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SECTION .01

BRAND IMPORTANCE

UMass Dartmouth Brand Guidelines
TO THE UNIVERSITY COMMUNITY:

This guide is intended to help the UMass Dartmouth community—its departments, divisions, and individuals communicate in the most effective, appropriate way with the University’s diverse constituencies. UMassD communications, across their spectrum and channels—word and image, in print, online, and on mobile devices—are critical in presenting clearly our identity, value, and strategic direction.

Our brand exists primarily in the perceptions people have about us: who we are, what we do, and why it matters. It represents what we as a university stand for. In short, it’s our collective promise, how we deliver on that promise, and how people experience that promise.

Our objective, in refining our brand and developing these guidelines, was threefold:

1. To create aspirational, focused brand that reflects the unique character of UMassD and its strategic direction.

2. To increase preference for UMassD among undergraduate and graduate prospective students, and donors, and

3. To tell the UMassD story in a compelling and differentiating way, building pride in UMassD among internal and external audiences and alumni.

In addition, we sought to shift the perception of marketing from tactical to strategic and integrated. While each and every one of us is a brand ambassador, University Marketing is the “keeper” of the brand, ensuring its presentation is authentic, top-quality, and that it reaches its intended audiences. We must tell the UMassD story in a compelling and differentiating way, to support our enrollment, advancement, and outreach goals, and to showcase academic achievement.

I urge you to embrace and internalize the brand, and be on the lookout for the stories, experiences, and accomplishments that can make it come to life. Consider University Marketing not only the “keeper” of the brand, but your strategic partner and ally in advancing the stories and accomplishments that differentiate and elevate UMass Dartmouth.

As UMass Dartmouth evolves and its programs, student base, and facilities expand, it remains firmly committed to its teaching, research, and service missions, presenting itself in a consistent, compelling fashion, always reflecting its position as an institution of higher education that fosters a reputation for excellence. Communications to students, alumni, established and potential friends and supporters, and the broader community should reflect that commitment, and bolster our growing reputation as a world class research university.

These guidelines set forth the standards for the brand, including both messages and visual images that all segments of the University should follow. Doing so will help bring the UMass Dartmouth brand alive, increasing recognition, understanding, and respect among its many current and prospective constituencies.

Should you require guidance or advice—strategic or tactical—or have ideas to share, contact University Marketing at universitymarketing@umassd.edu

With gratitude,

Robert E. Johnson, Ph.D.
Chancellor
THE UMASS DARTMOUTH BRAND IS AN EXPERIENCE.

It is how people know us—our values and who and what we are. Our brand exists primarily in the perceptions people have about us: who we are, what we do, and why it matters.

Brands are abstract in that way—and they’re alive and challenging to control.

Every time we communicate, whether it’s posting on social media, sending promotional material by mail, or talking with prospective students directly, people form opinions about UMass Dartmouth based on their interactions with us.

The consistent use of the logos and visual elements set forth in this manual will help our key constituencies recognize the institution and its value whenever they come in contact with it.

The more consistent and confident we are when telling the UMass Dartmouth story, the better our audiences will understand and trust what we have to say.

That’s why it’s so important for the entire campus community to be consistent about our brand identity—the way we represent ourselves to the world through our writing and design.

These brand guidelines provide us with essential tools necessary to ensure that all communications remain on brand.
What separates UMass Dartmouth from the hundreds of colleges and universities in Massachusetts and the thousands of institutions across the country? What does UMass Dartmouth do differently—and even better—than all the rest of them? The answer to these critical questions can be found in our positioning.

Based on comprehensive discovery and research, our Brand Platform reveals the key insights that establish our positioning and guide our brand strategy.

**OUR BRAND POSITION**

presents our strongest and most unique position in the market. This is not a tagline, but rather, a simple, distilled phrase that forms a foundational point for our strategy.

**OUR BRAND PILLARS**

further define our competitive advantage through our three biggest strengths: what we believe in, what connects people to us, and what we do differently (and better) than other institutions.

**OUR PERSONALITY**

helps us establish and maintain a consistent tone throughout our communications.

**OUR FOUNDATION**

is based on strong yet non-differentiating pride points.
BRAND STRATEGY / BRAND PLATFORM

BRAND POSITION:

A purposeful community of ambitious scholars

WHO ARE MOTIVATED BY MORE.

BRAND PILLARS:

WHO

We pride ourselves on our ambition, creative thinking, and research breakthroughs. Our drive and determination create an unrelenting momentum that defines our culture.

WHERE

There is an intentionality and vibrancy to our university that strengthens students, forges greater connections, and enables us to do our best work. Our campus creates a unique sense of place that inspires us and extends beyond our walls. We take pride in our heritage-and culture-rich region and see value in building new economies that invigorate our community.

WHY

As we pursue our passion in preparing for our chosen careers, we believe in adding value not only to our own profession, but to our community and the world. Recognizing the needs of the future require innovative thinking, our alumni find opportunities for meaningful impact and growth.

PERSONALITY:

Diverse Intellectuals
Determined Hard Workers
Driven Innovators

FOUNDATION:

High-quality academics
Research Accessible
Service oriented

Student success
Member of the UMass System
MESSAGING TOOLKIT

UMass Dartmouth Brand Guidelines
WRITING ABOUT THE BRAND

As professionals, faculty, and communicators, we are stewards of the UMass Dartmouth brand. From its online presence to the print pieces produced to promote the institution, it’s imperative that we speak in a unified voice. Consistency, over time, further upholds and brings value to the brand.

Formally our institution is referred to as the University of Massachusetts Dartmouth. This designation is reserved for formal communications. The more colloquial UMass Dartmouth is an acceptable reference for most use cases. The abbreviated UMassD should be used as short hand and second reference only. Additionally, always append the D to UMass. There should never be an orphaned D.
VOICE & TONE

Each story we tell should have both a purpose and an authentic tone that feels distinctively like UMass Dartmouth. The first step is to commit the personality words, Diverse Intellectuals, Determined Hard Workers, and Driven Innovators, to memory, as a reference. The second step is to use the following writing tips as a stylistic gauge.

1. Use everyday language and be succinct
   Write clearly and in a straight-forward tone. Avoid jargon, clichés, acronyms, or exclamation points. Get to the point quickly and precisely. Convey one message at a time.

2. Don’t be afraid to ask the questions
   As a brand we stimulate and encourage our students to ask and pursue the big questions. Naturally, it’s a motivating and thought-provoking writing device.

3. Tell “you” know who
   Use the second-person “you” or “your” to engage and motivate the reader. While everything you write will feel like it’s about us, in reality, it’s about them.

4. Be confident, not arrogant
   We don’t know all the answers, but we’re searching for them. With academic rigor comes a clear understanding but also a humility.

5. Always play to curiosity
   We want to intrigue our audience and get them to look deeper, whether that’s deeper into our content or their future with us.

6. Provide a benefit
   What’s in it for the reader? If you can’t answer this question, it’s time to pause and reconsider the piece.

7. Back it up
   Our storytelling should feature relevant points of pride, statistics, testimonials, and emotion. But use them to support our messaging, not as a substitute for it.

8. Write to an emotion
   While facts support, and even drive home ideas, emotions create action. Try to home in on a single emotion you want the reader to feel.

9. Tell the audience what to do
   Use calls to action to mobilize and engage audiences after you’ve won their interest.
ELEVATOR PITCHES

The following is not “marketing-speak.” Rather, each pitch provided here is presented in a casual tone designed for impromptu one-off conversations between faculty or staff and someone unfamiliar with the university. This is the language to internalize for conversations that occur when asked the question, "What is UMass Dartmouth?"

SHORT

UMass Dartmouth is a top tier research institution where we are driven by asking the questions that can propel our world forward. We are centered by our unique campus, here in the culture-and heritage-rich SouthCoast region of Massachusetts. Our students are high-achieving individuals who continually ask the questions that can better themselves and the world around them. We support this curiosity by looking around us, engaging, and getting hands-on to dig for truths. At UMassD we embrace commitment and ambition without losing sight of those around us.

LONG

UMass Dartmouth is a high caliber public university. We’re a top tier research institution where students and faculty are driven by asking the questions that can propel our world forward. That’s the heart of our academic ambitions. Our students are high-achieving, future-focused individuals who continually ask the questions that can better not only themselves, but our community and the world. We support that curiosity and ask, what’s next? Discovery is found by looking around us, engaging, and getting hands-on to dig for truths and understanding. At UMassD we embrace commitment and ambition without losing sight of those around us. We are centered by our unique campus, here in the culture-and heritage-rich SouthCoast region of Massachusetts. That’s the answer to the question of, what is UMassD?
MESSAGING TOOLKIT / SOCIAL MEDIA DESCRIPTIONS

WRITING FOR SOCIAL MEDIA

When reflecting the brand across our social media channels it is important to consider communication strategies specific to each platform. Audience and tone should vary from account to account while still remaining anchored to core of the brand.

TWITTER

UMass Dartmouth is a top-tier public research university that lets the aspiring, innovative, and curious-minded student tackle the big questions.

160 Character Limit

INSTAGRAM

UMass Dartmouth, a top-tier research university for the aspiring, innovative, and curious-minded, allows ambitious scholars to tackle big questions.

150 Character Limit

FACEBOOK

UMass Dartmouth, a top-tier research university for the aspiring, innovative, and curious-minded, supports ambitious scholars in answering the big questions.

155 Character Limit

YOUTUBE

UMass Dartmouth is a national research university that inspires academic excellence for innovating and curious-minded students. Located on a remarkable Mid-Century campus, the university is a catalyst for intellectual development and provides a world class education to young scholars with the value of the UMass system. We celebrate progress in a scientific and value-driven culture by enabling our students the chance to ask for, demand, and create a better world.

1500 Character Limit

LINKEDIN

UMass Dartmouth is a national research university committed to academic excellence. Our curious and innovating students find success stemming from the questions they ask on our remarkable Mid-Century campus. Offering 55 undergraduate majors, 33 graduate programs, and 14 doctoral programs, UMass Dartmouth provides world-class education to nearly 9,000 students a year who pursue the questions about their future. Located on the SouthCoast, the university remains a catalyst for innovative thinking and development for Massachusetts, the nation, and our world.

2000 Character Limit
MESSAGING TOOLKIT / HEADLINE BANK

HEADLINE BANK

BRAND
Complex research starts with a single question: “Where do I even start?” The answer? University of Massachusetts Dartmouth.

BRAND
Unknowns in life can be frustrating, downright scary, and solved. It starts with asking questions and questioning answers.

BRAND
The world has plenty of answers. What it needs now more than ever are people to question them.

BRAND
The question isn’t where you want to go, but how to best get there.

CHARLTON COLLEGE OF BUSINESS
In the global economy, the only question regarding studying abroad is: Singapore Management University, Freie Universität Berlin, or one of our other 50-plus international locations?

COLLEGE OF ARTS & SCIENCES
Pushing the frontiers of knowledge begins with pulling together the greatest thinkers.

COLLEGE OF ARTS & SCIENCES
The best way to land that perfect job after graduation? Secure it through the ideal internship long before you graduate.

COLLEGE OF ENGINEERING
Every mind-boggling feat of engineering begins with a single question: How soon can we start?

CHARLTON COLLEGE OF BUSINESS
Only 5% of business schools worldwide are AACSB accredited. What’s AACSB accredited? Charlton College of Business.

COLLEGE OF ENGINEERING
World-changing engineering begins with real-world experience.
MESSAGING TOOLKIT / HEADLINE BANK

COLLEGE OF NURSING & HEALTH SCIENCES
Harnessing the power of big data leads to better outcomes for patients. Just ask our nursing students.

COLLEGE OF NURSING & HEALTH SCIENCES
Global healthcare requires the international exchange of information, innovation, and ideas. And a nursing exchange program with Portugal’s University of the Azores, for instance.

COLLEGE OF VISUAL & PERFORMING ARTS
Every great career in textile design begins with applying every fiber of your being to your studio work.

COLLEGE OF VISUAL & PERFORMING ARTS
Every genre-busting musical performance begins with knowing your strengths, and playing to them.

ONLINE & CONTINUING EDUCATION
Ensuring that earning or completing your degree online is easy and affordable sometimes causes students to question themselves: Why didn’t I start sooner?

UMASS LAW
Ensuring the rule of law applies equally to all begins with ensuring everyone has access to an attorney. For three years running, no law school in New England has graduated a higher percentage of public service lawyers.

UMASS LAW
Good attorneys know the law. Great attorneys know the law and themselves. Graduate with a J.D. and a P.O.V.

SCHOOL FOR MARINE SCIENCE & TECHNOLOGY
Every great scientific discovery begins with a propensity to deep dive into your subject matter.

SCHOOL FOR MARINE SCIENCE & TECHNOLOGY
Going to great depths to save the oceans requires that you first get your feet wet.

SCHOOL FOR MARINE SCIENCE & TECHNOLOGY
Researching climate change’s impact on oceans demands that you get in over your head. That’s where we thrive.
UNIFIED IN UMASS AND THE UNKNOWN

In establishing and cultivating the new brand for UMass Dartmouth, we are unifying many parts of UMassD to help provide us with a concise and clear image of who we are as an institution. By pulling formerly disconnected elements under the same umbrella, we ensure that all of our audiences’ experience UMass Dartmouth in the way they are meant to. Instead of disparate or competing voices, with these guidelines, one voice will speak clearly at each level of the institution from departments to colleges to the university as a whole and for the UMass system.

COLLEGE DIFFERENTIATORS

As an institution, UMassD houses 9 academic schools and colleges and many more departments. While the classes, professors, and leadership may be different, each layer helps to prepare ambitious students in tackling the big questions in their fields and grow their passions for seeking that knowledge. In that way each part of UMassD is more similar than different.

While across the university and within the UMass system we prepare students for their futures, we may do it in different ways. Each college and department have unique differentiators that makes them a meaningful part of the UMass experience. Through these unique touchpoints our audiences interact with UMassD as a brand. These differentiators are not what makes each college different from the others at UMassD, but it is what sets the whole UMassD experience apart from our competitors.

While colleges and departments will no longer have their own color palette or sub-brands, each college can continue to use academic proof points, story starters, and their own logo marks from page 35 to stand out but do so with the intent to uphold the UMass Dartmouth brand. Upholding the UMass Dartmouth brand will support and strengthen the broader UMass system and help align our academic departments and strategic goals with the mission of the UMass system to provide world-class education, conduct groundbreaking research, and create social and economic impact.

OUR INDIVIDUAL COLLEGES’ STRENGTH AND VIBRANCY CONTRIBUTE TO THE UNIVERSITY BRAND.
CAN THE COLLEGE ESTABLISH ITS OWN COLORS AND VISUAL LANGUAGE?

Beyond existing campus way-finding systems, individual colleges will now use the university-wide brand system. The strength of the UMass Dartmouth brand relies on having a unified experience at all levels of interaction with our audiences. There are plenty of ways to show how your program stands out and how it supports UMassD as a brand.

WILL THE COLLEGES DEVELOP THEIR OWN MESSAGING?

For guidance on how to adapt university messaging to a particular college or department, contact the marketing department at universitymarketing@umassd.edu.

IF WE’RE PROMOTING A NEW CAMPAIGN WITHIN A COLLEGE MUST IT ADHERE TO THESE GUIDELINES?

That’s a nuanced question worth exploring. There is fundamentally a difference between a campaign and the university brand. Campaigns are short term and temporary. Our university brand is meant to last long-term for an indefinite period. Ask how long is this message meant to last? Is it promotional? Even if the answer is yes to both, there should still be a layer of thought and intention that points back to the brand position or its pillars.
LOGOS & MARKS

UMass Dartmouth Brand Guidelines
LOGOS & MARKS / UNIVERSITY LOGO

UNIVERSITY LOGO LOCKUP

All materials should carry the UMass Dartmouth logo. The logo and signature colors are the primary visual representations of the UMass Dartmouth brand. The UMass Dartmouth logo is made up of two elements: the logo chop (gold U surrounded by blue M) and the wordmark (university name). These two elements always appear locked together.

The name of the university is expressed in two weights of the Frutiger font, separated by a vertical bar. These elements pay homage to architect Paul Rudolph’s cantilevered buildings which comprise the majority of the buildings on campus and visually differentiate our campus from all others.

Always use the original artwork (both elements) as provided; never re-create, separate, distort, or reposition the elements. When using the logo on a dark background, please request the reversed version of the logo.
COLOR VARIATIONS

Use these color specifications when applying the logo beyond the primary mark version, shown on page 31.
LOGOS & MARKS / CORRECT USE

CLEAR SPACE

Clear space refers to the safe area required surrounding the identity. The clear space for our logo is measured using the height of the “M” in "UMass". Using this system, the clear space will always scale with the elements of our identity.

MINIMUM SIZE

To maintain full legibility, never reproduce the logo lockup smaller than 1.25 inches wide. There is no maximum size.

When private sponsors of an event request use of their logo on any material, those logos should appear to the right of, or below, the UMass Dartmouth logo. Sponsors’ logos should be less prominent than the University logo.

For assistance: publications@umassd.edu
LOGOS & MARKS / INCORRECT USE

INCORRECT USE

Do not recreate or modify the logo in any way. Please avoid these common violations to ensure the logo is used consistently across all platforms.

**Correct Use**

- Do use the approved versions of the logo outlined on page 33

**Incorrect Use**

- Do NOT tilt the logo
- Do NOT stretch or skew the proportions of the logo in any way
- Do NOT place the logo over a busy background image or pattern
- Do NOT replace or substitute University fonts within the logo
- Do NOT alter the color of the logo
- Do NOT apply drop shadows or special effects to the logo
- Do NOT rearrange or remove any element within the logo
- Do NOT use older versions of the logos

For assistance: publications@umassd.edu
COLLEGE MARKS

The colleges of UMass Dartmouth may use a variation of the UMass Dartmouth logo in advertising and marketing materials. These compact and streamlined college logos honor the UMass Dartmouth logo. When using the logo on a dark background, please use the reversed version of the logo.

Please do not distort or alter the marks in any fashion, and keep an “M” height clearance around all logos.

Charlton College of Business
UMass Dartmouth

College of Arts & Sciences
UMass Dartmouth

College of Engineering
UMass Dartmouth

College of Nursing & Health Sciences
UMass Dartmouth

College of Visual & Performing Arts
UMass Dartmouth

Online & Continuing Education
UMass Dartmouth

School for Marine Science & Technology
UMass Dartmouth

UMASS LAW
UMass Dartmouth has many distinctive centers, partnerships, and programs that demonstrate our commitment to the community and our leadership in addressing contemporary issues.

Please do not distort or alter the marks in any fashion.

Arnold M. Dubin Labor Education Center
UMass Dartmouth

Boivin Center for French Language & Culture
UMass Dartmouth

Business Innovation Research Center
UMass Dartmouth

Center for Indic Studies
UMass Dartmouth

Center for Innovation & Entrepreneurship
UMass Dartmouth

Center for Jewish Culture
UMass Dartmouth

Center for Marketing Research
UMass Dartmouth

Center for Molecular Diagnostics
UMass Dartmouth

Center for Portuguese Studies & Culture
UMass Dartmouth

Center for Rehabilitation Engineering
UMass Dartmouth

Center for University, School & Community Partnerships
UMass Dartmouth

Highway Sustainability Research Center
UMass Dartmouth

Kaput Center for Research & Innovation in STEM Education
UMass Dartmouth

Leduc Center for Civic Engagement
UMass Dartmouth

Ora M. DeJesus Gerontology Center
UMass Dartmouth

Public Policy Center
UMass Dartmouth
STATE SEAL

The state seal is used only for Commencement exercises and other formal occasions. Use the University Marketing job request form to request state seal art.
SPIRIT MARK

The UMass Dartmouth Arnie Corsair spirit mark is part of the UMassD brand identity and is used to promote the visibility and enthusiasm for our sports teams and to generate school spirit. Please do not distort or alter the marks in any fashion.

These marks are not appropriate for academic materials.
PRIMARY COLORS

Beyond our logo, color is the most recognizable aspect of our brand identity. Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive UMass Dartmouth brand.

Note that while our brand colors may be used in many different combinations, UMassD Blue should be dominant throughout any given piece (or series of pieces).

PMS

PMS stands for “Pantone Matching System.” PMS colors should only be used in offset printing. A printer will refer to the Pantone swatches a designer has chosen to ensure an exact color match.

CMYK

CMYK is an abbreviation for Cyan, Magenta, Yellow, and Black. It is a four-color process used in digital, laser, and offset printing methods.

HEX

HEX codes are used to create online colors. This ensures consistent color representation across mobile and desktop applications.
SECONDARY COLORS

Beyond our logo, color is the most recognizable aspect of our brand identity. Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive UMass Dartmouth brand.

**GOLDEN HOUR**
PMS 172 C
CMYK: 0; 86; 99; 0
RGB: 255; 70; 19
Hex: #FF4613

**METRO BLUE**
PMS 543 C
CMYK: 35; 11; 3; 0
RGB: 161; 197; 225
Hex: #A1C5E1

**MARITIME**
PMS 908 C
CMYK: 86; 5; 7; 0
RGB: 0; 174; 221
Hex: #00AEDD
COLOR USAGE

Our color palette should be utilized differently when communicating to various audiences. These ratios not a hard and fast rule, but rather a general guideline to follow when preparing marketing and internal collateral.

Prospective Undergrad Students

Prospective Graduate Students

Alumni

Internal Audiences
**Visual Language / Typography**

**Overview**

Our typefaces were chosen to create bold, distinct headlines and easily legible body copy that would translate smoothly between digital and print applications.

Our typefaces are available on Adobe Fonts, through the Creative Cloud subscription. For more instructions on how to sign in to Adobe Creative Cloud visit the Tools & Resources portion of the guidelines on P. 73.

**Factoria**

*EVERY EXCITING OPPORTUNITY*

*BEGINS WITH A QUESTION:*

**Prohibition**

*ADORE THE ENDEAVOR*

**Soleil**

At UMass Dartmouth, our researchers are investigating how changing ocean temperatures are altering the location of fish populations. Then, they’re using that information to help east coast fishing communities plan for the future.
PROHIBITION

Note: The stroke weight of the outlined Prohibition font should scale with the size of the type. A good rule of thumb is:

- 25pt type — .5px stroke
- 50pt type — .75px stroke
- 100pt type — 1px stroke

The outlined version of Prohibition should never be used smaller than 24pt.

Google Fonts Alternative:
Bebas Neue Bold

System Alternative:
Helvetica Neue Condensed Bold

Prohibition was created by Mattox Shuler for Fort Foundry. It should be used for all short display headlines to quickly grab attention across print and web applications.

Prohibition should be primarily reserved for promotional materials when communicating to undergraduate and/or prospective students.

Download Prohibition at: fonts.adobe.com
**Visual Language / Typography**

**Fonts / Serif**

**Factoria**

<table>
<thead>
<tr>
<th>Black</th>
<th>Demi Italic</th>
<th>Book</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bold</td>
<td>Medium</td>
<td>Book Italic</td>
</tr>
<tr>
<td>Demi</td>
<td>Medium Italic</td>
<td></td>
</tr>
</tbody>
</table>

**Google Fonts Alternative:**

Roboto Slab

**System Alternative:**

Courier New

Factoria was created by Mattox Shuler for Fort Foundry. It should be used for all subheadings and paragraph headline content across print and web applications.

Factoria may also be used as a headline font for an internal audience where the attention-grabbing nature of Prohibition isn't warranted.

Download Factoria at:
fonts.adobe.com
## Visual Language / Typography

### Fonts / Sans Serif

<table>
<thead>
<tr>
<th>Font Family</th>
<th>Style</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soleil</td>
<td>ExtraBold</td>
<td>800</td>
</tr>
<tr>
<td></td>
<td>Bold</td>
<td>700</td>
</tr>
<tr>
<td><strong>Bold Italic</strong></td>
<td>Book</td>
<td>400</td>
</tr>
<tr>
<td></td>
<td>Semibold</td>
<td>600</td>
</tr>
<tr>
<td></td>
<td>Semibold Italic</td>
<td>600</td>
</tr>
<tr>
<td></td>
<td>Regular</td>
<td>400</td>
</tr>
<tr>
<td></td>
<td>Regular Italic</td>
<td>400</td>
</tr>
<tr>
<td></td>
<td>Light</td>
<td>300</td>
</tr>
<tr>
<td></td>
<td>Light Italic</td>
<td>300</td>
</tr>
</tbody>
</table>

**Google Fonts Alternative:** Roboto

**System Alternative:** Helvetica Neue

Soleil was created by Wolfgang Homola for the independent type foundry TypeTogether. It should be used for all audiences to display body and paragraph content across print and web applications.

Download Soleil at: fonts.adobe.com
**VISUAL LANGUAGE / GRAPHIC ELEMENTS**

**DUOTONE IMAGES**

Color duotones are an effective way to add color and create a neutral backdrop for text and graphics.

To make a photograph into a duotone, open the image in Photoshop. In the top menu, select Image > Mode > Grayscale. Then select Image > Mode > Bitmap. Select Halftone Screen when prompted to choose a method, 45° when prompted to choose an angle, then select Line when prompted to choose a shape.

Save the image as a TIFF and import into InDesign. Click once on the image to change the background color. Click twice to change the foreground color.

**SUGGESTED COLOR VARIATIONS:**

- **Foreground color:** PMS 2955 C  
  **Background color:** PMS 2955 C—Set to Multiply

- **Foreground color:** PMS 1235 C  
  **Background color:** PMS 172 C— Set to Multiply, 50% Tint

- **Foreground color:** PMS 543 C  
  **Background color:** PMS 908 C—Set to Multiply, 50% Tint
**Visual Language / Graphic Elements**

**Diagonal Overlay**

When using full-color images as a background element, apply the diagonal overlay to improve legibility of foreground items and to ensure cohesiveness with the duotone brand elements.

The diagonal overlay should be reserved for background images only and should not be used when the image is in the foreground of the piece.
CANTILEVERS

Paul Rudolph’s brutalist architecture is a uniquely ownable element of the UMass Dartmouth brand. Brutalism itself seeks to use bare materials and geometry in ways that poetically combine utilitarianism and mathematical beauty. Like the scholars of UMassD we seek the brutal answers to the big questions with academic precision and the beauty of human truth-seeking.

Our campus becomes a remarkable and iconic embodiment of our search for answers rooted in the quality of research. We seek to nod to and intertwine our iconic campus elements into our graphic design. Where appropriate, use silhouettes of the architectural elements as design assets to add visual interest or separate sections.
CANTILEVERS

Paul Rudolph’s brutalist architecture is a uniquely ownable element of the UMass Dartmouth brand. Brutalism itself seeks to use bare materials and geometry in ways that poetically combine utilitarianism and beauty mathematical beauty. Like the scholars of UMassD we seek the brutal answers to the big questions with academic precision and the beauty of human truth-seeking.

Our campus becomes a remarkable and iconic embodiment of our search for answers rooted in the quality of research. We seek to nod to and intertwine our iconic campus elements into our graphic design. Where appropriate, use silhouettes of the architectural elements as design assets to add visual interest or separate sections.

Example:

CHARLTON INTERNSHIP PROGRAM

- Learn how to land an internship
- Earn 3 business credits for completing an internship
- Get guidance throughout the process

umassd.edu/charlton/internship
PHOTOGRAPHY

UMass Dartmouth Brand Guidelines
PHOTOGRAPHY / THE BASICS

RULE OF THIRDS
Always try to adhere to the rule of thirds. Position elements along the intersections of the grid for well composed images.

DEPTH OF FIELD
When using individuals as subjects, use a shallow depth of field. To achieve this, use as low of an aperture value as possible – ideally under f2.8 – and maintain as much separation between the background and the subject as possible.

POISING
Try to capture candid photography over posed for a more authentic feel.

FRAMING
When capturing individuals as subjects do your best to fill the frame with them. This creates a dynamic image with a strong focal point. Avoid any unnecessary negative space.
MOBILE PHONE PHOTOGRAPHY

The same general guidelines apply to both professional photography and phone photography. Use natural light when it’s available, utilize the rule of thirds and prioritize capturing movement and emotion.

1. Turn on the grid to help create dynamic compositions.
   Settings » Camera » Grid

2. Don’t use noticeable filters.
   Only edit to ensure the image is bright and warm.

3. Don’t rely on digital zoom.
   Phones don’t utilize optical zooms, so as you zoom in, your photo quality declines.
SECTION .07

USING THE BRAND

UMass Dartmouth Brand Guidelines
VIEWBOOK COVER

Adore the ENDERAV

1 Brand Importance
2 Brand Strategy
3 Messaging Toolkit
4 Logos & Marks
5 Visual Language
6 Photography
7 Using the Brand
   Viewbook
   Print Ads
   Environmentals
   Email
8 Tools & Resources
We’re inspired by

QUESTIONS

Small questions. Really big ones. And every type of query in between. Because one of the things we’re best at is our unrelenting pursuit of answers. If that’s the way you’re wired, you’re going to be great here, unquestionably.
Working to keep fishing sustainable & profitable sometimes leaves us out in the cold.

**Good thing WE’VE GOT THICK SKIN.**

If every new generation thinks they have all the answers, then why do our students ask so many questions?

At UMass Dartmouth, our researchers are investigating how changing ocean temperatures are altering the location of fish populations. Then, they’re using that information to help east coast fishing communities plan for the future.

The United States Navy recently invested $4,576,764 to partner with UMass Dartmouth researchers to develop innovative ocean technologies. What we discover will not only enhance our nation’s defense, but also create jobs in Southeastern New England and strengthen our region as a hub of marine innovation.

Because they understand that yesterday’s answers cannot solve either today’s or tomorrow’s challenges, that what they already know will only lead them to who they already are. So UMass Dartmouth students — artists, engineers, and student-athletes alike — learn the one skill that can’t be taught: to ask the smart questions that lead to new knowledge.

#OwnTheUnknown
ENVIRONMENTAL POSTERS
EMAIL TEMPLATE

The world has ENOUGH ANSWERS.

What it needs now more than ever are people to question them.
RESOURCES & TOOLS

UNIVERSITY MARKETING
umassd.edu/marketing

UNIVERSITY BRANDING
umassd.edu/branding

PHOTO & VIDEO
photographics@umassd.edu

PUBLIC AFFAIRS
publicaffairs@umassd.edu

PUBLICATIONS
publications@umassd.edu

WEB DEVELOPMENT
webdevelopment@umassd.edu

SOCIAL MEDIA GUIDE
umassd.edu/webdevelopment/social-media-guide

PHOTO LIBRARY
umassd.canto.com

ADOBE FONTS
All UMass Dartmouth brand fonts are available through the Adobe Fonts platform. If you have an Adobe subscription, visit the link below to activate all necessary fonts.

fonts.adobe.com