



UNIVERSITY OF MIAMI

**2025**  
Centennial  
Marketing  
Toolkit



**Thank you for your support and enthusiasm for the centennial celebration. As the University enters its second century of transforming lives, **we need your support** to bring the centennial to life.**

*The following toolkit is designed to be a guide for educating and energizing your team about the centennial—with practical tools to help align communications across the University.*

# CONTENTS

## 01

### OVERVIEW

---

Introduction  
Anniversary Arc

## 02

### CENTENNIAL STRATEGY

---

Strategy Overview  
Framework  
Theme

## 03

### CENTENNIAL MESSAGING

---

Our Story  
Fast Facts  
Storytelling  
    Centennial Storylines  
    Key Messages  
Voice & Tone

## 04

### APPLYING THE CENTENNIAL BRAND

---

*The Future Is U*  
    Centennial Theme Treatment  
    Campaign Use  
    Dos and Don'ts  
Centennial Logo & Guidelines  
Content & Program Rubric  
Brand Compliance Rubric  
Applications  
    Social Media  
    Presentation Templates  
    Virtual Backgrounds  
    Email Branding

# 01 OVERVIEW

# INTRODUCTION



## We need your help to embed the centennial across University communications.

As a communicator, you will act as an ambassador for the centennial and set the tone for your team, school, or program. Through your communications, your audience should understand what the centennial is, why it matters for the University of Miami, and how it builds on our legacy.

**To make the most out of the milestone, we're relying on you to:**

- Understand and champion the anniversary within your area.
- Educate and energize your team about the anniversary.
- Incorporate centennial messaging into your communications, making it relevant for your area.
- Ask questions as they arise!

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#### CENTENNIAL PROGRAM & COMMUNICATION COORDINATION

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#### VISUAL BRANDING & GRAPHIC DESIGN

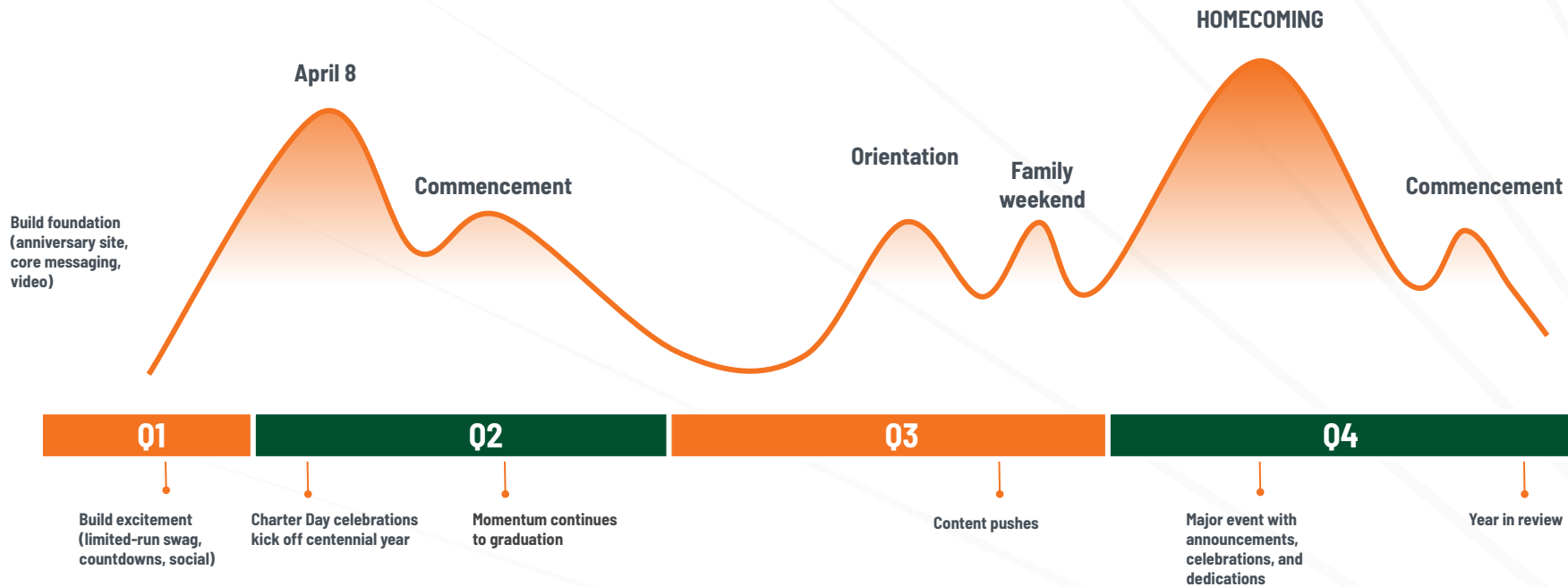
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# ANNIVERSARY ARC



## 02 CENTENNIAL STRATEGY

## STRATEGY OVERVIEW | CLEAR LINE OF SIGHT™

**This is our North Star. All campaigns should flow from the anniversary goal in the Clear Line of Sight.**

*Clear Line of Sight™ is a trademark of History Factory. © 2025. All rights reserved.*

## GOAL

To launch our next 100 years by reinforcing our **ascent as a global force** for breakthrough research, educational excellence, and **life-changing** opportunities.

## OBJECTIVES

### Unabashed Engagement

Strengthen affinity ties to the University and forge new ones with our audiences that demonstrate 'Cane commitment for life.

### Unforgettable Moments

Create high-participation events and centennialize existing milestones and events that define the University experience.

### Unparalleled Understanding

Inspire a shared appreciation of the University's path to greatness by spotlighting lesser-known stories as well as higher-profile people, achievements, and events that contribute to our distinguished legacy.

### United Vision

Set a course for the next 100 years with a bold vision that amplifies the University's collective strength and role in shaping the future.

## PRIMARY AUDIENCES

Students	Staff/employees of the academy, athletics, and health care
Alumni	Community: Coral Gables, Miami, S. Florida
Faculty	

## SECONDARY AUDIENCES

Board of Trustees	Fans	Parents of current students
Media	Donors, current and potential	Prospective students and families

## KEY MESSAGES

- The University means impact—individually, locally, and globally.
- Outward amplifiers, not insular ivory towers.
- We bring the world to Miami and Miami to the world.
- We are a private school with a public mission.
- Different campuses. Different roles. One University.
- Your story is part of our incredible legacy.
- Resilience is in our DNA.
- The University is still on the rise and isn't stopping.
- "Excellence in everything we do" —Joe E.
- We are the University *for* Miami.

## DEFINING SUCCESS

- Social media metrics
- Employee satisfaction and retention
- Event attendance
- Media coverage
- Content engagement
- Anecdotal feedback
- Donations
- Levels of volunteerism
- Student metrics (applications, retention, etc.)

## CONSIDERATIONS

- Swagger is ingrained everywhere—a gritty confidence earned by always outworking the competition.
- Just confirmed Joe Echevarria as president—need to capture and incorporate his vision.
- Mission: to transform lives through education, research, innovation, and service.
- April 8, 2025 is the event date for our major celebration (Charter Day).
- Create opportunities for various entities (e.g., colleges, UHealth, RSMAS, etc.) to be represented.
- Role and importance of athletics.
- Strong Indigenous connections.
- The University's centennial coincides with Coral Gables' centennial.
- The University is of the community AND a gateway to the Americas.
- Alumni often see their history through their presidents.

# CENTENNIAL FRAMEWORK



## Anniversary Theme

The central idea around which anniversary programs and communications are built.

## Storylines

The organization of the University's story during the centennial.

## 100th Anniversary (Tactics and Programs)

## CENTENNIAL THEME

The **centennial theme** is the central idea around which anniversary programs and communications are built.

THE FUTURE IS



# THE FUTURE IS



## What the theme does:

- ✓ Captures the **momentum** and **upward trajectory** of the University
- ✓ Projects **the University as the prototype** others will try to emulate
- ✓ Conveys that everyone is part of the University and **owns the future**
- ✓ Celebrates **what can be** rather than what was

## What the theme is:

- ✓ An aspirational claim that we back up with history, proof points, and content
- ✓ A benchmark to measure our anniversary activities and communications against and ladder up to

## What the theme is not:

- ✗ The centennial brand or logo
- ✗ The University's mission or values

# 03 CENTENNIAL MESSAGING

# OUR STORY

**This summary shares the essence of our 100-year journey. It is also an example of the voice and tone we should take in our centennial-related communications.**

## **“The Future”: The University of Miami Centennial Story**

100 years ago, a boundary breaker was born—the University of Miami.

A private institution with a public mission to transform lives through education, research, innovation, and service.

At the southern edge of America. Unbound by precedent. Surrounded by ecological beauty and commercial action. There was and remains nothing like the University of Miami.

With no roadmap to follow, we carved our own path. We built our own future.

Each school formed, program launched, and class graduated represents a promise kept. To prepare young people for leadership in their generations with the intellectual rigor, fundamental values, and real-world experience to make a significant difference in their professions and communities.

Our legacy is defined by building the future—**and The Future Is U.**

# STORYTELLING | CENTENNIAL STORYLINES

Storylines are a series of threads that exist from day one to the present and beyond. They are a way to categorize, create, and organize content, as well as to understand the story of the University at a glance.

## WE ARE INNOVATIVE

Stories of seizing opportunity, pioneering innovation, and making an impact

### SAMPLE STORY TOPICS

- Founding vision
- Early expansion
- Harvey cardiac simulator
- The SUSTAIN wind-wave hurricane
- Center for AIDS Research
- Campus architecture
- NCI designation

## WE ARE RESILIENT

Stories of overcoming challenges and pushing forward with excellence

### SAMPLE STORY TOPICS

- Founding hurricane story
- Growth post-Depression
- Overcoming stereotypes
- COVID-19
- Athletic champions
- Patient experience stories

## WE ARE COMMUNITY-DRIVEN

Stories of building local and global connections, care, and stewardship

### SAMPLE STORY TOPICS

- The University as gateway
- Climate and subtropical research
- Relationship with Coral Gables/South Florida
- G.I. Bill
- Diversity/inclusion

## WE ARE ONE U

Stories of the diverse individuals and groups that make up the University and illustrate our mission to transform lives

### SAMPLE STORY TOPICS

- Students, professors, staff, and alumni from all colleges and programs
- Health care professionals
- Researchers

# STORYTELLING | KEY MESSAGES

Below are sample messages that can be used to support storyline expression, whether via captions for social media posts, talking points for speeches, or headlines or subheads for centennial communications.

## WE ARE INNOVATIVE

### SAMPLE MESSAGES

- The Future Is U—Where Breakthroughs Happen
- Located at the Edge of What's Possible
- The Innovation Engine of Miami—for the World
- Follow Us to the Future

## WE ARE RESILIENT

### SAMPLE MESSAGES

- Gritty Groundbreaking Achievement
- Resilience Drives U. Progress Defines U.
- Built To Carry the Future Forward
- Where Tomorrow Rises

## WE ARE COMMUNITY-DRIVEN

### SAMPLE MESSAGES

- Global Impact Starts in Miami
- Building Bonds Beyond Our Borders
- Miami Presence, Global Impact
- Partnering With the World to Tackle Global Challenges

## WE ARE ONE U

### SAMPLE MESSAGES

- The U Empowers You
- Location, Location, Life-Changing Opportunity
- Empowering You to Lead, Discover, Transform
- Community, Connections, Transformations

# VOICE

Confident, optimistic, and forward-thinking. Smart yet approachable—not pretentious. We are defined by academic excellence but talk with real-world relevance.

**Keep sentences short**

**Use active voice**

**Make bold “U” claims—**  
unique, unparalleled,  
unbound, unrivaled.

**Communicate  
excellence in motion**  
and signal where we’re  
going—“We are building  
world-class care in  
academic medicine.”  
“We are creating a center  
of excellence for climate  
resilience innovation.”

**Personify “the future”—**  
it has preferences and  
needs and is at home  
at the University.

# TONE

Our tone is in line with the University of Miami brand but tailored for the centennial.

**Real life**

We will always use real, authentic ‘Canes who are building the future.

**Real talk**

We talk like real people being straight with each other—candid, confident, and conversational.

**Real energy**

We’re here to communicate enthusiasm and why we love the University and believe it’s going places.

**Real clear**

Our message is simple and free of academic jargon.

# CENTENNIAL TONE & VOICE | WRITING SAMPLES

The way we talk about the centennial and our programming should be friendly and integrated comfortably into the copy. It should be conversational.

With a consistent visual identity, headlines don't need to do all the heavy lifting of the messaging. Subheads, imagery, and color all add to the centennial brand recognition as well.

## SAMPLE #1

(DEMONSTRATION PURPOSES ONLY)

### ✓ PROPER USE

#### Introducing the Second Century Scholars Program

With full rides going to young visionaries, we're bringing a brighter future into focus. It's all part of our bold investment strategy: to make the University the place where the future is made.

### ✗ IMPROPER USE

#### New \$200K Scholarship Program for Gifted Students With Ambitious Ideas

Visit [100.miami.edu/ourfuture](https://100.miami.edu/ourfuture) to learn more about the Second Century Scholars program.

## SAMPLE #2

(DEMONSTRATION PURPOSES ONLY)

### ✓ PROPER USE

#### See You at the Centennial Celebration

Whether you're into fireworks, delicious food, great tunes, or inspiring talks, find your fun at Lakeside Patio on April 8 to celebrate the University's 100th birthday.

### ✗ IMPROPER USE

#### Centennial Fireworks on the Lakeside Patio 7 p.m. April 8

Join us for a night of celebration.

# 04 APPLYING THE CENTENNIAL BRAND

# CENTENNIAL THEME TREATMENT | OVERVIEW

*The Future Is U* is the University's centennial expression of its mission: to transform lives through education, research, innovation, and service. It is about positioning the University of Miami brand and institution to be truly future-driven.

Think of *The Future Is U* as a **mantra** for the centennial, an invitation to prospective students and stakeholders and a promise to current ones: With the University of Miami, you hold the keys to the future.



## Remember:

- The theme treatment should be the primary focus of a design where it appears. This is a **headline**, not a tagline.
- **Never lock up** or combine with the centennial logo.
- Avoid use cases where the split U will compete with the logo or create obvious **redundancy**.
- Avoid using the language "The Future Is U" in external-facing titles or body copy without the corresponding visual treatment.

# CENTENNIAL THEME TREATMENT | CAMPAIGN USE

When the centennial theme is incorporated into a marketing campaign, it can be tailored to the intended audience or program. If the application is an animation or video, we should always revert to the primary theme treatment.



MACRO  
(Program or school)

## THE FUTURE IS

**COLLEGE OF ARTS  
AND SCIENCES**

BOLD CLAIM  
(Use a U adjective to  
emphasize differentiation)

## THE FUTURE IS

**UNPARALLELED  
OPPORTUNITY**

PROOF POINT  
(Authenticate claim with data  
or other proofs)

## THE FUTURE IS

**Analyzing 100 Millisecond  
Brain Microstates**

PERSONAL  
(Feature people or smaller  
groups of people)

## THE FUTURE IS

**Kayla Spencer**

# CENTENNIAL THEME TREATMENT | Dos and Don'ts

## DO



Use as a standalone headline or sign-off. The theme treatment contains the university logo and can identify campaign materials without a logo.



Use as part of a distinct artwork that complements the logo.



Use as a dominant headline with the centennial logo as a signature.

## DO NOT



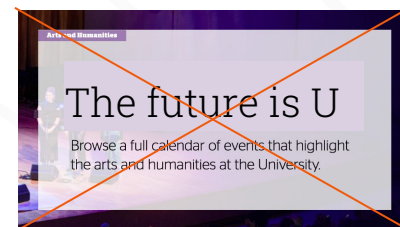
Do not lock up the theme treatment with any university logo or treat it as a tagline.



Never use the theme treatment at a similar scale to any other split U or in any way that competes visually.



Don't alter the treatment beyond the official artwork or substitute the letter "U" for the split U logo.



Never use "The Future Is U" in copy or headlines outside of the context of the theme treatment.

# CENTENNIAL LOGO

The centennial logo is the primary visual marker of the centennial.

- Only use official **centennial logo assets**.
- Always follow **Centennial Brand Guidelines** when using the centennial logo.



Download Centennial  
Brand Guidelines



# CENTENNIAL CONTENT & PROGRAM RUBRIC

When evaluating content and programs associated with the University's 100th celebration, consider the following:

## Programs

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- ❑ Does it align with the Clear Line of Site™, our strategic North Star for the centennial? (*see page 10*)
- ❑ Does it align with the centennial goal and one or more objectives? (*see page 11*)
- ❑ Does it have a uniquely "University of Miami" feel with an element of Miami Confidence?\*
- ❑ Is it measurable?
- ❑ Is it simple to understand and execute?

## Content

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- ❑ Does it share what is to come (i.e., the future) as much as it celebrates the past?
- ❑ Does it exhibit Miami Confidence\* in either tone or topic?
- ❑ Do visuals lead?
- ❑ Is it snackable? Short, easy to read, and self-contained
- ❑ Does it extend "The Future Is U"?
- ❑ Does it align with one or more storylines?
- ❑ Does it share the story through the perspective of our people and/or leaders?

\*Miami Confidence = Confidence without arrogance, boldness without brashness.

# CENTENNIAL BRAND COMPLIANCE RUBRIC

When reviewing design deliverables for centennial applications, ask the following questions:

## Design

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- ❑ Are any instances of the **centennial logo compliant** with the [2025 Centennial Brand Guidelines](#)?

- ❑ Does the design use **only brand-compliant fonts**?

### CENTENNIAL FONTS

DIN 2014 (primary)  
Barlow (for Google apps)

### UNIVERSITY OF MIAMI BRAND FONTS

Frutiger, Century Schoolbook (primary)  
Helvetica, Georgia (alternatives)

- ❑ Is there an existing **template or precedent** provided for this type of design? Is the design **visually consistent** with existing materials?

## Photography

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- ❑ Photography should feel authentic, capture the beauty of campus, and showcase what we are known for—people, beautiful campus, innovation, cutting-edge research.
- ❑ Visit the [Centennial Canto Style Guide](#) to download approved images and photo overlays.

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...ote sed do eiusmod  
...unt ut labore et dolore  
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NAME OF SPEAKER  
SECOND LINE OR TITLE

| 26

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- Ut aliquip ex ea
- Duis aute irure dolor in re

University of Miami | 2025 | Content Marketing Toolkit



DATE XX.XXXX

Title of  
Presentation

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UNIVERSITY OF MIAMI

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| 57

...NDER SLIDE

Three column image and text

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... adipiscing elit, sed do  
...tempor incididunt ut labore et do  
...e magna, veniam, qu

# APPLICATIONS

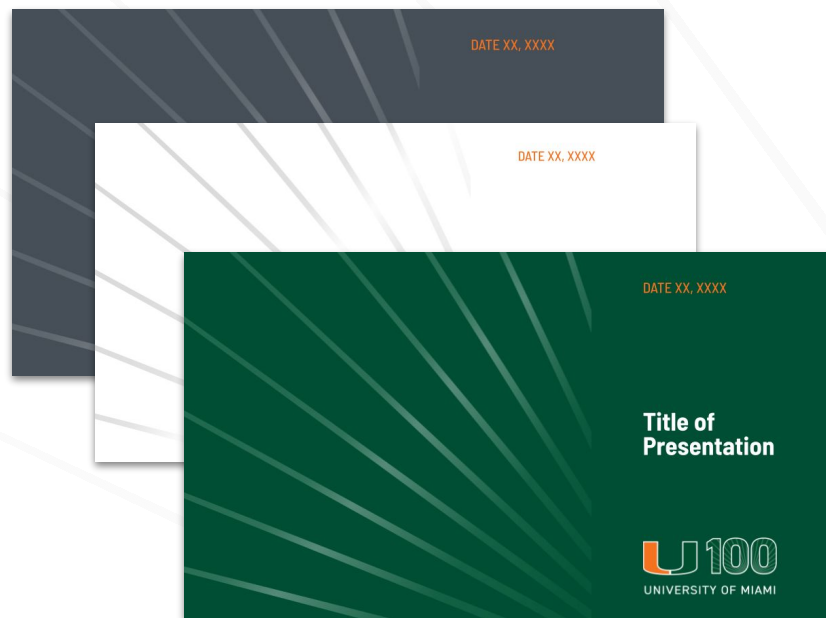
# Presentation Template

# Presentation Template | Cover Pages

## GRADIENT COVERS

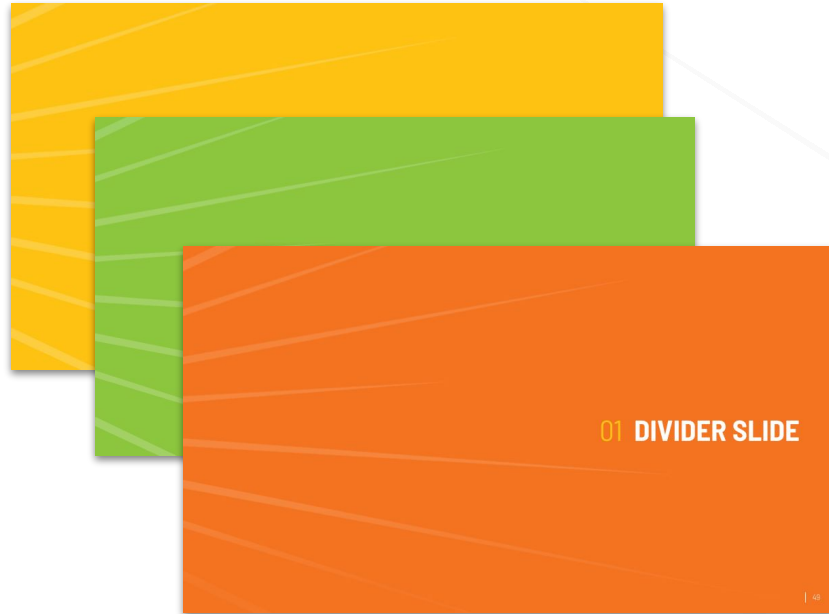


## SOLID COVERS



# Presentation Template | Divider Slides

## SECTION DIVIDERS



## STATEMENTS & QUOTES



# Presentation Template | Content Slides

## BASIC TITLE & BULLETS

### Title and content – Dark background

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do.

### Title and content – Dark background

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do.
- Tempor incididunt ut labore et dolore magna aliqua.
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris.
- Ut aliquid ex ea commodo consequat.
- Duis aute irure dolor in reprehenderit in voluptate velit esse cillum.

### Title and content – Dark background

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do.
- Tempor incididunt ut labore et dolore magna aliqua.
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris.
- Ut aliquip ex ea commodo consequat.
- Duis aute irure dolor in reprehenderit in voluptate velit esse cillum.

## IMAGE SLIDES

### Three column image and text



Lorem ipsum dolor sit

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do.
- Tempor incididunt ut labore et dolore magna aliqua.
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris.



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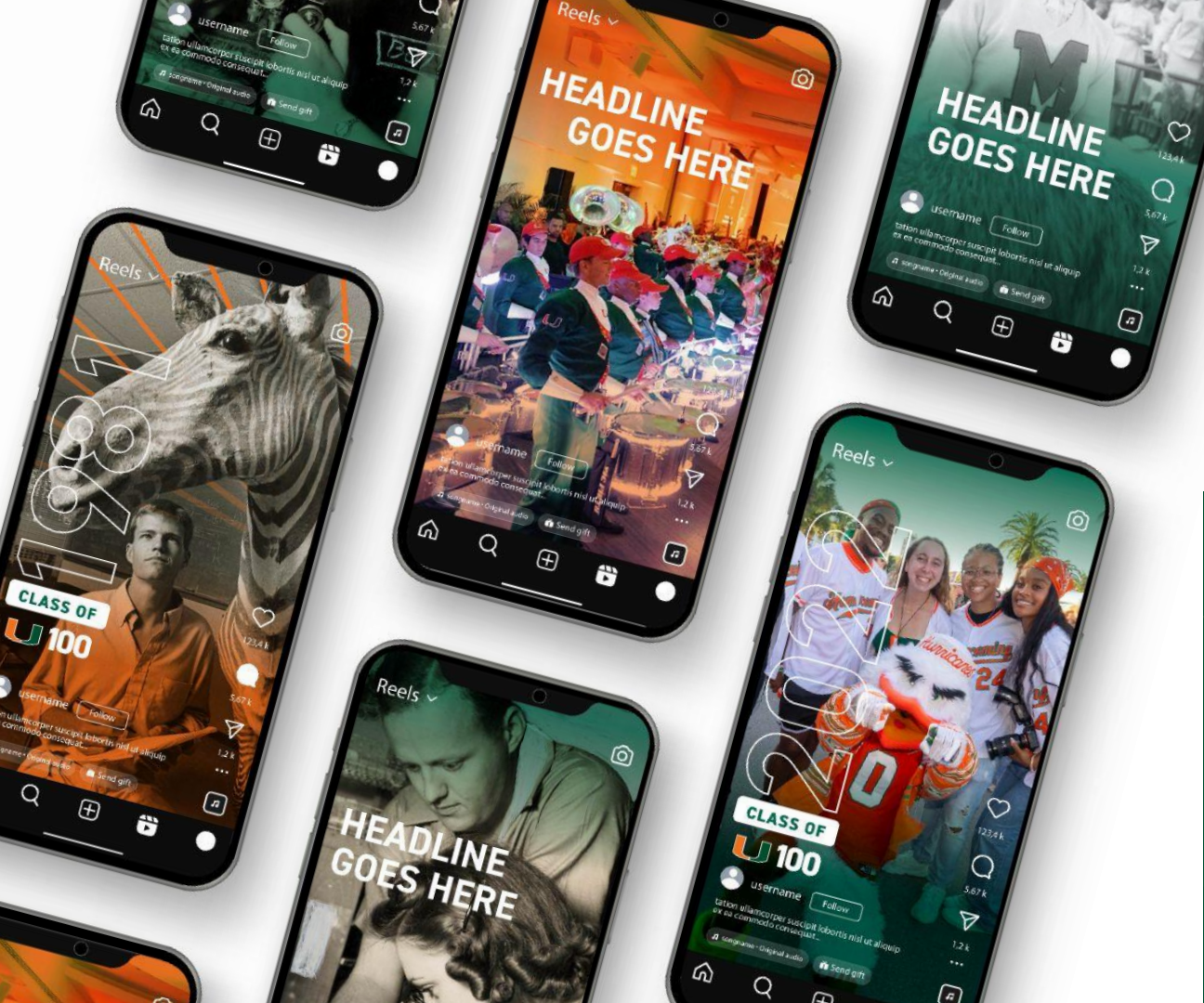


Lorem ipsum dolor sit

### Title and image

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do.
- Tempor incididunt ut labore et dolore magna aliqua.
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris.
- Ut aliquip ex ea commodo consequat.
- Duis aute irure dolor in reprehenderit in voluptate velit esse cillum.





APPLICATIONS

# Social Media

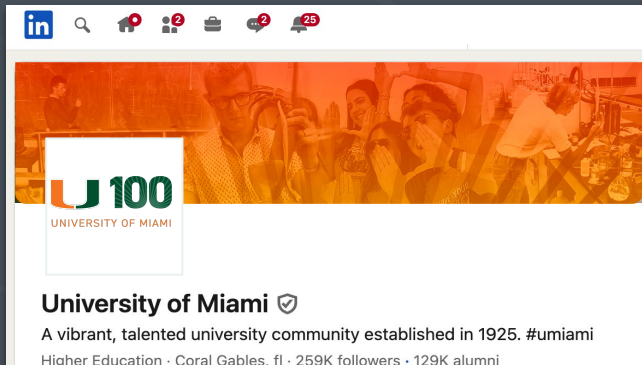
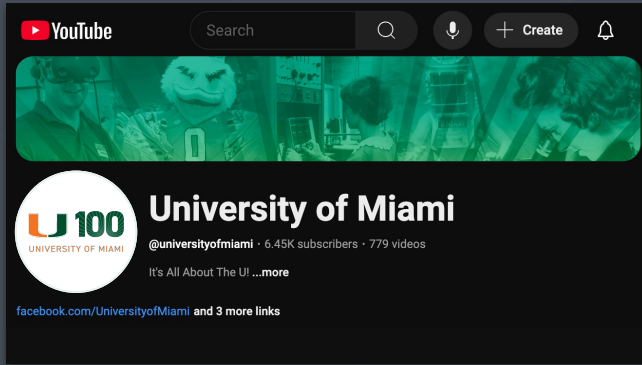
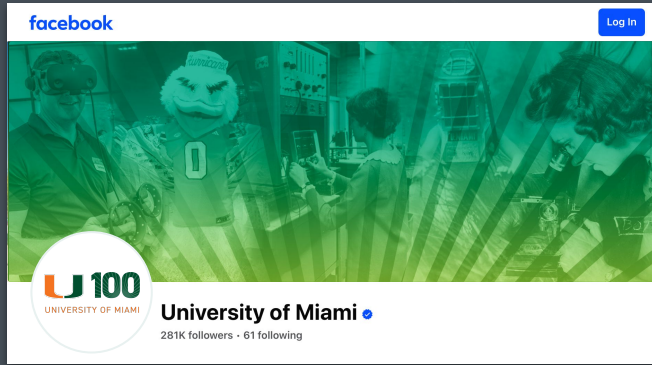
#UMiami100

# Social Banner | Centennial Sunburst Collage

The centennial gradient and sunburst composited with a photo collage that spans decades. Different University of Miami social accounts can use imagery related to their areas of focus.



# Social Banner | Option 1: Centennial Sunburst Collage



## EXTENDING BEYOND FLAGSHIP SOCIAL ACCOUNTS

Different gradients or collage imagery can be used for a varied but consistent look across platforms.



## SECONDARY ACCOUNTS

Add centennial logo to a themed photo.



## FACULTY, STAFF, STUDENTS, ALUMNI

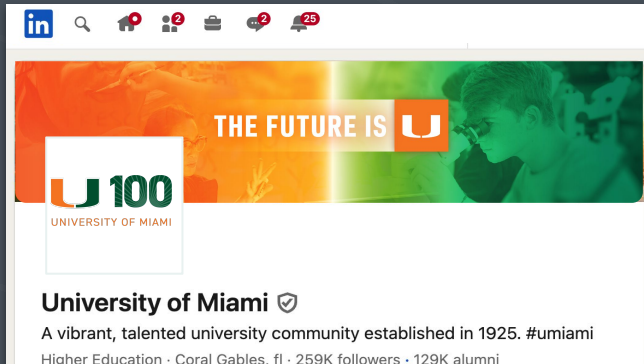
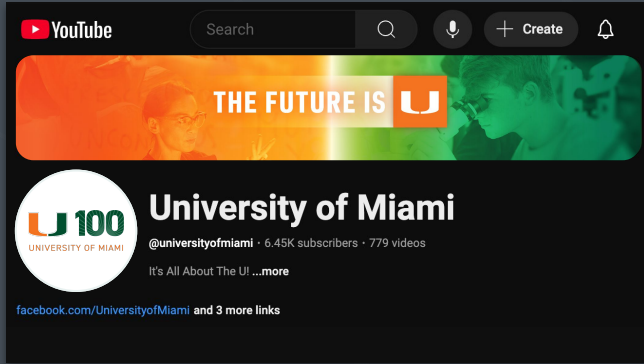
Consider providing a themed frame for individuals to use on their profiles if desired.

## Social Banner | Option 2: THE FUTURE IS U

A blend of modern images of students, staff, faculty, and other members of the University community composited with the centennial theme treatment and "horizon" gradient. Different University of Miami social accounts can use imagery related to their areas of focus.



# Social Banner | Option 2: THE FUTURE IS U



## EXTENDING BEYOND FLAGSHIP SOCIAL ACCOUNTS

Different gradients or collage imagery can be used for a varied but consistent look across platforms.



## SECONDARY ACCOUNTS

Add centennial logo to a themed photo.



## FACULTY, STAFF, STUDENTS, ALUMNI

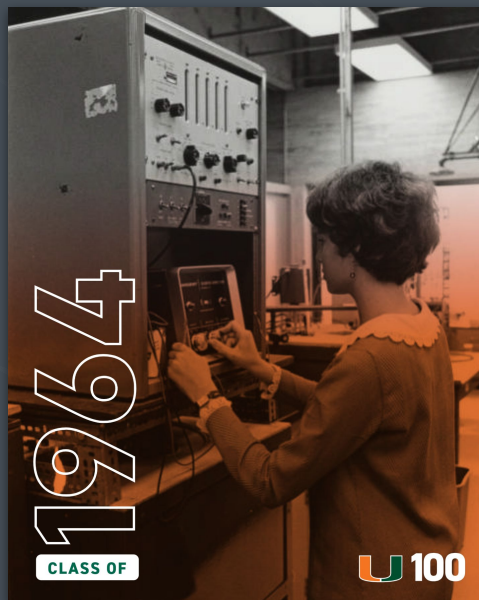
Consider providing a themed frame for individuals to use on their profiles if desired.

# Social Post Templates | Image Overlays (Historical)

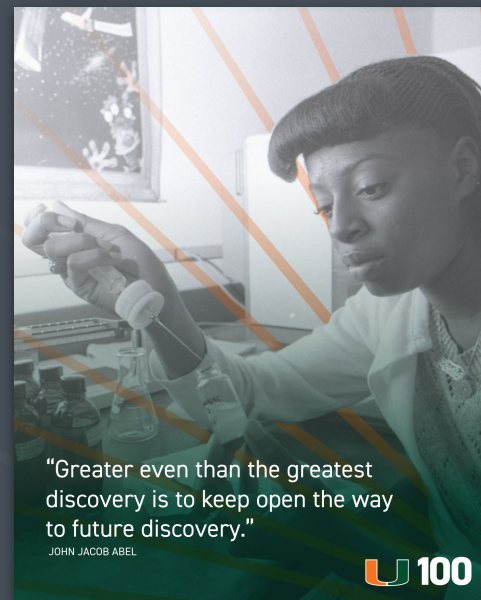
Our history is a crucial part of telling our centennial story. Use these overlays to bring new life to historical photos.



**Tip:** Vintage illustrations can add visual interest and texture to a composition.



**Tip:** Don't use the sunburst on every centennial post—mixing in different templates will add variety to the feed and keep it feeling fresh.



**Tip:** Use the sunburst to frame and highlight your subject! Avoid obscuring faces or key focal points of the image.

## Social Post Templates | Image Overlays (Modern)



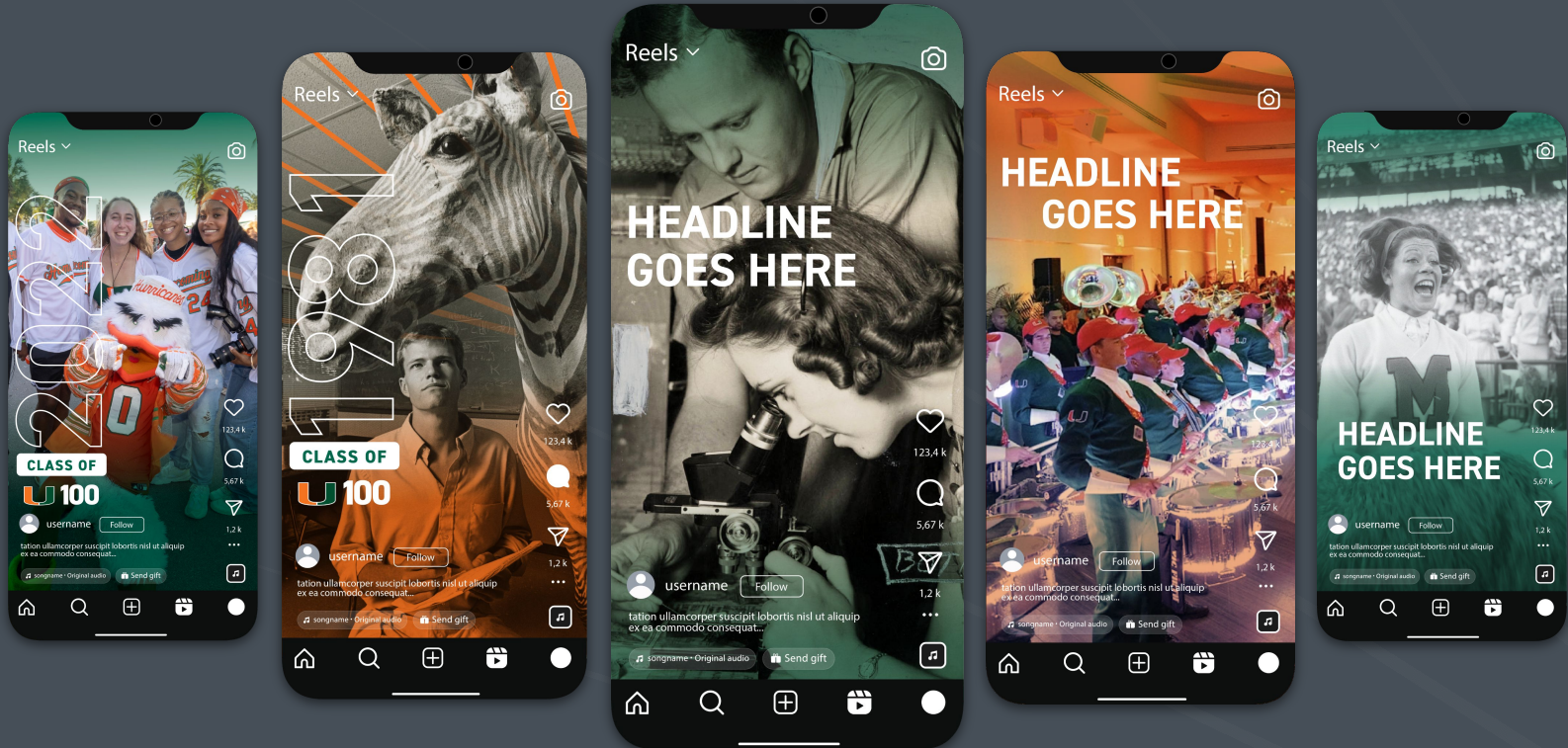
**Tip:** The centennial logo is optional—it does not need to be included on every post.



# Social Post Templates | *The Future Is...*



# Social Post Templates | Instagram Reels/YouTube Shorts



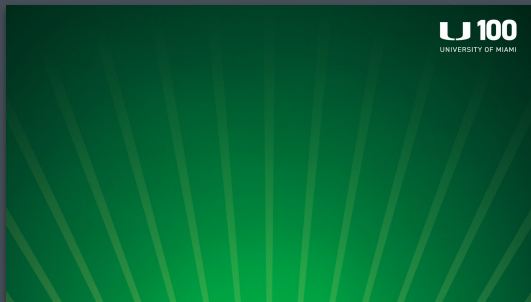


APPLICATIONS

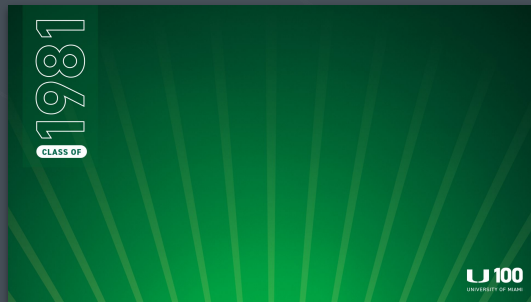
# Desktop and Virtual Backgrounds

# Desktop and Virtual Backgrounds

Download Templates 



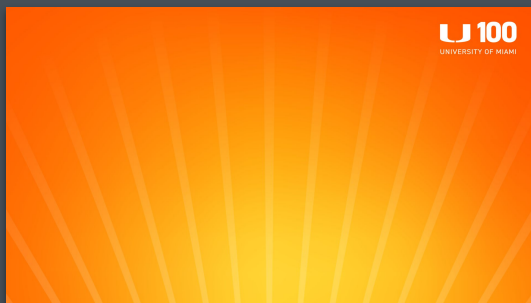
**SIMPLE SUNBURST | GREEN**



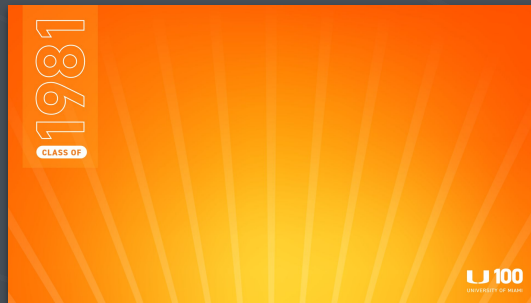
**CLASS YEAR | GREEN** [EDIT IN ADOBE EXPRESS →](#)



**THE FUTURE IS U**



**SIMPLE SUNBURST | ORANGE**



**CLASS YEAR | ORANGE** [EDIT IN ADOBE EXPRESS →](#)



**PHOTO OVERLAY**