

VISUAL IDENTITY REFERENCE

THE VISUAL BRAND FOR THE COLLEGE OF ENGINEERING

STRIVES TO CREATE A UNIQUE PERSPECTIVE ON WHAT IT MEANS TO BE A MICHIGAN ENGINEER. THE VISUAL STYLE WILL BE AUTHENTIC AND BOLD. MICHIGAN ENGINEERING IS NOT JUST ABOUT THE TECHNOLOGY, BUT ABOUT THE HUMANS WHO ARE AFFECTED BY IT. OUR VISUAL BRAND WILL REFLECT THIS UNDERSTANDING.

HEADLINE FONT (UNIVERS)

HEADLINE FONT (UNIVERS 85 EXTRA BLACK)

SUBHEADLINE FONT (UNIVERS 67 BOLD CONDENSED)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

HEADLINE FONT (UNIVERS 85 EXTRA BLACK)

SUBHEADLINE FONT 2ND OPTION (UNIVERS 85 EXTRA BLACK)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

BODY COPY FONT (Adobe Garamond Pro)

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

THAT VISUAL BRAND WILL BE:

- Modern
- Bold
- Forward-Thinking
- Precise
- Authentic
- Clever

THROUGH THE VISUAL DESIGN STYLING IN PRINT AND DIGITAL ASSETS, WE WILL COMMUNICATE THAT:

- Engineers are bold
- We solve problems
- We are collaborative
- We strive to transform the world

WE WILL ACHIEVE THIS BRAND THROUGH:

- Bold colors (not earthy or muted)
- Strong, modern typography
- Blocks of free space (either fields of color or fields of white)
- Use of typography as a design element
- Thoughtful placement and cropping of dynamic photography
- Use of authentic, photojournalistic photography

SUGGESTED FONT USAGE

- Headline all caps.
- If headline is too long or is a quote, the type can be in sentence case.
- Leading = close to font size
- Sub headline font smaller than headline font

SUGGESTED FONT USAGE

- When using large amounts of text.

TO ACCESS VISUAL ASSETS AND TEMPLATES:
cmbrand.engin.umich.edu

COLOR USAGE

PRIMARY COLORS



PANTONE 7406

CMYK 0/ 18/ 100/ 0
RGB 255/ 196/ 37
HEX #FFCB05



PANTONE 282

CMYK 100/ 60/ 0/ 60
RGB 15/ 45/ 91
HEX #00274C

SECONDARY COLORS

If more than one secondary color is used It is recommended that they are used in groupings below.



CMYK 88/ 50/ 0/ 0



CMYK 72/ 99/ 0/ 0



CMYK 81/ 0/ 39/ 0



CMYK 8/ 92/ 100/ 33



CMYK 0/ 71/ 100/ 3



CMYK 14/ 6/ 100/ 24



CMYK 6/ 14/ 39/ 8



CMYK 21/ 15/ 54/ 31



CMYK 20/ 14/ 12/ 40

USAGE EXAMPLES

MAKE AN EVEN BIGGER IMPACT. GIVE A GIFT THAT SUPPORTS WHAT YOU BELIEVE IN.
THIS IS MORE THAN JUST A JOB. WE GIVE OUR TIME, ENERGY AND KNOWLEDGE EVERY DAY BECAUSE WE BELIEVE THAT WHAT HAPPENS HERE MAKES A DIFFERENCE.

"MAYBE MY GIFT ALLOWS A STUDENT TO TAKE A FEW EXTRA HOURS A WEEK AND DO RESEARCH."

Amy Cohn
Assistant Professor and Associate Professor,
Industrial and Operations Engineering

M MICHIGAN ENGINEERING
UNIVERSITY OF MICHIGAN

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"UNIVERSITIES LIKE U-M ARE TREMENDOUSLY IMPORTANT TO SOCIETY AND THE WORLD."

Ron Larson
A. H. White Distinguished University Professor and George
G. Brown Professor, Chemical Engineering

M MICHIGAN ENGINEERING
UNIVERSITY OF MICHIGAN

LIST OF PROGRAM OFFERINGS

PROGRAMS		Courses Taught in English	Open to Freshman Applicants	Offices Courses Taught in English	Research Available	Homestay Available	Start Date in May	Start Date in June
PACIFIC	University of New South Wales (UNSW) Energy Tomorrow in Australia	•	•	•				•
AUSTRALIA								
ASIA	Research and Korean Culture at the Korean National Institute of Science and Technology in Ulsan, South Korea	•		•	•			•
SOUTH KOREA	Nagoya University Automotive Summer Program (NUSAP) in Nagoya, Japan	•		•				•
JAPAN	Entrepreneurship and Innovation at Nanyang Technological University in Singapore, Singapore	•	•	•			•	
SINGAPORE	Clean Energy in Xiamen, China	•	•	•			•	
CHINA	UM Shanghai-Jiao Tong University Joint Institute in Shanghai, China	•	•	•			•	
THAILAND	Engineering Across Cultures in Chiang Mai, Thailand	•	•	•			•	
HONG KONG	Hong Kong University of Science and Technology (HKUST) Summer Program in Kowloon, Hong Kong	•	•	•				•
EUROPE	International Engineering Summer School (IESS) at Berlin University of Technology in Berlin, Germany	•	•	•			•	
GERMANY	Undergraduate Research Program at RWTH Aachen University in Aachen, Germany	•		•	•		•	
SPAIN	Spanish Language, Culture, and Industry (Spring Session) in San Sebastian, Spain	•	•	•			•	
FRANCE	Spanish Language, Culture, and Industry (Summer Session) in San Sebastian, Spain	•	•	•				•
	Universidad Pontificia Comillas (UP Comillas) Summer Program in Madrid, Spain	•		•		•	•	
	USA Aerospace Summer Program in Toulouse, France	•		•				•
	Probabilistic Methods in Engineering RECS 2011 at ENSA, France	•	•	•			•	
	Sustainability and Industrial Ecology in Troyes, France	•	•	•				•

DESIGN ELEMENTS

PRIMARY BACKGROUND



Facet texture of maize or blue can be used as the primary option for backgrounds in addition to large fields of maize.

SECONDARY BACKGROUND



A secondary background can be created to provide additional options to the primary faceted background. Images can be created by creating a maize or blue monotone of an image



ADDITIONAL PATTERNS



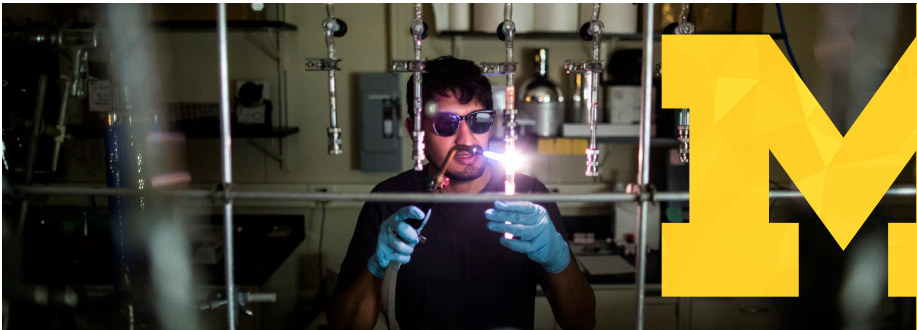
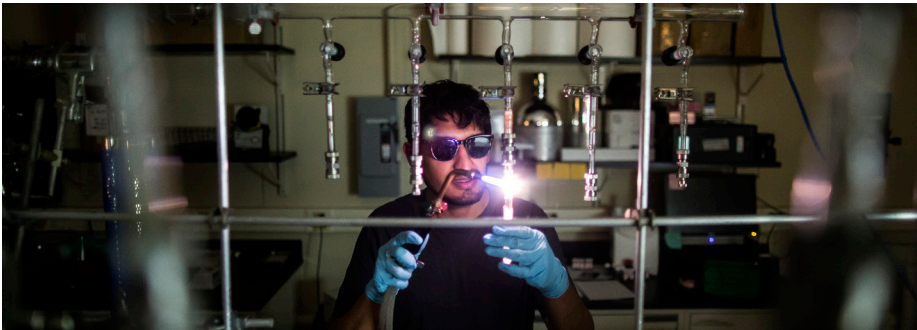
Hash line texture can be used over image for opening or cover images or it can be used to divide content.

USAGE EXAMPLES

USAGE EXAMPLES



LAYOUT EXAMPLES



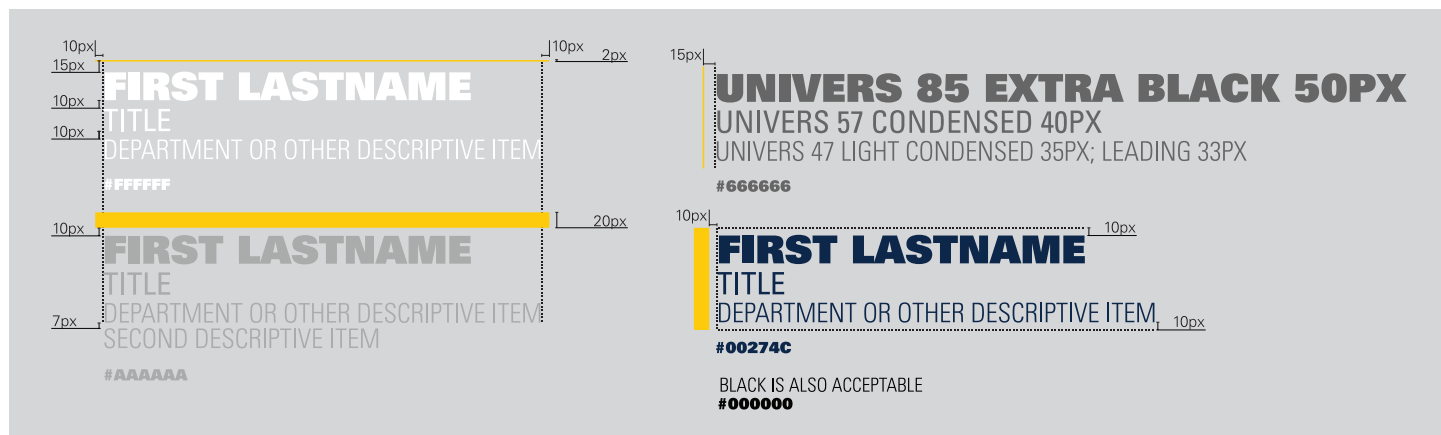
PHOTOGRAPHY STYLE

Photography should be authentic and photojournalistic in nature.

VIDEO GUIDELINES

LOWER THIRDS

The accent line will change based on the length of the longest line of text, or number of description lines. Title line can be removed if the subject doesn't require a title. Description lines would then move up.



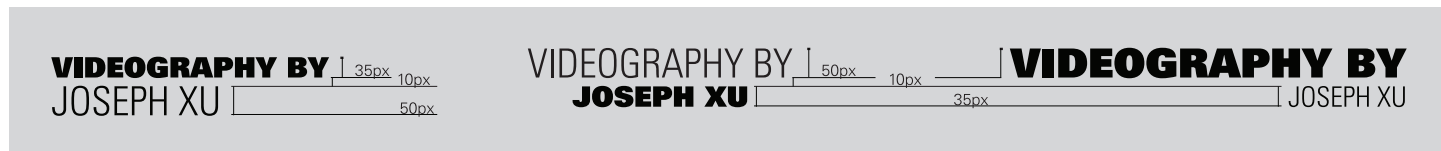
TITLES

Following the visual theme set with the lower thirds, Titles will have big bold headlines and smaller bold subheads, with maize accent lines above, below, or on the side. Text will be caps, color will be white, blue, black or grey, and should approximately follow the proportions shown here (Though overall size is flexible).



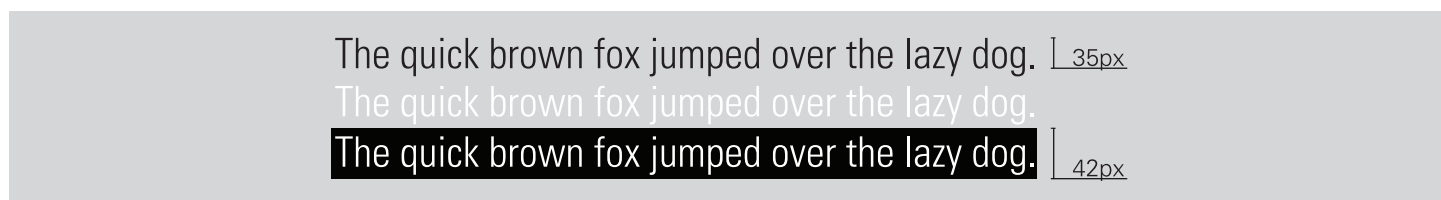
SUBTITLES

Credits will be caps text using Univers & same weights as the lower thirds (85 Extra Black & 47 Light Cond.), and can be left, center or right justified. They can be white, black, blue or grey.

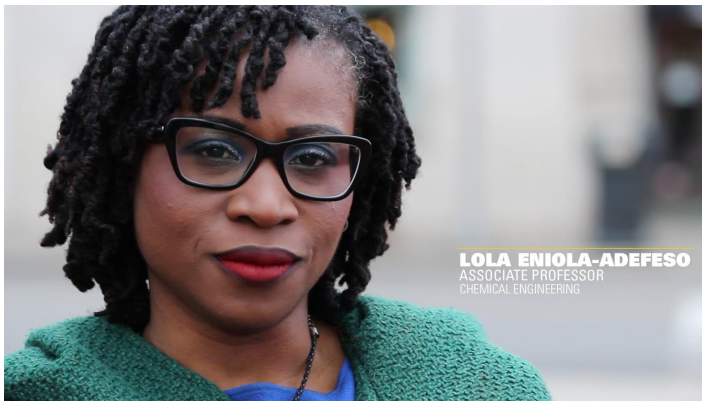


CREDITS

Subtitles will use Univers 47 Light Cond., but will be standard case, for readability. It will often be centered justified.



VIDEO LAYOUT EXAMPLES



ONLINE GUIDELINES

HEADLINE FONT (BEBAS NEUE)

HEADER ONE

Bebas Neue Bold 48px

HEADER TWO

Bebas Neue Bold 36px

HEADER THREE

Bebas Neue Bold 24px

HEADER FOUR

Bebas Neue Bold 18px

BODY COPY (DROID)

To investigate which neurons produce which behaviors, the team intends to use a technique called optogenetics. In simple terms, it relies on genetically modified neurons that can be switched on and off by different colors of light.

Droid Serif 16px, line-height 24px

[This is a text link.](#)

Droid Serif Bold 16px

HORIZONTAL DIVIDERS



SOCIAL GUIDELINES



GUIDELINES

Across social, when adding text to graphics, keep it as short as possible. Use large font (think mobile first. How will it look on a phone screen?) Always give a generous buffer zone between the edge of the image and where the text starts.

Image sizes, auto-cropping and presentations change all the time on social. Check as a user to see how content is appearing. If it looks bad, adjust accordingly.

FACEBOOK

When sharing a link, upload your own image cropped to 1200 x 630 px (600 x 315 minimum)

If sharing an image only (no link), you can't go wrong with a square cropping.

TWITTER

Images should be cropped to 16x9 aspect ratio (1000 x 500 or 800 x 400).

INSTAGRAM

Now lets users upload any aspect ratio. When in doubt, crop it square.

