web templates	24
	Social media	26
27	OTHER VISUAL IDENTITY RESOURCES	
	Name tags	27
	Signage	27
28	VISUAL IDENTITY CHECKLIST	

University of Maine

BRAND Standards

PURPOSE AND INTENT

The University of Maine brand — our promise — is crucial for visual identity and credibility. A well-defined and -executed brand creates a consistent, enduring message of quality, reliability, effectiveness and leadership. It can contribute to sustained support, both public and private; aid in recruitment of prospective students, faculty and staff; and help send a clear message about our impact on the state — and beyond.

UMaine's brand benefits the people, programs and places in the university community, and helps constituents and those without affiliation clearly identify the institution and its mission.

UMaine's brand standards are guides to help members of the university community be part of the University of Maine brand. The goal is not to make all UMaine printed and online communication look identical, but rather as members of the same family.

In turn, consistent use of the standards shapes and strengthens institutional image, and increases the value and equity of the UMaine brand.

While consistent use of the standards shapes and strengthens UMaine's institutional image, effective and promotional implementation of our vision for the future will sustain that image. Instant recognition is only part of the goal in solidifying the UMaine brand; the ultimate goal is for our brand — and therefore image — to be sought after by new markets convinced of the credibility UMaine has stood for since 1865, and the leadership we will carry into the future.

UMAINE'S MISSION

The University of Maine brand is rooted in UMaine's mission statement. The brand defines UMaine, clearly and consistently reinforcing what the University of Maine offers and what our constituents can expect.

- The University of Maine advances learning and discovery through excellence and innovation in undergraduate and graduate academic programs while addressing the complex challenges and opportunities of the 21st century through research-based knowledge.
- Opportunity for all members of the University of Maine community is a cornerstone of our mission. The university welcomes students, research partners and collaborators into an atmosphere that honors the heritage and diversity of our state and nation.
- Founded in 1865, the University of Maine is a land and sea grant institution, and the flagship campus of the University of Maine System. This vibrant and dynamic university serves the residents of Maine, the nation and the world through our acclaimed programs in teaching, research and outreach.
- Inspiring and dedicated teaching propels students into new fields of learning and promotes interdisciplinary understanding. Our educational goals are to help students develop their creative abilities, communication and critical thinking skills, and understanding of traditions in ethics and rationality in the arts, sciences and professions.
- Internationally recognized research, scholarship and creative activity distinguish the University of Maine as the state's flagship university, where faculty and students contribute knowledge to issues of local, national and international significance. As the state's doctoral-granting institution, research and education are inextricably linked.

- Comprehensive outreach, including public service, Cooperative Extension, continuing education and distance learning, engages learners of all ages in improving their lives and communities. Using research-based knowledge, outreach efforts promote sustainable use of Maine's abundant natural resources and build intellectual, cultural, and economic capacity throughout Maine and beyond.
- Through integrated teaching, research and outreach, the University of Maine improves the quality of life for people in Maine and around the world, and promotes responsible stewardship of human, natural and financial resources.



**We are the
University
of Maine**

The following are essential elements of style when referring to the University of Maine.

We are the University of Maine.

On second reference, it is acceptable to use UMaine.

Orono is our location, not part of our name.

UMaine men's and women's athletic teams are:

Black Bears

Maine Black Bears

Maine

We are **not**:

UMO

University of Maine at Orono

UME

UM

U. of M.

UM-Orono

UMaine-Orono

UMe

U. of Maine

And women athletics teams are **not** Lady Black Bears.

On second reference in text, university is lowercase. The same rule applies to proper names of UMaine colleges, departments and programs. Example: The Department of Art sponsored the show. The department is popular.

The University of Maine System can be referred to as UMS on second reference, but **not the UMaine System**.

There is only one University of Maine.

There is often a need for descriptive background text about the University of Maine.

Descriptive paragraph:

The University of Maine, founded in Orono in 1865, is the state's premier public university. As Maine's land-grant university and the flagship institution in the University of Maine System, it is among the most comprehensive higher education institutions in the Northeast, attracting students from across the U.S. and more than 60 countries. It currently enrolls 11,168 total undergraduate and graduate students who can directly participate in groundbreaking research working with world-class scholars. Students are offered 88 bachelor's degree programs, 70 master's degree programs, 30 doctoral programs, and one of the oldest and most prestigious honors programs in the U.S. The university promotes environmental stewardship on its campus, with substantial efforts aimed at conserving energy, recycling and adhering to green building standards in new construction.

History:

The University of Maine was established as the Maine College of Agriculture and the Mechanic Arts under the provisions of the Morrill Act, approved by President Abraham Lincoln in 1862. In 1897 the original name changed to the University of Maine. The institution opened September 21, 1868 with 12 students and two faculty members.

By 1871, curricula had been organized in Agriculture, Civil Engineering, Mechanical Engineering and electives. From these courses of study there gradually developed the Colleges of Life Sciences and Agriculture (later to include the School of Forest Resources and the School of Human Development), Engineering and Science, and Arts and Sciences. The School of Education was established in 1930 and received college status in 1958. The School of Business Administration was formed in 1958 and was granted college status in 1965. Women have been admitted into all curricula since 1872.

The Maine Agricultural and Forest Experiment Station was founded as a division of the university in 1887. In 1912, the Maine Cooperative Extension, which offers field educational programs for both adults and youths, was initiated. The first master's degree was conferred in 1881; the first doctor's degree in 1960. Since 1923, there has been a separate graduate school. The Summer Session as a separate entity dates from 1902. The Winter Session began in the 1997–98 academic year. A Continuing Education Division offers evening and Saturday courses from the several curricula. Noncredit courses of general adult interest are also made available from the University of Maine.

In 1980, the federal government designated the University of Maine as a Sea Grant College under a program conducted with the University of New Hampshire. In 2004, UMaine received that designation for its own program, according to the provisions of the National Sea Grant College Program Act.

The First Century: A History of the University of Maine, 1865-1965, by David C. Smith

Background text

UNIVERSITY OF MAINE VISUAL IDENTITY BASICS

UMaine’s cohesive identity system was designed to help the university achieve a consistent visual identity. The primary brand image for the University of Maine is the full crest logo. The logo must appear on all UMaine publications, websites and other forms of communications viewed by an external audience. **The logo must be prominent and dominant.**

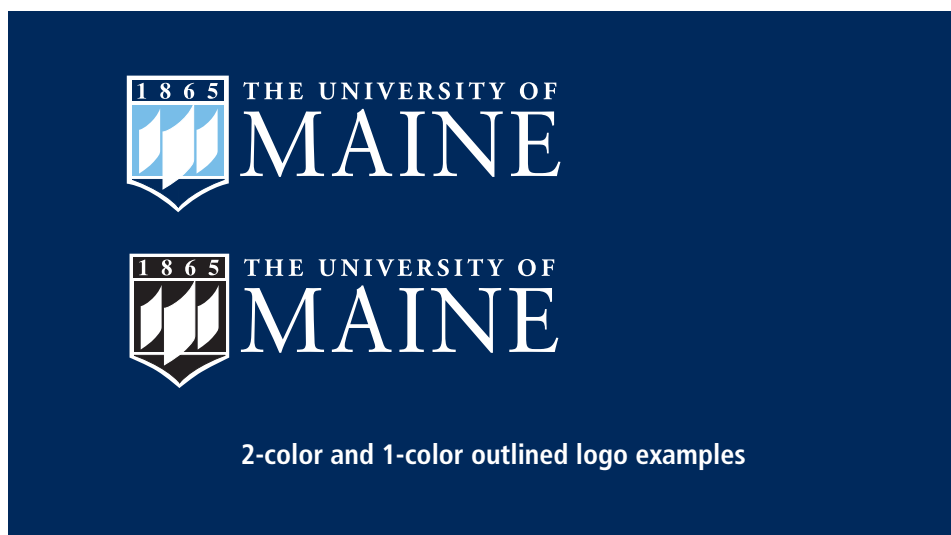
The University of Maine Logo

The University of Maine’s full crest logo is the primary institutional logo. The three inside sails on the logo must always be light, surrounded by the darker box. The logo cannot be reversed, making the sails dark. The crest logo is registered and merchandise using it must include the ® symbol and must be sold through licensed vendors or with permission from the Division of Marketing and Communications. Print publications and in-house materials do not need the ® symbol.

Full Crest Logo
color options
on light backgrounds



The UMaine crest logo is available with a white outline and white letters. This version was designed for use on dark backgrounds and is commonly referred to as “the outline logo.”



Full Crest Outlined

for use on dark
backgrounds



Do not reverse the logo. Dark sails inside the crest are unacceptable; the three sails always remain light. Use the outline version on dark backgrounds



Do not squeeze, stretch or otherwise distort the logos.



Do not add colors as part of the logos.



Do not remove parts of the logo, such as the sail shapes, and use them to create other graphic elements.

What not to do

Size
minimum logo guidelines

Logo Reproduction Specifications



The UMaine crest logo may not be used smaller than 1.5" wide. This example shows the logo at the smallest acceptable size without special permission from the Division of Marketing and Communications.

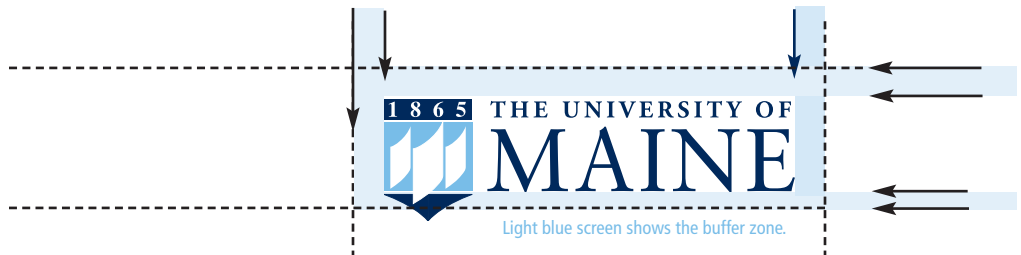
Preferred placement

The preferred placement for the University of Maine logo is at the top of the cover page. UMaine brand will be visually prominent using the UMaine logos, fonts and school colors, along with UMaine photo images in many cases.

Placement of the UMaine logo on front cover designs other than on the top must be approved by the Division of Marketing and Communications.

Buffer zone
space around the logo

Buffer space must be maintained around the logo. On the sides of the logo, this space must be equal to or larger than the amount of space between the bottom of MAINE and the bottom of the shield. The bottom buffer space can be equal to 1/2 of this space.



Vector art

UMaine logos are vector files. Vector art uses mathematical proportions to allow art to be scalable to any size without losing clarity.

To use vector art, follow these instructions:

1. Download the logo to your desktop.
2. Open your layout program.
3. From the layout program, use a menu item such as "get picture" or "place graphic" to bring the art directly into the layout.
4. Hold the shift key while sizing to maintain proportions.

The MAINE Crest Logo

The MAINE crest logo is the secondary institutional logo. The three inside sails on the logo must always be light, surrounded by the darker box. The logo cannot be reversed, making the sails dark. The MAINE crest logo is registered and merchandise using it must include the ® symbol and must be sold through licensed vendors or with permission from the Division of Marketing and Communications. Print publications and in-house materials do not need the ® symbol.



PMS 289
and PMS 292



PMS 289



PMS 292



Black
and 30% Black



Black

MAINE Crest

color options on
light backgrounds



2-color and
1-color outlined MAINE
crest examples



The 1865 crest
does not stand
alone. The
MAINE crest is
available for
this purpose.

MAINE Crest outlined

for use on dark
backgrounds

High-resolution art files are available from the Division of Marketing and Communications, 581.3754. Low-resolution image files for Web use are online.

Logo questions?

Contact Creative Services
the Division of Marketing
and Communications,
581.3754.

What happens to existing unit logos?

Department Logos

University of Maine departments, programs, institutes and other units have two options for unit identity logos. Using a template, departmental logos will have consistency in the font, placement, size and spacing. This presentation will give a clear visual representation of all University of Maine departments under the institutional brand.

Option 1. Using the full crest University of Maine logo, the department name may be placed below the logo, aligning the first letter of the department name with the 'M' in Maine. To ensure the scale is correct, use a full logo that is 2" wide and set the type using 14 pt. Garamond Semibold.



Option 2. It is also acceptable to place a line under the university logo for separation. Cooperative Extension is one example of a unit using this model:



Departmental logos will now be referred as departmental graphics and should only be used as art elements that complement a dominant UMaine logo. Existing logos will need to remove "University of Maine" to ensure a prominent distinction between the University of Maine brand and a departmental graphic.



Old graphic



New graphic

University Seal



The name, seal and logos of the University of Maine (UMaine) are the official emblems and registered trademarks of the University of Maine and may only be used for official University of Maine purposes. The University of Maine seal is reserved for use by the President's Office and is to appear only on official documents, high-end merchandise and other communications at the discretion of the President or the President's designee.

The seal is reserved for official UMaine documents, such as diplomas.

Nondiscrimination Notices

The University is required to include a nondiscrimination notice in its publications to comply with federal regulations. Any department or unit that publishes and distributes or posts bulletins, announcements, publications, catalogs, application forms, other recruitment materials or other publications that are made available to students, employees, applicants or participants must include the following nondiscrimination notice in the publication.

Long Form:

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's 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, 207.581.1226.

For postcards only:

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

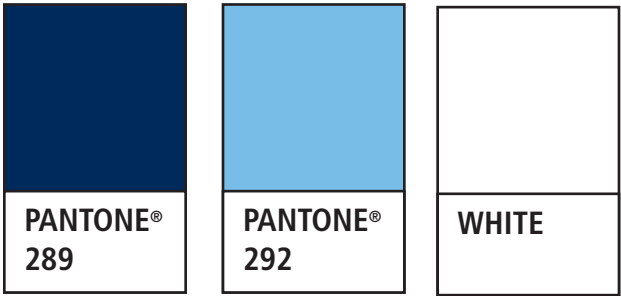
Required

**Questions
about color?**

Contact Creative Services
in the Division of
Marketing and
Communications,
581.3754.

Colors

UMaine’s official colors are PMS 289 dark blue, PMS 292 light blue and white.



Spot color is a term for an ink color that is already mixed.
When using spot color, specify PMS 289 and/or PMS 292 for the Maine blues.

Process color is the mix of cyan, magenta, yellow and black to create colors.
This method is used for printing color photographs.

When using process color to get the Maine blues:

Process color mix for Dark Blue Process color mix for Light Blue

C: 100%	C: 49%
M: 64%	M: 11%
Y: 0%	Y: 0%
K: 60%	K: 0%

Print jobs can be spot color and/or process color.

FonTS

UMaine's official serif fonts are Garamond and Egyptienne.

Examples:

Garamond

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 !@#\$%^&*()+-{};"'?

Aa Roman / 36 pt.

Egyptienne

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 !@#\$%^&*()+-{};"'?

Aa Medium Narrow / 36 pt.

The official sans serif font is Frutiger.

Acceptable substitutions for Frutiger are Helvetica and Arial.

Examples:

Frutiger

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 !@#\$%^&*()+-{};"'?"

Aa Roman / 36 pt.

Helvetica

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 !@#\$%^&*()+-{};"'?"

Aa Roman / 36 pt.

Arial

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 !@#\$%^&*()+-{};"'?"

Aa Roman / 36 pt.

It is recommended that one serif font and one sans serif font complement each other in a publication. More than two font families in one publication are generally not recommended and can be visually confusing and haphazard.

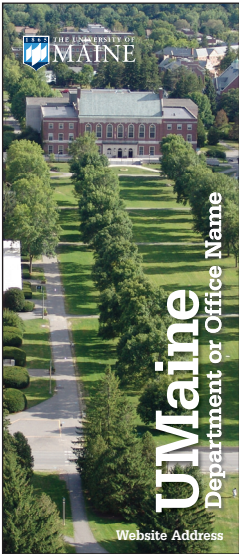
Template questions?

Contact Creative Services in the Division of Marketing and Communications, 581.3754.

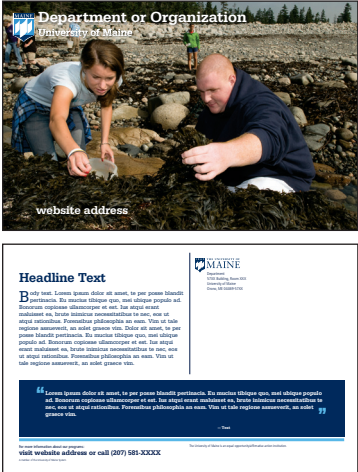
Print Templates

Print templates are available for download in various sizes and formats. A complete list is available online (umaine.edu/marketingandcommunications). Template samples are shown at reduced size.

Brochure



Postcard



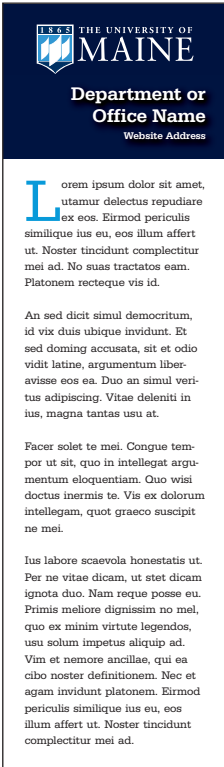
Flyer



Poster



Bookmark



Notecard



Thank You Card



Newsletter

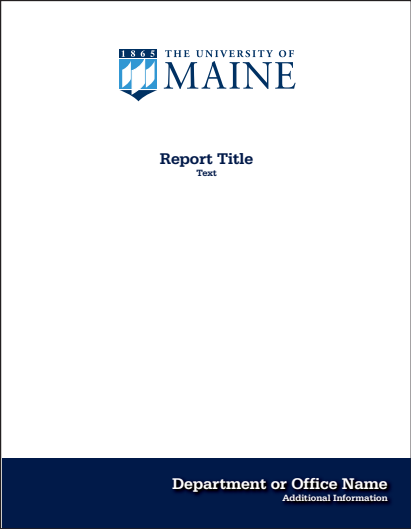


Certificate

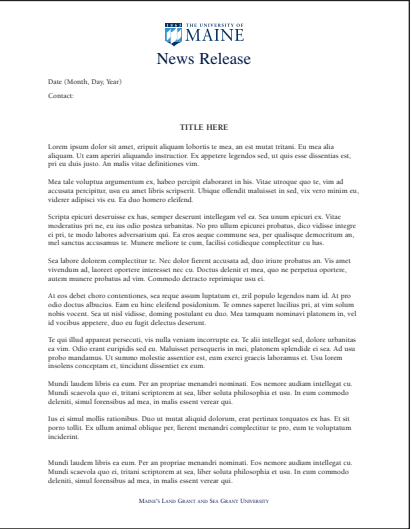


More sizes and styles
are available online
(umaine.edu/marketing
and umaine.edu/communications).

Report Cover



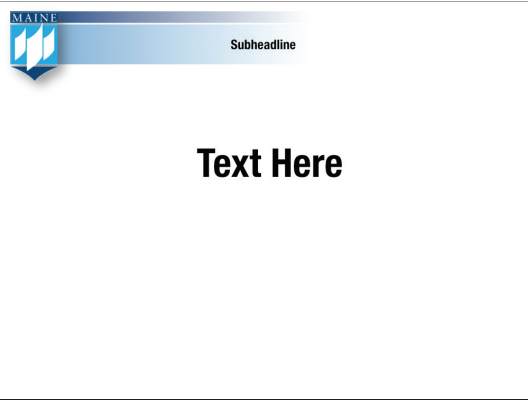
News Release



Name Tag



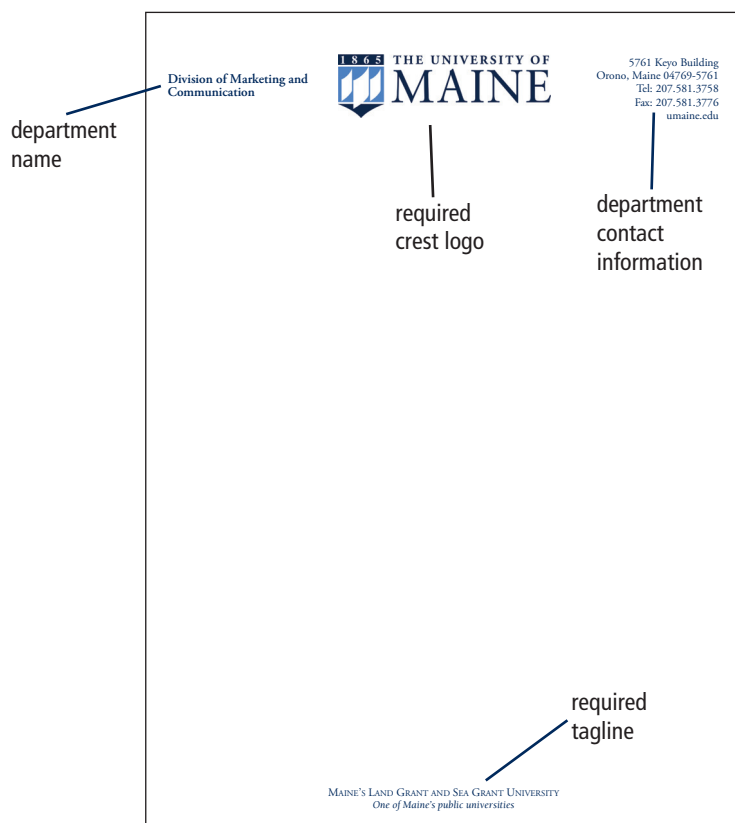
PowerPoint Presentation



Stationery

UMaine letterhead, envelopes, business cards, notecards, mailing labels, memorandum forms, fax cover sheets, personalized notecards and other UMaine stationery items are printed at University Printing Services, located in the Keyo Public Affairs Building. Templates are set up for quick turnaround.

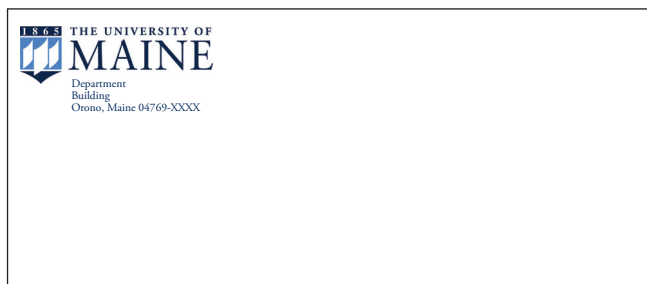
Letterhead and envelope templates (shown at reduced size)



The preferred font for use on letterhead is Garamond.

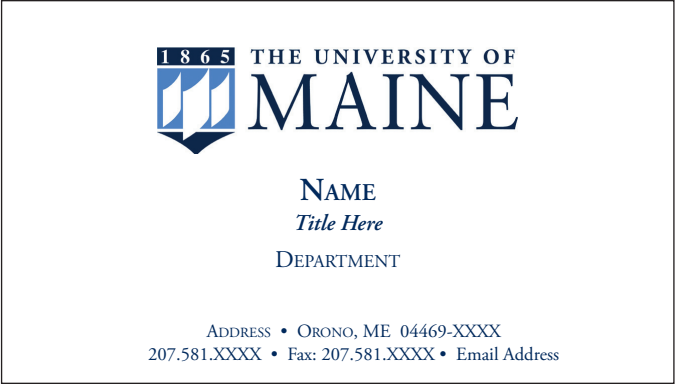
Need to order stationery?

Contact Printing Services,
581.3765.



BRAND Standards

One-sided business card
(actual size)



Two-sided business card
(actual size)

Front



Back

departmental
graphic



UNIVERSITY OF MAINE ATHLETICS VISUAL IDENTITY

The University of Maine's bear logo, and block and informal script wordmarks are primarily used for athletics and school spirit publications, merchandise, websites and promotional projects.

Athletics Logos

The full-color bear logo and wordmarks use university colors PMS 292 and PMS 289. The bear logo is registered and merchandise using it must be used with the ® symbol.

This is the only bear logo used to represent the University of Maine.

As with ALL university logos, the bear logo may not be modified or redesigned in any way.

- School spirit entails use of the bear logo specifically meant to represent the competitive or emotional connection we feel for the Maine Black Bears.
- In circumstances that require a sense of school spirit and the identification of the University of Maine, the bear logo can be used in conjunction with the UMaine crest logo.
- Any instance related to the university's overarching teaching, research and service mission that does not involve school spirit as defined above (e.g., academic events, research posters, name badges, commencement robes, etc.) requires the use of the UMaine crest logo as the primary identifier and not the bear logo.



4 colors: PMS 289, PMS 292, black and red (PMS 194)



outlined bear on dark background



PMS 292 and black with black screens



1-color bear



1-color bear with screens



Bear Head logo

MAINE or the University of Maine must be used beside this logo, but not overlapping the artwork.

Bear Logo

available for both light and dark backgrounds

BRAND Standards

Block MAINE
on light backgrounds



Arched MAINE
on light backgrounds



2 colors: PMS 289, 292 1 color: PMS 289 1 color: PMS 292

Bear Paws
used individually, as a pair or a swipe



Script Maine
Note: lettering is not allowed in the tail.



available in PMS 292, PMS 289 or black

The MAINE M



available in PMS 292, PMS 289 or black for baseball caps only

LICENSING AND TRADEMARKS

The University of Maine's licensing program ensures that merchandise bearing the University of Maine trademarks uphold the university's image and fulfill the promise of quality to customers. Royalties collected are earmarked for UMaine scholarships.

Who needs a license?

Any manufacturer of products bearing a mark of the University of Maine must be licensed before offering the product for sale. Retail outlets are responsible for ensuring that the merchandise they sell is licensed.

What qualifies as a University of Maine trademark?

A University of Maine trademark is any name, word, symbol or device used to identify the goodwill and/or services of the University of Maine.

Verbiage

University of Maine • UMaine • UMaine Black Bears
Maine (if referring to UMaine) • Maine Black Bears • Black Bears

Who is responsible for the university's licensing program and how do I become licensed?

The University of Maine contracts with a collegiate licensing company — Licensing Resource Group (LRG). LRG provides more than 120 colleges and universities with core management needs, such as royalty management compliance and enforcement, and merchandising and brand development. Visit LRG on the Web (lrgusa.com) for information about becoming licensed.

Day-to-day administrative licensing reviews are handled through the Division of Marketing and Communications via LRG's online approval system. Licensees submit product designs to LRG and then LRG sends them to the Division of Marketing and Communications for final approval.

Drawings/Cartoons/Photographs

Usage of graphical works is not largely permitted without first obtaining permission. This may surprise many people who think that a cartoon or drawing can be freely used once it has been published in a newspaper, book or website — it is not the case. Permission to use cartoons or photos may be arranged through syndicates or associations. Contact Creative Services at 581.3754 if you have questions.

Licensing and trademark questions?

Contact Creative Services in the Division of Marketing and Communications, 581.3754.

Licensed vendors have access to UMaine's vector logos at Trademarxonline.com

Video and photo questions?

Contact Visual Media
in the Division of
Marketing and
Communications,
581.3779.

VIDEO AND PHOTO

The visual media unit of UMaine's marketing and communications division ensures that all official institutional video productions have a similar, high-quality look and feel that conforms to the university's brand standards.

Video Branding

The video brand standards apply to all University of Maine colleges and nonacademic units. The following standards do not apply to educational or documentary works produced by faculty, staff or students.

Institutional videos produced for UMaine's YouTube channel or university websites all start with a two-second animation of the UMaine crest. This file is available by contacting the Division of Marketing and Communications.

UMaine's official font for lower-third graphics is Frutiger. Interview subjects' names are created in white with a point size of 32. Titles are created in PMS 292 blue with a point size of 24. The UMaine crest logo may be added to the titles of people who are affiliated with the university. The use of a blue highlight/accent bar behind lower-third graphics may be employed where appropriate to help with visibility of graphics.

Photo Resources

An online University of Maine photo database of institutional images is available to members of the university community who are producing UMaine publications, Web pages, displays and other university-related projects approved by the Division of Marketing and Communications. The database features some of the top image-building photos related to the University of Maine. Anyone can browse the database. Members of the university community interested in accessing photos will need to register at the website. Instructions for accessing the database are on the site (umaine.edu/marketingandcommunications/photos).

ONLINE VISUAL IDENTITY

University of Maine Web standards are intended to promote a consistent interface for those accessing online information about the University of Maine. Homepage templates are designed to ensure that a unit's affiliation with UMaine is clear.

Website Guidelines

Utilizing the Web at the University of Maine has two primary goals. The first is to present an informative and attractive site to prospective students and others via university-approved template. The second is to provide accurate information to the campus community. Each document on the University of Maine website is considered part of the university's public presentation, and therefore should be edited with the same care and diligence one would apply to a printed publication. Each page linked to the University of Maine's website must be accessible, contain accurate information, follow a clear and cohesive style, and be appropriate for the university. University Web publishers are responsible for the content of the pages they publish and are expected to abide by the highest standards of quality and responsibility. Detailed information is available online (umaine.edu/weboffice). Topics include:

- Requirements
- Website Accessibility
- Contact Information (name, address, phone, email)
- Revision Dates
- Current, Accurate Information
- University of Maine System Requirements
- Correct Use of University Name
- Correct Spelling and Grammar
- Links to Official Pages and Site Navigation
- Definition of Advertising Related to the Web
- Definition of Sponsorship Related to the Web
- UMaine Advertising/Sponsorship Acceptance Policy
- UMaine Web Advertising/Sponsorship Policy

Web questions?

Contact the Web Office in the Division of Marketing and Communications, 581.3721. Detailed information about Web guidelines is online (umaine.edu/weboffice).

Web Templates

UMaine now uses four Web templates in its online design family:

Image slider homepage, for large sites



Wide-format homepage, with link bar at bottom



Text Only | Home | A-Z Directory | MaineStreet | Campus Map | Calendar

Search: Go

Office of the Vice President & Provost

THE UNIVERSITY OF MAINE

Give Now | Apply to UMaine | Parents & Family **Emergency**

Welcome to the Office of the Vice President & Provost

The Office of the Senior Vice President and Provost is responsible for the day to day operation of the campus. The office provides leadership and supervision for all academic programs, undergraduate and graduate, participates in institutional planning, and advises the president in all matters pertaining to the academic functions of the university. Additionally, it provides leadership in faculty matters and in the development and implementation of academic policy, representing the campus on appropriate University System committees, and working with other chief academic officers in the University of Maine System on matters of common concern.

The Provost also helps set the research agenda in collaboration with the Vice President for Research.



Dr. Susan J. Hunter,
Senior Vice President for
Academic Affairs and
Provost

- [Office of the Vice President & Provost Home](#)
- [Academic Divisions](#)
- [Committees](#)
- [Awards & Recognitions](#)
- [Departmental Evaluation Criteria](#)
- [NEASC Review](#)
- [Office Staff](#)
- [Provost's Council](#)
- [Program Review Criteria](#)

[Edit this entry.](#)

Catalogs <ul style="list-style-type: none"> • Fact Sheets • Graduate • Undergraduate 	Links <ul style="list-style-type: none"> • Academic Calendar • Center for Excellence in Teaching and Assessment • Colleges • Strategic Plan • Student Affairs • VP for Research
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Office of the Vice President & Provost
5703 Alumni Hall, Room 201
Orono, ME 04469
Phone: (207) 581-1547 | Fax: (207) 581-1633
E-mail: hunter@maine.edu

The University of Maine
Orono, Maine 04469
207-581-1110
A Member of the University of Maine System

Narrow homepage

THE UNIVERSITY OF MAINE

Text Only | Home | A-Z Directory | MaineStreet | Campus Map | Calendar | Apply to UMaine | Give Now | **Emergency**

Search UMaine: Go

Visit UMaine

There's no better way to experience UMaine than a campus visit! The Visitor's Center at The University of Maine is located at the Buchanan Alumni House, 160 College Avenue, near the intersection of College Avenue and Munson Road in Orono, Maine.

- Student-Guided General Campus Walking Tours
- Open House Programs
- Faculty Appointments
- School Group Tours
- Self-guided Campus Tour (PDF)
- Online Campus Tour
- Directions to the Visitor's Center
- Printable Campus Map
- Buildings and Services Locator
- Other Services • Please contact Conference Services at 207-581-4092

Parking Information

Visitors may park at the Buchanan Alumni House, and where the tours begin and end. Complimentary parking passes will be issued. Buses may drop off and pick up visitors at the Buchanan Alumni House and should park in the Stearns Plant lot if there is room or in the Belgrade lot (please take up no more than two parking spaces). Let us know if you need a campus map or any other information for your bus driver.

[Edit this entry.](#)

Visit UMaine Home

- [Student Guided Walking Tours](#)
- [Admissions Interview](#)
- [Faculty Appointments](#)
- [Student Group Tours](#)
- [Black Bear Dining](#)
- [Academic/Other Campus Department Options](#)
- [Directions to the Visitor's Center](#)

GO BLUE!

The University of Maine
Orono, Maine 04469
207-581-1110
A Member of the University of Maine System

Narrow homepage, with image slider

Social Media

The following social media brand guidelines were established for university-wide use. Following these guidelines will ensure you're representing the university on third-party social media platforms appropriately.

Twitter Guidelines

Avatar: Use the crest logo cropped to 70 pixels x 70 pixels.

Background: Use a textural image cropped to 1600 pixels x 1200 pixels. Avoid busy, repeating backgrounds.

Name: Be as specific and descriptive as possible within the 20-character limit. Use the name of your department, school or organization. Do not use "University of Maine" alone.

Location: If you're near the UMaine campus, use University of Maine as your location.

Bio: Be as specific and descriptive as possible within the 160-character limit.

Website: Link to your website on umaine.edu.

Twitter URL: Matches your account name.

Facebook Guidelines

Profile Picture: Use the crest logo cropped to 200 pixels wide (no height constraint).

Vanity URL: This can never be changed, so choose carefully. Consider establishing a consistent naming convention, for example: twitter.com/umdevelopment, facebook.com/umdevelopment and flickr.com/umdevelopment.

Page name: No character limit.

Page Type: Under "Official Page," select "Local Business" and then "Education."

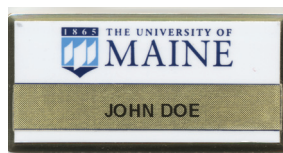
Timeline Cover Photo: Since this is what visitors see first on your timeline, the cover photo should be engaging, easy to read, reflect your division/department/organization, and be sized 851 x 315 pixels.

OTHER VISUAL IDENTITY RESOURCES

Brand identity consists of large and small elements that, taken together, contribute to a consistent, cohesive public perception of strength and integrity. At UMaine, institutional photography, campus signage, editorial style and even official name tags contribute to our brand.

Name Tags

University of Maine magnetic name tags for UMaine employees are available by contacting the Division of Marketing and Communications (581.3758). Name tags are \$6.50 each (subject to change, depending on supplier).



UMaine name tags

Campus Signage

For road signage about events on campus, fill out a Facilities Management work order (umaine.edu/ofm/request_services.htm) and email Printing Services (printing_services@umit.maine.edu).

University of Maine interior and exterior signage for buildings can be ordered by contacting the Office of the Senior Vice President for Administration and Finance. A standard template is in place.

Example of interior signage:



Need Signage?

For building signage, contact the Office of the Senior Vice President for Administration and Finance, 581.1541.

VISUAL IDENTITY CHECKLIST

If you are producing a publication, poster, display, website or other University of Maine-related project, this basic checklist will help ensure brand standard consistency.

- ✓ **Full Crest or MAINE Crest** (p. 6)
- ✓ **UMaine nondiscrimination notice** (p. 11)
- ✓ **UMaine colors** (p. 12)
- ✓ **UMaine fonts** (p. 13)
- ✓ **UMaine Web templates** (p. 24)

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's status in employment, education, and all other programs and activities. The following person has been designated to handle inquires regarding nondiscrimination policies: Director, Office of Equal Opportunity, 101 North Stevens Hall, 207.581.1226.

UNIVERSITY OF MAINE BRAND STANDARDS STYLE GUIDE

The University of Maine Brand Standards Style Guide is produced by the University of Maine Division of Marketing and Communications as a reference guide to UMaine's visual and textual identity.

Division of Marketing and Communications

The Division of Marketing and Communications is principally responsible for sharing the university's story with the media, the public and the UMaine community, and for providing marketing counsel and related creative services in writing, photography, graphic design and multimedia production.

The Division of Marketing and Communications is home to UMaine's Office of Licensing and Trademarks, and is the place for members of the university community to order UMaine name tags. Marketing staff also can provide high-resolution art files of logos and an editorial style guide.

Division of Marketing and Communications
University of Maine
5761 Keyo Building
Orono, Maine 04469-5761
207.581.3743
207.581.3776 (fax)

Printing and Mailing Services

Printing and Mailing Services produces University of Maine stationery, including letterhead and business cards.

Printing and Mailing Services
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