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Branding

The UMass Dartmouth brand is an experience. It is how people know us—our values and who and what we are.

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

To the University community:

This guide is intended to help UMass Dartmouth’s departments and divisions communicate in an effective, appropriate fashion with the University’s diverse constituencies.

Communications from UMass Dartmouth are critical in clearly defining our identity, reaching our goals, and fostering a reputation for excellence. The University must present itself in consistent, compelling fashion, always reflecting its position as an institution of higher education. This is true for both word and image, in print, online, and on mobile devices.

As programs, student base, and facilities expand, UMass Dartmouth remains firmly committed to its teaching, research, and service missions.

Communications to students, alumni, established and potential supporters, and the general community should reflect that commitment, and bolster our growing reputation as world class research university.

This guide sets forth the standards for both text and visual images that all segments of the University should follow. Doing so will help bring UMass Dartmouth increased recognition and respect among its many current and prospective constituencies.

If you require any materials, or wish guidance or feedback on materials, please don’t hesitate to contact University Marketing at 999-8822. or publications@umassd.edu
University Logo

All materials should carry the UMass Dartmouth logo.

The logo and signature colors are the primary visual representations of the UMass Dartmouth brand. Always refer to the University as University of Massachusetts Dartmouth, UMass Dartmouth or UMassD, NEVER UMD. The UMass Dartmouth logo is made up of two elements: the logo chop (gold U surrounded by blue M) and the wordmark (university name).

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.

The appropriate logos can be downloaded from the University Marketing website. We provide high resolution art for print and digital media.

**Please allow a minimum clearance around logos equal to the height of the “M” in the UMass.**

- Paste or insert them into your file.
- Do not alter or modify the UMassD logo in any way.
- 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. Again, sponsors’ logos should be less prominent than the University logo.
- Do not use older versions of the UMass Dartmouth logo or any older versions of the college logos.

If you have questions about logo use, or require a logo other than what you find here, contact publications@umassd.edu.
Logo usage

Use the correct logo, placed properly

When re-sizing, do not shrink or stretch disproportionally

Do not use older versions of the logos

Do not apply a drop shadow or gradation, alter University colors or replace University fonts
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.
Athletics Marks

UMass Dartmouth athletics marks reflect a segment of the UMassD brand identity. Please do not distort or alter the marks in any fashion.

These marks are not appropriate for academic materials.

Corsair full-color

Corsair one-color

Corsair grayscale

Alternate Corsair full-color

Alternate Corsair one-color

Alternate Corsair grayscale

Please contact the Publications Office for assistance.
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
UMass Dartmouth

College of Visual & Performing Arts
UMass Dartmouth

School for Marine Science & Technology
UMass Dartmouth

Online & Continuing Education
UMass Dartmouth

UMass Law
Centers

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

Center for Rehabilitation Engineering
UMass Dartmouth

Boivin Center for French Language & Culture
UMass Dartmouth

Center for University, School & Community Partnerships
UMass Dartmouth

Business Innovation Research Center
UMass Dartmouth

Highway Sustainability Research Center
UMass Dartmouth

Center for Indic Studies
UMass Dartmouth

Kaput Center for Research & Innovation in STEM Education
UMass Dartmouth

Center for Innovation & Entrepreneurship
UMass Dartmouth

Leduc Center for Civic Engagement
UMass Dartmouth

Center for Jewish Culture
UMass Dartmouth

Ora M. DeJesus Gerontology Center
UMass Dartmouth

Center for Marketing Research
UMass Dartmouth

Public Policy Center
UMass Dartmouth

Center for Molecular Diagnostics
UMass Dartmouth

Center for Portuguese Studies & Culture
UMass Dartmouth
**Colors**

**UMassD Blue**

UMassD Blue is our primary color. This dark blue represents strength and reliability—qualities embodied by our students, faculty and staff.

![UMassD Blue](image)

<table>
<thead>
<tr>
<th>PMS</th>
<th>2955</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK:</td>
<td>100/78/36/28</td>
</tr>
<tr>
<td>RGB</td>
<td>0/55/100</td>
</tr>
<tr>
<td>HEX</td>
<td>#003764</td>
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</table>

**UMassD Gold**

UMassD Gold is our main accent color. Bright, warm and energizing, this complements UMassD Blue.

![UMassD Gold](image)

<table>
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<tbody>
<tr>
<td>CMYK</td>
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</tr>
<tr>
<td>RGB</td>
<td>255/185/21</td>
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<tr>
<td>HEX</td>
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### Colors

**Secondary palette**

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<th>HEX</th>
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<td>230/26/80</td>
<td>#E61A50</td>
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<tr>
<td>166</td>
<td>5/82/100/1</td>
<td>229/82/2</td>
<td>#E55302</td>
</tr>
<tr>
<td>187</td>
<td>22/100/85/14</td>
<td>172/26/47</td>
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<tr>
<td>145</td>
<td>16/60/100/3</td>
<td>207/118/0</td>
<td>#CF7600</td>
</tr>
<tr>
<td>7550</td>
<td>17/42/90/0</td>
<td>210/151/60</td>
<td>#D2973C</td>
</tr>
<tr>
<td>1215</td>
<td>0/15/60/0</td>
<td>255/218/125</td>
<td>#FFDA7D</td>
</tr>
<tr>
<td>584</td>
<td>23/4/86/0</td>
<td>206/213/75</td>
<td>CED54B</td>
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<tr>
<td>368</td>
<td>64/0/100/0</td>
<td>102/188/41</td>
<td>66BC29</td>
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<tr>
<td>536</td>
<td>35/25/10/0</td>
<td>166/178/200</td>
<td>#A6B2C8</td>
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<tr>
<td>292</td>
<td>58/17/0/0</td>
<td>94/176/229</td>
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<tr>
<td>285</td>
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<td>0/114/207</td>
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</tr>
<tr>
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<td>100/65/2/0</td>
<td>0/90/187</td>
<td>#005ABB</td>
</tr>
<tr>
<td>307</td>
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<td>0/114/177</td>
<td>#0072B1</td>
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<td>103/59/184</td>
<td>#673BB8</td>
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<tr>
<td>268</td>
<td>85/99/14/3</td>
<td>80/45/127</td>
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<tr>
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<td>85/47/44/11</td>
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<td>#747679</td>
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<tr>
<td>872</td>
<td>40/47/77/17</td>
<td>141/116/74</td>
<td>#8D744A</td>
</tr>
<tr>
<td>NA</td>
<td>98/77/49/54</td>
<td>14/40/60</td>
<td>#0E283C</td>
</tr>
<tr>
<td>NA</td>
<td>25/25/20/0</td>
<td>192/192/192</td>
<td>#COCOCO</td>
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<tr>
<td>60% K</td>
<td>0/0/0/60</td>
<td>128/130/133</td>
<td>#666666</td>
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</tbody>
</table>
The Law School gold is slightly different than UMassD gold. UMass Law gold is a deeper, more golden hue associated with loyalty, dependability, and preparedness.

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

Colors

UMassD Blue

UMassD Blue is our primary color. This dark blue represents strength and reliability—qualities embodied by our students, faculty and staff.

- PMS: 2955
- CMYK: 100/78/36/28
- RGB: 0/55/100
- HEX: #003764

UMassD Law School Gold

UMassD Law School Gold is a deeper Gold accent color. Darker, warm and elegant, this also complements UMassD Blue.

- PMS: 7550C
- CMYK: 17/42/90/0
- RGB: 210/151/60
- HEX: #D2973C
Typography

- **Printed pieces — Use Frutiger and Sabon**
- **Powerpoint — Use Lucida Sans and Georgia**
- **Web — Use Open Sans**

Typography guidelines are straightforward—use Frutiger and Sabon for printed pieces, Lucida Sans and Georgia for Powerpoint or Word docs, and Open Sans for the web. (Terminal Four, our web content management system is set up to use Open Sans on University web pages—you don’t ever have to choose a font when adding or editing content on a UMassD web page.)

<table>
<thead>
<tr>
<th>Typography for print</th>
<th>Typeface</th>
<th>Typeface detail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frutiger Regular should be used for short blocks of copy.</td>
<td>Frutiger 55 Roman</td>
<td>Aa</td>
</tr>
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<td></td>
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<td></td>
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<tr>
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<td></td>
</tr>
<tr>
<td>Frutiger Bold should be used for headlines.</td>
<td>Frutiger 65 Bold</td>
<td>Aa</td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
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<tr>
<td>Sabon Regular should be used for long body copy.</td>
<td>Sabon Roman</td>
<td>Aa</td>
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<td></td>
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<td>1234567890@#$%^&amp;*()</td>
<td></td>
</tr>
<tr>
<td>Sabon Italic should be used only for emphasis and should not be used for headline copy or body copy.</td>
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<td>Aa</td>
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<tr>
<td>Typography for the Web</td>
<td>Typeface</td>
<td>Typeface detail</td>
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<tr>
<td>------------------------</td>
<td>----------</td>
<td>----------------</td>
</tr>
<tr>
<td>Open Sans is used on the UMassD website.</td>
<td>Open Sans</td>
<td><img src="image" alt="Aa" /></td>
</tr>
<tr>
<td>Open Sans Bold is used for h1s, h2s and h3s.</td>
<td>Open Sans Bold</td>
<td><img src="image" alt="Aa" /></td>
</tr>
<tr>
<td>Open Sans Italic should only be used for emphasis.</td>
<td>Open Sans Italic</td>
<td><img src="image" alt="Aa" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Typography for MS Office, including Powerpoint</th>
<th>Typeface</th>
<th>Typeface detail</th>
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<tbody>
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</tr>
</tbody>
</table>
Photography

Photos on our website, in social media, and in our print communications help tell the UMass Dartmouth story. A good photo captures the essence of UMass Dartmouth and this helps support and convey the brand message.

Photos of our people, events, and campus reflect who we are and should feel authentic, warm, inviting, and aspirational.

Photography shouldn’t feel staged, unreal, cold, or look like stock photography.

A good photo will engage readers and viewers and should visually capture what UMassD has to offer.

What to look for in a photo

- Photojournalistic-style images that capture authentic and vibrant interactions between people
- Photos that capture a feeling of place
- Larger images that can increase visual impact and drama
- Landscape and architectural photography that depict our distinctive campus
- An accurate and authentic representation of the diversity of the UMass Dartmouth community

What to avoid

- Photos that are obviously posed or staged
- Photos that literally illustrate specific places or facilities
- Using many small photos on a page
- Staged situations that are obviously trying to communicate diversity
**Using images**

Avoid using static or posed images

An empty room is not interesting unless it’s being used to illustrate the architecture.

This image could be improved by cropping it tightly to focus on the dancers.

The empty space between the two students weakens the composition.

Avoid using clip art and stock photography. Photographic or Publications can help provide appropriate images.

Use close-up, candid images whenever possible.

People relate to images of people.

When featuring an event, use an image that captures the essence of the event.

The dynamic interaction between the students make this a successful image.

This image has energy, is candid and is specific to UMass Dartmouth.
A note about file types
Be sure to use the correct file type for the medium. A high-res 4-color tiff file won’t display on the web, and large files will increase load time. A low-res web photo used in print will be pixelated and the color will be off.

Where to find images
You can view photos in our online photo database: https://cumulusphoto.umassd.edu/sites/
or request a photographer for an event by submitting a marketing job request: www1.umassd.edu/services/job_request
Contact Us

University Marketing is comprised of three groups; Publications, Photographics and Web Development

**Publications**
http://www.umassd.edu/publications/
508.999.8822

**Photographics**
photographics@umassd.edu

**Web Development**
webdevelopment@umassd.edu

Submit an online job request at http://www.umassd.edu/marketing/