

UNIVERSITY
OF MIAMI



Visual Identity Manual

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miami.edu

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1.0 Introduction

- 1.1 Using This Manual
- 1.2 Visual Identity System
- 1.3 Identity Policy

1.1 Using This Manual

This manual contains approved standard graphic elements of the University of Miami visual identity system. It has been prepared and distributed to ensure the success of this identity. Please use and adhere to these guidelines, which are fundamental yet flexible enough to allow for individual expression. This manual takes the form of an Adobe Acrobat PDF file for viewing on Windows PC or Macintosh platforms. The file can be printed on 8.5" x 11" paper, preferably with a color printer.

Supplemental art and support graphic files provided include:

- Adobe InDesign templates of the stationery system
- Signature files in Adobe Illustrator Encapsulated PostScript (EPS) vector format, JPG, and GIF formats for use in PowerPoint, web, and other applications
- Microsoft Word digital letterhead templates

No specific fonts are required for use of EPS, JPEG, or GIF files of signature art. A specific font *is* required to create versions of the signature for specific units (see sections 2.5 and 2.6.) All other components of the graphic identity system require fonts specified in the typography section of this manual for display and printing (see sections 4.1 and 4.2.)

Any questions about this manual should be directed to the Office of University Communications at 305-284-5500 or umcommunications@miami.edu.

1.2 Visual Identity System

Top universities employ strategic, well-executed communications to help build their excellence—and graphic identity is a prime element of effective marketing and communications.

The heart of the University's identity system is the split-U mark. It is one of the most recognizable collegiate marks nationally, and perhaps the most ubiquitous graphic symbol throughout South Florida.

Research conducted prior to adopting the split-U as the University-wide mark in 2009, which included focus groups in three major cities and an alumni survey, affirmed its perception as diverse, modern, confident, and bold. By employing this singular image, the University capitalizes on the power of an identity that links schools, colleges, centers, and institutes while representing the institution as a whole.

By its very nature, a university is a consolidated assembly; the strength and quality of each part reflects upon the whole as well as other individual units. The power of a cohesive and consistently applied graphic identity is an important tool that helps reinforce our message and presence and thereby serves to advance the University.

1.3 Identity Policy

Visual Identity Policy

This manual provides specific guidelines and standards for the visual identity system in all forms of University communication. Adherence to these guidelines is vital to ensure that the University is represented in a uniform and consistent fashion.

It is the University’s policy that the signatures, type fonts, and marks described in this manual are the only authorized marks to be used in all University communications. Within the framework of the system there is flexibility to accommodate the needs of units throughout the University.

The Office of University Communications is responsible for the system and for ensuring that the visual identity of the University is preserved and enhanced through effective, well-designed communications. It manages and monitors the use of the system and makes system graphics available to the University community and other authorized parties.

If you have questions concerning the system or need to obtain graphic signatures, send your email query to umcommunications@miami.edu.

Use of University Marks on Commercial Goods

The University of Miami name, seal, and logo are registered marks owned by the University. These marks may not be used in any medium, other than approved University programs, without the approval of the assistant vice president for auxiliary services, or his or her designees. The use of our marks in conjunction with that of an outside vendor or firm must be reviewed by the assistant vice president for auxiliary services.

Student groups wishing to use the University’s marks on commercial goods (i.e., T-shirts, bumper stickers, etc.) also must secure such approval. All requests for use of these marks must be submitted to the appropriate party listed above. All manufacturers who produce goods bearing any of the University’s trademarks must either be licensed or have received special permission to produce such products without a formal license agreement.

Any questions regarding the use of the University name, seal, or logo should be referred to the Office of Auxiliary Services at 305-284-3584.

Inquiries regarding the use of the University’s athletic marks should be directed to Fanatics Licensing Management at licensee@fanatics.com.



2.0 Basic Standards

- 2.1 Split-U Mark
- 2.2 Signatures—Horizontal, Vertical, and Informal
- 2.3 Vertical Signature—Structure
- 2.4 Clear Space Requirements
- 2.5 Unit Signatures
- 2.6 Vertical Unit Signature Specifications
- 2.7 Size Restrictions
- 2.8 Unacceptable Executions
- 2.9 Official University Seal



2.1 Split-U Mark

The University of Miami's split-U mark (logo) is the key element in the University's visual identity system and must appear on all official University of Miami communications. It may not be modified in any way.

The split-U mark is rarely used alone and is the essential feature of the University of Miami signature, described on the following pages. It may not be used to create any signature, mark, or logo other than in the manner described in this manual.

The split-U is outlined with a white rule, which becomes visible when the mark is placed over a colored background.

The split-U cannot be used as a substitute for the letter "U" in a word or the word "you."

BASIC STANDARDS

HORIZONTAL SIGNATURE



VERTICAL SIGNATURE

UNIVERSITY
OF MIAMI



INFORMAL SIGNATURE



2.2 Signatures—Horizontal, Vertical, and Informal

The University of Miami signature is the most basic and commonly used element of the Miami visual identity. The horizontal and vertical signatures are made up of three components:

- The University of Miami name

- A horizontal or vertical rule

- The University of Miami split-U mark

Only one form of the University signature should be used at a time per project, i.e., horizontal and vertical signatures may not be used simultaneously.

Customized signatures for individual University of Miami colleges, schools, centers, and institutes (“units”) are created by University Communications only and are developed by integrating the name of the unit with the University of Miami signature using specific templates. Academic departments are not permitted to have customized signatures. (See sections 2.5–2.6.)

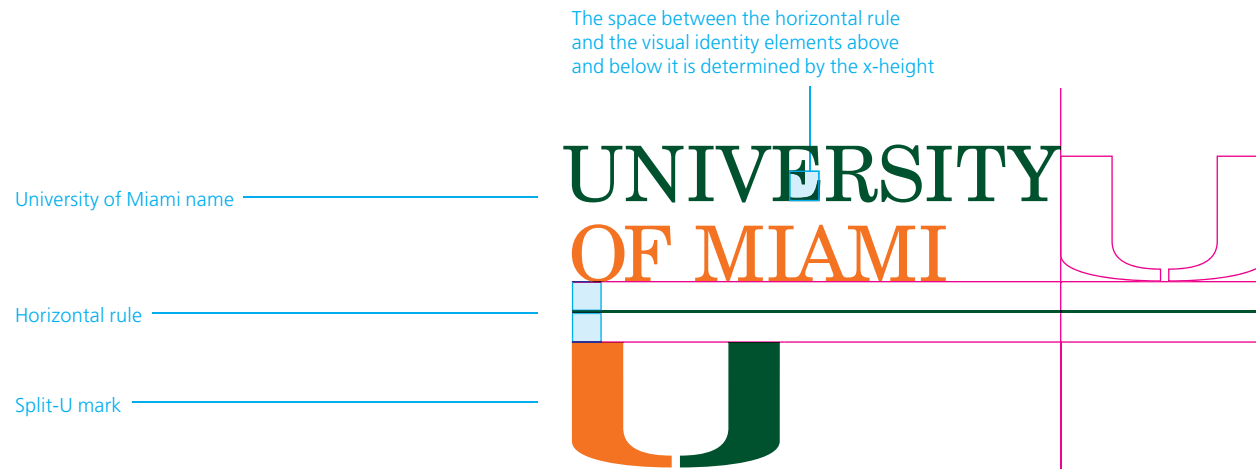
The informal signature is for use on the web and on casual University applications, such as merchandise. It is made up of three components:

- The University of Miami split-U mark

- A horizontal rule

- The word “Miami”

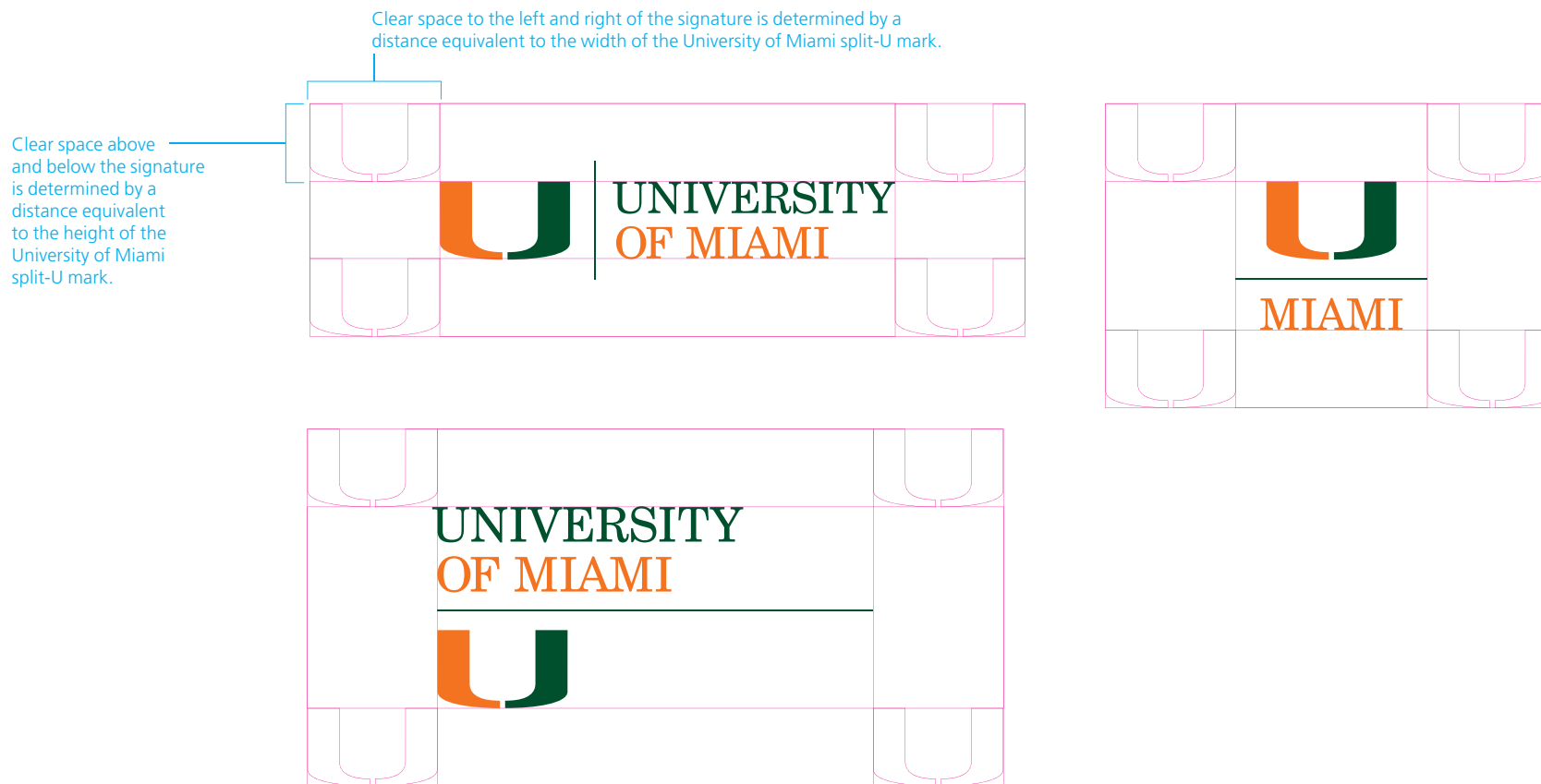
The informal signature may not be modified in any way. (For examples of usage, see section 7.3.) Downloadable signatures are available at miami.edu/umidentity.



2.3 Vertical Signature—Structure

The University of Miami vertical signature is structured as shown above. Colors and acceptable iterations of the signature are described on subsequent pages.

BASIC STANDARDS



2.4 Clear Space Requirements

When using the signature in layout, placement of surrounding elements (text, photos, and other graphic elements) should respect the clear space guideline shown above. This includes placement in email and web applications.

These clear space requirements also apply to unit signatures.

BASIC STANDARDS

HORIZONTAL UNIT SIGNATURE CONFIGURATION



VERTICAL UNIT SIGNATURE CONFIGURATION

UNIVERSITY OF MIAMI
SCHOOL of LAW



UNIVERSITY OF MIAMI
COLLEGE of
ARTS & SCIENCES



UNIVERSITY OF MIAMI
ROSENSTIEL SCHOOL of
MARINE, ATMOSPHERIC
& EARTH SCIENCE



2.5 Unit Signatures

Customized signatures for individual University of Miami colleges, schools, centers, and institutes (“units”) are created by University Communications only and are developed by integrating the name of the unit with the University signature using specific templates.

Use of unit signatures is reserved for schools, colleges, and special University-wide initiatives. Academic departments are not permitted to have customized signatures.

Signature files and guidance on their use may be obtained from the Office of University Communications at 305-284-5500 or umcommunications@miami.edu.

VERTICAL UNIT SIGNATURE CONFIGURATIONS



Unit name

Unit name is in all caps, with “&” for the word “and.” All prepositions, such as “for” and “of,” are lowercase. (Note that this applies only to unit names. The “of” in “UNIVERSITY OF MIAMI” remains all caps.) The unit name in this template is 72/75.5 pt. Century Schoolbook, tracked -9 overall, and Pantone® 158.

Horizontal rule width

The width of the horizontal rule *must* extend beyond the widest line of the signature—whether it is the word “Miami,” or the unit name—by an amount equivalent to the width of the University of Miami split-U mark. The rule may extend to the right to align with a grid, bleed off the page, or anchor to a defined edge.

2.6 Vertical Unit Signature Specifications

The unit signature features the name of the college or school (“unit”) more prominently than University of Miami. Customized signatures for individual units are created by University Communications only.

Vertical unit signatures are made up of four components:

- The University of Miami name
- The unit name
- A horizontal rule
- The University of Miami split-U mark

The unit name and length of the rule are the only elements that may be edited. Generally, unit signatures should not exceed three lines. Unit signatures are reserved for use by schools, colleges, or special University-wide initiatives.

Names are set in all caps. Articles and prepositions such as “the,” “for,” and “of” are set all lowercase. The symbol “&” is used in the place of the word “and.” Spaces between individual letters may be kerned to create a legible, evenly spaced appearance. Type and font sizes are not to be adjusted.

The width of the rule is established by extending it to the right beyond the width of the text by a space equivalent to the width of the split-U

Elements are not to be moved, resized, or altered in any way.

BASIC STANDARDS

MINIMUM SIZE—HORIZONTAL SIGNATURE

Split-U mark should be at least 11.75 pt (.1625") high.



The horizontal signature should not be reduced less than 10 percent of the vector logo size.

MINIMUM SIZE—VERTICAL SIGNATURE

Split-U mark should be at least 11.75 pt (.1625") high.



The vertical signature should not be reduced less than 10 percent of the vector logo size.

MINIMUM SIZE—INFORMAL SIGNATURE

Split-U mark should be at least 11.75 pt (.1625") high.



The informal signature should not be reduced less than 10 percent of the vector logo size.

2.7 Size Restrictions

The minimum size specifications, shown above, have been established to ensure the legibility of the University of Miami signatures.

BASIC STANDARDS

VERTICAL SIGNATURE



UNACCEPTABLE EXECUTIONS



Do not reconfigure.
Components of the signature should never be reconfigured. Space relationships among elements are not to be manipulated.



Do not reproduce sloppily.
The signature should not be scanned from a printed document or recreated in any way. Use only the electronic files provided by the Office of University Communications.



Do not distort.
The signature should not be compressed or expanded in any way.



Do not add anything to split-U mark.
The split-U mark may not be followed by any other elements.



Do not place a pattern in the split-U mark.
The split-U may not be altered with a pattern or other colors.



Do not resize individual elements.
Size relationships among elements are not to be manipulated.



Do not substitute font.
Fonts in the signature should never be substituted.



Do not use incomplete signature.
The signature should always be used in its entirety.



Do not insert anything inside or on top of the split-U mark.
The center of the "U" must be kept clear and nothing may be placed on top.

2.8 Unacceptable Executions

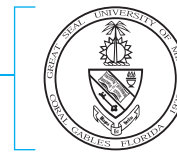
Guidelines for acceptable treatment of the signature are found throughout the Basic Standards section of this manual. The University of Miami signatures should be reproduced using only the files provided by University Communications.

Several examples of unacceptable variations are shown above. This list is not exhaustive.

These principles apply to the vertical, horizontal, informal, and unit signatures.



Seal should be at least
54 pt (.75") high.



Minimum size

2.9 Official University Seal

The official University of Miami seal has very limited use, primarily on official University documents, such as contracts, deeds, and academic diplomas. All requests to use the seal must be submitted to the Office of University Communications at 305-284-5500 or umcommunications@miami.edu.

The minimum size specification shown has been established to ensure the legibility of the seal. The art may not be altered in any manner.



3.0 Color

- 3.1 Primary Color Palette
- 3.2 Full-Color Reproduction—
Horizontal, Vertical, and
Informal Signatures
- 3.3 Full-Color Reproduction—
Unit Signatures
- 3.4 One-Color Reproduction—Gray
- 3.5 One-Color Reproduction—Solid
- 3.6 Unacceptable Color Treatments

COLOR

	MIAMI GREEN	MIAMI ORANGE
Coated Paper	Pantone® 3435 C C 100 M 0 Y 81 K 66	Pantone® 158 C C 0 M 68 Y 100 K 0
Uncoated Paper	Pantone® 3435 U	Pantone® 158 U
Screen Mode	R 0 G 80 B 48 Hexadecimal: #005030	R 244 G 115 B 33 Hexadecimal: #f47321



3.1 Primary Color Palette

The primary colors for the University of Miami visual identity system are Miami orange (Pantone® 158) and Miami green (Pantone® 3435). Equivalent color formulas for four-color process printing and digital media are provided here.

The preferred color treatment for the University of Miami signatures is shown above.

COLOR

	FULL-COLOR SIGNATURE	REVERSED FULL-COLOR SIGNATURE
HORIZONTAL SIGNATURE		
VERTICAL SIGNATURE		
INFORMAL SIGNATURE		

Colored boxes represent backgrounds.
They are not part of the signature.

3.2 Full-Color Reproduction—Horizontal, Vertical, and Informal Signatures

The University of Miami signature is available in various combinations of the primary color palette for a variety of applications. For the primary color palette, see section 3.1.

Full-color signature on white

The full-color signature may not be placed on any color background other than white or a very pale tint.

Full-color signatures reversed out of dark background

The reversed signature with all-white type may be placed on the following color backgrounds: black, dark gray, Miami orange (Pantone® 158 or its equivalent), or Miami green (Pantone® 3435 or its equivalent).

COLOR

FULL-COLOR

Horizontal Unit Signature



REVERSED FULL-COLOR

Horizontal Unit Signature



FULL-COLOR

Vertical Unit Signature



REVERSED FULL-COLOR

Vertical Unit Signature



Black boxes represent backgrounds.
They are not part of the signature.

3.3 Full-Color Reproduction—Unit Signatures

The University of Miami unit signatures are available in different combinations of the primary color palette, depending upon the color of the background on which they are placed. For the primary color palette, see section 3.1.

Full-color signature on white

The full-color unit signature may not be placed on any color background other than white or a very pale tint.

Full-color signature reversed out of dark background

The reversed signature with all-white type may be placed on the following color backgrounds: black, dark gray, Miami orange (Pantone® 158 or its equivalent), or Miami green (Pantone® 3435 or its equivalent).

COLOR

ONE-COLOR, GRAY
Horizontal Signature



ONE-COLOR, GRAY
Vertical Signature



ONE-COLOR, GRAY
Informal Signature



ONE-COLOR, GRAY
Horizontal Unit Signature



ONE-COLOR, GRAY
Vertical Unit Signature



3.4 One-Color Reproduction–Gray

When neither Miami orange (Pantone® 158 or its equivalent) nor Miami green (Pantone® 3435 or its equivalent) are available for reproduction of a signature, a one-color (all black) version may be substituted.

In the one-color version with gray tints, components that were Miami orange become 65 percent black. Components that were Miami green become solid black.

COLOR

ONE-COLOR, SOLID
Horizontal Signature



ONE-COLOR, SOLID
Vertical Signature



ONE-COLOR, SOLID
Informal Signature



REVERSED
ONE-COLOR, SOLID
Horizontal Signature



REVERSED
ONE-COLOR, SOLID
Vertical Signature



REVERSED
ONE-COLOR, SOLID
Informal Signature



Black box represents a dark background.
It is not part of the signature.

3.5 One-Color Reproduction–Solid

One-color solid versions are available in a standard and a reversed version for situations that require a simple elegance, such as for invitations, envelopes and ads, or for documents that will be reproduced by multiple generations of photocopying. The positive solid signatures are solid black. The reversed ones are solid white.

These one-color versions are also permissible for unit signatures, though they are not shown here.

See section 3.4 for one-color gray versions.

COLOR

FULL-COLOR HORIZONTAL UNIT SIGNATURE



UNACCEPTABLE COLOR TREATMENTS



Do not screen back or tint.



Do not substitute colors.

The signature should never be reproduced in any colors other than the officially prescribed colors.



Do not switch colors.

The configuration of colors within the signature should not be switched.



Do not switch colors.

The configuration of colors within the signature should not be switched.

3.6 Unacceptable Color Treatments

Guidelines for acceptable color usage in the signature are found in sections 3.1–3.5. The University of Miami signatures should be reproduced using only the files provided by the University of Miami Office of University Communications.

Several examples of unacceptable color configurations, manipulations, and treatments are shown above. This list is not exhaustive.

Only the horizontal unit signature is depicted in the examples, but these principles also apply to the vertical unit signature as well as the horizontal, vertical, and informal signatures.



4.0 Typography

- 4.1 Primary Typefaces
- 4.2 Secondary Typefaces

TYPOGRAPHY

Century Schoolbook

ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

Frutiger

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LIGHT ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

4.1 Primary Typefaces

Primary Serif Typeface

The primary serif typeface for the University of Miami is Century Schoolbook, which is used in the University of Miami signatures.

The italic, bold, and bold italic Century Schoolbook fonts should be used sparingly—for emphasis only.

You do not need Century Schoolbook installed on your computer in order to import the University of Miami signatures. The signatures are available in a variety of ready-to-place graphic file formats.

Primary Sans Serif Typeface

The primary sans serif typeface for University of Miami printed applications is Frutiger.

TYPOGRAPHY

Georgia

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

Helvetica

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

4.2 Secondary Typefaces

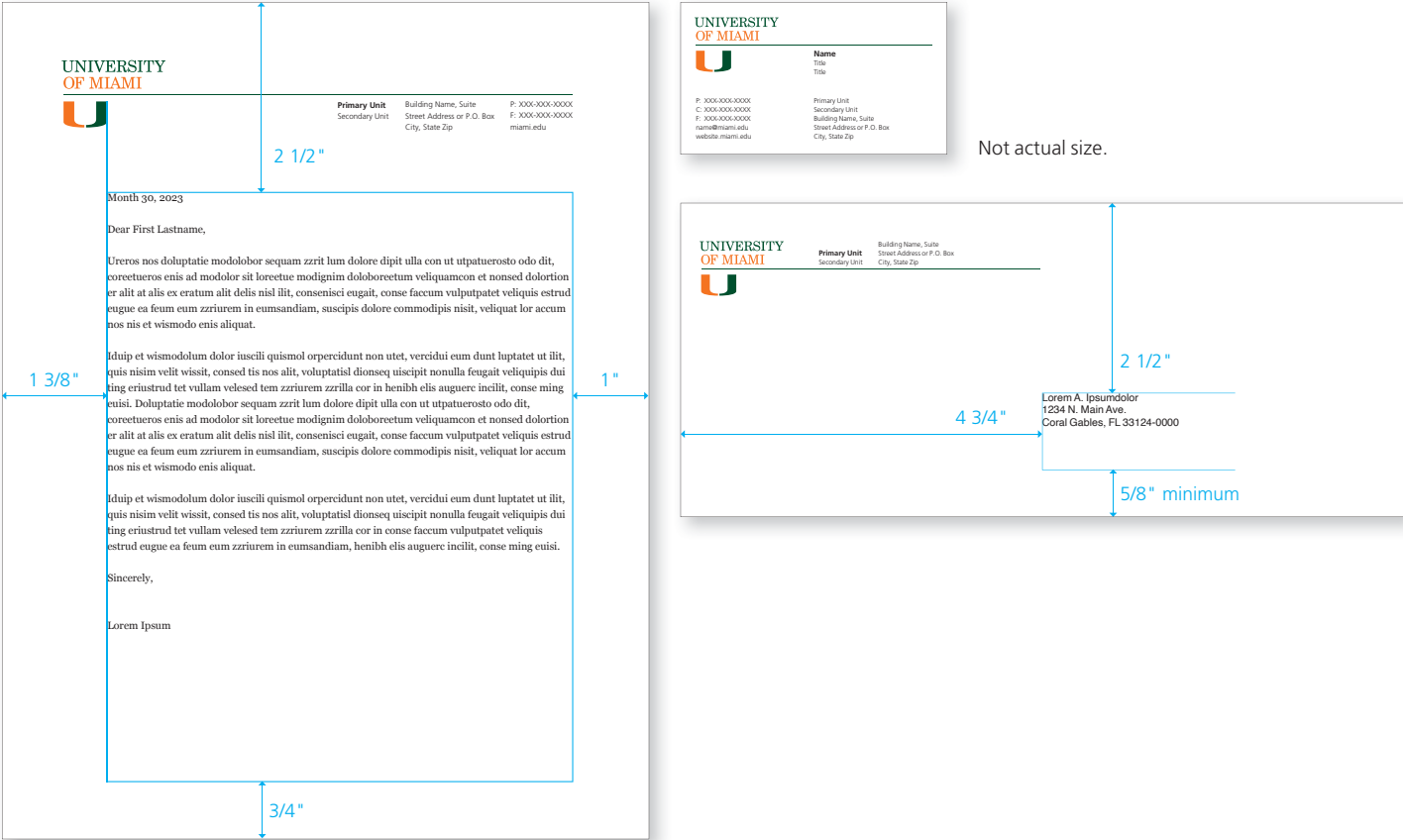
Georgia and Helvetica are the alternate typefaces for University of Miami communications. They should be used for word processing and internal communications when the primary typefaces (Century Schoolbook and Frutiger) are not available. Georgia is the serif face, and Helvetica is the sans serif face. Official University websites use Stag and Stag Sans.



5.0 Stationery System

- 5.1 Standard Stationery
- 5.2 Standard Letterhead—Structure
- 5.3 Standard #10 Envelope—Structure
- 5.4 Monarch Stationery
- 5.5 Monarch Letterhead—Structure
- 5.6 Monarch Envelope—Structure
- 5.7 Standard Business Cards
- 5.8 Mailing Label
- 5.9 Note Card
- 5.10 Baronial Envelope for Note Card
- 5.11 #9 Window Envelope

STATIONERY SYSTEM



5.1 Standard Stationery

The stationery standards provided in the following pages are an essential part of the University of Miami visual identity system and are to be used by all units within the University.

The University vertical signature is the only approved mark for stationery; unit, horizontal, and informal signatures may not be used.

Any questions regarding stationery should be directed to the Office of University Communications at 305-284-5500 or umcommunications@miami.edu.

Paper specifications

Standard letterhead and envelopes:
Cougar opaque white, 24 lb. stock

Standard business card:
Cougar opaque white, 80 lb. cover stock

Letter typing guidelines

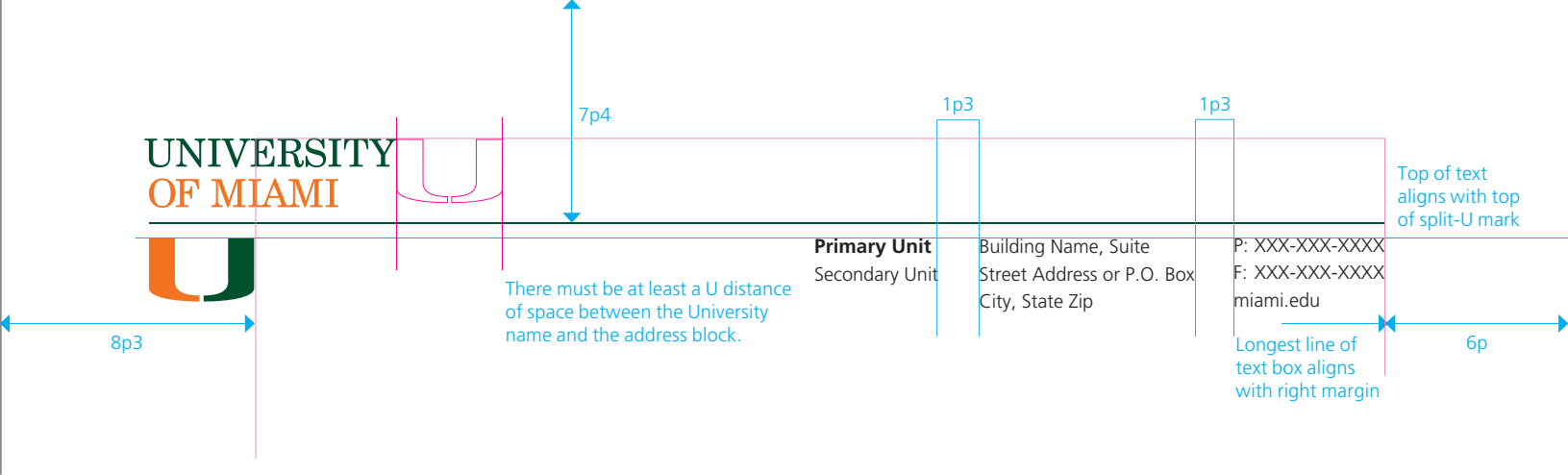
Recommended margins are shown above.
10/15 pt. Georgia, or similar font.

Envelope addressing guidelines

Recommended margins are shown above.
10/12 pt. Helvetica, or similar font.

See following pages for actual size and structure.

STATIONERY SYSTEM



5.2 Standard Letterhead—Structure

Size: 8.5" x 11"

Signature

University of Miami vertical signature with infinite rule
Pantone® 158 and Pantone® 3435

Primary unit name

Frutiger Bold 7.75/10.75 pt.
Set flush left
Black

Secondary unit name (if included)

Frutiger Light 7.5/10.75 pt.
Set flush left
Black

Address block

Frutiger Light 7.5/10.75 pt.
Set flush left
Black

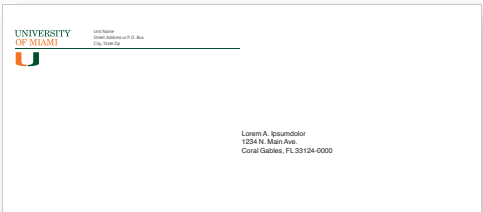
Paper specifications

Standard letterhead:
Cougar opaque white, 24 lb. stock

Customized address blocks position as shown above.
Contact info text blocks top align with the top of the split-U mark. The unit name appears in the first block. The address in the second. The last text block (farthest to the right) contains phone number, email, and url information.

The width of each text block is determined by the width of the widest line. The farthest right text block positions with its longest line against the right margin. Subsequent text blocks position at 1p3 intervals.

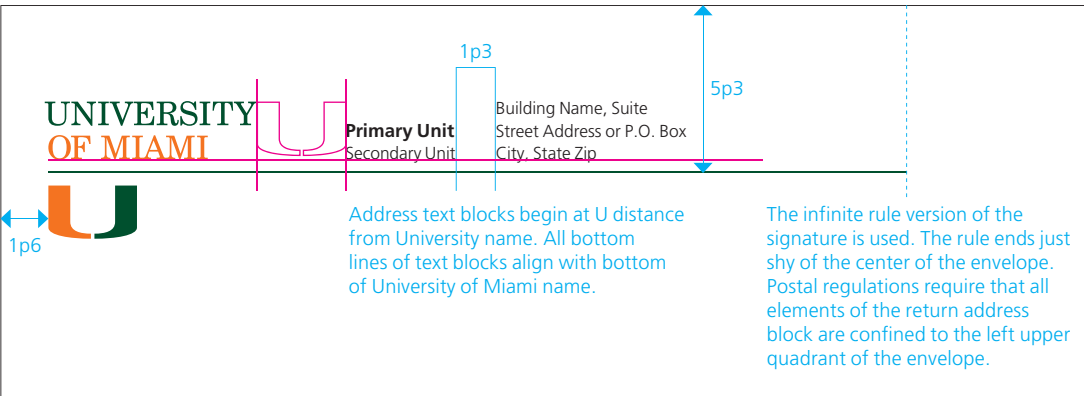
STATIONERY SYSTEM



Example of envelope with signature and short address text



Example of envelope with signature and long address text



5.3 Standard #10 Envelope—Structure

Size: 9.5" x 4.125"

Signature

University of Miami vertical signature with infinite rule
Pantone® 158 and Pantone® 3435

Primary unit name

Frutiger Bold 7/8.5 pt.
Set flush left
Black

Secondary unit name (if included)

Frutiger Light 6.5/8.5 pt.
Set flush left
Black

Address block

Frutiger Light 6.5/8.5 pt.
Set flush left
Black

Paper specifications

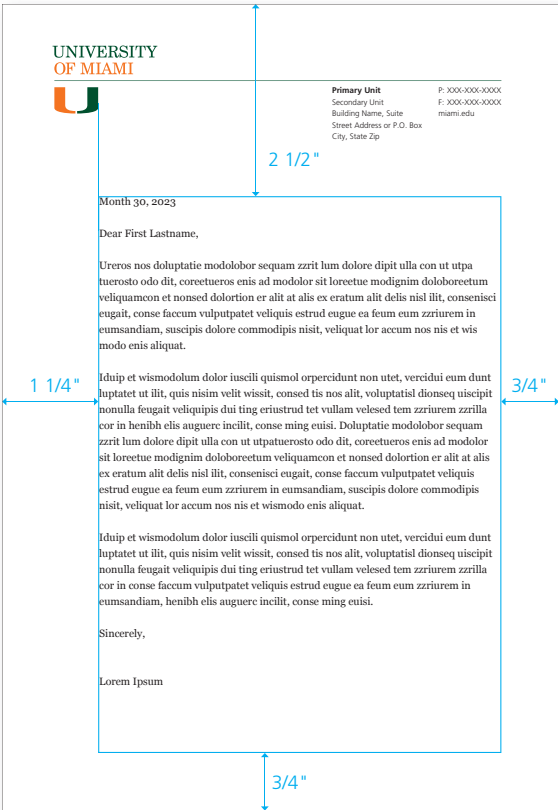
Standard #10 envelopes:
Cougar opaque white, 24 lb. stock

Return address blocks position as shown above.

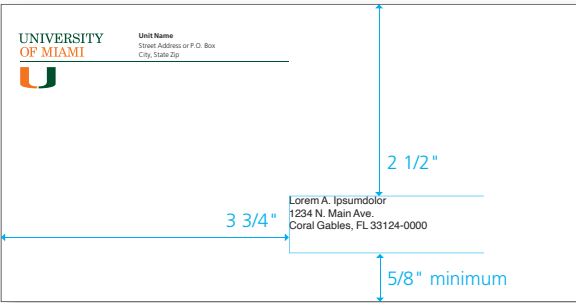
The width of each text block is determined by the width of the widest line. The first text block positions one "U" width to the right of the signature. If there's a subsequent text block, it positions 1p3 to the right.

Any questions regarding stationery should be directed to the Office of University Communications at 305-284-5500 or umcommunications@miami.edu.

STATIONERY SYSTEM



Not actual size.



5.4 Monarch Stationery

Paper specifications

Monarch letterhead and envelopes:
Cougar opaque white, 24 lb. stock

Letter typing guidelines

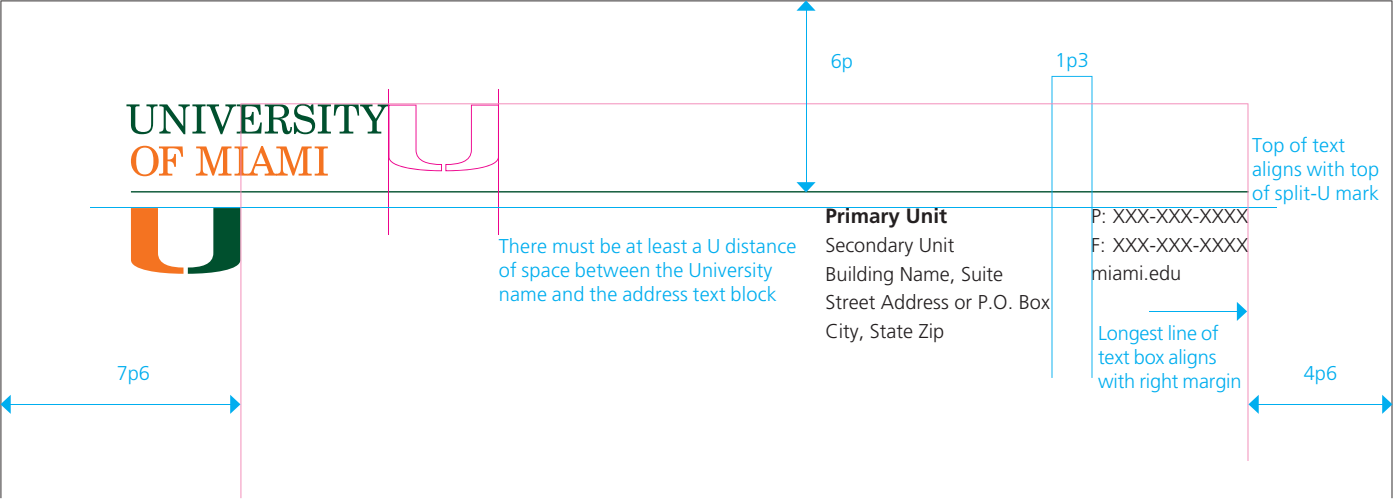
Recommended margins are shown above.
10/15 pt. Georgia, or similar font.

Envelope addressing guidelines

Recommended margins are shown above.
10/12 pt. Helvetica, or similar font.

Any questions regarding stationery should be directed to the Office of University Communications at 305-284-5500 or umcommunications@miami.edu.

See following pages for actual size and structure.



5.5 Monarch Letterhead—Structure

Size: 7.25" x 10.5"

Signature

University of Miami vertical signature with infinite rule
Pantone® 158 and Pantone® 3435

Primary unit name

Frutiger Bold 7.75/10.75 pt.
Set flush left
Black

Secondary unit name (if included) and Address block

Frutiger Light 7.5/10.75 pt.
Set flush left
Black

Paper specifications

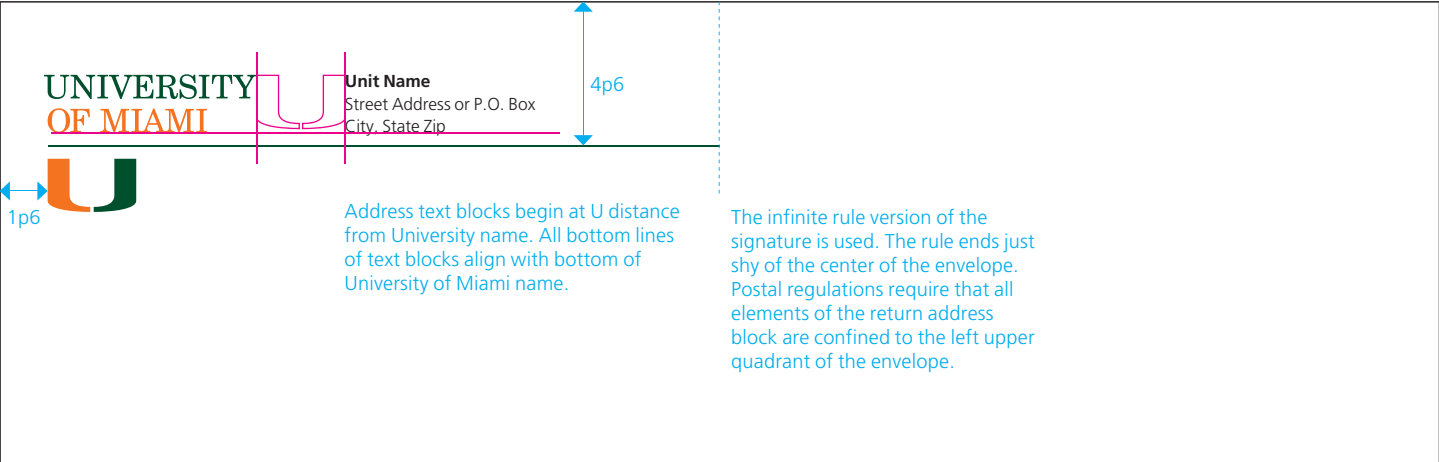
Monarch letterhead:
Cougar opaque white, 24 lb. stock

The University of Miami letterhead is preprinted with the signature. Margins are shown above.

Customized address blocks position as shown above.

The unit name appears in the first block along with the address. If the address block is particularly long, it may be divided into two text blocks, with the first block containing the unit name. The last text block (farthest to the right) contains phone number, email, and url information.

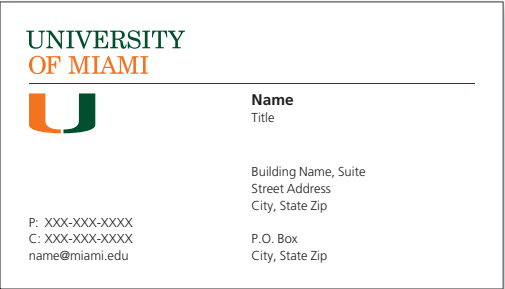
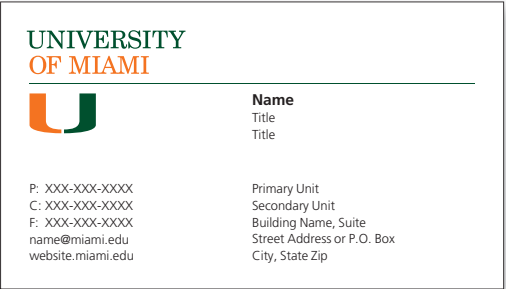
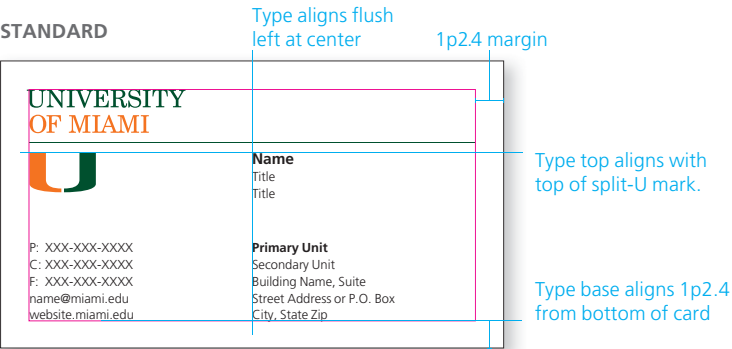
The width of each text block is determined by the width of the widest line. The farthest-right text block positions with its longest line against the right margin. Subsequent text blocks position at 1p3 intervals.



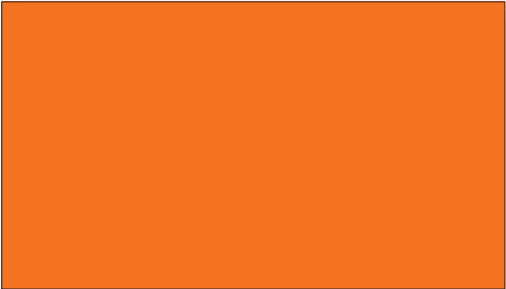
5.6 Monarch Envelope—Structure

Size: 7.5" x 3.875" Signature University of Miami vertical signature with infinite rule Pantone® 158 and Pantone® 3435 Address block text: Frutiger Light 7.5/10.75 pt. Set flush left Black	Paper specifications Monarch letterhead: Cougar opaque white, 24 lb. stock Return address blocks position as shown above. Monarch envelopes are not wide enough to accommodate more than one text block. The text block positions one "U" width to the right of the signature.	Any questions regarding stationery should be directed to the Office of University Communications at 305-284-5500 or umcommunications@miami.edu.
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STATIONERY SYSTEM



BACK (optional)



Pantone® 158

Not actual size.

5.7 Standard Business Cards

Size: 3.5" x 2"

Signature

University of Miami vertical signature with infinite rule
Pantone® 158 and Pantone® 3435

Name

Frutiger Bold 7.75/8.5 pt.
Set flush left
Black

Title

Frutiger Light 6.5/8.5 pt.
Set flush left
Black

Address block

Frutiger Light 6.5/8.5 pt.
Set flush left
Black

Paper specifications

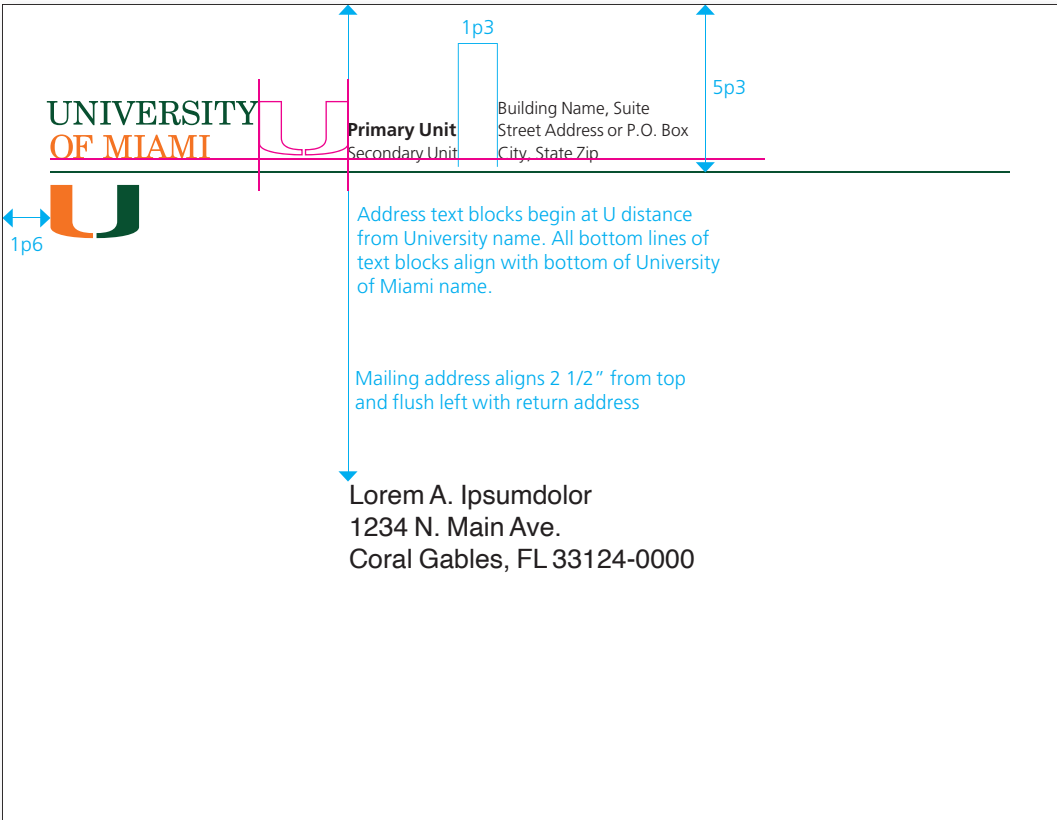
Standard business card:
Cougar opaque white, 80 lb. cover stock

The standard University of Miami business cards are preprinted with the signature. The outer margin of card is 1p2.4 (.2").

Customized address blocks position as shown above. Top of name and title text block aligns with the top of the split-U mark. Bottom of contact and address text block aligns at the bottom margin. Name is bolded, and unit names may be bolded, if preferred.

The back of the card may be printed Miami orange (Pantone® 158) or may be left blank. No other items may be printed on the back of the card.

STATIONERY SYSTEM



5.8 Mailing Label

Size: 5.5" x 4.25" (Four-up on 8.5 x 11")

Signature

University of Miami vertical signature with infinite rule
Pantone® 158 and Pantone® 3435

Primary unit name

Frutiger Bold 7/8.5 pt.
Set flush left
Black

Secondary unit name (if included)

Frutiger Light 6.5/8.5 pt.
Set flush left
Black

Address block

Frutiger Light 6.5/8.5 pt.
Set flush left
Black

Paper specifications

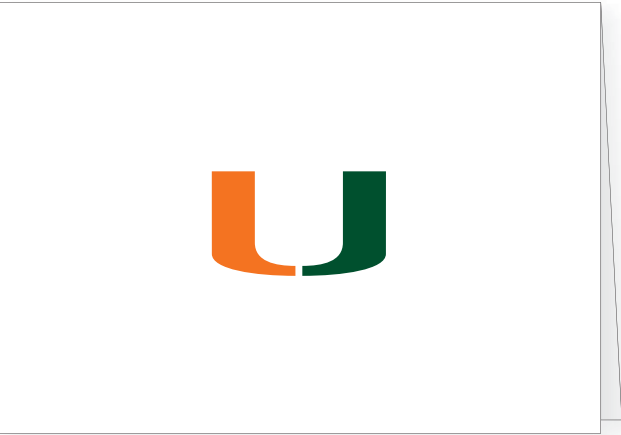
Labels are to be printed on self-adhesive label stock.

Any questions regarding stationery should be directed to the Office of University Communications at 305-284-5500 or umcommunications@miami.edu.

STATIONERY SYSTEM

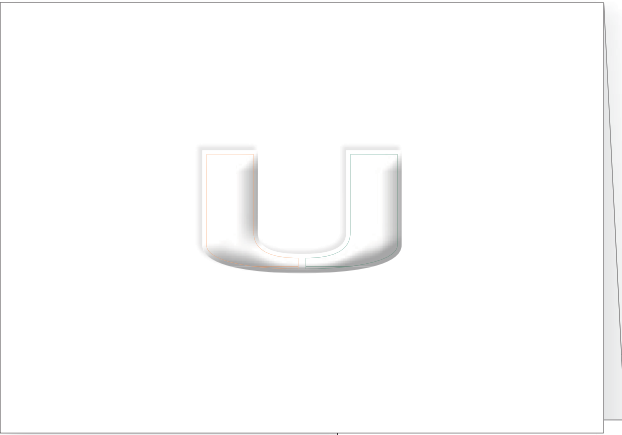
FRONT

Printed version

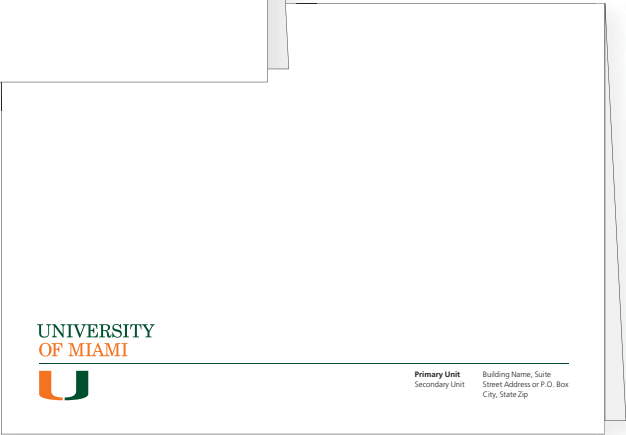


FRONT

Embossed version



BACK



Not actual size.

5.9 Note Card

7" x 5"

Front

University of Miami's split-U mark
Pantone® 158 and Pantone® 3435,
with optional emboss

Back

University of Miami vertical signature or vertical unit
signature with infinite rule
Pantone® 158 and Pantone® 3435

Primary unit name

Frutiger Bold 7/8.5 pt.
Set flush left
Black

Secondary unit name (if included)

Frutiger Light 6.5/8.5 pt.
Set flush left
Black

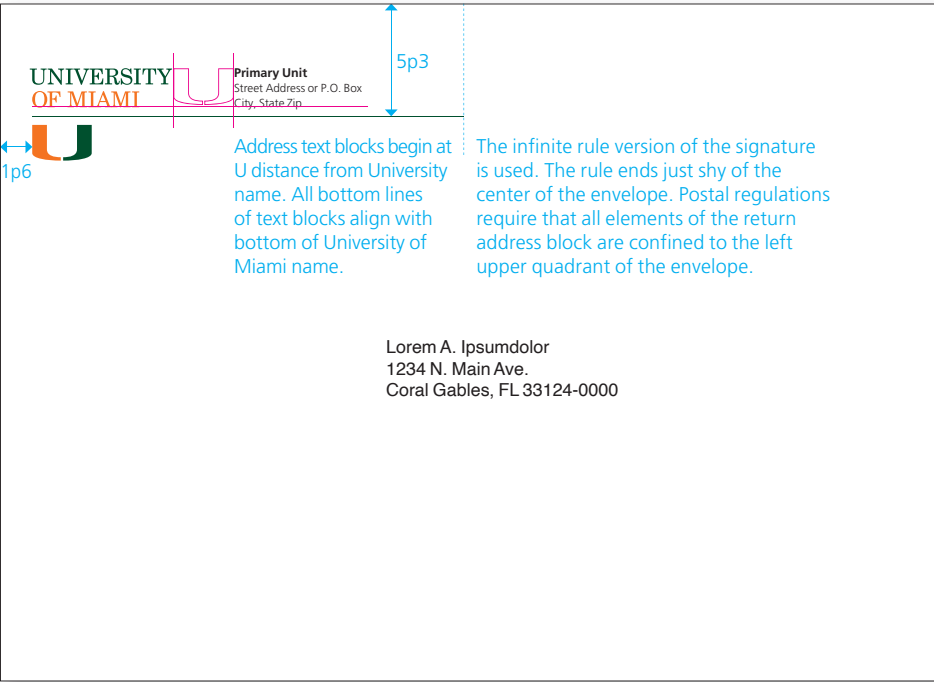
Address block

Frutiger Light 6.5/8.5 pt.
Set flush left
Black

Paper specifications

Cougar opaque white, 80 lb. cover stock

STATIONERY SYSTEM



Not actual size.

5.10 Baronial Envelope for Note Card

Size: 7 1/4" x 5 1/4"

Signature

University of Miami vertical signature with infinite rule
Pantone® 158 and Pantone® 3435

Primary unit name

Frutiger Bold 7/8.5 pt.
Set flush left
Black

Address block

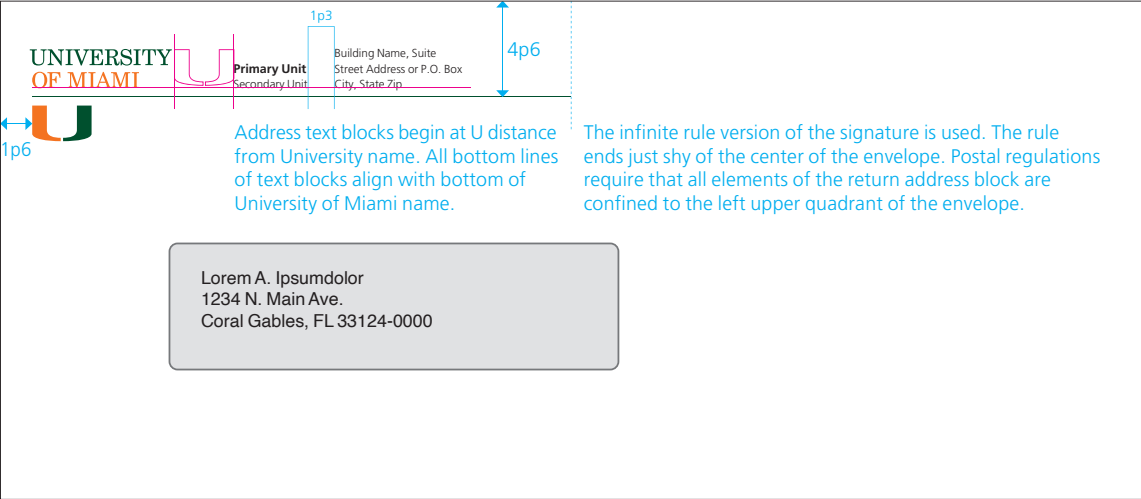
Frutiger Light 6.5/8.5 pt.
Set flush left
Black

Paper specifications

Standard #7 baronial envelopes:
Cougar opaque white, 24 lb. stock

Return address blocks position as shown above. Baronial envelopes are not wide enough to accommodate more than one text block. The text block positions one "U" width to the right of the signature.

Any questions regarding stationery should be directed to the Office of University Communications at 305-284-5500 or umcommunications@miami.edu.



Not actual size.

5.11 #9 Window Envelope

Size: 8.875" x 3.875"

Signature
University of Miami vertical signature with infinite rule
Pantone® 158 and Pantone® 3435

Primary unit name
Frutiger Bold 7/8.5 pt.
Set flush left
Black

Secondary unit name (if included)
Frutiger Light 6.5/8.5 pt.
Set flush left
Black

Address block
Frutiger Light 6.5/8.5 pt.
Set flush left
Black

Paper specifications
Standard #9 window envelopes:
Cougar opaque white, 24 lb. stock

Return address blocks position as shown above.
The width of each text block is determined by the width of the widest line. The first text block positions one "U" width to the right of the signature. If there's a subsequent text block, it positions 1p3 to the right.

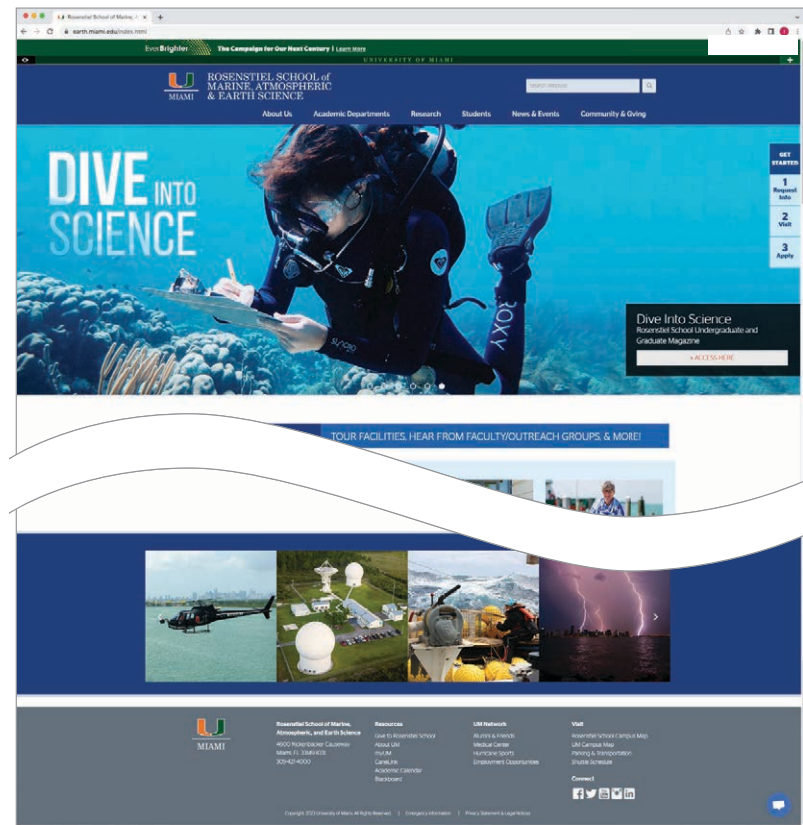
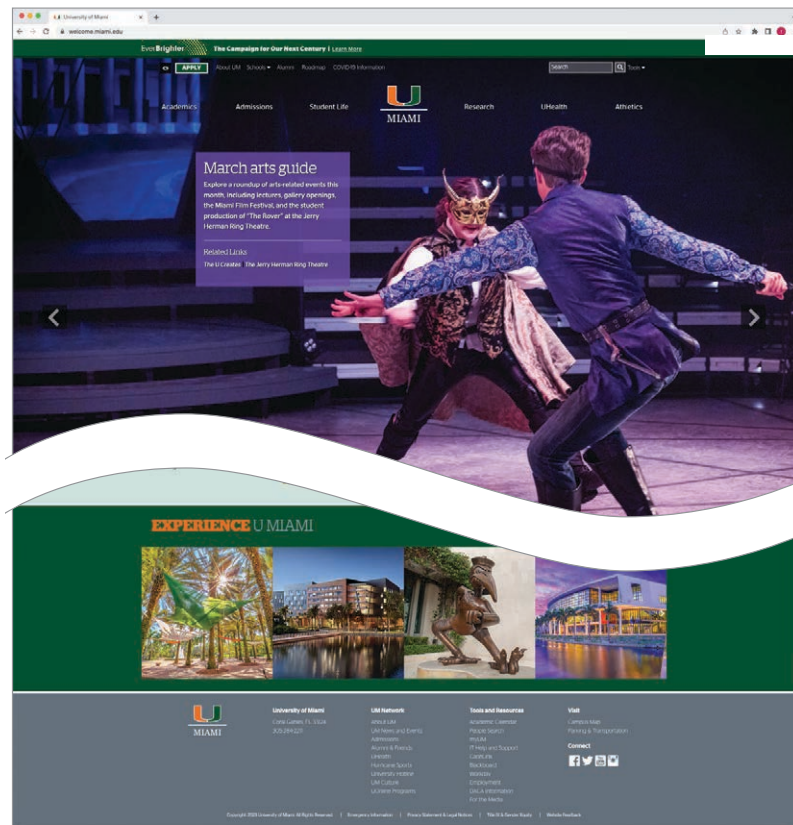
Any questions regarding stationery should be directed to the Office of University Communications at 305-284-5500 or umcommunications@miami.edu.



6.0 Web Usage

6.1 Visual Identity for Web

HEADER



6.1 Visual Identity for Web

A unique configuration of the informal University of Miami signature with the website title is reserved solely for use on the web. These mastheads are part of a branding strategy that ensures a consistent identity across all University of Miami digital and/or web products. This configuration is not the official signature of the school, college, department, or unit and may not be used in other applications.

For additional branding guidelines on all University web and digital materials, including websites, HTML-rich emails, mobile apps, and digital signage, please review the Visual Identity for Web guide at webcomm.miami.edu.

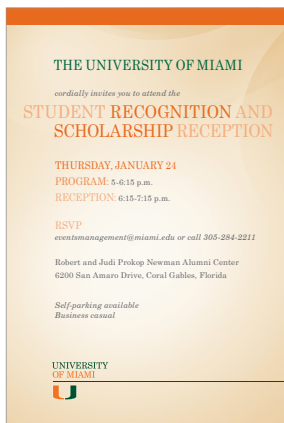


7.0 Applications

- 7.1 Placement of Signature on Marketing Materials
- 7.2 Placement of Signature on Publication Back Covers
- 7.3 Merchandise

APPLICATIONS

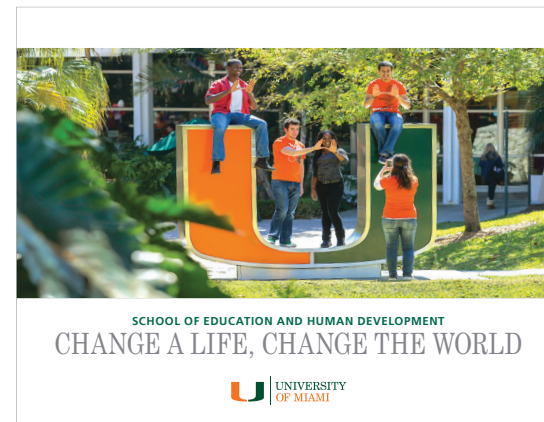
INVITATION EXAMPLES



AD EXAMPLES



PUBLICATION EXAMPLES



7.1 Placement of Signature on Marketing Materials

The front cover of any marketing material for a University of Miami unit must include an approved University of Miami signature in one of these preferred positions: the upper center, the upper right-hand corner, the lower center, or the lower right-hand corner.

The unit name can be either included in the signature or displayed elsewhere on the page (as shown in the examples above right). When using the infinite-rule version of the vertical University of Miami signature, the right edge of the rule should either bleed off of the page or end at a defined edge, such as a margin, implied grid, or element such as a photo or sidebar.

See sections 2 and 3 for guidelines on signature and color usage.

[illegible]

**Department of
Art and Art History**
Graphic Design/Multimedia

1540 Levante Avenue
Coral Gables, FL 33146

P: 305-284-2542
art.as.miami.edu

- Text top aligns with top of split-U mark

width of text
box aligns with
right margin

Signature

Either the University of Miami or unit name signature may be used on the back cover. When using the infinite-rule version of the vertical University of Miami signature, the right edge of the rule should either bleed off of the page or end at a defined edge, such as a margin, implied grid, or element such as a photo or sidebar.

Address block text:

Frutiger Light 7.5/10.75 pt.
Set flush left
Black

Customized address blocks position as shown above. Address text blocks top align with the top of the split-U mark. The width of each text block is determined by the width of the widest line. The farthest-right text block positions with its longest line against the right margin. Subsequent text blocks position at 1p3 (.2083") intervals.

APPLICATIONS



7.3 Merchandise

University of Miami merchandise may be emblazoned with any official University of Miami signature—vertical, horizontal, or informal (see section 2.2)—as illustrated in the examples above.

Use of the split-U mark alone is not permitted, except in specific cases authorized by University Communications and Auxiliary Services. Student groups wishing to use the University's marks on commercial goods (i.e., T-shirts, bumper stickers, etc.) also must secure such approval. All manufacturers who produce goods bearing any of the University's trademarks must either be licensed or have received special permission from the University's Office of Auxiliary Services to produce such products without a formal license agreement.

For questions regarding the use of the University signatures or split-U mark, contact the Office of University Communications at umcommunications@miami.edu or 305-284-5500. Manufacturers seeking licensing approval should contact the Office of Auxiliary Services at 305-284-3584. Inquiries regarding the use of the University's athletic marks should be directed to Fanatics Licensing Management at licensee@fanatics.com.



8.0 Other Identities

- 8.1 Athletics
- 8.2 Miller School of Medicine
and Health System Signatures

OTHER IDENTITIES

PRIMARY MARK









SEBASTIAN THE IBIS









HISTORIC MARK
BASEBALL PRIMARY MARK









FIGHT SONG: "Miami U. How-Dee-Do"

MASCOT NAME: "Sebastian The Ibis"

FOOTBALL STADIUM: Hard Rock Stadium

BASKETBALL ARENA: Watsco Center

BASEBALL STADIUM: Alex Rodriguez Park at Mark Light Field

LOCATION: Coral Gables, FL

ESTABLISHED DATE: 1925

NICKNAME: Hurricanes

CONFERENCE: Atlantic Coast Conference (ACC)

VERBIAGE

University of Miami®

Miami™

UM™

U of M™

Hurricanes™

University of Miami Hurricanes®

Miami Hurricanes™

It's All About the U

Canes®

La Universidad de Miami™

Los Huracanes de Miami™

Huracanes™

Los Huracanes de la Universidad de Miami™

The New Miami™

#ItsAllAboutTheU

#BuildingChampions

TNM™

8.1 Athletics—University of Miami Hurricanes

University of Miami is the owner of all rights, title, and interest in and to the above indicia, which includes trademarks, service marks, trade names, designs, logos, seals, and symbols.

The marks of The University of Miami are controlled under a licensing program administered by Fanatics Licensing Management. Any use of these marks will require written approval from Fanatics.

In addition to the indicia shown above, any indicia adopted hereafter and used or approved for use by the University of Miami shall be deemed to be additions to the indicia as shown above and shall be subject to the terms and conditions of the agreement.

Inquiries regarding the use of the University's athletic marks should be directed to licensee@fanatics.com.

University of Miami Visual Identity Manual

2024

OTHER IDENTITIES

A.



B.



C.



8.2 Miller School of Medicine and Health System Signatures

The University of Miami Miller School of Medicine identity (A) follows the standard guidelines as described for unit signatures in sections 2.5 and 2.6.

In all cases where the Miller School signature (A) appears paired with the UHealth – University of Miami Health System signature (B), the Miller School signature (A) is modified and applied as per (C).

For further information on how to implement the University's medical brands, please contact the UHealth/Miller School Office of Marketing at marketing@med.miami.edu.



9.0 Appendix

9.1 File-Naming System

9.2 Identity Matrix

UM - V - PRIME UNIT - sec unit - infin - PMS-REV .eps

University of Miami Abbreviation	Configuration	School/College (if applicable)	Unit Name short abbreviation of unit name (if applicable)	Infinite Rule Version (if applicable)	Coloration	File Type
UM	H.....horizontal V.....vertical infor.....informal				PMS..... full-color, Pantone CMYK..... full-color, process RGB full color, digital uses GRY one-color, gray K one-color, solid black PMS-REV full-color split-U, Pantone, reversed line and text CMYK-REV full-color split-U, process, reversed line and text RGB-REV full color split-U, digital uses, reversed line and text REV reversed	eps jpg pdf png svg

9.1 File-Naming System

The signature files follow a naming protocol, explained above, which encompasses the various elements of the particular version.

APPENDIX

HORIZONTAL SIGNATURE 	VERTICAL SIGNATURE 	HORIZONTAL UNIT SIGNATURE 	VERTICAL UNIT SIGNATURE 	INFORMAL SIGNATURE 	UNIVERSITY SEAL 
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Stationery

Letterhead		•				
Business Cards		•				
Envelopes		•				

Applications

Brochures	•	•	•	•		
Newsletters, Posters, Flyers	•	•	•	•		
Ads	•	•	•	•		
Web	•	•	•	•	•	
Official University Documents	•	•	•	•		•
PowerPoint	•	•	•	•		

Supplies

Clothing	•	•	•	•	•	
Merchandise	•	•	•	•	•	

9.2 Identity Matrix

This matrix lists a variety of common communication applications and identifies the most appropriate graphic element for each item.

While this matrix does not provide an exhaustive list of possible branded communications, it is meant to provide direction for most types of applications.