University of Michigan
College of Engineering

Graphic Identity Manual

MichiganEngineering

Draft Copy
11 March 1998

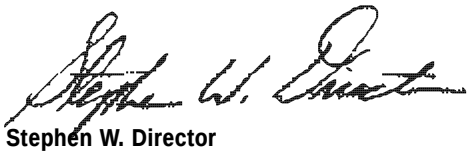
From the Dean

In the fall of 1997, the College began a comprehensive assessment of how we communicate. We looked at all our publications and outreach programs, our Web site, and even our business cards and stationery, and asked a crucial question: Are we conveying a consistent, accurate, appropriate picture of the College to all our audiences and constituencies? After many discussions with faculty, students, alumni, and our corporate and government friends, we concluded that the realistic answer was: No, not always. Most significantly, we uncovered a consensus that our graphic identity, the image that we convey with the "look and feel" of all our communication programs, was not supporting the College's current reality. So we asked our communication consulting firm to develop several alternative concepts for a new identity. That process generated a new logo, which will be the cornerstone of an integrated identity system.

The logo combines the traditional block M with a stylized shadow (E) to represent Michigan Engineering. These simple, direct, three-dimensional forms symbolize the science of engineering. With its subtle use of shape, form, shadow, and light, the new College identity implies the transformation of scientific knowledge into practical use, of student into engineer, and of possibilities into reality.

As our new graphic identity is phased in, we will be adopting an improved foundation for all our communication programs. The result will be consistent, high-quality messages to everyone who reads our publications, everyone who visits our Web site, and everyone who receives a card or letter from anyone at the College, not to mention a much more efficient system for producing all the materials we distribute each year.

This has not been a simple process, of course. I thank all those who participated for their enthusiasm and their willingness to wrestle with some tough issues. The outcome will benefit the College immeasurably for many years to come.



Stephen W. Director
Robert J. Vlasic Dean of Engineering

“The result will be consistent, high-quality messages to everyone who reads our publications, everyone who visits our Web site, and everyone who receives a card or letter from anyone at the College, not to mention a much more efficient system for producing all the materials we distribute each year.”

About this Manual

Contents

Many elements contribute to the institutional identity of the University of Michigan College of Engineering: the quality of the educational experience it provides, the motivation and expertise of its faculty, its commitment as a leading center for research, its facilities, and the appearance and content of its extensive communications.

The purpose of the College of Engineering graphic identity program is to establish and preserve a unified system of identification. A structured identity will build our reputation, minimize public confusion about who we are and what we do, and reinforce our sense of educational purpose. This program will help us present a cohesive organization and ensure that the benefits of recognition by one segment accrue to all other segments of our College.

This manual contains specifications for the basic elements of the graphic identity — the signature, color, nomenclature, and typography. It includes specifications for design and printing of stationery as well as design samples of print and Web-based applications.

This manual does not attempt to cover every communications problem that should arise; its function is to provide producers of communications with a basic set of components from which to establish, build, and maintain a consistent and effective identity system. These guidelines should be combined with careful judgments based on sound design principles, effective communications practices, and the overall goals of the College.

All inquiries regarding the College of Engineering graphic identity program should be directed to coe-style-guide@umich.edu.

Symbol

The symbol for the University of Michigan College of Engineering serves as the cornerstone of the graphic identity program. It is the basic identifier for all types of visual communications originating from the departments, programs, and offices of the College.

The symbol's effectiveness depends upon its consistent application on all materials. It must never be altered in any way. Other design elements must never be added to the symbol, and it should not be confined in unique or peculiar shapes or borders.

The block M casts a shadow that forms the letter E, representing Michigan Engineering. This three-dimensional form symbolizes the science of engineering, implying shape, form, light, and transformation — the transformation of scientific knowledge into practical use, of student into engineer, and of possibilities into reality.

Signature

The College of Engineering signature is a unified identification unit comprised of the logotype (MichiganEngineering) and the symbol. This signature was developed to ensure consistent graphic identification of the College.

There is only one configuration for the signature. Do not configure the logotype and symbol in other ways. The symbol and logotype should be used together and not as separate entities. The typography, size, and relationship between the symbol and logotype have been carefully designed, and it is important that they be maintained in reproduction, as shown below.

Do not attempt to substitute or reset the font utilized for the logotype. Use only the art provided on the disk that accompanies this manual.

Minimum Size

The College of Engineering signature should not be reproduced at sizes smaller than 1.25 inches in width.

Nomenclature

Nomenclature refers to the system of naming for the College of Engineering. While *University of Michigan College of Engineering* is the formal name of the College, *Michigan Engineering* is the preferred communicative name.

Likewise, each department of the College utilizes both a formal name — *Department of (department name),* and a preferred communicative name — *(department name) Engineering*.

The purpose of this naming system is to maintain consistency in how the College refers to itself. The shorter communicative names allow for more direct communication, while the formal names serve a legal purpose and function as a traditional convention.

Preferred communicative name of the College

Michigan Engineering

Signature

Communicative name style for departments

Chemical Engineering

Aerospace Engineering

Materials Science and Engineering

Formal name and signature of the College

University of Michigan
College of Engineering

Formal name and signature style for departments

Department of
Chemical Engineering

Department of
Aerospace Engineering

Department of
Materials Science and Engineering

Color

Color is an important element in determining the effectiveness of the graphic identity program. For consistent reproduction of the signature, follow these guidelines for color. The signature has been designed to appear in one or two colors. It may appear in maize, blue, and a combination of these two colors. The signature may also appear in black, or white when reversed out of a background of sufficient contrast.
Below are several examples of acceptable color usage.

Digital art of the color signatures is provided on the disk that accompanies this manual.

Incorrect Usage of Signature

The College of Engineering signature must be implemented according to the guidelines set forth in this manual. It is important to maintain consistent application of the signature, as unauthorized variations are confusing and dilute its effectiveness.

The signature should have a generous amount of white space around it. It should not be positioned too close to distracting design elements or upon background patterns. It cannot be cut apart, positioned on an angle, or altered in any way that will disturb the integration of the mark as designed.

Do not change configuration.

Do not use other typefaces for logotype.

Do not combine with other symbols or logotypes

Do not enclose the signature in a shape or combine it with other design elements.

Do not add additional copy to the signature.

Typography

Consistent use of typography is necessary in order to achieve visual continuity in the graphic identity program. Two type families, Helvetica Neue and Berthold Garamond, have been selected for use in the College's graphic identity program.

These two type families, one serif and one sans-serif, allow flexibility while maintaining a consistent visual character within the identity program. Helvetica Neue is the primary font and is required on all stationery items. Berthold Garamond is a support font and can be utilized on College of Engineering publications.

These fonts are available for Macintosh and Windows and are available for purchase throug Adobe Type distributors:

Phil's Fonts
1-800-424-2977
www.philsfonts.com

FontHaus
1-800-942-9110
www.fonthaus.com

Helvetica Neue 45 Light

abcdefghijklmnopqrstuvwxyz&1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue 85 Heavy

abcdefghijklmnopqrstuvwxyz&1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Berthold Garamond Regular

abcdefghijklmnopqrstuvwxyz&1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Berthold Garamond Italic

abcdefghijklmnopqrstuvwxyz&1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Primary Colors

Color plays a vital role in the effectiveness of the graphic identity. Consistent reproduction of color, across many media, will ensure a more cohesive and successful identity.

The color palette for the College is of two parts — primary colors and secondary colors. The primary colors are maize and blue. These two colors should serve as the predominant colors of the graphic identity system.

DO NOT use color areas on this page for matching purposes. Please refer only to Pantone Matching System Specifiers and color swatches.

Ink

Coated Paper, Spot Color	*Pantone Matching System 123*	*Pantone Matching System 288*
Uncoated Paper, Spot Color	*Pantone Matching System 109*	*Pantone Matching System 288*
Coated Paper, 4-Color Process	*C/0 M/15 Y/100 K/0*	*C/100 M/60 Y/0 K/10*
Uncoated Paper, 4-Color Process	*C/0 M/5 Y/100 K/0*	*C/100 M/60 Y/0 K/10*

Digital

RGB	*R/255 G/204 B/0*	*R/0 G/0 B/153*
HTML Hexadecimal Values	*#ffcc00*	*#000099*

Secondary Colors

The secondary color palette is designed to support and complement the primary color palette.

This palette serves as a color model. Care should be given to reproducing the color system across the various media and applications.

DO NOT use color areas on this page for matching purposes. Please refer only to Pantone Matching System Specifiers and color swatches.

PMS 646

PMS 576

PMS 430

PMS 457

PMS 724

PMS 683

The following metallic colors are also part of the Secondary Color Palette:

Platinum — PMS 8005
Metallic Blue — PMS 8202
Copper — PMS 8023

Stationery

Business stationery performs a critical role in communication. Stationery and business forms are the most formal statements made by the many departments and offices of the College of Engineering.

Because they are so important, it is essential that these communication materials maintain a consistent visual relationship,to ensure that the College presents an attractive, unified, and readily recognizable appearance in all visual communications.

Because in our discussion groups there were some individuals that had strong feelings about retaining the U of M seal on their business cards or letterhead, we have included some alternatives with the seal. While this alternative is available, it is not the preferred choice.

Printing Specifications

Pantone Matching System 109 and 288 are the required inks for letterhead, envelopes, and business cards. The recommended paper stock is the standard University of Michigan stationery stock.

PMS 109

PMS 288

Ordering Stationery

The stationery list includes standard-size letterhead and envelopes, business cards, mailing labels, notepads, and Post-It notes.

All stationery items must be ordered through University of Michigan Printing Services.
For assistance in ordering stationery items, please phone 734-764-6230.

Letterhead
Option A

Size
8½" x 11"

Fonts
Helvetica Neue 45 light and
Helvetica Neue 75 Heavy

All stationery items must be ordered through the University of Michigan, Printing Services: 734-764-6230.

MichiganEngineering

University of Michigan
College of Engineering
Department Name
Additional lines of
Department Name

Building Name
Street Address
Ann Arbor, Michigan 48109-2102
734 647-7000
734 647-7000 fax
http://www.engin.umich.edu/

Date

Name of Addressee
Title of Addressee
Company Name
Street Address
City, State, Zip Code

Name of Addressee:

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Sincerely,

Sender Name
Sender Title

SN:ss

Letterhead
Option B

Size
8½" x 11"

Fonts
Helvetica Neue 45 light and
Helvetica Neue 75 Heavy

All stationery items must be ordered through the University of Michigan, Printing Services: 734-764-6230.

MichiganEngineering

University of Michigan
College of Engineering
Department Name
Additional lines of
Department Name

Building Name
Street Address
Ann Arbor, Michigan 48109-2102
734 647-7000
734 647-7000 fax
http://www.engin.umich.edu/

Date

Name of Addressee
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Sincerely,

Sender Name
Sender Title

SN:ss

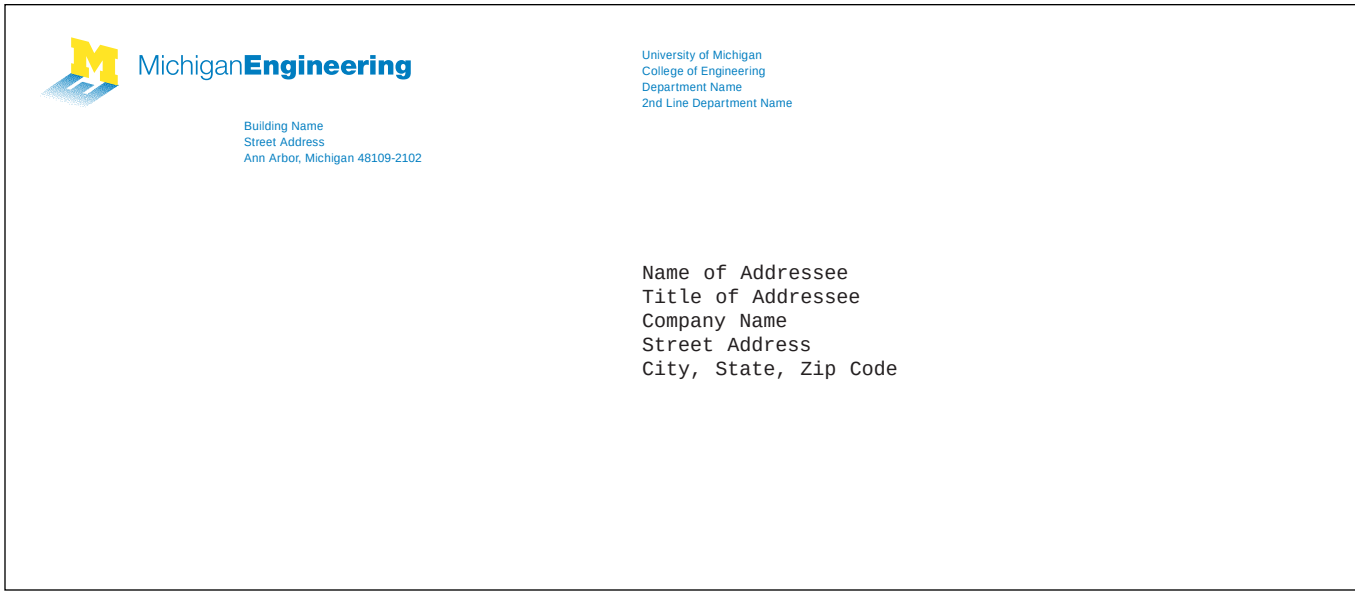
Envelope / #10

Size
9½" x 4⅛"

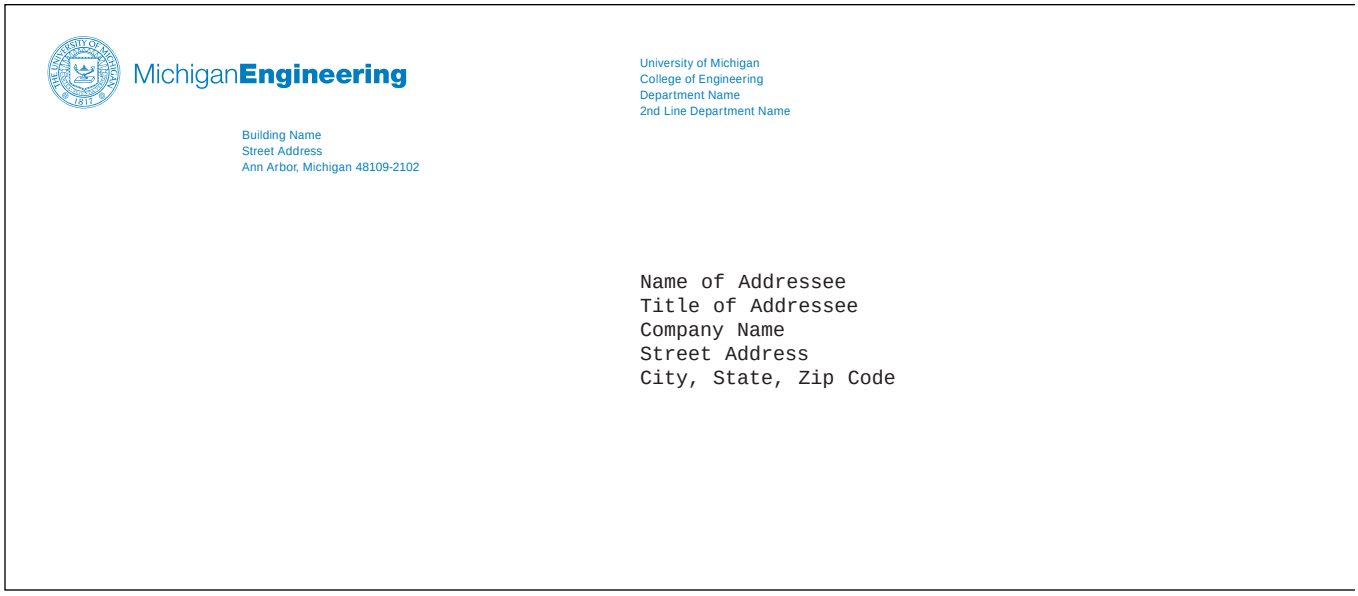
Fonts
Helvetica Neue 45 light and
Helvetica Neue 75 Heavy

All stationery items must be ordered through the University of Michigan, Printing Services: 734-764-6230.

Option A



Option B



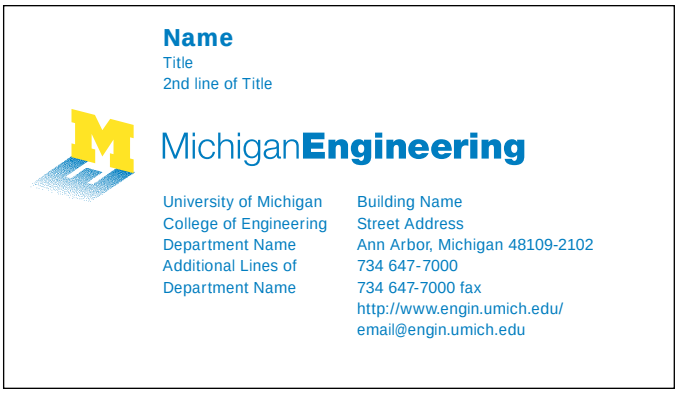
Business Cards

Size
3½" x 2"

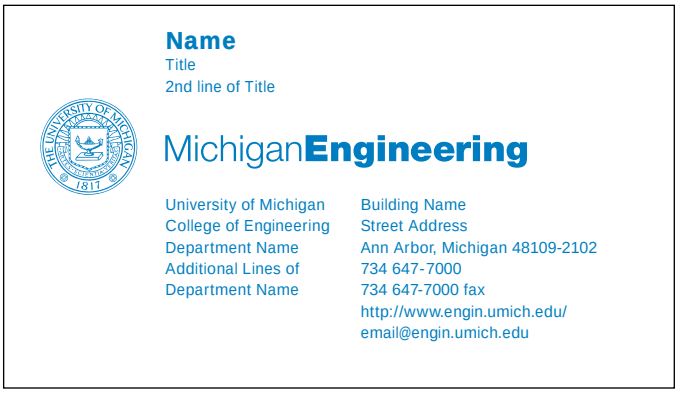
Fonts
Helvetica Neue 45 light and
Helvetica Neue 75 Heavy

All stationery items must be ordered through the University of Michigan, Printing Services: 734-764-6230.

Option A



Option B



Mailing Labels

Size
7" x 4"

Fonts
Helvetica Neue 45 light and
Helvetica Neue 75 Heavy

All stationery items must be ordered through the University of Michigan, Printing Services: 734-764-6230.

MichiganEngineering

Building Name
Street Address
Ann Arbor, Michigan 48109-2102

University of Michigan
College of Engineering
Department Name
2nd Line Department Name

Notepads

Size
5½" x 8½"

Fonts
Helvetica Neue 45 light and
Helvetica Neue 75 Heavy

All stationery items must be ordered through t
University of Michigan, Printing Services: 734-
764-6230.

MichiganEngineering

Name
Title
2nd Line of Titlle

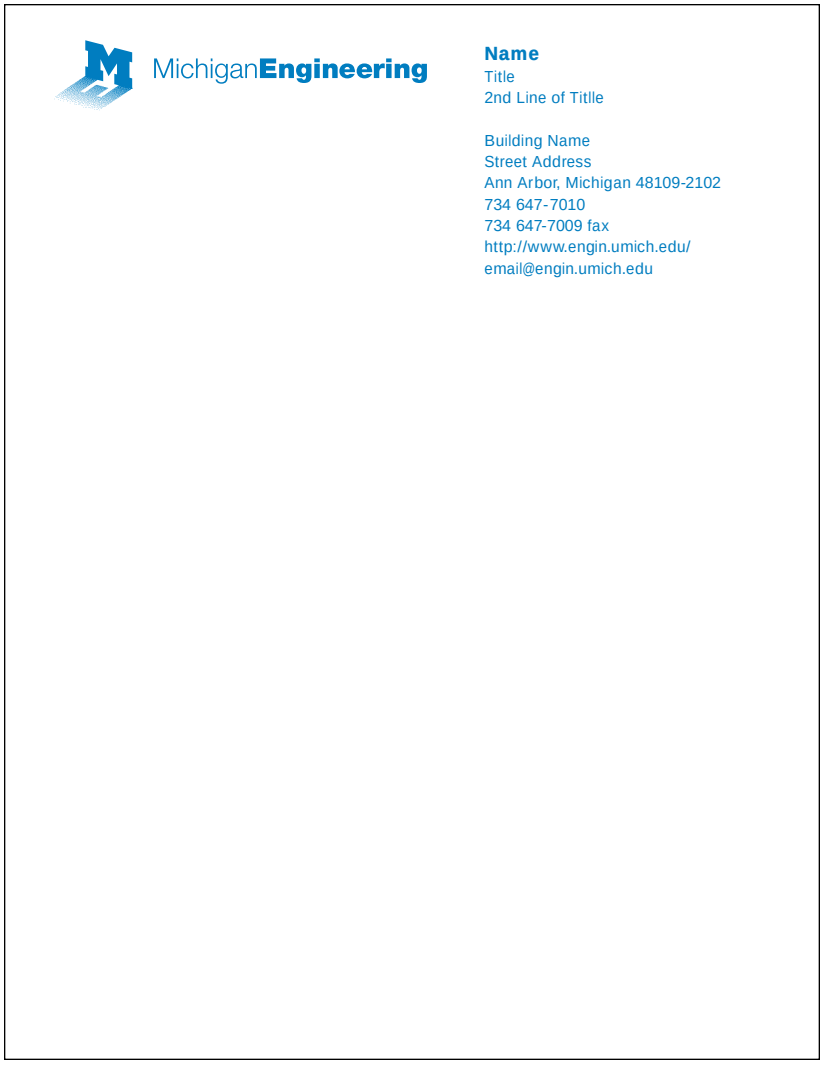
Building Name
Street Address
Ann Arbor, Michigan 48109-2102
734 647-7010
734 647-7009 fax
http://www.engin.umich.edu/
email@engin.umich.edu

Small Notepads

Size
4 1/4" x 5 1/2"

Fonts
Helvetica Neue 45 light and
Helvetica Neue 75 Heavy

All stationery items must be ordered through the University of Michigan, Printing Services: 734-764-6230.



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