



THE UNIVERSITY OF MAINE AT
MACHIAS



REGIONAL CAMPUS OF THE UNIVERSITY OF MAINE



Logo

1.1 PRIMARY LOGO

To the right is the primary logo for the University of Maine at Machias. The PMS color is 343



Publications intended strictly for a Machias audience may use the 1.1 PRIMARY LOGO as the prominent/dominant logo along with a smaller UMaine logo. The UMaine logo should be one of these:



or:



Color options:



GREEN

To use on a light background.



WHITE

To use on a dark background.



BLACK

To use on a light background when the product is printed in black and white.



MACHIAS WHEEL GRAPHIC

To use in a publication when a square or vertical secondary logo is needed.

Available in green, black and white



Logo

1.2 LOGO COLOR ALTERNATIVES

To the right are the logo color alternatives for the University of Maine at Machias. When you are unable to use full color, these options are available. Do not use any other color variations other than those listed to the right.

When a publication is intended for UMaine and Machias audiences, one of the combined logo options should be used:



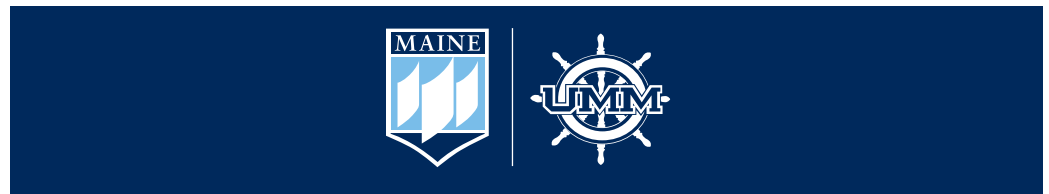
or:



combined full crest logos on a dark background:



combined crest and wheel logo on a dark background:



Logo

1.3 LOGO ERRORS

To the right are examples of what not to do when using the University of Maine at Machias logo. A list of approved logos is on pages 2 and 3.



SKEWING THE LOGO

Do not stretch the logo vertically or horizontally in any way. When in your design program, hold the shift key on your keyboard to maintain the proportions of the logo.



ALTERING THE LOGO COLORS

Do not change the logo colors for any reason. Approved logo colors can be found on page 5.



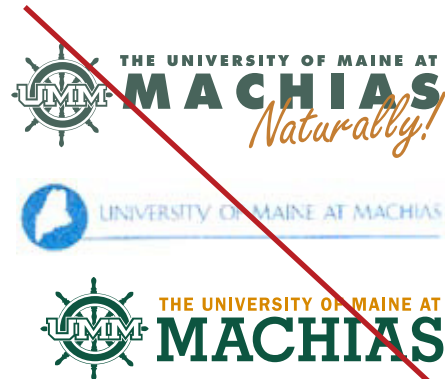
LOGO ON LIGHT BACKGROUND

Do not use the white logo on a background that is too light. Use the full color or black logo in this instance.



LOGO ON DARK BACKGROUND

Do not use the logo on a background that is too dark. Use the all-white logo in this instance.



OLD LOGOS

Do not use any old logos. The old logo featuring the round University of Maine System logo should not be used. In addition, any University logos featuring gold or taglines other than "Maine's Coastal University" should not be used.

Colors

3.1 LOGO COLORS

To the right are the logo colors for the University of Maine at Machias. Do not use any other color variations.



GREEN

Pantone: 343 C
CMYK: 94, 41, 79, 39
HEX: #00573c



BLACK



Typography

4.1 TYPOGRAPHY

To the right are the approved fonts for the University of Maine at Machias.

Most fonts can be downloaded at umaine.edu/brand/graphics/typography.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FRUTIGER

This is the recommended sans serif font for the University of Maine at Machias. Acceptable alternatives to Frutiger are Arial and Open Sans.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

URW EGYPTIENNE

This is the recommended serif font for the University of Maine at Machias. An acceptable alternative to URW Egyptian is Roboto Slab.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ADOBE GARAMOND

This is another recommended serif font for the University of Maine at Machias. An acceptable alternative to Adobe Garamond is EB Garamond.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC FRANKLIN GOTHIC DEMI

This font is used for "The University of Maine at" in the UMM logo.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MEMPHIS BOLD

This font is used for "Machias" in the UMM logo.



EO Statement

5.1 EO STATEMENT USAGE

All University of Maine at Machias materials must have the full EO statement, preferably no smaller than 6 point font. We suggest using a sans-serif font such as Frutiger or Arial.

To be sure the EO statement is the most current, visit machias.edu/equal-opportunities.

The University of Maine at Machias does not discriminate on the grounds of race, color, religion, sex, sexual orientation, including transgender status and gender expression, national origin, citizenship status, age, disability, genetic information, or veteran status in employment, education, and all other programs and activities. The following person has been designated to handle inquiries regarding nondiscrimination policies: Equal Opportunity Officer, 202 Powers Hall, 207.255.1213, TTY 207.255.1445.

FULL EO STATEMENT

The University of Maine is an equal opportunity/affirmative action institution.

SHORT EO STATEMENT
Only to be used on ads and postcards.



LETTERHEAD

Contact Cara Cushing in the Office of Communications for a letterhead file.

<p>Office of International Programs <i>University of Maine at Machias</i></p>	 THE UNIVERSITY OF MAINE AT MACHIAS	<p>Xxxxxx Hall, Suite 300 20 Xxxxx Drive Machias, Maine 0445x Tel: 207.xxx.xxxx machias.edu/international</p>
<p> THE UNIVERSITY OF MAINE MAINE'S LAND GRANT, SEA GRANT AND SPACE GRANT UNIVERSITY The University of Maine at Machias is the University of Maine's regional campus • machias.edu</p>		

