UNIVERSITY OF MINNESOTA

# MORRIS

## Graphic Identity Guidelines

MORRIS.UMN.EDU/URELATIONS/GRAPHICID/

November 2012

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**Formal Wordmark**

UNIVERSITY OF MINNESOTA
MORRIS

The University of Minnesota, Morris is a community energized by the belief that knowledge is a renewable, sustainable resource. As a way to represent this belief, the campus adopted a visual identity and a set of guidelines for its use.

Morris's official identity is a formal wordmark.

The formal wordmark reinforces the Morris campus's relationship to the world-renowned University of Minnesota, its 150-year history, its land-grant mission, and its commitment to academic excellence.

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**M Symbol—A Graphic Element**

The M symbol is not part of the official logo of the University of Minnesota, Morris. It is a graphic element available for use in design. Items currently in use that feature the old configuration with the M symbol in conjunction with the wordmark will be phased out and replaced with new artwork as new products are needed.

The symbol's monogram M stands for Morris and for Minnesota. The M is constructed of graceful lines that arc outward, conveying the openness and expressiveness of the Morris campus.

Uncontained and unconstrained, the M is centered within three overlapping circles. The space around the two lower circles forms the infinity sign, illustrating a sense of limitlessness and perpetual motion reflecting Morris's renewable, sustainable education.

Maroon and gold represent Morris's relationship to the University. Green represents Morris's relationship to its rural setting and its commitment to sustainable energy and eco-conscious living.

Three shapes acknowledge the three institutions that have made their home on the Morris campus: An American Indian boarding school from 1887 until 1909; the University of Minnesota West Central School of Agriculture from 1910 until 1963; and the University of Minnesota, Morris, which opened its doors in 1960. Also, Morris was the third school founded in the University of Minnesota system.

**Key to the naming of University of Minnesota, Morris art files**

| | |
|---|---|
| Mor_sigH | = Morris horizontal signature |
| Mor_wordm | = Morris wordmark |
| M_sym | = M symbol |
| Mor_embroid | = for embroidery only |
| min | = minimum size for most uses |
| min3x5 | = minimum size for paper 3"x5" or smaller |
| 3C | = three color version |
| 2C | = two color version |
| Black<br>Red<br>White | = color designations |
| RGB | = screen color |
| coat | = flat Pantone® for coated paper |
| uncoat | = flat Pantone® for uncoated paper |
| coat-CMYK | = process color for coated paper |
| uncoat-CMYK | = process color for uncoated paper |
| rev | = reversed version |
| AA | = Morris Alumni Association |

This Graphic Identity Guidelines manual contains approved standard graphic elements of the University of Minnesota, Morris visual identity system. It has been prepared and distributed to ensure the success of the visual identity system through consistency of use.

The guidelines presented here are fundamental yet flexible enough to allow for individual expression. The University of Minnesota, Morris signature is a registered trademark. Business partners cannot use this trademark without permission.

This manual takes the form of an Adobe Acrobat PDF file format for viewing on Mac or Windows PC platforms. In addition, the complete file or its individual pages can be printed on 11" x 8.5" (horizontal) paper, preferably with a color printer.

The University of Minnesota, Morris official wordmark and the M graphic element are provided as digital vector art files. All other components of the visual identity system require fonts specified in the "Typography" section of this manual for display and printing. Recommended typefaces for all new design work are shown on pages 3.3– 3.4.

Supplemental art and support graphic files provided include:

- Stationery system templates as InDesign files
- Wordmark and graphic files in Adobe Illustrator EPS format for print use and PNG for Web use

For further information regarding the University of Minnesota, Morris Graphic Identity Guidelines manual please contact:

University of Minnesota, Morris
Office of University Relations
Welcome Center
600 East 4th Street
Morris, MN 56267-2132

320-589-6414
urel@morris.umn.edu

The University of Minnesota, Morris Graphic Identity Guidelines manual, the Morris wordmark, and other templates can be can be downloaded at:

morris.umn.edu/urelations/graphicid

To protect University trademarks, use only the approved versions of the wordmark or symbol. Also, always obtain written approval from the Office of University Relations before using the wordmark on a product designed for commercial sale.

# 2 | Elements of the Identity System

The University of Minnesota, Morris wordmark consists of two elements: the existing wordmark for the University of Minnesota; and the "Morris" name set in Mrs Eaves, small caps. This unique aspect of the wordmark, together with the symbol, gives the Morris signature a distinctive, proprietary character.

The wordmark may never be re-typed, re-created, or re-drawn. It may not be reconstructed, cropped, or altered in any way. Always use the approved electronic art, available through the Office of University Relations or its website—please see page 1.2 for contact information.

Refer to page 2.9 for minimum size requirements.

**University of Minnesota, Morris Vertical Wordmark**

University of Minnesota wordmark

Morris name

UNIVERSITY OF MINNESOTA
MORRIS

**Vertical Wordmark**
Mor_wordm_coat-Red.eps

**University of Minnesota, Morris Horizontal Wordmark**

UNIVERSITY OF MINNESOTA MORRIS

**Horizontal Wordmark**
Mor_HWordmark_202C.eps

# The Symbol—A Graphic Element

The M symbol is pictured on this page. It must be reproduced from high-resolution digital files. Contact the Office of University Relations for guidelines on the use of the symbol.

The M symbol is a graphic element, not part of the official identity of the University of Minnesota, Morris. It must not be combined with the wordmark in any way that appears to create a logo.

The M may appear as a design element on the same page as the wordmark, but must be used only to enhance the general appearance of the piece, not to establish an identity for the University of Minnesota, Morris.

The symbol will often be used as background art, in which case the symbol could bleed beyond the boundaries of the item it is on. For good examples of such usage of the symbol, see the section breaker pages throughout these Guidelines, and the items in the Applications section.

The symbol may never be re-created or re-drawn. Always use the approved electronic art, available through the Office of University Relations or its website—please see page 1.2 for contact information.

**Symbol**
Mor_sym_3C-coat.eps

# A renewable, sustainable education—an expression of value, not a tagline.

The former tagline, "A renewable, sustainable education," should no longer be paired with the wordmark. The words may frequently be used within text to express the values of the University of Minnesota, Morris, but they should no longer be viewed as a formal tagline.

The University of Minnesota, Morris Alumni Association is aligned with the University brand, but merits differentation as a sub-brand because it serves a distinct audience. There are two ways to express the Association's connection with the University of Minnesota, Morris: one that emphasizes Morris (the master brand), and one that emphasizes the Alumni Association (the endorsed brand).

Use the master brand wordmark in communications destined for external audiences (e.g., advertising in non-Morris publications). Use the endorsed brand signatures for publications destined only for the Morris community. Follow the typographic specification and placement shown on this and the following page.

The font used for the Alumni Association name is Mrs Eaves Book, small caps set centered for the vertical wordmark, and flush left for the secondary signature.

The minimum size restrictions follow the rules established for the University of Minnesota, Morris (refer to page 2.9).

UNIVERSITY OF MINNESOTA
MORRIS
ALUMNI
ASSOCIATION

**Morris Alumni Association Wordmark**
Mor_AA_wordm_3C-coat.eps

UNIVERSITY OF MINNESOTA MORRIS
ALUMNI ASSOCIATION

**Morris Alumni Association Horizontal Wordmark**
Mor_AA_sigH_3C-coat.eps

UNIVERSITY OF MINNESOTA
MORRIS

BOOKSTORE

**Morris Bookstore Vertical Wordmark**

UNIVERSITY OF MINNESOTA MORRIS
BOOKSTORE

**Morris Bookstore Horizontal Wordmark**

**How to measure X**

Maintain a minimum distance between any part of the wordmark and any other elements appearing with it.

When a department name is added to the, the clear space requirement has to be enlarged respectively (see two examples on right side).

Note that X, as a unit of measurement, is the distance between the baselines within the wordmark. U is the height of the capital U in "University." U is only used as a unit of measure for the horizontal wordmark.

Exception to clear space requirements:

- When address block is added to the vertical wordmark, the clear space requirements can be reduced by half (see example on page 5.1).

**Minimum Clear Space is X**

**Minimum Clear Space is U**

The Morris Maroon and black wordmarks may be placed on a very light color background. In order to retain the minimum value contrast, use Pantone® Warm Gray 1 as a guide for selection of a light-colored background. Also make sure the background color harmonizes well with the wordmark.

The black wordmark may be placed on any color background as long as enough contrast is maintained for legibility.

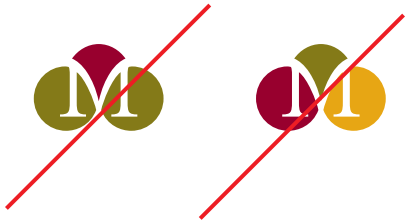
The wordmarks should not be reproduced in gold unless the background is maroon.

Morris wordmarks may be reproduced over photographs in positive or reversed formats. The area of the photo chosen must be relatively simple and it must provide sufficient contrast for legibility.

# Unacceptable Color Treatments



The examples below show the University of Minnesota, Morris wordmark in colorations that are unacceptable. This list is not exhaustive.



Do not change the color designation within the symbol.

Do not change the color designation within the wordmark.

Do not change the color of wordmark.

Do not screen the colors of the wordmark.

Do not outline the wordmark.

Do not place the reversed-out wordmark on a light or white background.

Do not place the Morris Maroon or black wordmarks on a dark color background.

Do not place the wordmark in any coloration over a heavily patterned background.

Do not place the wordmark in any coloration over parts of photographic images that are detailed and high contrast.

# Minimum Size

For optimal legibility, minimum size requirements have been established for the University of Minnesota, Morris wordmark.

The minimum size for the University of Minnesota, Morris wordmark is based on the existing standards for the University of Minnesota wordmark. The Morris signature is measured by the width of the word “Minnesota” within the wordmark.

In the vertical wordmark, the word “Minnesota” should be no smaller than 0.625" wide. For larger applications (3.0" x 5.0" and larger), the minimum width of the word “Minnesota” is 0.875".

When using the horizontal wordmark on small-scale applications (smaller than 3.0" x 5.0"). The minimum width of the word "Minnesota" should be no smaller than 0.625" wide. For larger applications (3.0" x 5.0" and larger) the minimum width of the word “Minnesota” should be no smaller than 0.875".

**The examples on this page are shown in the actual size.**

**Vertical wordmark minimum size on pages smaller than 3x5"**

**Horizontal wordmark minimum size on pages smaller than 3x5"**

**Vertical wordmark minimum size on pages 3x5" or larger**

**Horizontal wordmark minimum size on pages 3x5" or larger**

# Unacceptable Wordmark Treatments



The examples below show the University of Minnesota, Morris wordmark in configurations, treatments, and manipulations that are unacceptable. This list is not exhaustive.

Only the vertical version of the wordmark is shown here as a sample. These principles apply to the horizontal version as well.

Do not surround or enclose the wordmark with competing shapes.

Do not crop any part of the wordmark

Do not distort the wordmark.

Do not tilt the wordmark in any direction.

Do not reconfigure the elements of the wordmark into a different composition.

Do not use the web version of the wordmark for print applications.

How to measure M

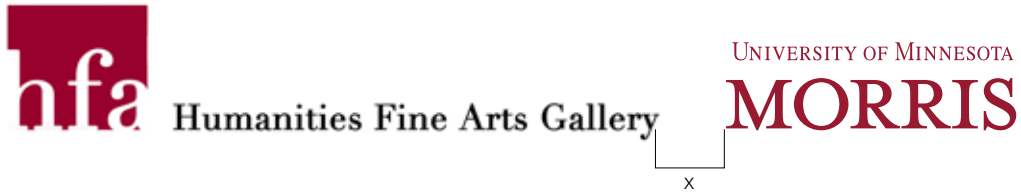



How to measure X

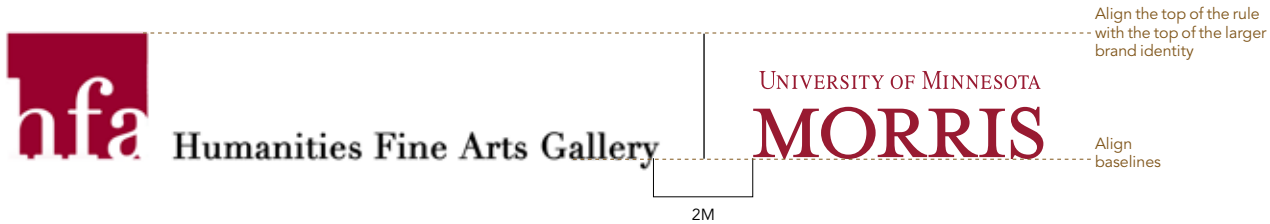
The Morris identity will often need to be included in communications along with other identity icons. The examples on these pages are considered associated brands because these entities offer services outside the core University mission to different external audiences. Also, the examples illustrate a variety of positioning and scale relations between the Morris identity and other brand identities.

When the Morris identity appears in close proximity to other Morris-associated brand identities, maintain a minimum distance between any part of the Morris wordmark and any other brand identities appearing with it, as defined on page 2.8. Use more space between two identities whenever possible.

For clearer delineation between two brand identities, a black 0.5 point rule may be placed between them. The rule should be the height of the larger identity.



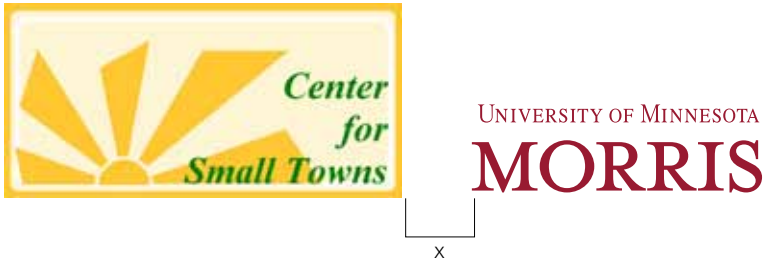

Minimum Clear Space is X



How to measure M




How to measure X



# The Regents Seal

The Regents Seal represents the Board of Regents of the University of Minnesota. It is not for everyday use and may not be used without the approval of the secretary of the Board of Regents. The Regents Seal is reserved for awards, gifts, and events involving the Board of Regents or documents bearing the signature of the president, vice president, chancellor, or dean.

Contact University Relations at 612-624-6414 or urelate@umn.edu for an official version of the seal and permission to use it.

# Cougar Athletics Identity

Cougar Athletics at the University of Minnesota, Morris utilizes the Cougar Athletics Identity and wordmark. Various configurations of the identity and wordmark are available on the University Relations website at morris.umn.edu/urelations/downloads/

For complete guidelines on Cougar Athletics Identity, please see the Cougar Athletics Identity Guidelines, available from the Office of University relations.

# 3 | Design Tools

# Color—The Primary Palette

The University of Minnesota, Morris primary color palette consists of Morris Gold, Morris Green, and Morris Maroon.

The chart below shows specifications of the colors in the primary palette in various color modes—Pantone® spot and four-color process (CMYK) for print; RGB for screen applications; and hexadecimal numbers for the Web.

These specifications must be followed in order to be consistent across all Morris communications.

**When printed on a black background, Morris Green should be used at a 90 percent tint, and Morris Maroon should be used at a 95 percent tint.**

| | Morris Gold | Morris Green | Morris Maroon |
|---|---|---|---|
| Coated Paper | **Pantone® 7406 C**<br>C: 0<br>M: 25<br>Y: 98<br>K: 2 | **Pantone® 5825 C**<br>C: 21<br>M: 15<br>Y: 76<br>K: 45 | **Pantone® 202 C**<br>C: 0<br>M: 100<br>Y: 61<br>K: 43 |
| Uncoated Paper | **Pantone® 7406 U**<br>C: 0<br>M: 25<br>Y: 98<br>K: 2 | **Pantone® 5835 U**<br>C: 32<br>M: 20<br>Y: 78<br>K: 15 | **Pantone® 201 U**<br>C: 0<br>M: 100<br>Y: 63<br>K: 29 |
| Screen Mode | R: 255<br>G: 155<br>B: 20<br>Hexadecimal: E19B14 | R: 130<br>G: 125<br>B: 40<br>Hexadecimal: 827D28 | R: 140<br>G: 25<br>B: 25<br>Hexadecimal: 8C1919 |
| Tints Reversed on Black | **Pantone® and CMYK values at 100 percent**<br>R: 255<br>G: 155<br>B: 20<br>Hexadecimal: E19B14 | **Pantone® and CMYK values at 90 percent**<br>R: 133<br>G: 122<br>B: 24<br>Hexadecimal: 857A18 | **Pantone® and CMYK values at 95 percent**<br>R: 152<br>G: 0<br>B: 46<br>Hexadecimal: 9D1734 |

To ensure versatility and to facilitate creativity, these suggested complementary colors comprise color-saturated hues as well as muted hues. The tints of these colors can also be used. In external promotional communications, additional colors are allowed, and their choice should be driven by media, photography, and marketing needs. Note that at the time of creation of these Guidelines the CMYK equivalents of the complementary colors were not tested on press, and they may be subject to adjustment in the future.

Color choices within the extended palette may be used at the discretion of the designer.

## Muted Hues

| | | | | |
|---|---|---|---|---|
| | **Pantone® 5483 C**<br>C: 62<br>M: 9<br>Y: 20<br>K: 27 | **Pantone® 463 C**<br>C: 17<br>M: 52<br>Y: 87<br>K: 63 | **Pantone® 7414 C**<br>C: 4<br>M: 62<br>Y: 99<br>K: 18 | **Pantone® 646 C**<br>C: 73<br>M: 30<br>Y: 3<br>K: 10 |
| Uncoated Paper | **Pantone® 5493 U**<br>C: 43<br>M: 4<br>Y: 16<br>K: 16 | **Pantone® 463 U**<br>C: 23<br>M: 38<br>Y: 85<br>K: 32 | **Pantone® 7414 U**<br>C: 4<br>M: 47<br>Y: 90<br>K: 9 | **Pantone® 646 U**<br>C: 62<br>M: 29<br>Y: 10<br>K: 4 |
| Screen Mode | R: 106<br>G: 143<br>B: 151<br>Hexadecimal: 6a8f97 | R: 102<br>G: 99<br>B: 45<br>Hexadecimal: 664d2a | R: 165<br>G: 99<br>B: 37<br>Hexadecimal: a56325 | R: 99<br>G: 128<br>B: 169<br>Hexadecimal: 6380a9 |

## Saturated Hues

| | | | | |
|---|---|---|---|---|
| Coated Paper | **Pantone® 136 C**<br>C: 0<br>M: 28<br>Y: 87<br>K: 0 | **Pantone® 576 C**<br>C: 52<br>M: 6<br>Y: 79<br>K: 25 | **Pantone® 173 C**<br>C: 0<br>M: 80<br>Y: 94<br>K: 1 | **Pantone® 7468 C**<br>C: 94<br>M: 16<br>Y: 7<br>K: 28 |
| Uncoated Paper | **Pantone® 116 U**<br>C: 0<br>M: 19<br>Y: 100<br>K: 0 | **Pantone® 576 U**<br>C: 50<br>M: 4<br>Y: 92<br>K: 20 | **Pantone® 173 U**<br>C: 0<br>M: 71<br>Y: 94<br>K: 4 | **Pantone® 640 U**<br>C: 100<br>M: 1<br>Y: 8<br>K: 10 |
| Screen Mode | R: 255<br>G: 188<br>B: 62<br>Hexadecimal: ffbc3e | R: 105<br>G: 145<br>B: 59<br>Hexadecimal: 69913b | R: 214<br>G: 73<br>B: 42<br>Hexadecimal: d6492a | R: 0<br>G: 117<br>B: 155<br>Hexadecimal: 00759b |

Mrs Eaves has been chosen as the primary typeface for University of Minnesota, Morris communications.

In general, serif faces like Mrs Eaves are versatile and suitable for headlines as well as large chunks of text. Mrs Eaves' look and style expresses the humanist values of a Morris education.

Mrs Eaves' x-height is a little smaller than that of most serif faces, so its acceptable text size may be slightly larger.

You do not need these typefaces installed on your computer in order to use the Morris signatures. These will be provided in a variety of ready-to-place graphic file formats. You do need these fonts installed on your computer if you wish to lay out text and headlines for a brochure, or advertising material.

For users without the recommended fonts: Contact Duplicating Services to convert text in documents provided to them to the recommended fonts. For additional information on type, or to purchase typefaces or type families used by the University of Minnesota, Morris, contact the Office of University Relations.

For Web fonts, see page 5.4.

**Mrs Eaves Roman**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

**Mrs Eaves Italic**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz1234567890*

**Mrs Eaves Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz1234567890**

**Mrs Eaves SmallCaps**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

**Mrs Eaves PetitCaps**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Avenir has been chosen as a secondary typeface for Universitywide applications when the sans-serif font qualities are demanded. In general, sans-serif fonts are best suited for headlines, subheads, and short lines of copy. Avenir, specifically, is also suited to styling larger chunks of text. It is a quickly read, simple form that imbues communications with a modern look. These qualities make Avenir a very good choice for marketing materials and advertising.

Avenir comprises a very broad range of variations, only some of which are shown.

**Avenir 35 Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

**Avenir 45 Book**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

**Avenir 55 Roman**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

**Avenir 65 Medium**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

**Avenir 85 Heavy**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz1234567890**

**Avenir 95 Black**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz1234567890**

Cooper is the voice and personality of the 2012 Morris Admissions suite of materials. Italic Swash Traditional is used for the large 4-word headlines; Black Std is used for lead-in subheads.

Cooper is not suitable for large blocks of text or for formal publications. The youthful, fun feeling inspired by the font makes it an excellent choice for admissions materials.

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**Cooper Black Italic Swash Traditional**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz1234567890*

**Cooper Std Black**

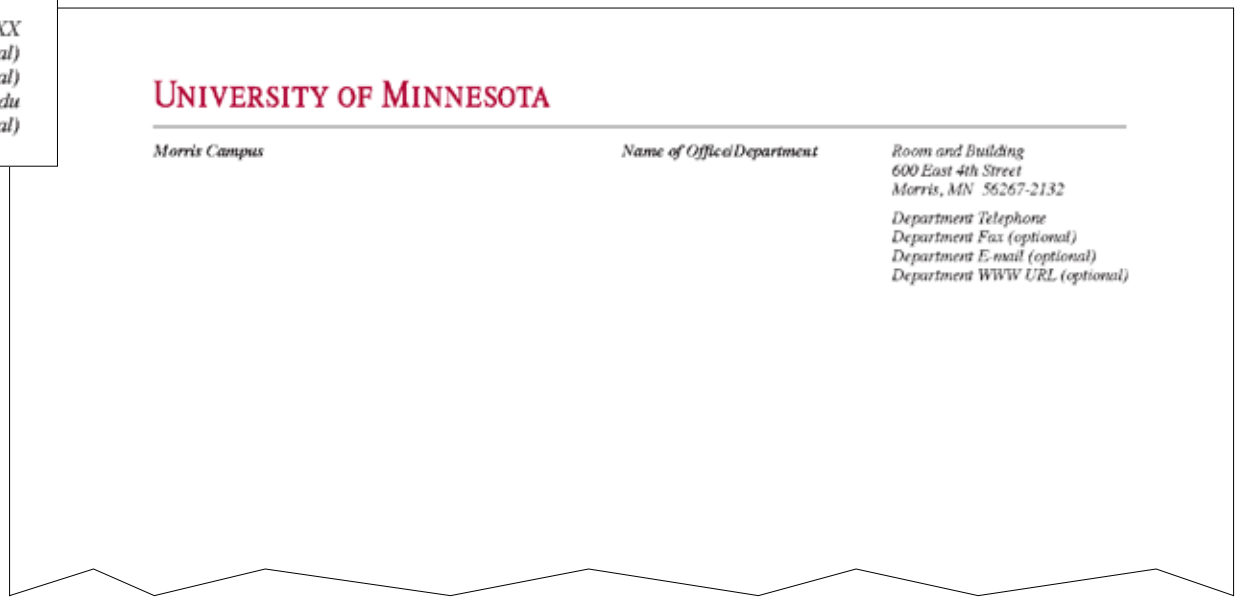
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz1234567890**

# 4 | Stationery

# Letterhead



The primary elements of University of Minnesota, Morris stationery system, letterheads, and business cards use design and layout developed as part of the University of Minnesota graphic standards. You can find more information about it at www1.umn.edu/brand/standards/index.php.



# Announcement Envelope

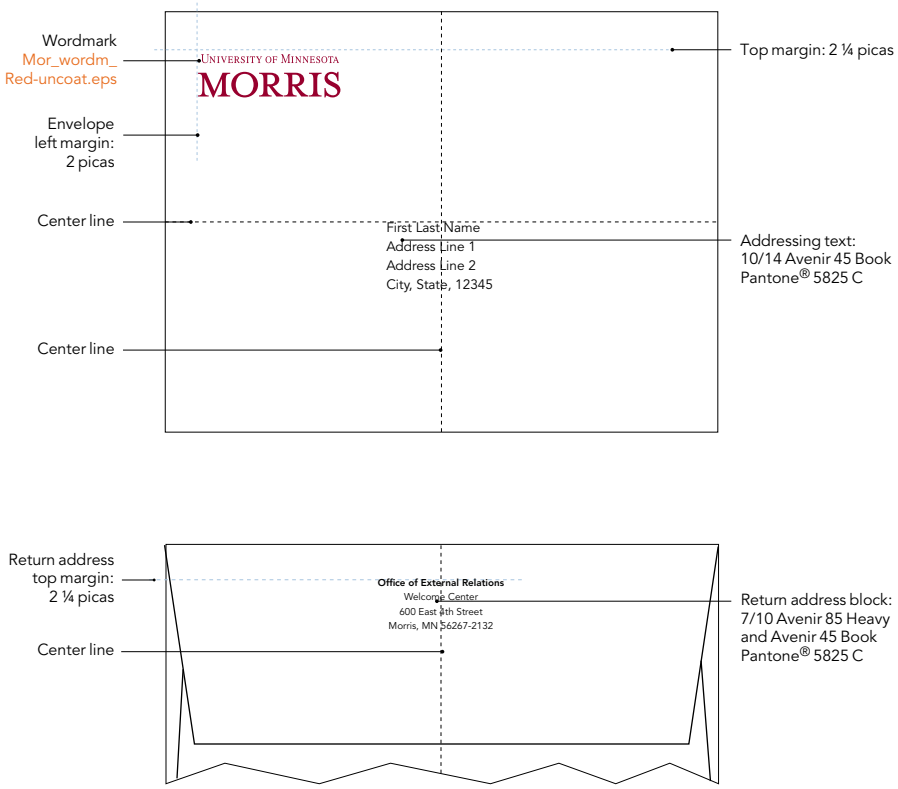
Two options of a Morris announcement envelope are shown here. The Morris identity elements and addressing shown here may be applied to other envelopes allowed by the University of Minnesota graphic standards. If cost is prohibitive, use the Morris Maroon symbol instead of three-color.

When typing the mailing address, follow the recommended typographic and placement specifications shown here. If Avenir is not available on your computer, a substitute font, Arial, may be used. Follow the typographic and placement specifications when typing the mailing address.

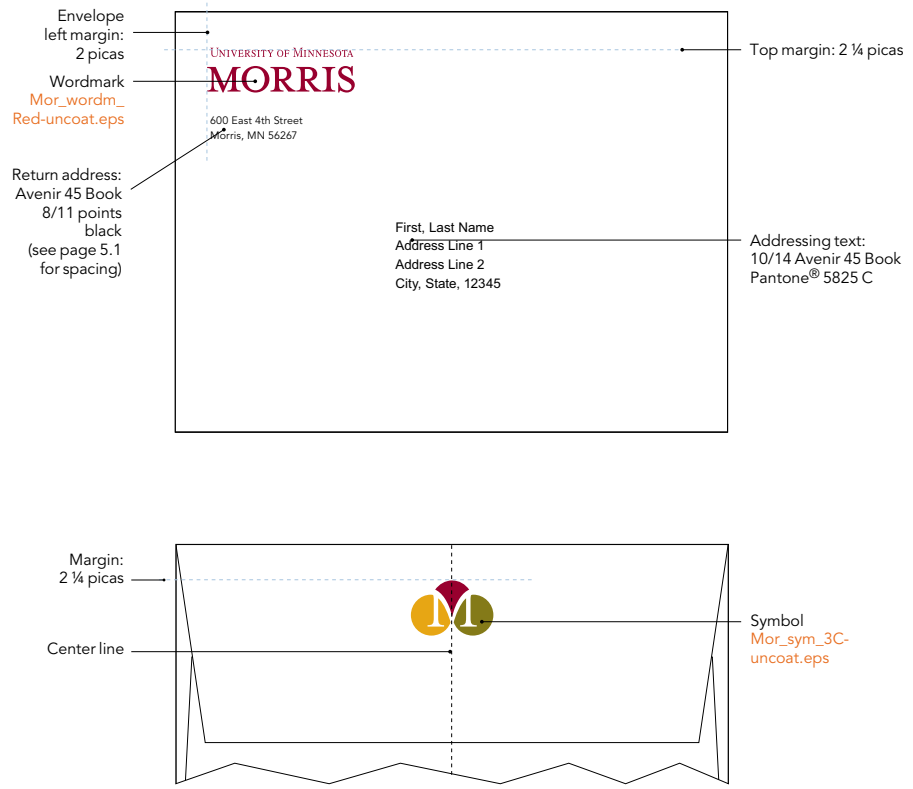
Duplicating Services is the preferred supplier of all stationery items. Stationery requests should be directed to Duplicating Services, 320-589-6145, or duplserv@morris.umn.edu.

The announcement envelopes should be printed on natural-looking uncoated paper that is either white or off-white.

**Announcement Envelope 1 (5 3/4" x 4 3/8 ")** (50 percent of actual size)




**Announcement Envelope 2 (5 3/4" x 4 3/8 ")** (50 percent of actual size)



How to measure M

How to measure U

The examples of address block treatments shown here can be used in variety of publications and on the web. Typically, these address block configurations would appear on the back of brochures and flyers.

The Morris address block is set in eight-point Avenir 45 Book on 11-point leading. Unit designations are set in Avenir 85 Heavy. Add one-half extra line space between paragraphs. The examples on this page are shown in actual size.

The address block begins one M-space below the signature and is centered or left-justified to it.

The address block can also appear 2 M-spaces to the right of the wordmark. In such a configuration, a black 0.5 point rule is placed between the wordmark and the address block. It is not necessary to include "The University of Minnesota, Morris" in the address block.

Clear space requirements for the address blocks are the same as for the wordmark (see page 2.5).

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UNIVERSITY OF MINNESOTA
MORRIS

600 East 4th Street
Morris, MN 56267-2132

morris.umn.edu

UNIVERSITY OF MINNESOTA
MORRIS

M

**Office of Admissions**
600 East 4th Street
Morris, MN 56267-2132

888-866-3382
admissions@morris.umn.edu
morris.umn.edu

UNIVERSITY OF MINNESOTA
MORRIS

**Office of External Relations**

Align baselines

2M

UNIVERSITY OF MINNESOTA
MORRIS

M

600 East 4th Street
Morris, MN 56267-2132

888-866-3382
admissions@morris.umn.edu
morris.umn.edu

UNIVERSITY OF MINNESOTA
MORRIS

**Alumni Association**
HFA 123
600 East 4th Street
Morris, MN 56267-2132

2M

UNIVERSITY OF MINNESOTA MORRIS

U

600 East 4th Street
Morris, MN 56267-2132

888-866-3382
admissions@morris.umn.edu
morris.umn.edu