



2025
Centennial
Brand
Guidelines



Throughout the 2025 calendar year, **the University of Miami celebrates the 100th anniversary** of its founding. The introduction of a University of Miami centennial brand commemorates this remarkable milestone and honors the unwavering vision, tenacity, and spirit that paved the way to our second century.

This document provides a framework for the consistent application of our centennial brand on materials produced and distributed throughout the 2025 calendar year. Adherence to these guidelines is required to unify the University community in a visual identity that amplifies the pride, excitement, and historic significance of this moment.

Any questions about this document or the centennial brand should be directed to the Office of University Communications at **umcommunications@miami.edu**.



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1.0 BASIC STANDARDS

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1.1 | Centennial Signature



The University of Miami centennial signature consists of the following components

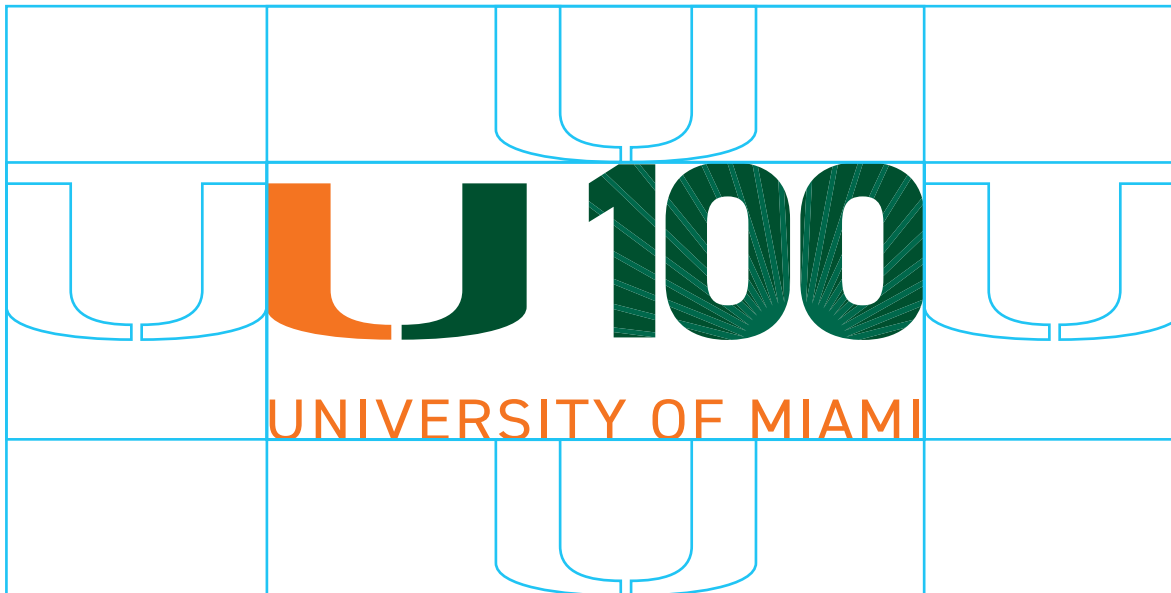
- The University of Miami split-U mark
- The number 100
- A sunburst graphic element in the number 100
- The University of Miami name

The University's centennial signature integrates the split-U mark among its components. Thus, it may not appear simultaneously with any other signature containing the split-U mark. The centennial signature must always include all components and may not be modified in any way.

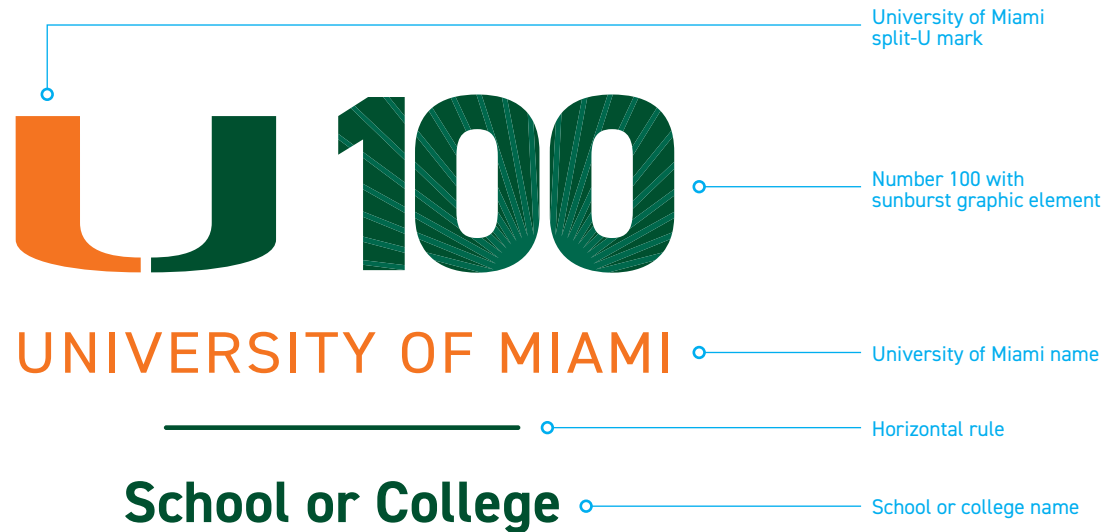


1.2 | Clear Space Requirements

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



1.3 | Centennial Signatures for Schools and Colleges

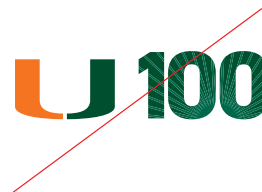
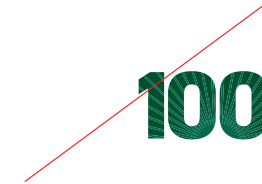


Customized signatures for individual University of Miami schools and colleges are created only by the Office of University Communications using the specific template shown here. Use of these unit signatures, which integrate the name of the school or college with the centennial signature, is reserved for schools and colleges only.

The school or college name is written in title case below a horizontal rule. Elements are not to be moved, resized, or altered in any way.



CENTENNIAL SIGNATURE



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.

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 RECONFIGURE OR RESIZE INDIVIDUAL ELEMENTS.

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

DO NOT USE INCOMPLETE SIGNATURE.

The signature should always be used in its entirety.



DO NOT SUBSTITUTE FONT.

Fonts in the signature should never be substituted.



DO NOT PLACE A PATTERN IN ANY OF THE ELEMENTS.

Neither the split-U nor the 100 may be altered with a pattern or other colors.



DO NOT ADD ANYTHING TO THE CONFIGURATION.

Elements may not be added to the centennial signature.



DO NOT DISTORT.

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



DO NOT SCREEN BACK.

The signature should not be screened back or tinted.



DO NOT SUBSTITUTE COLORS.

The signature should never be reproduced in any colors other than the colors described in this manual.

1.4 | Unacceptable Usage Examples

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

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





2.0 COLOR

2.1 Color Palette

2.2 Full-Color Reproduction

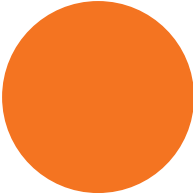
2.3 One-Color Reproduction

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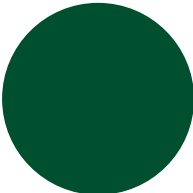
2.1 | Color Palette

The primary colors for the University of Miami centennial signature are the same as those used in the University of Miami visual identity system. They are Miami orange (Pantone® 158) and Miami green (Pantone® 3435), with an 80 percent tint of Miami green for the sunburst graphic element in the 100. Equivalent color formulas for four-color process printing and digital media are provided here.



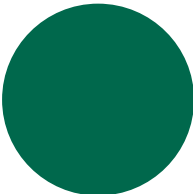
ORANGE

PANTONE
PMS 158
4-COLOR PROCESS
OC 68M 100Y 0K
RGB
244R 115G 33B



GREEN

PANTONE
PMS 3435
4-COLOR PROCESS
100C 0M 81Y 66K
RGB
0R 80G 48B



80% GREEN

PANTONE
PMS 3435
4-COLOR PROCESS
89C 35M 78Y 25K
RGB
0R 105G 77B



FULL-COLOR SIGNATURE



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

REVERSED FULL-COLOR SIGNATURE



2.2 | Full-Color Reproduction

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

In the reversed full-color centennial signature, the white stroke (outline) around the split-U mark and the 100 is visible, and all text appears in white. Use this version on dark backgrounds, such as black, dark gray, Miami orange (Pantone® 158 or its equivalent), or Miami green (Pantone® 3435 or its equivalent).

In limited cases, particularly on items where the sunburst element will not reproduce correctly, it is permissible to use a full-color reversed signature with the 100 in solid white.



ONE-COLOR SIGNATURE, SOLID



REVERSED ONE-COLOR SIGNATURE, SOLID



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

2.3 | One-Color Reproduction

One-color versions are available in a standard and a reversed version for applications where full color is not feasible 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.





3.0 TYPOGRAPHY

3.1 Primary Typeface

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DIN 2014 EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DIN 2014 BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DIN 2014 DEMI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DIN 2014 REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

DIN 2014 LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

DIN 2014 EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

DIN 2014 EXTRA BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DIN 2014 BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DIN 2014 DEMI ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DIN 2014 REGULARI ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DIN 2014 LIGHTI ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DIN 2014 EXTRA LIGHTI ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

3.1 | Primary Typeface

The primary typeface used in the centennial signature is DIN. You do not need DIN installed on your computer in order to use the signature; it is available in ready-to-place graphic file formats.

DIN, which is available in the **Adobe Suite**, is recommended as the primary font in centennial-related documents, but other fonts are also permissible. For other font recommendations, please refer to the University of Miami Visual Identity Manual, section 4.





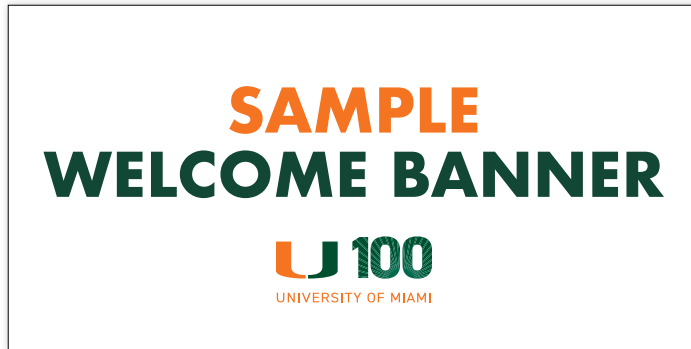
4.0 APPLICATIONS

4.1 Brochures, Banners, and Flyers

4.2 Merchandise

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4.1 | Brochures, Banners, and Flyers

The centennial signature may be placed on materials promoting the University of Miami's centennial or related events and activities. These examples provide a helpful reference for best practices in sizing and alignment of the signature in relation to other elements on the page. See sections 1 and 2 for guidelines on usage and color.



APPLICATIONS



4.2 | Merchandise

Examples of merchandise emblazoned with the University of Miami centennial signature are shown here. The only vendors permitted to produce items with the centennial signature are those designated by the Office of Auxiliary Services. For more information, contact the Office of Auxiliary Services at 305-284-3584.

