

YOU
TO THE
POWER
OF
M

BRAND GUIDE UNIVERSITY OF MICHIGAN-FLINT



A POWERFUL MESSAGE



A POWERFUL COLLABORATION

At the University of Michigan-Flint, we have a powerful message to share — about resilience, tenacity, community, and higher education with a broader purpose. Now we're ready to make sure that message is heard loudly and clearly across our campus, our community, and beyond.

Introducing **YOU TO THE POWER OF M**, UM-Flint's bold new brand built in a collaborative campus-wide effort. In the pages that follow, we'll share with you the origins of this brand, as well as the meaning behind it. Here, you'll see and hear our brand in action. You'll also find basic guidelines on how to support and execute the brand, as well as specific examples on translating our brand into a variety of communications.

As we work together to launch and amplify our university's brand, we recognize that you are the POWER OF M. You breathe life into the brand and help us deliver on its promise to every student, parent, partner, and alumnus we encounter — every day.



NOW, LET'S SHOW THE WORLD THE TRUE POWER OF A UM-FLINT EDUCATION.



THE POWER OF A BRAND

Before we delve into **YOU TO THE POWER OF M**, let's first take a closer look at what we mean by "brand." A brand is not a logo. It's less about what we do than who we are as an organization. It permeates every communication and interaction we have with our audience — whether in print, online, or in person.

Our brand makes a statement about what we stand for, and what's important to us. It's our personality and identity, our heart and soul. More than how our audience perceives us, our brand is how they interact with us. Through our brand, our audience makes an emotional and personal connection with us. Our brand is how people know us. It's a promise we're making to our audience, as well as how we intend to honor that promise.



WHY BRANDING MATTERS

Branding isn't just for large corporations and household names. Building and supporting a strong brand is important for universities as well – especially when competing for mindshare in a crowded higher education space.

Our brand is one of the most powerful assets we have as a university. When executed well, with consistency and purpose, our university's brand plays a critical role in:

- Raising awareness among prospective students, parents, partners, and the larger community
- Supporting student recruitment, enrollment, and retention efforts
- Differentiating our institution from others
- Substantiating the quality of our academic offerings and student experience
- Building strong business, alumni, and community partnerships
- Maximizing the success of fundraising efforts
- Unifying the entire campus behind a cohesive mission, vision, message, and identity

BRAND GUIDELINES: WHAT THEY'RE GOOD FOR

The key to any successful brand is consistency. That's where brand guidelines come in. The guidelines we've mapped out here serve to unify the entire university behind our brand, **YOU TO THE POWER OF M**. More specifically, these guidelines will help campus-wide departments and their staff ensure that the communications they create stay aligned with the brand to maximize its success.

In the pages that follow, you'll find guidelines to help steer you in:

- Amplifying the voice of the university
- Communicating key messages that support the brand promise
- Maintaining a consistent visual brand across a range of communications
- Increasing awareness of, and recognition for, our brand

The true power of our brand resides with you. Together, we can make sure that **YOU TO THE POWER OF M** resonates across the university as well as the constituents we serve.

OUR BRAND PROMISE

YOU
TO THE
POWER
OF
M

YOU TO THE POWER OF M is the result of a yearlong campus-wide collaborative effort between leadership, department communicators, staff, faculty, and students. The brand was born from an extensive internal discovery process involving key campus constituents, and was tested across multiple focus groups consisting of prospective students and their parents as well as UM-Flint deans, faculty, and staff.

Across all testing, **YOU TO THE POWER OF M** clearly rose to the top as the brand that captures UM-Flint's unique identity, values, strengths, and promise. Here we share with you the promise, personality, and qualities behind our brand.



THIS IS THE PROMISE OF OUR UNIVERSITY'S BRAND TO THE CONSTITUENTS WE SERVE:

The University of Michigan-Flint provides an excellent Michigan education with a unique perspective. As an integral part of Flint's vibrant downtown, UM-Flint offers students the rare opportunity to use what they're learning to solve problems and have an immediate, positive impact on the community and the lives of people who live here, as well as the world beyond.

We are proud of the community we call home, its history, and the remarkable accomplishments Flint has already achieved. As members of this community, we share its spirit of resilience, tenacity, and innovation, and actively seek students who embrace and confront challenges with creativity, courage, and compassion. Our students build on their diverse talents and passions to emerge with exceptional problem-solving skills, valuable career-related experiences, a broader understanding of complex issues that shape communities, and the ability to rise to any challenge.

With these qualities and experiences, our students are singularly prepared to put their outstanding University of Michigan degrees to work.

OUR BRAND PERSONALITY

These words capture the character of our brand and are meant to guide the voice, tone, and personality of our brand communications:

STRONG. RESILIENT. PURPOSEFUL. DRIVEN. ENERGETIC.

OUR BRAND TAGLINE

Our university's tagline distills our brand into a single, powerful statement that is uniquely own-able by UM-Flint:

YOU TO THE POWER OF M



OUR BRAND **ATTRIBUTES**

It's not enough to make a brand promise. We must also demonstrate how we as a university intend to uphold that promise to our students and constituents. These six attributes serve as the pillars supporting the promise of **YOU TO THE POWER OF M**. They also inform the key messages we should be communicating to our audiences.

ATTRIBUTE 1: **AN EXCELLENT MICHIGAN EDUCATION WITH A UNIQUE PERSPECTIVE**

UM-Flint provides an excellent Michigan education with a unique perspective. Our students, faculty, and staff actively choose to live, learn, and teach in Flint, and embrace this resilient community whose accomplishments far exceed what's published in news headlines.

We are collaborating with Flint residents and leaders to change perceptions about our community, break down barriers, and show the world the amazing things our campus, city, and people are accomplishing every day, even in the face of challenges.

ATTRIBUTE 2: **COLLABORATIVE, PERSONALIZED LEARNING WITH APPLICATIONS BEYOND THE CLASSROOM**

With an excellent 14:1 student/faculty ratio, UM-Flint offers students direct access to professors and a front-row seat to their future. Inside UM-Flint's small, interactive classrooms, students have the opportunity to work closely with expert faculty who are passionate about their fields, their students' success, and the community they choose to teach and live in.

Beyond the classroom, students collaborate with expert faculty on groundbreaking research and projects for creative expression that have an immediate positive impact on people's lives. These experiences develop students' valuable career-related skills and confidence. Through their own research and work, faculty inspire students to do more with their education and respected degrees.

ATTRIBUTE 3: **DIVERSE, VIBRANT CAMPUS COMMUNITY WHERE STUDENTS BUILD ON THEIR EXPERIENCES**

Representing a wide range of ages, cultures, and backgrounds, our students come to campus with diverse talents, experiences, and passions. UM-Flint recognizes this, and empowers students to build on these qualities as scholars, creative thinkers, problem solvers, community builders, envelope pushers, and individuals.

Here, students are encouraged to explore interests and passions with individualized learning, hands-on research opportunities, internships related to their majors, meaningful community service, and study-abroad programs that expose them to a world of ideas.

ATTRIBUTE 4:
INTIMATE CAMPUS THAT MAKES IT EASIER
FOR STUDENTS TO GET INVOLVED

On UM-Flint's friendly campus, students, staff, and faculty know each other by name. Our welcoming campus fosters a vibrant student life with student clubs for every interest and an active student government for leaders in the making.

Our intimate campus community makes it easier for students to connect with others, explore and discover passions, and shine as leaders. UM-Flint's campus experience is shaped by our students. Here, students have the voice, platform, and power to make a difference on campus and beyond.

ATTRIBUTE 5:
GREATER ACCESS TO A UM-FLINT EDUCATION
WITH ONLINE AND HYBRID FORMATS

At UM-Flint, we're making an outstanding University of Michigan education accessible to more students — including those who live and study remotely. Among the state's most respected, our online and mixed-mode courses allow students to access the unique advantages, perspectives, and expert faculty of UM-Flint from anywhere in the state and nation, with added convenience and flexibility.

With smaller-than-average online classes led by UM-Flint professors, our online and hybrid courses offer the same intimate, supportive, and collaborative learning experience enjoyed by our on-campus students.

ATTRIBUTE 6:
OUTSTANDING VALUE FOR A QUALITY MICHIGAN EDUCATION
THAT ATTRACTS EXCEPTIONAL STUDENTS

UM-Flint students benefit from all of these strengths unique to our campus community, at an outstanding value for a quality University of Michigan education. UM-Flint offers one of the state's most affordable tuitions for a four-year university and a wide range of financial aid options to make an excellent education even more affordable.

UM-Flint attracts high-achieving students with competitive scholarships and provides a learning environment where they will be challenged to excel in and outside the classroom.



TRANSLATING THE BRAND

Our brand attributes inform the messages we communicate. Now let's take a look at how we translate those brand attributes into the language we share with our students and constituents, using the voice of **YOU TO THE POWER OF M.**

THE **POWER** OF A BRAND

ATTRIBUTE 1:

AN EXCELLENT MICHIGAN EDUCATION
WITH A UNIQUE PERSPECTIVE

BRAND VOICE:

HAVE A SEAT. THEN TAKE A STAND.

ATTRIBUTE 2:

COLLABORATIVE, PERSONALIZED LEARNING WITH
APPLICATIONS BEYOND THE CLASSROOM

BRAND VOICE:

WHERE DREAMERS BECOME DOERS.

ATTRIBUTE 3:

DIVERSE, VIBRANT CAMPUS COMMUNITY WHERE
STUDENTS BUILD ON THEIR EXPERIENCES

BRAND VOICE:

BRING YOUR BEST IDEAS.

ATTRIBUTE 4:

INTIMATE CAMPUS THAT MAKES IT EASIER
FOR STUDENTS TO GET INVOLVED

BRAND VOICE:

STUDENT LIFE MEETS STUDENT POWER.

ATTRIBUTE 5:

GREATER ACCESS TO A UM-FLINT EDUCATION
WITH ONLINE AND HYBRID FORMATS

BRAND VOICE:

LEARN WHERE YOU LIVE.

ATTRIBUTE 6:

OUTSTANDING VALUE FOR A QUALITY MICHIGAN
EDUCATION THAT ATTRACTS EXCEPTIONAL STUDENTS

BRAND VOICE:

STUDENTS. SCHOLARS. MOVERS. SHAKERS.



PROVING THE POWER OF M

Just as with the brand promise, the brand attributes must be supported by specific examples showing the attribute in action — written in a language that connects with our students and constituents. Here we share with you examples of proof points for each attribute.



ATTRIBUTE 1:
AN EXCELLENT MICHIGAN EDUCATION
WITH A UNIQUE PERSPECTIVE

BRAND VOICE:
HAVE A SEAT. THEN TAKE A STAND.

PROOF POINTS:

- At UM-Flint, we don't back down from a challenge. In the face of the water crisis that impacted our community, our students, staff, and faculty have volunteered thousands of hours to connect our residents to clean water resources and information.
- Our students don't just stay on campus. They go out into the community of Flint and use their education to make a difference. You'll find our students painting murals to revitalize Flint's cityscape, brainstorming over lattes at a downtown café, and launching startup businesses that fuel Flint's economy.

ATTRIBUTE 2:
COLLABORATIVE, PERSONALIZED LEARNING WITH
APPLICATIONS BEYOND THE CLASSROOM

BRAND VOICE:
WHERE DREAMERS BECOME DOERS.

PROOF POINTS:

- Inside small, interactive learning environments like our state-of-the-art engineering labs, students learn by doing as well as listening. Working together, our engineering students succeeded in designing and building an off-road vehicle from the ground up. They then put their vehicle to the test against other university teams from around the world in an off-road competition.
- At UM-Flint, the search for answers often takes our students outside the classroom. Collaborating with their professor, UM-Flint psychology undergrads conducted groundbreaking research on the Ann Arbor campus, studying novel treatments for people living with Parkinson's disease.

PROVING THE POWER OF M (CONT)

ATTRIBUTE 3:

DIVERSE, VIBRANT CAMPUS COMMUNITY WHERE STUDENTS BUILD ON THEIR EXPERIENCES

BRAND VOICE:

BRING YOUR BEST IDEAS.

PROOF POINTS:

- UM-Flint students, like liberal arts major and dancer Emma Davis, express their ideas through creative projects. As part of her Riverbank Park Dance Project, Emma choreographed and directed a series of outdoor dance performances that tell the history of Flint's iconic downtown park. Her work garnered a grant along with rave reviews.
- Students come from around the globe to further their education at UM-Flint. Here, they find a welcoming campus community where international students thrive. Student Government President and International Student Ambassador Menusha Arumugam recently completed a research project at Columbia University as part of the Honors program. She plans to build on this experience to become a researcher and biologist.

ATTRIBUTE 4:

INTIMATE CAMPUS THAT MAKES IT EASIER FOR STUDENTS TO GET INVOLVED

BRAND VOICE:

STUDENT LIFE MEETS STUDENT POWER.

PROOF POINTS:

- With over 100 student clubs and organizations to choose from, UM-Flint students have plenty of opportunities to explore their interests and discover new ones. A fun way to meet people and make friends, student clubs also improve academic performance. Just ask the members of our Chemistry Club, who have won multiple awards in national competitions.
- Each year on MLK day, UM-Flint students join together to honor Dr. King through community service. Student volunteers dedicate the day to teaching robotics to kids at the Boys & Girls Club, building homes with Habitat for Humanity, feeding the hungry at the North End Soup Kitchen, and much more.

ATTRIBUTE 5:
**GREATER ACCESS TO A UM-FLINT EDUCATION
WITH ONLINE AND HYBRID FORMATS**

BRAND VOICE:
LEARN WHERE YOU LIVE.

PROOF POINTS:

- UM-Flint makes an outstanding Michigan education even more accessible through a wide range of innovative online programs. Ranked 16th in the nation, our online graduate nursing program was just listed among the “Best Online Programs” by *U.S. News & World Report*.
- UM-Flint offers the area’s only Bachelor of Science in Respiratory Therapy. This innovative new program uses the MFLEX online format that allows students to interface and interact with live classrooms in real time, from any remote location.

ATTRIBUTE 6:
**OUTSTANDING VALUE FOR A QUALITY MICHIGAN
EDUCATION THAT ATTRACTS EXCEPTIONAL STUDENTS**

BRAND VOICE:
STUDENTS. SCHOLARS. MOVERS. SHAKERS.

PROOF POINTS:

- UM-Flint recognizes and rewards outstanding students with our Freshmen Merit Scholarships awarding up to \$7,000 a year. With no separate application to complete, students immediately know whether they qualify for a Merit Scholarship when they apply for admission.
- With tuition below the average for most four-year universities in Michigan, UM-Flint offers an excellent value for outstanding academics. Here, students can focus on their Michigan education, not on how they’re going to pay for it.

THE
VOICE
OF

YOU
TO THE
POWER
OF
M

Our voice is an integral part of our brand. It's what brings our brand to life. The language and tone we use in our communications should reflect the personality of our brand and the unique qualities, as well as the resilient community we call home. Those qualities, identified here, guide the way in which we speak to our constituents in every communication.



YOU TO THE POWER OF M IS:



FRIENDLY

Our voice should be conversational, welcoming, and accessible. We should speak in the language of our students and constituents, avoiding academic jargon that sounds formal, stilted, or institutional.

AUTHENTIC

We tell it like it is — no hyperbole, no pretensions. Our voice comes from a genuine place: our students and community. We use clear language, and back up our claims with specific examples whenever possible. We are honest about who we are and where we come from.

ACTIVE

We are a campus of movers and shakers. Our students are active in and outside the classroom, learning on their feet and in the community by doing as well as studying. We also play an active role in our local community. This dynamic energy and motion should be reflected in our language.

FEARLESS

Our students, staff, faculty, and campus community never back down from a challenge. In fact, we thrive on solving complex problems in the classroom, in the community, and at large. We are resourceful, creative, and we do not give up. This attitude should come across in our voice as well.

COMMUNITY-MINDED

We are part of our community. We choose to live, learn, and work here. And we believe in the power of education to transform communities like ours for the better. We see the broader purpose of a Michigan education beyond the degree that hangs on the wall. We're learning to be a force for good.

FLINT

We are proud of our Flint community and location — but never boastful. We know there's much more to Flint than what the headlines tell us. Amazing things are happening here every day, and we're ready to make sure the world knows about it. The character and personality of this remarkable, resilient community should permeate our language.



THE **VISUAL** BRAND GUIDELINES

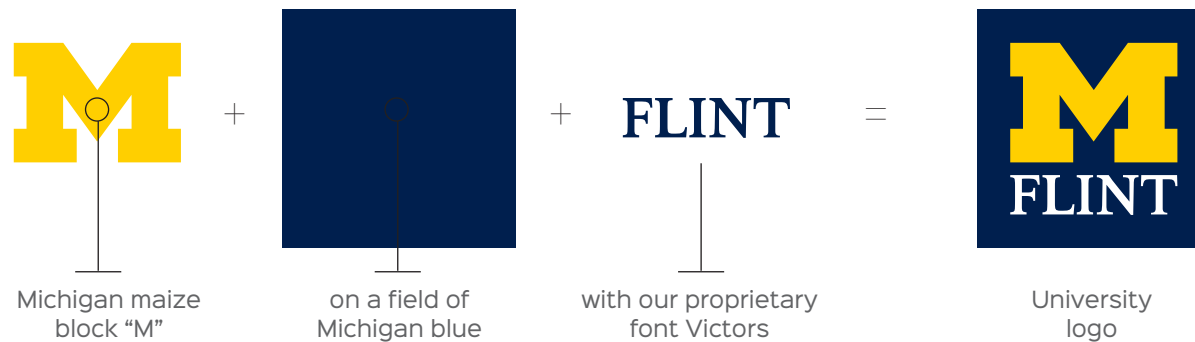
The **YOU TO THE POWER OF M** brand is expressed visually as well as through voice and messaging. Here, you'll find guidelines on how to execute the visual components of the brand across a range of communications. Consistency and cohesion are critical to creating a recognizable brand that is uniquely own-able by UM-Flint.

In the pages that follow, we provide guidelines for:

- **LOGO USAGE**
- **TYPOGRAPHY AND FONTS**
- **PHOTOGRAPHY STYLE**
- **COLOR PALETTE**
- **DESIGN ELEMENTS**
- **LAYOUT DIRECTION**

LOGO USAGE

For better connection and consistency among Ann Arbor, Dearborn, and Flint, all three campuses have adopted the maize block “M” on a field of blue as our primary identity mark. The word “Flint” is white and rendered in the Victors font, designed exclusively for the University of Michigan.



LOGO COLORS

The color palette of **YOU TO THE POWER OF M** incorporates the core University of Michigan colors: Maize and Blue.



MAIZE

PMS: 7406 (coated and uncoated)
CMYK: C0 / M18 / Y100 / K0
HEX: 00274c



BLUE

PMS: 282 (coated and uncoated)
CMYK: C100 / M65 / Y0 / K70
HEX: ffc005

LOGO SPACING & SIZING

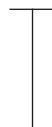
Always position the logo for maximum impact and give it plenty of room to breathe. This will help to ensure our logo's visibility and legibility. The minimum clear space for the UM-Flint logo is defined as the height of the serif of the block "M". Understanding the clear space rule is essential, as it is also the standard for logo position and scale on most printed communications. In that regard, the clear space rule should be maintained as the logo is proportionately enlarged or reduced in size.



■ = Serif height

MINIMUM SIZE

When reproducing our logo, be conscious of its size and legibility. Generally, our logo should never appear less than 5/8" (0.625") tall in printed materials, and no less than 45 pixels tall in the digital realm.



Print: 5/8"
Web: 45 pixels

COLOR PALETTE



PRIMARY COLORS

The color palette of **YOU TO THE POWER OF M** builds on the core UM-Flint colors: maize and blue.



MAIZE

PMS: 7406 (coated and uncoated)
CMYK: C0 / M18 / Y100 / K0
HEX: 00274c



BLUE

PMS: 282 (coated and uncoated)
CMYK: C100 / M65 / Y0 / K70
HEX: ffc005

SECONDARY COLORS

To create more visual interest and variety, we have expanded the basic palette to include additional complementary colors. Secondary colors are meant to be used as accents only. Maize and Blue remain the dominant colors of all branded communications.



LIGHT BLUE

PMS: 640
CMYK: C100 / M11 / Y3 / K16
HEX: 0085b7



GRAY

PMS: Cool Gray 10
CMYK: C0 / M0 / Y0 / K75
Used for body copy

TYPOGRAPHY AND FONTS

The **YOU TO THE POWER OF M** typeface is Sinkin Sans, chosen for its clean, bold look and legibility. Typefaces are typically assigned to different usages, depending on where they are used in the hierarchy of the text within the communication.

SINKIN SANS BLACK

- Use for main headers (ad headlines, covers of brochures, front of postcards)
- Use as ALL CAPS only with one accent word in Maize or Light Blue

SINKIN SANS SEMI-BOLD

- Use for subheads, in ALL CAPS only
- Use for paragraph section headers in blue or light blue
- Use for call-to-actions, in ALL CAPS

Sinkin Sans Regular

- Use for body copy
- Body copy should be 9 point, 12 pt leading
- Use for URLs and phone numbers appearing in running body copy, in a color
- Use for Photo Captions and Call-outs, in ALL CAPS

Sinkin Sans Medium

- Use sparingly when using reverse-out copy against a solid color - for legibility issues
- Use for URLs: umflint.edu (stand-alone URLs, not those in running body copy)

HEADLINES



Headlines are presented in Sinkin Sans Black, all caps, and are white in color with one word (the most emotionally effective word of the headline) in maize when against a blue background. When the headline is against a maize background, have the headline appear in blue with the single highlighted word in light blue.

BRING YOUR BEST IDEAS.

BRING YOUR BEST IDEAS.

BRING YOUR BEST IDEAS.

Headlines can be all in one line, as shown above, or they can be stacked, for example:

**BRING YOUR
BEST IDEAS.**

**BRING
YOUR
BEST
IDEAS.**

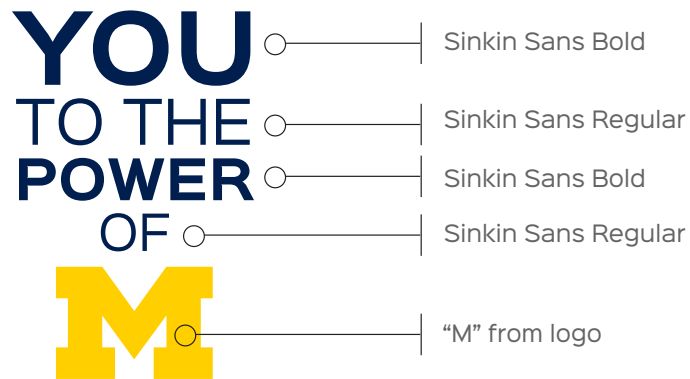
Headlines should be left justified.

Here are examples of headline usage in layout:



DESIGN ELEMENTS

YOU TO THE POWER OF M



When space doesn't allow for the stacked version, the tagline may be presented in a single horizontal line.

All elements should be the same size, as follows:

YOU TO THE POWER OF M

YOU TO THE POWER OF M

YOU TO THE POWER OF M

YOU TO THE POWER OF M

YOU TO THE POWER OF M should be used in its intact form as shown at the left. There are four color variations allowed, as shown here:



YOU TO THE POWER OF M

can also be used against a photograph with transparency as shown here:

When used over a photo, background should be set at approximately 45% opacity (282 Blue) or approximately 80% opacity (white)



PHOTO CAPTIONS

PRE-MED MAJOR KIM RHODES HELPS PROVIDE NO-COST HEALTH SERVICES TO CHILDREN AND FAMILIES IN FLINT.

Captions are:
Sinkin Sans Regular ALL CAPS
Point size 8, leading 11-12 point
(Sinkin Sans Medium may be used where there are legibility issues)

Brackets are:
Sinkin Sans Light

Captions should be against color bars with opacity, for example:



BIOCHEMISTRY MAJOR LISA PERKINS COMPETES WITH UM-FLINT'S AWARD-WINNING CHEMISTRY CLUB.

of Michigan-Flint, we're seeking more than students. We're calling artists, idea-starters, and innovators looking to use their Michigan force for good.

BODY COPY

BODY COPY SHOULD BE: BODY COPY ACCEPTABLE COLOR OPTIONS:

- Sinkin Sans Regular
- 9 point
- 12 point leading
- Force justified
- Can be left or right justified when legibility becomes an issue
- Use 75% black (gray) when used against a white background.
- When used against a maize background, use 100% black.
- When used against a blue background, use reversed-out white, and the font can be changed to Sinkin Sans Medium when legibility is an issue.

GO BLUE. AND GO FAR.

At the University of Michigan-Flint, our students do so much more than sit in classrooms. They welcome challenges and thrive on solving them. They lead movements, and lead change. They are resilient and resourceful, like the Flint community they call home. Join them.

Get your Michigan Education on a campus of dreamers and doers, movers and shakers. And emerge uniquely prepared to change your world.

MAKE YOUR MOVE. APPLY TODAY.

umflint.edu

Here are examples of proper use of body copy:

CONNECTED BY COMMUNITY.

Welcome to the University of Michigan-Flint — a close-knit campus of resourceful community-builders where students shape their university experience. And help keep our remarkable city Flint-strong.

From developing mobile apps for locating clean water resources, to launching local businesses that fuel Flint's growth, to engineering all-terrain vehicles that compete nationally — UM-Flint students aren't just learning. They're out there, doing amazing things. Every day.

WHAT WILL YOU DO WITH YOUR MICHIGAN EDUCATION?
LET'S FIND OUT.

DESIGN ELEMENTS (CONT)

CALL-OUTS

UM-FLINT WAS RANKED A TOP MIDWEST SCHOOL BY *U.S. NEWS & WORLD REPORT*.

Call-outs are:
Sinkin Sans Regular ALL CAPS
Point size 9, leading 12 point or larger (proportionately) if room on layout

Brackets are:
Sinkin Sans Light

SIDEBARS

Sidebar sections should be placed in a solid color to stand out.

THINK **BEYOND** THE CLASSROOM.

At UM-Flint, you'll find the academic excellence you want in a University of Michigan campus. You'll also find so much more.

DO GOOD WORK

As part of Flint's resilient community, you'll have the rare opportunity to improve people's lives — before you even graduate.

SMALL CLASSES, BIG IDEAS

UM-Flint has an outstanding 1:1 student/faculty ratio. Which means you'll have direct access to faculty experts who know you by name.

THINKERS, DOERS, MAKERS

Put your ideas into action with unique faculty-guided research projects, creative projects, internships related to your major, and study-abroad programs.

LIFE ON CAMPUS

Get an excellent Michigan education on an intimate campus that's full of life. With over 100 student-run clubs, you'll make friends, explore interests, and shape your experience.

AFFORDABLE EXCELLENCE

Tuition at UM-Flint is one of the lowest in the state for a four-year university, with over \$40 million awarded in scholarships each year.



FLINT FANTASTIC

Just steps away, vibrant downtown Flint is your extended campus. Hang out with friends at Café Rhema, catch a play at the Shop Floor Theatre Company, browse artisanal wares at the Friday Artwalks, or ride your bike along the river.

THIS IS YOUR CITY. OWN IT.

HEADERS, SUBHEADS & SECTION HEADERS



Examples of headers:

Sinkin Sans Black
ALL CAPS

Examples of subheads:

Sinkin Sans Semi-Bold
ALL CAPS

Examples of section headers:

Sinkin Sans Semi-bold
ALL CAPS

NEXT STEPS

- 1 Apply online at umflint.edu/apply.
- 2 Schedule your tour at umflint.edu/tour.
- 3 Contact an admissions counselor at admissions@umflint.edu.
- 4 Learn more at umflint.edu.

For admission requirements, visit umflint.edu/apply. For costs, visit umflint.edu/tuition.

WHAT WILL YOU DO WITH YOUR DEGREE? WE CAN'T WAIT TO FIND OUT.

THINK **BEYOND** THE CLASSROOM.

At UM-Flint, you'll find the academic excellence you want in a University of Michigan campus. You'll also find so much more.

DO GOOD WORK

As part of Flint's resilient community, you'll have the rare opportunity to improve people's lives — before you even graduate.

SMALL CLASSES, BIG IDEAS

UM-Flint has an outstanding 1:1 student/faculty ratio. Which means you'll have direct access to faculty experts who know you by name.

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Put your ideas into action with unique faculty-guided research projects, creative projects, internships related to your major, and study-abroad programs.

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OTHER LAYOUT COMPONENTS

LISTS

Lists can be a smaller point size than body copy when spacing is an issue. They should be SinkIn Sans Regular.

URLS AND PHONE NUMBERS IN COPY

URLs and phone numbers in body copy should be highlighted in a color using SinkIn Sans regular. Use [123.456.7890](tel:123.456.7890) as the style for phone numbers.

MAIN URL

URL should be all lowercase, Sinkin Sans Medium.

SOCIAL MEDIA ICON PLACEMENT

Should be in order shown, including #umflint. Placement should be at bottom of page.

ADDITIONAL ACADEMIC PROGRAMS	
TEACHING CERTIFICATE PROGRAMS	PRE-PROFESSIONAL PROGRAMS
<ul style="list-style-type: none"> • Earth Science • Elementary Education • English • French • Integrated Science • K-12 • Mathematics • Music Education • Secondary Education • Social Studies • Spanish 	<ul style="list-style-type: none"> • Pre-Dental • Pre-Law • Pre-Medical • Pre-Pharmacy • Pre-Physical Therapy • Pre-Physician Assistant • Pre-Veterinary
ADDITIONAL ACADEMIC OFFERINGS	
<ul style="list-style-type: none"> • Bachelor/Master joint degrees • Honors Program 	
NEXT STEPS	
<ol style="list-style-type: none"> 1 Apply online at umflint.edu/apply. 2 Schedule your tour at umflint.edu/vist. 3 Contact an admissions counselor at admissions@umflint.edu or call (800) 762-3300. 4 Learn more at umflint.edu/admissions. 	

CONNECTED BY COMMUNITY.

Welcome to the University of Michigan-Flint — a close-knit campus of resourceful community-builders where students shape their university experience. And help keep our remarkable city Flint-strong.

From developing mobile apps for locating clean water resources, to launching local businesses that fuel Flint's growth, to engineering all-terrain vehicles that compete nationally — UM-Flint students aren't just learning. They're out there, doing amazing things. Every day.

WHAT WILL YOU DO WITH YOUR MICHIGAN EDUCATION? LET'S FIND OUT.




umflint.edu








CALL TO ACTION

The call-to-action copy on layouts should be SinkIn Sans Semi-Bold ALL CAPS and should be a color or partially a color.

PULL QUOTES

Pull quotes should be SinkIn Sans Italic and in a color. The name below should be SinkIn Sans Regular, in the same color. All should be same size as body copy.

Menusha says the experience has confirmed her career aspirations. She also credits UM-Flint for connecting her to this unique research opportunity that provided her with valuable skills.

"If I went to a bigger campus with faculty and staff who are not as supportive, I don't think I would have had the same growth as I did here."

— Menusha Arumugam

LOGO PLACEMENT

The UM-FLINT logo should always be at the top and/or to the left on layouts. This is the primary visual. The **YOU TO THE POWER OF M** logo should always be secondary to the UM-FLINT logo and should appear at the right or bottom of layouts.



STUDENT LIFE MEETS STUDENT POWER.





YOU TO THE POWER OF M

ENGINEERING MAJOR PETER HOLDEN SPENDS HIS FREE TIME BUILDING HOMES WITH HABITAT FOR HUMANITY.

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PHOTOGRAPHY STYLE

Photography used in any **YOU TO THE POWER OF M** communications should reflect the personality of the brand:

STRONG. RESILIENT. PURPOSEFUL. DRIVEN. ENERGETIC.

The photography we use should also capture the character, spirit, and resilience of our students, campus community, and the community of Flint.

USE OF MULTIPLE PHOTOS

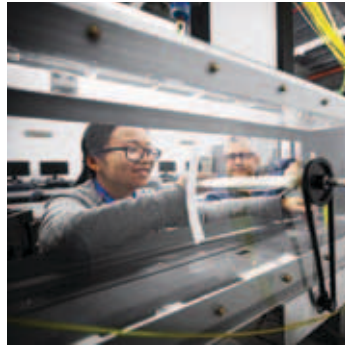
Wherever space allows, communications should include multiple photos that communicate the breadth of the UM-Flint experience. One photo should speak to active, hands-on learning and/or faculty interaction; the remaining photos should capture student life, outside-classroom experiences, and/or downtown Flint living.

On larger mediums such as billboards and other outdoor advertising, a single photo may be used for maximum visual effect and ease of reading.



HANDS-ON LEARNING

To depict the quality of academics at UM-Flint, use photography that shows students learning in action — using their hands, creating or building something, in labs, working on projects.



COLLABORATION

Choose photography that illustrates the collaborative learning style at UM-Flint, with students working together as well as with faculty and people across the community.



PHOTOGRAPHY STYLE (CONT)

STUDENT LIFE

Incorporate photography that shows the student experience outside of the classroom. Choose images that are active and dynamic to support the vibrancy of student life at UM-Flint.



THE CAMPUS

Choose photography that shows the UM-Flint campus in the best light, with emphasis on its most attractive buildings, green spaces, changes in the season, and safety. Show that UM-Flint is a welcoming, inviting, and intimate campus community.



DOWNTOWN FLINT

Include photography that reflects the energy and unique character of downtown Flint as a college town. Choose images that show our downtown community as a safe and fun gathering place for students.



COMMUNITY ENGAGEMENT

Use photography that shows UM-Flint students actively engaged in the local community, using their education to improve lives and solve problems.



PHOTOGRAPHY STYLE (CONT)

DIVERSITY

Showcase UM-Flint's diverse campus community in the photography you select. Choose images that capture students from all backgrounds and experiences learning, working, and having fun together.



STUDENTS

Include close-up portraits of students' faces that capture their distinctive personalities and pride. Show them having fun as well as enjoying the full university experience.



OUR BRAND IN ACTION

For guidance on the visual translation of **YOU TO THE POWER OF M**, refer to following sample layouts for a range of student-facing communications.

PRINT ADS



**M
FLINT**

BIOCHEMISTRY MAJOR LISA PERKINS
COMPETES WITH UM-FLINT'S
AWARD-WINNING CHEMISTRY CLUB.

**BRING
YOUR
BEST
IDEAS.**

At the University of Michigan-Flint, we're seeking more than students. We're calling on scholars, scientists, idea-starters, and innovators looking to use their Michigan education as a force for good.

So be part of our intimate campus with an outstanding 14:1 student/faculty ratio. Take a front-row seat in our leading-edge labs and small, interactive classrooms with direct access to expert faculty. Roll up your sleeves and join a resilient community of creative problem solvers. That's the true power of a UM-Flint education.

**YOU
TO THE
POWER
OF
M**

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**M
FLINT**

PRE-MED MAJOR KIM RHODES HELPS
PROVIDE NO-COST HEALTH SERVICES TO
CHILDREN AND FAMILIES IN FLINT.

YOU TO THE POWER OF M

**USE YOUR MICHIGAN DEGREE
FOR GOOD.**

At the University of Michigan-Flint, students don't just take a seat. They take a stand for what matters most to them. Here, your outstanding Michigan education starts in small classrooms led by expert faculty who know you by name. And who encourage you to take what you learn out into the world.

Conduct groundbreaking research with faculty in the lab and field. Build career-ready skills at a thriving local business. Be part of a vibrant community that never backs down from a challenge. When you graduate, you'll be ready to use your Michigan degree to make a difference.

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BILLBOARDS



OUR BRAND IN ACTION (CONT)

POSTCARDS



BROCHURE

Trifold Format



Cover

Back Cover

Flap

Inside Spread

For a more comprehensive selection of layout samples, please refer to our online brand toolkit at umflint.edu/brand.

WHAT **NOT** TO DO

While we encourage you to exercise creativity in executing the brand, there are certain off-brand executions to avoid. Here are some examples of what not to do with **YOU TO THE POWER OF M** creative executions.

DO NOT ROTATE LOGO



DO NOT ALTER LOGO



DO NOT ALTER FONTS

You to the Power of **M**

You to the Power of **M**



DO NOT place the UM-FLINT logo too close to the **YOU TO THE POWER OF M** logo.

DO NOT use fonts outside the brand standards.



DO NOT use fonts outside the brand standards.

DO NOT leave white areas between photos.

DO NOT use colors outside the approved palette.

DO NOT rotate elements on the layout.

YOU HOLD THE **POWER**

YOU TO THE POWER OF M was created in collaboration with you. The successful launch of our new brand must also be a collaborative effort. The strength of our brand relies not only on how it's communicated through brochures, postcards, billboards, and ads, it also relies on you. Here are some simple steps you can take to protect and project our brand.

EDUCATE YOUR STAFF

Share this brand guide with members of your staff and make sure they understand how important it is to support the brand with every interaction as well as communication. The University Relations (UREL) team is happy to host a training session on the brand with you and your staff. Please contact us if you'd like to schedule one.

STAY ON-MESSAGE

Put every communication your department produces through a brand filter. Is the communication on-message? Are you reinforcing the key attributes and brand promise? Are you using the right voice and appropriate photography? Are you maintaining consistent graphic standards as outlined in this guide to create consistency?

ASK QUESTIONS

If you're not sure whether a communication you're producing is aligned with **YOU TO THE POWER OF M**, ask us. Direct all brand-related questions and concerns to:

The Office of University Relations
810.237.6570
ur@umflint.edu

THANK YOU

Your participation is vital to the success of our brand, and of our university. Thank you for helping bring **YOU TO THE POWER OF M** to powerful life.

