

BRAND Standards



Spring 2021

207.255.1327 | Branding Standards and Toolbox: machias.edu/brand

The University of Maine at Machias maintains branding standards in the family of the flagship campus University of Maine. The Brand Standards Style Guide is produced by the University of Maine Division of Marketing and Communications as a reference guide to the University of Maine at Machias visual and textual identity.

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.

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

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5761 Keyo Building
Orono, Maine 04469-5761
207.581.3767
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umaine.edu/printingservices



For University of Maine at Machias brand assets and logo guidelines, visit

MACHIAS.EDU/BRAND

1 BRAND STANDARDS: PURPOSE AND INTENT

2 THE MISSION OF THE UNIVERSITY OF MAINE AND THE UNIVERSITY OF MAINE AT MACHIAS

3 VISUAL IDENTITY

Primary logo

- 3 Primary University of Maine at Machias logo
- 6 Size: University of Maine at Machias logo in relation to the flagship logo

Secondary logos

- 7 Machias crest logo
- 9 Machias stacked crest logo
- 11 Machias "M" logotype
- 12 Logos — what NOT to do
- 13 Logo colors
- 14 Logo fonts

18 EDITORIAL GUIDELINES

- 18 Tagline
- 19 Stationery and business cards
- 20 EO statement

21 OTHER VISUAL IDENTITY RESOURCES

- 21 Name tags, retractable banners, flags
- 22 Exterior signage examples

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.



For University of Maine
brand assets and logo
guidelines, visit

UMAINE.EDU/BRAND

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.

University of Maine at Machias MISSION

The mission of the University of Maine at Machias is



For University of Maine
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guidelines, visit

UMAINE.EDU/BRAND

Primary Logo

1.1 UNIVERSITY OF MAINE AT MACHIAS PRIMARY LOGO

This is the primary color logo for the University of Maine at Machias. Color options are shown on the following page.



Buffer space must be maintained around all logos. The general rule is to allow 1/4" margin space between the logo and other elements.

All 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.

Logo

1.2 UNIVERSITY OF MAINE AT MACHIAS PRIMARY LOGO VARIATIONS

Color options available:

VISUAL IDENTITY BASICS

UMaine's cohesive identity system was designed to help the university achieve a consistent visual identity.

The University of Maine at Machias primary brand image is the full crest logo to the right of "at Machias." The logo must appear on all UMaine Machias publications, websites and other forms of communications viewed by an external audience. The logo must be prominent and dominant.



For University of Maine at Machias brand assets and logo guidelines, visit

MACHIAS.EDU/BRAND



Full UMaine Machias reverse
2 colors: PMS 289 and PMS 292



Full UMaine Machias
1 color: PMS 289



Full UMaine Machias
1 color: PMS 292



Full UMaine Machias
1 color: black

Logo

1.2 UNIVERSITY OF MAINE AT MACHIAS PRIMARY LOGO VARIATIONS

Color options available:



Full UMaine Machias
1-color outlined white logo



Full UMaine Machias **FOR ETCHING**



For University of Maine at
Machias brand assets and
logo guidelines, visit

MACHIAS.EDU/BRAND

Logo

1.2 REGIONAL CAMPUS PRIMARY LOGO RELATIVE TO THE UNIVERSITY OF MAINE PRIMARY LOGO

Sizing hierarchy

For instances when the regional campus logo needs to be shown along with the University of Maine logo, *the overall width of both logos should be the same*, making the regional campus logo elements smaller and reinforcing the hierarchy of these institutions.



For University of Maine at
Machias brand assets and
logo guidelines, visit

MACHIAS.EDU/BRAND

Secondary Logos

2.1 UNIVERSITY OF MAINE AT MACHIAS SECONDARY LOGO 1

Option 1, color crest logo.



Logo

2.2 UNIVERSITY OF MAINE AT MACHIAS SECONDARY LOGO COLOR OPTIONS

Machias crest logo color alternatives. When you are unable to use full color, these options are available. Do not use any other color variations except those listed to the right.



WHITE

To use on a dark background.



PMS 292 LIGHT BLUE

To use on a light or dark background



PMS 289 DARK BLUE

To use on a light background



BLACK

To use on a light background when the product is printed in black

For University of Maine at Machias brand assets and logo guidelines, visit

MACHIAS.EDU/BRAND

Logo

2.3 UNIVERSITY OF MAINE AT MACHIAS SECONDARY LOGO 2

Option 2, secondary color crest logo *with* logotype for strong vertical layouts such as pole banners, nametags and bookmarks.



Logo

2.3 SECONDARY ALTERNATE LOGO

Machias crest logo color alternatives for the University of Maine at Machias stacked logo set. When you are unable to use full color, these options are available. Do not use color variations other than those listed to the right.



WHITE

To use on a dark background.



PMS 292 LIGHT BLUE

To use on a light or dark background



POLE BANNER example



PMS 289 DARK BLUE

To use on a light background



BLACK

To use on a light background when the product is printed in black

For University of Maine at Machias brand assets and logo guidelines, visit

MACHIAS.EDU/BRAND

Logo

2.4 SECONDARY LOGO 4 - CASUAL

Introducing "M" options for the University of Maine at Machias. Do not use color variations other than those listed.



For University of Maine at Machias brand assets and logo guidelines, visit MACHIAS.EDU/BRAND



PMS 289 AND PMS 292
To use on light and dark backgrounds

SAMPLE SHIRT DESIGN



PMS WHITE
To use on a dark background



PMS BLACK
To use on a light



PMS 292 LIGHT BLUE
To use on a light or dark background



PMS 289
To use on a light background

Logo

3.1 LOGO ERRORS

To the right are examples of what not to do when using University of Maine at Machias logos.



For University of Maine at Machias brand assets and logo guidelines, visit MACHIAS.EDU/BRAND



SKEWING THE LOGO

Do not stretch the logo vertically or horizontally in any way. When in your design program, hold the shift key on your keyboard to maintain the proportions of the logo.



ALTERING THE LOGO COLORS

Do not change the logo colors for any reason. Approved logo colors can be found on page 5.



LOGO ON LIGHT BACKGROUND

Do not use the white logo on a background that is too light. Use the full color or black logo in this instance.



LOGO ON DARK BACKGROUND

Do not use the logo on a background that is too dark. Use the all-white logo in this instance.



OLD LOGOS

Do not use any old logos. The old logo featuring the round University of Maine System logo should not be used. In addition, any University logos featuring taglines other than "Maine's Coastal University" should not be used.



Colors

6.1 LOGO COLORS

These are the logo colors for the University of Maine and the University of Maine at Machias.

Do not use other color variations.



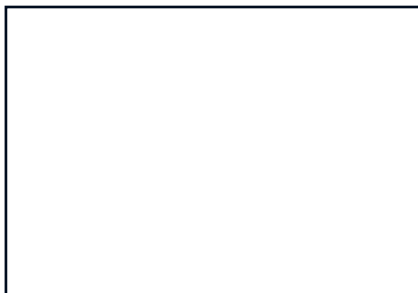
BLUE

Pantone: 289 C
CMYK: 100, 64, 0, 60
HEX: #003263



LIGHT BLUE

Pantone: 192 C
CMYK: 49, 11, 0, 0
HEX: #B0D7FF



WHITE

Pantone: white
CMYK: 0, 0, 0, 0
HEX: #ffffff



For University of Maine at Machias brand assets and logo guidelines, visit

MACHIAS.EDU/BRAND

Typography

7.1 LOGO TYPOGRAPHY

To the right are the fonts used for the University of Maine at Machias.



Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ADOBE GARAMOND PRO
This font is used in semibold weight

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

URW EGYPTIENNE
This font is used in medium weight for MACHIAS under the "M"



For University of Maine at Machias brand assets and logo guidelines, visit

MACHIAS.EDU/BRAND

Editorial

5.1 STYLE GUIDE

University of Maine and University of Maine at Machias guidelines



For University of Maine at
Machias brand assets and
logo guidelines, visit

MACHIAS.EDU/BRAND

EDITORIAL STYLE:

We are the University of Maine (lower case the)

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.

BOILERPLATE

About the University of Maine:

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.

About the University of Maine at Machias:

The University of Maine at Machias, a regional campus of the University of Maine, awards baccalaureate and associate degrees, and certificates. It is accredited by the New England Commission of Higher Education as part of the University of Maine. Established in 1909, UMM is the easternmost university campus in the United States. The area's bountiful natural resources, and rich environmental, recreational, cultural, and education traditions inform the campus.

Editorial

5.2 STYLE GUIDE

The University of Maine
at Machias

MACHIAS EDITORIAL STYLE

The University of Maine at Machias

UMaine Machias on second reference
(*not UMaine-Machias or UMaine at Machias*)

REGIONAL TERMINOLOGY:

Down East Maine
(use AP style when referring to the area; official titles, such as “Downeast Promise” and “Downeast Institute”)

BOILERPLATE

About the University of Maine at Machias:

The University of Maine at Machias awards baccalaureate and associate degrees, and certificates. It is accredited by the New England Commission of Higher Education as part of the University of Maine. Established in 1909, UMaine Machias is the easternmost university campus in the United States. The area’s bountiful natural resources, and rich environmental, recreational, cultural, and education traditions inform the campus.

OFFICIAL TAGLINE:

Regional campus of the University of Maine
(*not incorporated into logo, but to be used as a footer/where appropriate*)

INFORMAL TAGLINE:

“Maine’s coastal campus” is acceptable



For University of Maine at
Machias brand assets and
logo guidelines, visit

MACHIAS.EDU/BRAND

Tagline

5.3 LOGO TAGLINE

The tagline may be used on materials such as brochures, website footers and business cards.

OFFICIAL TAGLINE:

Regional campus of the University of Maine

or

University of Maine and its regional campus located in Machias.

TITLE CASE

Upper and lower case is preferred vs. all caps.

INFORMAL TAGLINE:

“Maine’s coastal campus” is acceptable



For University of Maine at Machias brand assets and logo guidelines, visit

MACHIAS.EDU/BRAND

Letterhead

5.3 OFFICIAL STATIONERY

University of maine at Machias letterhead and business cards will be set up **using the University of Maine letterhead template used by all UMaine entities**. The centered top logo will be the sole difference with the size of the regional full crest logo having the same overall width as the UMaine full crest logo.

5.3 TAGLINE PLACEMENT

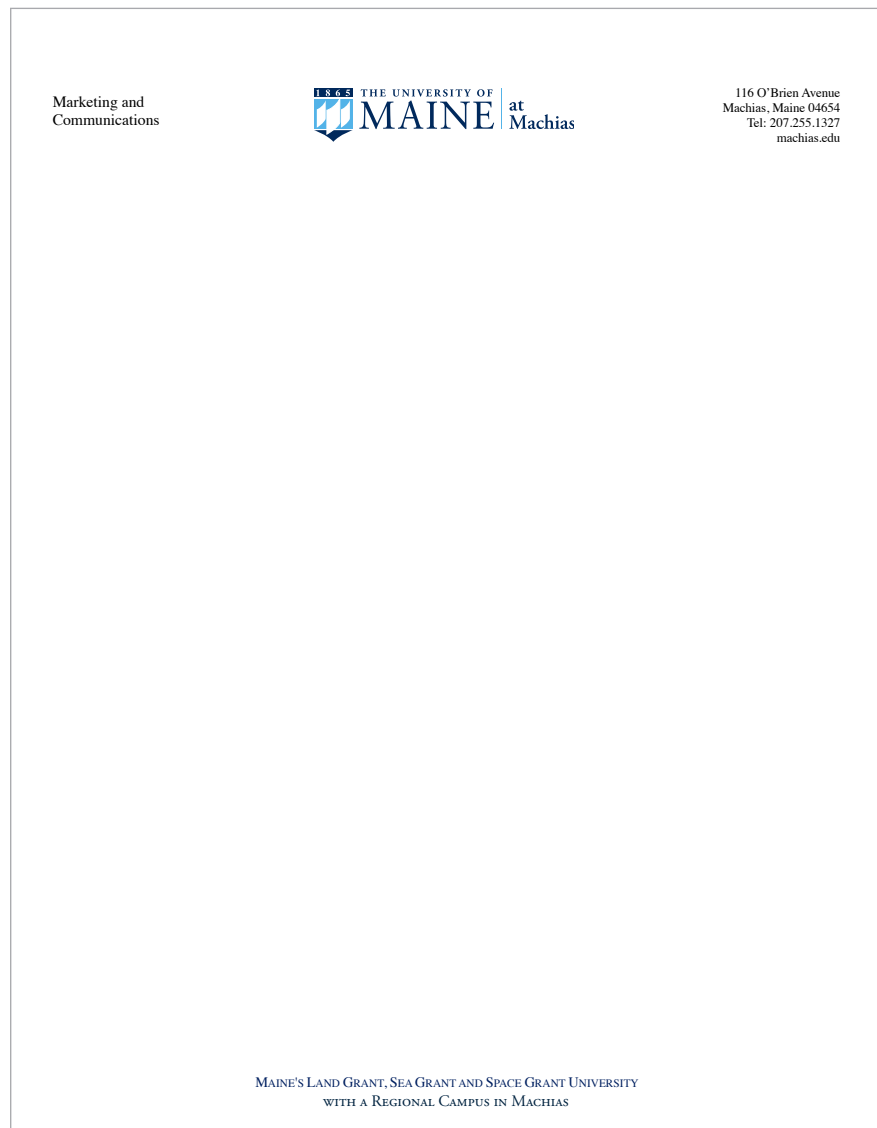
The tagline will be placed, on the bottom of the letterhead just above the Land Grant, Sea Grant and Space Grant text.



For University of Maine at Machias brand assets and logo guidelines, visit

MACHIAS.EDU/BRAND

CAMPUS LETTERHEAD



EO Statement

8.1 EO STATEMENT USAGE

All University of Maine materials must have the full EO statement, preferably no smaller than 6 point font. We suggest using a sans-serif font such as Frutiger, ITC Franklin Gothic or Arial.

To be sure the EO statement is the most current, visit machias.edu/equal-opportunities.

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: [Equal Opportunity Officer, 202 Powers Hall, 207.255.1213, TTY 207.255.1445. correct?](#)

FULL EO STATEMENT

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

SHORT EO STATEMENT

Only to be used on postcards.



For University of Maine at Machias brand assets and logo guidelines, visit

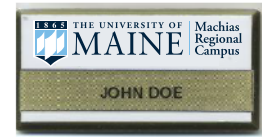
MACHIAS.EDU/BRAND

Other Resources

Nametags can be designed with primary or secondary options found in the branding toolbox. Here are a few examples:



NAMETAGS



RETRACTABLE BANNER AND FLAG EXAMPLES



For University of Maine at Machias brand assets and logo guidelines, visit MACHIAS.EDU/BRAND

Other Resources

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 Bart Gallant, Facilities Management at 207.581.2642
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@maine.edu).

Temporary signage questions and options?
Call David Bowman, Facilities Management, 207.581.2662 or Customer Service, Printing Services 207.581.3767.

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 Cara Cushing, 207.255.1327



CAMPUS SIGNAGE
For building signage,
contact 207.581.2642



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University of Maine at Machias

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