

UNIVERSITY
OF MIAMI



Visual Identity Manual

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miami.edu

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1.0 Introduction

- 1.1 Using This Manual
- 1.2 Visual Identity System
- 1.3 Identity Policy

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 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 sections 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 sections 4.1 and 4.2.)

Any questions regarding stationery should be directed to the Office of University Communications at 305-284-5500 or umcommunications@miami.edu.

1.2 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.

The heart of the University's identity system is the split-U mark. It is one of the most recognizable collegiate marks nationally, and perhaps the most ubiquitous graphic symbol throughout South Florida.

Research conducted prior to adopting the split-U as the University-wide mark in 2009, which included focus groups in three major cities and an alumni survey, affirmed its perception as diverse, modern, confident, and bold. By employing this singular image, the University capitalizes on the power of an 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 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.

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 system there is flexibility to accommodate the needs of units throughout the University.

The Office of University Communications is responsible for the 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 email query to umcommunications@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 Department of Auxiliary Services at 305-284-3584.

Inquiries regarding the use of the University's athletic marks should be directed to Jim Aronowitz, Fermata College, at jim.aronowitz@fermatapartners.com.



2.0 Basic Standards

- 2.1 Logo
- 2.2 Signatures—Primary, Secondary, and Informal
- 2.3 Primary Signature—Structure
- 2.4 Unit Signatures
- 2.5 Unit Signature Specifications—Master Brand
- 2.6 Unit Signature Specifications—Endorsed Brand
- 2.7 Official University Seal
- 2.8 Size Restrictions
- 2.9 Surrounding Space Restrictions
- 2.10 Unacceptable Executions



2.1 Logo

The University of Miami’s split-U logo, or mark, is the key element in the University’s 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 or the word “you.”

BASIC STANDARDS

PRIMARY SIGNATURE

UNIVERSITY
OF MIAMI



SECONDARY SIGNATURE



INFORMAL 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”)

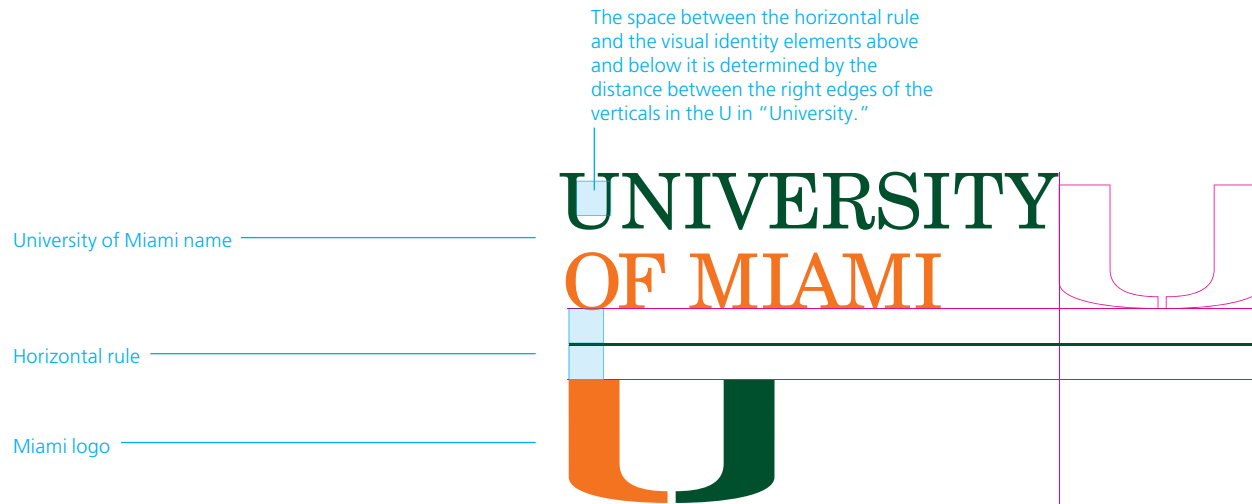
Customized signatures for individual University of Miami colleges, schools, centers, and institutes (“units”) are created by integrating the name of the unit with the University of Miami primary signature using specific unit templates. Departments are not permitted to have customized signatures. (See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

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 section 7.3.) Downloadable signatures are available at <https://ucomm.miami.edu/tools-and-resources/visual-identity/signatures/index.html>.

BASIC STANDARDS



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.

BASIC STANDARDS

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.

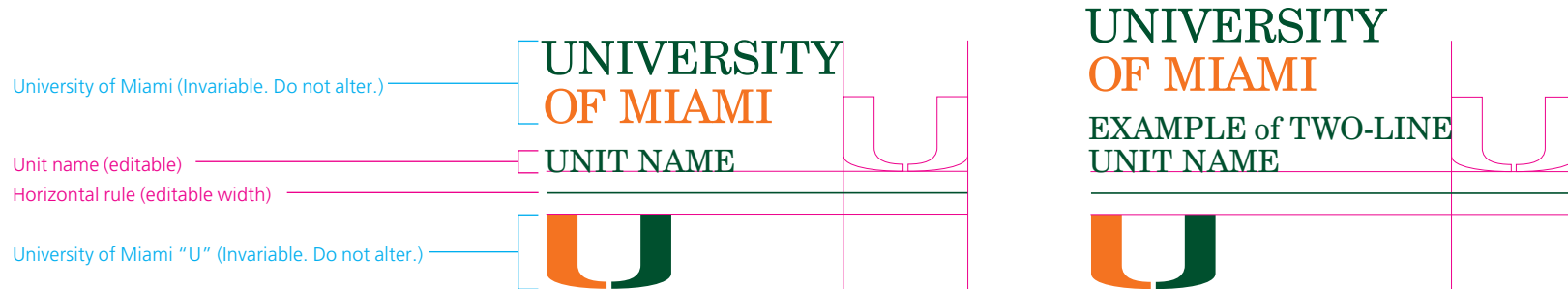
Two types of unit templates are available. In the “master brand” configuration, “University of Miami” is larger than the unit name. In the “endorsed brand” configuration, the unit name is larger; use of this configuration is reserved for schools, colleges, and special University-wide initiatives. Departments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

Signature files and guidance on their use may be obtained from the Office of University Communications at 305-284-5500 or umcommunications@miami.edu.

Specifications for creating unit signatures are on the following pages.

BASIC STANDARDS

MASTER BRAND SIGNATURE CONFIGURATIONS



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 applies only to unit names. The "of" in "UNIVERSITY 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")

ONLY the unit name and length of the rule are to be edited. Generally, unit signatures should not 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."

BASIC STANDARDS

ENDORSED BRAND SIGNATURE CONFIGURATIONS



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 applies only 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”)

ONLY the unit name and length of the rule are to be edited. Generally, unit signatures should not 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.

BASIC STANDARDS



Seal should be at least
54 pt (.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. All requests to use the seal must be submitted to University Communications at 305-284-5500 or umcommunications@miami.edu.

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

BASIC STANDARDS

MINIMUM SIZE—PRIMARY SIGNATURE


Miami "U" should be at least 11.5 pt (.1597") 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 pt (.1597") high.



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 pt (.1597") high.

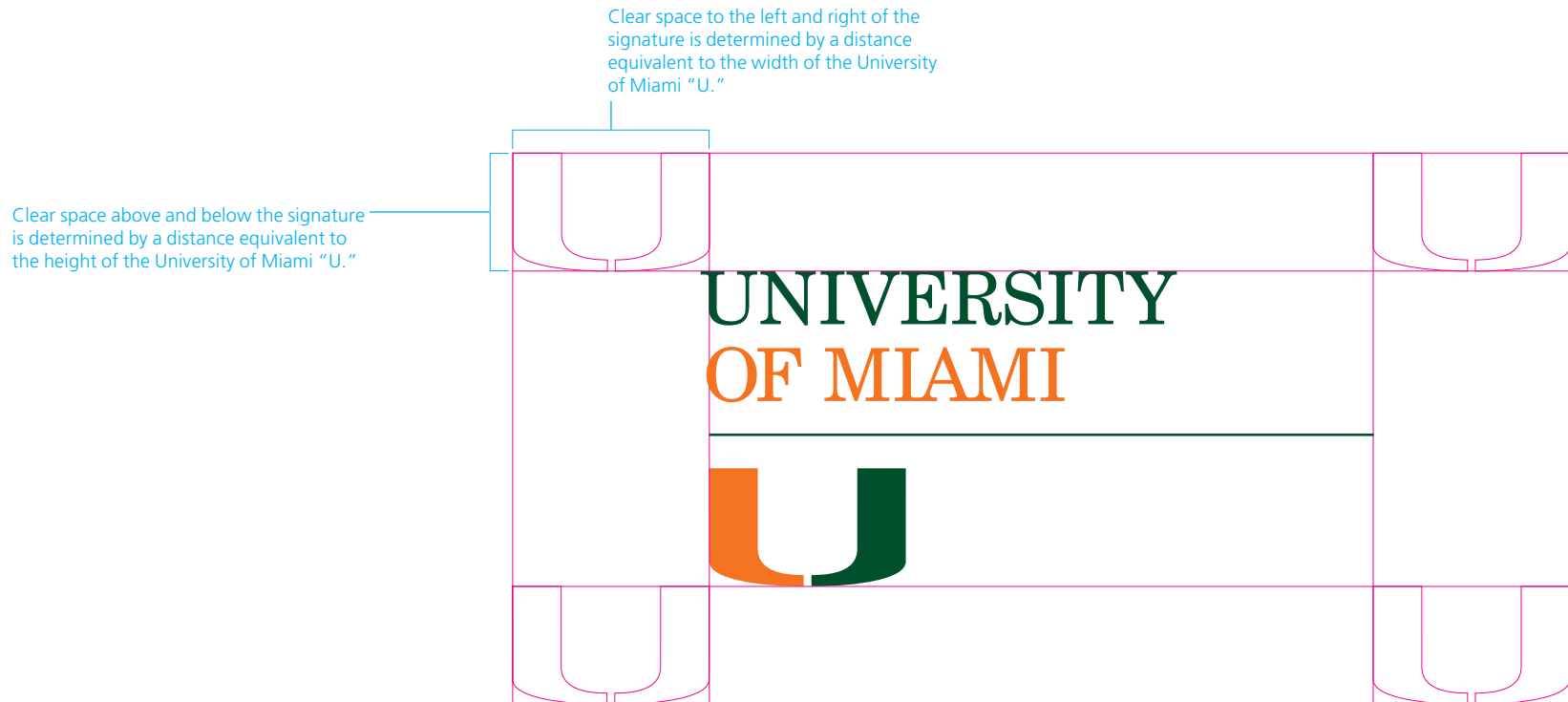


The informal signature should not be reduced less than 8.75 percent of the vector logo size.

2.8 Size Restrictions

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

BASIC STANDARDS



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 email 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, master and endorsed brand unit signatures, and informal signature.

BASIC STANDARDS

PRIMARY SIGNATURE

UNIVERSITY
OF MIAMI



UNACCEPTABLE EXECUTIONS



UNIVERSITY
OF MIAMI

Do not reconfigure.

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

UNIVERSITY
OF MIAMI



Do not reproduce sloppily.

The signature should not be scanned from a printed document or recreated in any way. Use only the electronic files provided by the Office of University Communications.

UNIVERSITY
OF MIAMI



Do not distort.

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



UNIVERSITY
OF MIAMI



Do not add anything to "U" logo.

The logo may not be followed by any other elements.

UNIVERSITY
OF MIAMI



Do not resize individual elements.

Size relationships among elements are not to be manipulated.

UNIVERSITY
OF MIAMI



Do not substitute font.

Fonts in the signature should never be substituted.

UNIVERSITY
OF MIAMI



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 be reproduced using only the files provided by the University.

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

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

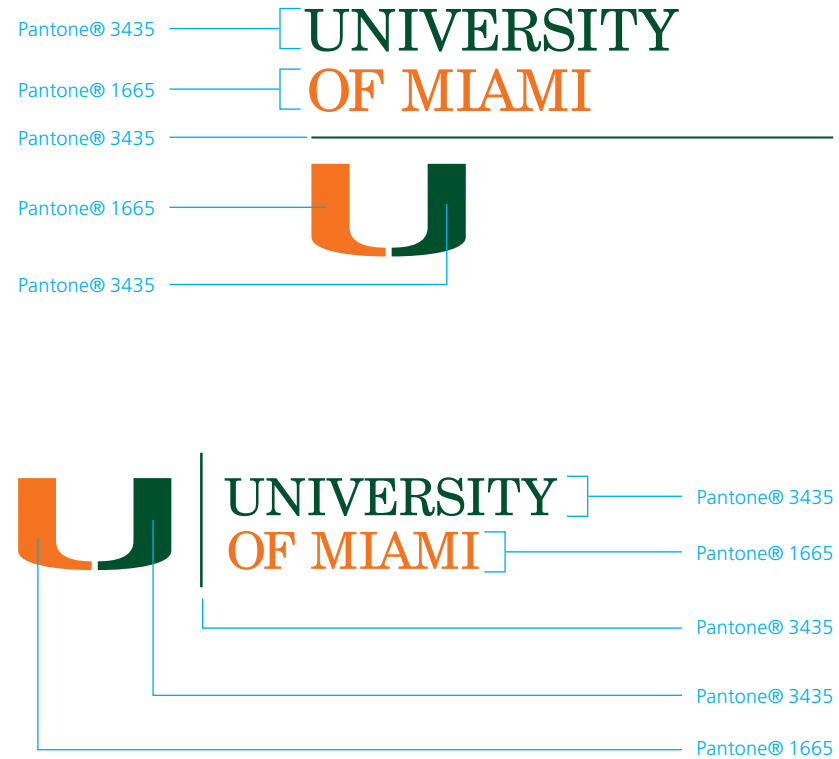


3.0 Color

- 3.1 Primary Color Palette
- 3.2 Supplementary Color Palette
- 3.3 Full-Color Reproduction—
Primary and Secondary Signatures
- 3.4 Full-Color Reproduction—
Unit Signatures
- 3.5 One-Color Reproduction—Gray
- 3.6 One-Color Reproduction—Solid
- 3.7 Unacceptable Color Treatments

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



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.











COLOR



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.

Pantone® 1665 C C 0 M 68 Y 100 K 0	Pantone® 1665 U R 244 G 115 B 33 #f47321	
Pantone® 131 C C 0 M 32 Y 100 K 9	Pantone® 124 U R 210 G 142 B 0 #d28e00	
Pantone® 7502 C C 0 M 8 Y 35 K 10	Pantone® 7501U R 212 G 191 B 149 #d4bf95	
Pantone® 383 C C 20 M 0 Y 100 K 9	Pantone® 397 U R 162 G 173 B 0 #a2ad00	
Pantone® 180 C C 0 M 79 Y 100 K 11	Pantone® 1797 U R 193 G 56 B 50 #c13832	
Pantone® 7544 C C 10 M 1 Y 0 K 40	Pantone® 7544 U R 137 G 150 B 160 #8996A0	
Pantone® 1215 C C 0 M 9 Y 45 K 0	Pantone® 1205 U R 251 G 222 B 129 #fbde81	
Pantone® 291 C C 33 M 3 Y 0 K 0	Pantone® 291 U R 158 G 206 B 235 #9eceed	
Pantone® 557 C C 30 M 0 Y 20 K 15	Pantone® 557 U R 145 G 185 B 164 #91b9a4	
Pantone® 3435 C 100 M 0 Y 81 K 66	Pantone® 3435 U R 0 G 80 B 48 Hex 005030	

COLOR

FULL-COLOR SIGNATURES



UNIVERSITY
OF MIAMI



UNIVERSITY
OF MIAMI



File name: UM-prim-PMS.eps

REVERSED FULL-COLOR SIGNATURE

All white type



File name: UM-prim-PMS-REV-W.eps

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

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 section 3.1.

Color examples shown using the primary signature also apply to the secondary 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

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).

COLOR

FULL-COLOR

Master Brand Unit Signature

UNIVERSITY
OF MIAMI
UNIT NAME



File name: UM-prim-mast-[UNIT]-PMS.eps

FULL-COLOR

Endorsed Brand Unit Signature

UNIVERSITY OF MIAMI
UNIT NAME



File name: UM-prim-endors-[UNIT]-PMS.eps

REVERSED FULL-COLOR

Master Brand Unit Signature

UNIVERSITY
OF MIAMI
UNIT NAME



File name: UM-prim-mast-[UNIT]-PMS-REV.eps

REVERSED FULL-COLOR

Endorsed Brand Unit Signature

UNIVERSITY OF MIAMI
UNIT NAME



File name: UM-prim-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 section 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

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).

COLOR

ONE-COLOR, GRAY
Primary Signature

UNIVERSITY
OF MIAMI



File name: UM-prim-GRY.eps

ONE-COLOR, GRAY
Master Brand Unit Signature

UNIVERSITY
OF MIAMI
UNIT NAME



File name: UM-prim-mast-[UNIT]-GRY.eps

ONE-COLOR, GRAY
Endorsed Brand Unit Signature

UNIVERSITY OF MIAMI
UNIT NAME



File name: UM-prim-endor-[UNIT]-GRY.eps

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.

COLOR

ONE-COLOR, SOLID
Primary Signature

UNIVERSITY
OF MIAMI



File name: UM-prim-K.eps

ONE-COLOR, SOLID
Master Brand Unit Signature

UNIVERSITY
OF MIAMI
UNIT NAME



File name: UM-prim-mast-[UNIT]-K.eps

ONE-COLOR, SOLID
Endorsed Brand Unit Signature

UNIVERSITY OF MIAMI
UNIT NAME



File name: UM-prim-endor-[UNIT]-K.eps

REVERSED ONE-COLOR, SOLID
Primary Signature

UNIVERSITY
OF MIAMI



File name: UM-prim-K-REV.eps

REVERSED ONE-COLOR, SOLID
Master Brand Unit Signature

UNIVERSITY
OF MIAMI
UNIT NAME



File name: UM-prim-mast-[UNIT]-K-REV.eps

REVERSED ONE-COLOR, SOLID
Endorsed Brand Unit Signature

UNIVERSITY OF MIAMI
UNIT NAME



File name: UM-prim-endor-[UNIT]-K-REV.eps

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

3.6 One-Color Reproduction—Solid

One-color solid versions are available in a standard and a reversed version for situations that require a simple elegance such as for invitations, envelopes and ads, or for documents that will be reproduced by multiple generations of photocopying. The positive solid signatures are solid black. The reversed ones are solid white.

See section 3.5 for one-color gray versions.

COLOR

FULL-COLOR SIGNATURE



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 sections 3.1 and 3.3–3.5. The University of Miami signatures should be reproduced using only the files provided by the University of Miami Office of University Communications.

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, master brand and endorsed brand unit signatures, and informal signature as well.

Any questions regarding stationery should be directed to University Communications at 305-284-5500 or umcommunications@miami.edu.



4.0 Typography

- 4.1 Primary Typefaces
- 4.2 Secondary Typefaces—
Word Processing and
Web Applications

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

TYPOGRAPHY

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—Word Processing and Web Applications

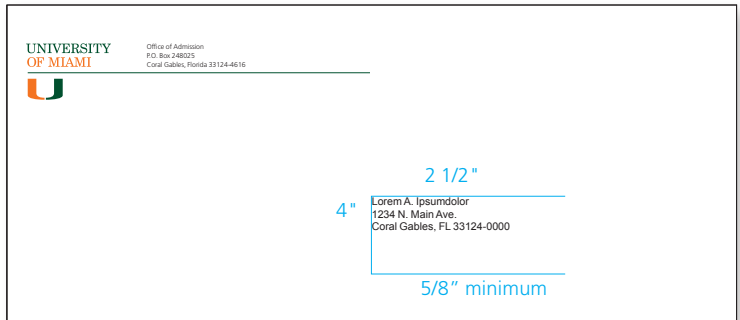
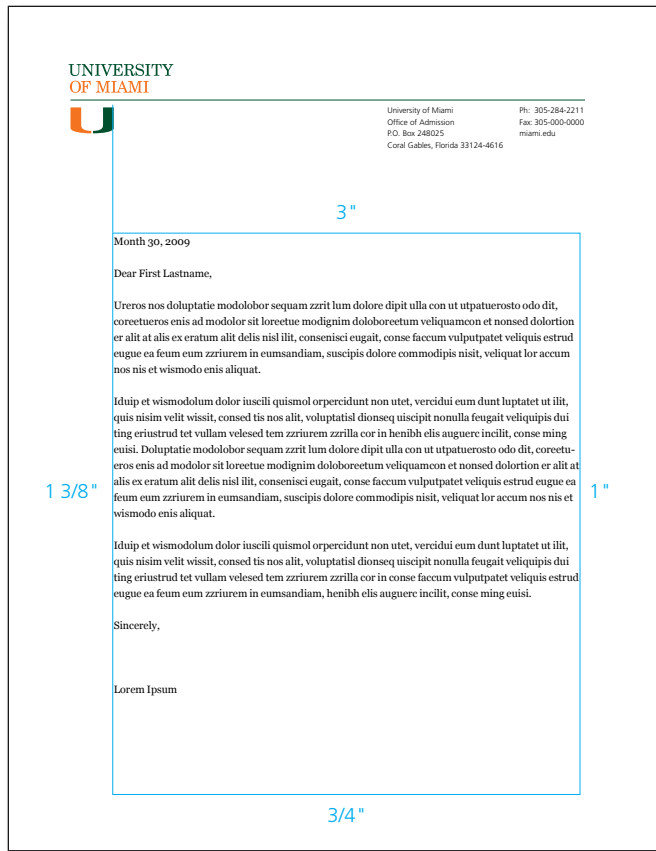
Georgia and Helvetica are the alternate typefaces for University of Miami communications. They should be used for word processing and internal communications, when the primary typefaces (Century Schoolbook BT and Frutiger) are not available. Georgia is the serif face and Helvetica is the sans serif face. Official University websites use Stag and Stag Sans.



5.0 Stationery System

- 5.1 Standard Stationery
- 5.2 Standard Letterhead—Structure
- 5.3 Standard Stationery, Unit Level
- 5.4 Unit-Level Letterhead—Structure
- 5.5 Standard #10 Envelope—Structure
- 5.6 Monarch Letterhead
- 5.7 Monarch Letterhead—Structure
- 5.8 Monarch Letterhead, Unit Level
- 5.9 Monarch Letterhead, Unit Level—
Structure
- 5.10 Monarch Envelope, Standard and
Unit Level—Structure
- 5.11 Standard Business Cards
- 5.12 Business Cards, Unit Level
- 5.13 Mailing Label
- 5.14 Note Card
- 5.15 Baronial Envelope for Note Card
- 5.16 #9 Window Envelope

STATIONERY SYSTEM



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 and informal signatures may not be used.

Any questions regarding stationery should be directed to the Office of University Communications at 305-284-5500 or umcommunications@miami.edu.

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

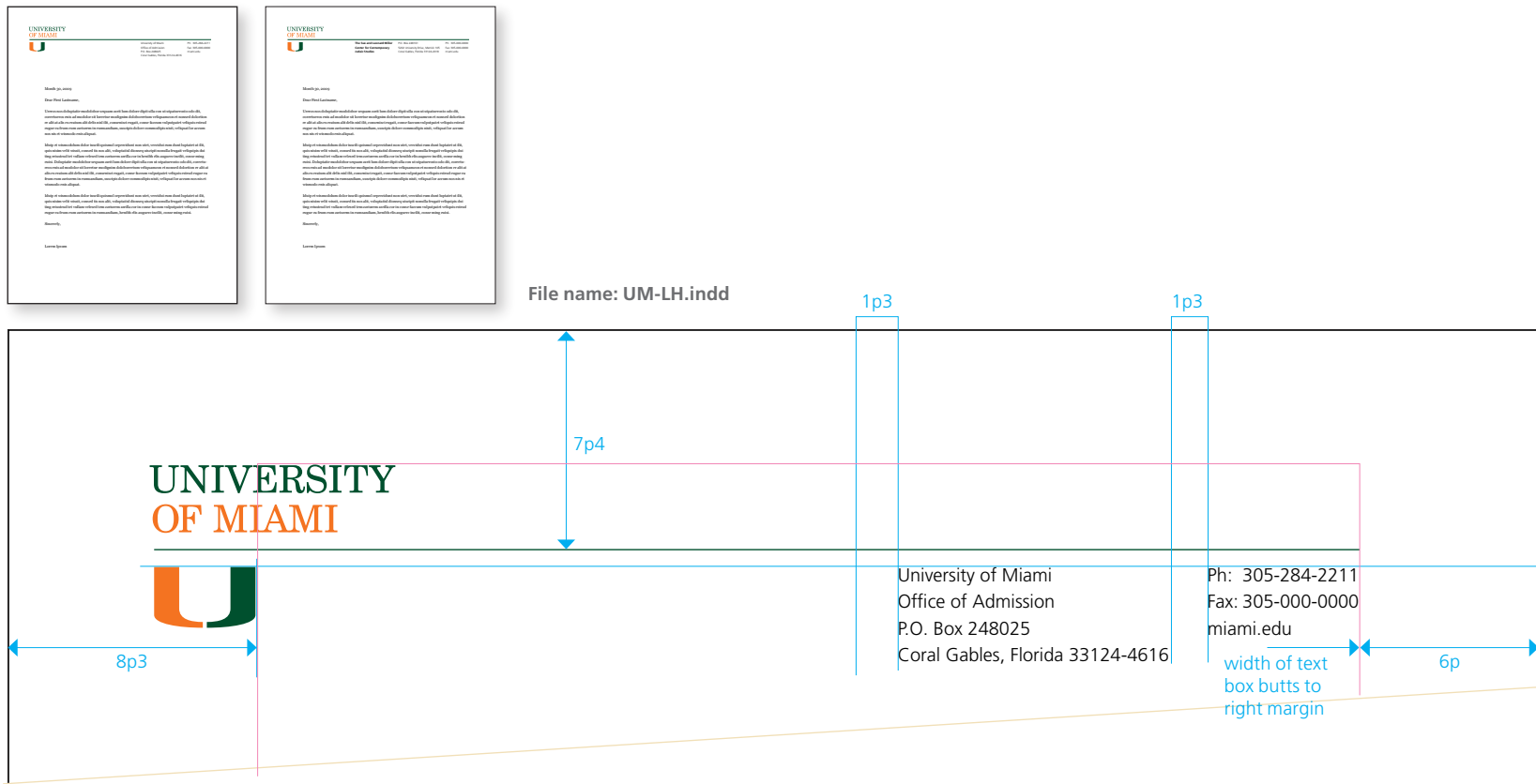
 Standard business card:
 Cougar opaque white, 80 lb. cover stock

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.

STATIONERY SYSTEM



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

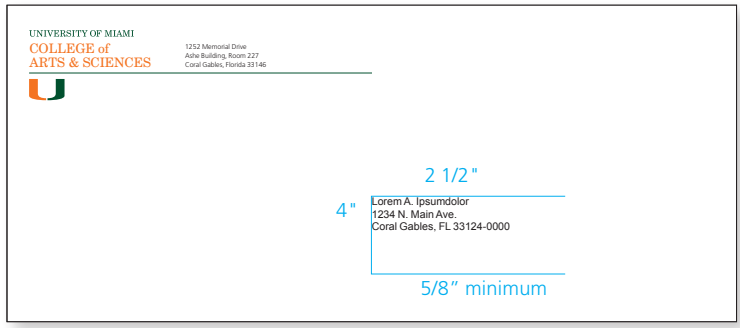
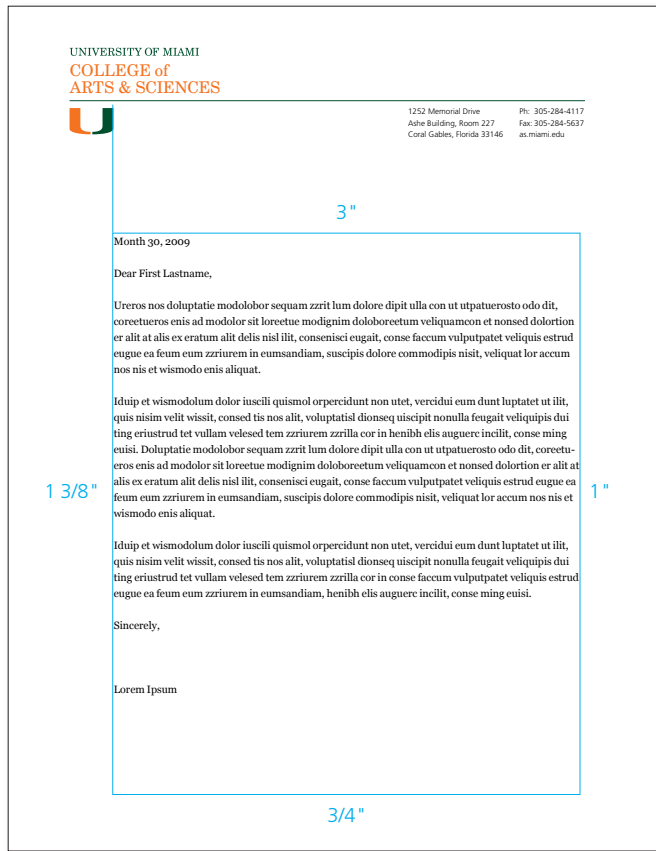
The master brand University of Miami letterhead is preprinted with the signature. Margins are shown above.

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, email, 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.

STATIONERY SYSTEM



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 University Communications at 305-284-5500 or umcommunications@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.

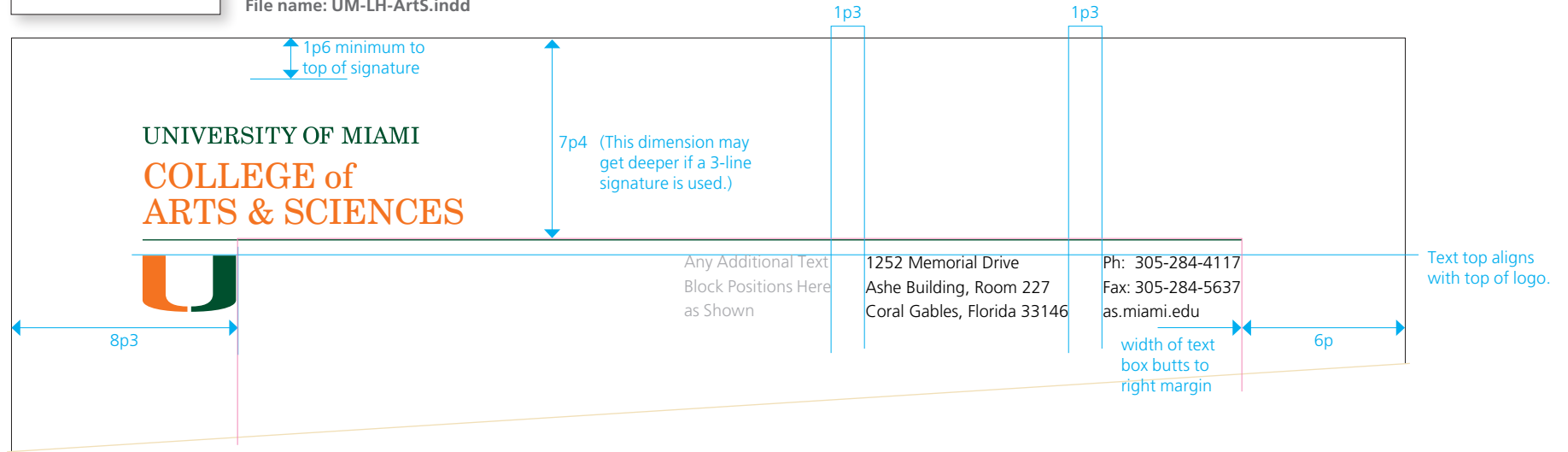
Envelope addressing guidelines
 Recommended margins are shown above.
 10/12 pt. Helvetica, or similar font.

See following pages for actual size and structure.

STATIONERY SYSTEM



File name: UM-LH-ArtS.indd



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 laid 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, email, 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 University Communications at 305-284-5500 or umcommunications@miami.edu.

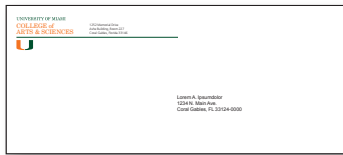
STATIONERY SYSTEM



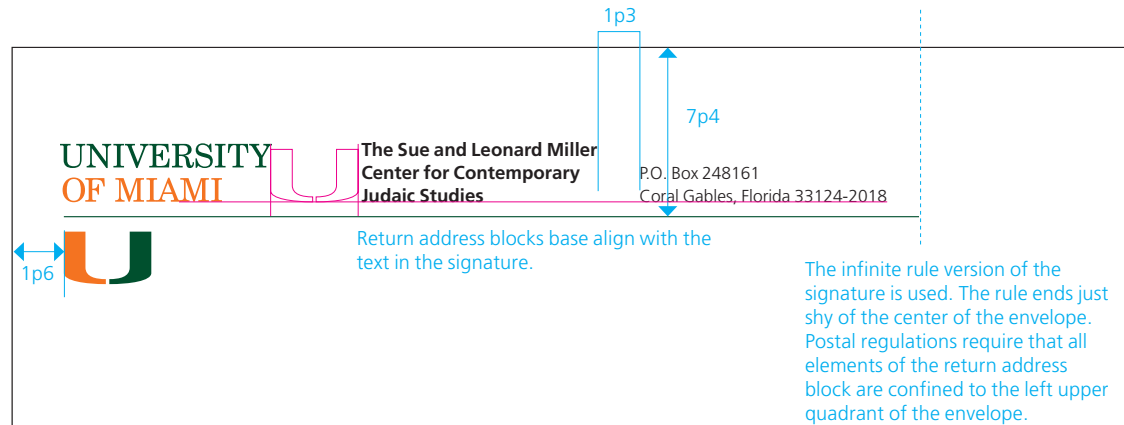
File name: UM-env-10.indd
 Example of envelope with primary signature and short address text



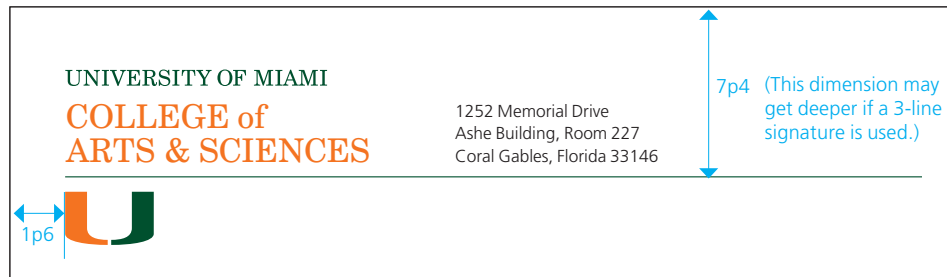
File name: UM-env-10-Miller.indd
 Example of envelope with primary signature and long address text



File name: UM-env-10-Art5.indd
 Example of envelope with unit signature



Example of envelope with unit signature



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

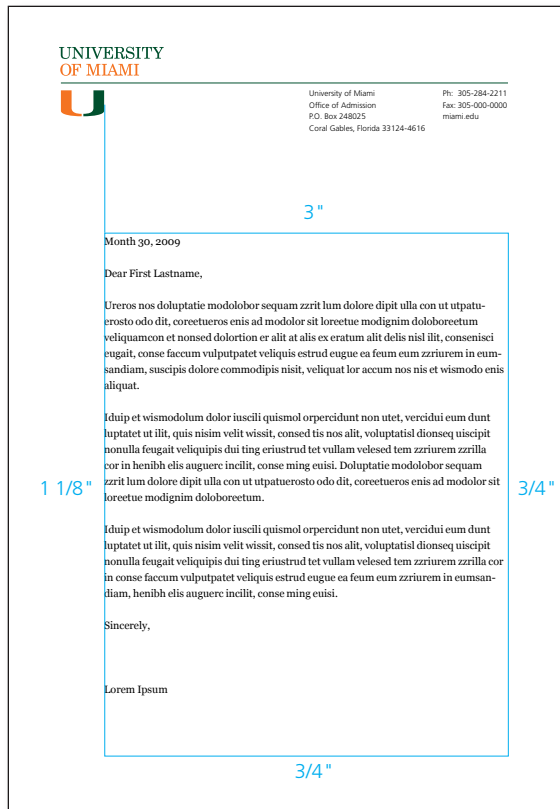
Paper specifications

Standard #10 envelopes:
 Cougar opaque white, 24 lb. stock

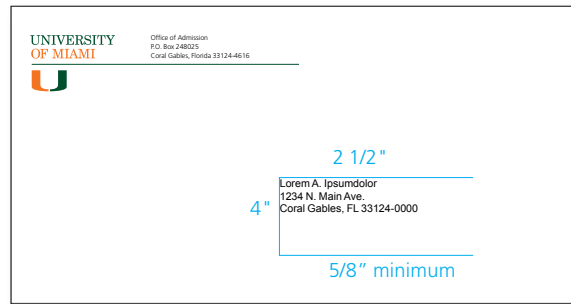
Return address blocks position as shown above.
 The width of each text block is determined by the width of the widest line. The first text block positions one "U" width to the right of the signature. If there's a subsequent text block, it positions 1p3 to the right.

Any questions regarding stationery should be directed to the Office of University Communications at 305-284-5500 or umcommunications@miami.edu.

STATIONERY SYSTEM



Not actual size.



5.6 Monarch Letterhead

Any questions regarding stationery should be directed to the Office of University Communications at 305-284-5500 or umcommunications@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

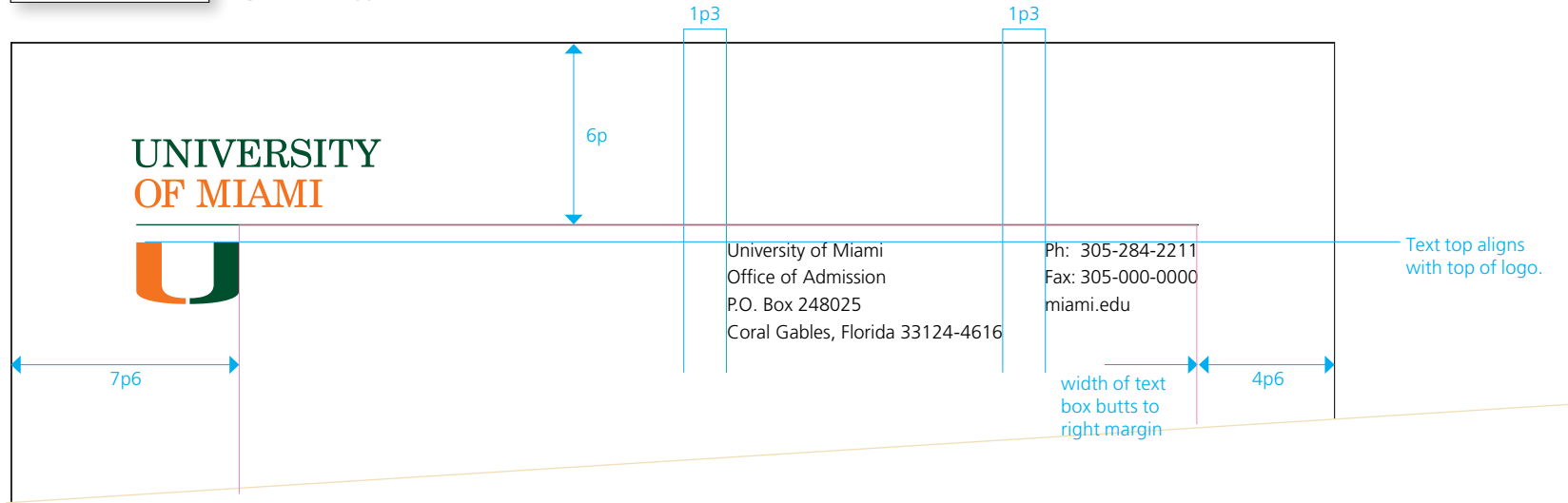
Recommended margins are shown above.
10/12 pt. Helvetica, or similar font.

See following pages for actual size and structure.

STATIONERY SYSTEM



UM-LH-M.indd



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

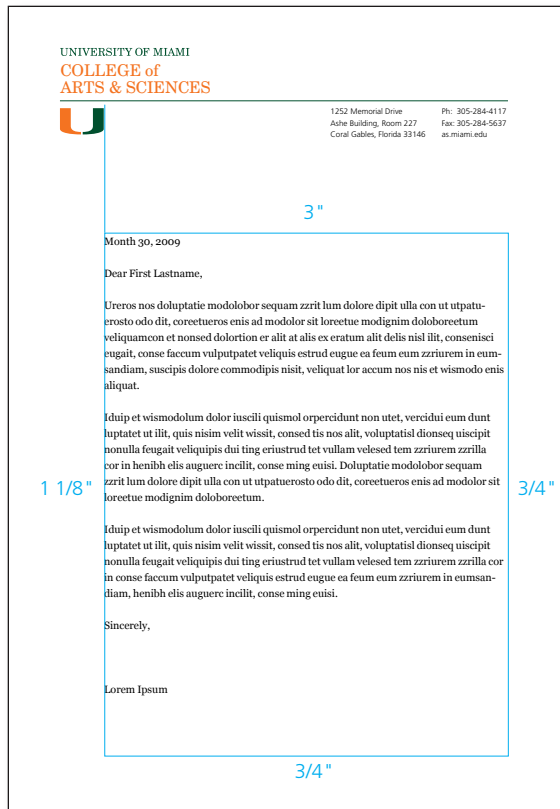
The master brand University of Miami letterhead is preprinted with the signature. Margins are shown above.

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

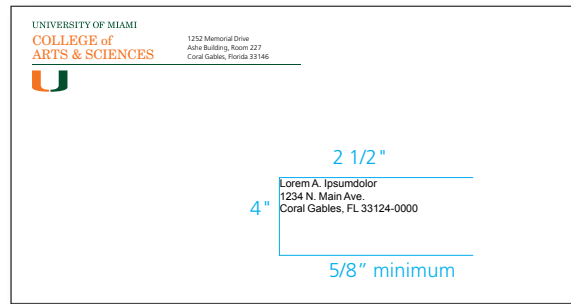
blocks, with the long unit (center or institute) name in the first block, and the address in the second. The last text block (farthest to the right) contains phone number, email, and url information.

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.

STATIONERY SYSTEM



Not actual size.



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 University Communications at 305-284-5500 or umcommunications@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

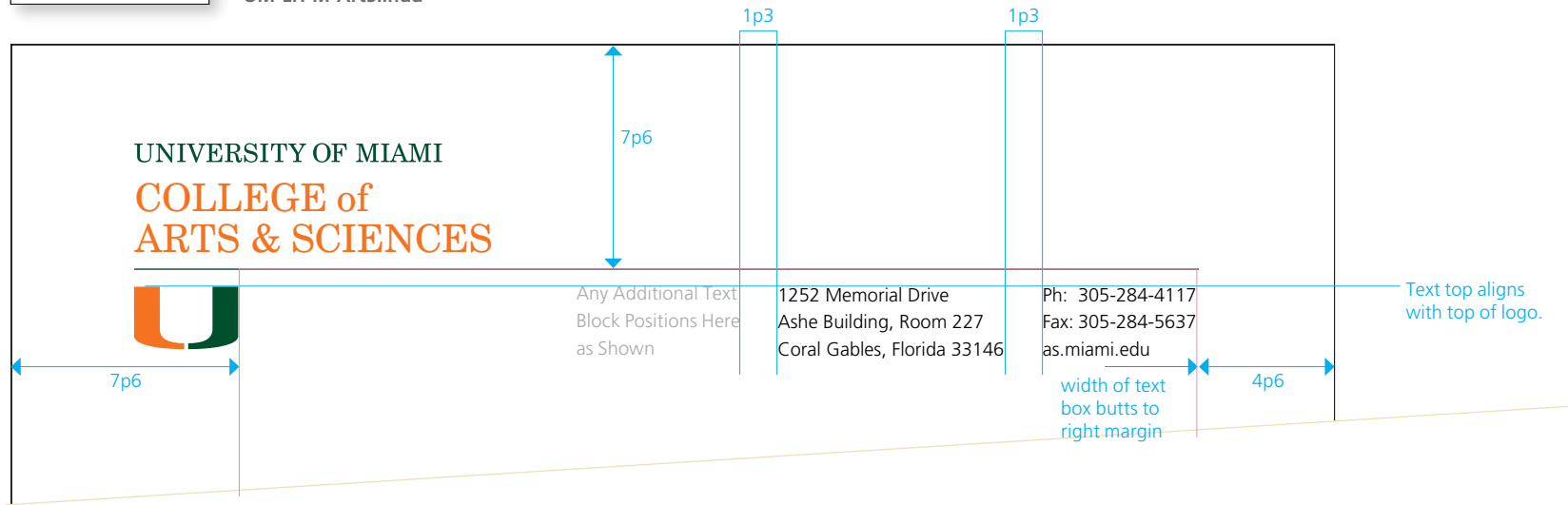
Recommended margins are shown above.
10/12 pt. Helvetica, or similar font.

See following pages for actual size and structure.

STATIONERY SYSTEM



UM-LH-M-ArtS.indd



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

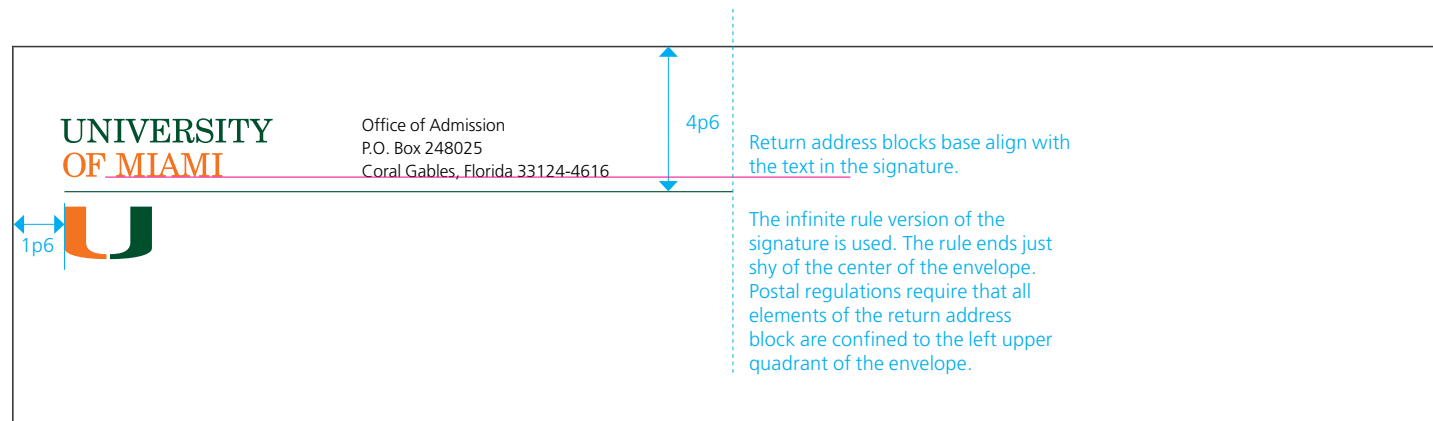
The master brand and endorsed brand University of Miami letterheads are laid out as shown above.

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

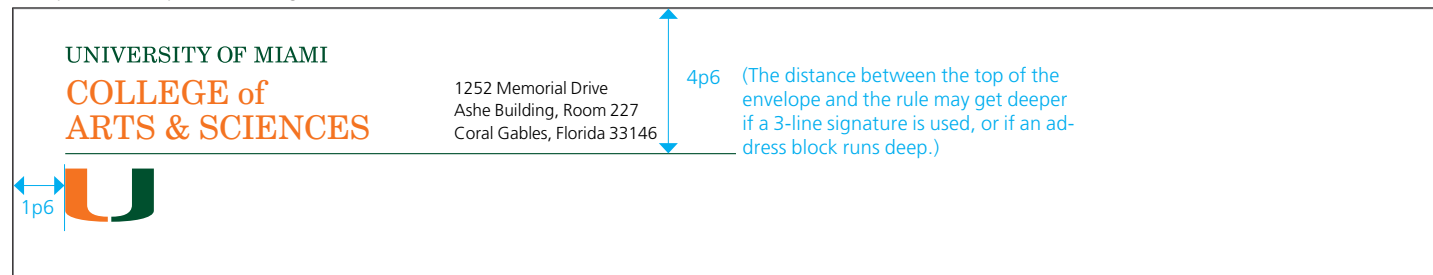
blocks, with the long unit (center or institute) name in the first block, and the address in the second. The last text block (farthest to the right) contains phone number, email, and url information.

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.

STATIONERY SYSTEM



Example of envelope with unit signature



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

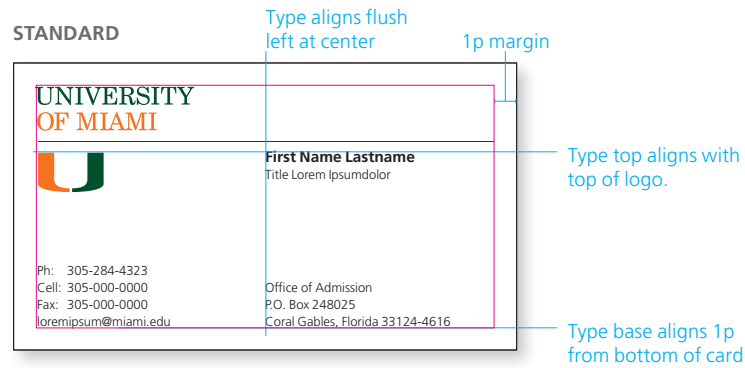
Paper specifications

Monarch letterhead:
Cougar opaque white, 24 lb. stock

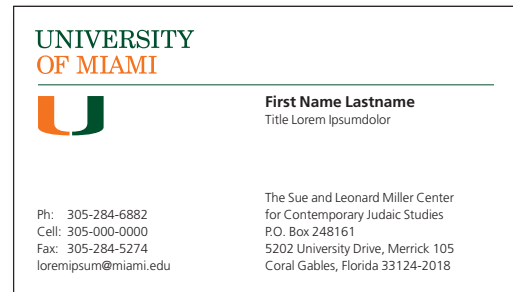
Return address blocks position as shown above.
The width of each text block is determined by the width of the widest line. The farthest right text block positions with its longest line against the right margin.

Any questions regarding stationery should be directed to the Office of University Communications at 305-284-5500 or umcommunications@miami.edu.

STATIONERY SYSTEM



File name: UM-BC.indd



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 1p (.125").

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 University Communications at 305-284-5500 or umcommunications@miami.edu.

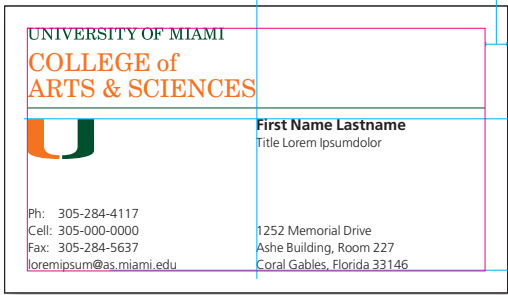
Paper specifications

Standard business card:

Cougar opaque white, 80 lb. cover stock

STATIONERY SYSTEM

2-LINE ENDORSED



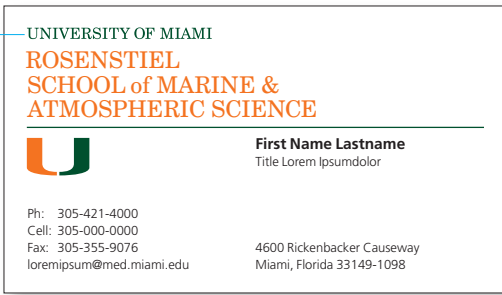
Type aligns flush left at center

1p margin

Type top aligns with top of logo.

Type base aligns 1p from bottom of card

3-LINE ENDORSED



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

1-LINE MASTER



BACK (optional)



Not actual size.

Pantone® 1665

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 1p (.125").

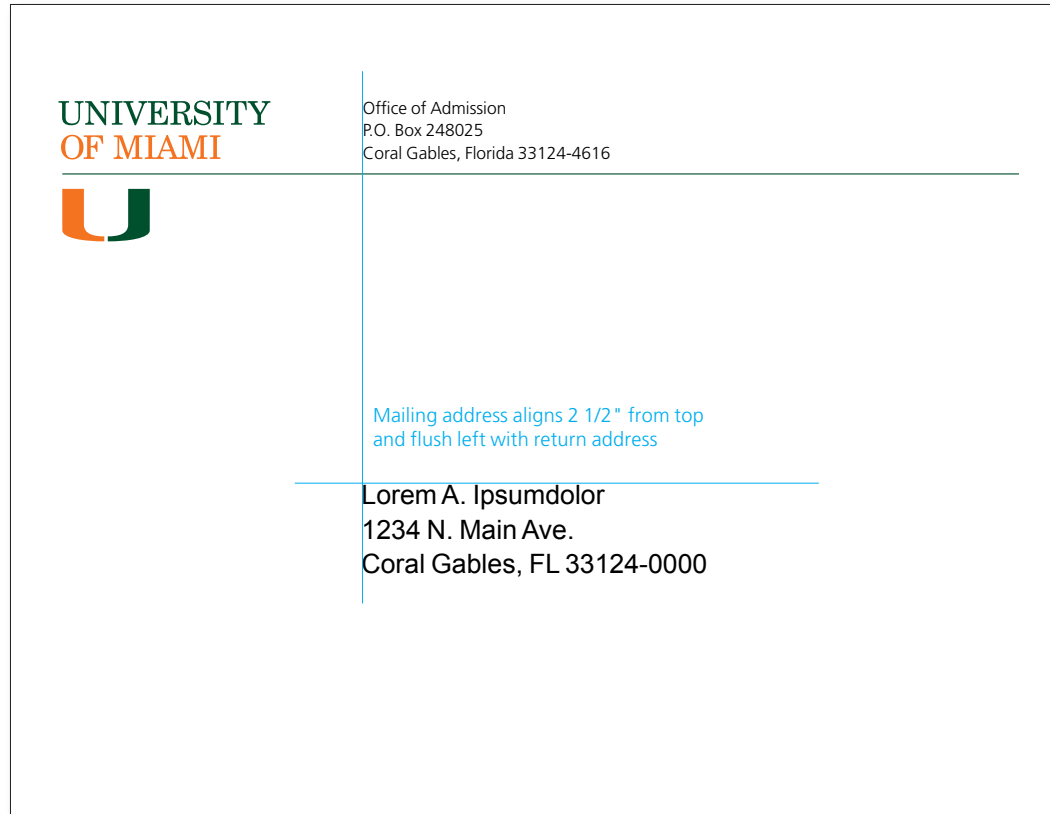
Customized address blocks position as shown above. Name and title info text blocks top align with the top of the logo ("U"). Contact info and address text blocks base align at the bottom margin.

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 University Communications at 305-284-5500 or umcommunications@miami.edu.

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

STATIONERY SYSTEM



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 University Communications at 305-284-5500 or umcommunications@miami.edu.

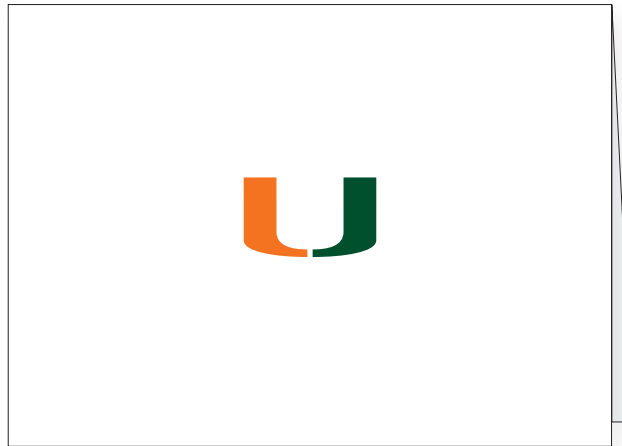
Paper specifications

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

STATIONERY SYSTEM

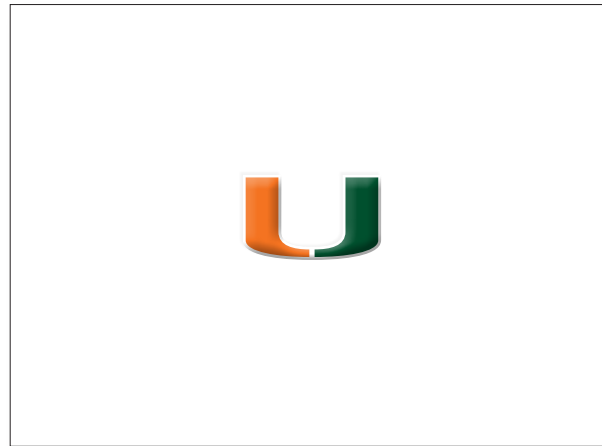
FRONT

Printed version

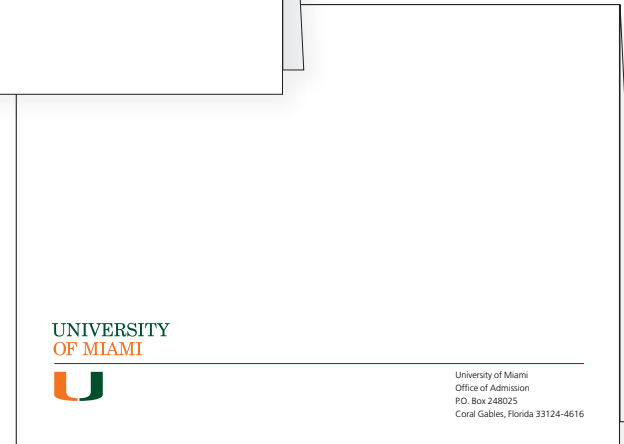


FRONT

Embossed version



BACK



Not actual size.

5.14 Note Card

7" x 5"

Front

University of Miami's split-U mark
Pantone® 1665 and Pantone® 3435,
with optional emboss

Back

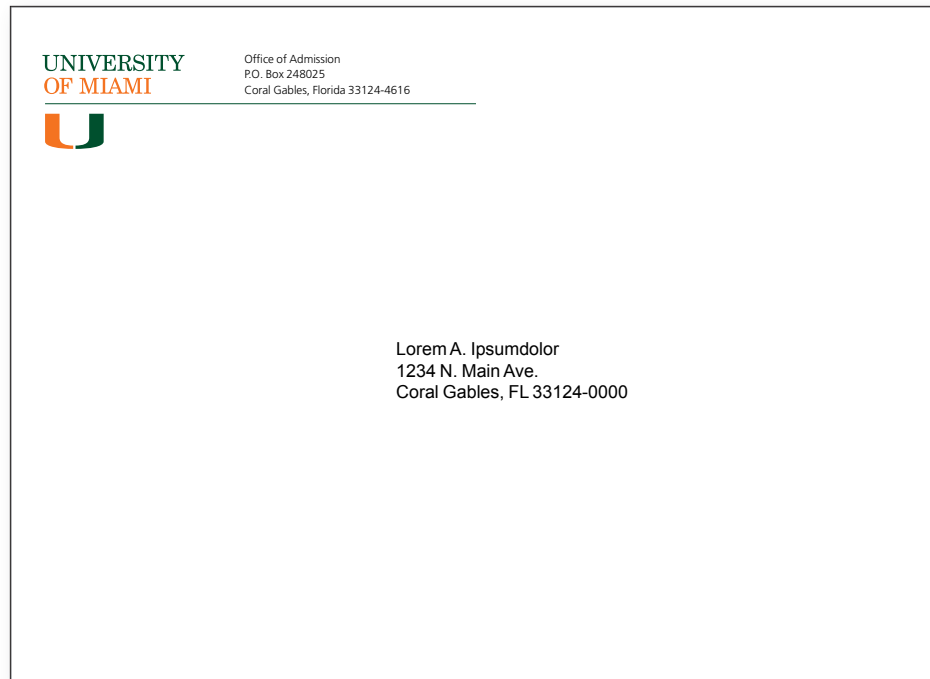
University of Miami unit signature with infinite rule
Vector file imported at 17 percent
Pantone® 1665 and Pantone® 3435

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

Paper specifications

Cougar opaque white, 80 lb. cover stock

STATIONERY SYSTEM



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 (.3333")

Top margin: 2p6 (.4167")

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.)

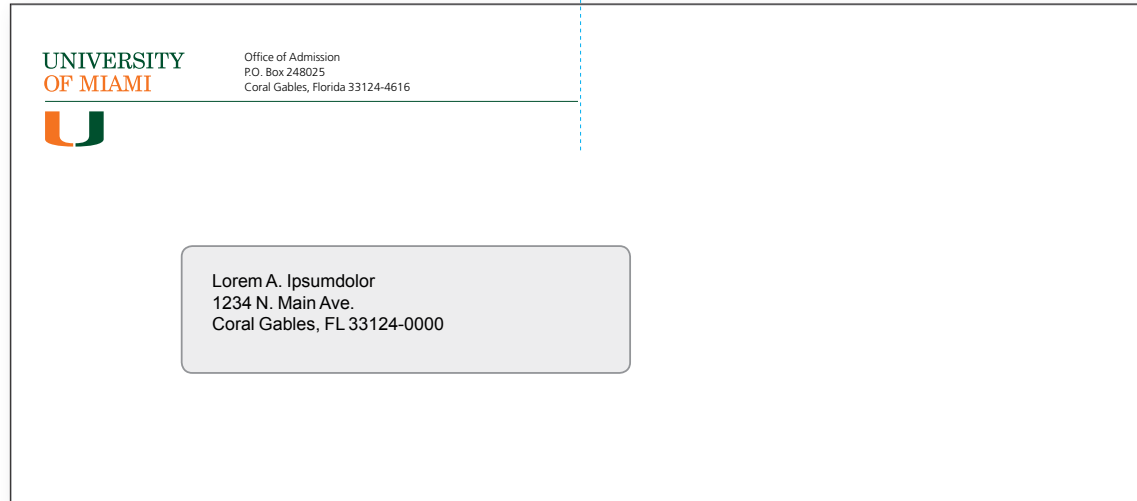
Any questions regarding stationery should be directed to the Office of University Communications at 305-284-5500 or umcommunications@miami.edu.

Paper specifications

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

STATIONERY SYSTEM

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.



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 section 5.10.)

Any questions regarding stationery should be directed to the Office of University Communications at 305-284-5500 or umcommunications@miami.edu.

Paper specifications

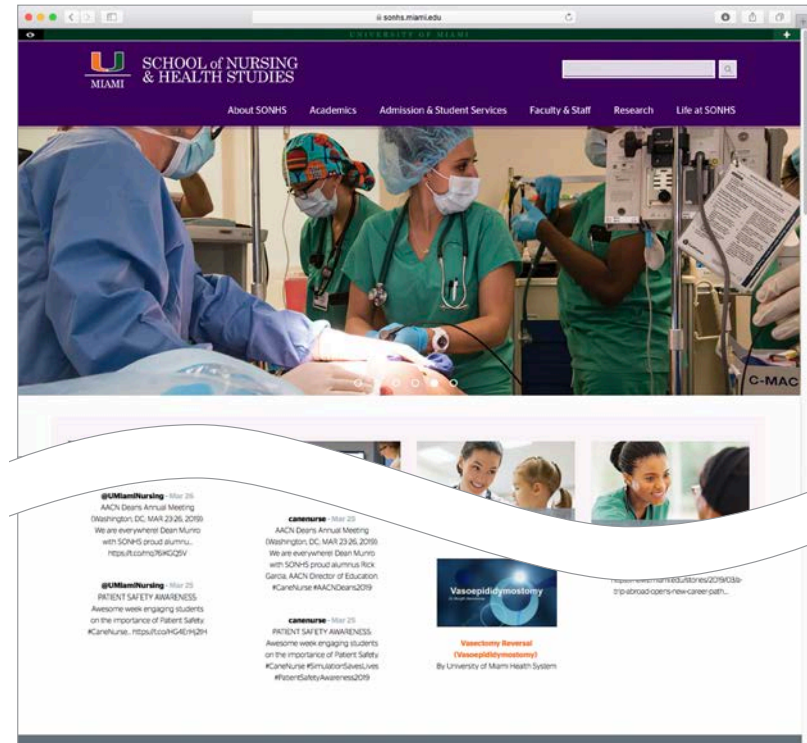
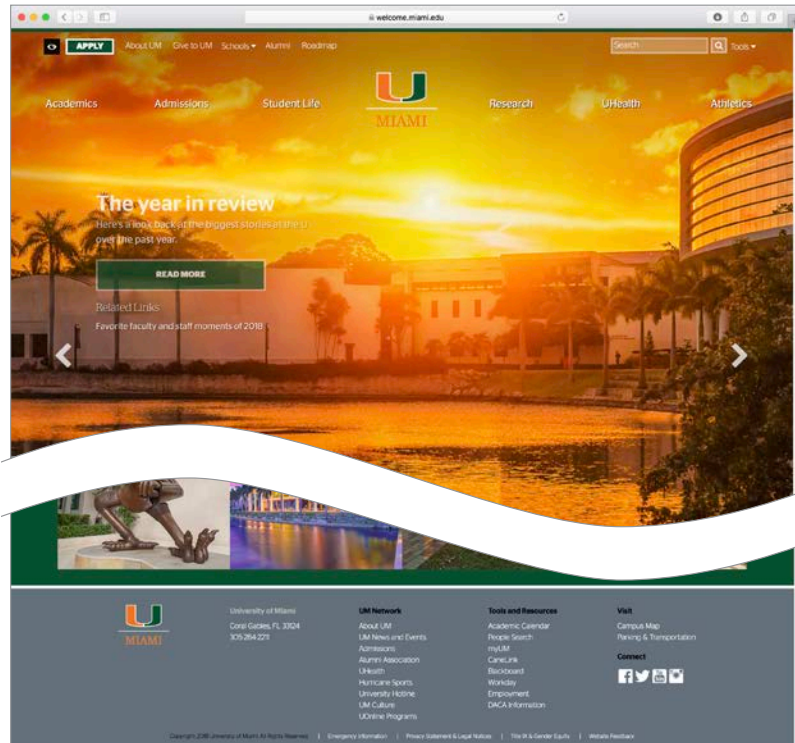
Standard #9 window envelopes:
Cougar opaque white, 24 lb. stock



6.0 Web Usage

6.1 Visual Identity for Web

WEB USAGE



6.1 Visual Identity for Web

A unique configuration of the informal University of Miami signature with the website title is reserved solely for use on the web. These mastheads are part of a branding strategy that ensures a consistent identity across all University of Miami digital and/or web products. This configuration is not the official signature of the school, college, department, or unit and may not be used in other applications.

For additional branding guidelines on all University web and digital materials, including websites, HTML-rich emails, mobile apps, and digital signage, please review the Visual Identity for Web guide at webcomm.miami.edu.



7.0 Applications

- 7.1 Placement of Signature on
Publication Front Covers
- 7.2 Placement of Signature on
Publication Back Covers
- 7.3 Merchandise
- 7.4 Vehicles

APPLICATIONS

INVITATION EXAMPLES


THE UNIVERSITY OF MIAMI
cordially invites you to attend the
STUDENT RECOGNITION & SCHOLARSHIP RECEPTION

THURSDAY, JANUARY 24
 PROGRAM: 5:00-6:15 p.m.
 RECEPTION: 6:15-7:15 p.m.

RSVP
 eventsmanagement@miami.edu or call 305-284-2211

Robert and Judi Prokop Newman Alumni Center
 6200 San Amaro Drive, Coral Gables, Florida

*Self-parking available
 Business casual*




The University of Miami
cordially invites you to attend the
**Student Recognition
 Scholarship Reception**

Thursday, January 24
 Program: 5:00-6:15 p.m.
 Reception: 6:15-7:15 p.m.

RSVP
 eventsmanagement@miami.edu or call 305-284-2211

Robert and Judi Prokop Newman Alumni Center
 6200 San Amaro Drive, Coral Gables, Florida

*Self-parking available
 Business casual*



AD EXAMPLES



University of Miami

Modi tem re voluptate ornem digni ne volutate pra et donec. Ut sus, idis exerat berferi oribus vellem inventorem tempa rem re nea collatis aditatem nos aut enim quibus hancque que velles tam quibus, si ne aut

Escitibus et aut quam, nonsequam ne alit et aut erum sit, quis nos denique quatuor? Tum cora nos est dui, is non atur site delictis ut verum faccupit, velis nem ex equam hilitatu? Quoscit vendici aspernatur per modigens conatit socus sunt. Hilar aut proinde aspero dilapic ancillatibus a nonnal ut veli delictata hinc, neque occae niae dilapicetit conatit et, odit qui conatit dilapicetit et nem ac conatit modigriet fuga. Quoscitit vendici aspernatur per modigens conatit socus sunt. Hilar aut proinde aspero dilapic ancillatibus a nonnal ut veli delictata hinc, neque occae niae et, odit qui conatit dilapicetit et nem ac conatit modigriet fuga. Hilar aut niae dilapicetit conatit et, odit qui conatit dilapicetit et nem ac conatit modigriet fuga. Ut dignimos sandant diam voluptate tones ut ut fugit, conatit re naturam.



miami.edu



University of Miami

Modiciatibus delictam fugilaspic tem re voluptatit ommodi gent ea voluptae pos el eum hil lus, idis exerat berferi oribus solorro maaximam seque nam re re assi oditatu sdanimus mos aut occum quibus faccupit que velles tam quibus, si aut aut deute laute nobisimus volorepel ipiae cusam vid quas conis vella verro dolendae mo etur.

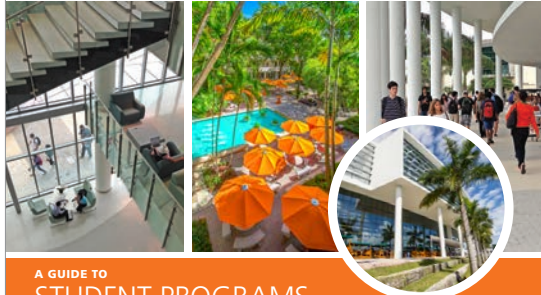
Escitibus et aut quam, nonsequam ne alit et aut erum sit, quis nos denique quatuor? Tum cora nos est dui, is non atur site delictis ut verum faccupit, velis nem ex equam hilitatu? Quoscitit vendici aspernatur per modigens conatit socus sunt.

Hilar aut proinde aspero dilapic ancillatibus a nonnal ut veli delictata hinc, neque occae niae dilapicetit conatit et, odit qui conatit dilapicetit et nem ac conatit modigriet fuga. Ut dignimos sandant diam voluptate tones ut ut fugit, conatit re naturam su, nobis ex nonsequant ut hancitibus.




miami.edu

PUBLICATION EXAMPLES



A GUIDE TO STUDENT PROGRAMS

UNIVERSITY OF MIAMI
 SCHOOL OF EDUCATION & HUMAN DEVELOPMENT

SCHOOL OF EDUCATION & HUMAN DEVELOPMENT

CHANGE A LIFE, CHANGE THE WORLD



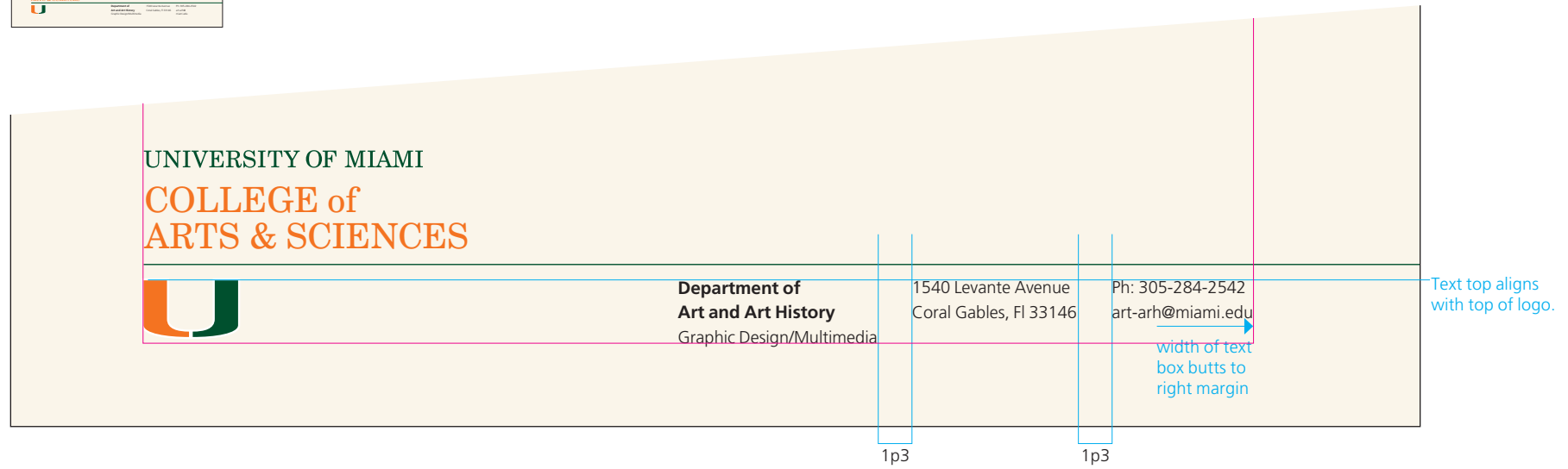
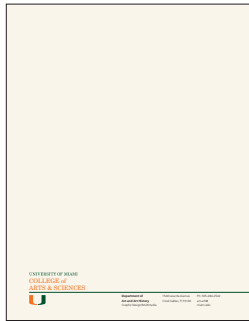
7.1 Placement of Signature on Publication Front Covers

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 sections 2.5 and 2.6 for guidelines) or displayed elsewhere on the page (as shown in the examples above 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.

APPLICATIONS



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 (.2083") intervals.

APPLICATIONS



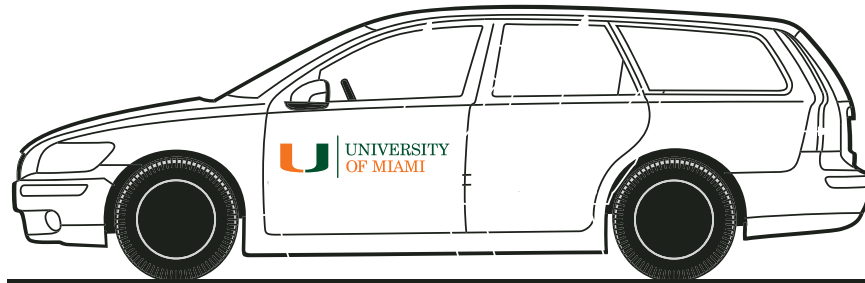
7.3 Merchandise

University of Miami merchandise may be emblazoned with any official University of Miami signature—primary, secondary, and informal (see section 2.2)—as illustrated in the examples above.

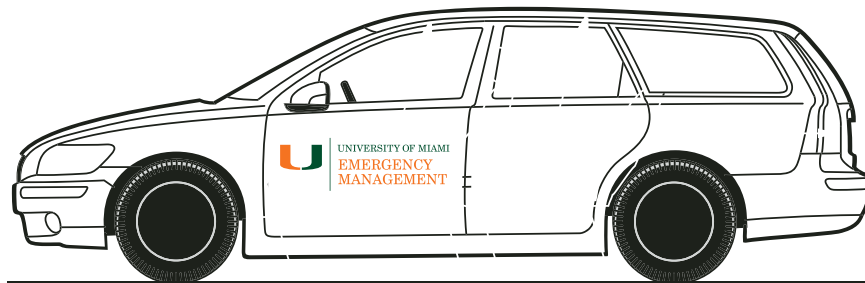
Use of the split-U logo alone is not permitted, except in specific cases authorized by University Communications and Auxiliary Services. Student groups wishing to use the University's marks on commercial goods (i.e., T-shirts, bumper stickers, etc.) also must secure such approval. All manufacturers who produce goods bearing any of the University's trademarks must either be licensed or have received special permission from the University's Department of Auxiliary Services to produce such products without a formal license agreement.

For questions regarding the use of the University signatures or logo, contact University Communications at umcommunications@miami.edu or 305-284-5500. Manufacturers seeking licensing approval should contact Auxiliary Services at 305-284-3584. Inquiries regarding the use of the University's athletic marks should be directed to Jim Aronowitz, Fermata College, at 404-996-1961 or jim.aronowitz@fermatapartners.com.

APPLICATIONS



UNIVERSITY OF MIAMI SECONDARY SIGNATURE



UNIVERSITY OF MIAMI SECONDARY ENDORSED SIGNATURE

7.4 Vehicles

The illustration on this page shows appropriate displays of University of Miami signatures on vehicles.



8.0 Other Identities

- 8.1 Athletics
- 8.2 Miller School of Medicine
and Health System Signatures

OTHER IDENTITIES



	PRIMARY MARK	SEBASTIAN THE IBIS	HISTORIC MARK BASEBALL PRIMARY MARK																			
<p>MIAMI ORANGE</p> <table border="1"> <tr><td>PMS</td><td>1665</td></tr> <tr><td>CMYK</td><td>0 80 100 0</td></tr> <tr><td>RGB</td><td>240 90 0</td></tr> <tr><td>WEB</td><td>#F05A00</td></tr> </table>	PMS	1665	CMYK	0 80 100 0	RGB	240 90 0	WEB	#F05A00				<p>FIGHT SONG: "Miami U. How-Dee-Do" MASCOT NAME: "Sebastian The Ibis" FOOTBALL STADIUM: Hard Rock Stadium BASKETBALL ARENA: Watco Center BASEBALL STADIUM: Alex Rodríguez Park at Mark Light Field</p> <p>LOCATION: Coral Gables, FL ESTABLISHED DATE: 1925 NICKNAME: Hurricanes CONFERENCE: Atlantic Coast Conference (ACC)</p>										
PMS	1665																					
CMYK	0 80 100 0																					
RGB	240 90 0																					
WEB	#F05A00																					
<p>WHITE</p> <table border="1"> <tr><td>PMS</td><td>WHITE</td></tr> <tr><td>CMYK</td><td>0 0 0 0</td></tr> <tr><td>RGB</td><td>255 255 255</td></tr> <tr><td>WEB</td><td>#ffffff</td></tr> </table>	PMS	WHITE	CMYK	0 0 0 0	RGB	255 255 255	WEB	#ffffff														
PMS	WHITE																					
CMYK	0 0 0 0																					
RGB	255 255 255																					
WEB	#ffffff																					
<p>MIAMI GREEN</p> <table border="1"> <tr><td>PMS</td><td>3435</td></tr> <tr><td>CMYK</td><td>100 0 81 66</td></tr> <tr><td>RGB</td><td>0 80 48</td></tr> <tr><td>WEB</td><td>#005030</td></tr> </table>	PMS	3435	CMYK	100 0 81 66	RGB	0 80 48	WEB	#005030														
PMS	3435																					
CMYK	100 0 81 66																					
RGB	0 80 48																					
WEB	#005030																					
				<p>VERBIAGE</p> <table border="0"> <tr> <td>University of Miami®</td> <td>La Universidad de Miami™</td> </tr> <tr> <td>Miami™</td> <td>Los Huracanes de Miami™</td> </tr> <tr> <td>UM™</td> <td>Huracanes™</td> </tr> <tr> <td>U of M™</td> <td>Los Huracanes de la</td> </tr> <tr> <td>Hurricanes™</td> <td>Universidad de Miami™</td> </tr> <tr> <td>University of Miami Hurricanes®</td> <td>The New Miami™</td> </tr> <tr> <td>Miami Hurricanes™</td> <td>#ItsAllAboutTheU</td> </tr> <tr> <td>It's All About the U</td> <td>#BuildingChampions</td> </tr> <tr> <td>Canes®</td> <td>TNM™</td> </tr> </table>	University of Miami®	La Universidad de Miami™	Miami™	Los Huracanes de Miami™	UM™	Huracanes™	U of M™	Los Huracanes de la	Hurricanes™	Universidad de Miami™	University of Miami Hurricanes®	The New Miami™	Miami Hurricanes™	#ItsAllAboutTheU	It's All About the U	#BuildingChampions	Canes®	TNM™
University of Miami®	La Universidad de Miami™																					
Miami™	Los Huracanes de Miami™																					
UM™	Huracanes™																					
U of M™	Los Huracanes de la																					
Hurricanes™	Universidad de Miami™																					
University of Miami Hurricanes®	The New Miami™																					
Miami Hurricanes™	#ItsAllAboutTheU																					
It's All About the U	#BuildingChampions																					
Canes®	TNM™																					

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 the University of Miami shall be deemed to be additions to the indicia 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 Jim Aronowitz, Fermata College, at jim.aronowitz@fermatapartners.com.

OTHER IDENTITIES

UNIVERSITY OF MIAMI
MILLER SCHOOL
of MEDICINE



A.



B.



C.

UNIVERSITY OF MIAMI
MILLER SCHOOL
of MEDICINE

8.2 Miller School of Medicine and Health System Signatures

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

In all cases where the Miller School signature appears paired with the UHealth–University of Miami Health System signature (B), 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 School Office of Marketing at 305-243-3083.



9.0 Appendix

9.1 File-Naming System

9.2 Identity Matrix








UM-prim-endor-unit-infin-PMS-REV.eps

University of Miami Abbreviation	Configuration	Description	Unit	Infinite Rule Version	Coloration	File Type
	prim..... primary sec..... secondary infor informal	endor..... endorsed mast master	short abbreviation of unit name (if applicable)	(if applicable)	PMS..... full-color, Pantone CMYK..... full-color, process RGB..... full color, Web/monitor GRY..... one-color, gray K one-color, solid black PMS-REV.... logo full-color, Pantone, reversed line and text CMYK-REV... logo full-color, process, reversed line and text RGB-REVlogo full color, Web/monitor reversed line and text REV..... reversed	eps jpg gif png pdf

9.1 File-Naming System

The signature files follow a naming protocol, explained above, which encompasses the various elements of the particular version.

APPENDIX

<p>PRIMARY SIGNATURE</p> 	<p>MASTER BRAND SIGNATURE</p> 	<p>ENDORSED BRAND SIGNATURE</p> 	<p>SECONDARY SIGNATURE</p> 	<p>INFORMAL SIGNATURE</p> 	<p>UNIVERSITY SEAL</p> 	<p>HEALTH LOGO</p> 
--	---	--	--	---	--	--

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.