UNIVERSITY OF MIAMI

Visual Identity Manual

Updated March 2015

miami.edu

TABLE OF CONTENTS

UNIVERSITY
OF MIAMI

1.0 Introduction

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 CS3 templates of the stationery system
• Signature files in Adobe Illustrator CS3 Encapsulated PostScript (EPS) vector format, JPG, and GIF formats for use in PowerPoint, Web, and other applications.

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 pages 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 pages 4.1 and 4.2.)

Any questions regarding stationery should be directed to the Office of Communications and Marketing at 305-284-5600 or sfricker@miami.edu.

1.2 Our New 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. To that end, the University of Miami is introducing a new visual identity system.

The heart of the new identity system is the University's split-U mark, the "spirit" mark that is the most well-known logo associated with the University of Miami. It is one of the most recognizable collegiate marks nationally, and perhaps the most ubiquitous graphic symbol throughout South Florida.

Research conducted on the new identity, which included focus groups in three major cities and an alumni survey, affirmed the positive attributes of the split-U mark. It is perceived as diverse, modern, confident, and bold. By employing this singular image, the University will capitalize on the power of a new 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 new 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.

To maximize the benefits of the new visual identity, it must be used in a consistent fashion over time. 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 new system there is flexibility to accommodate the needs of units throughout the University.

The University's Office of Communications and Marketing, a unit in University Communications, is responsible for the new 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 e-mail query to sfricker@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 of 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 assistant vice president of auxiliary services at 305-284-3584.

Inquiries regarding the use of the University's athletic marks should be directed to Chris Prindiville, Partner, Fermata College, at 404-996-1961 or cp@fermatapartners.com.

**UNIVERSITY
OF MIAMI**

2.0 Basic Standards

2.1 Logo

The University of Miami logo is the key element in the University visual identity system and must appear on all official University of Miami communications. It may not be modified in any way.

The logo 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 logo is outlined with a white rule, which becomes visible when the logo is placed over a colored background.

The logo cannot be used as a substitute for the letter "U" in a word.

PRIMARY SIGNATURE

UNIVERSITY
OF MIAMI

INFORMAL SIGNATURE

SECONDARY SIGNATURE

MIAMI

2.2 Signatures—Primary, Secondary, and Informal

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

The University of Miami name

A horizontal or vertical rule

The University of Miami logo ("U")

Customized signatures for individual University of Miami colleges, schools, centers, and institutes ("units") are created by integrating the name of the unit with the University of Miami primary signature using specific unit templates. Departments are not permitted to have customized signatures. (See pages 2.4–2.6.)

The secondary signature is not customizable and may not be modified in any way.

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

The University of Miami logo ("U")

A horizontal rule

The word "Miami"

The informal signature may not be modified in any way. (For examples of usage, see page 7.6.)

The space between the horizontal rule and the visual identity elements above and below it is determined by the distance between the right edges of the verticals in the U in "University."

UNIVERSITY
OF MIAMI

University of Miami name

Horizontal rule

Miami logo
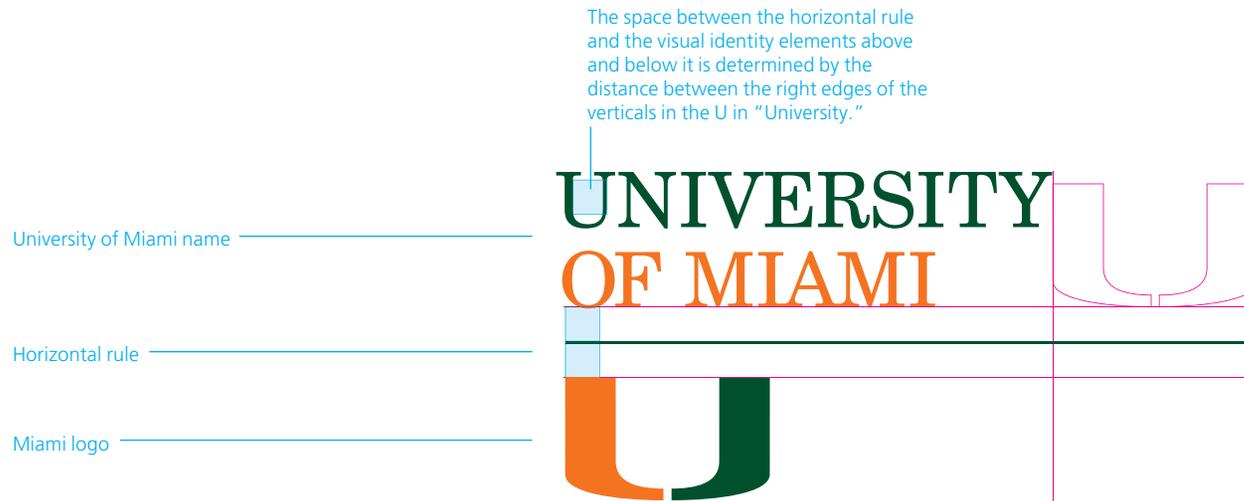
2.3 Primary Signature—Structure

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

MASTER BRAND SIGNATURE
CONFIGURATION

UNIVERSITY
OF MIAMI
SCHOOL of LAW

UNIVERSITY
OF MIAMI
COLLEGE of
ARTS & SCIENCES

UNIVERSITY
OF MIAMI
ROSENSTIEL
SCHOOL of MARINE &
ATMOSPHERIC SCIENCE

ENDORSED BRAND SIGNATURE
CONFIGURATION

UNIVERSITY OF MIAMI
SCHOOL of LAW

UNIVERSITY OF MIAMI
COLLEGE of
ARTS & SCIENCES

UNIVERSITY OF MIAMI
ROSENSTIEL
SCHOOL of MARINE &
ATMOSPHERIC SCIENCE

2.4 Unit Signatures

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

Two types of unit templates are available. In the "master brand" configuration, "University of Miami" is larger than the unit name. In the "endorsed brand" configuration, the unit name is larger; use of this configuration is reserved for schools, colleges, and special university-wide initiatives. Departments are not permitted to have customized signatures.

Specifications for creating unit signatures are on the following pages.

Signature files and guidance on their use may be obtained from the Office of Communications and Marketing at 305-284-5600 or sfricker@miami.edu.

MASTER BRAND SIGNATURE CONFIGURATIONS

University of Miami (Invariable. Do not alter.)

UNIVERSITY
OF MIAMI
UNIT NAME

Unit name (editable)

Horizontal rule (editable width)

University of Miami "U" (Invariable. Do not alter.)

UNIVERSITY
OF MIAMI
EXAMPLE of TWO-LINE
UNIT NAME

Inserting unit name

Select the appropriate template (one-, two-, or three-line).

Select the unit name placeholder text.

Type the name of the college in all caps. Type "&" for "and." Type the words "of" and "for" as all lower case. *(Note that this only applies to unit names. The "of" in "UNI-VERSITY OF MIAMI" remains all caps.)*

The unit name should remain 48p/50.5 pt. Century Schoolbook, tracked –5 overall, and Pantone® 3435.

Adjusting horizontal rule

Adjust the width of the horizontal rule so that it extends beyond the widest line of the signature—whether it is the word "University," or the unit name—by an amount equivalent to the width of the University of Miami "U." When adjusting the width of the rule, be sure to maintain its weight (2.5 pt. for the positive versions, 3.5 pt. for the reversed versions) in the Illustrator file.

2.5 Unit Signature Specifications—Master Brand

The master brand signature features University of Miami more prominently than the name of the college, school, center, institute, division, or office ("unit"). Customized signatures for individual University of Miami units are to be created by altering one of the "master brand" templates provided.

Unit signatures are made up of four components:
  The University of Miami name
  The unit name *(editable)*
  A horizontal rule *(variable length)*
  The University of Miami logo ("U")

Separate templates are provided to accommodate one-, two-, and three-line unit names. ONLY the unit name and length of the rule are to be edited. Unit signatures are not to exceed three lines.

Templates provide editable text for inputting the unit name. Names are set in all caps. Articles—such as "for" and "of"—should be set all lower case. The symbol "&" should be used in 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 logo "U."

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

In this master brand version of the signature, the words "University of Miami" intentionally use different colors. Miami green (Pantone® 3435 or its equivalent) "quiets" the signature. Miami orange (Pantone® 1665 or its equivalent) allows for the unit name to be differentiated from the "University of Miami."

ENDORSED BRAND SIGNATURE CONFIGURATIONS

University of Miami (Invariable. Do not alter.)

Unit name (editable)

Horizontal rule (editable width)

University of Miami ("U") (Invariable. Do not alter.)

UNIVERSITY OF MIAMI
UNIT NAME

UNIVERSITY OF MIAMI
LONG UNIT NAME

Inserting unit name

Select the appropriate template (one-, two-, or three-line).

Select the unit name placeholder text.

Type the name of the college in all caps. Type "&" for "and." Type the words "of" and "for" as all lower case. *(Note that this only applies to unit names. The "of" in "UNIVERSITY OF MIAMI" remains all caps.)*

The unit name should remain 72/75.5 pt. Century Schoolbook, tracked -9 overall, and Pantone® 1665.

Adjusting horizontal rule

Adjust the width of the horizontal rule so that it extends beyond the widest line of the signature—whether it is the word "University," or the unit name—by an amount equivalent to the width of the University of Miami "U." When adjusting the width of the rule, be sure to maintain its weight (2.5 pt. for the positive versions, 3.5 pt. for the reversed versions) in the Illustrator file.

2.6 Unit Signature Specifications—Endorsed Brand

The endorsed brand signature features the name of the college or school ("unit") more prominently than University of Miami. Customized signatures for individual units are to be created by altering one of the "endorsed brand" templates provided.

Unit signatures are made up of four components:

The University of Miami name

The unit name *(editable)*

A horizontal rule *(variable length)*

The University of University of Miami logo ("U")

Separate templates are provided to accommodate one-, two-, and three-line unit names. ONLY the unit name and length of the rule are to be edited. Unit signatures are not to exceed three lines. Endorsed brand signatures are reserved for use by schools, colleges, or special university-wide initiatives.

Templates provide editable text for inputting the unit name. Names are set in all caps. Articles such as "for" and "of" should be set all lower case. The symbol "&" should be 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 logo "U."

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

Seal should be at least .75" high.
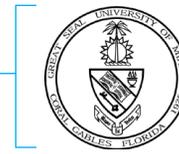
Minimum size

2.7 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. It may be used—with authorization—as a design element on certain ceremonial communications, such as formal invitations.

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

MINIMUM SIZE—PRIMARY SIGNATURE

UNIVERSITY
OF MIAMI
SCHOOL of LAW

UNIVERSITY OF MIAMI
SCHOOL of LAW

Miami "U" should be at least 11.5 pts. high.

The primary signatures should not be reduced less than 10 percent of the vector logo size.

MINIMUM SIZE—SECONDARY SIGNATURE

Miami "U" should be at least 11.5 pts. high.

UNIVERSITY
OF MIAMI

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

MINIMUM SIZE—INFORMAL SIGNATURE

Miami "U" should be at least 11.5 pts. high.

MIAMI

The informal signature should not be reduced less than 8.75 percent of the vector logo size.

2.8 Size Restrictions

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

Clear space to the left and right of the signature is determined by a distance equivalent to the width of the University of Miami "U."

Clear space above and below the signature is determined by a distance equivalent to the height of the University of Miami "U."

UNIVERSITY OF MIAMI
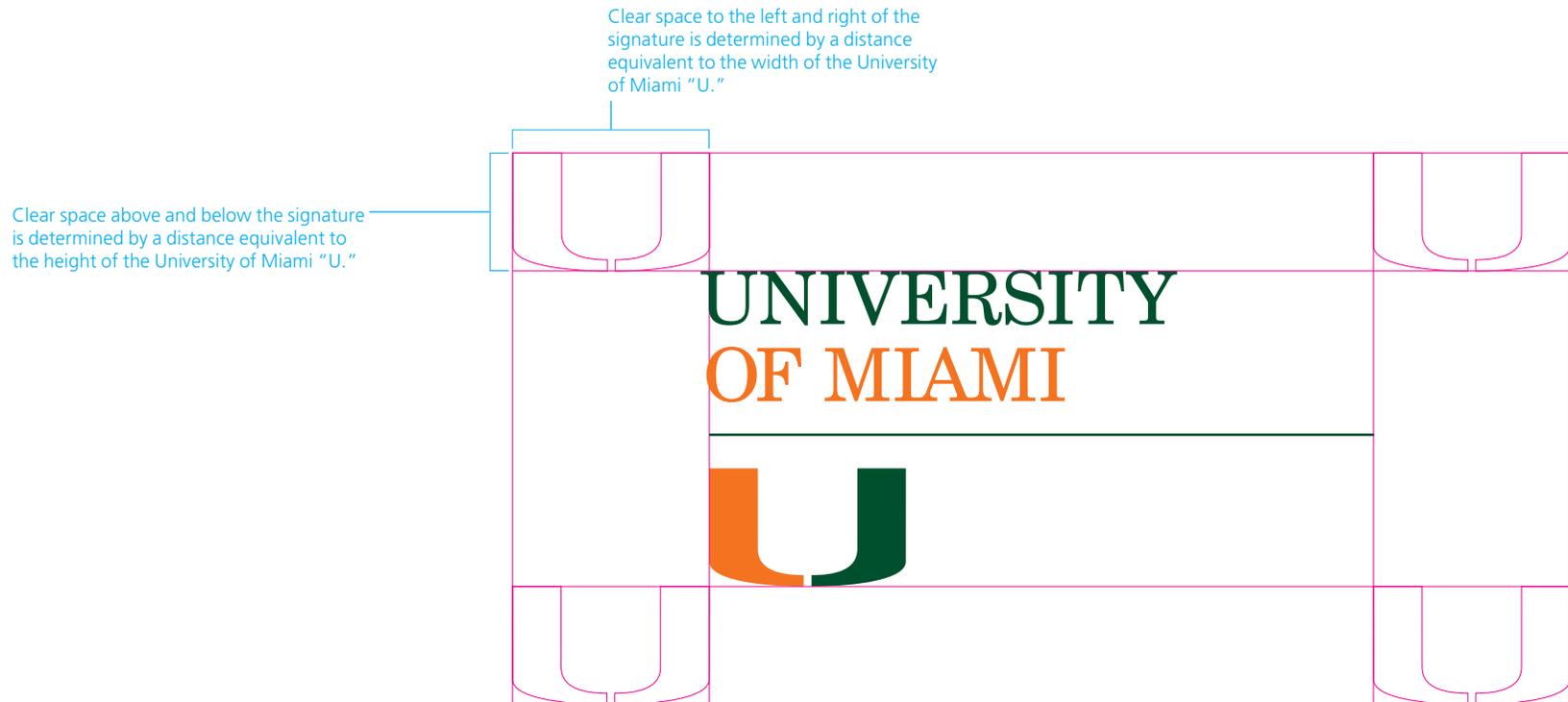
2.9 Surrounding Space Restrictions

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 e-mail and Web applications.

Only one of the primary configurations of the signature is shown here as an example. These principles also apply to the secondary signature, and master and endorsed brand unit signatures.

PRIMARY 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 Communications and Marketing.

Do not distort.

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

Do not add anything to "U" logo.

The logo may not be followed by any other elements.

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 the "U" logo.

The center of the "U" must be kept clear.

2.10 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 only be reproduced using the files provided by the University.

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

Only the primary configuration of the signature is depicted in the examples, but these principles apply to the secondary signature, and master brand and endorsed brand unit signatures as well.

UNIVERSITY
OF MIAMI

3.0 Color

	MIAMI GREEN	MIAMI ORANGE
Coated Paper	**Pantone® 3435 C** C 100 M 0 Y 81 K 66	**Pantone® 1665 C** C 0 M 68 Y 100 K 0
Uncoated Paper	**Pantone® 3435 U**	**Pantone® 1665 U**
Screen Mode	R 0 G 80 B 48 Hexadecimal: #005030	R 244 G 115 B 33 Hexadecimal: #f47321

Pantone® 3435 — UNIVERSITY
Pantone® 1665 — OF MIAMI
Pantone® 3435 —

Pantone® 1665 —

Pantone® 3435 —

Pantone® 3435 — UNIVERSITY OF MIAMI
Pantone® 1665 —
Pantone® 3435 —
Pantone® 3435 —
Pantone® 1665 —
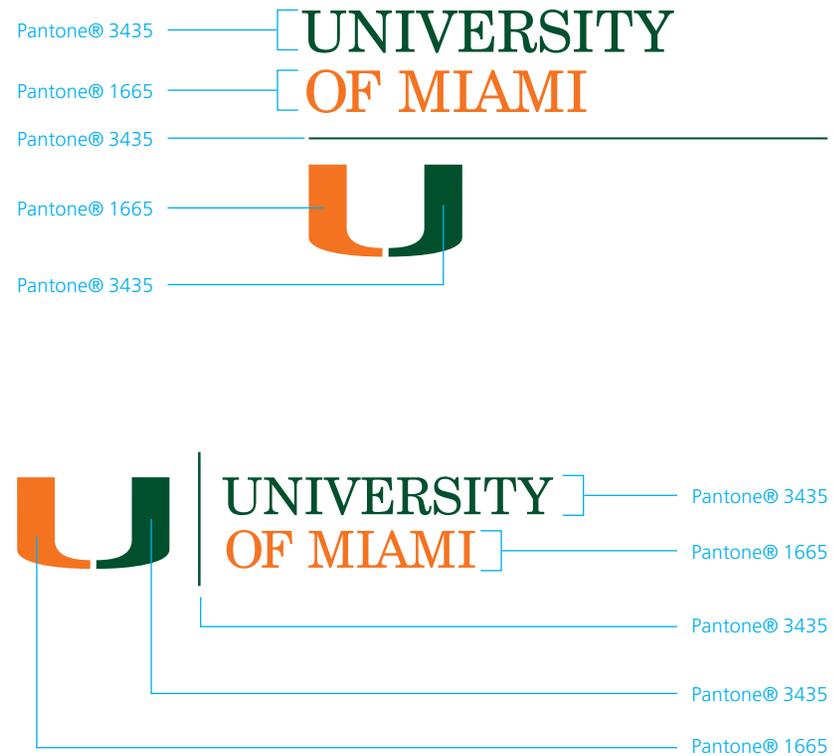
3.1 Primary Color Palette

The primary colors for the University of Miami visual identity system are Miami orange (Pantone® 1665) 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.

Pantone® 1665 C	**Pantone® 1665 U**	R 244
C 0		G 115
M 68		B 33
Y 100		
K 0		#f47321

Pantone® 131 C	**Pantone® 124 U**	R 210
C 0	C 0	G 142
M 32	M 28	B 0
Y 100	Y 100	
K 9	K 6	#d28e00

Pantone® 7502 C	**Pantone® 7501U**	R 212
C 0	C 0	G 191
M 8	M 4	B 149
Y 35	Y 20	
K 10	K 6	#d4bf95

Pantone® 383 C	**Pantone® 397 U**	R 162
C 20	C 10	G 173
M 0	M 0	B 0
Y 100	Y 100	
K 9	K 7	#a2ad00

Pantone® 180 C	**Pantone® 1797 U**	R 193
C 0	C 0	G 56
M 79	M 100	B 50
Y 100	Y 99	
K 11	K 4	#c13832

Pantone® 7544 C	**Pantone® 7544 U**	R 137
C 10	C 10	G 150
M 1	M 1	B 160
Y 0	Y 0	
K 40	K 40	#899620

Pantone® 1215 C	**Pantone® 1205 U**	R 251
C 0	C 0	G 222
M 9	M 5	B 129
Y 45	Y 31	
K 0	K 0	#fbde81

Pantone® 291 C	**Pantone® 291 U**	R 158
C 33	C 33	G 206
M 3	M 3	B 235
Y 0	Y 0	
K 0	K 0	#9eceeb

Pantone® 557 C	**Pantone® 557 U**	R 145
C 30	C 30	G 185
M 0	M 0	B 164
Y 20	Y 20	
K 15	K 15	#91b9a4

Pantone® 3435	**Pantone® 3435 U**	R 0
C 100	C 100	G 80
M 0	M 0	B 48
Y 81	Y 81	Hex
K 66	K 66	005030

3.2 Supplementary Color Palette

This supplementary color palette is provided as an aid to designing print and Web communications that reflect the University of Miami's brand in tone and style through consistent use of color. Although the University's primary identity colors are Miami orange (Pantone® 1665) and Miami green (Pantone® 3435), designing effective marketing communications benefits from a more flexible and sophisticated use of color harmony and contrast.

The 10-color palette configuration above further simplifies color choices by selecting a three- or-four-color combination using adjacent color blocks from the example above. Experienced designers may extend this palette further with the application of good judgment and skill.

COLOR

REVERSED FULL-COLOR SIGNATURE
All white type

REVERSED FULL-COLOR SIGNATURE
White and orange type

File name: UM_prim_pms.eps

File name: UM_prim_pms-rev.eps

Colored boxes represent a dark background.
They are not part of the signature.

File name: UM_prim_pms-rev-W.eps

3.3 Full-color Reproduction—Primary and Secondary Signature

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 page 3.1.

Color examples shown using the primary signature also apply to the seconday signature.

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

Full-color signatures reversed out of dark background
There are two versions of the reversed signature. The reversed signature with all white type may be placed on the following color backgrounds only: black, Miami orange (Pantone® 1665 or its equivalent), or Miami green (Pantone® 3435 or its equivalent).

The reversed signature with white and orange type may be placed only on a black background.

FULL-COLOR
Master Brand Unit Signature

UNIVERSITY
OF MIAMI
UNIT NAME

U

File name: UM_mast_[Unit]_pms.eps

FULL-COLOR
Endorsed Brand Unit Signature

UNIVERSITY OF MIAMI
UNIT NAME

U

File name: UM_endors_[Unit]_pms.eps

REVERSED FULL-COLOR
Master Brand Unit Signature

UNIVERSITY
OF MIAMI
UNIT NAME

U

File name: UM_mast_[Unit]_pms-rev.eps

REVERSED FULL-COLOR
Endorsed Brand Unit Signature

UNIVERSITY OF MIAMI
UNIT NAME

U

File name: UM_endor_[Unit]_pms-rev.eps

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

3.4 Full-color Reproduction—Unit Signatures

The University of Miami unit signatures are available in several combinations of the primary color palette for a variety of applications. For the primary color palette, see page 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
Reversed master brand and endorsed brand signatures may be placed only on a black background.

ONE-COLOR, GRAY
Master Brand Unit Signature

ONE-COLOR, GRAY
Endorsed Brand Unit Signature

UNIVERSITY
OF MIAMI

UNIVERSITY
OF MIAMI
UNIT NAME

UNIVERSITY OF MIAMI
UNIT NAME

File name: UM_prim_gry.eps

File name: UM_mast_[Unit]_gry.eps

File name: UM_endor_[Unit]_gry.eps

REVERSED ONE-COLOR, GRAY
Primary Signature

REVERSED ONE-COLOR, GRAY
Master Brand Unit Signature

REVERSED ONE-COLOR, GRAY
Endorsed Brand Unit Signature

UNIVERSITY
OF MIAMI

UNIVERSITY
OF MIAMI
UNIT NAME

UNIVERSITY OF MIAMI
UNIT NAME

File name: UM_prim_gry-rev.eps

File name: UM_mast_[Unit]_gry-rev.eps

File name: UM_endor_[Unit]_gry-rev.eps

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

3.5 One-color Reproduction–Gray

When neither Miami orange (Pantone® 1665 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. One-color versions are available in a standard and a reversed version.

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.

In the one-color reversed version with gray tints, text that was Miami orange becomes 30 percent black. Text that was Miami green becomes white. The rule becomes white. The left half of the "U" logo becomes 65 percent black. The right half of the "U" logo becomes solid black. See page 3.6 for one-color solid versions

ONE-COLOR, SOLID
Primary Signature

**UNIVERSITY
OF MIAMI**

U

File name: UM_prim_K

ONE-COLOR, SOLID
Master Brand Unit Signature

**UNIVERSITY
OF MIAMI**

UNIT NAME

U

File name: UM_mast_[Unit]_K.eps

ONE-COLOR, SOLID
Endorsed Brand Unit Signature

UNIVERSITY OF MIAMI
UNIT NAME

U

File name: UM_endor_[Unit]_K.eps

REVERSED ONE-COLOR, SOLID
Primary Signature

**UNIVERSITY
OF MIAMI**

U

File name: UM_prim_K-rev.eps

REVERSED ONE-COLOR, SOLID
Master Brand Unit Signature

**UNIVERSITY
OF MIAMI**

UNIT NAME

U

File name: UM_mast_[Unit]_K-rev.eps

REVERSED ONE-COLOR, SOLID
Endorsed Brand Unit Signature

UNIVERSITY OF MIAMI
UNIT NAME

U

File name: UM_endor_[Unit]_K-rev.eps

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

3.6 One-color Reproduction–Solid

For one-color black internal documents that are likely
to be reproduced by crude means such as by multiple
generations of photocopying, one-color solid versions
are available in a standard and a reversed version. The
positive solid signatures are solid black.The reversed ones
are solid white.

See page 3.5 for one-color gray versions

FULL-COLOR SIGNATURE

UNIVERSITY
OF MIAMI

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.

3.7 Unacceptable Color Treatments

Guidelines for acceptable color usage in the signature are found on pages 3.1 and 3.3–3.5. The University of Miami signatures should only be reproduced using the files provided by the University of Miami Office of Communications and Marketing.

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

Only the primary configuration of the signature is depicted in the examples, but these principles apply to the secondary signature, and master brand and endorsed brand unit signatures as well.

Any questions regarding stationery should be directed to the Office of Communications and Marketing at 305-284-5600 or sfricker@miami.edu.

UNIVERSITY
OF MIAMI

4.0 Typography

Century Schoolbook BT

ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger

45 LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

46 LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

65 BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

66 BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

4.1 Primary Typefaces

Primary Serif Typeface
The primary serif typeface for University of Miami printed applications is Century Schoolbook BT (Bitstream), which is used in the University of Miami signature.

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

You do not need Century Schoolbook BT 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. You *do* need these fonts installed on your computer if you are customizing unit signatures for individual schools, centers, or institutes.

Primary Sans Serif Typeface
The primary sans serif typeface for University of Miami printed applications is Frutiger (Linotype).

Purchasing Fonts
These fonts are available for both Windows and Macintosh platforms and may be purchased from—among others—the following sources:

Century Schoolbook BT *(Bitstream)*
fontpool.com
fontshop.com
paratype.com

Frutiger *(Linotype)*
fonts.com
linotype.com
adobe.com

Georgia

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

4.2 Secondary Typefaces—for Word Processing and Web Applications
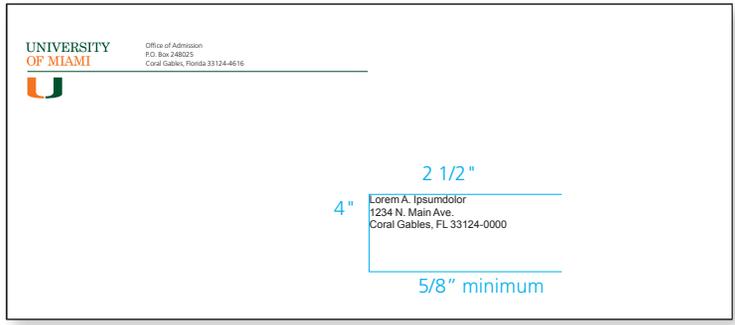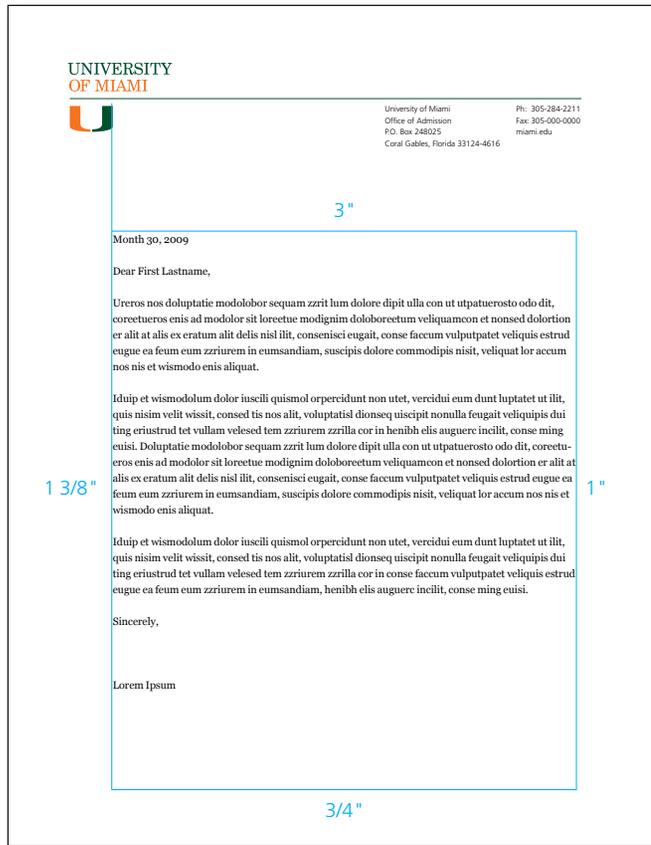
Georgia and Helvetica are the alternate typefaces for University of Miami communications. They should be used for word processing, internal communications, and Web applications when the primary typefaces (Century Schoolbook BT and Frutiger) are not available. Georgia is the serif face and Helvetica is the sans serif face.

UNIVERSITY
OF MIAMI

5.0 Stationery System

UNIVERSITY
OF MIAMI

University of Miami
Office of Admission
P.O. Box 248025
Coral Gables, Florida 33124-4616

Ph: 305-284-2211
Fax: 305-000-0000
miami.edu

3"

Month 30, 2009

Dear First Lastname,

Ureros nos doluptatie modolobor sequam zzrit lum dolore dipit ulla con ut utpatuerosto odo dit, coreetueros enis ad modolor sit loreetue modignim doloboreetum veliquamcon et nonsed dolortion er alit at alis ex eratum alit delis nisl ilit, consenisci eugait, conse faccum vulputpatet veliquis estrud eugue ea feum eum zzriurem in eumsandiam, suscipis dolore commodipis nisit, veliquat lor accum nos nis et wismodo enis aliquat.

Iduip et wismodolum dolor iuscili quismol orpercidunt non utet, vercidui eum dunt luptatet ut ilit, quis nisim velit wissit, consed tis nos alit, voluptatisl dionseq uiscipit nonulla feugait veliquipis dui ting eriustrud tet vullam velesed tem zzriurem zzrilla cor in henibh elis auguerc incilit, conse ming euisi. Doluptatie modolobor sequam zzrit lum dolore dipit ulla con ut utpatuerosto odo dit, coreetu-eros enis ad modolor sit loreetue modignim doloboreetum veliquamcon et nonsed dolortion er alit at alis ex eratum alit delis nisl ilit, consenisci eugait, conse faccum vulputpatet veliquis estrud eugue ea feum eum zzriurem in eumsandiam, suscipis dolore commodipis nisit, veliquat lor accum nos nis et wismodo enis aliquat.

Iduip et wismodolum dolor iuscili quismol orpercidunt non utet, vercidui eum dunt luptatet ut ilit, quis nisim velit wissit, consed tis nos alit, voluptatisl dionseq uiscipit nonulla feugait veliquipis dui ting eriustrud tet vullam velesed tem zzriurem zzrilla cor in conse faccum vulputpatet veliquis estrud eugue ea feum eum zzriurem in eumsandiam, henibh elis auguerc incilit, conse ming euisi.

Sincerely,

Lorem Ipsum

1 3/8 "

1 "

3/4 "

UNIVERSITY
OF MIAMI

First Name Lastname
Title Lorem Ipsumdolor

Ph: 305-284-4323
Cell: 305-000-0000
Fax: 305-000-0000
loremipsum@miami.edu

Office of Admission
P.O. Box 248025
Coral Gables, Florida 33124-4616

UNIVERSITY
OF MIAMI

Office of Admission
P.O. Box 248025
Coral Gables, Florida 33124-4616

2 1/2 "

4 "

Lorem A. Ipsumdolor
1234 N. Main Ave.
Coral Gables, FL 33124-0000

5/8" minimum

Not actual size.

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 primary signature is the only approved mark for stationery, the secondary signature may not be used.

Any questions regarding stationery should be directed to the Office of Communications and Marketing at 305-284-5600 or sfricker@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.

File name: UM_LH.indd

1p3   1p3

7p4

UNIVERSITY
OF MIAMI

University of Miami   Ph: 305-284-2211   Text top aligns
Office of Admission   Fax: 305-000-0000   with top of logo.
P.O. Box 248025   miami.edu
Coral Gables, Florida 33124-4616

8p3   width of text   6p
                             box butts to
                             right margin

5.2 Standard Letterhead—Structure

Size: 8.5" x 11"

Signature
University of Miami master brand signature with infinite rule
Vector file imported at 21 percent
Pantone® 1665 and Pantone® 3435

Address block text:
Frutiger 45 Light 7.5/10.75 pt.
Set flush left
Black

Paper specifications
Standard letterhead:
Cougar opaque white, 24 lb. stock

The master brand University of Miami letterhead is pre-printed with the signature. Margins are shown above.

Customized address blocks position as shown above. Contact info text blocks top align with the top of the logo ("U"). The address appears in the first block. If it is particularly long, it may be divided across two text blocks, with the long unit (center or institute) name in the first block, and the address in the second. The last text block (farthest to the right) contains phone number, e-mail, 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.

UNIVERSITY OF MIAMI
COLLEGE of
ARTS & SCIENCES

1252 Memorial Drive   Ph: 305-284-4117
Ashe Building, Room 227   Fax: 305-284-5637
Coral Gables, Florida 33146 as.miami.edu

3"

Month 30, 2009

Dear First Lastname,

Ureros nos doluptatie modolobor sequam zzrit lum dolore dipit ulla con ut utpatuerosto odo dit, coreetueros enis ad modolor sit loreetue modignim doloboreetum veliquamcon et nonsed dolortion er alit at alis ex eratum alit delis nisl ilit, consenisci eugait, conse faccum vulputpatet veliquis estrud eugue ea feum eum zzriurem in eumsandiam, suscipis dolore commodipis nisit, veliqual lor accum nos nis et wismodo enis aliquat.

Iduip et wismodolum dolor iuscili quismol orpercidunt non utet, vercidui eum dunt luptatet ut ilit, quis nisim velit wissit, consed tis nos alit, voluptatisl dionseq uiscipit nonulla feugait veliquipis dui ting eriustrud tet vullam velesed tem zzriurem zzrilla cor in henibh elis auguerc incilit, conse ming euisi. Doluptatie modolobor sequam zzrit lum dolore dipit ulla con ut utpatuerosto odo dit, coreetu-eros enis ad modolor sit loreetue modignim doloboreetum veliquamcon et nonsed dolortion er alit at alis ex eratum alit delis nisl ilit, consenisci eugait, conse faccum vulputpatet veliquis estrud eugue ea feum eum zzriurem in eumsandiam, suscipis dolore commodipis nisit, veliqual lor accum nos nis et wismodo enis aliquat.

Iduip et wismodolum dolor iuscili quismol orpercidunt non utet, vercidui eum dunt luptatet ut ilit, quis nisim velit wissit, consed tis nos alit, voluptatisl dionseq uiscipit nonulla feugait veliquipis dui ting eriustrud tet vullam velesed tem zzriurem zzrilla cor in conse faccum vulputpatet veliquis estrud eugue ea feum eum zzriurem in eumsandiam, henibh elis auguerc incilit, conse ming euisi.

Sincerely,

Lorem Ipsum

1 3/8"   1"

3/4"

UNIVERSITY OF MIAMI
COLLEGE of
ARTS & SCIENCES

First Name Lastname
Title Lorem Ipsumdolor

Ph: 305-284-4117
Cell: 305-000-0000   1252 Memorial Drive
Fax: 305-284-5637   Ashe Building, Room 227
loremipsum@as.miami.edu   Coral Gables, Florida 33146

UNIVERSITY OF MIAMI
COLLEGE of
ARTS & SCIENCES

1252 Memorial Drive
Ashe Building, Room 227
Coral Gables, Florida 33146

2 1/2"

4"   Lorem A. Ipsumdolor
1234 N. Main Ave.
Coral Gables, FL 33124-0000

5/8" minimum

Not actual size.

5.3 Standard Stationery, Unit Level

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

Any questions regarding stationery should be directed to the Office of Communications and Marketing at 305-284-5600 or sfricker@miami.edu.

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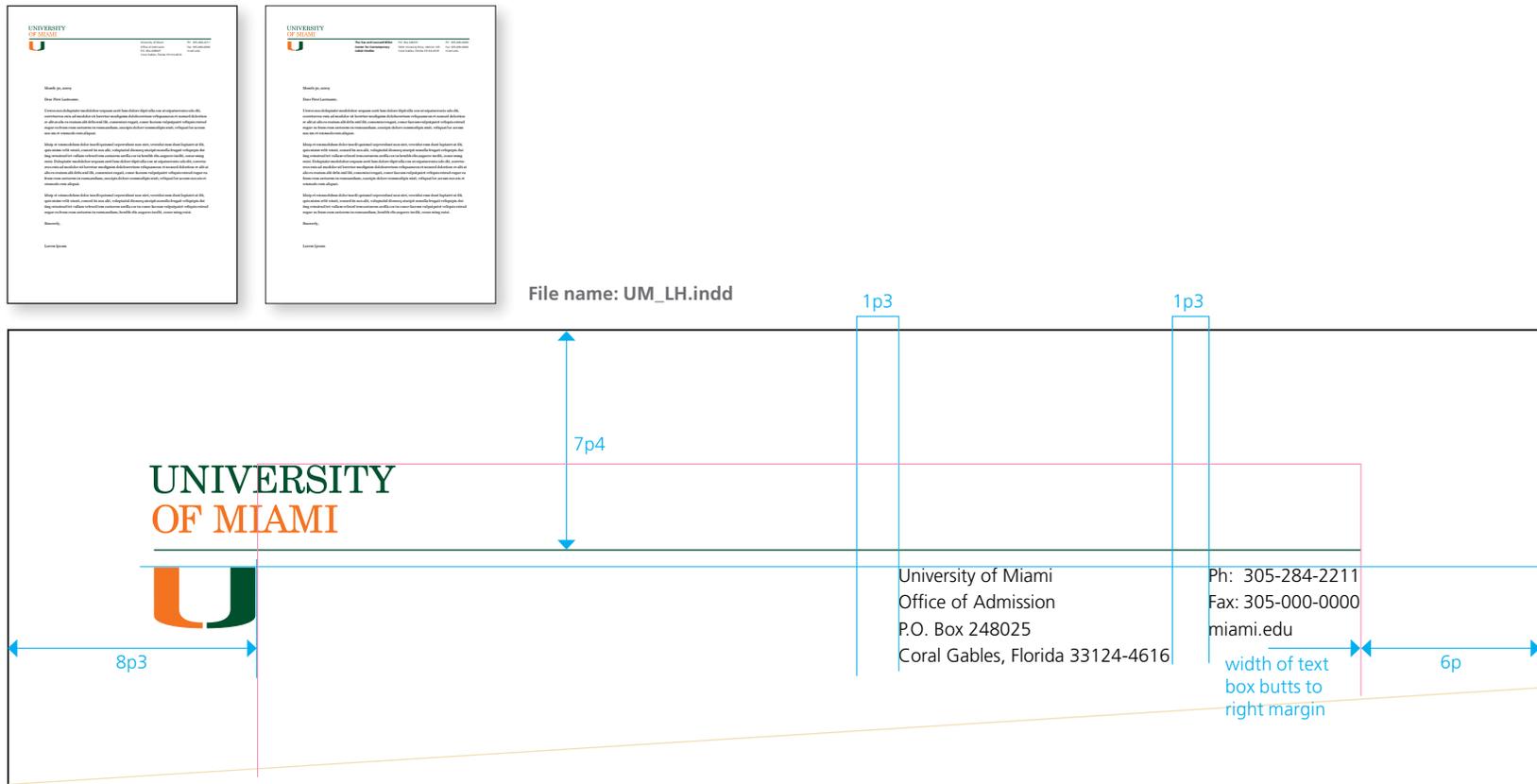Cougar opaque white, 24 lb. stock

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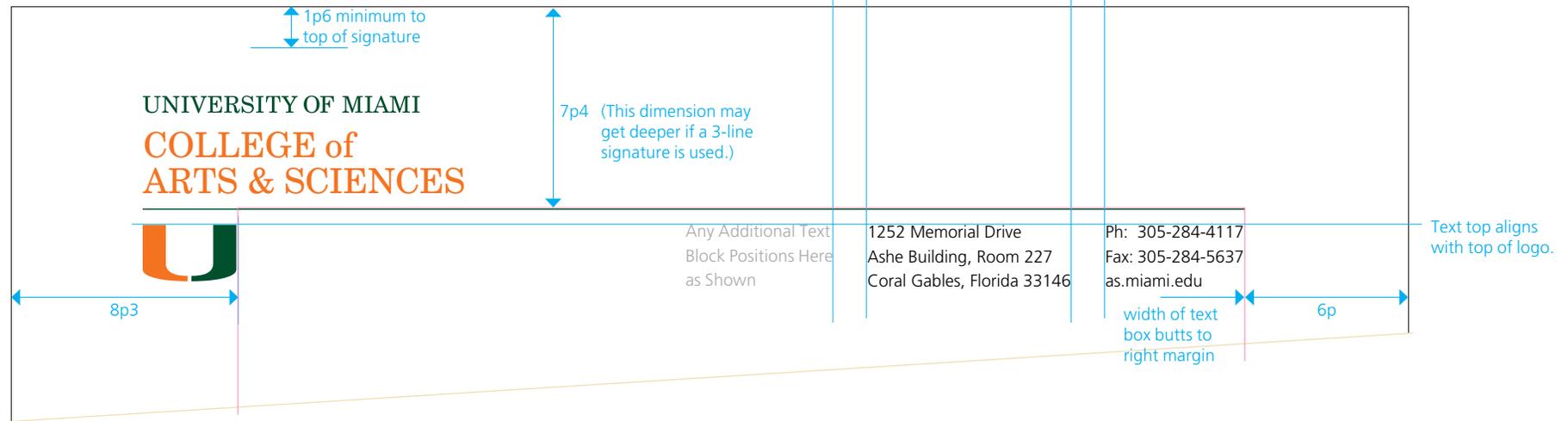10/15 pt. Georgia, or similar font.

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

See following pages for actual size and structure.

File name: UM_LH_ArtS.indd

1p3

1p3

1p6 minimum to
top of signature

UNIVERSITY OF MIAMI

COLLEGE of
ARTS & SCIENCES

7p4 (This dimension may
get deeper if a 3-line
signature is used.)

Any Additional Text
Block Positions Here
as Shown

1252 Memorial Drive
Ashe Building, Room 227
Coral Gables, Florida 33146

Ph: 305-284-4117
Fax: 305-284-5637
as.miami.edu

Text top aligns
with top of logo.

8p3

width of text
box butts to
right margin

6p

5.4   Unit-level Letterhead—Structure

Size: 8.5" x 11"

Signature
University of Miami unit signature with infinite rule
Vector file imported at 21 percent
Pantone® 1665 and Pantone® 3435

Address block text:
Frutiger Light 7.5/10.75 pt.
Set flush left
Black

Paper specifications
Standard letterhead:
Cougar opaque white, 24 lb. stock

The master brand and endorsed brand University of
Miami letterheads are layed out as shown above.

Customized contact info address text blocks top align
with the top of the logo ("U"). The address appears in
the first block. If it is particularly long, it may be divided
across two text blocks, with the long unit (center or
institute) name in the first block, and the address in the

second. The last text block (farthest to the right) contains
phone number, e-mail, 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.

Any questions regarding stationery should be directed
to the Office of Communications and Marketing at
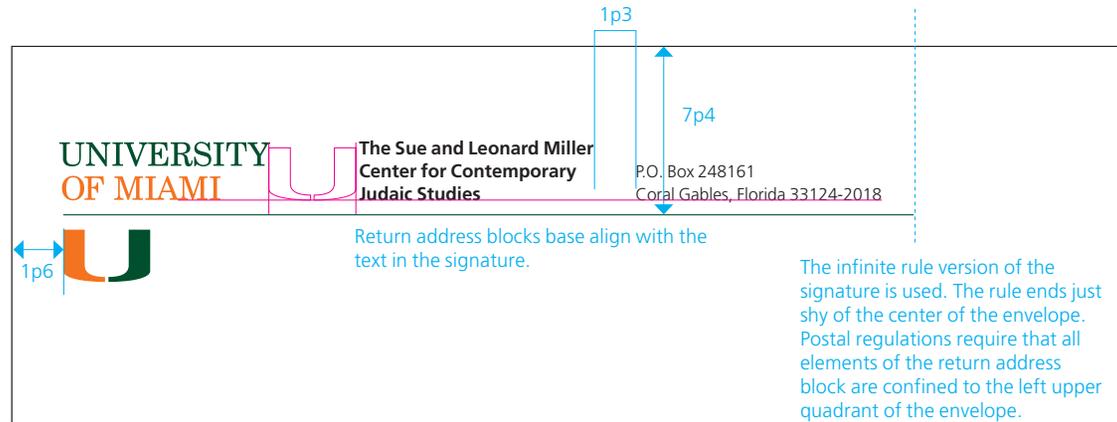305-284-5600 or sfricker@miami.edu.

File name: UM_env-10.indd
Example of envelope with primary signature and short address text

File name: UM_env-10_Miller.indd
Example of envelope with primary signature and long address text

File name: UM_env-10_ArtS.indd
Example of envelope with unit signature

UNIVERSITY OF MIAMI

The Sue and Leonard Miller
Center for Contemporary
Judaic Studies

P.O. Box 248161
Coral Gables, Florida 33124-2018

1p3

7p4

1p6

Return address blocks base align with the text in the signature.

The infinite rule version of the signature is used. The rule ends just shy of the center of the envelope. Postal regulations require that all elements of the return address block are confined to the left upper quadrant of the envelope.

Example of envelope with unit signature

UNIVERSITY OF MIAMI

COLLEGE of
ARTS & SCIENCES

1252 Memorial Drive
Ashe Building, Room 227
Coral Gables, Florida 33146

7p4 (This dimension may get deeper if a 3-line signature is used.)

5.5 Standard #10 Envelope—Structure

Size: 9.5" x 4.125"

Signature
Appropriate University of Miami signature with infinite rule
Vector file imported at 17 percent
Pantone® 1665 and Pantone® 3435

Address block text:
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 Communications and Marketing at 305-284-5600 or sfricker@miami.edu.
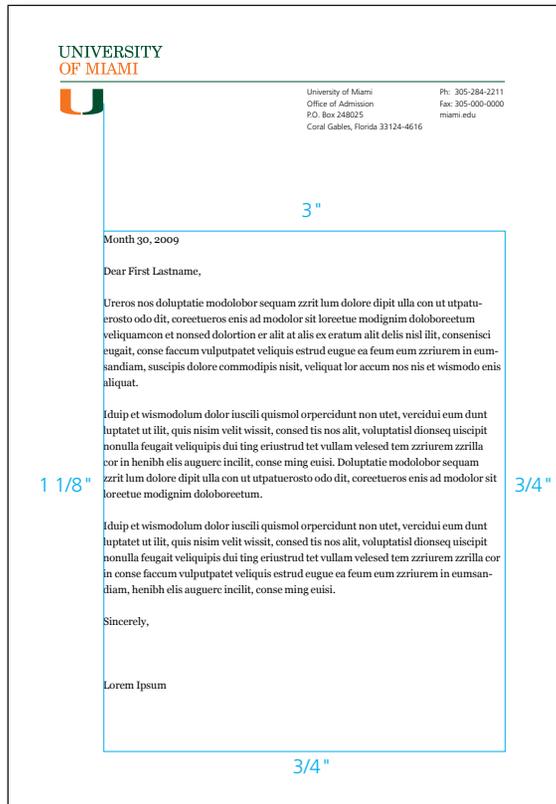
Not actual size.
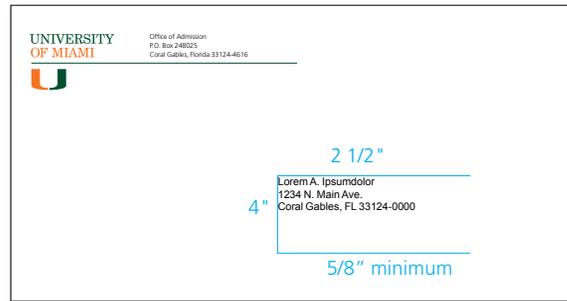
5.6 Monarch Letterhead

Any questions regarding stationery should be directed to the Office of Communications and Marketing at 305-284-5600 or sfricker@miami.edu.

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

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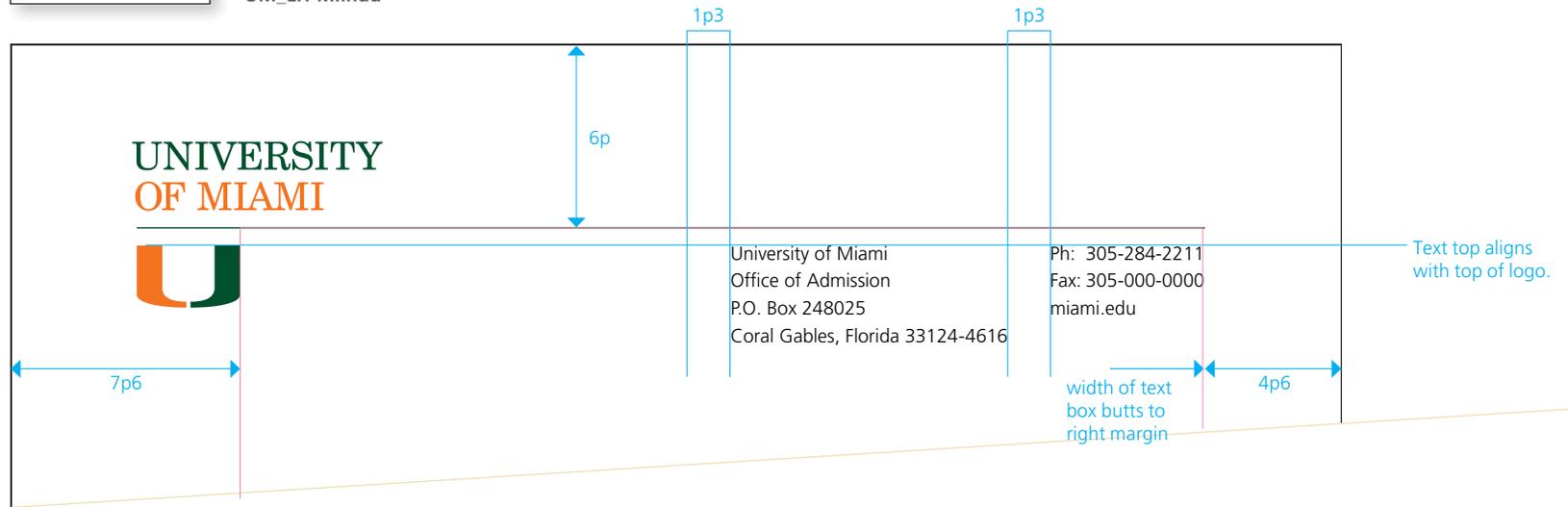10/15 pt. Georgia, or similar font.

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

See following pages for actual size and structure.

UM_LH-M.indd

1p3   1p3

6p

University of Miami   Ph: 305-284-2211   Text top aligns
Office of Admission   Fax: 305-000-0000   with top of logo.
P.O. Box 248025   miami.edu
Coral Gables, Florida 33124-4616

7p6   width of text   4p6
                                            box butts to
                                            right margin

5.7 Monarch Letterhead—Structure

Size: 7.25" x 10.5"

Signature
University of Miami master brand signature with infinite rule
Vector file imported at 21 percent
Pantone® 1665 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

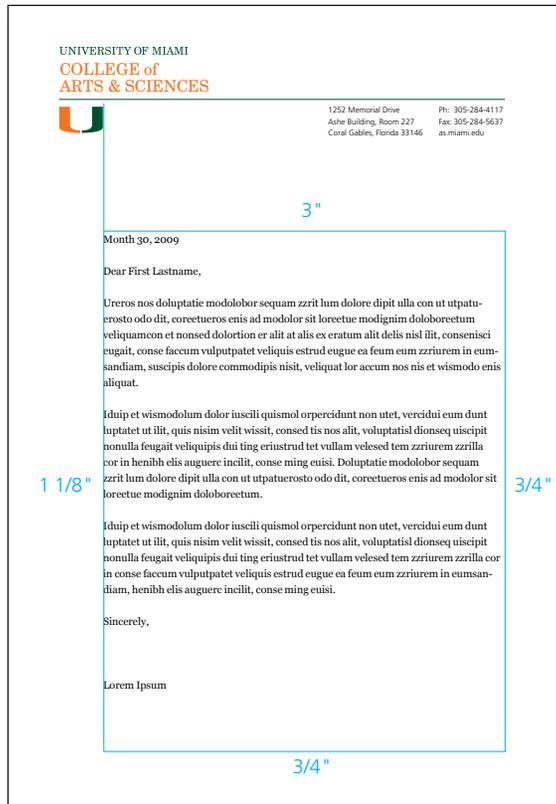The master brand University of Miami letterhead is pre-printed with the signature. Margins are shown above.

Customized address blocks position as shown above. Contact info text blocks top align with the top of the logo ("U"). The address appears in the first block. If it is particularly long, it may be divided across two text blocks, with the long unit (center or institute) name in
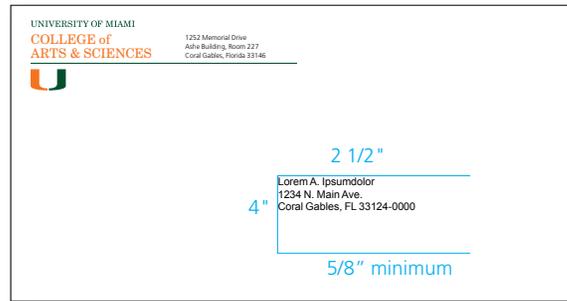
the first block, and the address in the second. The last text block (farthest to the right) contains phone number, e-mail, and url information.

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.

UNIVERSITY OF MIAMI
COLLEGE of
ARTS & SCIENCES

1252 Memorial Drive   Ph: 305-284-4117
Ashe Building, Room 227   Fax: 305-284-5637
Coral Gables, Florida 33146   as.miami.edu

3 "

Month 30, 2009

Dear First Lastname,

Ureros nos doluptatie modolobor sequam zzrit lum dolore dipit ulla con ut utpatu-
erosto odo dit, coreetueros enis ad modolor sit loreetue modignim doloboreetum
veliquamcon et nonsed dolortion er alit at alis ex eratum alit delis nisl ilit, consenisci
eugait, conse faccum vulputpatet veliquis estrud eugue ea feum eum zzriurem in eum-
sandiam, suscipis dolore commodipis nisit, veliquat lor accum nos nis et wismodo enis
aliquat.

Iduip et wismodolum dolor iuscili quismol orpercidunt non utet, vercidui eum dunt
luptatet ut ilit, quis nisim velit wissit, consed tis nos alit, voluptatisl dionseq uiscipit
nonulla feugait veliquipis dui ting eriustrud tet vullam velesed tem zzriurem zzrilla
cor in henibh elis auguerc incilit, conse ming euisi. Doluptatie modolobor sequam
zzrit lum dolore dipit ulla con ut utpatuerosto odo dit, coreetueros enis ad modolor sit
loreetue modignim doloboreetum.

Iduip et wismodolum dolor iuscili quismol orpercidunt non utet, vercidui eum dunt
luptatet ut ilit, quis nisim velit wissit, consed tis nos alit, voluptatisl dionseq uiscipit
nonulla feugait veliquipis dui ting eriustrud tet vullam velesed tem zzriurem zzrilla cor
in conse faccum vulputpatet veliquis estrud eugue ea feum eum zzriurem in eumsan-
diam, henibh elis auguerc incilit, conse ming euisi.

Sincerely,

Lorem Ipsum

1 1/8"   3/4 "

3/4 "

Not actual size.

2 1/2 "

Lorem A. Ipsumdolor
1234 N. Main Ave.
Coral Gables, FL 33124-0000

4 "

5/8" minimum

5.8 Monarch Letterhead, Unit Level

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

Any questions regarding stationery should be directed to the Office of Communications and Marketing at 305-284-5600 or sfricker@miami.edu.

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

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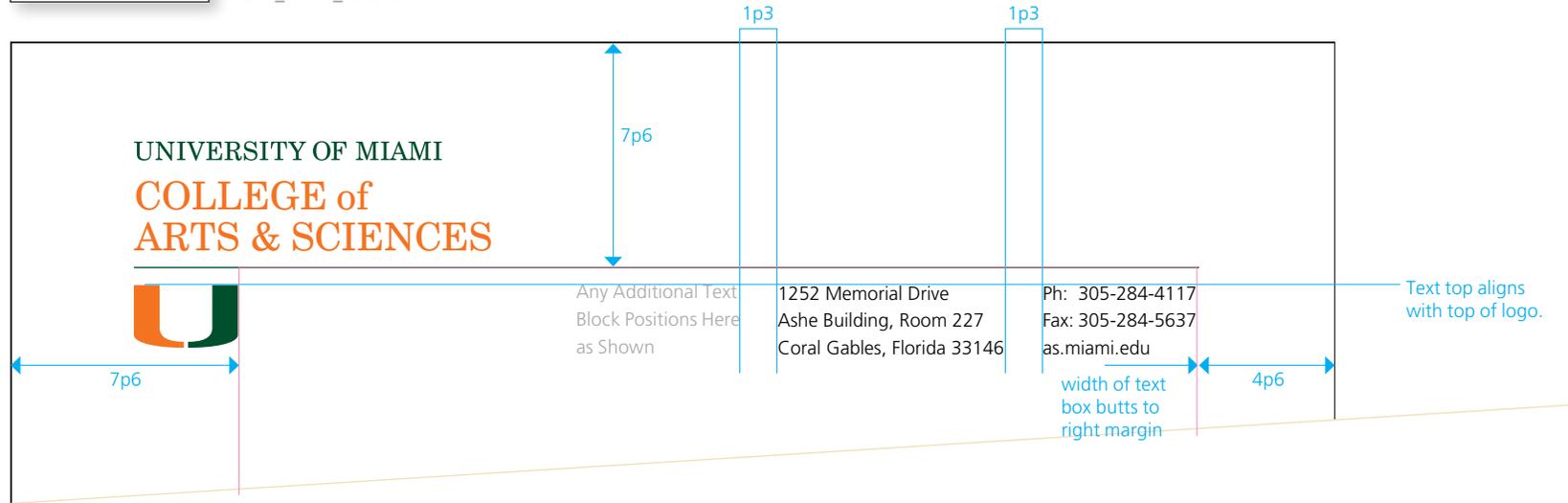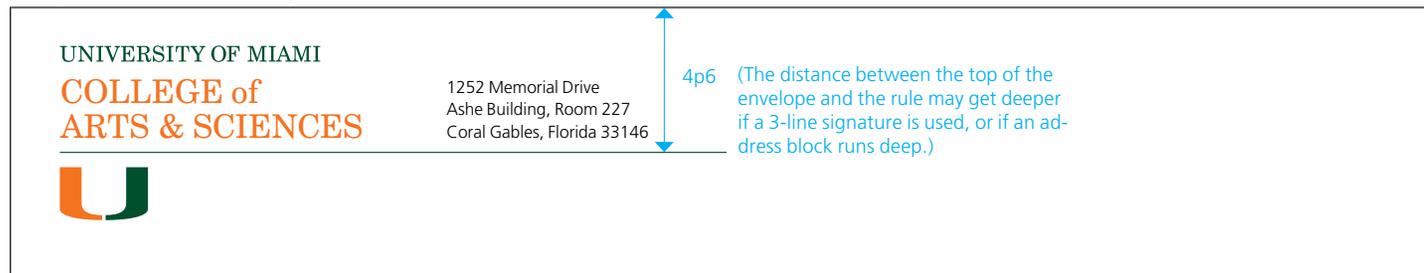10/15 pt. Georgia, or similar font.

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

See following pages for actual size and structure.

UM_LH-M_ArtS.indd

1p3   1p3

7p6

UNIVERSITY OF MIAMI

COLLEGE of
ARTS & SCIENCES

Any Additional Text
Block Positions Here
as Shown

1252 Memorial Drive
Ashe Building, Room 227
Coral Gables, Florida 33146

Ph: 305-284-4117
Fax: 305-284-5637
as.miami.edu

Text top aligns
with top of logo.

7p6

width of text
box butts to
right margin

4p6

5.9 Monarch Letterhead, Unit Level—Structure

Size: 7.25" x 10.5"

Signature
University of Miami master brand signature with infinite rule
Vector file imported at 21 percent
Pantone® 1665 and Pantone® 3435

Address block text:
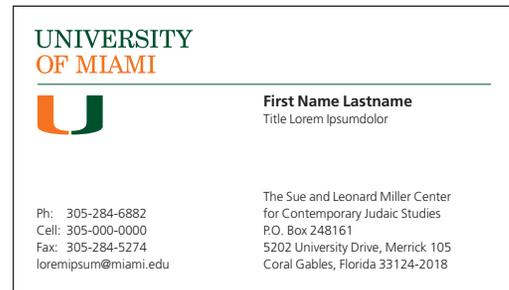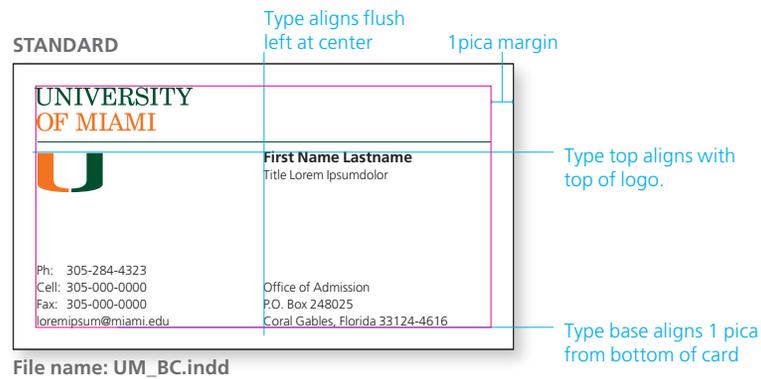Frutiger Light 7.5/10.75 pt.
Set flush left
Black

Paper specifications
Monarch letterhead:
Cougar opaque white, 24 lb. stock

The master brand and endorsed brand University of
Miami letterheads are layed out as shown above.

   Customized address blocks position as shown above.
Contact info text blocks top align with the top of the
logo ("U"). The address appears in the first block. If it
is particularly long, it may be divided across two text
blocks, with the long unit (center or institute) name in

the first block, and the address in the second. The last
text block (farthest to the right) contains phone number,
e-mail, 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.

UNIVERSITY
OF MIAMI

Office of Admission
P.O. Box 248025
Coral Gables, Florida 33124-4616

4p6

1p6

Return address blocks base align with
the text in the signature.

The infinite rule version of the
signature is used. The rule ends just
shy of the center of the envelope.
Postal regulations require that all
elements of the return address
block are confined to the left upper
quadrant of the envelope.

Example of envelope with unit signature

UNIVERSITY OF MIAMI
COLLEGE of
ARTS & SCIENCES

1252 Memorial Drive
Ashe Building, Room 227
Coral Gables, Florida 33146

4p6

(The distance between the top of the
envelope and the rule may get deeper
if a 3-line signature is used, or if an ad-
dress block runs deep.)

5.10 Monarch Envelope, Standard and Unit Level—Structure

Size: 7.5" x 3.875"

Signature
Appropriate University of Miami signature with infinite rule
Vector file imported at 17 percent
Pantone® 1665 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. 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.
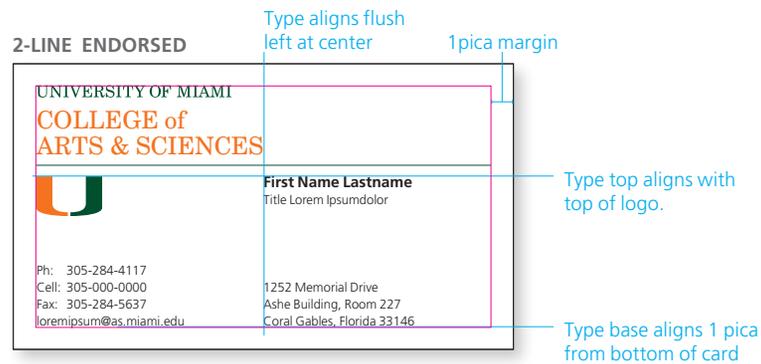
Any questions regarding stationery should be directed
to the Office of Communications and Marketing at
305-284-5600 or sfricker@miami.edu.

STANDARD

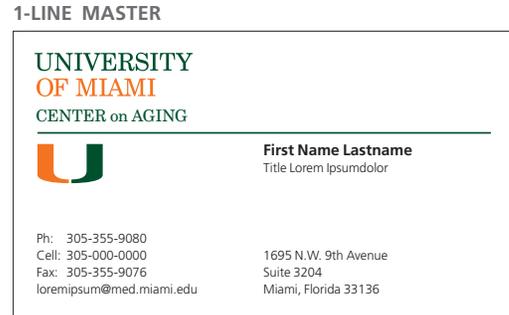Type aligns flush left at center

1 pica margin

UNIVERSITY
OF MIAMI

U

First Name Lastname
Title Lorem Ipsumdolor

Type top aligns with top of logo.

Ph: 305-284-4323
Cell: 305-000-0000
Fax: 305-000-0000
loremipsum@miami.edu

Office of Admission
P.O. Box 248025
Coral Gables, Florida 33124-4616

Type base aligns 1 pica from bottom of card

File name: UM_BC.indd

UNIVERSITY
OF MIAMI

U

First Name Lastname
Title Lorem Ipsumdolor

Ph: 305-284-6882
Cell: 305-000-0000
Fax: 305-284-5274
loremipsum@miami.edu

The Sue and Leonard Miller Center
for Contemporary Judaic Studies
P.O. Box 248161
5202 University Drive, Merrick 105
Coral Gables, Florida 33124-2018

UNIVERSITY
OF MIAMI

U

First Name Lastname
Title Lorem Ipsumdolor

Ph: 305-284-4323
Fax: 305-000-0000
loremipsum@as.miami.edu

Gables One Tower, Suite 300
1320 South Dixie Highway
Coral Gables, Florida 33146

P.O. Box 248073
Coral Gables, Florida 33124-2932

BACK (optional)

Pantone® 1665

Not actual size.

5.11 Standard Business Cards

Size: 3.5" x 2"
University of Miami unit signature with infinite rule
Vector file imported at 17 percent
Pantone® 1665 and Pantone® 3435

Address block text:
Frutiger Light 6.5/8.5 pt.
Name: Frutiger 65 Bold 7.75/8.5 pt.
Set flush left.
Black

The standard University of Miami business cards are preprinted with the signature. The outer margin of card is .125" (1p).

Customized address blocks position as shown above. Name and title info text blocks top align with the top of the logo ("U"). Contact info and address text blocks base align at the bottom margin.

The back of the card may be printed Miami orange (Pantone® 1665) or may be left blank.

Any questions regarding stationery should be directed to the Office of Communications and Marketing at 305-284-5600 or sfricker@miami.edu.

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

2-LINE ENDORSED

Type aligns flush left at center

1 pica margin

UNIVERSITY OF MIAMI
COLLEGE of
ARTS & SCIENCES

First Name Lastname
Title Lorem Ipsumdolor

Type top aligns with top of logo.

Ph: 305-284-4117
Cell: 305-000-0000
Fax: 305-284-5637
loremipsum@as.miami.edu

1252 Memorial Drive
Ashe Building, Room 227
Coral Gables, Florida 33146

Type base aligns 1 pica from bottom of card

If a 3-line unit signature is used, the vector file may be reduced to 16 percent of its original size.

3-LINE ENDORSED

UNIVERSITY OF MIAMI
ROSENSTIEL
SCHOOL of MARINE &
ATMOSPHERIC SCIENCE

First Name Lastname
Title Lorem Ipsumdolor

Ph: 305-421-4000
Cell: 305-000-0000
Fax: 305-355-9076
loremipsum@med.miami.edu

4600 Rickenbacker Causeway
Miami, Florida 33149-1098

1-LINE MASTER

UNIVERSITY
OF MIAMI

CENTER on AGING

First Name Lastname
Title Lorem Ipsumdolor

Ph: 305-355-9080
Cell: 305-000-0000
Fax: 305-355-9076
loremipsum@med.miami.edu

1695 N.W. 9th Avenue
Suite 3204
Miami, Florida 33136

BACK (optional)

Pantone® 1665

Not actual size.

5.12 Business Cards, Unit Level

Size: 3.5" x 2"
University of Miami unit signature with infinite rule
Vector file imported at 17 percent (except 16 percent in cases where a 3-line signature is used).
Pantone® 1665 and Pantone® 3435

Address block text:
Frutiger Light 6.5/8.5 pt.
Name: Frutiger 65 Bold 7.75/8.5 pt.
Set flush left.
Black

The standard University of Miami business cards are preprinted with the signature. The outer margin of card is .125" (1p).

Customized address blocks position as shown above. Name and title info text blocks top align with the top of the logo ("U"). Contact info and address text blocks base align at the bottom margin.

The back of the card may be printed Miami orange (Pantone® 1665) or may be left blank.

Any questions regarding stationery should be directed to the Office of Communications and Marketing at 305-284-5600 or sfricker@miami.edu.
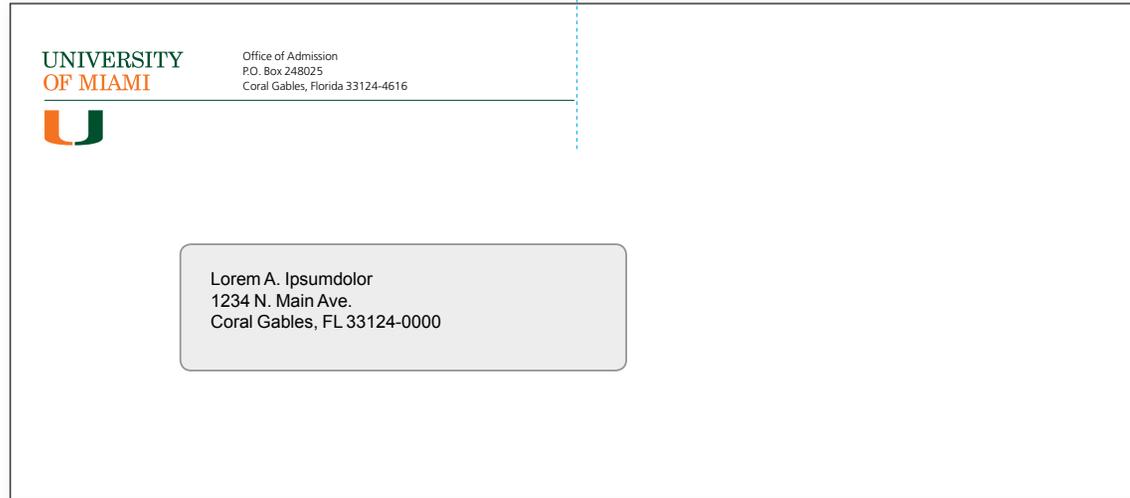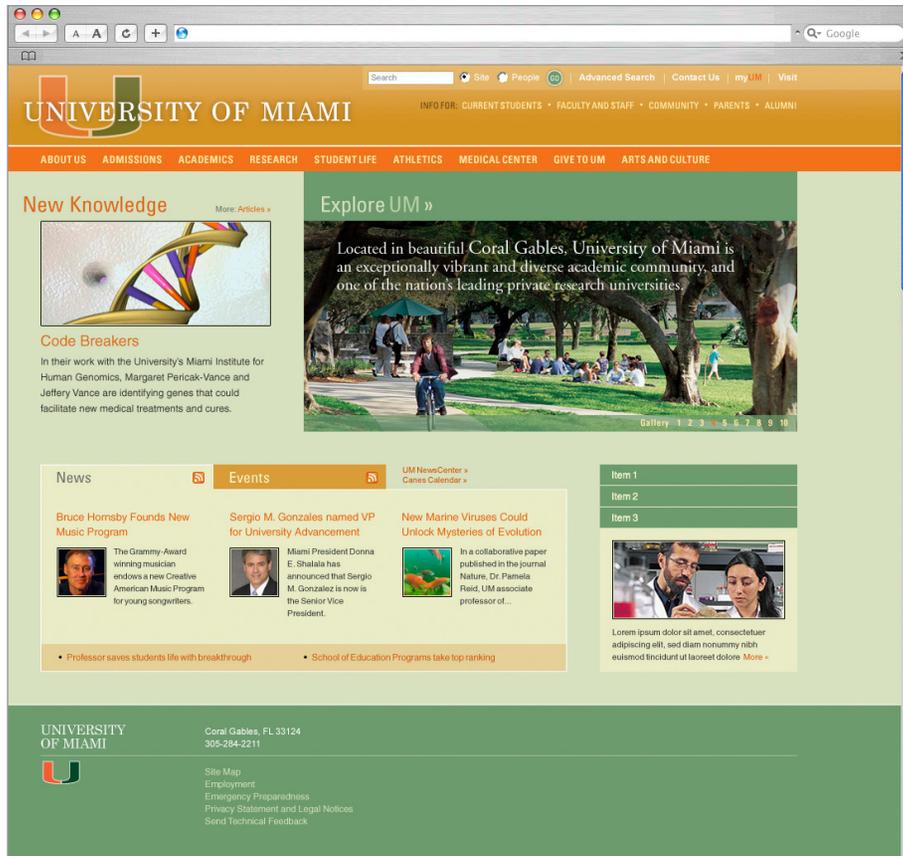
Paper specifications
Standard business card:
Cougar opaque white, 80 lb. cover stock

UNIVERSITY OF MIAMI

Office of Admission
P.O. Box 248025
Coral Gables, Florida 33124-4616

Mailing address aligns 2 1/2" from top
and flush left with return address

Lorem A. Ipsumdolor
1234 N. Main Ave.
Coral Gables, FL 33124-0000

5.13 Mailing Label

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

Signature
Appropriate University of Miami signature with infinite rule
Vector file imported at 17 percent
Pantone® 1665 and Pantone® 3435

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

Any questions regarding stationery should be directed to
the Office of Communications and Marketing at
305-284-5600 or sfricker@miami.edu.

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

FRONT
Printed version
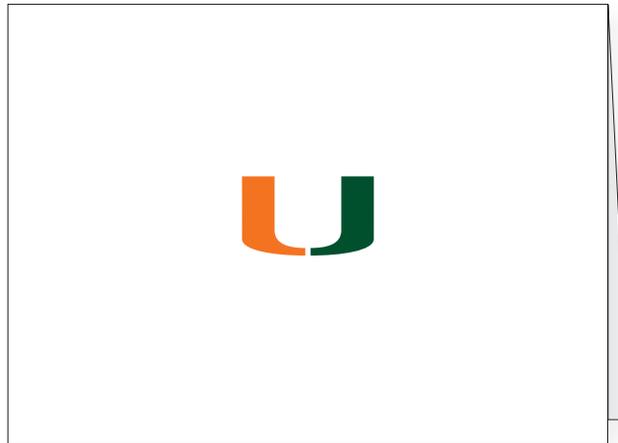
FRONT
Embossed version

BACK

UNIVERSITY
OF MIAMI

University of Miami
Office of Admission
P.O. Box 248025
Coral Gables, Florida 33124-4616
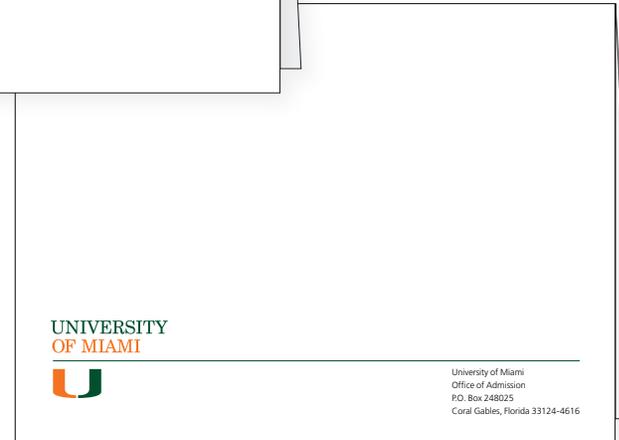
Not actual size.

5.14 Note Card

7" x 5"

Front
University of Miami informal signature
Pantone® 1665 and Pantone® 3435,
with optional emboss

Back
University of Miami unit signature with infinite rule
Vector file imported at 17 percent
Pantone® 1665 and Pantone® 3435

Address block:
Frutiger Light 7.5/10.75 pt.
Set flush left
Black

Paper specifications
Cougar opaque white, 80 lb. cover stock

UNIVERSITY
OF MIAMI

Office of Admission
P.O. Box 248025
Coral Gables, Florida 33124-4616

Lorem A. Ipsumdolor
1234 N. Main Ave.
Coral Gables, FL 33124-0000

5.15 Baronial Envelope for Note Card

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

Return address block text:
Frutiger Light 7.5/10.75 pt.
Set flush left
Black
Left margin: 2p
Top margin: 2p6

Return address blocks position as shown above. 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. (See page 5.10 for standard envelope treatment.)

Any questions regarding stationery should be directed to the Office of Communications and Marketing at 305-284-5600 or sfricker@miami.edu.

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

The infinite rule version of the signature is used. The rule ends just shy of the center of the envelope. Postal regulations require that all elements of the return address block are confined to the left upper quadrant of the envelope.

**UNIVERSITY
OF MIAMI**

Office of Admission
P.O. Box 248025
Coral Gables, Florida 33124-4616

Lorem A. Ipsumdolor
1234 N. Main Ave.
Coral Gables, FL 33124-0000

5.16 #9 Window Envelope

Size: 8.875" x 3.875"

Signature
Appropriate University of Miami signature with infinite rule
Vector file imported at 17 percent
Pantone® 1665 and Pantone® 3435

Address block text:
Frutiger Light 7.5/10.75 pt.
Set flush left
Black

Return address block position follows standard envelope specifications (see page 5.10.)

Any questions regarding stationery should be directed to the Office of Communications and Marketing at 305-284-5600 or sfricker@miami.edu.

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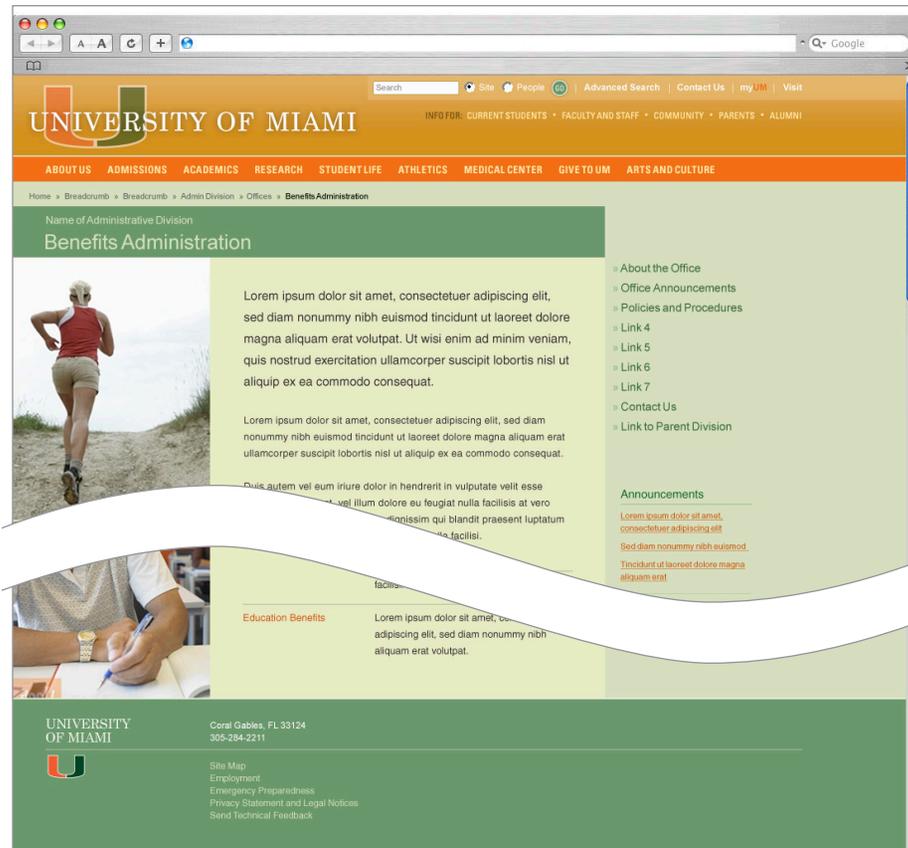
UNIVERSITY
OF MIAMI

6.0 Web Usage

6.1 Web Site Application—University-wide Home Page

A unique configuration of the University of Miami logo ("U") and the words "University of Miami" is reserved solely for use in the banner at the top of the Web site. It was developed for maximum legibility of the University name in this medium and may not be used on other applications.
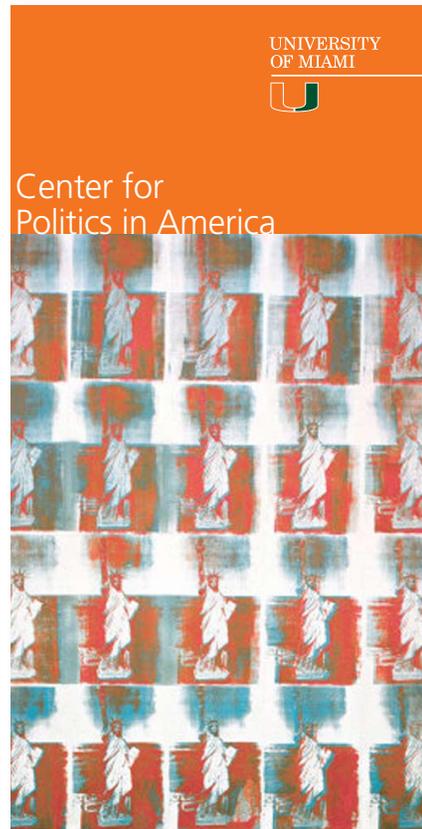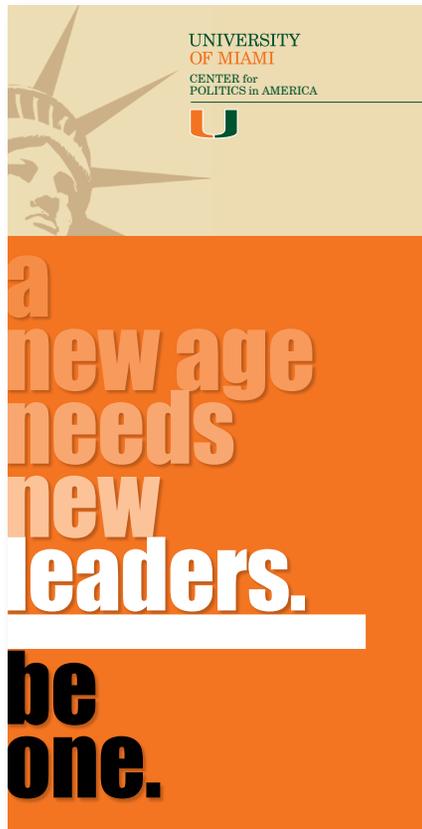
The standard primary reversed white University of Miami signature and address block appear at the foot of the page.
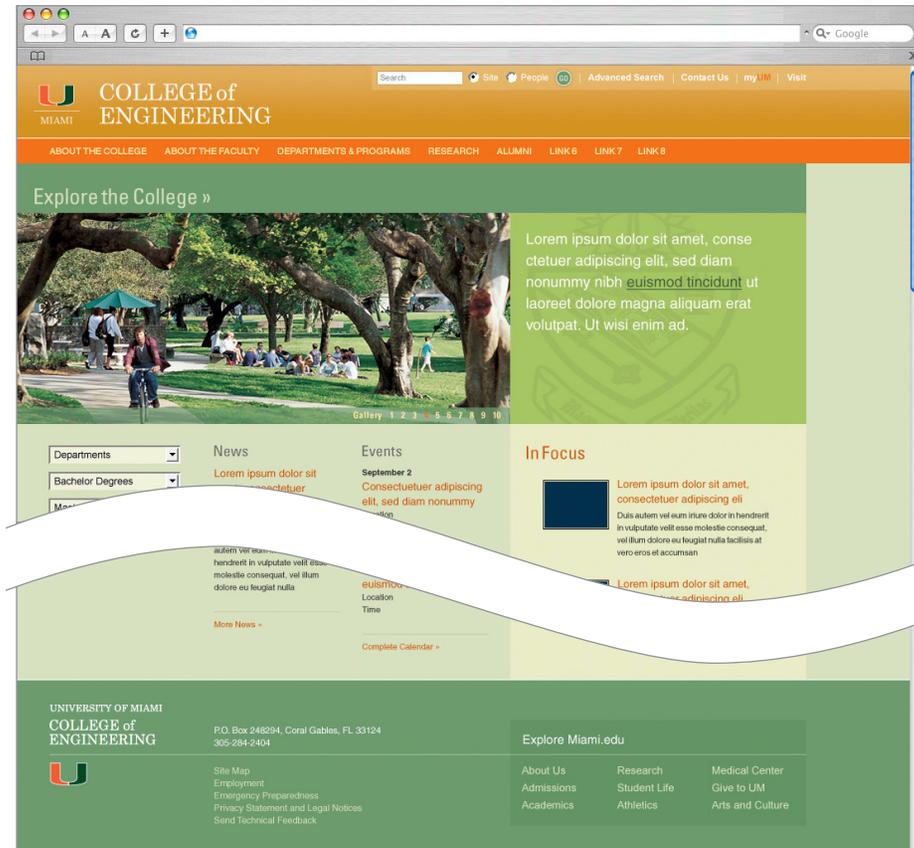
6.2   Web Site Application—College- or School-level Home Page

A unique configuration of the informal University of Miami signature with the college or school name is reserved solely for use on the Web site. It was developed for maximum legibility of the school name in this medium and may not be used on other applications.

The standard University of Miami endorsed unit signature with a Web-specific coloration appear at the foot of the page.
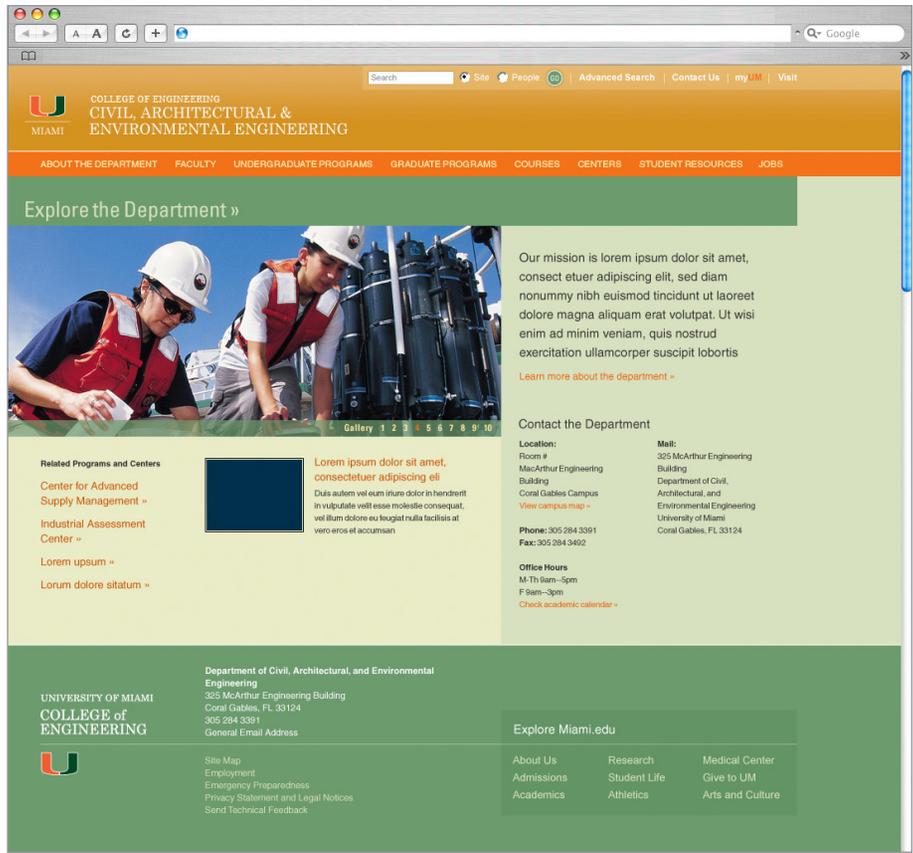
6.3 Web Site Application—College- or School-level Departmental Page

A unique configuration of the informal University of Miami signature with the college or school name and the department name is reserved solely for use on the Web site. It was developed for maximum legibility of the school and department name in this medium and may not be used on other applications.

The standard University of Miami endorsed unit signature with a Web-specific coloration appear at the foot of the page.
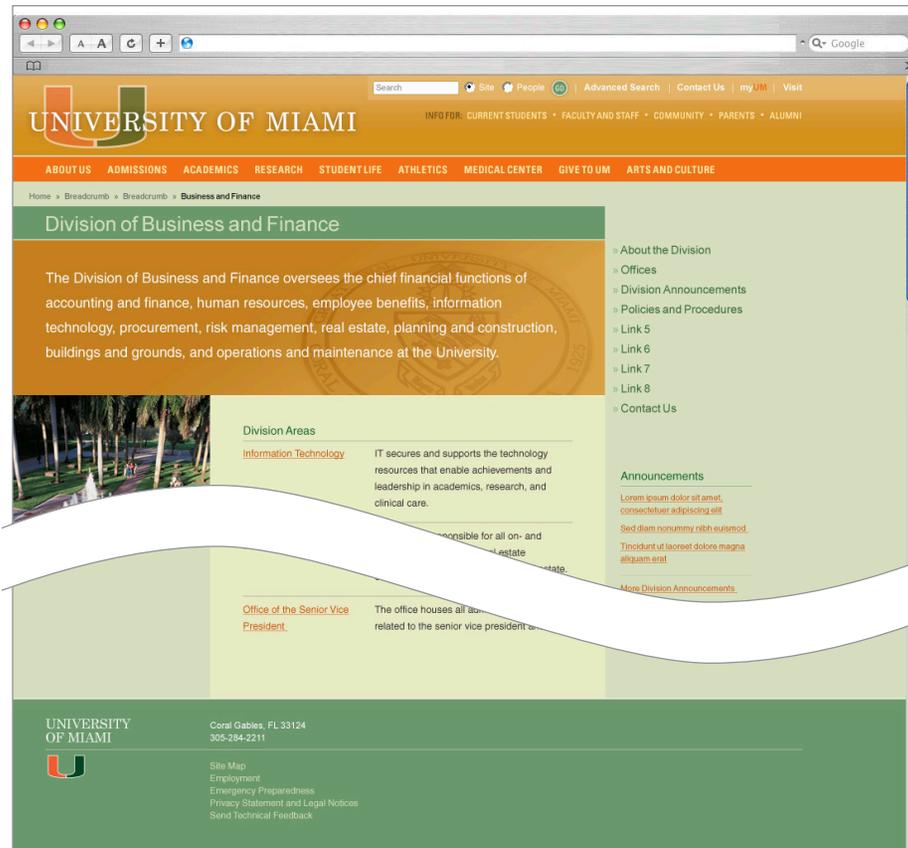
6.4 Web Site Application—Administrative Divisions Page

A unique configuration of the University of Miami logo ("U") and the words "University of Miami" is reserved solely for use in the banner at the top of the Web site. It was developed for maximum legibility of the University name in this medium and may not be used on other applications.

The standard primary reversed white University of Miami signature and address block appear at the foot of the page.

6.5 Web Site Application—Administrative Offices Page

A unique configuration of the University of Miami logo ("U") and the words "University of Miami" is reserved solely for use in the banner at the top of the Web site. It was developed for maximum legibility of the University name in this medium and may not be used on other applications.

The standard primary reversed white University of Miami signature and address block appear at the foot of the page.

UNIVERSITY
OF MIAMI

7.0 Applications

7.1 Placement of Signature on Publication Front Covers

The front cover of any publication 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 (master or endorsed, see pages 2.5 and 2.6 for guidelines) or displayed elsewhere on the page (as shown in the examples at right) using the infinite-rule version of the primary University of Miami signature.

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

UNIVERSITY OF MIAMI

COLLEGE of
ARTS & SCIENCES

Department of	1540 Levante Avenue	Ph: 305-284-2542	Text top aligns with top of logo.
Art and Art History	Coral Gables, Fl 33146	art-arh@miami.edu	
Graphic Design/Multimedia			

width of text box butts to right margin

1p3   1p3
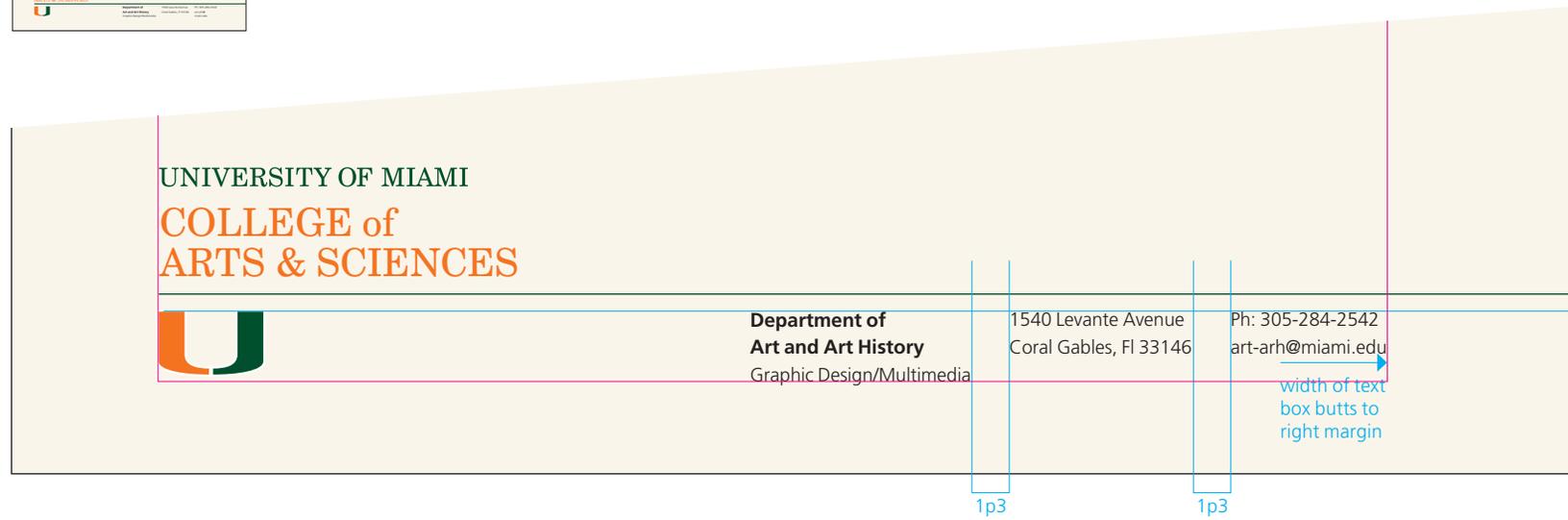
7.2 Placement of Signature on Publication Back Covers

Signature
Appropriate University of Miami signature with infinite rule

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 logo ("U"). 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.

TITLE PAGE
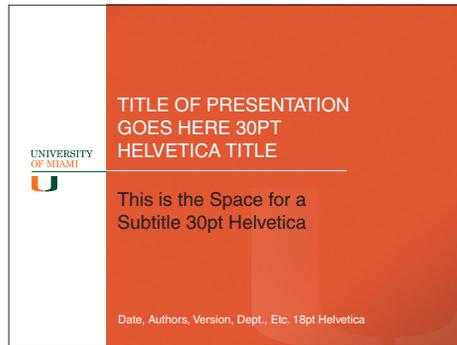
SECTION PAGE

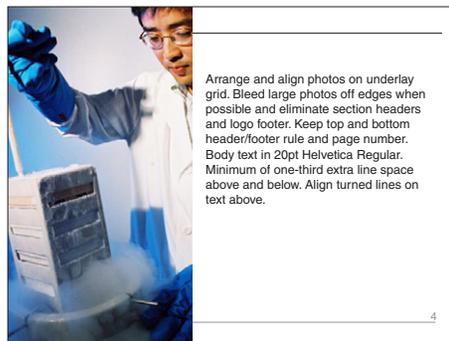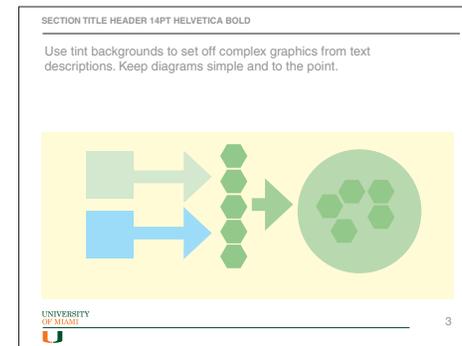**BASIC TEXT FORMAT**
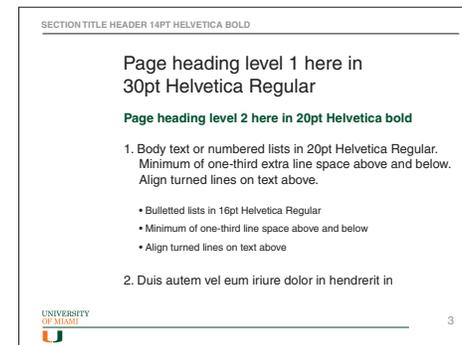
PHOTO/TEXT PAGES

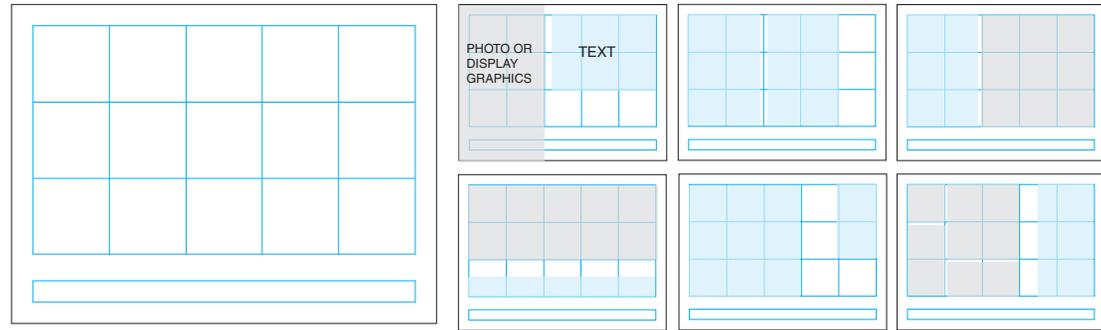**PHOTO PAGE**

GRAPHICS

7.3 PowerPoint Presentation

Pictured are some examples of what the various pages of a PowerPoint presentation may look like. PowerPoint templates are to be created using the elements pictured on the next page.

APPLICATIONS

GRID UNDERLAY

Visualizing a grid that divides the page into segments may be helpful. This will ensure consistency and cohesiveness throughout the presentation.

BACKGROUND IMAGES

These two images are provided for use as backgrounds for title slides and section dividers. The files can be downloaded at http://newscenter.univmiami.net/gallery2/main.php

HEADERS AND FOOTERS

The section title is placed at top of a page. The University of Miami signature with an infinite rule is placed at the bottom of the page.

SECTION TITLE HEADER 14PT HELVETICA BOLD

UNIVERSITY
OF MIAMI

3

7.4 PowerPoint Presentation—Elements

PowerPoint templates are to be created using the elements pictured above. See the previous page for examples of what the various pages may look like.

   See the typography section (Section 4) of this manual for guidelines on using fonts.

7.5 Merchandise

University of Miami merchandise may be emblazoned
with the informal University of Miami signature
(see page 2.2), as illustrated in the examples above.

7.6 Vehicles

The illustration on this page shows an appropriate display
of a University of Miami signature on a vehicle.

UNIVERSITY
OF MIAMI

8.0 Other Identities

PRIMARY MARKS

1 2 3 4 5

SECONDARY MARKS

SWIRLING IBIS

6 8 10

7 9

SWIRLING IBIS

HELMET MARK

11 12 13 14 15

COLOR INFORMATION

You must use the approved university colors or the *PANTONE*colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE* is a registered trademark of PANTONE, Inc.

SCHOOL COLORS	PANTONE COLORS	THREAD COLORS		
MIAMI ORANGE	PANTONE 1665	MADEIRA 1378	RA 2236	GS/SULKY 1078
MIAMI GREEN	PANTONE 3435	MADEIRA 1370	RA 2315	GS/SULKY 1232
MIAMI GRAY	PANTONE 432			
MIAMI SILVER	PANTONE 429	MADEIRA 1040	RA 2618	GS/SULKY 1040
WHITE	WHITE	WHITE	WHITE	WHITE
IBIS COLORS				
IBIS YELLOW	PANTONE 123 (FEET)			
IBIS ORANGE	PANTONE 1665 (BEAK)			
IBIS BLACK	PANTONE PROCESS BLACK	BLACK	BLACK	BLACK

MIAMI ORANGE MIAMI GREEN MIAMI GRAY MIAMI SILVER

VERBIAGE

University of Miami ®
Miami™
UM™
U of M™
Hurricanes™
University of Miami Hurricanes ®
Miami Hurricanes™

Canes ®
'Canes Watch ®
Mangrove ®
La Universidad de Miami™
Los Huracánes de Miami™
Huracánes™
Los Huracánes de la Universidad de Miami™

GENERAL INFORMATION

LOCATION:
  MIAMI, FL
MASCOT:
  HURRICANES
MASCOT NICKNAME:
  SEBASTIAN THE IBIS

ESTABLISHED DATE:
  1925
CONFERENCE:
  ATLANTIC COAST CONFERENCE
  (ACC)

HISTORIC MARK

16

See Identity Standards and Guidelines

SEBASTIAN THE IBIS

17 18 19

SPORT SPECIFIC MARKS

20 22

21 23

SPORT SPECIFIC MARKS

MULTI-CULTURAL MARK

24 26

25 27

ADDITIONAL PERTINENT INFORMATION

	Yes	No	Restrictions
• University seal permitted on products for resale:	X		Special Approval Required.
• Alterations to seal permitted:		X	
• Overlaying / intersecting graphics permitted with seal:	X		
• University licenses consumables:	X		
• University licenses health & beauty products:	X		
• University permits numbers on products for resale:	X		
• Mascot caricatures permitted:	X		Sebastian the Ibis to the left is the only allowable.
• Cross licensing with other marks permitted:	X		

• NO USE of current player's name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.
• NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.

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 Fermata College. Any use of these marks will require written approval from Fermata College.

In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by University of Miami shall be deemed to be additions to the Indica 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 Chris Prindiville, Partner, Fermata College, at 404-996-1961 or cp@fermatapartners.com.

UNIVERSITY OF MIAMI

MILLER SCHOOL
of MEDICINE

A.

B.

C.

8.2 School of Medicine and Health System Signatures

The University of Miami Miller School of Medicine identity (A) follows the standard guidelines as described in the endorsed brand signatures section on pages 2.4 and 2.6.

The UHealth logo (B) will remain unchanged from its original design; however, the orange Pantone color is now PMS 1665. In all cases where the Miller School signature appears paired with the existing UHealth–University of Miami Health System signature, the Miller school signature is modified and applied as per (C).

For further information on how to implement the University's medical brands, please contact the UHealth/Miller Office of Marketing at 305-243-3453.

UNIVERSITY
OF MIAMI

9.0   Appendix

UM_prim_unit_infin_pms-rev.eps

**University
of Miami
abbreviation**

Description

prim = primary

endor = endorsed

mast = master

infor = informal

Unit

short abbreviation
of unit name
(if applicable)

**Infinite rule
version**

(if applicable)

Coloration

pms	= full-color, Pantone
cmyk	= full-color, process
gry	= one-color, gray
K	= one-color, solid black
pms-rev	= full-color, Pantone, reversed
cmyk-rev	= full-color, process, reversed
pms-rev-W	= full-color, Pantone, reversed, all-white type
cmyk-rev-W	= full-color, process, reversed, all-white type
gry-rev	= one-color, gray, reversed
K-rev	= one-color, solid black, reversed

File type

eps

jpg

gif

9.1 File-naming System

The signature files follow a naming protocol, explained
above, which includes the various aspects of the particu-
lar version.

	PRIMARY SIGNATURE	MASTER BRAND SIGNATURE	ENDORSED BRAND SIGNATURE	INFORMAL SIGNATURE	UNIVERSITY SEAL	ATHLETICS LOGO	HEALTH LOGO
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.