

# The UMass Boston Brand Manual

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January 2009

For further information, visit  
[www.umb.edu/branding](http://www.umb.edu/branding)





Dear Members of the University Community,

I am delighted to introduce this new brand manual, which reflects an important initiative that began when I was vice president for business, marketing, and public affairs for the University of Massachusetts system. At the President's Office, we launched a set of revealing opinion surveys and encouraged each campus to review its own marketing practices with the survey results in mind. At UMass Boston, the initiative led to a thorough marketing audit, involving many interviews and a study of various communications from all parts of the campus. Among the audit's recommendations was the creation of this manual.

One way or another, our verbal and visual messages will always convey an idea of UMass Boston to the communities we serve. The idea can be dim or clear, scattered or unified, false or true to what we are at our best. I am convinced that when our messages reinforce each other – when all parts successfully speak for the whole – the idea they convey can be a powerful force supporting our aspirations for UMass Boston. And I believe that this manual can help all of us strengthen that idea by striving to meet high standards of quality, consistency, and focus as we tell the UMass Boston story.

If you are working on communications that represent the university, and particularly if your audience is prospective students, faculty members, donors, community partners, or other friends, I urge you to follow the guidelines in these pages with care. We all will be repaid by greater acceptance and recognition of UMass Boston's aims and accomplishments – and by our capacity to accomplish still more in the years ahead.

J. Keith Motley

Chancellor  
University of Massachusetts Boston

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## COMMUNICATING ABOUT UMass BOSTON

An important goal of the initiative leading to this manual was an agreed-upon statement of distinctive UMass Boston features and qualities that are particularly valuable to the university's constituencies and, taken together, make the university stand out among its competitors. After extensive consultation throughout the campus, the marketing team arrived at a group of "key messages," a "positioning statement" that summarizes them, a short descriptive statement about

the university, a model "elevator speech" for informal conversations, and a list of positive characterizations of university programs and people. These now form the foundation of UMass Boston's communication strategy, and the ideas in them should be stressed in university communications.

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### KEY MESSAGES

- ▶ **UMass Boston is a major academic enterprise** – a research university with strong doctoral and master's-degree programs, a full range of opportunities for undergraduates, highly regarded research centers, and a history of bringing intellectual resources to bear on issues of public concern, particularly through interdisciplinary research focused on complex urban problems. Graduate enrollment has grown, and research funding has dramatically increased, particularly in the social sciences. The university expects these trends to continue.
- ▶ **UMass Boston is "a research university with a teaching soul."** As its academic reputation grows, it steadfastly delivers a student-centered education that is not commonly associated with major public universities. Faculty members have strong research and publishing credentials, but teaching is a key priority for all faculty. And UMass Boston students have daily access to faculty, since most teaching happens in small classrooms – not giant lecture halls.
- ▶ **UMass Boston's urban location is a key part of the student experience.** Attending an institution in a leading city with a high density of colleges and universities adds a level of energy, creativity, culture, sophistication, diversity, and complexity to the student experience that isn't found in suburban or rural institutions. The city is the source of many internship, employment, community service, and research opportunities for students. Finally, living in an urban environment helps UMass Boston students understand their roles as citizens in actively engaging with the complex issues they encounter.
- ▶ **UMass Boston is Boston's only *public* university.** While Boston is attractive to many consumers of expensive private higher education, only UMass Boston is unequivocally committed to meeting the needs of students who want high-quality, university-level education that is also accessible, convenient, and affordable, in the extraordinary educational environment Boston has to offer.
- ▶ **Since its founding, UMass Boston has chosen to actively engage with and serve its community.** It does this through academic programs, from nursing and education to management and computer science, which benefit all members of society. It does this through research that develops new models for dealing with complex urban issues and then works closely with community and governmental organizations to apply them. And it does this by leveraging the diversity of its student body and faculty to increase discovery, creativity, and innovation. The urban environment is the environment of the future, and UMass Boston is confidently at home in this environment, enriching its quality and, at the same time, drawing life and strength from it.

## THE POSITIONING STATEMENT

With a growing reputation for innovative interdisciplinary research that brings creative and capacious minds to bear on complex urban issues, and a remarkable range of opportunities for both undergraduate and graduate students, the University of Massachusetts Boston proudly speaks of itself as “the research university with a teaching soul.” UMass Boston students benefit not only from a closeness of faculty attention rarely found at major universities, but also from immersion in the multiplicity, creativity, and vitality of a great American city.

As the only public university in greater Boston, UMass Boston is committed to keeping first-rate education within reach of its diverse student population, and to actively engaging its local, national, and international constituents through its academic programs, research centers, and public service projects. Drawing strength from the communities around it, and in turn enhancing life in those communities, UMass Boston is confidently at home in an environment that anticipates the future of a changing world.

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## A SHORT STATEMENT FOR VARIOUS USES

The following standard paragraph is for use in press releases, brochures, and other communications in which general information about UMass Boston does not otherwise appear:

With a growing reputation for innovative research addressing complex urban issues, the University of Massachusetts Boston, metropolitan Boston’s only public university, offers its diverse student population both an intimate learning environment and the rich experience of a great American city. UMass Boston’s seven colleges and graduate schools serve more than 14,000 students while engaging local, national, and international constituents through academic programs, research centers, and public service activities. To learn more about UMass Boston, visit [www.umb.edu](http://www.umb.edu).

## AN “ELEVATOR SPEECH”

Imagine meeting an acquaintance with whom you have a few moments to talk. The acquaintance knows where you work and asks to know more about the university. What might you say? We suggest that you answer with what marketing people call an “elevator speech” – a run-through of important points given in the time it takes an elevator to go from the top floor to the first floor or vice versa. Here is a suggested elevator speech about UMass Boston.

[Optional introduction: You probably know that UMass Boston is a public university that provides a superior yet affordable education to the diverse residents of Boston, does research on public policy, and is deeply involved in community service. That’s all true, but there’s a lot more that makes UMass Boston interesting and important. For example...]

- ▶ Did you know that UMass Boston is increasingly a “destination school” for students from outside Boston? They come from small towns in Massachusetts, big cities in Asia, and everywhere in between. Why do they

choose us? First-rate academic programs and research opportunities, small classes and a faculty that’s really serious about teaching, and the excitement, vitality, and creativity of a fascinating city.

- ▶ As a leading urban university, UMass Boston conducts multidisciplinary research on complex issues facing residents of urban areas – healthcare, education, and the environment are just a few. The result: We’re asked to “sit at the table” with local, regional, national, and international leaders to address issues of importance to people in cities around the world. We also have significant pure research accomplishments in fields across the board.
- ▶ And we still maintain our deep commitment to access and affordability for all qualified students. We believe that our model of a “student-centered, urban public research university” is the future of American education.

## POSITIVE CHARACTERIZATIONS

To guide people working on UMass Boston communications, the marketing group also developed this list of features and qualities that positively describe the university.

### UMass Boston IS:

- ▶ A UNIVERSITY\*
- ▶ PROUD, CONFIDENT
- ▶ STUDENT-CENTERED
- ▶ ENGAGED, DYNAMIC, ACTION-ORIENTED
- ▶ RELEVANT, REAL
- ▶ FOCUSED, SERIOUS, SMART
- ▶ WELCOMING, WARM, PERSONAL, CARING
- ▶ OPPORTUNITY-FILLED
- ▶ GREEN-CONSCIOUS
- ▶ GLOBAL IN OUTLOOK
- ▶ COMMITTED TO THE FUTURE

*\* Please avoid the expression “commuter school,” which has negative connotations. UMass Boston students are commuters, but their university offers limitless opportunities.*

## HOW TO APPLY THESE IDEAS

Above all, be consistent with them, in terms of both facts and tone. Avoid saying what should be demonstrated instead, but feel free to use language from these pages when characterizing UMass Boston and its people.

While the key messages are given in order of importance, it may be desirable to emphasize certain messages over others. Be guided by the messages, individually and as a whole, but keep your audience in mind. For example:

- ▶ When the audience is prospective graduate students or faculty members in the natural sciences, support the general idea of UMass Boston as a research university with scientific examples, particularly examples of interdisciplinary research that connects theory to pressing human problems.
- ▶ When the audience includes many prospective students from outside Boston and their families,

speaking not only of UMass Boston as a student-centered university, but also of the city as a rich environment for learning, entertainment, and achievement.

- ▶ When the audience is alumni, be sure to give ample attention to UMass Boston's research projects as sources of pride in which they can share, and to examples of faculty engagement with students in exciting research projects.
- ▶ When the audience is prospective donors, speak of achievements that demonstrate UMass Boston's competence to make the most of donors' gifts, and avoid lingering over difficulties and struggles.
- ▶ When the audience is prospective external collaborators, speak of UMass Boston's longtime commitment to partnerships, mention successful examples of collaboration, and refer to university resources and facilities that make collaboration attractive.

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## A NOTE ON NAMES

The full name of our university is “the University of Massachusetts Boston.” This name is appropriate for formal situations, and for introducing the university – in an opening paragraph, for example – whenever your audience may not know what the full name is. It will routinely appear on letterheads and in such places as the backs of brochures (see “The Signature” on page 13).

But because such polysyllabic names rarely thrive in everyday speech, we ask you to embrace the shorter but still meaningful “UMass Boston.” Freely use it – and not “UMB,” which may be meaningless to outsiders – as the primary name for the university in marketing-related communications. Confidently say “UMass Boston,” just as people say “UC Berkeley” and “Michigan” when speaking of those distinguished public universities.

For further information, please see “What to Call the Institution We Work For” on page 32.



**A RESOURCE ON THE WEB:**  
**[www.umb.edu/branding](http://www.umb.edu/branding)**

At [www.umb.edu/branding](http://www.umb.edu/branding) you can find:

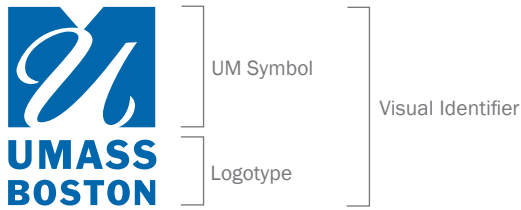
- ▶ a PDF of this manual.
  - ▶ additional information that supports the key messages described on page 1.
  - ▶ downloadable files for the official UMass Boston visual identifier (see page 6).
  - ▶ a way to request fonts recommended in this manual (see page 10). Please note that the distribution of these fonts is limited by licensing and other requirements.
  - ▶ a “Q&A” area through which you can ask questions and get answers about design, language, and marketing issues related to the guidelines in this manual.
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**THE BRAND REVIEW COMMITTEE**

To aid in resolving apparent conflicts that may arise as new guidelines are applied – in the use of logos, for example – the university has established a brand review committee whose members are familiar with the marketing ideas embodied in this manual. If you wish to bring an issue to the attention of this committee, please discuss it first with one of the members, who are:

- ▶ **Lisa Johnson**  
Lisa.Johnson@umb.edu  
617.287.6016
- ▶ **DeWayne Lehman**  
DeWayne.Lehman@umb.edu  
617.287.5302
- ▶ **Brian Middleton**  
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## THE UMASS BOSTON VISUAL IDENTIFIER

The centerpiece of any visual identity system is the visual identifier. It is the common thread that “brands” all communications. It is a valuable asset, and therefore it is critical that its visual integrity be respected, and that it be applied properly and consistently in all visual communications.

The UMass Boston visual identifier is the only visual identifier that should appear in most UMass Boston communications. Following are guidelines for its use.

The **UM symbol\*** is an abstract mark consisting of a flowing U form overlapping and reversed out of a bold M form. This modification of the previous UMass Boston symbol is simpler and less fragmented, and the swooping form of the U connotes the upward sweep of a sail, which reinforces the location of the campus on Boston Harbor.

The **logotype\*** is the specific typographic design of the words “UMASS BOSTON.” The logotype is positioned at a specific distance just below the symbol. The fact that we are in Boston is one of the most attractive attributes of the university, so in this new version the word “BOSTON” is larger than in the previous iteration. The typeface for the logotype is a slightly modified form of Franklin Gothic, but it is important to preserve its integrity by using the original file. Re-creating the file will only result in degrading the visual identifier. The original file is available online at [www.umb.edu/branding](http://www.umb.edu/branding).

The visual identifier is a single graphic unit. The UM symbol should always be accompanied by the logotype.

*\*There are many variations in the terminology for referring to the “visual identifier.” The visual identifier is sometimes referred to as a “logo,” sometimes as a “mark,” sometimes as a “brand.” In this document, we use the word “symbol” to mean the abstract portion of the visual identifier and the word “logotype” to refer to the words. Together the symbol and the logotype form the visual identifier.*

## COLOR OPTIONS FOR THE VISUAL IDENTIFIER

The preferred color of the visual identifier is

**UMass Boston Blue**, which matches PMS 7462C.

The visual identifier may also be reversed out white from a solid color (preferably UMass Boston Blue), and it also may be rendered in black when black is the only option. **The UMass Boston identifier should not be rendered in any other colors.** To ensure clarity and readability, avoid reversing the visual identifier out of photographs or out of very light colors. Do not reproduce the visual identifier using more than one color either within the UM symbol or for the UM symbol and the logotype (please see the incorrect applications of the visual identifier on page 8).

Avoid printing the visual identifier in a color that requires it to be “trapped” in another color or in a photograph (please, see the incorrect applications of the visual identifier on page 8).



UMass Boston Blue  
PMS 7462C



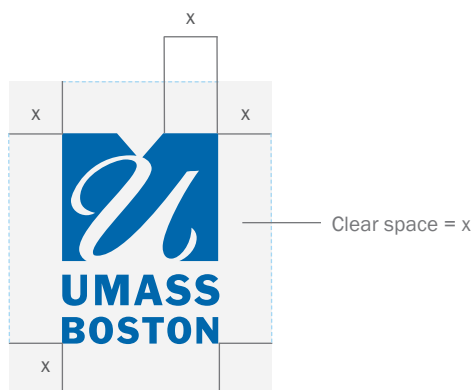
Black



Reversed (white) on  
UMass Boston Blue  
background

## CLEAR SPACE

The visual identifier should be allowed a minimum amount of clear space around it to ensure its integrity and visibility. The clear space is equal to the distance from the edge to the notch of the M form of the UM symbol.



## MINIMUM SIZE

The minimum width of the visual identifier is 0.375" (3/8") in print and 35 pixels in online applications.



Minimum width in  
print applications

0.375" or 3/8"



Minimum width in  
online applications

35 px

## INCORRECT APPLICATIONS OF THE VISUAL IDENTIFIER

### CORRECT VERSION



Do not expand the identifier



Do not condense the identifier



Do not tilt the identifier



Do not place the identifier in a color that requires it to be "trapped" in another color



Do not change the logotype font



Do not use the previous version of the UM symbol



Do not render the UM symbol in two colors



Do not apply a drop shadow



Do not render the UM symbol in one color and the logotype in another color



Do not render the identifier in tints or gradations



Do not render the identifier in a color besides UMass Boston Blue, Black, or White (reversed out of a solid)



Do not use the UM symbol without the logotype



Do not place the identifier over a confusing background



Do not place the identifier too close to another element



## OTHER VISUAL IDENTIFIERS

### THE UNIVERSITY SEAL

The university seal is used to authenticate official university documents. It may also be used on highly formal occasions, such as commencement and convocation ceremonies. It should not be used in marketing communications.



### IDENTIFIERS FOR INDIVIDUAL UNIVERSITY UNITS

When the UMass Boston visual identifier appears in communications of all kinds, its appearance will tend to connect the university's achievements in people's minds. The success of one UMass Boston activity – when the audience knows that it's a UMass Boston activity – will make that audience all the more receptive to other, similarly identified UMass Boston activities; and repeated associations will eventually build a powerful idea of UMass Boston that serves every part of the university well.

Competition among numerous visual identifiers – a.k.a. “logo riot” – precludes these good effects. As a rule, therefore, no organization that is fully an element of the university may use a visual identifier other than the UMass Boston visual identifier in external communications. The use of such special visual identifiers for individual university units should be discontinued.

Visual identifiers of student organizations are exceptions to this rule. So are those of the UMass Boston Athletics Department, GoKids Boston, and WUMB Radio, whose primary audiences (sports fans, children, radio listeners) have interests quite remote from the teaching, research, and service represented by the UMass Boston identifier.

### PARTNERING WITH OFF-CAMPUS ORGANIZATIONS

Where an organization is affiliated equally with UMass Boston and an outside organization or organizations, the UMass Boston visual identifier should be given equal standing with the identifier(s) of the outside organization(s). This rule also applies to communications for projects that are equally sponsored by UMass Boston organizations and other organizations.

If the visual identifier of a supporter of a project undertaken by a UMass Boston group should appear in a communication as an acknowledgement of support, the UMass Boston visual identifier should be given greater prominence. In the case of a publication, for example, the UMass Boston identifier should appear on the front cover, and other identifiers should appear elsewhere. If the UMass Boston identifier must appear in a single area, such as a web page, the UMass Boston identifier should be separated from any others and treated in a way that clearly indicates that UMass Boston is the source of the communication.

## THE TYPE PALETTE

The specific typefaces selected for written communications are a subtle but effective way to communicate our visual identity and personality. Although every effort has been made to select typefaces that are practical, aesthetically pleasing, and appropriate for the desired brand personality of UMass Boston, the typefaces presented here are less important than the discipline of using them consistently, in both print and online communications. Avoid the temptation to depart from this type palette unless there is an overwhelmingly good reason to do so.

### FONTS FOR PRINT APPLICATIONS

For headlines and signatures, we use the sans serif type family ITC Franklin Gothic. Franklin Gothic has an honest, straightforward, unpretentious quality that is singularly appropriate for an urban public university. ITC Franklin Gothic is a modern version of the original Franklin Gothic designed by Morris Fuller Benton for American Type Founders in 1902. (The term “gothic” is antiquated typographic nomenclature that simply means “sans serif.”) “ITC” stands for International Typeface Corporation, the drawing office that in 1980 adapted the face to more contemporary standards and created a full range of weights.

For larger amounts of text we use Kepler, a modern typeface based on type designs from the 18th century. This typeface was designed by one of the foremost American type designers, Robert Slimbach at Adobe. Their promotional copy accurately states that Kepler “captures the modern style in a humanistic manner. It is elegant and refined with a hint of oldstyle proportion and calligraphic detailing that lends it warmth and energy.” It forms a fine complement to ITC Franklin Gothic, and together the two type families offer sufficient expressive opportunities for most applications.

ITC Franklin Gothic and Kepler examples appear to the right.

#### SANS SERIF:

ITC Franklin Gothic STD Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$\$%^&\*()\_+

ITC Franklin Gothic STD Book Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$\$%^&\*()\_+*

ITC Franklin Gothic STD Demi

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$\$%^&\*()\_+**

ITC Franklin Gothic STD Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$\$%^&\*()\_+**

#### SERIF:

Kepler STD Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$\$%^&\*()\_+

Kepler STD Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$\$%^&\*()\_+*

Kepler STD Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$\$%^&\*()\_+**

Kepler STD Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$\$%^&\*()\_+**

## FONTS FOR ONLINE APPLICATIONS

ITC Franklin Gothic may be used for the main navigation text and any other text elements that do not need frequent updating. These are created and coded as graphic files, not as editable text, so changes require changing the original graphic files in Photoshop. For text that is coded as HTML and governed by CSS, there are two options: for sans serif (normally used for headlines and display type), use Arial and Arial Bold, and for longer text, use the serif font Georgia. Both fonts are installed in virtually every computer, and therefore will load properly in the standard browsers, ensuring a more consistent appearance from computer to computer. Both fonts were selected because they are similar in appearance to Franklin and Kepler, respectively. Georgia was specifically designed to present a crisp, readable appearance in the low-resolution medium of the 72-dpi screen.

Arial and Georgia examples appear to the right.

### SANS SERIF:

#### Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$\$%^&\*()\_+

#### Arial Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$\$%^&\*()\_+*

#### Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$\$%^&\*()\_+**

### SERIF:

#### Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$\$%^&\*()\_+

#### Georgia Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890~!@#\$\$%^&\*()\_+*

# THE COLOR PALETTE

## BASIC PRINCIPLES REGARDING USE OF COLOR

Color is an extremely important component of the UMass Boston visual identity. The most successful and memorable visual identity systems use color consistently – and even relentlessly – to “own” one color in their market. Think of IBM blue, UPS brown, and Nickelodeon orange. Among the Ivies, Harvard is crimson, Yale is blue, Dartmouth green, and Princeton orange.

Among the public universities in our region, UMass Boston is blue. We will continue to identify our communications with blue, but we will use it more consistently and with more discipline. Within the next few years, when people think of UMass Boston, we want them to think “blue.”

Secondary colors are not used in this system to signal sub-brands (e.g., one secondary color for the College of Liberal Arts, another secondary color for the College of Management, etc.) or for any other semantic reason. To use colors this way would dilute the identity of UMass Boston overall. The secondary colors should be used only as an element to provide visual contrast or to harmonize with a dominant color photograph. There are no “rules” for the use of the secondary colors, except that they should never be used in a way that dilutes the overall effort to establish blue as the color of UMass Boston.

## PRIMARY PALETTE: TWO BLUES

We are using a slightly different hue of blue than has been used in the past. Instead of Reflex Blue, which creates a number of technical challenges, the new UMass Boston Blue is a match to 7462C in the Pantone Matching System (PMS).

A second blue is UMass Boston Light Blue (matching PMS 291C), which is used on the “sail form” (see page 18) and may also be used as an accent color online and in publications. It is used to reinforce and augment the UMass Boston Blue.

## SECONDARY PALETTE: WARM COMPLEMENTARY COLORS

The secondary palette is deliberately limited to five hues that complement the primary palette. The colors in the secondary palette are all warm and somewhat earthy, to contrast with the cool colors in the primary palette. They should be applied sparingly and never should upstage or confuse the audience about the dominant color of the UMass Boston brand – blue.

### Primary Palette:



**UMASS BOSTON BLUE**  
PANTONE™ 7462 C  
PANTONE™ 301 U  
100C 45M 6Y 27K (coated)  
100C 15M 4Y 24K (uncoated)  
OR 90G 139B  
HEX: #005A8B



**UMASS BOSTON LIGHT BLUE**  
PANTONE™ 291 C  
PANTONE™ 290 U  
36C 3M 0Y 0K (coated)  
25C 2M 0Y 0K (uncoated)  
160R 207G 235B  
HEX: #A0CFEB

### Secondary Palette:



**UMASS RED**  
PANTONE™ 1675 C  
PANTONE™ 180 U  
5C 82M 100Y 26K (coated)  
0C 79M 100Y 11K (uncoated)  
163R 63G 31B  
HEX: #A33F1F



**UMASS ORANGE**  
PANTONE™ 1385 C  
PANTONE™ 1385 U  
0C 56M 100Y 7K  
212R 118G 0B  
HEX: #D47600



**UMASS GOLD**  
PANTONE™ 1245 C  
PANTONE™ 110 U  
7C 35M 100Y 13K (coated)  
0C 12M 100Y 7K (uncoated)  
197R 146G 23B  
HEX: #C59217



**UMASS BEIGE**  
PANTONE™ 7503 C  
PANTONE™ 618 U  
10C 15M 45Y 28K (coated)  
0C 3M 87Y 30K (uncoated)  
167R 158G 112B  
HEX: #A79E70



**UMASS WARM GRAY**  
PANTONE™ WARM GRAY 7 C  
PANTONE™ WARM GRAY 8 U  
14C 19M 21Y 38K (coated)  
0C 9M 16Y 43K (uncoated)  
152R 143G 134B  
HEX: #988F86



## THE SIGNATURE

A “signature” is the combination of the visual identifier with the full name of the university or the combination of the visual identifier with the name of an element of the university, such as a college, department, or center. A signature is used to establish the source of the particular piece of communication. It is used at the tops of letterhead pages and on the backs of brochures with the contact information. This signature replaces the customized “logos” that are currently being used by some elements of the university.

**The appropriate hierarchy of organizational names for any given piece of communication should be determined not by the administrative hierarchy but by the needs of the particular audience to whom the piece is addressed.**

The accompanying diagrams define the relationship between the UMass Boston visual identifier and the adjacent administrative names.



### UNIVERSITY SIGNATURE

University-wide administrative units are identified with the full name of the university in the primary position and the administrative unit in the secondary position.



FONT: ITC FRANKLIN GOTHIC BOOK  
CASE: ALL CAPS  
SIZE: 9 pt  
TRACKING: +10  
COLOR: UMass Boston Blue  
KERNING: OPTICAL

FONT: ITC FRANKLIN GOTHIC DEMI  
CASE: ALL CAPS  
SIZE: 10 pt  
TRACKING: +25  
COLOR: UMass Boston Blue  
LEADING: 11.5 pt  
KERNING: OPTICAL

## COLLEGE-LEVEL SIGNATURE

In the case of colleges, graduate schools, and other large units such as major institutes and centers, the name of the unit is in the primary position, and the university is identified in the secondary position.



**NAME OF COLLEGE OR OTHER MAJOR UNIT**

UNIVERSITY OF MASSACHUSETTS BOSTON



**COLLEGE OF MANAGEMENT**

UNIVERSITY OF MASSACHUSETTS BOSTON



**MCCORMACK GRADUATE SCHOOL OF POLICY STUDIES**

UNIVERSITY OF MASSACHUSETTS BOSTON

## SUB-COLLEGE-LEVEL SIGNATURE

The name of the department, program, or center is in the primary position, while the name of the college or school is in the secondary position and the name of the university is at the bottom.



**NAME OF DEPARTMENT**

NAME OF COLLEGE

UNIVERSITY OF MASSACHUSETTS BOSTON



**DEPARTMENT OF AFRICANA STUDIES**

COLLEGE OF LIBERAL ARTS

UNIVERSITY OF MASSACHUSETTS BOSTON

USING THE ADDRESS WITH THE SIGNATURE

There are standards for including the address below the signature, as specified below. These signatures with the addresses are applied to envelopes and to the outside back covers of brochures and other printed com-

munications where the contact information appears. The specific sizes may be scaled to different sizes, if necessary, but the relative sizes and relationships are to be maintained.


  
**UMASS  
BOSTON**

**UNIVERSITY OF MASSACHUSETTS BOSTON**  
OFFICE OF RESEARCH AND SPONSORED PROJECTS  
100 Morrissey Boulevard  
Boston, MA 02125-3393

x

  
**UMASS  
BOSTON**

**McCORMACK GRADUATE SCHOOL OF POLICY STUDIES**  
UNIVERSITY OF MASSACHUSETTS BOSTON  
100 Morrissey Boulevard  
Boston, MA 02125-3393

  
**UMASS  
BOSTON**

**DEPARTMENT OF ANTHROPOLOGY**  
COLLEGE OF LIBERAL ARTS  
UNIVERSITY OF MASSACHUSETTS BOSTON  
100 Morrissey Boulevard  
Boston, MA 02125-3393

x

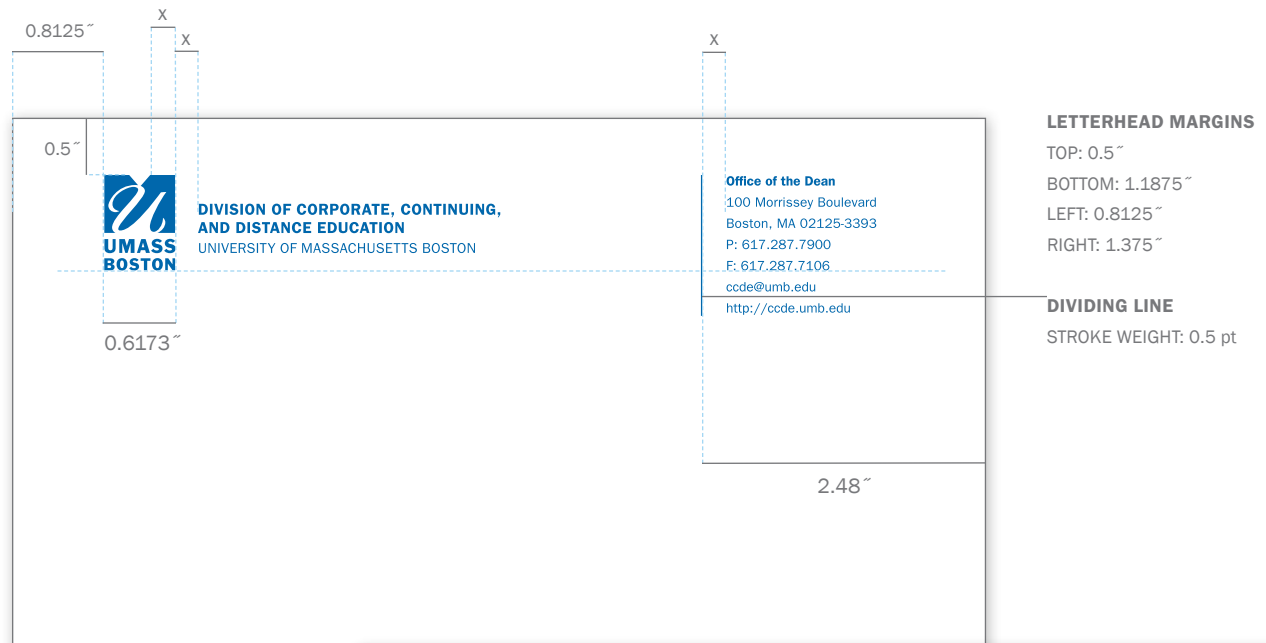
  
**UMASS  
BOSTON**

**AMERICAN STUDIES PROGRAM**  
COLLEGE OF LIBERAL ARTS  
UNIVERSITY OF MASSACHUSETTS BOSTON  
100 Morrissey Boulevard  
Boston, MA 02125-3393

ADDRESS-IDENTIFYING TYPEFACE  
FONT: ITC FRANKLIN GOTHIC BOOK  
CASE: UPPER & LOWER CASE  
SIZE: 9 pt  
TRACKING: +8  
COLOR: PMS 7462C  
CMYK 100 45 6 27  
KERNING: METRICS

# CORE APPLICATIONS

## LETTERHEAD SPECIFICATIONS (8.5" x 11")



**UNIVERSITY OF MASSACHUSETTS BOSTON**  
DIVISION OF STUDENT AFFAIRS

**Office of the Vice Chancellor**  
100 Morrissey Boulevard  
Boston, MA 02125-3393  
P: 617.287.5000  
F: 617.287.7106  
info@umb.edu  
[www.umb.edu](http://www.umb.edu)

## ENVELOPE SPECIFICATIONS (#10)



### UNIVERSITY OF MASSACHUSETTS BOSTON

OFFICE OF RESEARCH AND SPONSORED PROJECTS

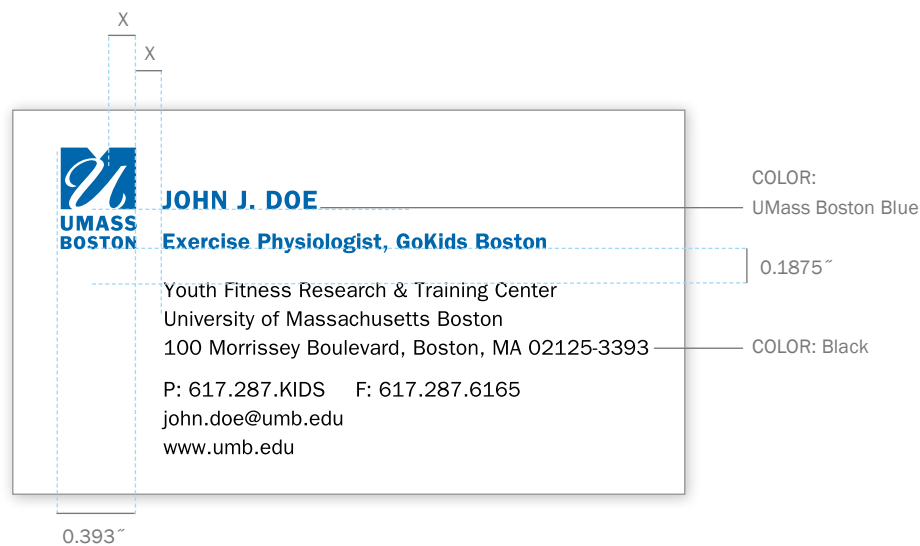
100 Morrissey Boulevard  
Boston, MA 02125-3393

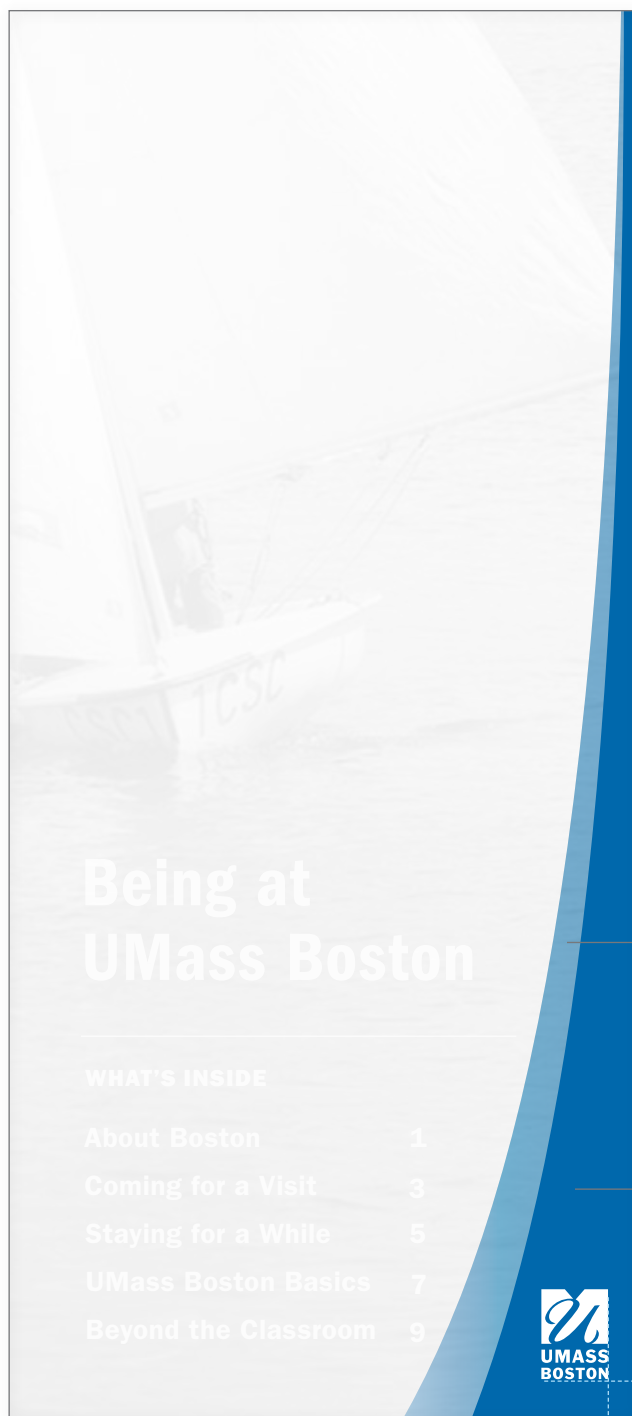
### ENVELOPE MARGINS

TOP: 0.35"

LEFT: 0.35"

## BUSINESS CARD SPECIFICATIONS (3.5" x 2")





## THE SAIL MOTIF

The sail motif is a graphic element that is used to give a distinctive and appropriate visual style to UMass Boston communications. The concept is a sweeping curvilinear form that is always positioned on the right edge and that bleeds off the bottom, right edge, and top of the space. It symbolizes the distinctive location of the UMass Boston campus on Boston Harbor, and the upward sweep connotes growth and upward movement. It is rendered in **UMass Boston Blue** and the gradient of **UMass Boston Blue** and **Light Blue**, and usually the visual identifier is reversed out in white at the bottom right corner. It is used on the covers of brochures, ads, and other visual communications. It is not used on the core business communications, such as letterhead, envelopes, and business cards.

Gradient of UMass Boston Blue and Light Blue  
Start point: CMYK 36 3 0 0  
Midpoint location: 20%  
End point: CMYK 100 45 6 27

Blend Mode: Screen  
Opacity: 100%

UMass Boston Blue

minimum 0.2"

minimum 0.15"

## PHOTOGRAPHIC STYLE

Photography that meets a high professional standard will play a critical role in creating a positive image of UMass Boston. Photography is a tool we use not merely to communicate information, but also to create an emotional connection with our audience. The photographic images should inspire prospective students and faculty and make a connection with the people and activities depicted. And they should make alumni feel proud of their connection with UMass Boston. To achieve these goals, we recommend the following criteria for generating, selecting, and cropping photography for reproduction both in print and online:

- ▶ Use primarily documentary-style photography that captures the authentic and vibrant interactions among students and among students and faculty. Avoid photos that are obviously posed or staged.
- ▶ Use photography primarily to capture the tone of human interactions and a feeling of place, rather than using it literally to illustrate specific places or facilities.

If it is important to include a photograph of an electron microscope, for example, it is more effective to show a dynamic close-up of a student using the microscope than it is to show every detail of the equipment.

- ▶ Primarily use larger images for increased impact and drama. Using many small photos on a page does not communicate effectively.
- ▶ Make use of full-bleed images (i.e., images that run off the edge of the page) to achieve greater impact.
- ▶ Use landscape and architectural photography as a way to communicate the distinctive campus environment. Look outward toward the harbor rather than back toward the campus.
- ▶ Obviously, it will be important to show a range of genders, ethnic backgrounds, races, ages, etc., but try to avoid artificial-looking situations that are obviously trying to communicate diversity.

Please compare recommended and not-recommended images.



RECOMMENDED



NOT RECOMMENDED  
(The expression on subject's face looks unnatural, and the background looks staged.)



RECOMMENDED



NOT RECOMMENDED  
(The image is very contrived, and the subject looks directly into the camera.)





RECOMMENDED



NOT RECOMMENDED  
(This photo is obviously staged but presents as if it is candid.)



RECOMMENDED



NOT RECOMMENDED  
(Try to use photos that communicate dynamic interactions, not just people in a space.)



RECOMMENDED



NOT RECOMMENDED  
(A posed portrait can be effective, but this one is trying too hard to communicate "diversity.")



RECOMMENDED



NOT RECOMMENDED  
(The activities portrayed in this image have potential, but the composition lacks energy and authenticity.)

## PRINT COLLATERAL

The design and the writing of a brochure are interdependent. An effective piece of visual communications is the result of close collaboration among client, writer, editor, and designer, each working toward achieving the same marketing goals. There is no formula for creating effective communications, but there are a few guiding principles:

- ▶ **Don't try to do too much.** If a brochure is crammed with information, it will overwhelm the reader. Try to be as succinct as possible. The designer cannot do the design job well if all she or he is doing is trying to fit too much copy into a limited space.
- ▶ **Prioritize.** Think about what is most important to your audience and make that the design focus of your piece. Create a clear hierarchy to guide your reader from the most important to the least important information. If everything is at the same level, the net effect will be confusion. On the other hand, avoid the chaotic effect that can be created by irrational use of multiple type sizes and weights.
- ▶ **Use photography if it makes an editorial point.** Photography should not be merely decorative or just a bunch of images – even if they are appealing images. Think hard about how your audience will perceive the specific photos you choose, making sure that they align with your overall goals and that they are being perceived as you intend.

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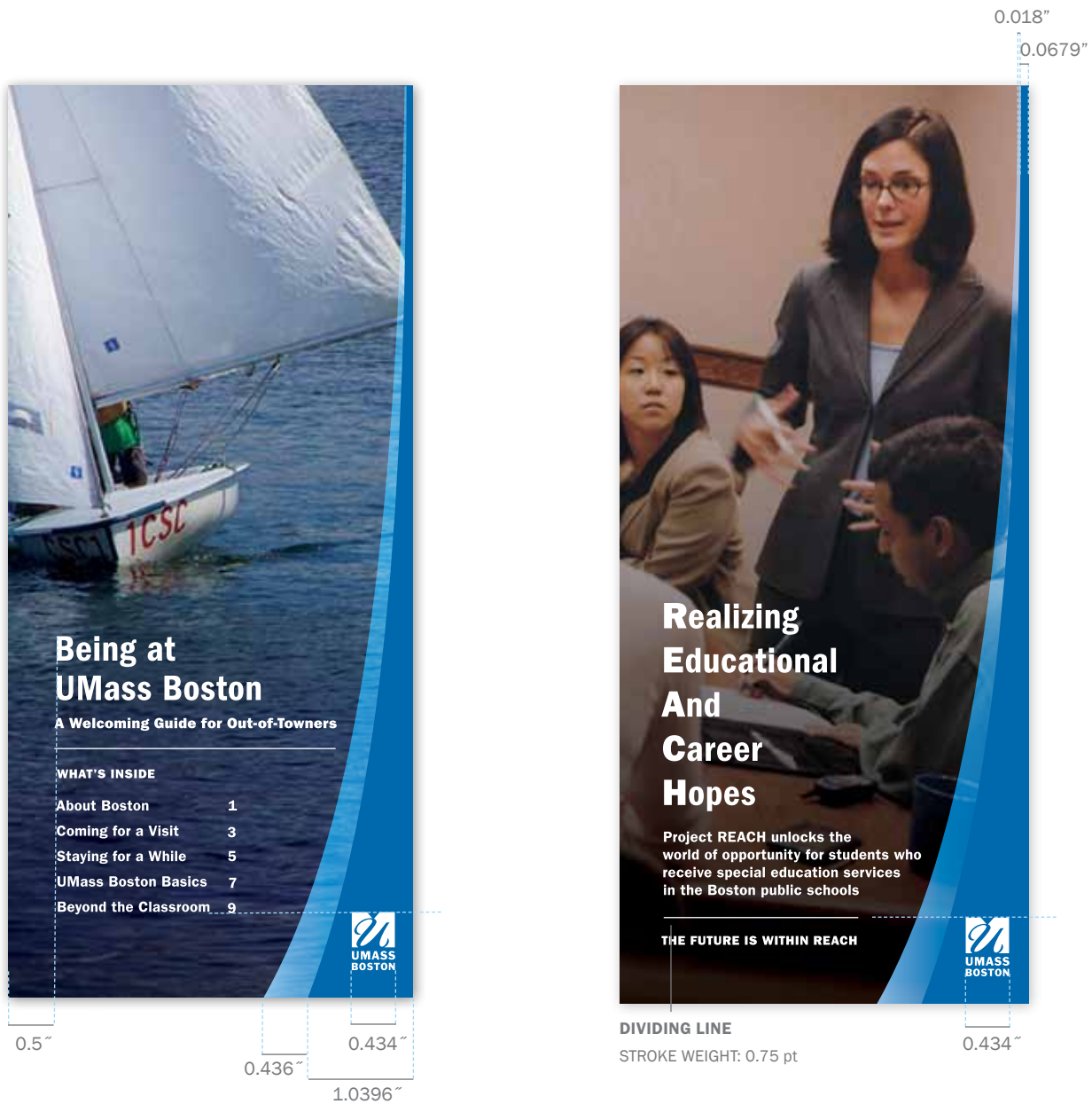
## BROCHURE DESIGN: COVERS

The function of a cover is to immediately connect a specific offering – a single program or a suite of programs – with a specific audience. As a general principle, a brochure should focus primarily on what the audience is looking for – e.g., the greater academic challenge of an honors program, a graduate degree in business administration, certification in nursing, etc. – and only secondarily on the administrative unit that offers the program, such as the department or the college. Cover text should be streamlined, and information about sponsorship should be moved to the inside of the brochure or to the back cover unless it strongly contributes to the credibility and appeal of the program.

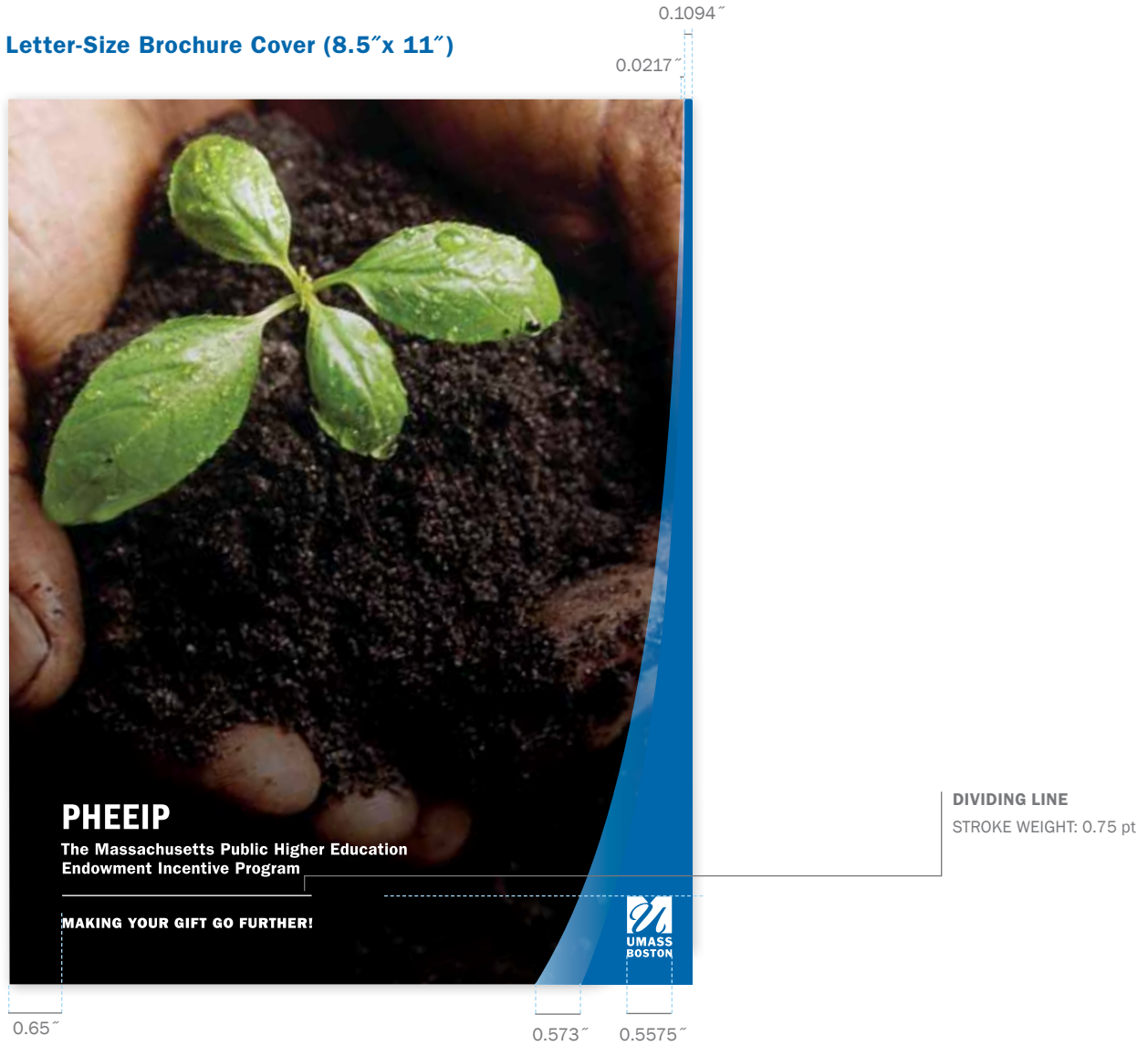
The covers of all UMass Boston brochures should incorporate the sail motif with the visual identifier along the right edge. (See page 18 for the specifications of the sail motif.) The photography should be selected and cropped in accordance with the guidelines on page 19. In most cases, the type should be reversed out of the photograph, but with some photographs it may be necessary to use a solid color as a background to the text.

The examples of covers and layouts included in this manual are intended to show the overall visual style of UMass Boston print communications using a range of formats and color options.

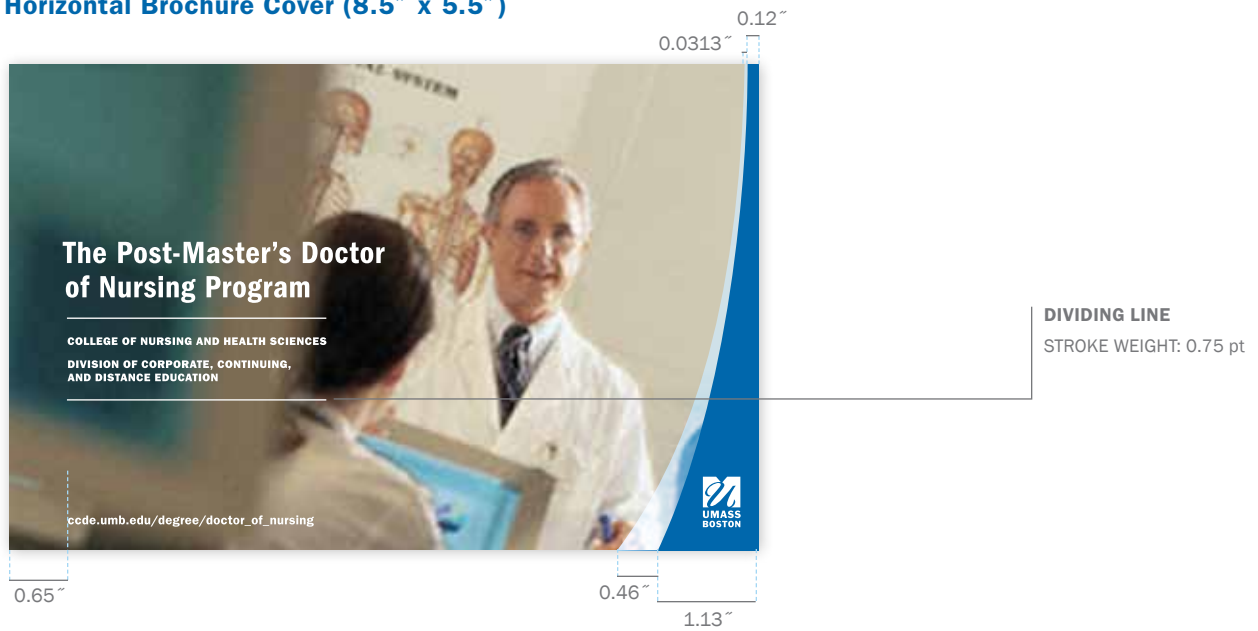
→ Slim Jim Brochure Cover (4"x 9")



→ Letter-Size Brochure Cover (8.5" x 11")



→ Horizontal Brochure Cover (8.5" x 5.5")

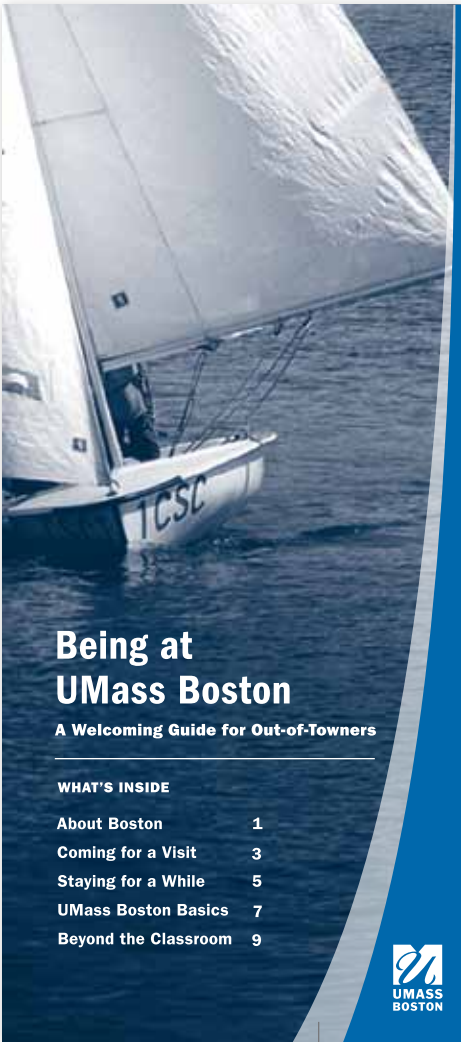




→ **Two-Color Printing**

When printing in two colors, we recommend a combination of **UMass Boston Blue** and black. Change image mode to duotone, black, and UMass Boston Blue.

Note: If no appropriate photograph is available, a flat colored background may be used for the text.



Gradient of UMass Boston Blue and Light Blue changes to a **white fill**

Blend Mode: Screen  
Opacity: 60%

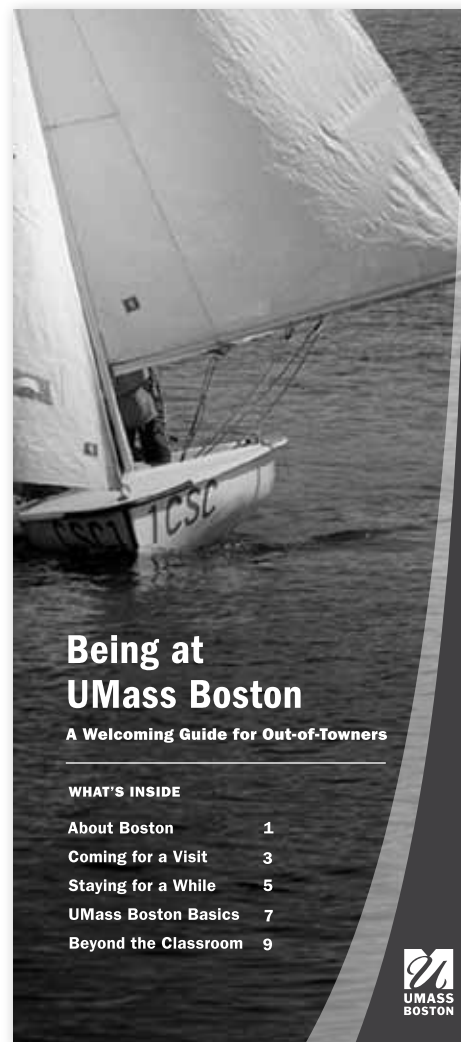


80% Tint of UMass Boston Blue

UMass Boston Blue

White fill  
Blend Mode: Screen  
Opacity: 60%

– Black and White Printing



# BROCHURE DESIGN: INTERIOR LAYOUTS

The sample layouts on these pages show how the interiors of brochures in different formats might express the UMass Boston brand identity and personality. These layouts are not intended to be templates, but to illustrate in a general way the use of serif and sans serif typefaces, the color palette, the sail motif, the recommended photographic style, and the balance of text and photography.

## → Slim Jim Brochure Interior Layout (Three 4”x 9” panels)

### Unique Courses – Cornerstone of the Program

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam pulvinar. Maecenas ligula mi, semper eu, pretium eget, euismod ut, nulla. Suspendisse adipiscing neque sed diam. Pellentesque eget tortor sed nibh vehicula dapibus.

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Suspendisse dui. Aenean ac nulla. Cras fringilla. Nulla lobortis luctus tortor.

Curabitur fermentum consectetur nulla. Cras scelerisque consectetur ante. Nunc in elit. Aenean feugiat leo quis quam. Donec id mauris. Aliquam tristique cursus quam. Suspendisse potenti. Nulla elementum.





Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam pulvinar. Maecenas ligula mi, semper eu, pretium eget, euismod ut, nulla. Suspendisse adipiscing neque sed diam. Pellentesque eget tortor sed nibh vehicula dapibus.

“... you will study with faculty who are nationally recognized scholars and researchers in the fields of gender, politics, and public policy.”

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam pulvinar. Maecenas ligula mi, semper eu, pretium eget, euismod ut, nulla. Suspendisse adipiscing neque sed diam. Pellentesque eget tortor sed nibh vehicula dapibus. Vestibulum turpis. Nulla elementum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas ligula mi, semper eu, pretium eget, euismod ut, nulla. Pellentesque eget tortor sed nibh vehicula dapibus.

—Lorem Ipsum

### Program Features

- Lorem ipsum dolor sit amet, consectetur adipiscing elit
- Nullam pulvinar
- Maecenas ligula mi, semper eu, pretium eget, euismod ut, nulla
- Suspendisse adipiscing neque sed diam
- Pellentesque eget tortor sed nibh vehicula dap

### How to Apply

- Lorem ipsum dolor sit amet, consectetur adipiscing elit
- Nullam pulvinar
- Maecenas ligula mi, semper eu, pretium eget, euismod ut, nulla
- Suspendisse adipiscing neque sed diam
- Pellentesque eget tortor sed nibh vehicula dap

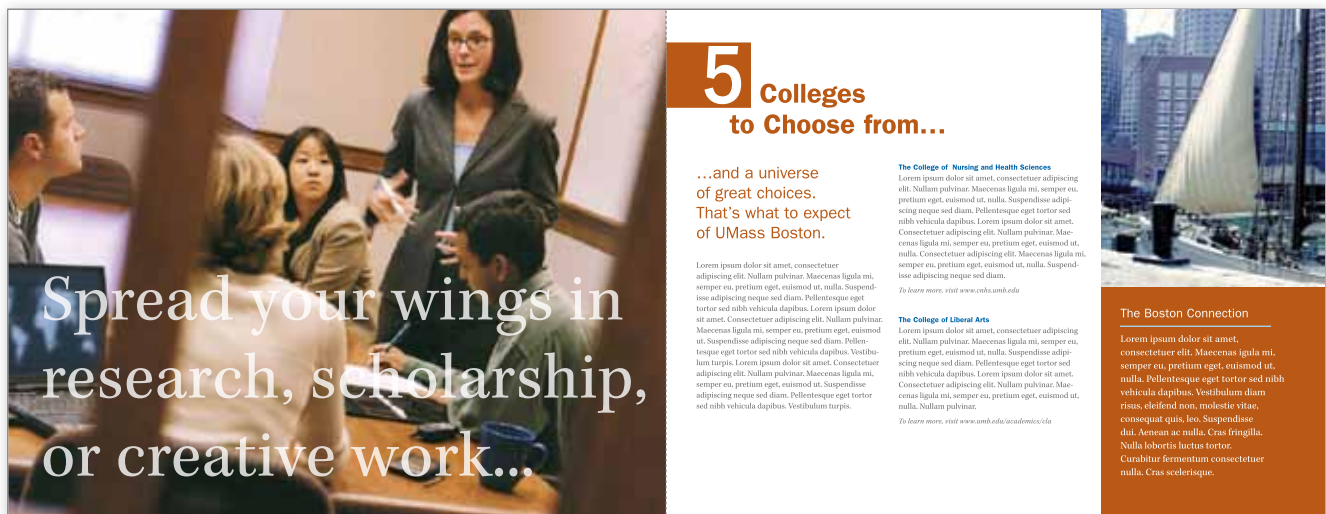
### Questions?

- Lorem ipsum dolor sit amet, consectetur adipiscing elit
- Nullam pulvinar
- Maecenas ligula mi, semper eu, pretium eget, euismod ut, nulla
- Suspendisse adipiscing neque sed diam
- Pellentesque eget tortor sed nibh vehicula dap

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam pulvinar. Maecenas ligula mi, semper eu, pretium eget, euismod ut, nulla. Suspendisse adipiscing neque sed diam. Pellentesque eget tortor sed nibh vehicula dapibus. Vestibulum turpis.*



→ Horizontal Letter-Size Brochure Interior Spread (11"× 8.5")



→ Vertical Letter-Size Brochure Interior Spread (8.5"× 11")





# Fact Sheet

GRADUATE STUDIES

## The MA in Dispute Resolution

### The Program

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean portitor tempor est. Vestibulum felis diam, portitor vitae, sodales a, lobortis vitae, diam. Duis dignissim rhoncus tortor. Suspendisse auctor euismod eros. Suspendisse potenti. Nulla auctor nisl vitae sapien. Donec rhoncus. Nunc id tellus.

Ut massa. Aenean fermentum. Pelentesque quis nisl ac ligula fringilla varius. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Sed a nulla. Vestibulum eros lectus, fermentum vitae, egestas et, interdum vel, tortor. Donec a mi. Aliquam quis felis id lorem suscipit venenatis. Cras et nisl sed ipsum dignissim convallis. Suspendisse potenti. Aliquam ut nulla quis est placerat porta.

Nullam faucibus purus vitae sapien. Quisque sed urna nec nisi pulvinar tincidunt. Duis gravida luctus eros. Etiam semper, lacus a vestibulum semper, nisl metus bibendum pede, hendrerit ultrices nunc sem at ligula. Morbi cursus. Phasellus ac arcu.

### Degree Requirements

Morbi ultrices quam at quam. Morbi non urna non erat dignissim vehicula. Cras at ligula. Mauris tempus. Maecenas sodales, nulla sodales malesuada congue, urna turpis consequat lorem, mattis mattis arcu lectus quis augue. Etiam dignissim nunc ac lectus. Ut quis augue eu arcu sollicitudin rutrum. Curabitur sed risus. Proin et massa sit amet sem scelerisque tincidunt. Ut quis augue eu arcu sollicitudin rutrum. Morbi ultrices quam at quam. Curabitur

sed risus. Donec lectus pede, placerat id, vehicula a, facilisis quis, quam:

- Negotiation
- Ethical, Professional and Public Policy Issues in Dispute Resolution
- Introductory Theory
- Cross-cultural Conflict
- Conflict Resolution Systems for Organizations
- Research Methods in
- Dispute Resolution
- Conflict in Context
- Elective

### Internships

Morbi ultrices quam at quam. Morbi non urna non erat dignissim vehicula. Cras at ligula. Mauris tempus. Maecenas sodales, nulla sodales malesuada congue, urna turpis consequat lorem, mattis mattis arcu lectus quis augue. Etiam dignissim nunc ac lectus.

### Advanced Field Placement

Morbi ultrices quam at quam. Morbi non urna non erat dignissim vehicula. Cras at ligula. Mauris tempus. Maecenas sodales, nulla sodales malesuada congue, urna turpis consequat lorem, mattis mattis arcu lectus quis augue. Etiam dignissim nunc ac lectus. Ut quis augue eu arcu sollicitudin rutrum. Morbi non urna non erat dignissim vehicula. Cras at ligula. Nullam faucibus purus vitae sapien. Quisque sed urna nec nisi pulvinar tincidunt. Duis gravida luctus eros. Etiam semper, lacus a vestibulum semper, nisl metus bibendum pede, hendrerit ultrices nunc sem at ligula. Morbi cursus. Phasellus ac arcu.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean portitor tempor est. Vestibulum felis diam, portitor vitae, sodales a, lobortis vitae, diam. Duis dignissim rhoncus tortor. Suspendisse auctor euismod eros. Suspendisse potenti. Nulla auctor nisl vitae sapien. Donec rhoncus. Nunc id tellus.

### Master's Projects

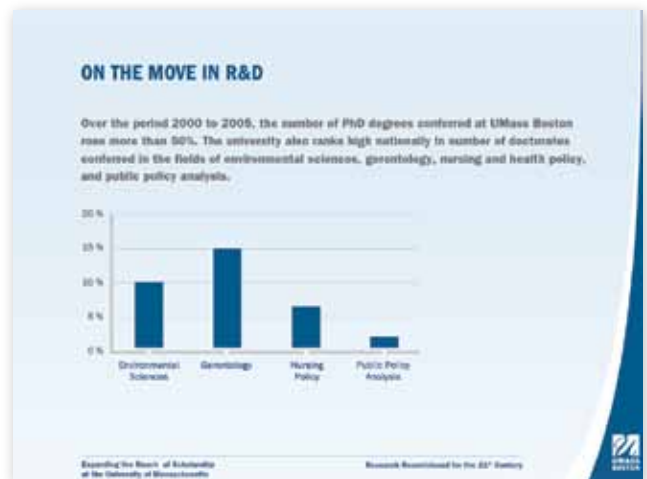
Ut massa. Aenean fermentum. Pelentesque quis nisl ac ligula fringilla varius. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Sed a nulla. Vestibulum eros lectus, fermentum vitae, egestas et, interdum vel, tortor. Donec a mi. Aliquam quis felis id lorem suscipit venenatis. Cras et nisl sed ipsum dignissim convallis. Suspendisse potenti. Aliquam ut nulla quis est placerat porta.

Nullam faucibus purus vitae sapien. Quisque sed urna nec nisi pulvinar tincidunt. Duis gravida luctus eros. Etiam semper, lacus a vestibulum semper, nisl metus bibendum pede, hendrerit ultrices nunc sem at ligula. Morbi cursus. Phasellus ac arcu:

- Quiet Conflicts: Attendance Violations in a Public High School
- Including the Disabled: Breaking Barriers to One Just Society
- Juvenile Justice in Namibia: Creating Synergies and Overcoming Obstacles in the Transformation of Conflict and Justice

## POWERPOINT PRESENTATION TEMPLATES

When using Microsoft PowerPoint, Apple Keynote, and other software applications that support projected slides for presentations, it is important to use templates and formats that express the UMass Boston brand identity. The examples on this page show how the visual identifier, the sail motif, the typography, and the overall visual style are consistent with print and online application standards. To download templates, go to [www.umb.edu/branding](http://www.umb.edu/branding).



## BRANDED CLOTHING AND ACCESSORIES

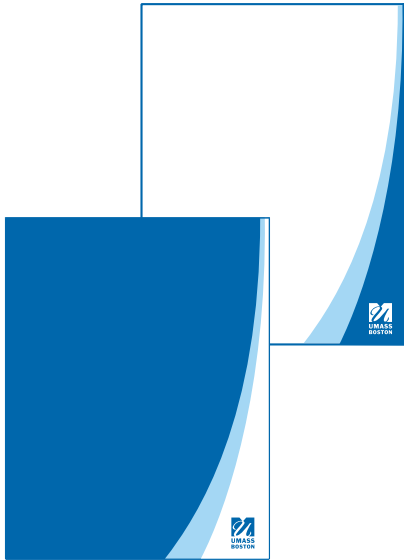
UMass Boston branded merchandise is an important medium for creating awareness of and communicating pride in the university. The illustrations on these pages show how the brand identity might be applied by designers to standard items of clothing and accessories.



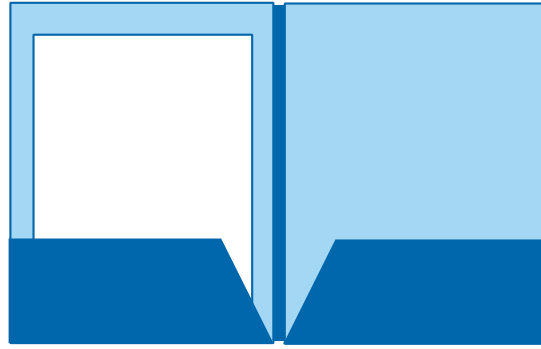
Hats



Golf shirts



Stationery folders



Mugs



Book bags

## EDITORIAL STYLE

Clarity, accuracy, and consistency in the use of language are particularly important when an institution seeks to establish a distinct idea of itself in the outside world. The following guidelines will help members of the UMass Boston community work toward this goal.

### WHAT TO CALL THE INSTITUTION WE WORK FOR

Full name:

**The University of Massachusetts Boston**, or  
**University of Massachusetts Boston**

Brief, less formal name:

**UMass Boston**

Use the full name in formal situations, or when first addressing an audience that may not know what “UMass Boston” stands for. But in most situations, say “UMass Boston” with conviction. Like most universities, we need a short form of our name for fluent and emotionally effective communication. Each part of “UMass Boston” carries meaning, and together they make a resonant whole. “UMass Boston” is already well established in the outside world. When it is used in skillful descriptions of worthy activities, it will continue to gain power.

When using the full name in identifying material such as return addresses, say only “University of Massachusetts Boston.” In text, say “the University of Massachusetts Boston.” When using the short form of the name, say only “UMass Boston,” not “the UMass Boston.” A good alternative short form is “the university,” as long as it is clear what university is being discussed.

### WHAT NOT TO CALL THE INSTITUTION WE WORK FOR

▶ Please do **not** use:

**UMB**

Unfortunately, the convenient “UMB” is quite unfamiliar to outsiders and does not explain itself – unlike “UMass Boston,” which fleshes out the “M” and the “B,” thus adding sense and feeling to what would otherwise be colorless initials. By avoiding it in external communications, we can help our university establish its identity in the outside world. Do not use “UMB” except where graduates of UMass Boston must be efficiently distinguished from graduates of Boston State College and its predecessor institutions, in which case UMB, BSC, and such are acceptable.

▶ Please do **not** use:

**UMASS Boston**,

**U. Mass. Boston**,

**UMass-Boston**, and other variations

By competing with the preferred version, all the variations of “UMass Boston” blur its focus at least somewhat. “UMASS Boston” emphasizes the wrong three letters. Where surrounding material is capitalized, as in some headings, “UMASS BOSTON” is acceptable.

▶ Please **avoid** unless using accurately:

**UMass**

**University of Massachusetts**

Everyone says “UMass,” but strictly speaking “UMass” means the whole University of Massachusetts system. For people beyond UMass Boston, it usually suggests UMass Amherst. To reduce confusion, to make our own identity more distinct, and simply to encourage accuracy as universities should, we need to communicate with precision. Please, therefore, use “UMass” only when referring to the system. The same comment applies to “University of Massachusetts.”



## TITLES OF UMASS BOSTON OFFICIALS

Some full titles:

Chancellor

Provost and Vice Chancellor for Academic Affairs

Vice Chancellor for Administration and Finance

Vice Chancellor for Athletics and Recreation,  
Special Programs and Projects

Vice Chancellor for Enrollment Management

Vice Chancellor for Government Relations  
and Public Affairs

Vice Chancellor for Student Affairs

Vice Chancellor for University Advancement

Vice Provost for Academic Support Services

Vice Provost for Research

Dean of the College of Liberal Arts

Dean of the College of Management

Dean of the College of Nursing and  
Health Sciences

Dean of the College of Public and  
Community Service

Dean of the College of Science and Mathematics

Dean of the Graduate College of Education

Dean of the McCormack Graduate School  
of Policy Studies

Dean of Corporate, Continuing, and  
Distance Education

Dean of Graduate Studies

Dean of Students

Associate Provost, Associate (or Assistant) Vice  
Chancellor for Such and Such

Chair of the Department of Such and Such

Examples of usage (see also “Capitalization”  
on page 34):

Chancellor Firstname Lastname;  
Chancellor Lastname;  
Firstname Lastname, chancellor of the University of  
Massachusetts Boston;  
the chancellor

Provost Firstname Lastname;  
Provost Lastname;  
Firstname Lastname, vice chancellor for academic  
affairs and provost;  
the provost

Dean Firstname Lastname;  
Dean Lastname;  
Firstname Lastname, dean of the College of  
Liberal Arts;  
the dean

## NAMES OF UMASS BOSTON BUILDINGS

Full names, followed by acceptable short versions:

Campus Center

Catherine Forbes Clark Athletic and Recreation  
Center; Clark Center

Joseph P. Healey Library; Healey Library

John W. McCormack Hall; McCormack Hall

Robert H. Quinn Administration Building;  
Quinn Administration Building

Science Center

Phillis Wheatley Hall; Wheatley Hall



## CAPITALIZATION

In general, follow the “down style,” which the *Chicago Manual of Style* describes as “the parsimonious use of capitals.” This is the norm in American publishing and journalism. As the *Chicago Manual* says, “understanding is best served by capitalizing only what are clearly proper nouns and adjectives in the context under discussion.” When you are unsure whether a noun is “proper” but the meaning is clear, do not capitalize. If you are tempted to rely on capitalizing to give emphasis or add meaning, find a better way, since your readers are unlikely to agree about what the capitalizing means. Taking this approach settles many minor but potentially time-consuming questions. It also serves readers by reducing inflation and clutter, thus making more room for sense.

- ▶ Do capitalize the full names of administrative entities. Complete alternative versions may also be capitalized. Examples:

Office of the Chancellor; Chancellor’s Office

Department of Chemistry;

Chemistry Department

College of Nursing and Health Sciences

Division of Corporate, Continuing, and

Distance Education

- ▶ Capitalize titles in vertical lists. Examples:

Firstname Lastname, Chancellor

Firstname Lastname, Vice Chancellor for  
Academic Affairs and Provost

Firstname Lastname, Vice Chancellor for  
Administration and Finance

- ▶ Capitalize titles appearing in front of names. Examples:

Chancellor Firstname Lastname

Dean Lastname

Associate Provost Firstname Lastname

- ▶ But in ordinary text, *do not* capitalize titles appearing after names (such titles should be understood as appositives describing what people do). In general, long titles should appear after names.

Examples:

Firstname Lastname, the vice chancellor for administration and finance

Firstname Lastname, vice provost for academic support services

- ▶ *Do not* capitalize titles used alone in place of names. Examples:

The chancellor; the vice chancellor; the dean;  
the director

- ▶ If the titles include complete proper names of administrative entities, capitalize those. Examples:

Firstname Lastname, director of the  
Healey Library

Firstname Lastname, dean of the Graduate  
College of Education

- ▶ *Do not* capitalize portions of the proper names of administrative entities. Examples:

The university; the college; the division; the vice chancellor for administration and finance (not Administration and Finance)

- ▶ *Do not* capitalize the names of academic disciplines unless they are derived from proper names. Examples:

computer science; sociology; management; a professor of history; a student of English; a master’s degree in American studies

- ▶ In headlines, capitalize with consistency in mind according to rules worked out with designers for the situations in question. In headlines, always lowercase articles, conjunctions, and prepositions of four letters or less, unless such words are important or come at the beginning or end of the headline. Examples (either can be acceptable):

An Instructor’s Heroic Action Preserves  
the Ice Cream Supply

An instructor’s heroic action preserves the  
ice cream supply

## “PROFESSOR” AND “DOCTOR”

In less formal writing (e.g., writing for newsletters, student recruitment brochures, or fundraising websites), think of “professor” as a job description instead of a title. Indicate a professor’s function and the discipline he or she works in at an appropriate point, then avoid “professor” thereafter. Example:

“Firstname Lastname, who has been a professor of chemistry at UMass Boston since 1992, applied for the patent last year. Before doing so, Lastname had already been granted three other patents.”

In formal situations (e.g., award-presentation speeches), do not hesitate to use “Professor” as a title in front of a person’s name. Example:

“I am delighted to present Professor Lastname with the Chancellor’s Medal for Distinguished Scholarship.”

More examples:

Professor Firstname Lastname; Firstname Lastname, associate professor of American studies; Assistant Professor Firstname Lastname; Adjunct Professor of Sociology Firstname Lastname; Professor Lastname.

“Professor” by itself may be used for associate and assistant professors unless an indication of rank is clearly needed. “Instructor X” and “Lecturer Y” are not customary. In such expressions as “X, lecturer in French” and “Y, instructor in biology,” “in” is preferable to “of”: “instructor of biology,” for example, suggests that the discipline itself is getting a lesson.

In most situations, please **avoid**:

“Dr.,” “Doctor,” “the doctor,” and similar identifiers when referring to people with PhDs and EdDs, as against medical degrees.

Minimizing the use of “Dr.,” “PhD,” and “EdD” is the norm in professional writing for general audiences. While wishing to acknowledge the holding of a doctorate is natural, difficulties come when several people are to be named: accuracy requires consistency, but the facts and preferences may not be readily knowable, and the preferences may conflict. And an institution risks separating itself from its constituents if it seems to set up doctorate-holders as a class apart. On the other hand, where spelling out professional qualifications is clearly important, as in university catalogs, then “Firstname Lastname, PhD” is necessary and right.

## TITLES OF BOOKS, ARTICLES, PERIODICALS, AND THE LIKE

- ▶ Italicize the titles of books, movies, television programs, statues, and other major works. Examples:

*Undergraduate Catalog*; *Huru*; *Wheel of Fortune*; *Paradise Lost*

- ▶ Italicize the names of periodicals. Examples:

*Boston Globe*; *UMass Boston* (the magazine); *University Reporter*

- ▶ Use quotation marks for articles, parts of books, lectures, and other smaller works. Examples:

“When Pedagogy Meets Politics: Challenging English Only in Adult Education” (an article); “Peas, Beans, and Lentils” (a chapter in the *Cambridge World History of Food*); “Ode to a Nightingale”; “Love Potion Number Nine”

- ▶ In headings and lists, if design considerations invite departures from these guidelines, depart rationally and consistently.

## RECOMMENDED REFERENCE WORKS

Space does not permit spelling out many editorial rules or preferences here, but trustworthy resources are available in print and on the web. Recommendations follow.

### STYLE (PUNCTUATION, CAPITALIZATION, ABBREVIATIONS, ITALICS, AND SUCH)

Preferred:

*The Chicago Manual of Style, 15th Edition* (University of Chicago Press). Standard in American publishing. Comprehensive, thoughtful, orderly, refined, best for complex subjects, likeliest to encourage good habits. In cases of disagreement, prefer this authority. The guidelines set forth here are generally consistent with it.

Note: The *Chicago Manual* is available online to UMass Boston employees at <http://www.lib.umb.edu/databases>.

Also valuable:

*The Associated Press Stylebook* (Basic Books) and *The New York Times Manual of Style and Usage* (Three Rivers Press). These do not always agree with each other or with the *Chicago Manual*, but both are accessible and sensible.

### USAGE

Preferred:

*Garner's Modern American Usage*, by Bryan A. Garner (Oxford University Press). Thorough, rational, lucid, straightforward, contemporary. Wise in its approach to the problem of nourishing usage that is precise and stable enough for clear communication in a changing language.

Also valuable:

*Fowler's Modern English Usage, 2nd Edition*, revised by Ernest Gowers (Oxford University Press). Somewhat outdated, and British rather than American, but an education in clear thinking about unclear writing. In the third edition, much Fowler and Gowers has disappeared without being replaced at the same level.

*Modern American Usage*, by Wilson Follett as revised by Erik Wensberg (Hill and Wang). Less limber than Garner and less brilliant than Fowler and Gowers, but offering many golden stretches.

Strunk and White's *Elements of Style*, now in a fourth edition (Longman). A brief approach, of legendary clarity, to both usage and style – style in every sense.

The worthy *American Heritage Book of English Usage* (Houghton Mifflin) is available online at [www.bartleby.com/usage](http://www.bartleby.com/usage). Bartleby.com is in general a useful resource, offering (for example) complete versions of the *Columbia Encyclopedia* and *American Heritage Dictionary of the English Language*.

## DESIGN AND EDITORIAL RESOURCES

The Office of Government Relations and Public Affairs will gladly advise other university offices on matters discussed in this publication.

- ▶ **For design advice**, contact  
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- ▶ **For editorial advice**, contact  
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For design and editorial services from the Office of Government Relations and Public Affairs, please submit a request online at [www.umb.edu/forms](http://www.umb.edu/forms) (type “design” or “editorial” in the “form name” box).

## BRAND REVIEW COMMITTEE

To aid in resolving apparent conflicts that may arise as new guidelines are applied – in the use of logos, for example – the university has established a brand review committee whose members are familiar with the marketing ideas embodied in this manual. If you wish to bring an issue to the attention of this committee, please discuss it first with one of the members, who are:

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