



BRAND Standards

2018

DIVISION OF MARKETING AND COMMUNICATIONS

207.581.3743

UMAINE.EDU/MARKETINGANDCOMMUNICATIONS

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.

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Printing and Mailing Services

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

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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. It is among the most comprehensive higher education institutions in the Northeast and attracts students from across the U.S. and more than 65 countries. It currently enrolls more than 11,200 total undergraduate and graduate students who can directly participate in groundbreaking research working with world-class scholars. The University of Maine offers 35 doctoral programs and master's degrees in 85 fields; more than 90 undergraduate majors and academic 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

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 full crest logo is registered and retail merchandise must include the ® symbol and must be sold through licensed vendors or with permission from the Division of Marketing and Communications. Internal publications do not need the ® symbol beside the logo.

Full crest logo

color options
on light backgrounds



The three inside sails on the logo must always be light, surrounded by a darker box. The logo cannot be reversed, making the sails dark. **The correct reverse UMaine crest logo is shown here.** This version was designed for use on dark backgrounds and is commonly referred to as “the outline logo or the reverse 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 1.25" wide without special permission from Marketing and Communications, 581.3754. This example shows the logo at the smallest acceptable size without special permission.

Preferred placement

The preferred placement for the University of Maine logo is at the top of the cover page. UMaine brand must be visually prominent using the UMaine logos, fonts and school colors, often with UMaine images.

When the full crest logo placement is not at the top of the cover design, it must still be prominent and dominant.

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. Logos are available in the online branding toolbox (umaine.edu/brand/graphics/logos)

To use vector art, follow these instructions:

1. Download the logo to your desktop or to a folder on your computer.
2. Open your layout program
3. From the layout program, use a menu item such as “get picture” or “place graphic” to navigate to the logo and bring the logo directly into the layout. (This is the same process used for importing photos.)
4. Hold the shift key to maintain proportions while sizing the logo by pulling the corner handles in or out.

The MAINE crest logo

The MAINE crest logo is a less formal secondary institutional logo. The three inside sails on the logo must always be light, surrounded by the darker box. The crest cannot be reversed, making the sails dark. Patterns and photo fills may not be inserted inside the sail shapes.

The MAINE crest logo is registered and retail merchandise must include the © symbol and must be sold through licensed vendors or with permission from the Division of Marketing and Communications. Internal publications do not need the © symbol beside the logo.



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

Logos are available in the online branding toolbox
(umaine.edu/brand/graphics/logos)

BRAND Standards

Department logo use:

As long as the primary institutional full crest logo is used for branding, a department logo may or may not be used — **it is optional**.

Departmental logos are used to identify the department associated with the publication. Most departments want to have a logo of their own to identify and represent them on marketing materials. To support this need, free logo packages are offered to all UMaine entities. Often, the departmental logos are used as an identifier but not as the prominent and dominant logo.

For example, the department logo might be at the bottom of the back cover. The front cover design could feature a full crest logo centered at the top with the department name centered in large bold type elsewhere on the cover. This is OK. Departmental logos were not intended to replace all designs that include department names.

Flexibility to use departmental logos along with institutional branding or standing alone makes them a popular option.

Department logos

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

Please call the Division of Marketing and Communications for your department logos. **There is no charge for creating department logo files.** You will be given a version with dark lettering to use on light backgrounds, an “outline version” for use on dark backgrounds and a monotone white version.



Example of a long department name on two lines.

Note that text is aligned flush left under the “M” in MAINE. Very short names or one-word names may be centered under the line.



Example of a white monotone logo.



Example of a department name with a subhead:



Some units want to use a “graphic identity” to represent a specific area.

- The graphic may not be combined with an institutional logo or use pieces of the institutional logo within the graphic design.
- The graphic may not contain “University of Maine” text.
- The graphic is a secondary mark and must be used along with a primary logo following institutional branding guides..



Unacceptable



Acceptable

Graphic marks must be designed or approved by Marketing and Communications.



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 communications at the discretion of the President or the President’s designee.

Nondiscrimination statements

The University of Maine is required to include a nondiscrimination notice on all publications to comply with federal regulations.

Nondiscrimination Notice:

The University of Maine is an EEO/AA employer, and does not discriminate on the grounds of race, color, religion, sex, sexual orientation, transgender status, 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: Sarah E. Harebo, Director of Equal Opportunity, 101 North Stevens Hall, University of Maine, Orono, ME 04469-5754, 207.581.1226, TTY 711 (Maine Relay System).

If the document being distributed satisfies U.S. Postal Service requirements for being classified as a postcard, the following nondiscrimination notice may be used. Bookmarks, ads and other publications smaller than a postcard may also use this notice:

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

UMaine requests that the following wording is used in releases or promotional materials of public events along with an appropriate phone number:

For more information or to request a reasonable accommodation, call xxx.xxxx.

What happens when a unit wants a graphic identity to use along with the primary institutional logo?

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

Required

Logo questions?

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

Athletics logos

(approved to represent school spirit materials)

The MAINE bear logo is UMaine's primary athletics logo. This logo is registered. All instances of use outside of uniforms and internal marketing must have the ® symbol. This includes all retail merchandise.

Athletics logos are used for all UMaine athletics teams, school spirit publications, merchandise, athletics websites and promotional projects. The branding toolbox contains numerous secondary athletics logos including the bear head, block MAINE, script MAINE, block "M," bear paws and Go Blue!

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

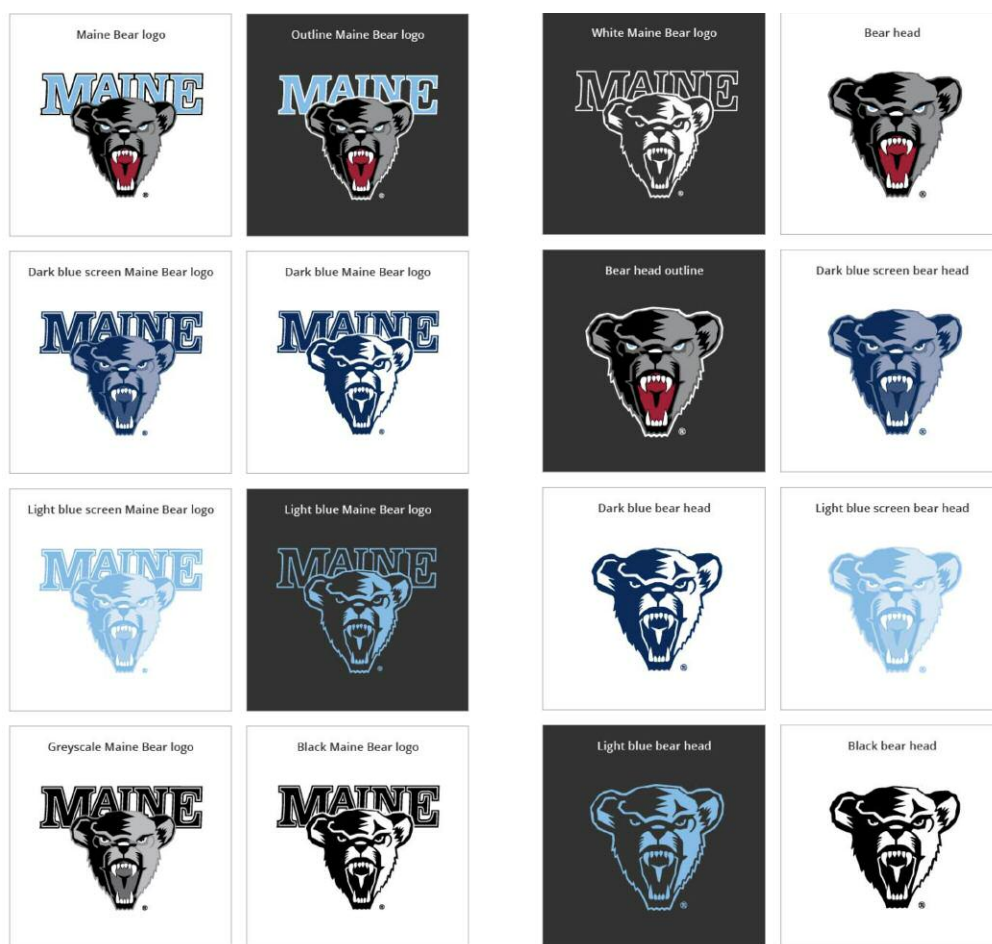
As with ALL University of Maine logos, the bear logo may not be modified or redesigned in any way. It may not be overlapped with other graphic elements and portions of the logo may not be deconstructed and used in other marks.

- 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 with "University of Maine" text.
- 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

Bear head logo without MAINE

The Bear Head logo is to be used along with MAINE, UMAINE or University of Maine text someplace on the item, but not overlapping the artwork. If MAINE is placed above the bear head, the MAINE Bear logo must be used. The bear logo is registered and retail merchandise must have the ® symbol.

Logos are available in the online branding toolbox
(umaine.edu/brand/graphics/logos)

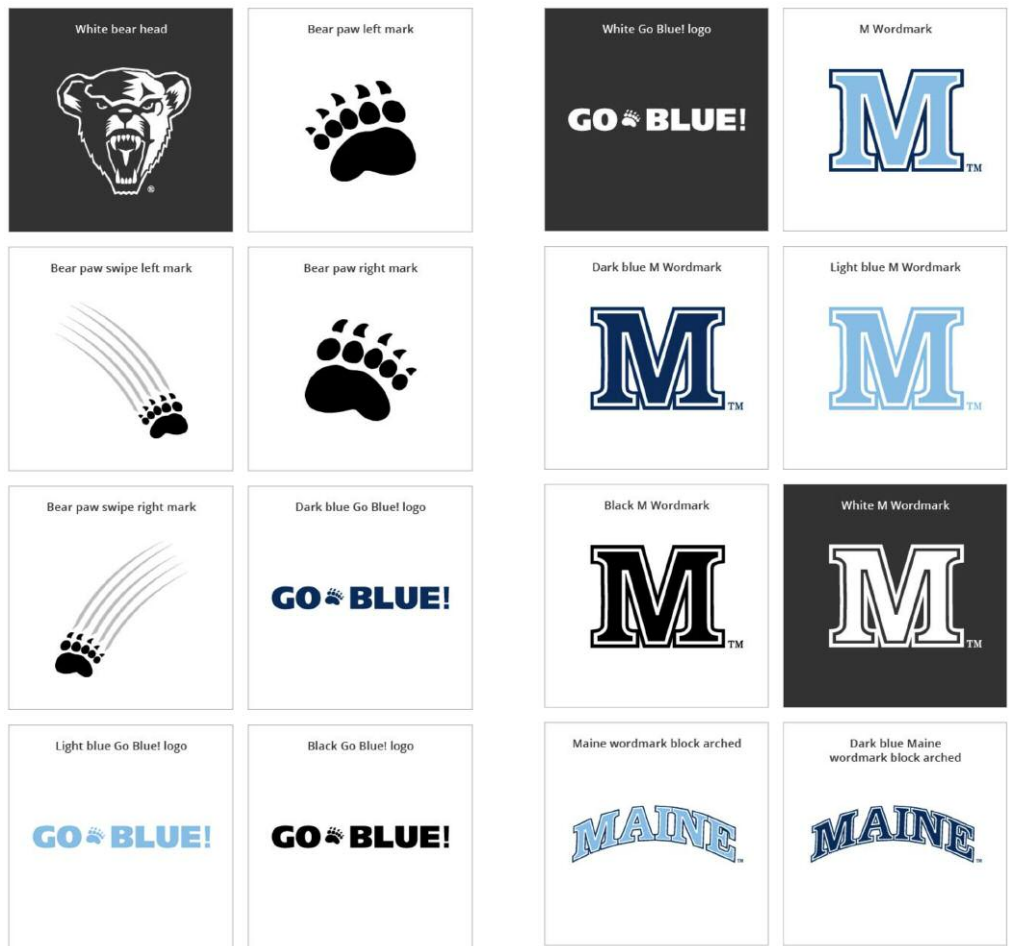


Variations available in the online branding toolbox

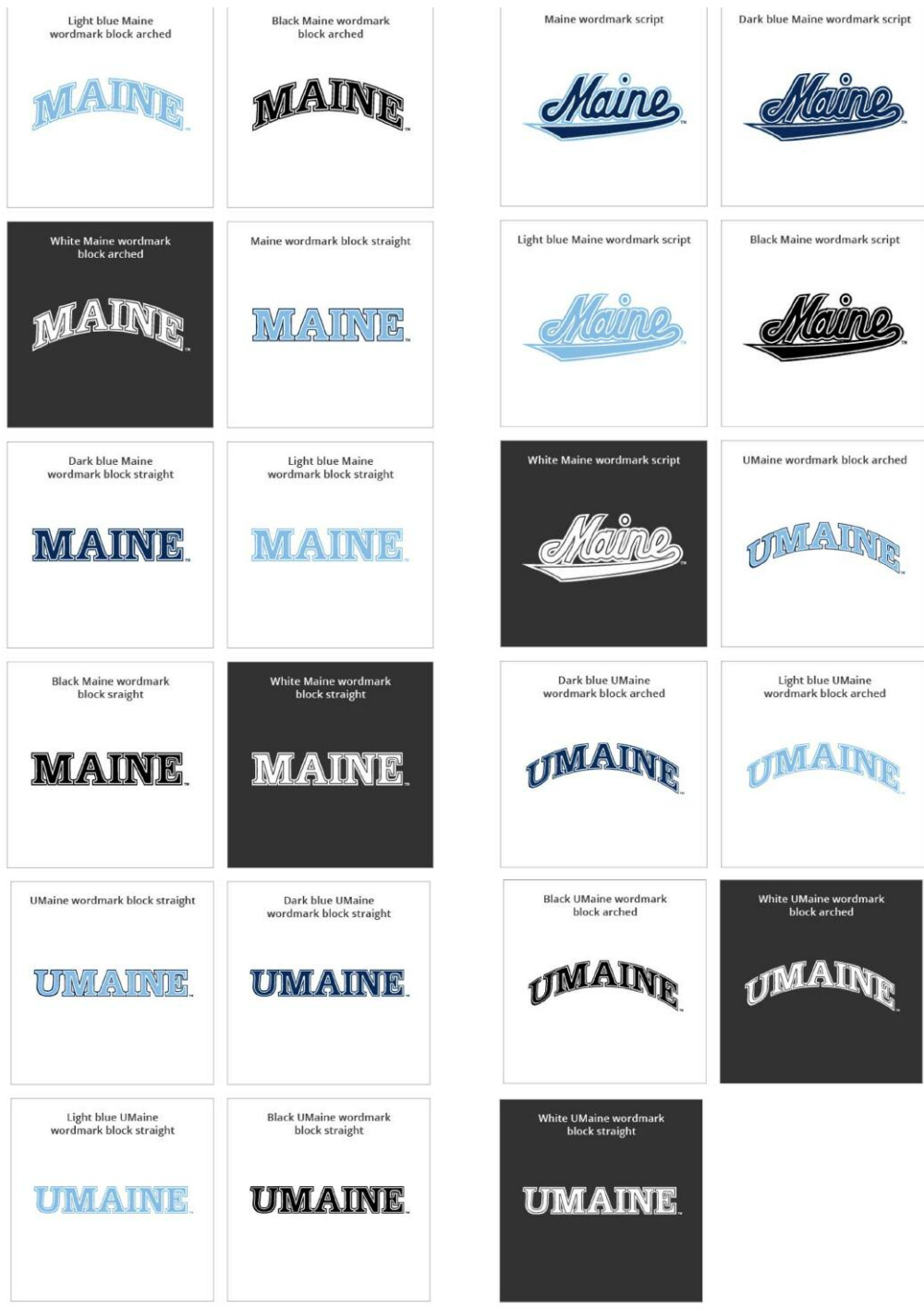
Each image shows the file name and is clickable to download from the webpage.

BRAND Standards

Logos are available in the online branding toolbox
(umaine.edu/brand/graphics/logos)



Reserved for baseball
caps only



Questions about color?

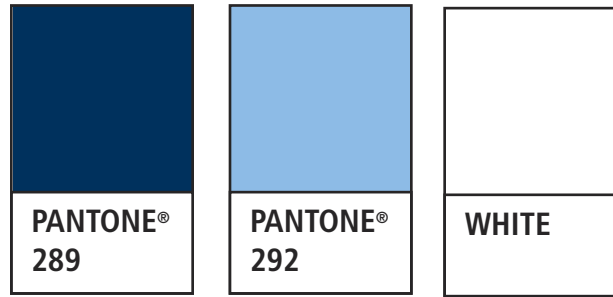
Contact Creative Services in the Division of Marketing and Communications, 581.3754.

Questions about Web fonts?

Contact the Web Office in the Division of Marketing and Communications, 581.3744.

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 for the Maine blues:

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

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

C: 49%
M: 11%
Y: 0%
K: 0%

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

RGB color values for UMaine blues

PMS 289 dark blue
R0, G43, B92

PMS 292 light Blue
R121, G189, B232

Web colors values:

Pantone 289 is "003263" Pantone 292 is "B0D7FF" White is "FFFFFF"

Web fonts: google.com/fonts

These free Google fonts may be substituted for UMaine's official fonts online:

Roboto Slab bold 700 — substitute for URW Egyptienne

Helvetica or Arial — substitute for Frutiger

EB Garamond — substitute for Adobe Garamond pro

Please note: Google fonts cannot be downloaded for use in print documents, these are only for display on a umaine.edu website)

Fonts

UMaine’s official serif fonts are Adobe Garamond Pro and URW Egyptienne.

Examples:

Adobe Garamond Pro

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 !@#\$%^&*()+-{};“”?

Aa Roman / 36 pt.

URW Egyptienne

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 !@#\$%^&*()+-{};“”?

Aa Medium Narrow / 36 pt.

The official sans serif font is Frutiger.

Acceptable substitutions for Frutiger are Helvetica and Arial.

Examples:

Frutiger

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 !@#\$%^&*()+-{};“”?

Aa Roman / 36 pt.

Helvetica

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 !@#\$%^&*()+-{};“”?

Aa Roman / 36 pt.

Arial

abcdefghijklmnopqrstuvwxy
 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.

Due to the same kinds of licensing restrictions that prohibit the transferring of purchased music files, fonts cannot be shared between UMaine entities. Departments interested in purchasing URW Egyptienne and/or Frutiger can find these fonts for sale at a variety of web vendors. A one-time purchase of the Egyptienne family can be found for around \$100. Frutiger fonts start around \$35 for individual weights.

Numerous templates are available in UMaine's online Branding Toolbox:

umaine.edu/brand/print-templates

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. umaine.edu/brand/print-templates.

Templates options are intended to be a helpful starting point for individuals who would like to work within a structured branded template.

Those wishing to design publications without using templates must meet UMaine's branding standards and are asked to submit PDF design proofs to Marketing and Communications for review prior to printing.

Marketing templates

- Bookmark
- Brochure
- Lapel pin
- Newsletter
- Notecard
- Poster
- Stationery
- Thank you card

Classroom templates

- Certificate
- Report cover
- Syllabus

Event templates

- Apparel
- Flyer
- Nametag
- Postcard
- Program
- Signage and banners
- Table tents

Visual identity checklist

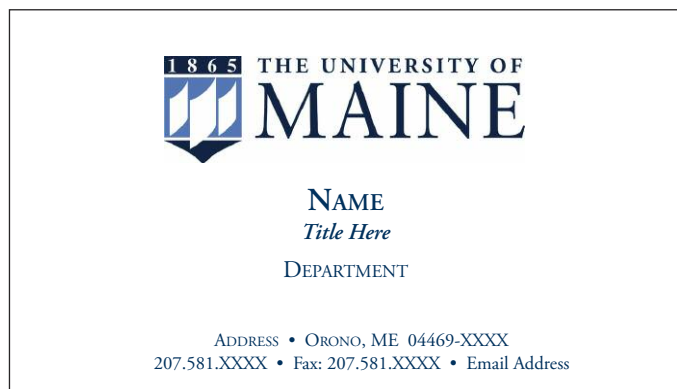
If you are producing a publication, poster, display, website or other University of Maine-related project, this basic checklist will help ensure brand standard consistency.

- ✓ **Full Crest or MAINE Crest** (p. 6–9)
- ✓ **UMaine nondiscrimination notice** (p. 11)
- ✓ **UMaine colors** (p. 16)
- ✓ **UMaine fonts** (p. 17)

Stationery and business cards

Contact Printing Services, 581.3767.

All university stationery and business cards are created in the official template.



One-sided business card (actual size)



Two-sided business card (actual size)

Front



Two-sided card back

UMaine letterhead, envelopes, business cards, notecards, mailing labels, memorandum forms, fax cover sheets, personalized notecards and other UMaine stationery items are printed at University of Maine Printing Services, located in the Keyo Public Affairs Building. Templates are set up for quick turnaround. For ordering information call 581.3767.

Web questions?

Contact the Web Office in the Division of Marketing and Communications, 581.3744. Detailed information about Web guidelines is online (umaine.edu/policies-and-guidelines).

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 a 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/marketingandcommunications/web/forms/request-website-services

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

The image shows a screenshot of a web form titled "Request Website Services" from the University of Maine. The form is part of a "Digital Communications" section. It includes a navigation menu with items like "Getting started", "What we offer", "Service request forms", "Best practices", "Accessibility", "Policies and guidelines", and "Web advisory group". There is also a "Need Brand Assets?" section with a "VIEW BRANDING TOOLBOX" button. The main form area has fields for "Name" (split into "First" and "Last"), "Email", and "I want to...". Under "I want to...", there are three radio button options: "Request a new website", "Request an account for an existing website", and "Migrate website to new (current) design". A "Submit" button is at the bottom right. The background of the page features a large blue "M" logo and a photo of two people walking on a campus path.

Email Templates

Email templates:

- **Email Invitation:** To request an email template, please contact Val Ireland by email or call 207.581.3754. You will receive the branded template in an email and will be able to modify it for individual use.
- **Email Marketing:** The Division of Marketing and Communications recommends using MailChimp for university email marketing. MailChimp's features and integrations allow users to send marketing emails, automated messages and targeted campaigns. If you would like to have a template set up for your department or college, contact Amanda Lozier.
- **Email signature:** instructions are online here:
umaine.edu/brand/digital-templates/email-signature

How to add UMaine's full crest logo to a Maine.edu email address

1. Log in to your @maine.edu email account (gmail.maine.edu)
2. Click the gear icon in the top right corner of the mailbox. Select Settings.
3. Scroll down to the Signature section.
 - If a signature is already set, position the cursor where the image will be inserted.
 - If no signature is set, the default radio button No Signature will be selected. Click the radio button next to the formatting box, enter signature information and position the cursor where the image will be inserted.
4. Choose Insert Image from the formatting toolbar. A new window will open.
5. Select Web Address (URL) from the top navigation.
6. Paste the following URL in the space provided:
umaine.edu/brand/wp-content/uploads/sites/213/2016/06/
UMaine_fullcrest_logo_email_signature.jpg.
A preview of the image will appear.
7. Click Select in the lower left corner of the window. The window will close.
8. Save changes by clicking the Save Changes button at the bottom of the page.

Presentation Template

Available online:

umaine.edu/brand/digital-templates/powerpoint

UMaine's social network directory can be found at umaine.edu/socialnetwork

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.

UMaine also features a social network directory that lists branded and approved social network accounts. To add a department, organization, or program to the directory, visit umaine.edu/socialnetwork and follow the branding guidelines and use the form to submit the social network account.

Twitter Guidelines

Avatar: Use the crest logo cropped to 900 pixels x 800 pixels. A ready-to-use Twitter avatar is available for download at umaine.edu/socialnetwork/social-network-branding-guidelines.

Header: Use a University of Maine campus photo for the header image. Header images are available for download at umaine.edu/brand/digital-templates/social-media.

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.

Link color: Change link color to "0099B9."

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. Add "An official page of the University of Maine." to the biography.

Website: Link to your website on umaine.edu.

Twitter URL: Matches your account name.

Facebook Guidelines

Profile picture: Use the crest logo cropped to 800 pixels x 800 pixels. A ready-to-use Facebook profile image is available for download at umaine.edu/brand/digital-templates/social-media.

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 "About" select "Edit Page Info" then add "College & University."

Page description: Be as specific and descriptive as possible. Add "An official page of the University of Maine." to account page description.

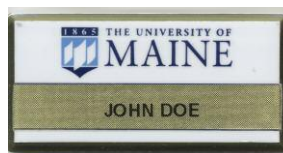
Cover photo: Since this is what visitors see first on your page, the cover photo should be engaging, contain no text, reflect your division/department/organization, and be sized 1650 x 611 pixels. The Division of Marketing and Communications maintains a photo database of UMaine images that can be used on social media. To view the database contact Jeannine Hashey, 581.3758.

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

Information about ordering signage is available online here:

umaine.edu/ofm/campus-services/request-for-signage/

Permanent building signage

To order Exterior Building Signs contact Angela Michaud at 581.1554. Standard templates are in place.

Temporary road signage for events on campus

Fill out a Facilities Management work order (umaine.edu/ofm/campus-services/quote-request) and email Printing Services (um.printing@umaine.edu).

Temporary signage questions and options? Call David Bowman, Facilities Management, 581.2662 or Customer Service, Printing Services 581.3767.

Lettering on buildings:

Fonts used for letters attached to the exterior of a building, usually for naming purposes: Garamond Bold or Frutiger bold

Branding questions and review

Contact Val Ireland, 581.3754

Need Signage?

For building signage, contact 581.1554.

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, documentary or other academically-focused works produced by faculty, staff or students.

Institutional videos produced for any external UMaine platform or university website all start with a two-second animation of the UMaine crest. Videos that are more narrow in scope can opt to use the opening logo animation but are not required to do so. Determination of what constitutes an institutional-level video is made by DMC staff. The logo animation file is available by contacting the Division of Marketing and Communications.



UMaine's official font for lower-third graphics is Frutiger. Helvetica and Arial are acceptable sans serif font substitutes. (See font information on pages 12–13.) Interview subjects' names are created in white with a point size of 32. Titles have a point size of 24. An example of the look and positioning of the lower-third graphic is included below.

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. Make sure the blue bar uses approved UMaine PMS colors.

Photo resources

Marketing and Communications takes photos and video for UMaine on a daily basis and maintains an online photo database of institutional images. The Division draws from these images for marketing collateral materials for UMaine. Members of the university community can request an appointment to come in and view the database to select images for publications, web pages, displays and other university-related projects. The database features many top image-building photos related to the University of Maine. Please contact Jeannine Hashey at 581.3758 or Ron Lisnet at 581.3779 to view photos in this database.

LICENSING AND TRADEMARKS

The University of Maine's licensing program ensures 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. UMaine partner's with Learfield Licensing to manage the program with the Licensing Director in Marketing and Communications.

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 UMaine's licensing program and ow do I become licensed?

The University of Maine contracts with a collegiate licensing company — Learfield Licensing. Learfield provides hundreds of colleges and universities with core management needs, such as royalty management compliance and enforcement, and merchandising and brand development. Visit Learfield Licensing online (learfieldlicensing.com) for information about becoming licensed.

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

Drawings/Cartoons/Photographs

Use of graphical works is not 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, 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



Division of Marketing and Communications • 207.581.3743
umaine.edu/marketingandcommunications

The University of Maine is an EEO/AA employer, and does not discriminate on the grounds of race, color, religion, sex, sexual orientation, transgender status, 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: Sarah E. Harebo, Director of Equal Opportunity, 101 North Stevens Hall, University of Maine, Orono, ME 04469-5754, 207.581.1226, TTY 711 (Maine Relay System).