

UNIVERSITY  
OF MIAMI

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## Visual Identity Manual

Updated September 2014

[miami.edu](http://miami.edu)

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## 1.0 Introduction

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

## 1.1 Using This Manual

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This manual contains approved standard graphic elements of the University of Miami visual identity system. It has been prepared and distributed to ensure the success of this identity. Please use and adhere to these guidelines, which are fundamental yet flexible enough to allow for individual expression. This manual takes the form of an Adobe Acrobat PDF file for viewing on Windows PC or Macintosh platforms. The file can be printed on 8.5" x 11" paper, preferably with a color printer.

Supplemental art and support graphic files provided include:

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

No specific fonts are required for use of EPS, JPEG, or GIF files of signature art. A specific font *is* required to create versions of the signature for specific units (see pages 2.5 and 2.6.) All other components of the graphic identity system require fonts specified in the typography section of this manual for display and printing (see pages 4.1 and 4.2.)

Any questions regarding stationery should be directed to the Office of Communications and Marketing at 305-284-5600 or [umidentity@miami.edu](mailto:umidentity@miami.edu).

### 1.2 Our New Visual Identity System

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Top universities employ strategic, well-executed communications to help build their excellence—and graphic identity is a prime element of effective marketing and communications. To that end, the University of Miami is introducing a new visual identity system.

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

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

By its very nature, a university is a consolidated assembly; the strength and quality of each part reflects upon the whole as well as other individual units. The power of a cohesive and consistently applied graphic identity is an important tool that helps reinforce our message and presence and thereby serves to advance the University.

## 1.3 Identity Policy

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### **Visual Identity Policy**

This manual provides specific guidelines and standards for the new visual identity system in all forms of university communication. Adherence to these guidelines is vital to ensure that the University is represented in a uniform and consistent fashion.

To maximize the benefits of the new visual identity, it must be used in a consistent fashion over time. It is the University's policy that the signatures, type fonts, and marks described in this manual are the only authorized marks to be used in all University communications. Within the framework of the new system there is flexibility to accommodate the needs of units throughout the University.

The University's Office of Communications and Marketing, a unit in University Communications, is responsible for the new system and for ensuring that

the visual identity of the University is preserved and enhanced through effective, well-designed communications. It manages and monitors the use of the system and makes system graphics available to the University community and other authorized parties.

If you have questions concerning the system or need to obtain graphic signatures, send your e-mail query to [umidentity@miami.edu](mailto:umidentity@miami.edu).

### **Use of University Marks on Commercial Goods**

The University of Miami name, seal, and logo are registered marks owned by the University. These marks may not be used in any medium, other than approved University programs, without the approval of the assistant vice president for auxiliary services, or his or her designees. The use of our marks in conjunction with that of an outside vendor or firm must be reviewed by the assistant vice president of auxiliary services. Student groups wishing to use the University's marks on commercial goods (i.e., T-shirts, bumper stickers, etc.) also must secure such approval.

All requests for use of these marks must be submitted to the appropriate party listed above. All manufacturers who produce goods bearing any of the University's trademarks must either be licensed or have received special permission to produce such products without a formal license agreement.

Any questions regarding the use of the University name, seal, or logo should be referred to the assistant vice president of auxiliary services at 305-284-3584.

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



## 2.0 Basic Standards

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



## 2.1 Logo

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

The logo is rarely used alone and is the essential feature of the University of Miami signature, described on the following pages. It may not be used to create any signature mark or logo other than in the manner described in this manual.

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

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



## BASIC STANDARDS

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### PRIMARY SIGNATURE

UNIVERSITY  
OF MIAMI

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### INFORMAL SIGNATURE



---

MIAMI

## 2.2 Signatures—Primary and Informal

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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 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 signature using specific unit templates. Departments are not permitted to have customized signatures. (See pages 2.4–2.6.)

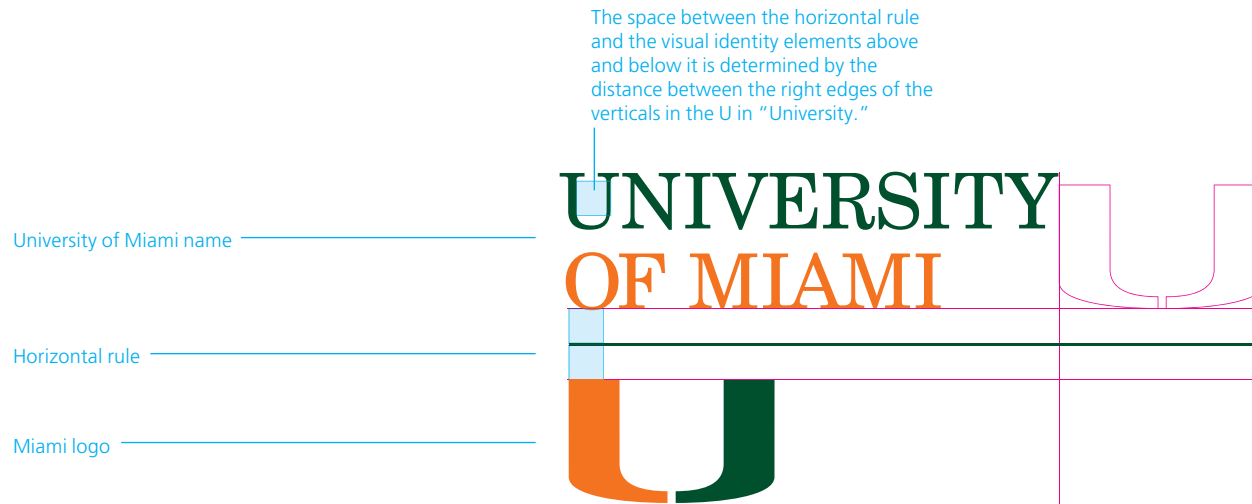
The informal signature is for use on the Web and on casual internal University applications, such as merchandise. It is made up of three components:

- 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 page 7.6.)

## BASIC STANDARDS

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### 2.3 Primary Signature—Structure

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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

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### 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

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

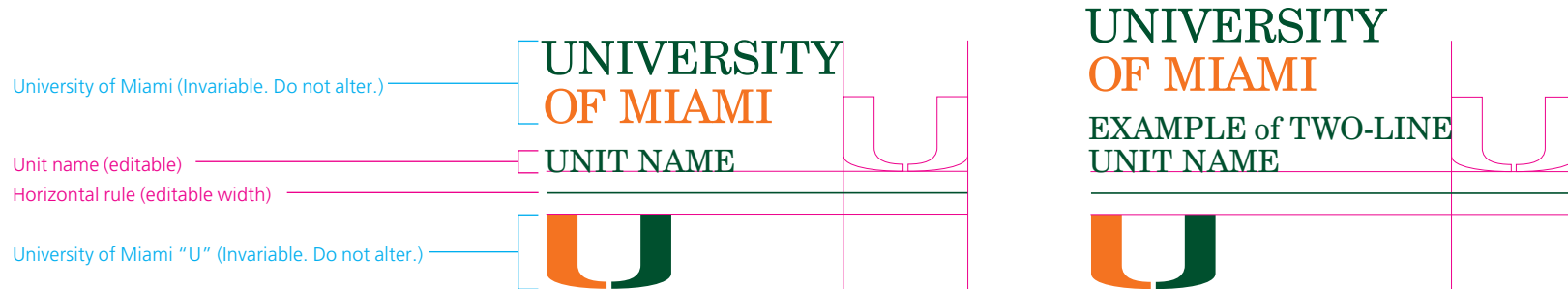
Two types of unit templates are available. In the “master brand” configuration, “University of Miami” is larger than the unit name. In the “endorsed brand” configuration, the unit name is larger; use of this configuration is reserved for schools, colleges, and special university-wide initiatives. Departments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

Specifications for creating unit signatures are on the following pages.

Signature files and guidance on their use may be obtained from the Office of Communications and Marketing at 305-284-5600 or [umidentity@miami.edu](mailto:umidentity@miami.edu).

## 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 only applies 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”)

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

Templates provide editable text for inputting the unit name. Names are set in all caps. Articles—such as “for” and “of”—should be set all lower case. The symbol “&” should be used in place of the word “and.” Spaces between individual letters may be kerned to create a legible, evenly spaced appearance. Type and font sizes are not to be adjusted.

The width of the rule is established by extending it to the right beyond the width of the text by a space equivalent to the width of the logo “U.”

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

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

## 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 only applies to unit names. The “of” in “UNIVERSITY OF MIAMI” remains all caps.)*

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

#### Adjusting horizontal rule

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

## 2.6 Unit Signature Specifications—Endorsed Brand

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

Unit signatures are made up of four components:

The University of Miami name

The unit name (*editable*)

A horizontal rule (*variable length*)

The University of University of Miami logo (“U”)

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

Templates provide editable text for inputting the unit name. Names are set in all caps. Articles such as “for” and “of” should be set all lower case. The symbol “&” should be used in the place of the word “and.” Spaces

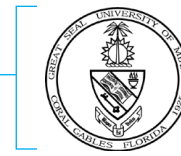
between individual letters may be kerned to create a legible, evenly spaced appearance. Type and font sizes are not to be adjusted.

The width of the rule is established by extending it to the right beyond the width of the text by a space equivalent to the width of the logo “U.”

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



Seal should be at least .75" high.



Minimum size

## 2.7 Official University Seal

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The official University of Miami seal has very limited use, primarily on official university documents, such as contracts, deeds, and academic diplomas. It may be used—with authorization—as a design element on certain ceremonial communications, such as formal invitations.

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

## BASIC STANDARDS

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### MINIMUM SIZE—PRIMARY SIGNATURE

Miami “U” should be at least 11.5 pts. high. 

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

### MINIMUM SIZE—INFORMAL SIGNATURE

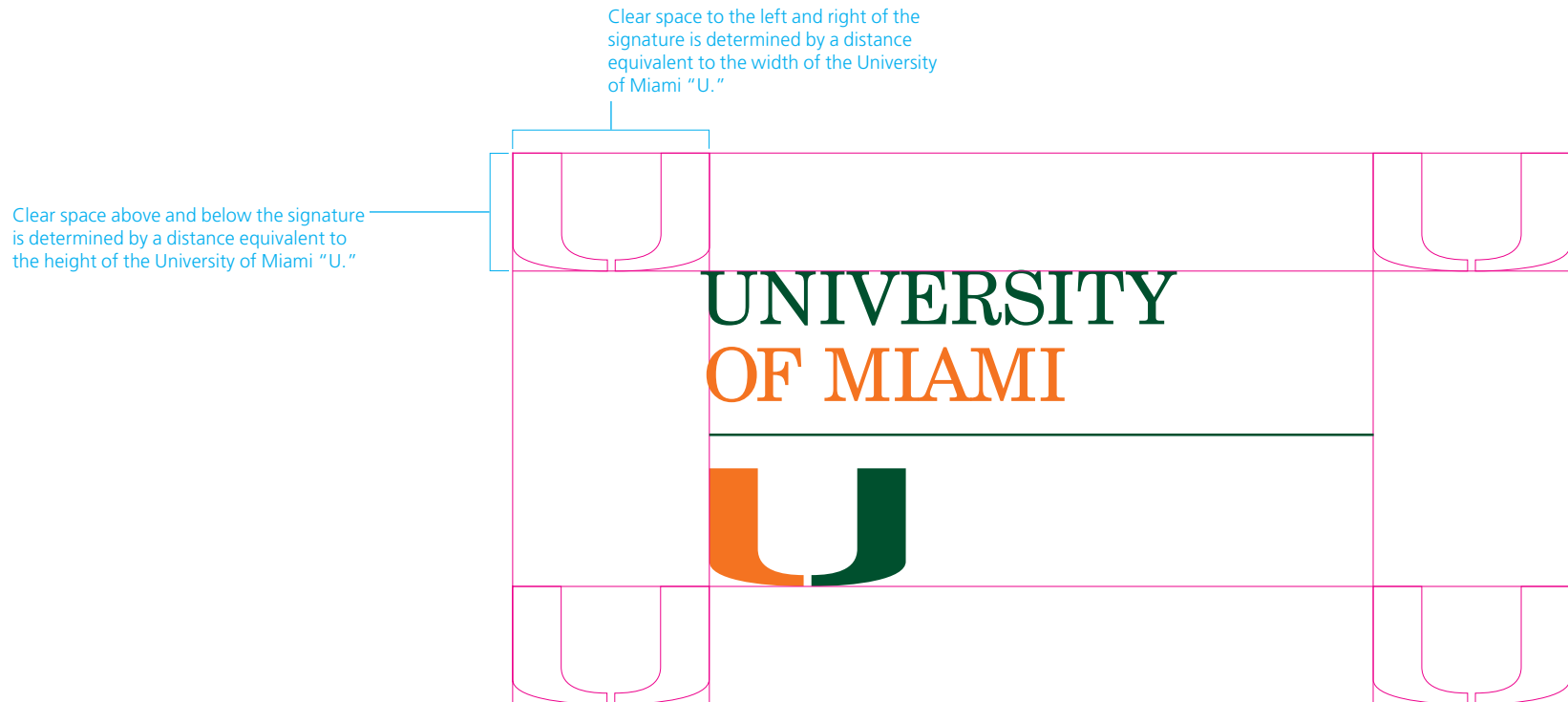
Miami “U” should be at least 11.5 pts. high. 

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

## 2.8 Size Restrictions

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



## 2.9 Surrounding Space Restrictions

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When using the signature in layout, placement of surrounding elements (text, photos, and other graphic elements) should respect the clear space guideline shown above. This includes placement in e-mail and Web applications.

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



## 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 Communications and Marketing.

UNIVERSITY  
OF MIAMI



#### Do not distort.

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

UNIVERSITY  
OF MIAMI

UNIVERSITY  
OF MIAMI  
LIBRARY

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

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

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



## 3.0 Color

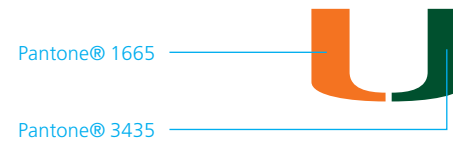
- 3.1 Primary Color Palette
- 3.2 Supplementary Color Palette
- 3.3 Full-color Reproduction—  
Primary Signature
- 3.4 Full-color Reproduction—  
Unit Signatures
- 3.5 One-color Reproduction—Gray
- 3.6 One-color Reproduction—Solid
- 3.7 Unacceptable Color Treatments

## COLOR

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

Pantone® 3435 — UNIVERSITY  
 Pantone® 1665 — OF MIAMI



### 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 signature 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.

<b>Pantone® 1665 C</b> C 0 M 68 Y 100 K 0	<b>Pantone® 1665 U</b> R 244 G 115 B 33 #f47321	
<b>Pantone® 131 C</b> C 0 M 32 Y 100 K 9	<b>Pantone® 124 U</b> R 210 G 142 B 0 #d28e00	
<b>Pantone® 7502 C</b> C 0 M 8 Y 35 K 10	<b>Pantone® 7501U</b> R 212 G 191 B 149 #d4bf95	
<b>Pantone® 383 C</b> C 20 M 0 Y 100 K 9	<b>Pantone® 397 U</b> R 162 G 173 B 0 #a2ad00	
<b>Pantone® 180 C</b> C 0 M 79 Y 100 K 11	<b>Pantone® 1797 U</b> R 193 G 56 B 50 #c13832	
<b>Pantone® 7544 C</b> C 10 M 1 Y 0 K 40	<b>Pantone® 7544 U</b> R 137 G 150 B 160 #899620	
<b>Pantone® 1215 C</b> C 0 M 9 Y 45 K 0	<b>Pantone® 1205 U</b> R 251 G 222 B 129 #fbde81	
<b>Pantone® 291 C</b> C 33 M 3 Y 0 K 0	<b>Pantone® 291 U</b> R 158 G 206 B 235 #9eceed	
<b>Pantone® 557 C</b> C 30 M 0 Y 20 K 15	<b>Pantone® 557 U</b> R 145 G 185 B 164 #91b9a4	
<b>Pantone® 3435</b> C 100 M 0 Y 81 K 66	<b>Pantone® 3435 U</b> R 0 G 80 B 48 Hex 005030	

## COLOR

### FULL-COLOR SIGNATURE

UNIVERSITY  
OF MIAMI



UNIVERSITY  
OF MIAMI



File name: UM\_prim\_pms.eps

### REVERSED FULL-COLOR SIGNATURE

All white type

UNIVERSITY  
OF MIAMI



### REVERSED FULL-COLOR SIGNATURE

White and orange type

UNIVERSITY  
OF MIAMI



File name: UM\_prim\_pms-rev.eps

UNIVERSITY  
OF MIAMI



UNIVERSITY  
OF MIAMI



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 Signature

The University of Miami signature is available in various combinations of the primary color palette for a variety of applications. For the primary color palette, see page 3.1.

### Full-color signature on white

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

### Full-color signatures reversed out of dark background

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

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

## COLOR

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### FULL-COLOR

Master Brand Unit Signature

UNIVERSITY  
OF MIAMI  
UNIT NAME

---



File name: UM\_mast\_[Unit].pms.eps

### FULL-COLOR

Endorsed Brand Unit Signature

UNIVERSITY OF MIAMI  
UNIT NAME

---



File name: UM\_endors\_[Unit].pms.eps

### REVERSED FULL-COLOR

Master Brand Unit Signature

UNIVERSITY  
OF MIAMI  
UNIT NAME

---



File name: UM\_mast\_[Unit].pms-rev.eps

### REVERSED FULL-COLOR

Endorsed Brand Unit Signature

UNIVERSITY OF MIAMI  
UNIT NAME

---



File name: UM\_endor\_[Unit].pms-rev.eps

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

## 3.4 Full-color Reproduction—Unit Signatures

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The University of Miami unit signatures are available in several combinations of the primary color palette for a variety of applications. For the primary color palette, see page 3.1.

### Full-color signature on white

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

### Full-color signature reversed out of dark background

Reversed master brand and endorsed brand signatures may be placed only on a black background.

## COLOR

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**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\_mast\_[Unit]\_gry.eps

**ONE-COLOR, GRAY**  
Endorsed Brand Unit Signature

UNIVERSITY OF MIAMI  
UNIT NAME

---



File name: UM\_endor\_[Unit]\_gry.eps

**REVERSED ONE-COLOR, GRAY**  
Primary Signature

UNIVERSITY  
OF MIAMI

---



File name: UM\_prim\_gry-rev.eps

**REVERSED ONE-COLOR, GRAY**  
Master Brand Unit Signature

UNIVERSITY  
OF MIAMI  
UNIT NAME

---



File name: UM\_mast\_[Unit]\_gry-rev.eps

**REVERSED ONE-COLOR, GRAY**  
Endorsed Brand Unit Signature

UNIVERSITY OF MIAMI  
UNIT NAME

---



File name: UM\_endor\_[Unit]\_gry-rev.eps

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

### 3.5 One-color Reproduction–Gray

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When neither Miami orange (Pantone® 1665 or its equivalent) nor Miami green (Pantone® 3435 or its equivalent) are available for reproduction of a signature, a one-color (all black) version may be substituted. One-color versions are available in a standard and a reversed version.

In the one-color version with gray tints, components that were Miami orange become 65 percent black. Components that were Miami green become solid black.

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

## COLOR

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**ONE-COLOR, SOLID**  
Primary Signature

UNIVERSITY  
OF MIAMI

---



File name: UM\_prim\_K

**ONE-COLOR, SOLID**  
Master Brand Unit Signature

UNIVERSITY  
OF MIAMI  
UNIT NAME

---



File name: UM\_mast\_[Unit]\_K.eps

**ONE-COLOR, SOLID**  
Endorsed Brand Unit Signature

UNIVERSITY OF MIAMI  
UNIT NAME

---



File name: UM\_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\_mast\_[Unit]\_K-rev.eps

**REVERSED ONE-COLOR, SOLID**  
Endorsed Brand Unit Signature

UNIVERSITY OF MIAMI  
UNIT NAME

---



File name: UM\_endor\_[Unit]\_K-rev.eps

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

### 3.6 One-color Reproduction—Solid

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

See page 3.5 for one-color gray versions



## 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

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

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

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

Any questions regarding stationery should be directed to the Office of Communications and Marketing at 305-284-5600 or [umidentity@miami.edu](mailto:umidentity@miami.edu).



## 4.0 Typography

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

---

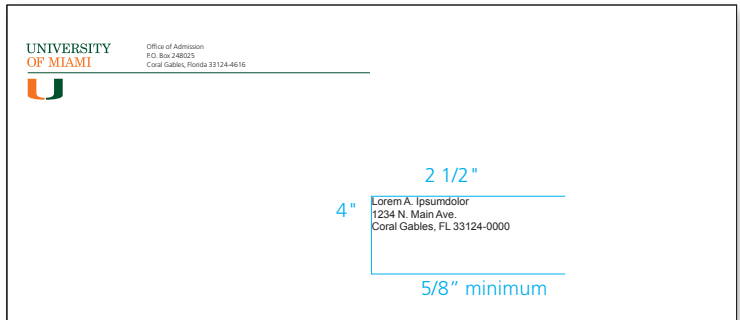
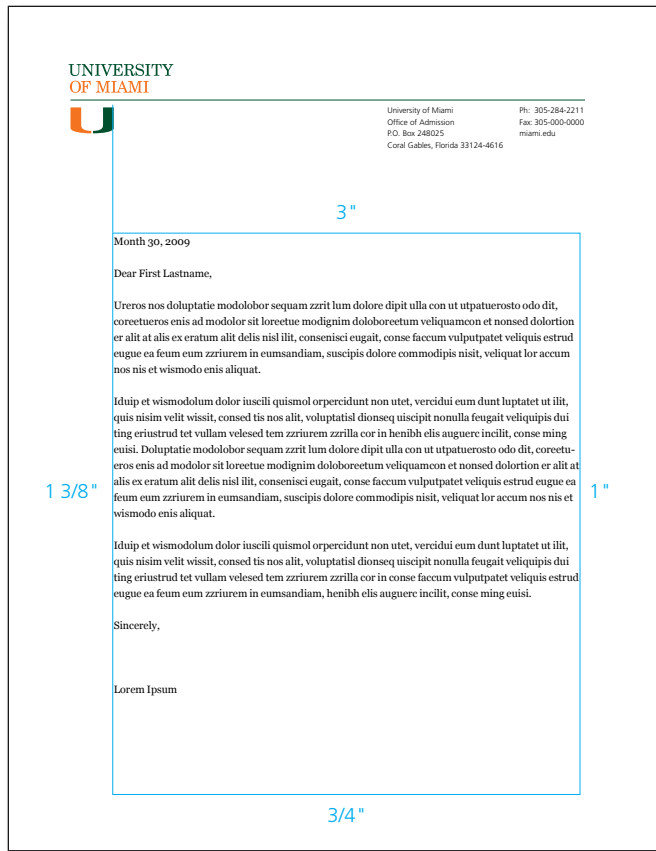
Georgia and Helvetica are the alternate typefaces for University of Miami communications. They should be used for word processing, internal communications, and Web applications when the primary typefaces (Century Schoolbook BT and Frutiger) are not available. Georgia is the serif face and Helvetica is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



## 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.

Any questions regarding stationery should be directed to the Office of Communications and Marketing at 305-284-5600 or [umidentity@miami.edu](mailto:umidentity@miami.edu).

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

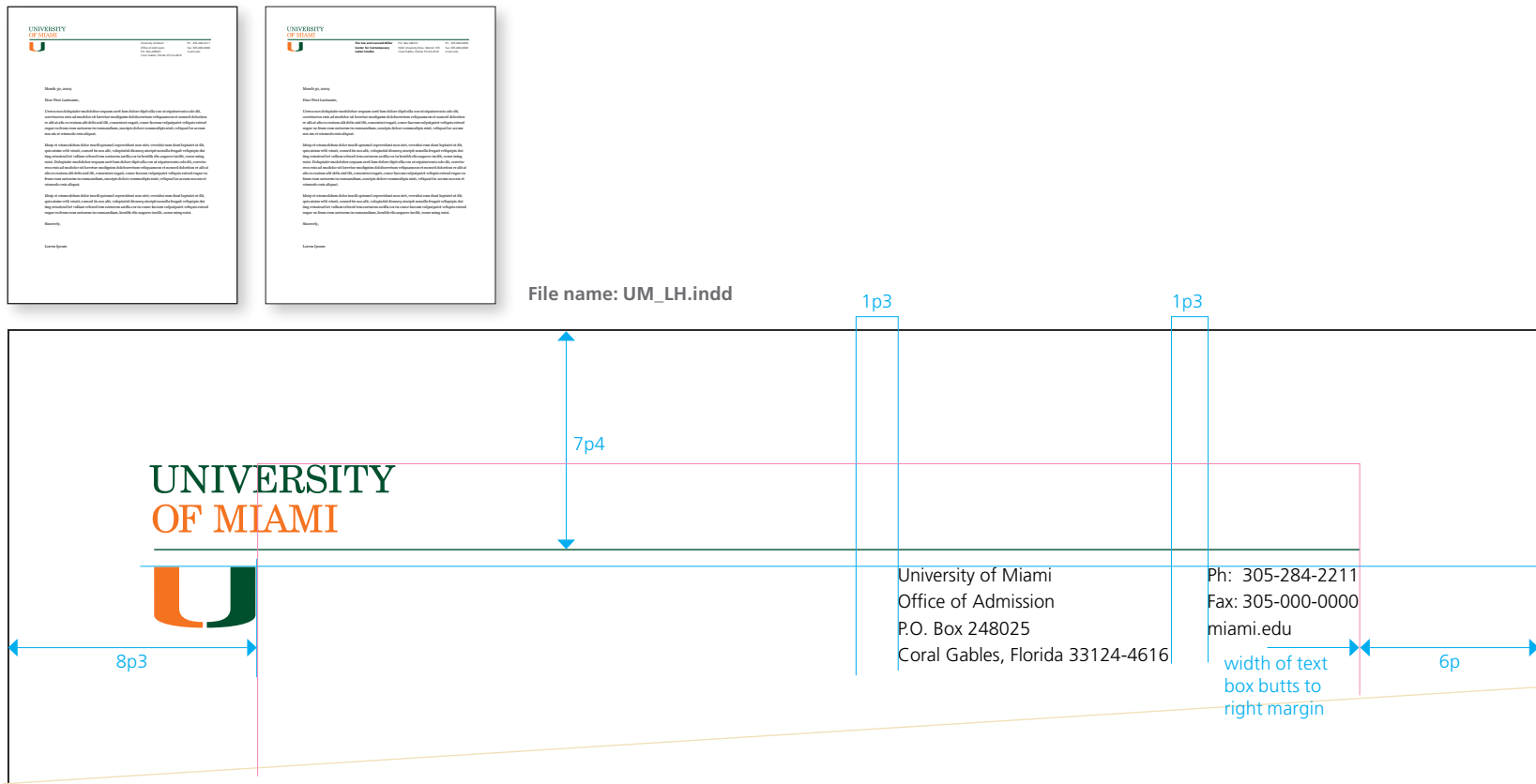
Standard business card:  
 Cougar opaque white, 80 lb. cover stock

**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

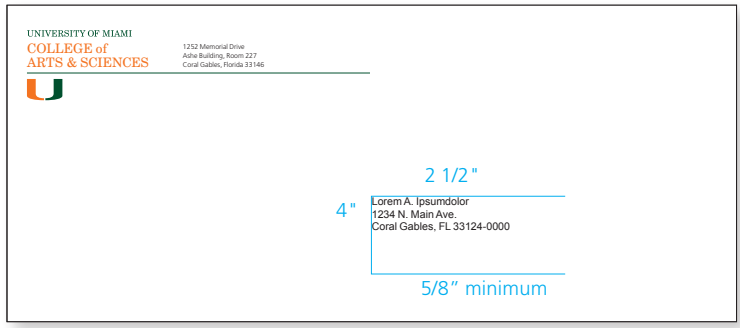
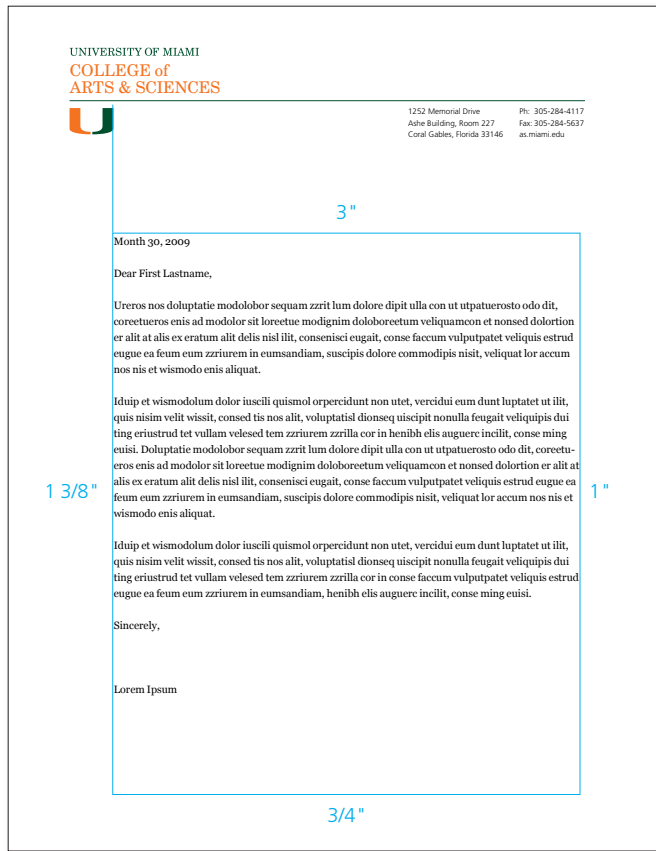
The master brand University of Miami letterhead is pre-printed with the signature. Margins are shown above.

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

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

The width of each text block is determined by the width of the widest line. The farthest right text block positions with its longest line against the right margin. Subsequent text blocks position at 1p3 intervals.

# 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 Communications and Marketing at 305-284-5600 or [umidentity@miami.edu](mailto:umidentity@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.

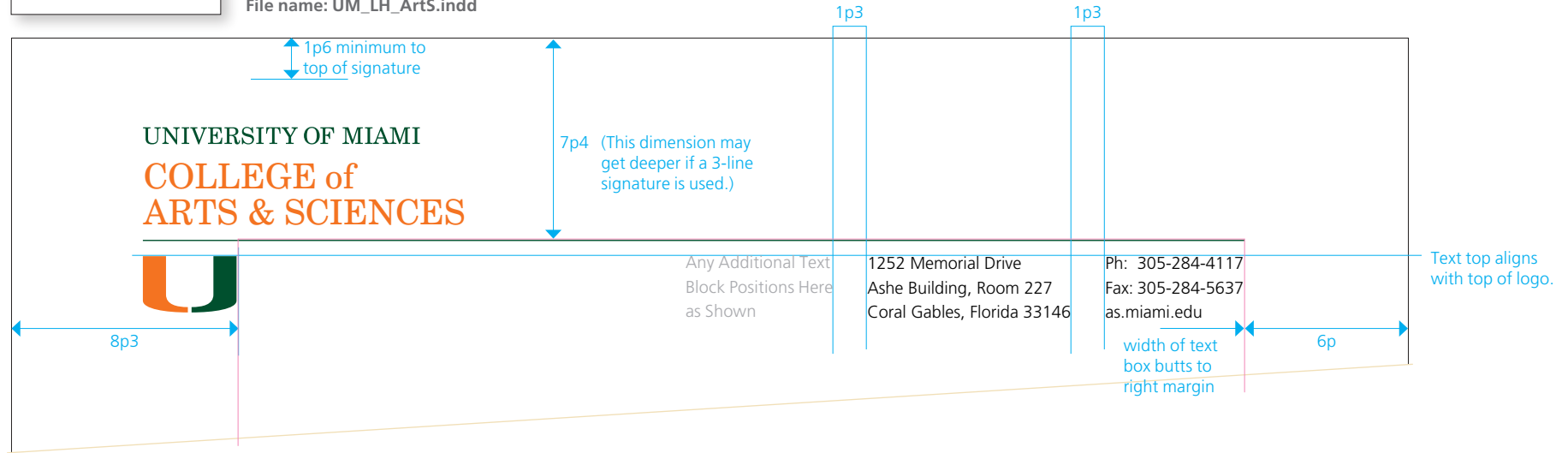
See following pages for actual size and structure.



# 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 layed out as shown above.

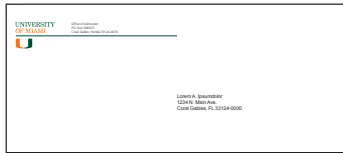
Customized contact info address text blocks top align with the top of the logo ("U"). The address appears in the first block. If it is particularly long, it may be divided across two text blocks, with the long unit (center or institute) name in the first block, and the address in the

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

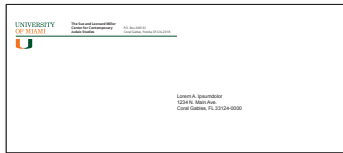
The width of each text block is determined by the width of the widest line. The farthest-right text block positions with its longest line against the right margin. Subsequent text blocks position at 1p3 intervals.

Any questions regarding stationery should be directed to the Office of Communications and Marketing at 305-284-5600 or [umidentity@miami.edu](mailto:umidentity@miami.edu).

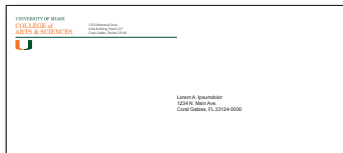
## STATIONERY SYSTEM



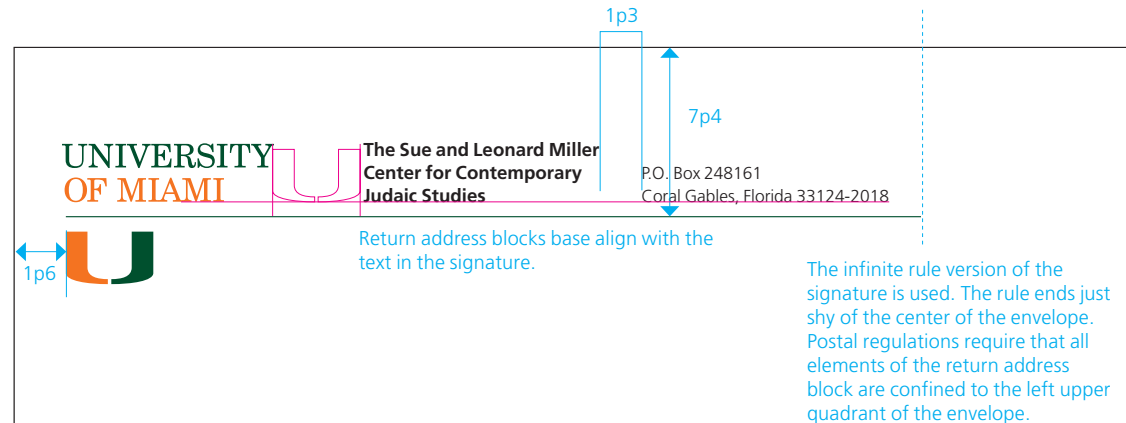
**File name: UM\_env-10.indd**  
Example of envelope with primary signature and short address text



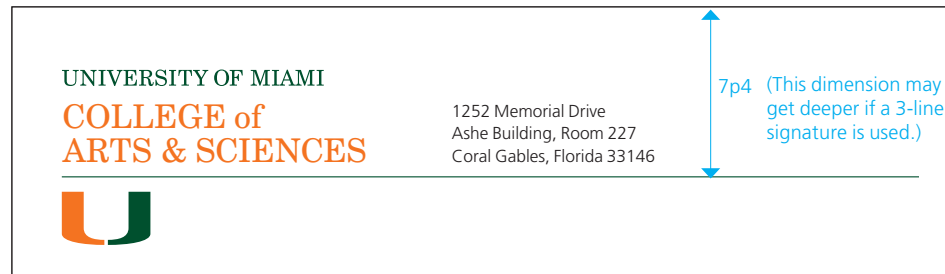
**File name: UM\_env-10\_Miller.indd**  
Example of envelope with primary signature and long address text



**File name: UM\_env-10\_ArtS.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

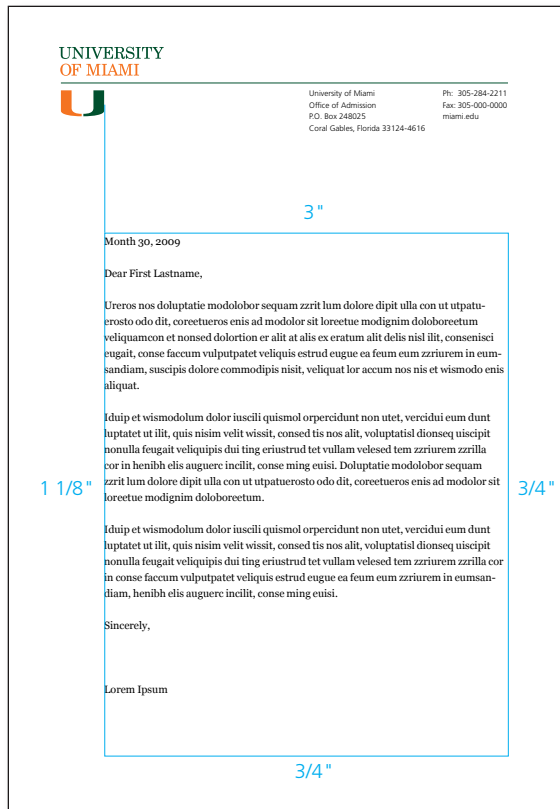
### Paper specifications

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

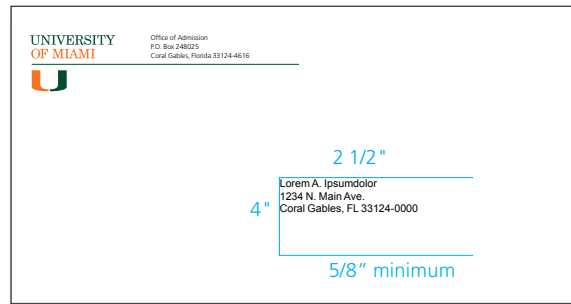
Return address blocks position as shown above. The width of each text block is determined by the width of the widest line. The first text block positions one "U" width to the right of the signature. If there's a subsequent text block, it positions 1p3 to the right.

Any questions regarding stationery should be directed to the Office of Communications and Marketing at 305-284-5600 or [umidentity@miami.edu](mailto:umidentity@miami.edu).

# STATIONERY SYSTEM



Not actual size.



## 5.6 Monarch Letterhead

Any questions regarding stationery should be directed to the Office of Communications and Marketing at 305-284-5600 or [umidentity@miami.edu](mailto:umidentity@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

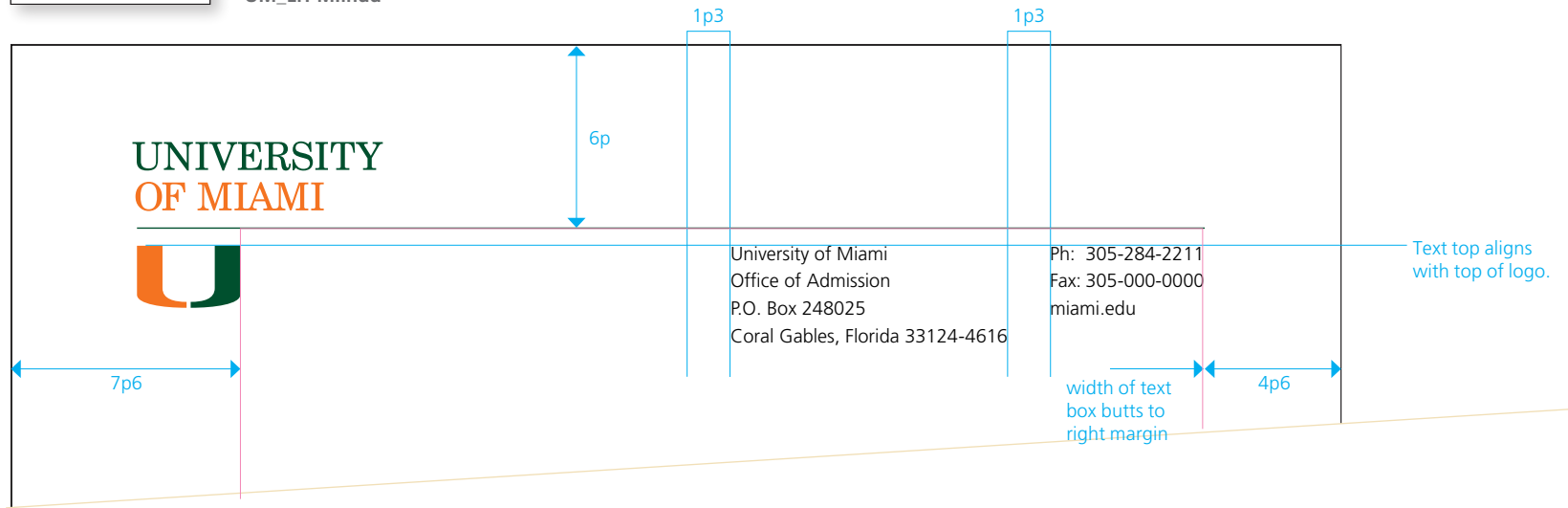
Recommended margins are shown above.  
10/12 pt. Helvetica, or similar font.

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 pre-printed with the signature. Margins are shown above.

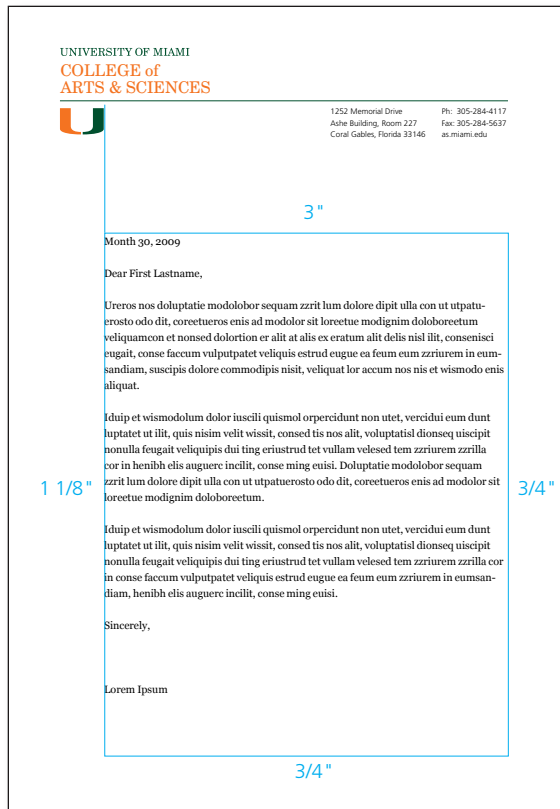
Customized address blocks position as shown above.

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

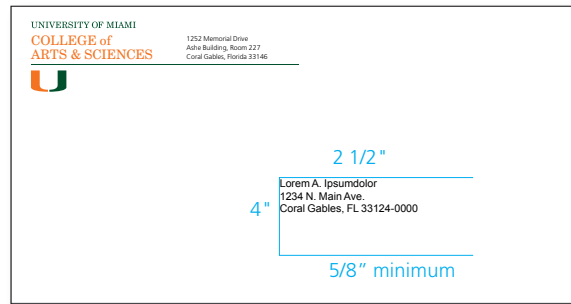
the first block, and the address in the second. The last text block (farthest to the right) contains phone number, e-mail, and url information.

The width of each text block is determined by the width of the widest line. The farthest-right text block positions with its longest line against the right margin. Subsequent text blocks position at  $1p3$  intervals.

# 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 Communications and Marketing at 305-284-5600 or [umidentity@miami.edu](mailto:umidentity@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

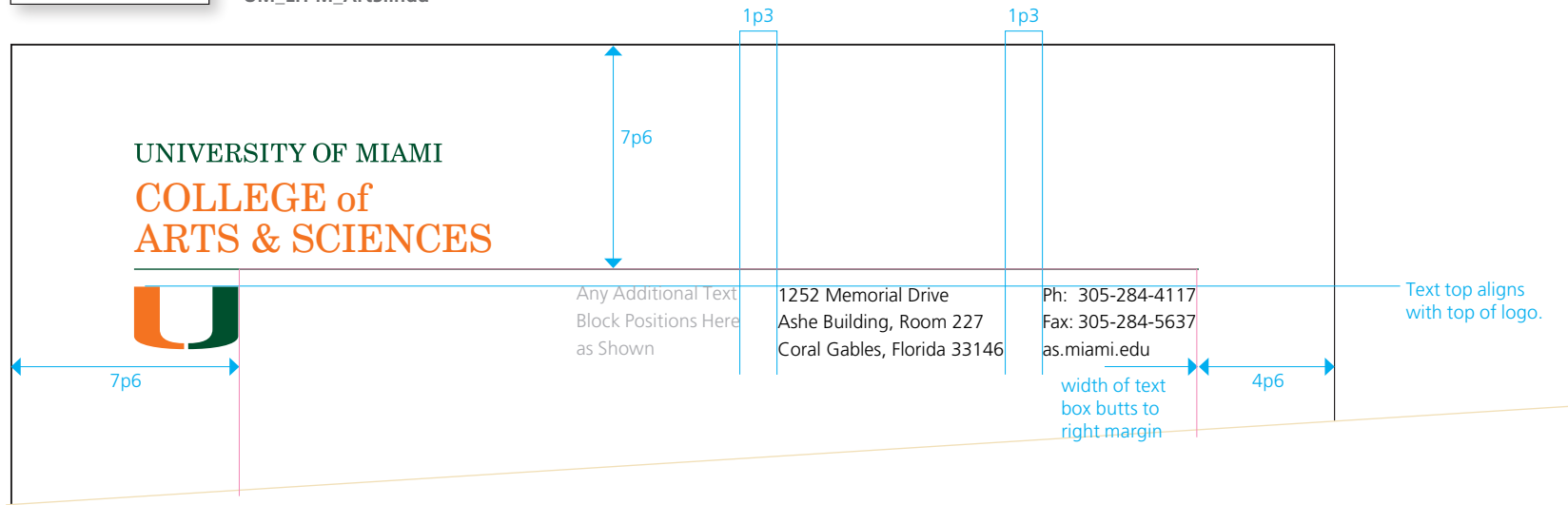
Recommended margins are shown above.  
10/12 pt. Helvetica, or similar font.

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

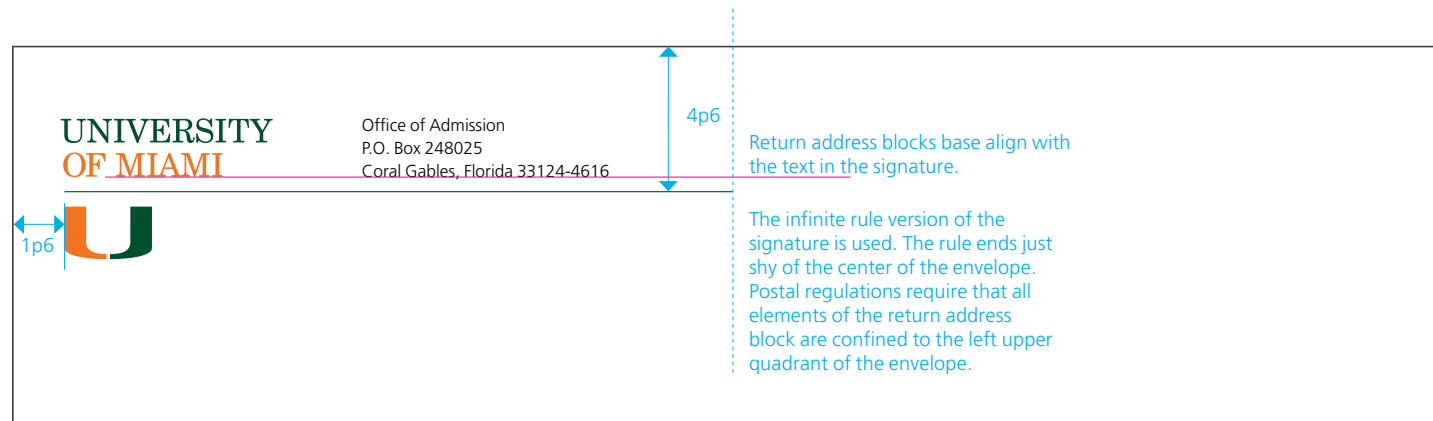
The master brand and endorsed brand University of Miami letterheads are laid out as shown above.

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

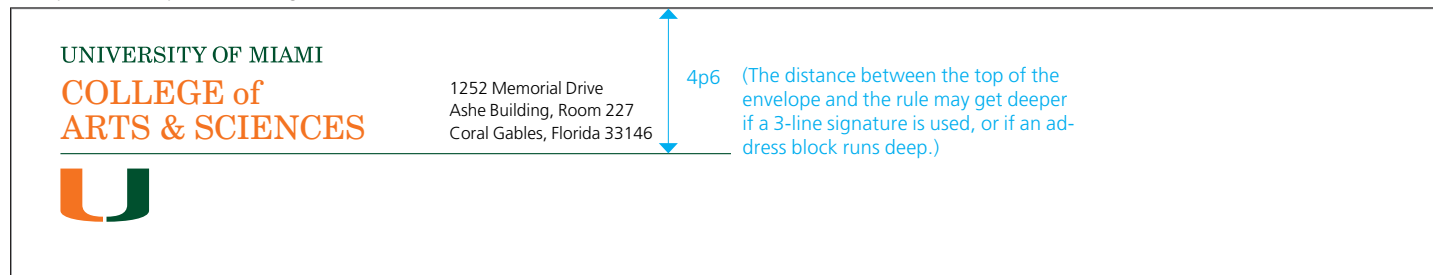
the first block, and the address in the second. The last text block (farthest to the right) contains phone number, e-mail, and url information.

The width of each text block is determined by the width of the widest line. The farthest-right text block positions with its longest line against the right margin. Subsequent text blocks position at 1p3 intervals.

## 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

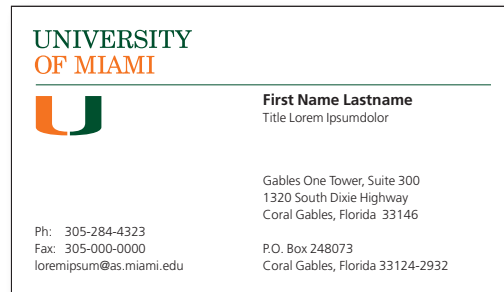
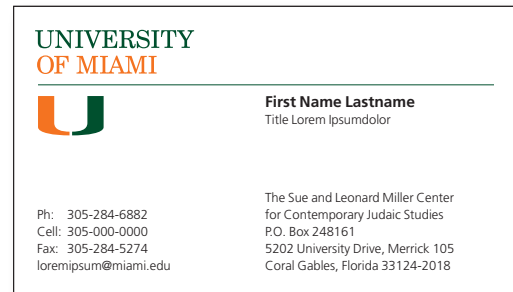
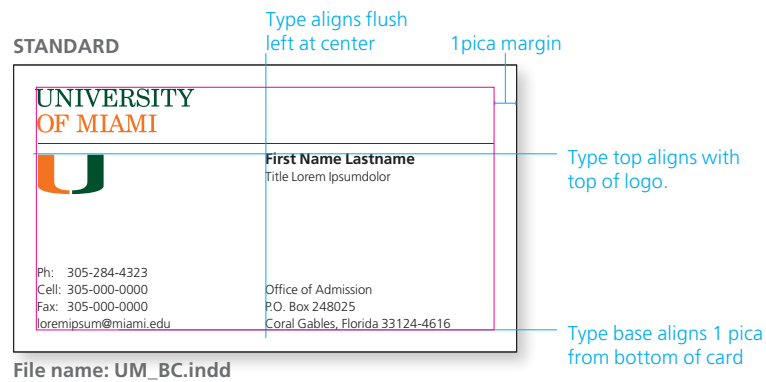
### Paper specifications

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 Communications and Marketing at 305-284-5600 or [umidentity@miami.edu](mailto:umidentity@miami.edu).

# STATIONERY SYSTEM



BACK (optional)



Pantone® 1665

Not actual size.

## 5.11 Standard Business Cards

Size: 3.5" x 2"

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

**Address block text:**

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

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

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

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

Any questions regarding stationery should be directed to the Office of Communications and Marketing at 305-284-5600 or [umidentity@miami.edu](mailto:umidentity@miami.edu).

**Paper specifications**

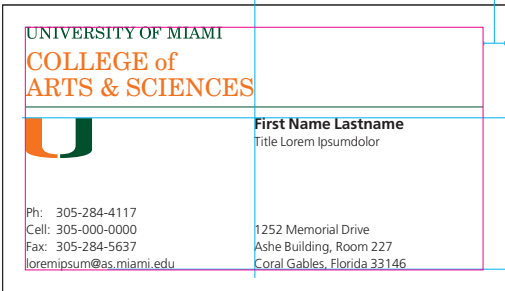
Standard business card:  
 Cougar opaque white, 80 lb. cover stock



# STATIONERY SYSTEM

**2-LINE ENDORSED**

Type aligns flush left at center  
1 pica margin



UNIVERSITY OF MIAMI  
COLLEGE of  
ARTS & SCIENCES

U

First Name Lastname  
Title Lorem Ipsumdolor

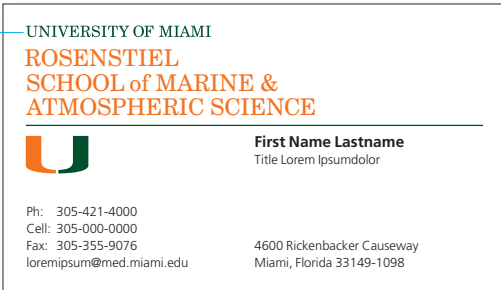
Ph: 305-284-4117  
Cell: 305-000-0000  
Fax: 305-284-5637  
loremipsum@as.miami.edu

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

Type top aligns with top of logo.  
Type base aligns 1 pica from bottom of card

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

**3-LINE ENDORSED**



UNIVERSITY OF MIAMI  
ROSENSTIEL  
SCHOOL of MARINE &  
ATMOSPHERIC SCIENCE

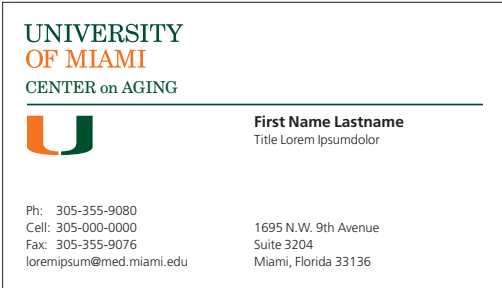
U

First Name Lastname  
Title Lorem Ipsumdolor

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

4600 Rickenbacker Causeway  
Miami, Florida 33149-1098

**1-LINE MASTER**



UNIVERSITY  
OF MIAMI  
CENTER on AGING

U

First Name Lastname  
Title Lorem Ipsumdolor

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

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

**BACK (optional)**



Pantone® 1665

Not actual size.

## 5.12 Business Cards, Unit Level

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

**Address block text:**

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

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

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

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

Any questions regarding stationery should be directed to the Office of Communications and Marketing at 305-284-5600 or [umidentity@miami.edu](mailto:umidentity@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 Communications and Marketing at 305-284-5600 or [umidentity@miami.edu](mailto:umidentity@miami.edu).

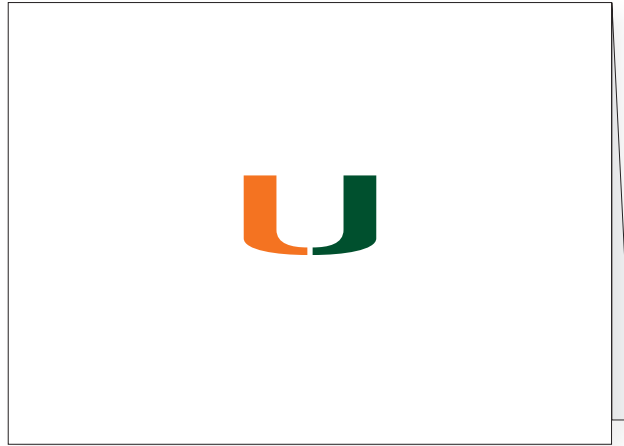
#### Paper specifications

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

# STATIONERY SYSTEM

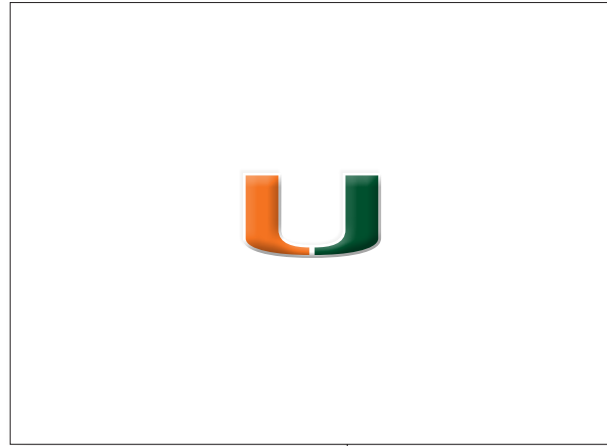
## FRONT

Printed version

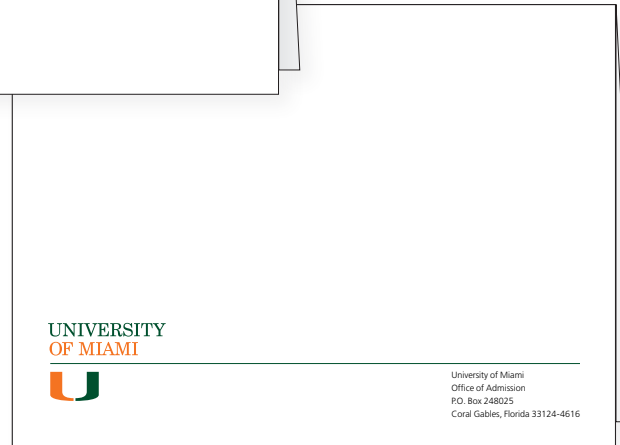


## FRONT

Embossed version



## BACK



Not actual size.

## 5.14 Note Card

7" x 5"

### Front

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

### Back

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

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

### Paper specifications

Cougar opaque white, 80 lb. cover stock

## 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

Top margin: 2p6

Return address blocks position as shown above. The width of each text block is determined by the width of the widest line. The farthest right text block positions with its longest line against the right margin. (See page 5.10 for standard envelope treatment.)

Any questions regarding stationery should be directed to the Office of Communications and Marketing at 305-284-5600 or [umidentity@miami.edu](mailto:umidentity@miami.edu).

**Paper specifications**

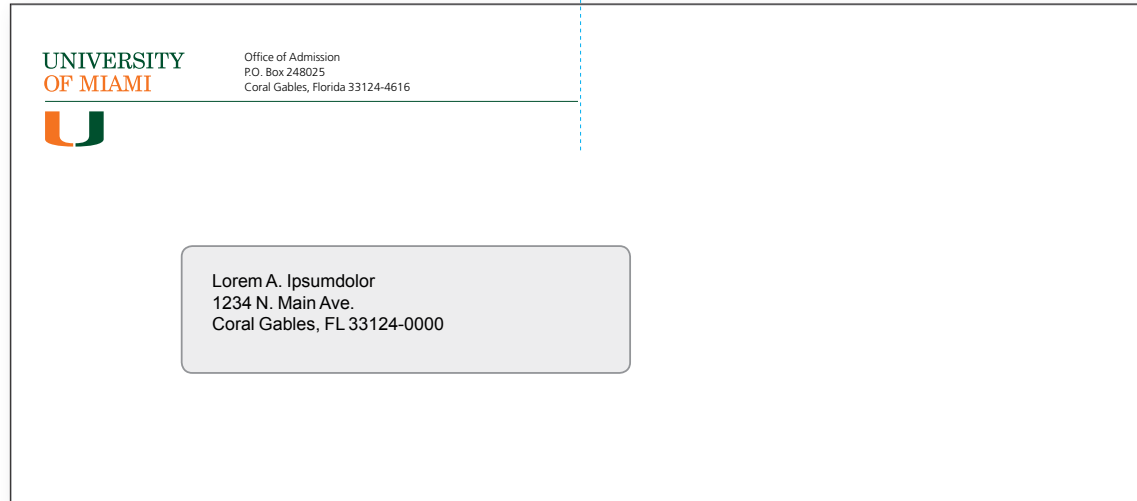
Standard #7 baronial envelopes:

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 page 5.10.)

Any questions regarding stationery should be directed to the Office of Communications and Marketing at 305-284-5600 or [umidentity@miami.edu](mailto:umidentity@miami.edu).

#### Paper specifications

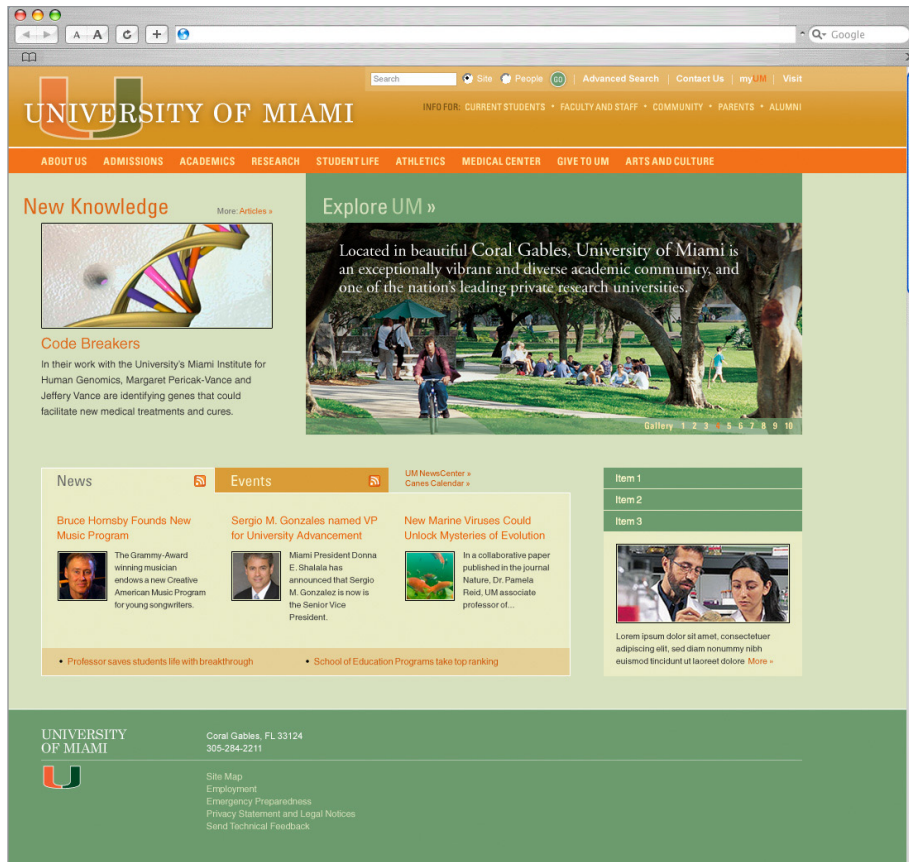
Standard #9 window envelopes:  
Cougar opaque white, 24 lb. stock



## 6.0 Web Usage

- 6.1 Web Site Application—  
University-wide Home Page
- 6.2 Web Site Application—  
College- or School-level Home  
Page
- 6.3 Web Site Application—  
College- or School-level  
Departmental Page
- 6.4 Web Site Application—  
Administrative Divisions Page
- 6.5 Web Site Application—  
Administrative Offices Page

# WEB USAGE

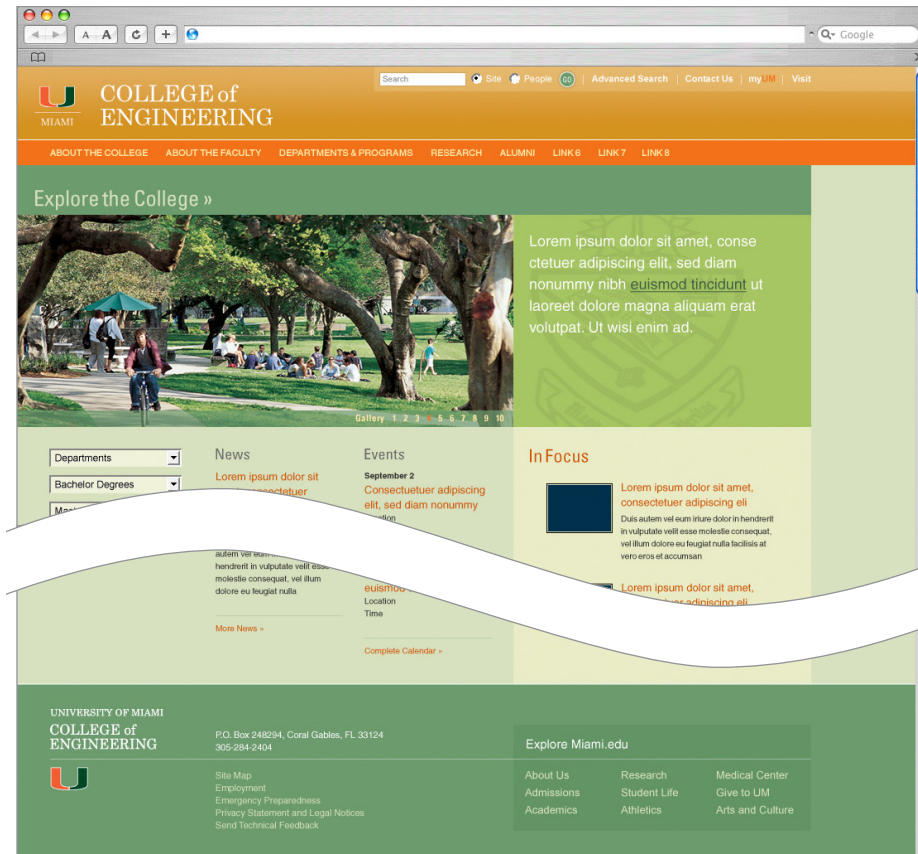


## 6.1 Web Site Application—University-wide Home Page

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

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

## WEB USAGE



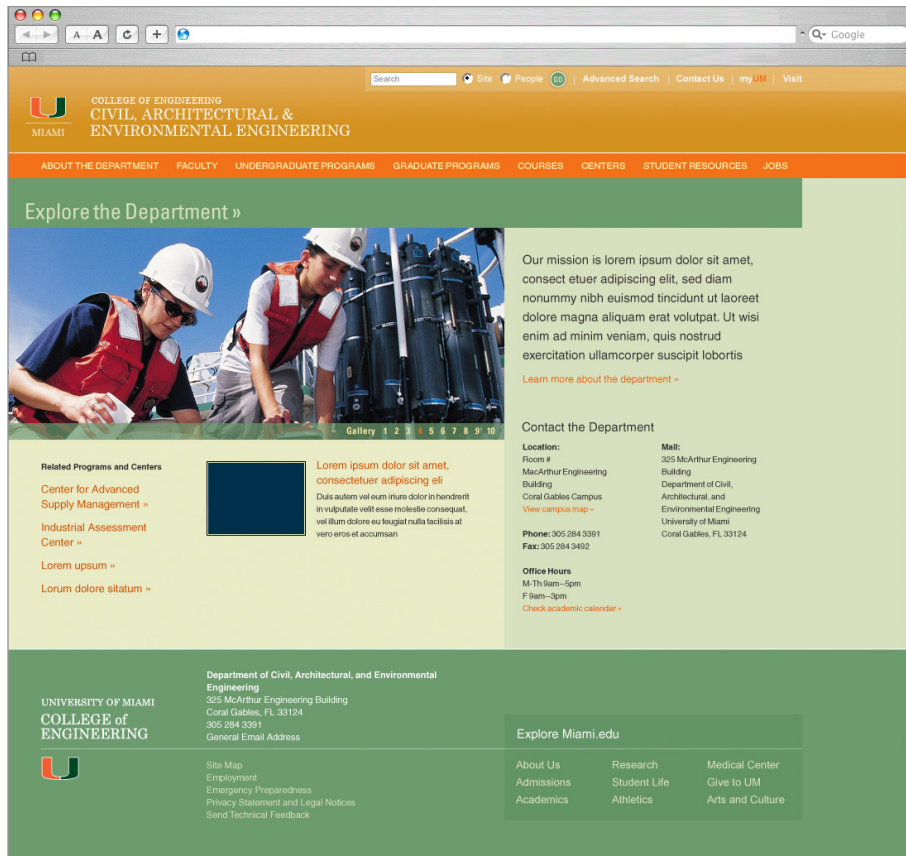
### 6.2 Web Site Application—College- or School-level Home Page

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

The standard University of Miami endorsed unit signature with a Web-specific coloration appear at the foot of the page.



## WEB USAGE

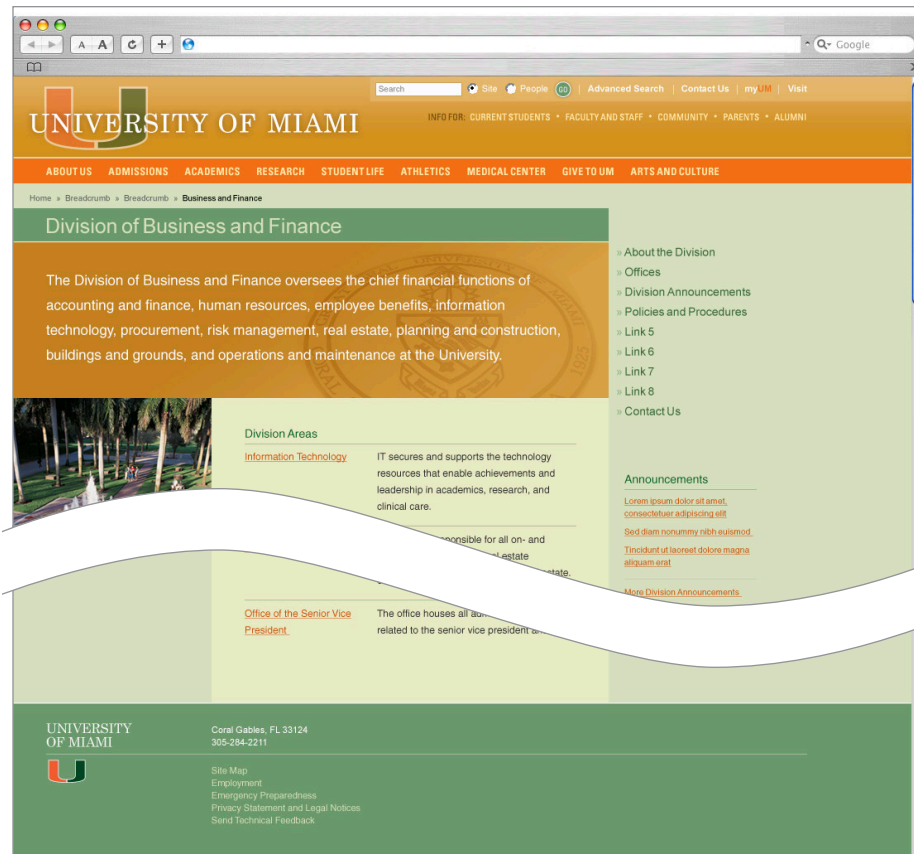


### 6.3 Web Site Application—College- or School-level Departmental Page

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

The standard University of Miami endorsed unit signature with a Web-specific coloration appear at the foot of the page.

## WEB USAGE

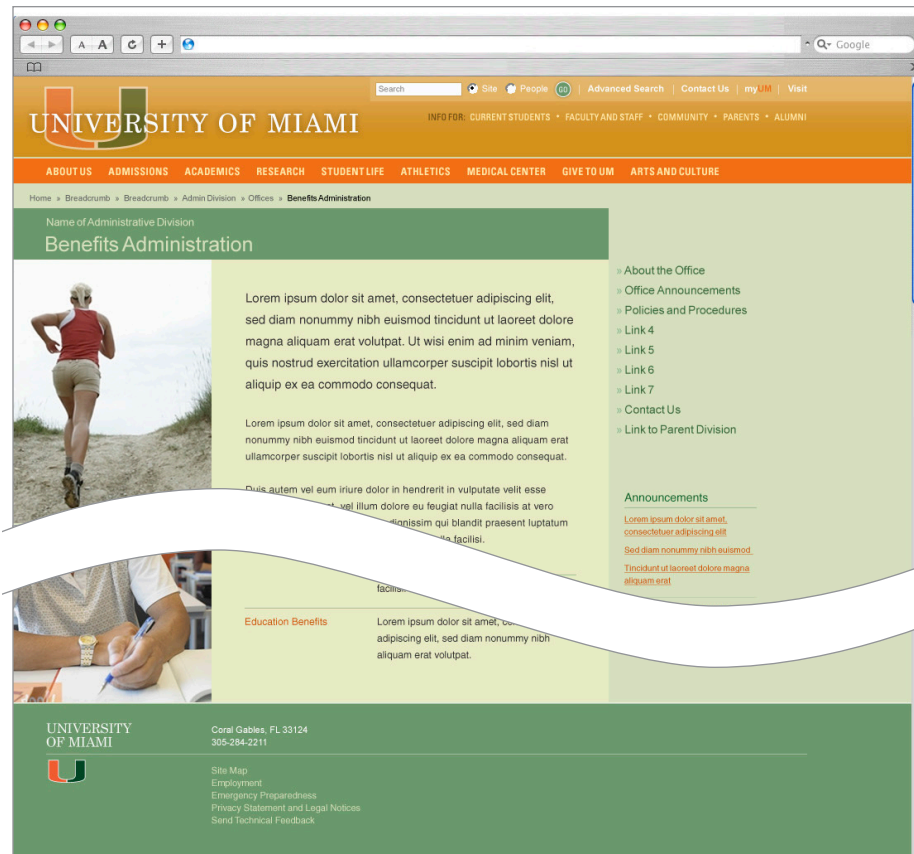


### 6.4 Web Site Application—Administrative Divisions Page

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

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

## WEB USAGE



### 6.5 Web Site Application—Administrative Offices Page

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

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



## 7.0 Applications

- 7.1 Placement of Signature on Publication Front Covers
- 7.2 Placement of Signature on Publication Back Covers
- 7.3 PowerPoint Presentation
- 7.4 PowerPoint Presentation—Elements
- 7.5 Merchandise
- 7.6 Vehicles

## APPLICATIONS



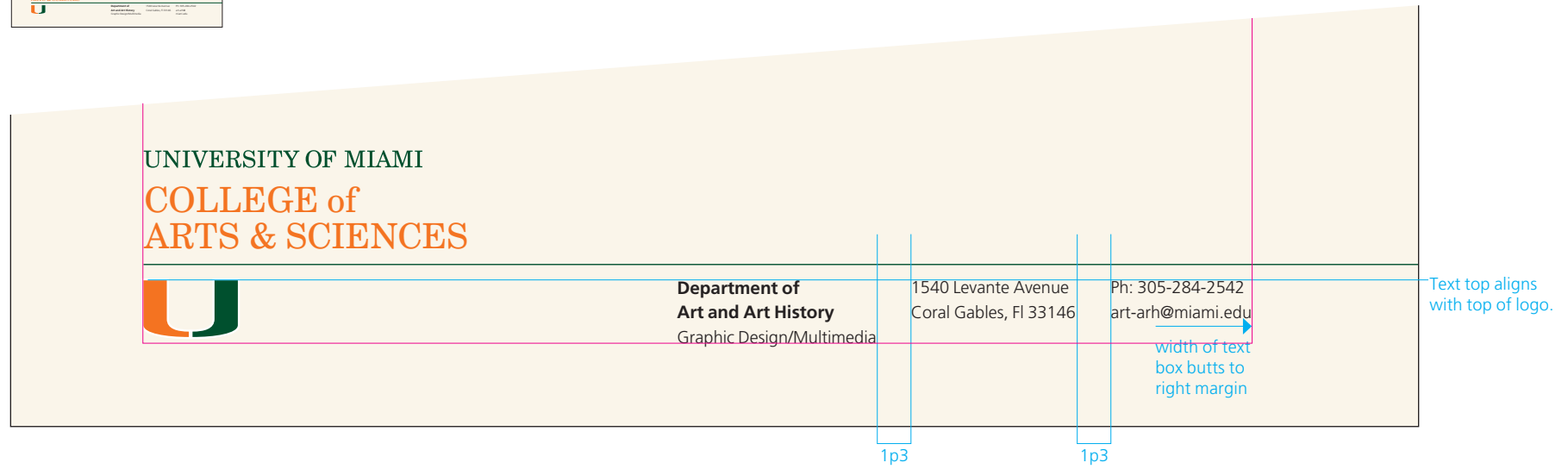
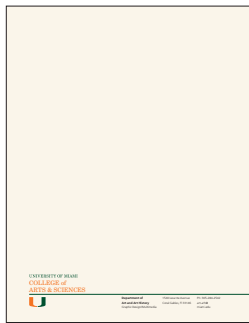
### 7.1 Placement of Signature on Publication Front Covers

The front cover of any publication for a University of Miami unit must include an approved University of Miami signature in one of these preferred positions: the upper center, the upper right-hand corner, the lower center, or the lower right-hand corner.

The unit name can be either included in the signature (master or endorsed, see pages 2.5 and 2.6 for guidelines) or displayed elsewhere on the page (as shown in the examples at right) using the infinite-rule version of the primary University of Miami signature.

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

## 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

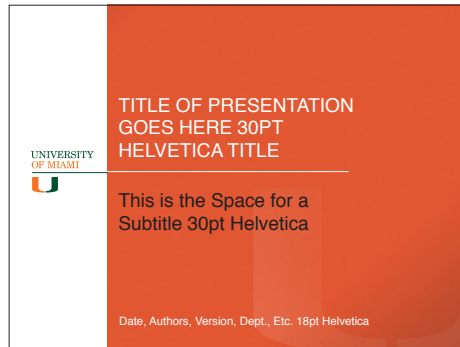
Customized address blocks position as shown above.

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

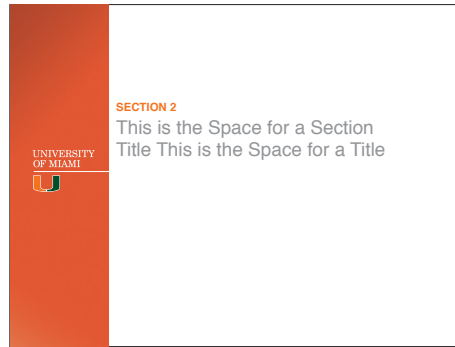
positions with its longest line against the right margin. Subsequent text blocks position at 1p3 intervals.

# APPLICATIONS

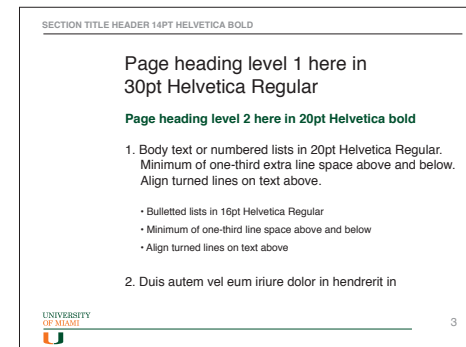
## TITLE PAGE



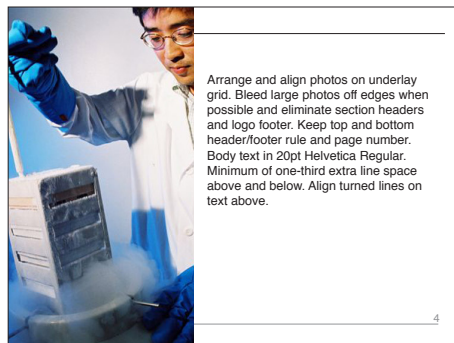
## SECTION PAGE



## BASIC TEXT FORMAT



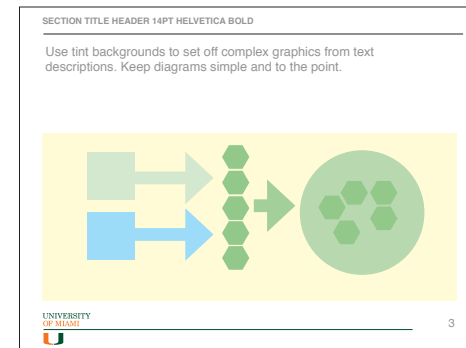
## PHOTO/TEXT PAGES



## PHOTO PAGE



## GRAPHICS



## 7.3 PowerPoint Presentation

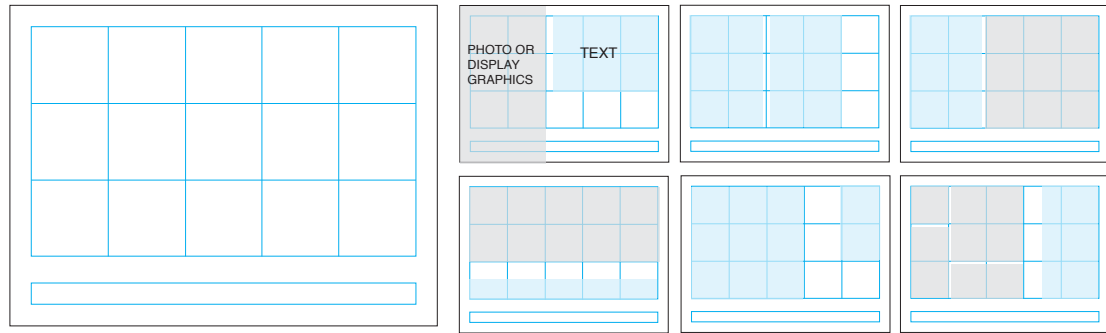
Pictured are some examples of what the various pages of a PowerPoint presentation may look like. PowerPoint templates are to be created using the elements pictured on the next page.

## APPLICATIONS

---

### GRID UNDERLAY

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



### BACKGROUND IMAGES

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



### HEADERS AND FOOTERS

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

SECTION TITLE HEADER 14PT HELVETICA BOLD

---



## 7.4 PowerPoint Presentation—Elements

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

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



## APPLICATIONS

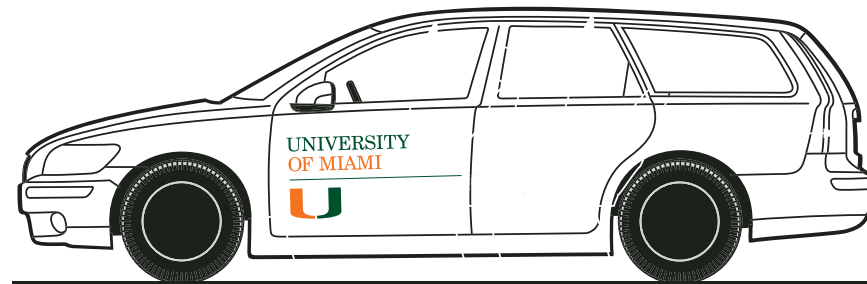
---



### 7.5 Merchandise

---

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



### 7.6 Vehicles

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



## 8.0 Other Identities

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

# OTHER IDENTITIES

PRIMARY MARKS				
SECONDARY MARKS			SWIRLING IBIS	
SWIRLING IBIS			HELMET MARK	

COLOR INFORMATION				
<small>*You must use the approved university colors or the "PANTONE" colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. "PANTONE" is a registered trademark of PANTONE, Inc.</small>				
SCHOOL COLORS	PANTONE COLORS	THREAD COLORS		
MIAMI ORANGE	PANTONE 1665	MADEIRA 1378	RA 2236	GS/SULKY 1078
MIAMI GREEN	PANTONE 3435	MADEIRA 1370	RA 2315	GS/SULKY 1232
MIAMI GRAY	PANTONE 432			
MIAMI SILVER	PANTONE 429	MADEIRA 1040	RA 2618	GS/SULKY 1040
WHITE	WHITE	WHITE	WHITE	WHITE
<b>IBIS COLORS</b>				
IBIS YELLOW	PANTONE 123 (FEET)			
IBIS ORANGE	PANTONE 1665 (BEAK)			
IBIS BLACK	PANTONE PROCESS BLACK	BLACK	BLACK	BLACK

VERBIAGE	GENERAL INFORMATION
University of Miami © Miami™ UM™ U of M™ Hurricanes™ University of Miami Hurricanes © Miami Hurricanes™	Canes © Canes Watch © Mangrove © La Universidad de Miami™ Los Huracanes de Miami™ Huracanes™ Los Huracanes de la Universidad de Miami™
	LOCATION: MIAMI, FL MASCOT: HURRICANES MASCOT NICKNAME: SEBASTIAN THE IBIS
	ESTABLISHED DATE: 1925 CONFERENCE: ATLANTIC COAST CONFERENCE (ACC)

HISTORIC MARK	SEBASTIAN THE IBIS		
SPORT SPECIFIC MARKS			
SPORT SPECIFIC MARKS		MULTI-CULTURAL MARK	

ADDITIONAL PERTINENT INFORMATION			
	Yes	No	Restrictions
• University seal permitted on products for resale:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Special Approval Required.
• Alterations to seal permitted:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____
• Overlaying / intersecting graphics permitted with seal:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• University licenses consumables:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• University licenses health & beauty products:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• University permits numbers on products for resale:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• Mascot caricatures permitted:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Sebastian the Ibis to the left is the only allowable.
• Cross licensing with other marks permitted:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• NO USE of current player's name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.			
• NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.			

## 8.1 Athletics—University of Miami Hurricanes

University of Miami is the owner of all rights, title, and interest in and to the above Indicia, which includes trademarks, service marks, trade names, designs, logos, seals, and symbols.

The marks of The University of Miami are controlled under a licensing program administered by Fermata College. Any use of these marks will require written approval from Fermata College.

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

## OTHER IDENTITIES

---

UNIVERSITY OF MIAMI  
MILLER SCHOOL  
of MEDICINE

---



A.



B.



C.

UNIVERSITY OF MIAMI  
MILLER SCHOOL  
of MEDICINE

## 8.2 School of Medicine and Health System Signatures

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

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

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



## 9.0 Appendix

- 9.1 File-naming System
- 9.2 Identity Matrix

# UM\_prim\_unit\_infin\_pms-rev.eps








University of Miami abbreviation	Description	Unit	Infinite rule version (if applicable)	Coloration	File type
	prim = primary endor = endorsed mast = master infor = informal	short abbreviation of unit name (if applicable)		pms = full-color, Pantone cmyk = full-color, process gry = one-color, gray K = one-color, solid black pms-rev = full-color, Pantone, reversed cmyk-rev = full-color, process, reversed pms-rev-W = full-color, Pantone, reversed, all-white type cmyk-rev-W = full-color, process, reversed, all-white type gry-rev = one-color, gray, reversed K-rev = one-color, solid black, reversed	eps jpg gif

## 9.1 File-naming System

---

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

# APPENDIX

<p>PRIMARY SIGNATURE</p> 	<p>MASTER BRAND SIGNATURE</p> 	<p>ENDORSED BRAND SIGNATURE</p> 	<p>INFORMAL SIGNATURE</p>  <p>MIAMI</p>	<p>UNIVERSITY SEAL</p> 	<p>ATHLETICS LOGO</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.