



**University of
New Hampshire**

Everything we
produce
communicates
something about
who we are.

To understand the function and value of the UNH graphic identity, it is important to recognize that every organization has a specific public identity—an identity partly formed by the look of its printed materials, stationery, website, etc. When an organization's identification program is coordinated, it helps project a unified image that works effectively to reinforce its brand.

The purpose of these guidelines is to explain the basic building blocks of the UNH graphic identity program designed by Chermayeff & Geismar & Haviv, to define standards for their use, and to illustrate how these standards are applied. Following these guidelines will help link our many offices and programs into an integrated whole and provide an appropriate and focused look for the University.

Many of these standards depend on relative size, proportion, and position. These have been developed through careful consideration of many factors, both functional and aesthetic. Adhering to them will help ensure a clear, consistent UNH graphic identity.

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The UNH emblem consists of a bold blue shield with the letters "NH" placed within it. *Always use the original and approved art; never alter any aspect of it or attempt to redraw or recreate it.*

Outline Emblem

An alternate version of the logo with a white outline around the emblem is to be used when the logo appears on a colored background that does not allow adequate contrast with the blue logo. Refer to the section on color for additional specifications.

Clear Space

To ensure its integrity and visibility, the UNH emblem should be kept clear of competing text, images, and graphics. It must be surrounded on all sides by an adequate clear space, equal in size to the height of the "NH" above and on each side of the emblem and half of that same height below the emblem as shown to the right.

Minimum Size

The UNH emblem should never appear smaller than 0.3" when used in print materials, or 30 pixels when used in digital formats.

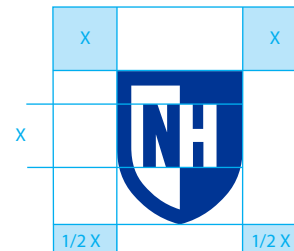
The emblem should be downloaded from an electronic file available online at www.unh.edu/logo, or by calling Communications and Public Affairs at (603) 862-6000.



Outline Emblem



Clear Space



Minimum Size



The University's logo is a combination of the "emblem" and the official school "wordmark" which is the name "University of New Hampshire."

The wordmark is composed in the typeface Glypha Bold. Glypha is only to be used in the University wordmark. The spacing between the letters, and between words, has been adjusted for maximum effect and should not be altered. For that reason, do not attempt to re-create the wordmark. Rather, *always download the full logo from an electronic file available online at www.unh.edu/logo, or by calling Communications and Public Affairs at (603) 862-6000.*

Permissible variations of the logo are shown on the following pages.



**University of
New Hampshire**

Outline version



**University of
New Hampshire**

The primary UNH logo is the combination of the emblem and the wordmark, in the standard blue color (see 2.1 Color), in a horizontal arrangement as shown here. Use the primary horizontal logo wherever possible. Where it is not possible to use the primary version the secondary version may be used. *Always use the original and approved art; never alter or attempt to redraw or recreate the lettering using computer fonts.*

Clear Space

To ensure its integrity and visibility, the logo should be kept clear of competing text, images, and graphics. It must be surrounded on all sides by an adequate clear space, equal in size to the height of the "NH" in the emblem on the top and sides, and half of that same height under the emblem, as shown at the right.

Minimum Size

The logo should never appear smaller than 0.3" when used in print materials, or 30 pixels when used in digital formats.

The logo should be downloaded from an electronic file available online at www.unh.edu/logo, or by calling Communications and Public Affairs at (603) 862-6000.

Primary Horizontal



Outline Version



Clear Space and Minimum Size



Secondary Horizontal



Outline Version



Clear Space and Minimum Size



Sometimes design or space requires the use of a centered, vertical logo arrangement. Use the primary vertical logo where possible. Where it is not possible to use the primary version, the secondary version may be used. *Always use the original and approved art; never alter or attempt to redraw or recreate the lettering using computer fonts.*

Clear Space

To ensure its integrity and visibility, the logo should be kept clear of competing text, images, and graphics.

It must be surrounded on all sides by an adequate clear space, equal in size to the height of the "NH" in the emblem, as shown at the right.

Minimum Size

The logo should never appear smaller than 0.3" when used in print materials, or 30 pixels when used in digital formats.

The logo should be downloaded from an electronic file available online at www.unh.edu/logo, or by calling Communications and Public Affairs at (603) 862-6000.

Primary Vertical



Secondary Vertical



Outline Version



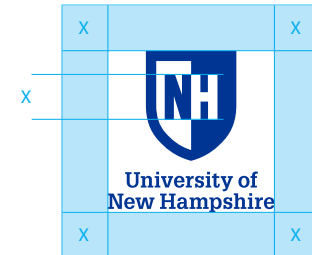
Outline Version



Clear Space and Minimum Size



Clear Space and Minimum Size



When a school or college name is used as part of a logo signature, it appears below the University name as shown. The University of New Hampshire sub-brand consists of the University horizontal logo with the school or college name underneath. Sub-branded logos may be used on college-specific materials but are not intended to replace the primary UNH logo. Always use the original and approved art; never alter or attempt to redraw or recreate the lettering using computer fonts.

Only schools and colleges are permitted to have secondary logo treatments. All others must follow the standards set for clear space. Unit names must not violate the clear space area.

Electronic files for all secondary logos can be downloaded at unh.edu/logo.

Clear Space

To ensure its integrity and visibility, the logo should be kept clear of competing text, images, and graphics. It must be surrounded on all sides by an adequate clear space, equal in size to the height of the "NH" in the emblem on the top and sides, and half of that same height under the emblem, as shown at the right.

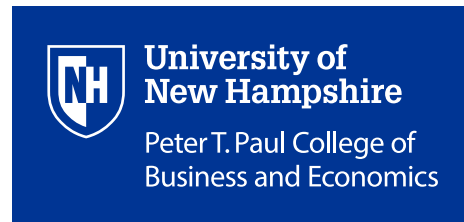
Minimum Size

The logo should never appear smaller than 0.3" when used in print materials, or 30 pixels when used in digital formats.

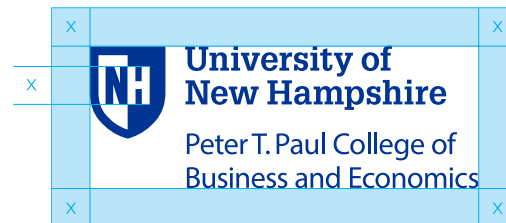
Sub-Brand Vertical



Outline Version



Clear Space and Minimum Size



Sub-Brand Horizontal



Outline Version



Clear Space and Minimum Size



Items intended for commercial distribution should use a TM notice as shown here.

Size and Placement

The TM mark should be placed below the emblem aligning with the bottom and with the body of the "T" aligning with the outer edge of the "H" as shown in the illustration.

Electronic artwork can be downloaded online at www.unh.edu/logo, or by calling Communications and Public Affairs at (603) 862-6000.

For use when emblem is over .75" high



For use when emblem is .75" high or smaller



For maximum impact and overall consistency, it is important to protect the integrity of the logo. *Always reproduce the logo from original artwork and avoid the improper color usage illustrated here. These examples apply to all logo varieties.*



Do not distort the logo.



Do not use an unapproved color. (Note that black is not an approved color.)



Do not place the logo into a shape.



Do not add or alter colors, bevel, or gradient.



Do not reposition logo elements.



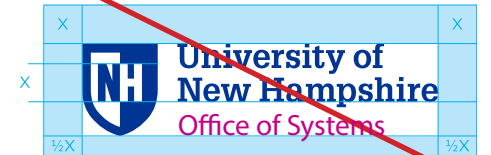
Do not use an alternative typeface.



Do not change the position of the type or change the proportions.



Do not substitute "UNH" for full university wordmark.



Do not place any text within the minimum clear space. Secondary logos are for colleges and schools exclusively.



Do not invert the logo.



Do not make logo transparent.



Do not outline the logo.

The University seal commemorates three landmark years in our history. At the bottom of the seal, the year 1866 marks our founding as New Hampshire College of Agriculture and Mechanic Arts in Hanover. The year 1893 marks the college's move to Benjamin Thompson's farm in Durham. Finally, the year 1923 commemorates the transformation of the college into the University of New Hampshire.

Proper use of the seal

The seal is for use on diplomas and other designated official University documents. As with the logo and wordmark, the University seal may not be altered in any way. **The University seal may only be used with prior approval from Communications and Public Affairs who can be reached at (603) 862-6000.**



Banner backdrop



University certificates and diplomas



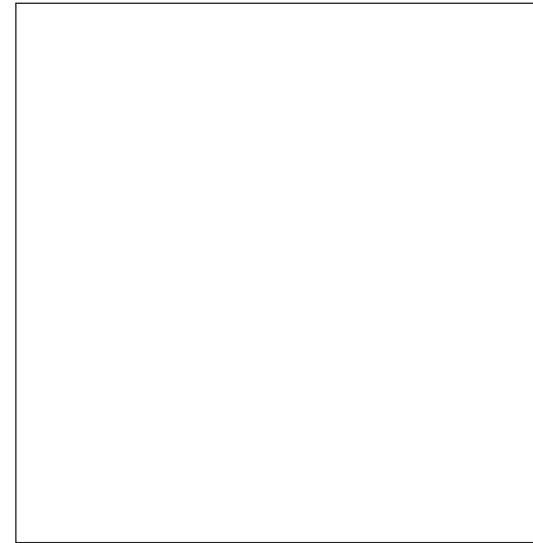
Blue has been the University color for over a century, and blue and white continue to be the official school colors. The specific blue color has been made a bit brighter than the past version. It is complemented by accent colors as specified here.

Accent Colors

Pantone 661 C should be the staple color ingredient of any website or publication. The visual content such as photos or illustrations are the star ingredient. Accent colors are the spice.



Pantone 661 C
R0 G53 B148
C100 M75 Y0 K6
HEX 003591



White

Accent Colors



Pantone 7546
R37 G55 B70
C73 M45 Y24 K66
HEX #263645



Pantone 429
R162 G170 B173
C21 M11 Y9 K23
HEX #A3A9AC



Pantone 7527
R214 G210 B196
C3 M4 Y14 K8
HEX #D7D1C4



Pantone 7578
R211 G97 B34
C8 M71 Y97 K0
HEX #D36122

The blue version of the logo should be used whenever possible.

When it is not possible to use the blue version of the logo because of background color, the outline version should be used.

When placing the logo over a solid color, make sure that the color of the logo is in sufficient contrast to the background to ensure visibility.



Using a consistent typeface family for headlines and running copy visually reinforces the UNH identity.

Primary Sans Serif

Myriad Pro is the primary typeface and should be used on all UNH communications. Shown are the approved weights and styles that may be used in communications such as stationery, online media, newsletters, brochures, and PowerPoint® documents.

In instances where the Myriad Pro font is not available, as for example, in Microsoft documents, the system font Arial may be substituted for Myriad Pro.

Myriad Pro
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 !?@\$%&

Myriad Pro Regular
Myriad Pro Semibold
Myriad Pro Bold

Myriad Pro Italic
Myriad Pro Semibold Italic
Myriad Pro Bold Italic

Primary Serif

In publications, reports, and other similar items where there is considerable text, the classic font *Minion Pro* can be substituted for the text copy if desired.

Minion Pro
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 !?@\$%&

Minion Pro Regular
Minion Pro Semibold
Minion Pro Bold

Minion Pro Italic
Minion Pro Semibold Italic
Minion Pro Bold Italic

Source Sans Pro was created for Adobe in 2012 by designer Paul D. Hunt. It is the first open source font family from Adobe, and is one designed primarily for use on web and mobile user interfaces. It is available in six weights (Regular, ExtraLight, Light, Semibold, Bold, Black) in upright and italic styles.

Source Sans Pro is free and can be downloaded through Google Fonts. Web installation and embedding instructions are found there as well.

Source Sans Pro
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 !?@\$%&

Source Sans Pro Light
 Source Sans Pro Regular
 Source Sans Pro Semibold
 Source Sans Pro Bold

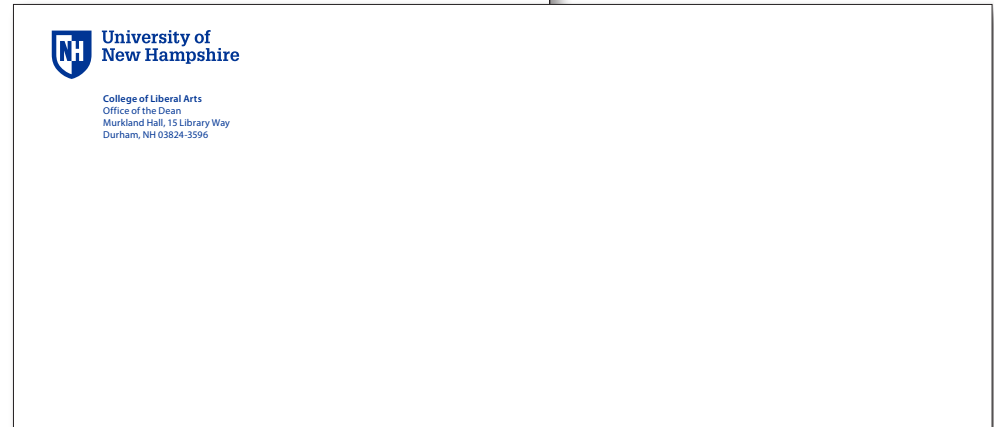
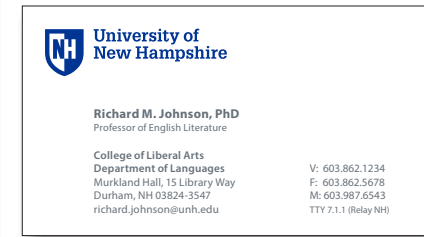
Source Sans Pro Light Italic
Source Sans Pro Regular Italic
Source Sans Pro Semibold Italic
Source Sans Pro Bold Italic

University policy requires that all University offices and departments use the standard stationery formats available through UNH Printing Services. The office or department name, location, and telephone number are generally included, along with the University's logo. All stationery needs can be handled by Printing Services. If there is a format question about your job, Printing Services will refer you to Communications and Public Affairs.

The current paper standard for University stationery is 24 lb. Strathmore Writing, wove finish, white, printed in University blue (PMS 661). Printing Services can supply an approved list of optional paper stocks and comparative prices for recycled and recyclable papers.

Business Cards

Business cards must follow the graphic identity guidelines. As with other stationery items, Printing Services will work within the guidelines to accommodate your specific needs. Please attempt to include only primary contact points on your business cards. With mobile phones, websites, email, and fax as the norm rather than the exception, cards become increasingly busy. Also, keep your message to one side only.



The contact information is always placed .2" from the bottom and .625" from the left edge. The information is built up from the bottom with the email address anchored to the bottom margin. Shown at 100% scale.

Format

3.5" x 2"

UNH Logo

.4125" High

Type Specifications

Name:

Myriad Pro Bold, 8pt

Title:

Myriad Pro Regular, 6.5/8pt

School, Department:

Myriad Pro Semibold, 7/8.5pt

Address:

Myriad Pro Regular, 7/8.5pt

Colors

Pantone 661 U

Pantone 7546 U

University of New Hampshire

Melina Elwy
Employment Compliance Coordinator

Office of International Students & Scholars
Thompson Hall, 105 Main Street
Durham, NH 03824-3547
melina.elwy@unh.edu

V: 603.862.1234
F: 603.862.5678
M: 603.987.6543
TTY 7-1-1 (Relay NH)

University of New Hampshire

Richard M. Johnson, PhD
Professor of English Literature

**College of Liberal Arts
Department of Languages**
Murkland Hall, 15 Library Way
Durham, NH 03824-3547
richard.johnson@unh.edu

V: 603.862.1234
F: 603.862.5678
M: 603.987.6543
TTY 7.1.1 (Relay NH)

University of New Hampshire

Emily Sample
Student, MBA, The Economics of Poverty
Special Project or Internship Title

Peter T. Paul College of Business and Economics
10 Garrison Avenue
Durham, NH 03824-3547
emily.sample@unh.edu

V: 603.862.1234
F: 603.862.5678
TTY 7.1.1 (Relay NH)

Shown at 60% scale.

Format
8.5" x 11"

UNH Logo
.6" High

Type Specifications
School:
Myriad Pro Semibold, 8/10pt

Address, Contact:
Myriad Pro Regular, 8/10pt

Body Copy:
Arial Regular, 10/12pt

Colors
Pantone 661 U

1.25"		
1.25"	 University of New Hampshire	College of Liberal Arts Department of Languages Murkland Hall 15 Library Way Durham, NH 03824-3547 V: 603.862.1234 F: 603.862.5678 TTY: 711 (Relay NH)
	Date Addressee's Name Company or Office Address City, State zip Salutation: This letter demonstrates the recommended typing format for all correspondence and is an integral part of the letterhead design. The date is top-aligned at 2.5 inches from the top edge of the page and 1.25 inches from the left, setting the margin for the entire letter. The addressee's name is positioned flush left, two spaces below the date. Title, company name, etc. are positioned flush left under the addressee's name. The salutation appears three spaces below the address. The body of the letter begins two spaces below the salutation, using single spacing between lines and double spacing between paragraphs. There are no indentations. The maximum line length should not exceed 5.75 inches. A double space separates the body of the letter from the complimentary close, with four spaces to the name of the sender and the title. Complimentary close,  Name of sender Title	www.unh.edu

Shown at 70% scale.

Format

#10 Envelope:
9.5" x 4.125"

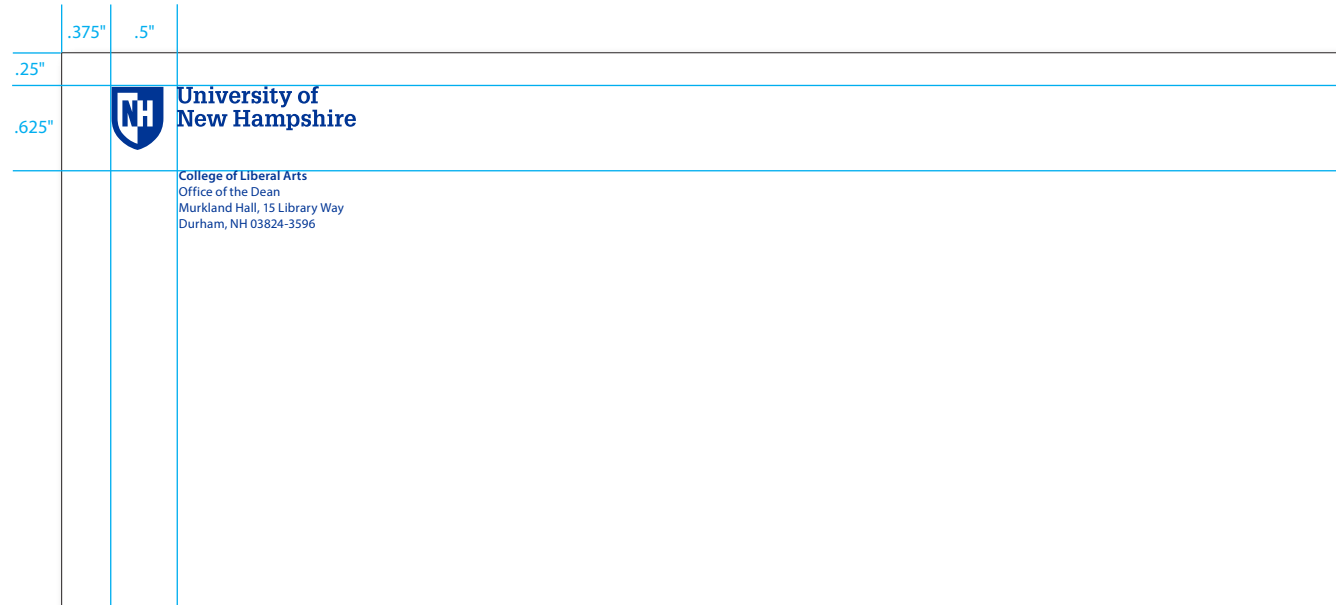
10.5 Catalog:
9" x 12"

UNH Logo
.475" High

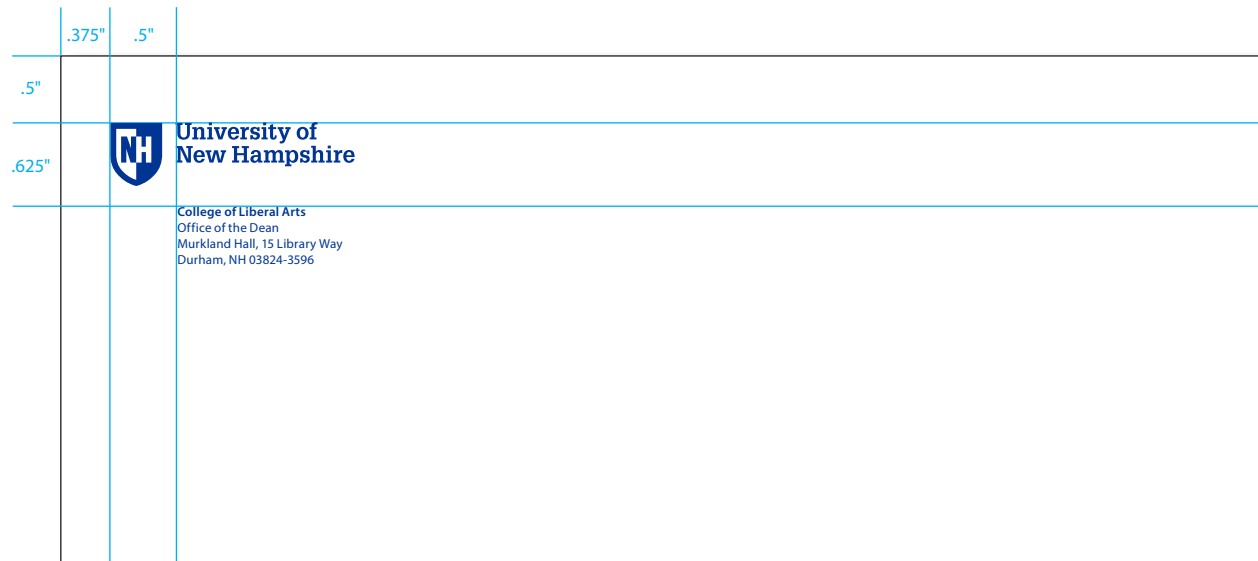
Type Specifications
School:
Myriad Pro Semibold, 8/10pt

Address, Contact:
Myriad Pro Regular, 8/10pt

Colors
Pantone 661 U



#10 Envelope



10.5 Catalog

Compliment Slip

Shown at 60% scale.

Format

3.5" x 5.5"

Type Specifications

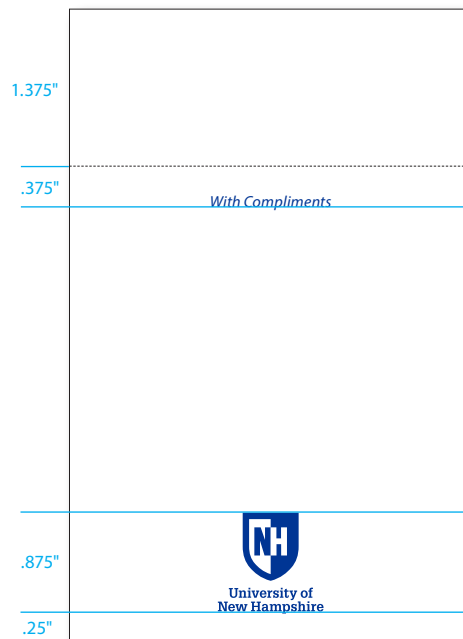
With Compliments:
 Myriad Pro Semibold Italic,
 10pt, tracking +100

Address:

Myriad Pro Regular, 7pt

Colors

Pantone 661 U



Compliments slip

Mailing Label

Shown at 60% scale.

Format

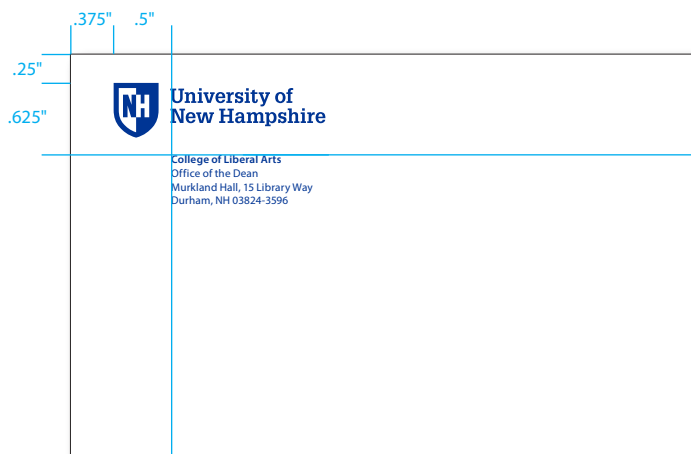
5.5" x 3.5"

Type Specifications

College Name:
 Myriad Pro Semibold, 7/8.5pt
 Office and return address:
 Myriad Pro Regular, 7/8.5pt

Colors

Pantone 661 U



Mailing Label

Shown at 60% scale.

Format
8.5" x 11"

UNH Logo
.6" High

Type Specifications
College:
Myriad Pro Semibold, 8/10pt


Return Address:
Myriad Pro Regular, 8/10pt

Fax Heading:
Myriad Pro Bold, 18pt

Fax Information:
Myriad Pro Regular, 10/12pt

Footer:
Myriad Pro Regular, 7/9pt

Colors
Prints Black

	 University of New Hampshire	College of Liberal Arts Department of Languages Murkland Hall 15 Library Way Durham, NH 03824-3547 V: 603.862.1234 F: 603.862.5678 TTY: 71.1 (Relay NH) www.unh.edu
Fax		
Date: _____		From: _____
To: _____		Pages: _____
Fax Number: _____		Subject: _____
This fax is intended for the above recipient (s) and may contain confidential material. If you have received this information in error, please contact the above telephone number as soon as possible. Thank you.		

The email signature appears below the body of all email correspondence. The signature should remain as live text for ease of copying and the enabling of active hyper links for phone numbers, email, and website links. No images should be added to the signature.

Type Specifications

Email Body Copy:

Arial Regular, 10/12pt leading (12/14 on Mac)

Name:

Arial Bold, 10pt (12pt on Mac)

Title, Division and Contact

Arial Regular, 9/11pt leading (11/13 on Mac)

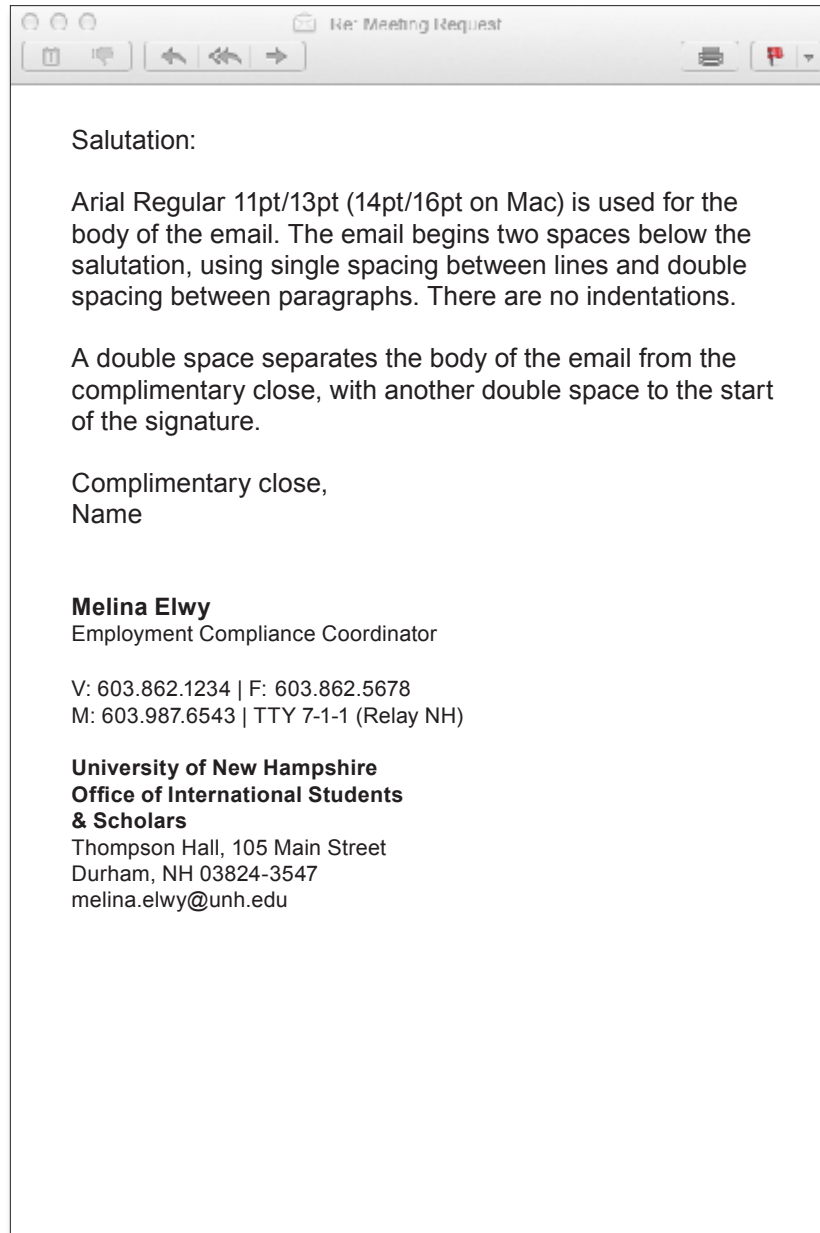
Address

University of New Hampshire
Office/College/School:

Arial Bold, 9/11pt leading (11/13 on Mac)
Hall, address and email:
9/11pt leading (11/13 on Mac)

Text Color

Black



Additional Examples

Richard M. Johnson, PhD
Professor of English Literature

V: 603.862.1234 | F: 603.862.5678
M: 603.987.6543 | TTY 7-1-1 (Relay NH)

**University of New Hampshire
College of Liberal Arts
Department of Languages**
Murkland Hall, 15 Library Way
Durham, NH 03824-3547
richard.johnson@unh.edu


Emily Sample

Student, MBA, The Economics of Poverty
Special Project or Internship Title

V: 603.862.1234 | F: 603.862.5678
M: 603.987.6543 | TTY 7-1-1 (Relay NH)

**University of New Hampshire
Peter T. Paul College of Business
and Economics**
10 Garrison Avenue
Durham, NH 03824-3547
emily.sample@unh.edu

Shown are typical examples of header treatments for various online newsletters and email broadcasts.



**University of
New Hampshire**

Media Relations


Contact: Erika Mantz
 UNH Media Relations
 (603) 862-1567
erika.mantz@unh.edu

June 30, 2014

Gift Expands Student Access to UNH's

DURHAM, N.H. -- Thanks to a gift from Durham native Tara, opportunities to learn and do research at the cooperative program of the University of New Hampshire are more financially accessible for current and prospective students. The donor is passionate about investing their philanthropy state university strengthen its new marine school.

As part of a recent \$1 million gift, the Rudmans also support for 10-week summer research internships; cost of participating in a program on the Shoals for school students with an interest in science, technology and new curriculum development.



**University of
New Hampshire**

UNH Today


Top Headlines


Global OT
 Online and in person, Tracey Ellis '93 helps families around the world

Get Novel Published: Check
 Catherine Geiger started writing books in 5th grade

Extension Enlists Allies to Battle Ash Tree Pest
 Invasive insect threatens to spread across NH

Join the Conversation










Temperatures in the 90s didn't keep UNH alumni and friends from the 38th annual "For the Students" Alumni Golf Tournament at the Oaks in Somersworth, N.H., on June 26. The yearly event supports the J. Gregg Sanborn '66, '77G Alumni Association Scholarship Fund, which awarded scholarships to 10 undergraduate student leaders this year.

[Event Gallery](#) [Tournament Winners](#)

Editor's Picks

				
What's Brewing From UNH?	Gift Expands Student Access to UNH's Shoals Marine	30,000 Pounds of Milk!	Stadium Project Gets Green Light	The Annual Eel Count!

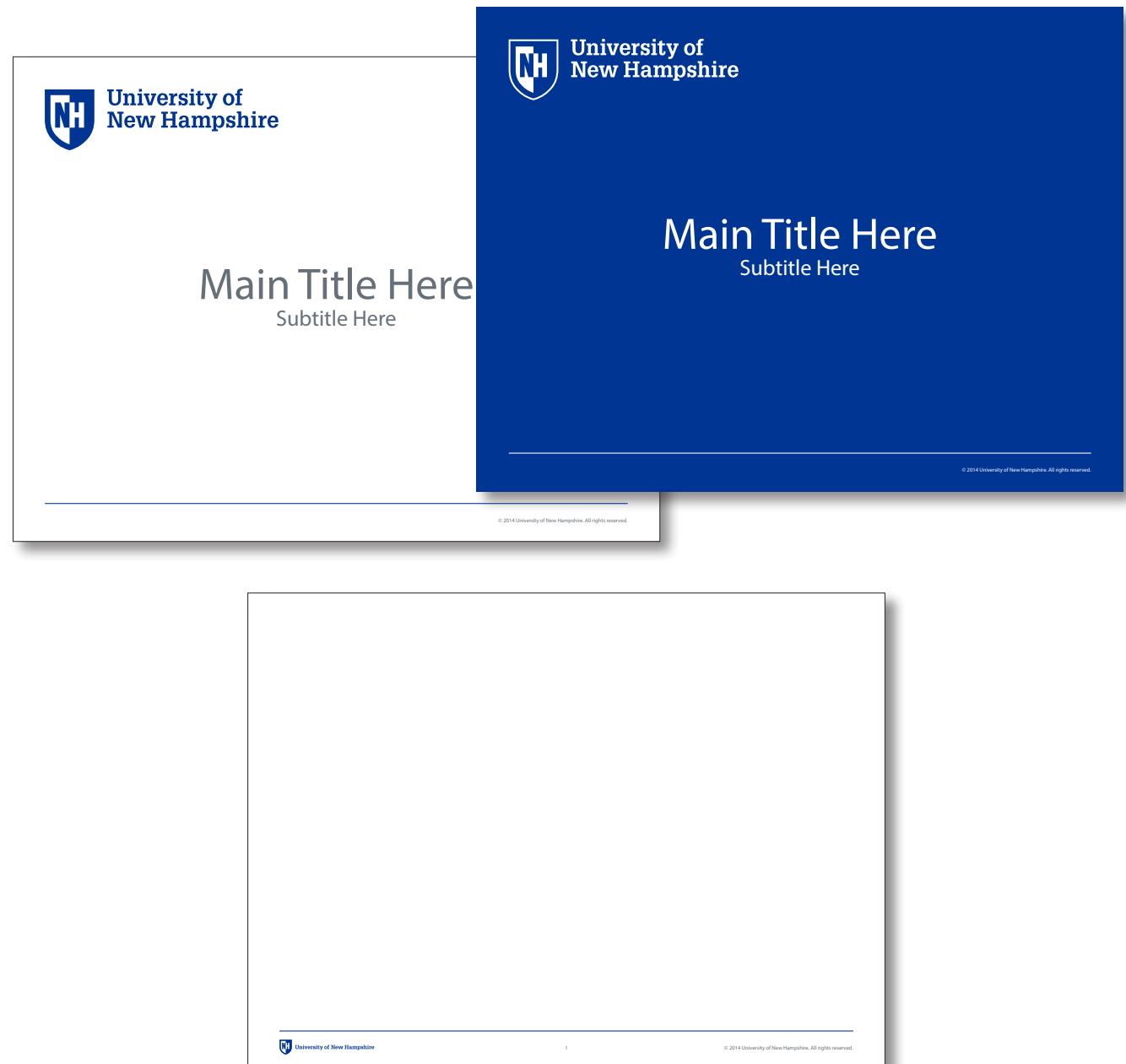
Shown are some examples of cover slides, and text slides. The logo is isolated and in a prominent position at the top left shown here. The preferred typography is Myriad Pro Regular. Use Calibri when Myriad Pro is not available. Because content for each presentation will vary, the layouts are for reference only and should be adjusted to best suit the content.

Use the primary logo when on a white or light colored background, and use the outline logo when on black or dark colors.

Note: Refer to pages 19 and 20 for use on color backgrounds or photography.

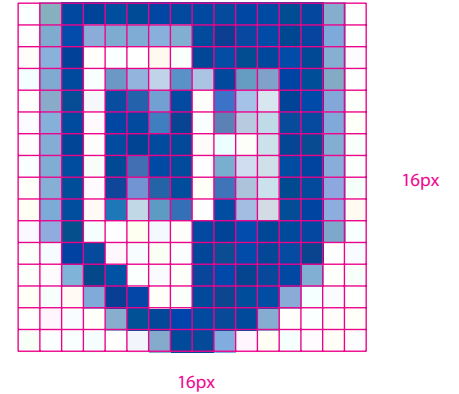
Use the RGB artwork files — PNG or JPEG — provided when placing the UNH logo in your presentation.

Templates for various presentation tools are available at unh.edu/logo.



Favicon

Short for "favorite icon," the favicon is also known as a shortcut icon, website icon, or bookmark icon. Typically it is a 16 x 16 pixel icon, of file type .ico. Browsers that provide favicon support display a site's favicon in the browser's address bar next to the page's name, in a list of bookmarks, or next to the page's title on a tab.

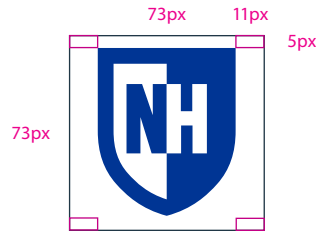


An approved UNH favicon can be accessed or referenced at: www.unh.edu/favicon.ico.

Social Media Avatars for Main UNH Accounts

When creating profile artwork for Facebook or Twitter, follow their current specifications. Currently Facebook requires a minimum size of 180 x 180 pixels, but displays at 160 x 160 pixels. Twitter currently requires a profile picture with a minimum size of 73 x 73 pixels which will display at size. Always use the provided artwork to create social media avatars.

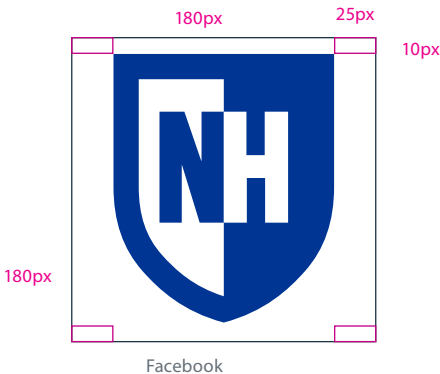
Social Media Avatars for Main UNH Accounts



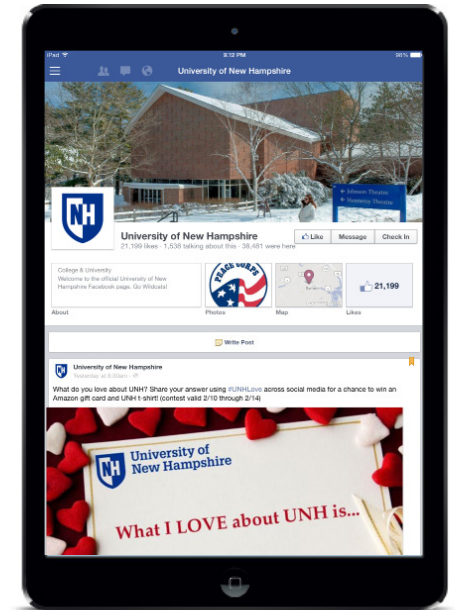
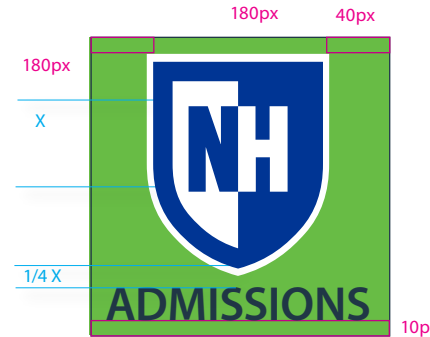
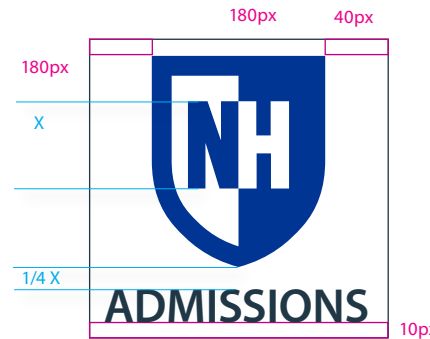
Social Media Avatars for Secondary Accounts

Secondary Social Media Accounts should have the name of the entity displayed in Myriad font below the emblem. The name of the unit should be sufficiently abbreviated to resonate when the avatar is displayed at a small size.

Secondary avatars may utilize a solid colored background as long as the outline version of the emblem is used.



Social Media Avatars for Secondary Accounts



The examples here and on the following pages demonstrate how various logo configurations might be used on typical promotional items.

Note that there is always adequate clear space around the logo.









Shown is the appropriate application of the logo applied to the biodiesel bus. The logo is positioned towards the rear with the symbol centered between the window panels.



Shown is the appropriate application of the logo applied to the natural gas bus. The logo is positioned towards the rear with the symbol centered between the window panels.



Shown is the appropriate application of the logo applied to the utility van...



Shown is the appropriate application of the logo applied to the utility van...



Shown is the appropriate application of the logo applied to the utility van...

