



Branding Guide

A Reference Guide to UMass Lowell Messaging,
Logo and Visual Identification Standards

www.uml.edu/branding-guide

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A Reference Guide to UMass Lowell Messaging, Logo and Visual Identification Standards

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This Branding Guide was created to help faculty and staff understand and comply with approved standards of communication in an effort to project a clear, consistent and positive image of the University. The Public Affairs staff is available to provide any assistance required in the implementation of these standards. To reach the Office of Public Affairs, call ext. 3224.

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Web Resources

More information and resources are available on the web at
www.uml.edu/Public_Affairs/webservices/.

At-a-Glance

Standards Guide At-a-Glance**Identification**

- University of Massachusetts Lowell
- UMass Lowell
- River Hawks (Two words)

Messaging

- Work ready
- Life ready
- World ready
- Tagline: Learning with Purpose

Logo

- Primary logo should be used whenever possible
- Should not be smaller than 1.5"
- Secondary (stacked) logo is available for usage with limited space
- Athletics logo should be used for promoting athletics or spirit events
- Logos should not be altered

Colors

- University Colors: Two Color, PMS 293 and Black or 4/C process match PMS 293 blue and black
- Spirit Colors: Royal Blue (PMS Reflex Blue), Red PMS 193, and white

Photos

- Print: 300 dpi, high resolution, saved as tiff, jpg, eps or gif
- Web: 72 dpi, 200 pixels wide, optimized for web, saved as jpg

Font

- Print: Frutiger, Sabon
- Web: Verdana

The University's Brand

The University of Massachusetts Lowell Branding Guide was created to ensure that the text and graphics of all official communications — publications, stationery, business cards, promotional items, websites, signs and all other documents or items representing the University or any of its colleges, departments or offices — present a clear, consistent and positive image of the University.

Brand standards are a fact of life throughout the academic and corporate world. The UMass system and other universities ranging from Northeastern and Boston University to Indiana University and the University of Notre Dame all adhere to specific language (including how we refer to the University and what its tagline is) as well as to graphic designs, colors and typefaces. Most corporations also require specific standards and, in all cases, they emphasize the importance of standards in establishing and maintaining identity, credibility, influence and a sense of value.

Over the past year and a half, we worked closely with marketing and branding consultants to refine the look and messaging that UMass Lowell presents to all of its audiences. One thing became clear in the months of extensive market research: for UMass Lowell to fully realize its potential, it is vital that we all present consistent and clear messages.

There are three main messages about the University that rose to the top again and again: We prepare students to be **work ready, life ready and world ready**. Another important outcome of the hundreds of hours of interviews with the University's various audiences was a new UMass Lowell tagline:

Learning with Purpose.

A commitment to consistent standards is especially necessary in the case of UMass Lowell to prevent any confusion arising from the many names by which the University has been identified throughout its history: Lowell Textile School, Massachusetts State Normal School, State Teachers College at Lowell, Lowell Textile Institute, Lowell Technological Institute, Massachusetts State College at Lowell, Lowell State College and the University of Lowell. (It should be noted that this University should be referred to as the University of Massachusetts Lowell, UMass Lowell or simply "the University" in instances where it would be clear that the reference was to the system's Lowell campus.)

While the purpose of these branding guidelines is to project a consistent identity for the institution as a whole, provisions also are made for identifying the various colleges, departments, offices and programs within the University. The intent is to make clear that, while these various sub groups are successful entities in themselves, they all are part of the greater University.

The messaging system includes intentional concept and language choices, specific talking points, a general description of the University and the tagline ("Learning with Purpose"). The standards guide specifies the proper use of the University logo, as well as the colors and typefaces to be used in all situations and configurations. The system does not allow for "creative interpretation" of these standards.

The Public Affairs staff is responsible for overseeing the proper implementation and maintenance of these brand standards; check the web at www.uml.edu/branding-guide for the most current version.

Why a Branding Guide?

UMass Lowell's Message

About the Messaging System

A messaging system combines three or four integrated themes to tell an interesting, inviting story, spark curiosity and leave people wanting to know more. A messaging system supports the overall University brand because it

- helps the whole institution become more than the sum of its parts,
- differentiates us from everyone else,
- includes intentional concept and language choices that create one image of the institution,
- includes talking or copy points that articulate and animate the themes, and
- provides an elevator speech that condenses it all into five to six sentences.

If we don't define our brand, others will. UMass Lowell can't possibly be all things to all people. Focusing on selected messages helps reduce the clutter and conflict that are competitive disadvantages. A messaging system allows us to lead with a few concepts that open the door to everything else.

Colleges and universities are highly competitive. The market – our potential students, donors, funders, etc. – is inundated, indifferent and resistant. Breaking through that competitive environment requires a systematic, disciplined approach carried out over time. Using accessible, compelling and memorable messaging moves the conversation from description to prescription and from attributes to promises. It gives us the framework to speak to the needs and wants of the audience in their own terms.

The year-long process of developing this system involved market research with numerous on-and off-campus audiences. Their feedback was filtered through several UMass Lowell groups including a cross-campus Messaging Committee pulled together for this purpose. The process and research results are described in the University's brand website, www.uml.edu/brand.

Three fundamental concepts rose powerfully from the research and discussion, and go to the heart of UMass Lowell: **Purpose, Work and Readiness**.

These concepts work because these are serious, purposeful times when the drive for meaning has surpassed pretention. The world, the country and the region are all focused on competition and the creation of meaningful jobs and valuable careers. In the spirit of recovery and re-examination of purpose, we are surrounded by constant reminders of the value of work and work ethic. Students want to know how to be ready, reinforcing their role in working with faculty and staff as co-collaborators in their own success.

In our messaging system, students take the lead. Traditional undergraduate students and their parents are our primary audience, followed closely by traditional graduate students, non-traditional campus-based students and distance learners.

continued

UMass Lowell's Message (continued)

Using the Messaging System

The central concept of the messaging system is that our students graduate ready for work, ready for life and ready for whatever the world offers them. The process of becoming ready is Learning with Purpose.

"Work ready," "Life ready" and "World ready" can be used together or separately as headlines and introductory phrases. However, they should never be combined with other descriptors, as in "work ready, affordable, reliable," for instance.

If you are using "work ready," "life ready" and "world ready" as themes in text, the Public Affairs Office is available to help you weave those themes into the materials you are developing. An example pulled from Fall 2011 recruitment materials, appears below.

With a UMass Lowell education, you'll be ready to:

- Contribute meaningfully in the workplace, whatever you choose to do,
- Build a life around the passions and principles you develop here, and
- Take your place in the world – and make a difference in it, too.

The messaging system relates to the student experience at UMass Lowell:

Work Ready: High-quality academics coupled with vigorous hands-on experiential learning – through coops, internships, service learning and research -- and personal attention from top faculty and staff at UMass Lowell will help you become work ready, wanted and trusted by employers and graduate schools alike.

Life Ready: A high-energy, residential campus in the heart of a vibrant global community, UMass Lowell will deliver the growth and confidence – the fun and friendships, too – to help students become life ready.

World Ready: UMass Lowell graduates are world ready, thoroughly tested here, trusted by employers and graduate schools, and well qualified, motivated, and encouraged to build meaningful careers in today's global economy. That's a powerful lifelong return on their educational investment.

The UMass Lowell messaging system:

- leans toward outcomes,
- is conveyed with facts and stories so it reaches both affective and cognitive domains in the minds of our audiences and
- uses language that is real and authentic.

The Office of Public Affairs will maintain a Why UMass Lowell (www.uml.edu/WhyUML?) page with proof points that support all elements in the messaging system.

continued

Why a Branding Guide?

UMass Lowell's Message (continued)

The Tagline: Learning with Purpose

The process by which students become work ready, life ready and world ready is, in fact, Learning with Purpose.

The tagline must be incorporated into the University's logo. The tagline may also be incorporated into text, as in:

You have a career and life purpose. Or you may be searching for one. The quality of UMass Lowell's academic programs, experiential, hands-on learning and personal attention from accomplished faculty and staff will help you find and achieve your purpose. That's learning with purpose.

Elevator Speech

The elevator speech (so named because it can be completed in the length of an elevator ride) provides a short description of UMass Lowell:

UMass Lowell delivers high-quality educational programs, vigorous hands-on learning and personal attention from leading faculty and staff. A comprehensive, national research university located on a high-energy campus in the heart of a global community, UMass Lowell helps students get ready for work, for life and for all the world offers.

UMass Lowell's affordable price enables graduates, unburdened by high debt, to have more choice in their careers. UMass Lowell students are thoroughly tested, so they are favored and trusted by employers and graduate schools alike.

That's learning with purpose.

Boilerplate Description of UMass Lowell

This description is used on all UMass Lowell press releases and would be appropriate in any document requiring a short overview statement:

UMass Lowell is a comprehensive, national research university located on a high-energy campus in the heart of a global community. The campus offers its 15,000 students bachelor's, master's and doctoral degrees in engineering, education, fine arts, health and environment, humanities, liberal arts, management, sciences and social sciences. UMass Lowell delivers high-quality educational programs, vigorous hands-on learning and personal attention from leading faculty and staff, all of which prepare graduates to be ready for work, for life and for all the world offers.

On the following pages, you will also see examples of the messaging system incorporated into ads and brochures.

Why a Branding Guide?

Logo Usage

The logo of the University of Massachusetts says who we are. Developed nearly 15 years ago and shared by all system campuses, it clearly depicts the image of a strong, unified institution with a mission of teaching, research and service. It is imperative, therefore, that we reinforce this image consistently in everything we do. To support and promote this effort, the Public Affairs Office staff will assist all colleges, departments and offices in creating material that will send consistent, unified messages in all forms of communication.



First and foremost, the official University logo is the foundation of this effort. Therefore, the UMass Lowell Public Affairs Office will not develop special logos, and use of existing customized logos that have been used by some groups within departments must **cease immediately**. The use of such graphics can confuse readers and dilute the goal of creating a common, mutually reinforcing image. The University logo, the primary identity for the UMass system and this institution, is the **only** one that may appear on all types of communication, including such printed material as stationery, brochures and business cards. The names of colleges, departments and units within departments may be presented typographically, but not through the development of competing logos.

New this year, the logo may, whenever possible, include the new tagline: Learning with Purpose (always capital "L," capital "P," lowercase "w") — which should appear below the logo, as in the examples shown on the ensuing pages. The logo may also appear horizontally (preferable in more formal usage) and vertically (which is more informal), as shown in the examples on the following pages.

The text should appear in the University's standard typefaces, which are available by contacting Denise Hoey at ext. 3523.

"Spirit" identifiers, such as Rowdy the River Hawk, are widely used by the Athletics Department in connection with much of the material that promotes the University's varsity teams. These spirit marks should never be used in conjunction with the University's formal academic signage, letterheads or any other published documents.



The University seal is reserved for use in limited formal circumstances and for official documents, including diplomas, originating from the Office of the Chancellor.



Logo Usage

Standard Logo Usage

The logo should be used, whenever possible, in conjunction with the University tagline. If space is tight, the logo alone is acceptable.

Standard Identifier: Two Color, PMS 293 and Black or 4/C process match PMS 293 blue and black

Four-color process and two-color printing

The preferred version of the University logo includes the blue and black symbol in PMS 293 and black or the four-color process equivalent for symbol and type.

High-resolution logo availability

High-resolution logos are available on the web at www.uml.edu/logos

GIF file format

EPS file format

4-color process version
2-color version

JPEG file format

For web use 72dpi is preferred. For print, 300dpi is standard.

TIFF file format

2-color version
4-color version



Printing on color backgrounds

When printing the logo on light backgrounds, use the primary logo. When reproducing on a darker color background or photo, use a reverse, white version of the logo.



Standard identifier: white (reverse)



One-color printing

When two-color or four-color process reproduction is not an option, solid black or solid blue (PMS 293) logos are acceptable. Only in one-color printing may the logo appear in other colors.



Standard identifier:

one color usage,
black, PMS 293 blue

University of Massachusetts Logo Usage/Safe Area

Whenever possible, the logo should be reproduced using digital files downloaded from www.uml.edu/logos.

Proportions

Maintain the same spatial relationship shown in the example when scaling the logo electronically. Caution must be exercised to preserve accurate symbol detail when reversing or printing smaller versions of the logo.

Protected area

To maintain the integrity of the UMass identity, a certain amount of space around the logo must be kept clear of competing visual elements. The clear

space is based on the height of the “U” in UMASS. However, the logo may overprint or be reversed on photos as long as the background does not render the logo difficult to distinguish or interfere with its detail.

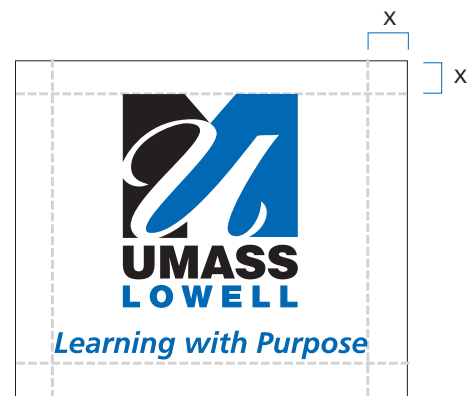
Size recommendations

The logo is intended as a visual identifier, not a title block, and should be scaled as such. In general publication usage, the logo should appear no smaller than 1.5 inches. This size allows for accurate reproduction of the intricate symbol detail.

Minimum logo size:
1.5” inches (width)



100% logo size








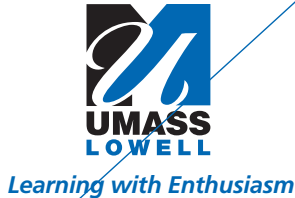


Incorrect Logo Usage

Examples of Incorrect Logo Usage

To avoid confusion, the logo's use should conform to prescribed specifications and should not be manipulated in any way. As described in the examples below, the logo should not be surrounded by a decorative border, used with background shapes, used with other wording, include substitute wording, use shifted element placement, incorporate substitute typefaces or created with changed proportions.

As with all issues of graphics identity, the objective of standardizing the logo is to present a clear, consistent and positive image of the University. Heretofore, the University had not fully committed to a uniform set of standards and, as a result, many variations have emerged. These variations have existed, in large measure, because the institution has been known by a number of names throughout its century-plus existence — beginning with the Massachusetts State Normal School at Lowell and Lowell Textile School and continuing through six other names before the inception of UMass Lowell in 1991. With the issuance of these new graphics standards, the University will phase out all competing identifiers and evolve to the point where all logos and other representations will be consistent. The result of this initiative will be the image of a strong, unified institution with a mission of education, research and service.

 <p>INCORRECT USAGE Do not use decorative borders around logo</p>	 <p>INCORRECT USAGE Do not substitute other typefaces</p>	 <p>INCORRECT USAGE Do not add a background shape behind the logo</p>	 <p>INCORRECT USAGE Do not change color of the symbol</p>
 <p>INCORRECT USAGE Do not substitute other wording</p>	 <p>INCORRECT USAGE Do not separate or reposition logo type</p>	 <p>INCORRECT USAGE Do not change color of the symbol</p>	 <p>INCORRECT USAGE Do not change language of the tagline</p>

Logo Colors for Print

Colors play an integral role in UMass Lowell’s graphic presentation. The official colors of the University are Pantone blue (PMS 293), black, and Pantone blue (4/C Process 293, C100 M57 Y0 K2). Correct and consistent use of the official colors helps reinforce the University’s identity. PMS 293 should be the dominant color but complementary shades in a similar palate may be used in some circumstances to provide a variation to the printed piece. If PMS 293 is unavailable, we may substitute a blue of a similar value. As in all matters having to do with design and printing, the Public Affairs staff is available to lend assistance.



PANTONE
PMS 293



Black



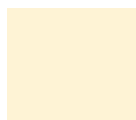
PANTONE
4/C Process 293
C100 M57 Y0 K2

Complementary color samples for use with logo colors

A variety of complementary colors, included but not limited to the ones shown here, may be used in conjunction with the logo to enhance visual interest. Designers in the Public Affairs Office can suggest other colors and shades for printed projects.



PANTONE
PMS 1235



PANTONE
PMS 7401



PANTONE
PMS 544

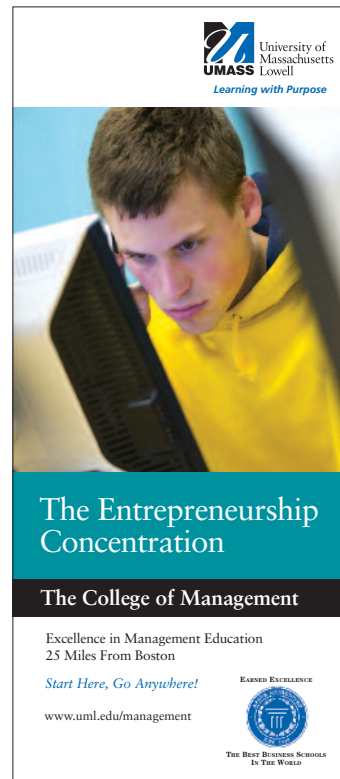


PANTONE
PMS 7474



PANTONE
PMS 374

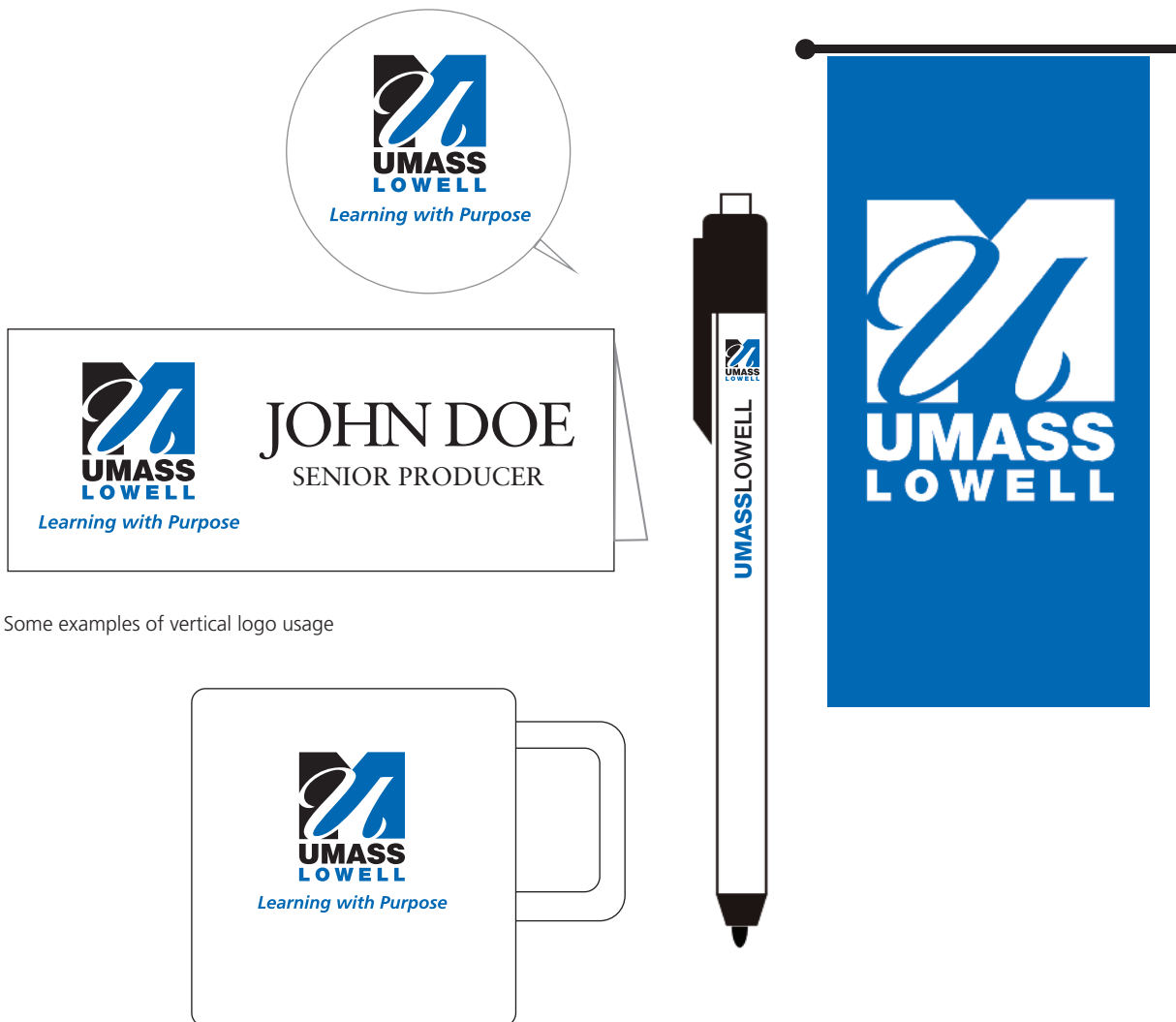
Sample
complementary
accent color
treatment



Vertical Logo Usage

Vertical Logo Usage

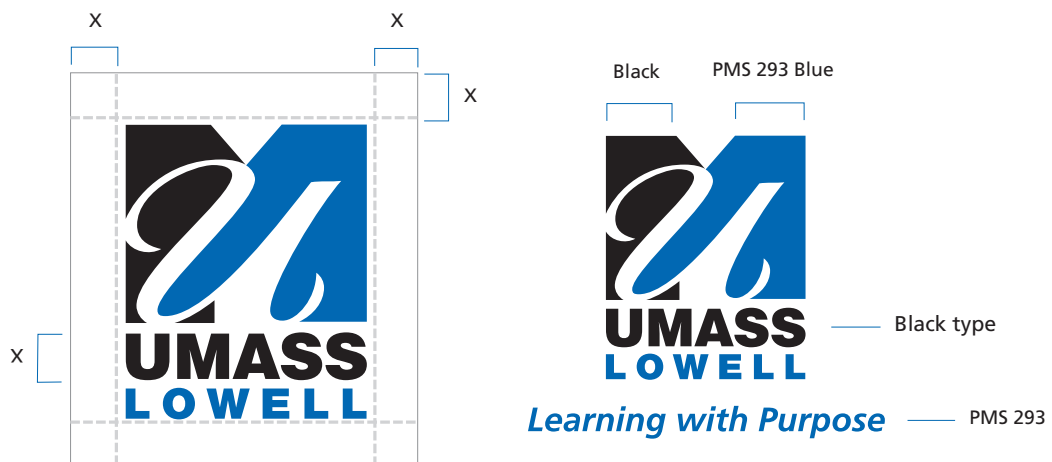
In some uses, a vertical stacked logo may be preferred. Examples of logo placement on products such as name tent cards, pens, buttons and vertical banners are shown below. In addition to the usual usage – such as on websites, letterheads, business cards and brochures – the University logo is also often displayed on material produced for special occasions.



Some examples of vertical logo usage

Vertical Logo Treatment

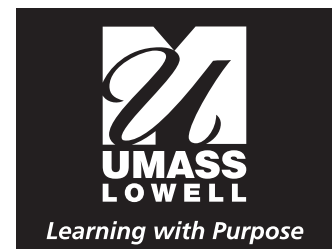
The official colors may be used in a variety of approved combinations with the University logo. These include combining black and blue, using solid black, reversing the logo out of a blue background or reversing it on a black background. In all cases, a minimum clearance space, equal to the height of the "U" in UMass, must be observed.



Solid black logo



Reverse logo
PMS 293 background

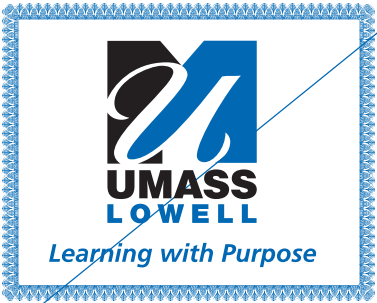
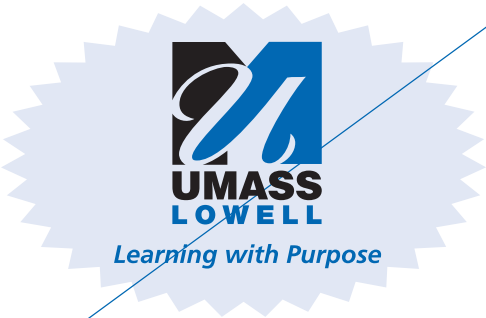






Reverse logo
on black background

Incorrect Vertical Logo Usage

Examples of Incorrect Vertical Logo Treatment

To avoid confusion, the logo's use should conform to prescribed specifications, and should not be manipulated in any way. As described in the examples below, the logo should not be surrounded by a decorative border, used with background shapes, used with other wording, include substitute wording, use shifted element placement, incorporate substitute typefaces or be created with changed proportions.

 <p>INCORRECT USAGE Do not use decorative borders around logo</p>	 <p>INCORRECT USAGE Do not add a background shape behind the logo</p>
 <p>INCORRECT USAGE Do not add or substitute other wording</p>	 <p>INCORRECT USAGE Do not change proportions of symbol to type</p>
 <p>INCORRECT USAGE Do not substitute other typefaces</p>	 <p>INCORRECT USAGE Do not shift text position</p>

The UMass Lowell Typography System

Sabon and Frutiger are the official typefaces of UMass Lowell and the UMass System. They are used by the President's Office and for all official communications throughout the system. Correct and consistent use of these typefaces helps reinforce the University's identity. Sabon is the designated serif typeface, while Frutiger is the sans serif typeface. The Roman and Italic versions are used to communicate the campus' classic and academic qualities.

Serif Type family

Sabon Type family

Sabon

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 \$@%

Sabon Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 \$@%

Sabon Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 \$@%

Sabon Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 \$@%

Typography

The UMass Lowell Typography System

Font family availability

All font families are available for use and may be obtained by contacting Denise Hoey at ext. 3523.

Sans Serif Type family**Frutiger Type family****Frutiger Roman**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 \$@%

Frutiger Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 \$@%

Frutiger Roman Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 \$@%

Frutiger Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 \$@%

Vehicle Logo Identification

Like other forms of communication and signage, the UMass Lowell vehicle fleet represents the University to the public. We should, therefore, strive to ensure that the use of logos and signage on all vehicles is correct and consistent. In addition to the logo, the vehicle's department also may be identified in a line next to the logo. If the vehicle is part of a subgroup of that department, the subgroup's name may appear on a line beneath the department name. Affixing the logo on oddly shaped surfaces may pose a challenge. The Public Affairs Office designers are able to offer solutions. They are, for instance, able to design complex wraps for larger university vehicles.



INSTRUCTIONAL NETWORK

Department name and/or division PMS 293



DISTRIBUTION SERVICES



DEPARTMENT OF FACILITIES
PLANT SERVICES



Example of vehicle door signage



Example of "wrapped" graphics on College of Nursing bus

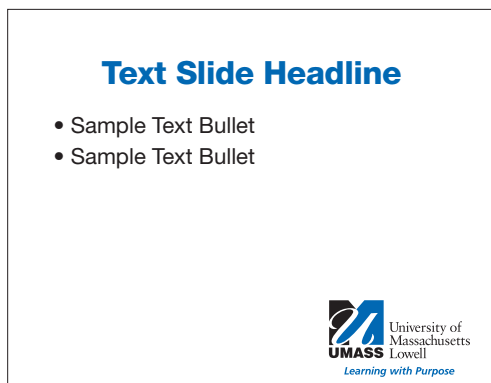
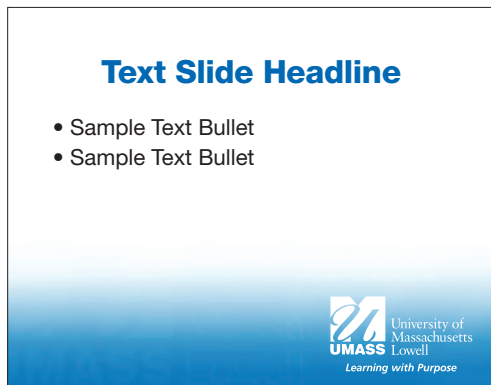
Powerpoint Templates

Suggested PowerPoint Template for Presentations

It is imperative that the University's name and logo appear on all PowerPoint presentations to make it clear to the audience that the presentation they are viewing is a product of the University. Title and text page formats can be downloaded at www.uml.edu/logos.

A pre-designed PowerPoint presentation incorporating the UMass Lowell Graphic Identity gives your presentation a professional look. The blue PowerPoint slide is preferred. However, the white version may be used when a presentation is heavy in text or displays complex graphics, in which case reversing out text and graphics would make reading difficult.

PowerPoint presentations that represent UMass Lowell should use this pre-designed template.

**Instructions**

This template has been designed to work with either the Mac or Windows version of Microsoft PowerPoint. While every effort has been made to make the creation of slide show presentations as straightforward as possible using this template, it requires a basic level of proficiency with Microsoft PowerPoint. For example, it assumes that you know how to work with Slide Masters, edit and add text, insert images and run a slide show.

Instructions for using the PowerPoint templates can be downloaded at www.uml.edu/logos.

It is recommended you use the latest available version of PowerPoint. If you are using an older version of PowerPoint, there are downloads available from Microsoft that will enable you to open a presentation created in a newer version.

(<http://office.microsoft.com/en-us/powerpoint/HA100703231033.asp>)

In some cases, you may have to save your presentation in a previous version format of PowerPoint.

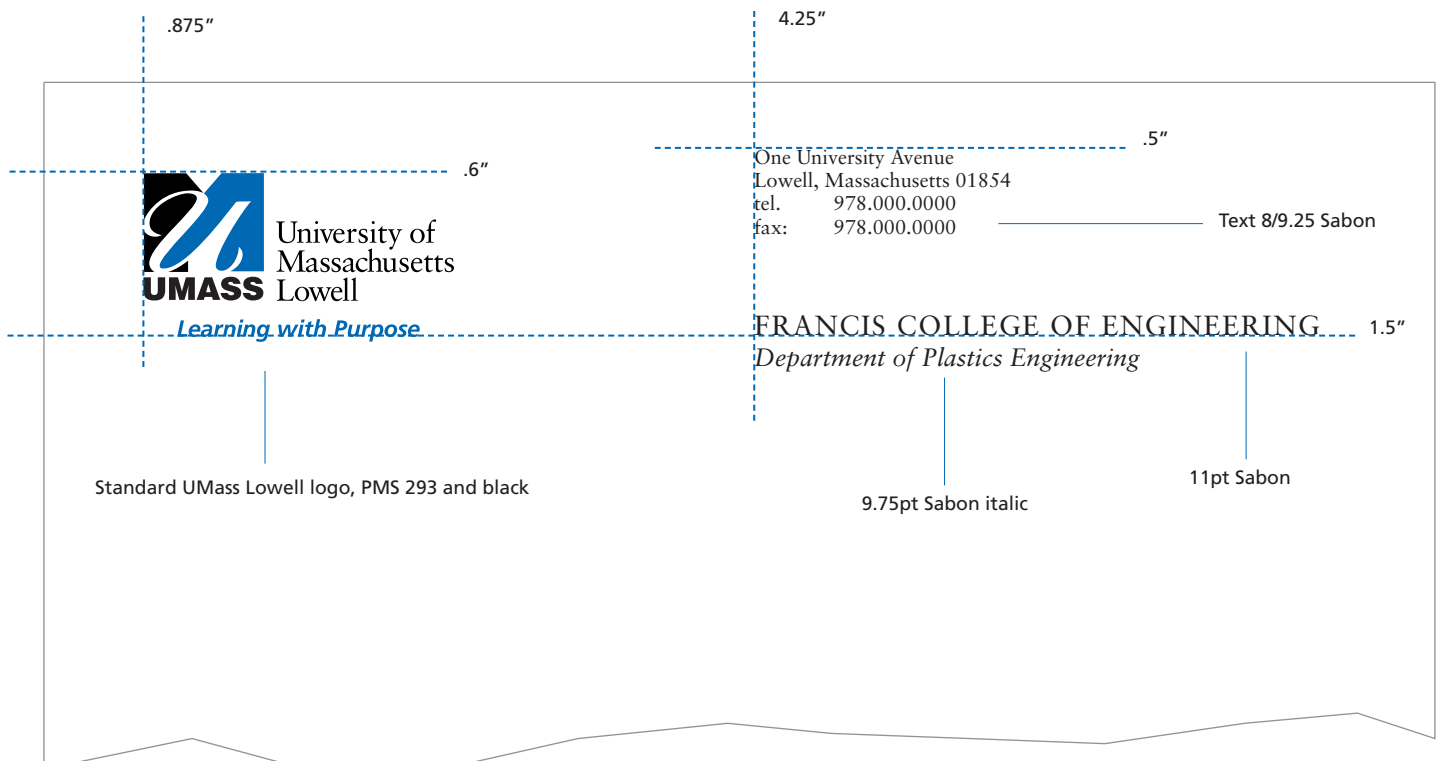
Stationery

Letterhead, envelopes and business cards are the first contact many people have with UMass Lowell. This printed material is perhaps the primary means of presenting the University's identity clearly and consistently. Letterheads, envelopes and business cards must reflect the same standards of consistency, and only UMass System-approved typefaces may be used. All font families are available for use and may be obtained by contacting Denise Hoey at ext.3523. There also are downloadable templates available at www.uml.edu/xyz. Because these materials can be subject to considerable deviation, care must be taken to adhere to design standards.

It is essential that the format and typefaces on all our stationery be consistent. Public Affairs is available to help with the printing of all stationery — letterheads, business cards, envelopes, mailing labels and memo pads. We can suggest printers who are adept at formatting stationery that conforms to our identity standards while, at the same time, taking your needs into account. Public Affairs staff can also provide expertise in writing specifications for print when going out to bid.

Letterheads

The logo (PMS 293 and Black) should appear at the top left corner of all University letterhead. The name of the department or college (e.g. Public Affairs) should appear under the address block, on the same baseline as the University logo. If the letterhead represents a specific subgroup or academic department (e.g. Accounting), that name should appear, in italics, at the right side of the page, below that of the name of the department or college.

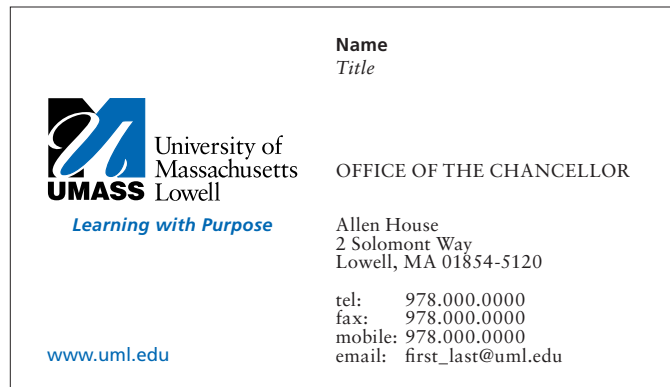


Stationery

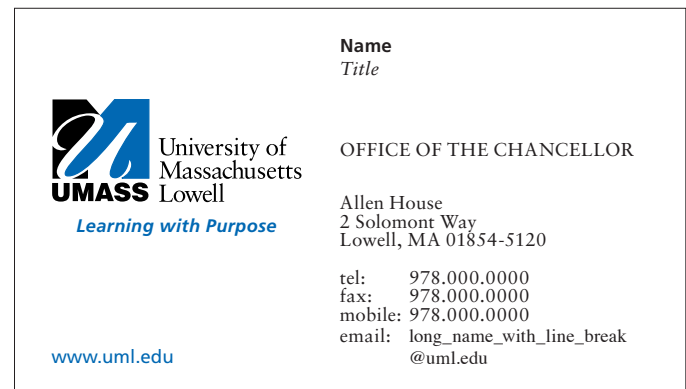
Business Cards

In keeping with the need to communicate a consistent, unified message, all business cards may use ONLY the official primary University logo. The cards will list the name of the person’s department or unit, his/her name, title and mailing address. (Note: Not all buildings have official postal addresses, in which case a general mailing address should be used. Contact Public Affairs with questions.) They also will include a telephone number and e-mail address, and, if appropriate, a fax number.

Standard primary UMass Lowell logo, with tag- line, PMS 293 and black



Example of business card with long name requiring two-line email address



Standard Letter Envelope

The standard letter envelope will carry the primary University logo in the upper left corner. The names of colleges, departments or other subgroups will appear to the right of the logo.

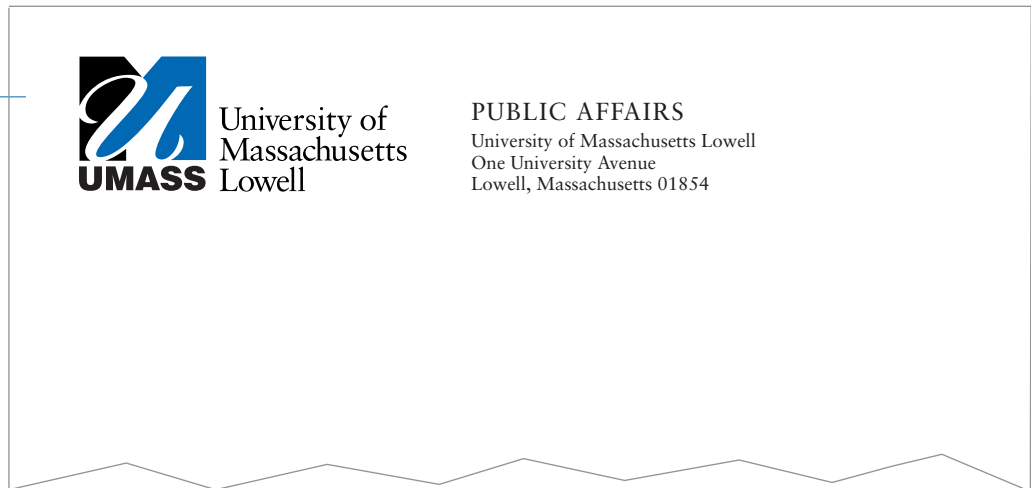
Standard primary UMass Lowell logo, PMS 293 and black



Mailing Labels

The University logo should appear at the top left of mailing labels, with the name of a specific department, college or other subgroup on a line beneath the logo. The space between that line and the bottom of the logo should equal the height of the letter “U” in the UMass of the logo.

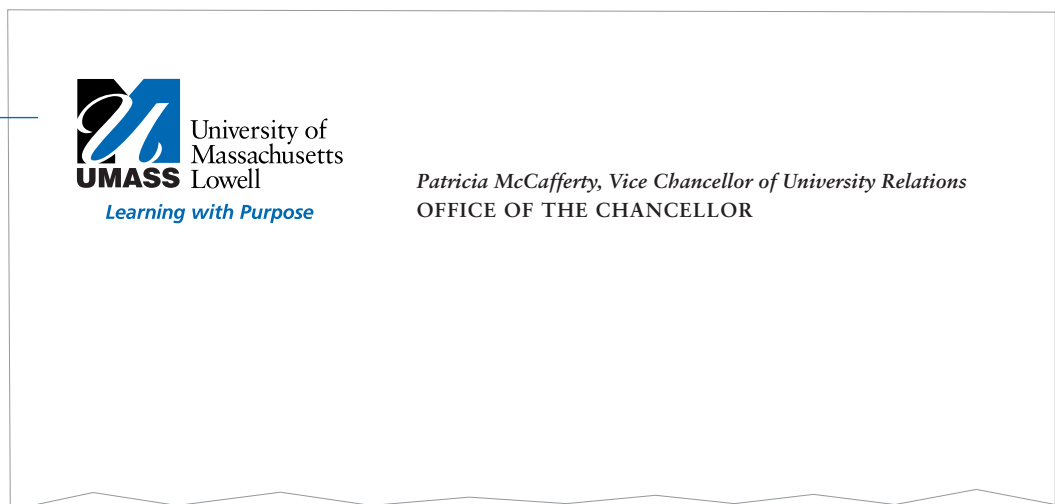
Standard
UMass Lowell logo,
with tagline,
PMS 293 and black



Memo Pads

To make the form of memo pads consistent with that of letterheads, the University logo should appear at the top left of each page in the pad, with the name of a specific department, college or other subgroup on a line flush with the top of the University logo.

Standard
UMass Lowell logo,
with tagline.
PMS 293 and black



Stationery

Letter Text Format

Ideally, the text of a formal letter written on University stationery should follow the format shown below.

Laser printed
letter shown
at 65% actual size.



One University Avenue
Lowell, Massachusetts 01854
tel. 978.934.3224
fax: 978.934.3033

PUBLIC AFFAIRS

Date

One line space

Addressee's Name
Addressee's Title
Company Name
Street Address
City, State, Zip Code

Two line spaces

Salutation,

One line space

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod nibh quis ante. Morbi ut mauris in mi dignissim luctus. Sed quis est. Curabitur suscipit blandit dolor.

One line space
between paragraphs

Nunc lorem ligula, ultricies ac, convallis a, gravida at, urna. Ut sagittis magna. Nam lacinia. Donec vulputate neque ut nisi. Cras fermentum adipiscing libero. Phasellus lacinia volutpat lacus. Cras lorem. Praesent gravida. Sed sollicitudin auctor purus. Nullam justo dolor, aliquam congue, consectetur vel, sagittis id, nulla. Phasellus diam. Nullam sodales. Fusce laoreet ornare diam. Sed semper, pede ut venenatis ullamcorper, sapien lacus egestas nunc, non cursus velit enim accumsan magna. Suspendisse sem. Suspendisse porta nibh luctus nunc.

One line space

Closing,

Three line spaces

Sender's Name
Sender's Title

One line space

P.S. Any postscript text should be placed one line space below the sender's printed name and title.

Promotional Items

UMass Lowell Promotional Items

Promotional items may be used as giveaways at special events, as gifts on certain occasions or for fund-raising. All promotional items should bear the University logo. On certain special items, such as University chairs, it is permissible to use the University seal. Depending upon the nature and color of the item, the logo may be black and blue, solid black or white reversed out of a blue or black background.

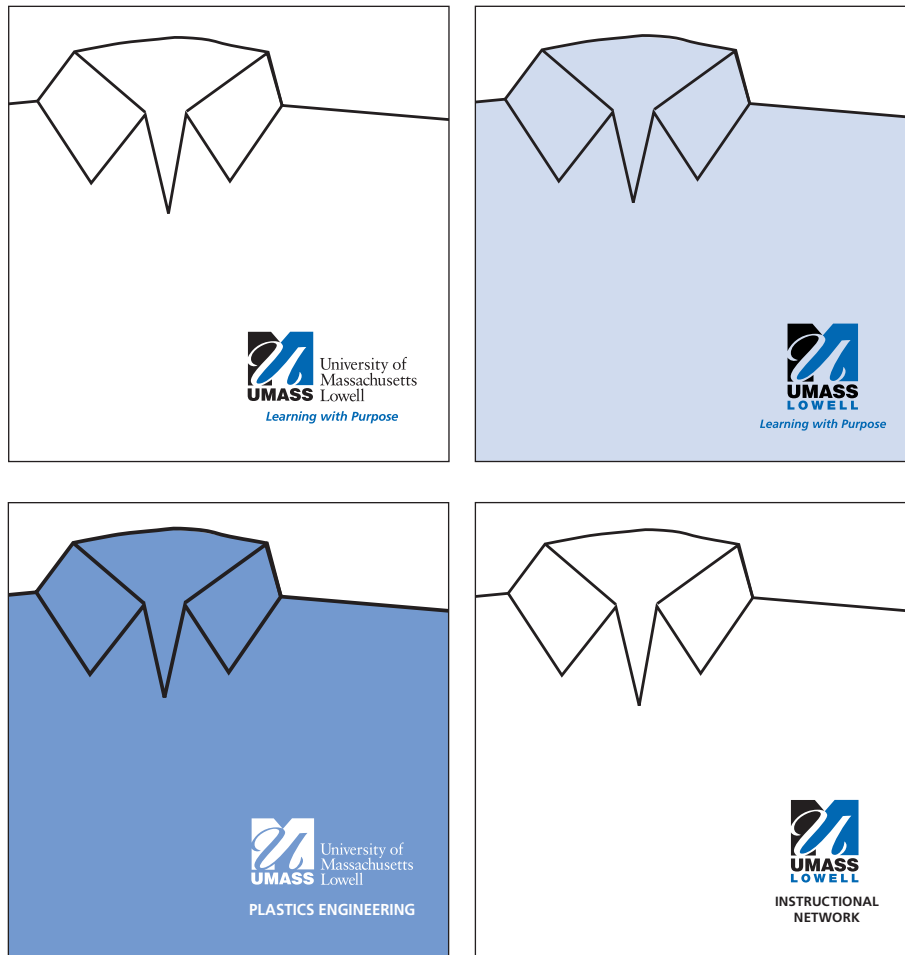


Examples of promotional logo applications

Apparel

Apparel

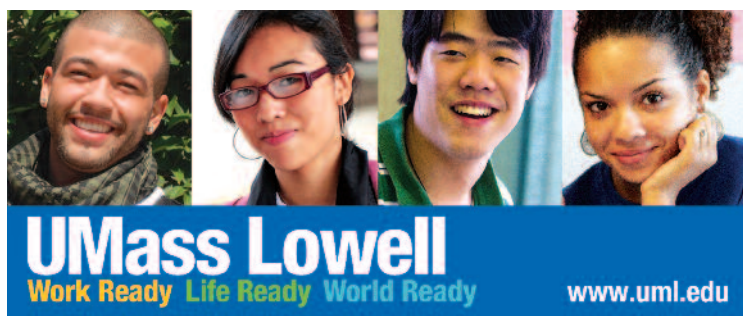
The Public Affairs staff can recommend outside vendors who will work with your budget, providing a variety of quality and styles, and delivering your merchandise when you need it. The staff also can help you write specifications that will properly combine your department's name with the University logo.



Examples of approved apparel logos

Event Signage

Events – Signs and exhibits at all University events should prominently display the University identity. This is particularly important in the case of banners, signage and podiums used at news conferences, convocations, symposiums and other major events. The Public Affairs staff can assist in creating specific shapes and sizes for use on podiums, tent cards and other event signage. For further information and assistance regarding event displays, please contact Rick Sherburne, director of Special Events, at ext. 3232.



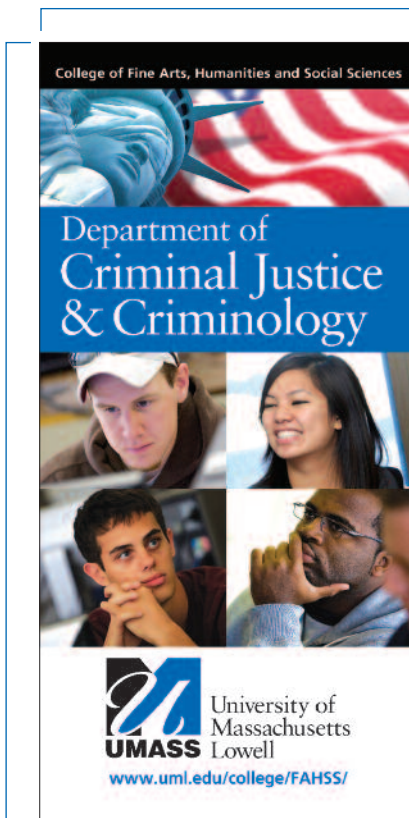
Indoor Portable Displays

Indoor Displays

Indoor displays are used at conferences, seminars, public meetings and other occasions involving both University personnel and external audiences. These displays should reinforce the message of the University’s mission of teaching, scholarship and engagement. The Public Affairs staff is happy to help produce these displays, which will reinforce the identity of the department and the University. In addition to providing information related to the special event, the displays should bear the University logo and/or its name. When the logo is used, the name of a department, college or other subgroup may appear beneath it on a line separated from the logo by the height of the “U” in UMass. Photography or drawings used in conjunction with such displays should reflect the University’s diversity, the energy and excitement generated by its students and faculty and, whenever possible, the range of the University’s state-of-the-art facilities. Displays such as the ones shown on this page are available in a variety of widths in both horizontal and vertical configurations. The Public Affairs staff will work with you in designing your displays and the images and messages they carry.

39" width

80" height



Sample of specific department display



Generic UMass Lowell vertical logo display

Indoor Displays (continued)

All research posters should follow the standards listed on the previous page, but their creation is the responsibility of each individual, department or office. The Office of Public Affairs is available, however, to answer related questions.

Novel Electronic Tongue for Detection of Heavy Metals in Soil and Groundwater

Pradeep Kurup¹, Ramaswamy Nagarajan²
¹ Department of Civil and Environmental Engineering, ² Department of Plastics Engineering

Objective

To develop a multi-sensor intelligent probe for in situ detection of heavy metals in soil and groundwater.

Introduction

- Common methods currently employed involve detailed sampling techniques followed by laborious and time consuming laboratory analysis.
- This research presents a novel in situ technique for the detection of heavy metals in groundwater using voltammetric methods.
- With voltammetry as the detection method, both quantitative analysis (target ion concentration) and qualitative analysis (identification of specific metal ions present) may be achieved.

Experimental Setup

Figure 1. Experimental setup for voltammetric analysis.

- A prototype electronic tongue was developed for exploring the feasibility of detecting the presence of heavy metals in solution. It consisted of a three electrode system: an interchangeable working electrode, platinum wire auxiliary electrode, and a Ag/AgCl reference electrode.
- The working electrodes will be integrated into a microelectrode array with each electrode selective to specific heavy metal ion in solution.
- Powerful machine learning techniques will be employed to interpret data from the sensor array to predict the type and concentration of heavy metals in various subsurface strata.

Methodology

- Two different voltammetric techniques were investigated for achieving selectivity and sensitivity for heavy metal detection. These include differential pulse and square wave voltammetry coupled with the preconcentration step of anodic stripping voltammetry.

Results

- A linear calibration plot and corresponding voltammograms for each concentration describe the feasibility of quantitative analysis of cadmium in groundwater (Figure 2).

Figure 2. (a) Square wave anodic stripping voltammograms obtained at various Cd²⁺ concentrations. (b) Linear calibration plot.

- Qualitative analysis is shown below, where a differential pulse anodic stripping scan was applied to a solution containing Zn²⁺, Cd²⁺, Pb²⁺, and Hg²⁺ at 800 ppb each. Target metal ions are identified through specific potentials corresponding to peak current response.

Figure 3. Differential pulse anodic stripping voltammogram of four metal ions in solution.

Conducting Polymer Modified Electrodes

Figure 4. (a) Electropolymerization of 3-octylthiophene. (b) Periodic pulse anodic stripping voltammogram of modified vs. unmodified GCE.

Figure 5. Structures of prepared polymers.

- Preliminary investigations for increasing electrode sensitivity through electropolymerization of monomers such as 3-octyl thiophene, pyrrole and thiophene was conducted.
- The modified electrodes thus prepared demonstrated greater sensitivity towards 25 ppm Pb²⁺ than unmodified glassy carbon electrode (GCE).

Summary

A multi-sensor array of modified microelectrodes, in conjunction with voltammetry and pattern recognition, is a promising strategy for rapid, real time intelligent geoenvironmental site characterization.

References

Pradeep, R., Ramaswamy, S. P., "Microfluidic based Electrochemical Analysis: Developments, Advances, and Applications in Environmental Analysis" *Electrochimica Acta*, Vol. 8, pp. 577-584, 2010.

Ramaswamy, S., Pradeep, R., T. Che, J., Nagarajan, R., Kurup, P., "Voltammetric detection of cadmium in groundwater" *GeoCompost* 2012.

Yeh, C., Subramanian, G., Arumugam, P., Manjappa, M., "Electrochemical sensors of heavy metals using novel polymer modified glassy carbon electrode", *Korea*, 15.337-383, 2010.

The financial support provided by the National Science Foundation grant CMMI-1031505 is gratefully acknowledged.

Academic Awards

The Public Affairs staff will provide guidance in the area of Presentation Awards to ensure that the University presents the most consistent look. For help with Academic Awards, contact Mary Lou Hubbell at ext. 3223.

University of Massachusetts Lowell
James B. Francis College of Engineering
Department of Plastics Engineering

Hereby Recognizes the Academic Excellence of

With the
Undergraduate Dean's Gold Medal Award
2010-2011 Academic Year

University of
Massachusetts
Lowell
Learning with Purpose

Chair, Plastics Engineering

Dean, College of Engineering

Outdoor Building Signage

Environmental Building Signage

The University worked with Cambridge-based specialists Roll-Barresi Associates Inc. and the Facilities Department to completely redesign more than 550 exterior signs throughout UMass Lowell’s campuses and the city — from large granite monuments identifying the University’s three campuses, to parking and bus shuttle signs; from highways signs, to those mounted on buildings. Upgrades to all interior signs are also underway.

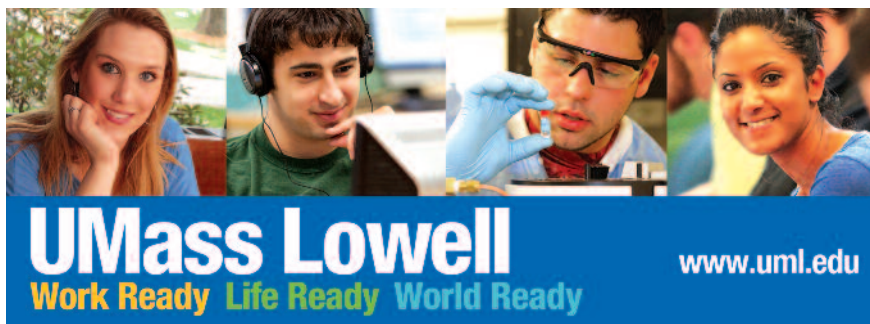
All of these signs have a uniform, simple style designed to make it as easy as possible for the University community to navigate the campus. All new environmental signs must adhere to these standards, and must be approved by the Facilities Department. For help with signage, call Jean Robinson at ext. 4545.



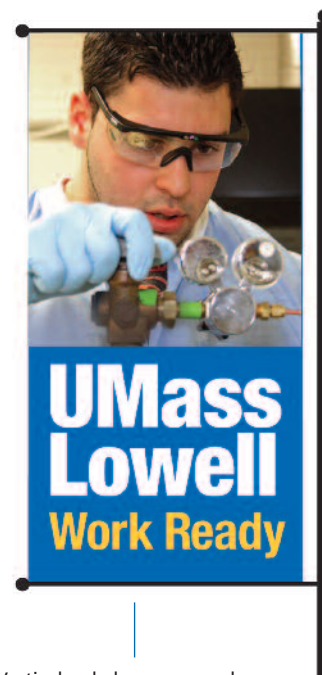
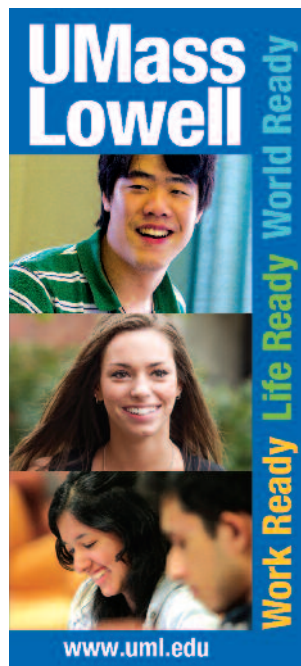
Building Banner Signage

Outdoor Building Signage/Banners

Attractive banners on buildings call attention to UMass Lowell’s academic and athletics facilities, reminding viewers of the University’s presence in the community. In addition, each building should be identified by a sign bearing the University logo with the name of the building reversed out of a band or block of Pantone blue (PMS 293). The signage may be either horizontal or vertical depending upon space or other considerations. Ultimately, we plan to develop a family of consistent building signage for use throughout all UMass Lowell properties.



Horizontal banner samples



Vertical banner samples

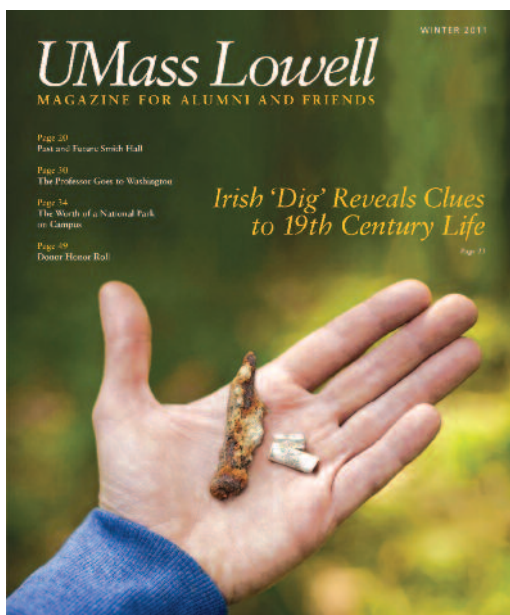
Vertical pole banner sample

Publications

UMass Lowell Publication Samples

The writing, editing, design and production of University publications are done by the Public Affairs Office on a daily basis. Part of what we do is help you produce your own publications – newsletters, brochures, flyers – customizing them to meet your needs and helping you reach your target audiences in an effective manner. We work with you in preparing your copy, designing your product and coordinating its production with outside vendors. Below are a few samples.

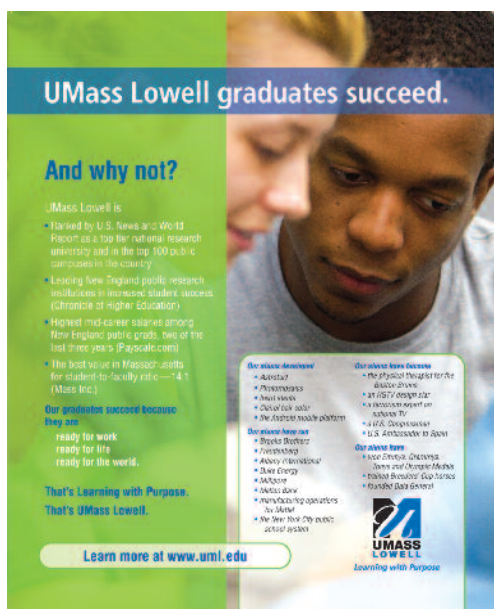
continued



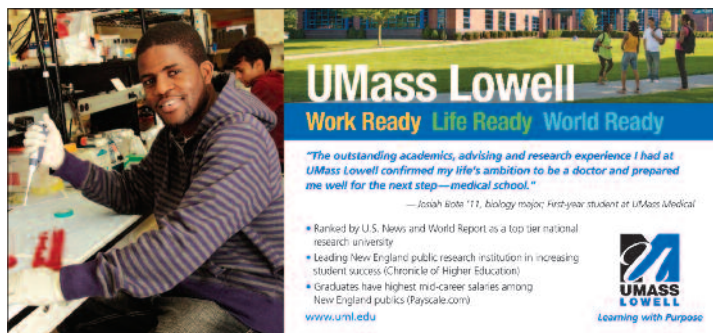
Magazine Publication



Brochure

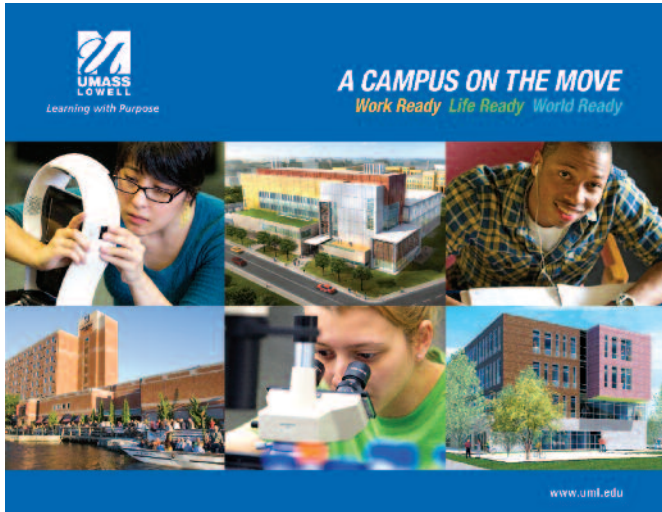


Ad



Ad

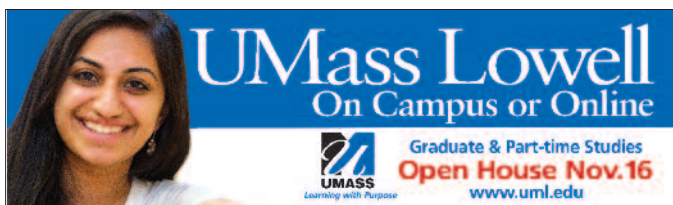
UMass Lowell Publication Samples (continued)



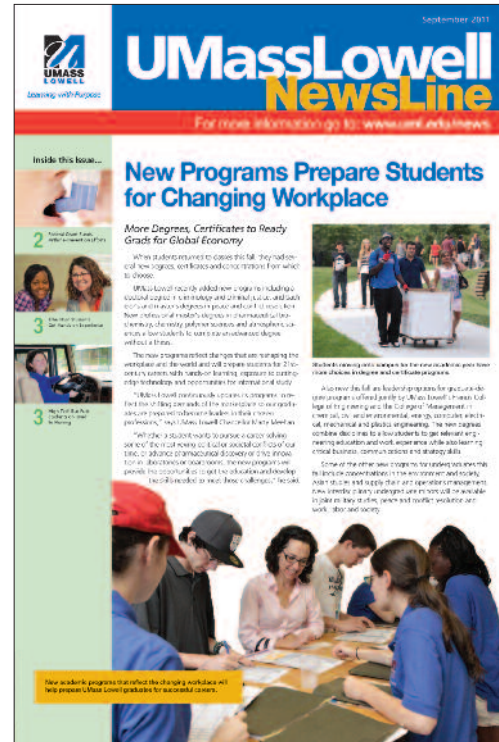
Brochures



Information sheets



Billboards



Newsletters



Viewbook

Photography Images

Photography Do's and Don'ts

Photographs are used in virtually all University communications products, and care must be taken in their composition and the selection of subjects. Photos of individuals or groups should be shot "tight" (i.e. as close as possible to the subject) to eliminate unnecessary surroundings. People in the photos should appear upbeat and engaged, and students in informal settings should look happy and enthusiastic. To the extent possible, group photos should reflect the University's diversity, depicting a range of males and females of all racial and ethnic backgrounds.

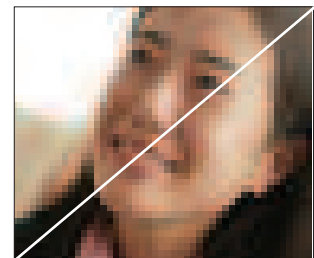
Digital photos taken for use in print must be shot at high resolution, 300 dpi and above. Photo's intended for web use should be 72 dpi, not more than 200 pixels wide and optimized for the web. Photographs intended for use in publications may not be copied from the web because, at 72 dpi, they do not reproduce well. The Public Affairs staff is available for consultation on photography. The University does not have a full-time staff photographer. The Public Affairs staff can recommend commercial photographers and will help you consult with them as needed. Public Affairs Office designers also can help you find and secure stock photos when their use is appropriate.



INCORRECT USAGE
Do not use blurred images



INCORRECT USAGE
Do not use unrecognizable imagery



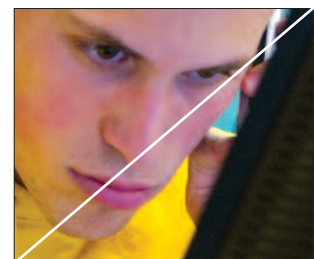
INCORRECT USAGE
Do not use low-resolution photos



INCORRECT USAGE
Do not use distant images



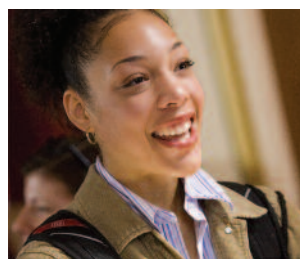
INCORRECT USAGE
Do not use a distant group image



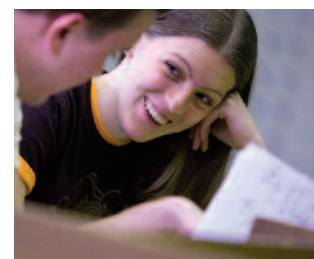
INCORRECT USAGE
Do not use extremely cropped images



CORRECT USAGE
Student in lab setting



CORRECT USAGE
Classroom setting



CORRECT USAGE
Educational accent photo

Athletics Graphics and Signage

Through the years, UMass Lowell has changed its athletics nickname and logos several times. Past nicknames include the Lowell Tech Terriers, the Lowell State Indians and the University of Lowell Chiefs. The current University nickname is the River Hawks, and the River Hawk mascot's name is Rowdy.

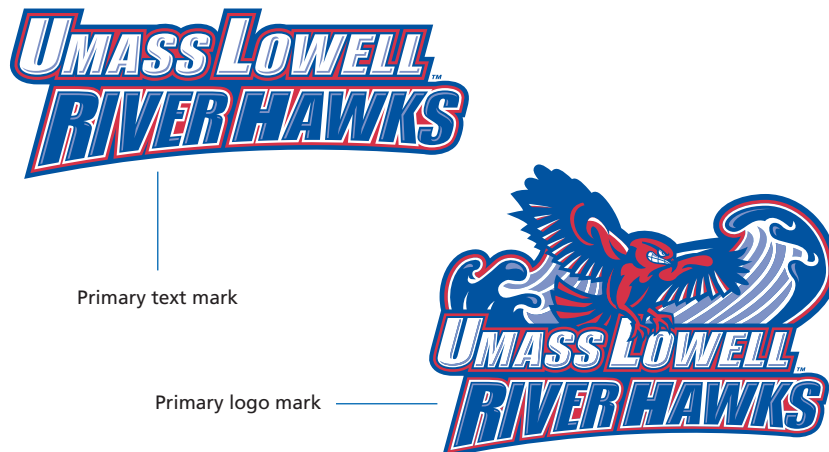
The River Hawk nickname and logo were selected in the spring of 1994 following a lengthy process, a contest and a final vote by the UMass Lowell student body. Not representative of any specific bird, the River Hawk is envisioned as a mythical bird of strength, speed and courage. It soars to great heights but never loses its connection to the river and the land below. Straddling both sides of the Merrimack River, UMass Lowell has for over a century been a thriving educational and research center with strong ties to the river and to the industries that line its banks.

Use of the nickname, logo and all marks must be consistent with University licensing and reproduction guidelines. Alteration to the logo for any use must receive advance approval of the Athletics Marketing Office.

The University's athletic colors are Royal Blue (PMS Reflex Blue) and white. Red PMS 193 is sometimes used as an accent color. Logos are trademarked to the University of Massachusetts Lowell.

For further information about athletics graphics standards, contact the Athletics Department at ext. 2337.

continued



Athletics

Athletics Graphic River Hawk Symbols and Banners



Secondary logo mark



Full front logo



Blue Fan Group mark



Vertical banner



Youth mark

Rowdy mark

Website Standards

As in all other University communications, the website design and text must adhere to a set of standards that ensure consistent, recognizable and usable page layouts. Following a rigorous review and editing process — which included surveying websites of peers and aspirant peers — a new web design and navigation system were created.

The new website, launched in fall 2011, is a lively and interactive representation of the campus. Geared toward students, the color scheme conveys the excitement and momentum of the campus. The overall design is much wider, providing more space to display content. It incorporates best practices for higher education websites, as well as recommendations from a web consultant.

Visitors will notice a streamlined navigation, including horizontal topic areas, flash landing pages with bigger pictures and video and seamless incorporation of social media. Future improvements include a mobile site, multiple languages and personalization.

Simultaneous with the redesign is the implementation of a new web content management product to replace Serena Collage. After much research, gathering of campus feedback, demonstrations and on-site testing, SDL Tridion was chosen for its robust capabilities, customized features and user-friendly interface for web maintainers. The site also publishes in real time.

Continued

Universal global Navigation

Main topic navigation

Social media links



Search

Revolving flash including video

Secondary feature

Web Standards

Website Standards (continued)

During the transition to Tridion, websites should be continued to be maintained in Collage until you are contacted by a member of Web Services. Sites in Collage are still subject to the guidelines below. An updated web standards guide incorporating the Tridion design will be available at www.uml.edu/webpolicies.



Pages on the new website are lively and interactive, conveying the excitement and momentum on campus



Policies

1. Each site is required to use the approved template.
2. Each site will have the University's universal/global navigation bar.
3. Additional navigation on the left will be determined and customized for each site with the assistance of the web content staff.
4. The web content staff will review and edit text and images for accuracy and appropriateness.
5. Web Services reserves the right to temporarily archive pages that are out of compliance or out of date.
6. Each website will have the University mailing address and phone number in the footer.
7. The website uses the Verdana font family on all pages. Verdana is a "web-safe" font, a default font that is present on computers accessing your web page. Since there are a limited number of common fonts across computers and platforms, it is necessary to use web-safe fonts. For most text on UMass Lowell web pages, Verdana normal, bold and italic are used. An exception is made for fonts which are embedded in a graphic/banner. Since a font embedded in a graphic becomes part of the image, a web-safe font is not required and the University web designer can determine and use other fonts to enhance the page design.
8. Text options can be accessed using the style button in the toolbar. Styles not within the set parameters will be stripped out, including color. Underline is used only to identify links. Text should NOT be pasted directly from Word. It is recommended that it be saved as plain text or pasted into Notepad first. This strips out any formatting from Word that might become embedded in the CMS and be difficult to resolve.
9. Links to documents (ie: PDFs, Word, Excel) should be designated as such and should open new windows.
10. Links within the UMass Lowell website should NOT open a new window.
11. Links to websites outside the University should open new windows.
12. Reducing redundancy across the University's pages is a goal of the CMS, enabling information to be updated in one place. The Public Affairs Office will determine where the information should "live" and encourage others to link to that page. (For example, tuition and fee information should be on the Accounts Receivable page; Admissions and other departments can then link to that page.)
13. Photos and graphics (i.e. logos, graphs) may be included in the content areas of department pages. To minimize download times, photos should be optimized for the web, be 72dpi and not more than 200 pixels wide. Three photos are allowed per page. Departments wishing to include more than three photos may have a photo gallery created by contacting webcontent@uml.edu.
14. Each department/office must update/maintain its own website.

Web Standards

Navigation

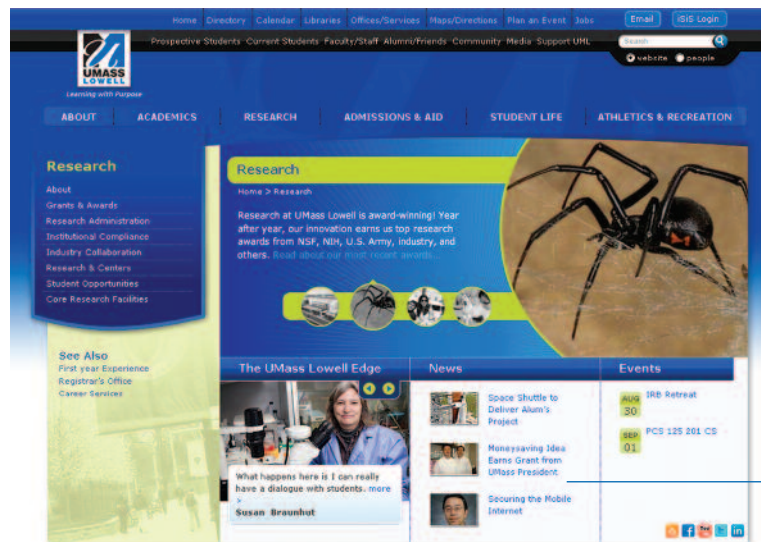
1. Up to 10 primary navigation buttons are allowed.
2. The current navigation menu format enables three levels of navigation to be visible. (Second and third level “drop down” or expand when the top level is clicked on.)
3. It is preferred that About Us and Contact Us appear on each site.



Each site should include a link to this About section, which provides background information about the University.

News Feature

Colleges or departments may choose to have links to departmental news items from the front page. The box can accommodate up to three to five items within the content area. These links are maintained by the department. There is also an option to have articles pulled from eNews in this area.



Colleges and departments may list three to five news items on their front pages.

Banner Design

A creative area at the top of every page (the banner) will provide each department its own professional photos or graphics. The designer may incorporate Flash or Javascript technology to rotate images, change images upon refresh or add other interactive features, depending on the page template.

If a department or college has specific pictures or images, the designer will make every effort to incorporate them into the design. The designer may use stock photography if images from the department are not available.



Web Standards

Contacts

This Branding Guide was created to help faculty and staff understand and comply with approved standards of communication in an effort to project a clear, consistent and positive image of the University. The Public Affairs staff is available to provide any assistance required in the implementation of these standards. To reach the Office of Public Affairs, call ext. 3224.

Public Affairs – Patti McCafferty at ext. 3238 or Patricia_McCafferty@uml.edu

Publications – Mary Lou Hubbell at ext. 3223 or Marylou_Hubbell@uml.edu

Marketing – Elizabeth James at ext. 3226 or Elizabeth_James@uml.edu

Web Services – Gerry Nelson at ext. 3227 or Gerard_Nelson@uml.edu

Web Content – Elaine Keough at ext. 3325 or Elaine_Keough@uml.edu

Web Resources

More information and resources are available on the web at www.uml.edu/Public_Affairs/webservices/.



www.uml.edu/branding-guide

Office of Public Affairs
(978) 934-3224

October 2011