

# BRAND Standards



2022

The University of Maine at Machias maintains branding standards in the family of the flagship campus University of Maine. The Brand Standards Style Guide is produced by the University of Maine Division of Marketing and Communications as a reference guide to the University of Maine at Machias visual and textual identity.

**The Division of Marketing and Communications** is principally responsible for sharing the university's story with the media, the public and the UMaine community, and for providing marketing counsel and related creative services in writing, photography, graphic design and multimedia production.

The Division of Marketing and Communications is home to UMaine's Office of Licensing and Trademarks.

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Orono, Maine 04469-5703  
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**Printing and Mailing Services** produces all University of Maine stationery, including letterhead and business cards.

Printing and Mailing Services  
University of Maine  
5761 Keyo Building  
Orono, Maine 04469-5761  
207.581.3767  
207.581.1321 (fax)  
um.printing@maine.edu  
umaine.edu/printingservices



For University of Maine at Machias brand assets and logo guidelines, visit

**MACHIAS.EDU/BRAND**

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## University of Maine at Machias

# BRAND Standards

## PURPOSE AND INTENT

The University of Maine and University of Maine at Machias brand — our promise — is crucial for visual identity and credibility. A well-defined and executed brand creates a consistent, enduring message of quality, reliability, effectiveness and leadership. It can contribute to sustained support, both public and private; aid in recruitment of prospective students, faculty and staff; and help send a clear message about our impact on the state — and beyond.

UMaine's and UMaine Machias' brand benefits the people, programs and places in the university community, and helps constituents and those without affiliation clearly identify the institution and its mission.

UMaine's and UMaine Machias' brand standards are guides to help members of the university community be part of the University of Maine and UMaine Machias brand. The goal is not to make all UMaine and UMaine Machias printed and online communication look identical, but rather as members of the same family. In turn, consistent use of the standards shapes and strengthens institutional image, and increases the value and equity of the UMaine and UMaine Machias brand.

While consistent use of the standards shapes and strengthens the institutional image of UMaine and UMaine Machias, effective and promotional implementation of our vision for the future will sustain that image. Instant recognition is only part of the goal in solidifying the UMaine and UMaine Machias brand. The ultimate goal is for our brand — and therefore image — to be sought-after by new markets convinced of the credibility of our universities and the leadership we will carry into the future.



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## UMAINE'S MISSION

The University of Maine brand is rooted in UMaine's mission statement. The brand defines UMaine, clearly and consistently reinforcing what the University of Maine offers and what our constituents can expect.

- The University of Maine advances learning and discovery through excellence and innovation in undergraduate and graduate academic programs, while addressing the complex challenges and opportunities of the 21st century through research-based knowledge.
- Opportunity for all members of the University of Maine community is a cornerstone of our mission. The university welcomes students, research partners and collaborators into an atmosphere that honors the heritage and diversity of our state and nation.
- Founded in 1865, the University of Maine is a land and sea grant institution, and the flagship campus of the University of Maine System. This vibrant and dynamic university serves the residents of Maine, the nation and the world through our acclaimed programs in teaching, research and outreach.
- Inspiring and dedicated teaching propels students into new fields of learning and promotes interdisciplinary understanding. Our educational goals are to help students develop their creative abilities, communication and critical thinking skills, and understanding of traditions in ethics and rationality in the arts, sciences and professions.
- Internationally recognized research, scholarship and creative activity distinguish the University of Maine as the state's flagship university, where faculty and students contribute knowledge to issues of local, national and international significance. As the state's doctoral-granting institution, research and education are inextricably linked.
- Comprehensive outreach, including public service, Cooperative extension, continuing education and distance learning, engages learners of all ages in improving their lives and communities. Using research-based knowledge, outreach efforts promote sustainable use of Maine's abundant natural resources and build intellectual, cultural, and economic capacity throughout Maine and beyond.
- Through integrated teaching, research and outreach, the University of Maine improves the quality of life for people in Maine and around the world, and promotes responsible stewardship of human, natural and financial resources.

## UNIVERSITY OF MAINE AT MACHIAS MISSION

Through our distinctive baccalaureate programs, and student-centered community, the University of Maine at Machias creates enriching educational opportunities that prepare graduates for professional success and lifelong engagement with the world. UMaine Machias embodies an active community of diverse learners who share a commitment to exploration, leadership, collaboration, and interdisciplinary problem solving. Inspired by our unique coastal location, UMaine Machias' creative energy, applied research, and community engagement enhance the social, cultural, economic, and natural environments of the state of Maine.



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# Primary Logo

## 1.1 UNIVERSITY OF MAINE AT MACHIAS PRIMARY LOGO

This is the primary color logo for the University of Maine at Machias. Color options are shown on the following page.



**Buffer space** must be maintained around all logos. The general rule is to allow 1/4" margin space between the logo and other elements.

**All UMaine Machias logos are vector files.** Vector art uses mathematical proportions to allow art to be scalable to any size without losing clarity. Logos are available in the online branding toolbox ([machias.edu/brand](http://machias.edu/brand))

To use vector art, follow these instructions:

1. Download the logo to your desktop or to a folder on your computer.
2. Open your layout program
3. From the layout program, use a menu item such as "get picture" or "place graphic" to navigate to the logo and bring the logo directly into the layout. (This is the same process used for importing photos.)
4. Hold the shift key to maintain proportions while sizing the logo by pulling the corner handles in or out.

# Logo

## 1.2 UNIVERSITY OF MAINE AT MACHIAS PRIMARY LOGO VARIATIONS

Color options available:

### VISUAL IDENTITY BASICS

UMaine's cohesive identity system was designed to help the university achieve a consistent visual identity.

The University of Maine at Machias primary brand image is the full crest logo to the right of "at Machias." The logo must appear on all UMaine Machias publications, websites and other forms of communications viewed by an external audience. The logo must be prominent and dominant.



For University of Maine at Machias brand assets and logo guidelines, visit

**MACHIAS.EDU/BRAND**



Full UMaine Machias reverse  
2 colors: PMS 289 and PMS 292



Full UMaine Machias  
1 color: PMS 289



Full UMaine Machias  
1 color: PMS 292



Full UMaine Machias  
1 color: black

# Logo

## 1.2 UNIVERSITY OF MAINE AT MACHIAS PRIMARY LOGO VARIATIONS

Color options available:



Full UMaine Machias  
1-color outlined white logo



Full UMaine Machias **FOR ETCHING**



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# Logo

## 1.3 REGIONAL CAMPUS PRIMARY LOGO RELATIVE TO THE UNIVERSITY OF MAINE PRIMARY LOGO

Sizing hierarchy

For instances when the regional campus logo needs to be shown along with the University of Maine logo, *the overall width of both logos should be the same*, making the regional campus logo elements smaller and reinforcing the hierarchy of these institutions.



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# Secondary Logos

## 2.1 UNIVERSITY OF MAINE AT MACHIAS SECONDARY LOGO 1

Option 1, color crest logo.



# Logo

## 2.2 UNIVERSITY OF MAINE AT MACHIAS SECONDARY LOGO COLOR OPTIONS

Machias crest logo color alternatives. When you are unable to use full color, these options are available. Do not use any other color variations except those listed to the right.



### WHITE

To use on a dark background.



### PMS 292 LIGHT BLUE

To use on a light or dark background



### PMS 289 DARK BLUE

To use on a light background



For University of Maine at Machias brand assets and logo guidelines, visit

**MACHIAS.EDU/BRAND**



### BLACK

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

# Logo

## 2.3 UNIVERSITY OF MAINE AT MACHIAS SECONDARY LOGO 2

Option 2, secondary color crest logo *with* logotype for strong vertical layouts such as pole banners, nametags and bookmarks.



# Logo

## 2.3 SECONDARY ALTERNATE LOGO

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



### WHITE

To use on a dark background.



### PMS 292 LIGHT BLUE

To use on a light or dark background



POLE BANNER  
example



### PMS 289 DARK BLUE

To use on a light background



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Machias brand assets and  
logo guidelines, visit

**MACHIAS.EDU/BRAND**



### BLACK

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

# Logo

## 2.4 SECONDARY LOGO 4 — CASUAL

Introducing "M" options for the University of Maine at Machias. Do not use color variations other than those listed.



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**MACHIAS.EDU/BRAND**



**PMS 289 AND PMS 292**  
To use on light and dark backgrounds



### SAMPLE SHIRT DESIGN



**PMS WHITE**  
To use on a dark background



**PMS BLACK**  
To use on a light



**PMS 292 LIGHT BLUE**  
To use on a light or dark background



**PMS 289**  
To use on a light background

# Logo

## 3.1 LOGO ERRORS

To the right are examples of what not to do when using University of Maine at Machias logos.



For University of Maine at Machias brand assets and logo guidelines, visit  
**MACHIAS.EDU/BRAND**



### 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 taglines other than "Maine's Coastal University" should not be used.



# Colors

## 4.1 LOGO COLORS

These are the logo colors for the University of Maine and the University of Maine at Machias.

Do not use other color variations.



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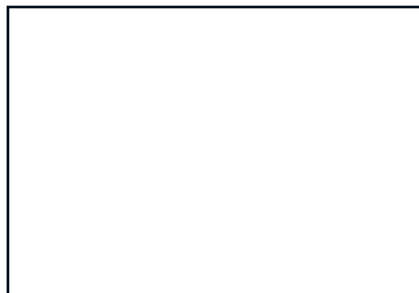
### BLUE

Pantone: 289 C  
CMYK: 100, 64, 0, 60  
HEX: #003263



### LIGHT BLUE

Pantone: 192 C  
CMYK: 49, 11, 0, 0  
HEX: #B0D7FF



### WHITE

Pantone: white  
CMYK: 0, 0, 0, 0  
HEX: #ffffff

# Typography

## 5.1 LOGO TYPOGRAPHY

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



Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### ADOBE GARAMOND PRO

This font is used in semibold weight

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### URW EGYPTIENNE

This font is used in medium weight  
for MACHIAS under the "M"



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**MACHIAS.EDU/BRAND**



# Editorial

## 6.1 STYLE GUIDE

**University of Maine**  
and **University of Maine**  
**at Machias** guidelines

### EDITORIAL STYLE:

We are the University of Maine at Machias (lower case the)

On second reference, it is acceptable to use UMaine Machias.

On second reference in text, university is lowercase. The same rule applies to proper names of UMaine Machias colleges, departments and programs. example: The Department of Art sponsored the show. The department is popular.  
The University of Maine System can be referred to as UMS on second reference, but not the UMaine System.

### BOILERPLATE

#### About the University of Maine at Machias:

The University of Maine at Machias, a regional campus of the University of Maine, awards baccalaureate and associate degrees, and certificates. It is accredited by the New England Commission of Higher Education as part of the University of Maine. Established in 1909, UMaine Machias is the easternmost university campus in the United States. The area's bountiful natural resources, and rich environmental, recreational, cultural, and education traditions inform the campus.



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# Editorial

## 6.1 STYLE GUIDE

The University of Maine  
at Machias

### MACHIAS EDITORIAL STYLE

University of Maine at Machias

UMaine Machias on second reference  
(*not UMaine-Machias or UMaine at Machias*)

### REGIONAL TERMINOLOGY:

Down East Maine  
(use AP style when referring to the area; official titles, such as “Downeast Promise” and “Downeast Institute”)

### BOILERPLATE

About the University of Maine at Machias:

The University of Maine at Machias, a regional campus of the University of Maine, awards baccalaureate and associate degrees, and certificates. It is accredited by the New England Commission of Higher Education as part of the University of Maine. Established in 1909, UMaine Machias is the easternmost university campus in the United States. The area’s bountiful natural resources, and rich environmental, recreational, cultural and education traditions inform the campus.



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# Letterhead

## 7.1 OFFICIAL STATIONERY

University of Maine at Machias letterhead and business cards will be set up **using the University of Maine letterhead template used by all UMaine entities**. The centered top logo will be the sole difference with the size of the regional full crest logo having the same overall width as the UMaine full crest logo.



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**MACHIAS.EDU/BRAND**

## CAMPUS LETTERHEAD

Office of Student Records



THE UNIVERSITY OF  
**MAINE** | at  
Machias

116 O'Brien Avenue  
Machias, Maine 04654  
Tel: 207.255.1330  
Fax: 207.255.4864

THE REGIONAL CAMPUS OF MAINE'S LAND GRANT, SEA GRANT AND SPACE GRANT UNIVERSITY

# EO Statement

## 8.1 EO STATEMENT USAGE

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

To be sure the EO statement is the most current, visit [machias.edu/equal-opportunities](http://machias.edu/equal-opportunities).

The University of Maine at Machias is an EEO/AA employer and does not discriminate on the grounds of race, color, religion, sex, sexual orientation, transgender status, gender expression, national origin, citizenship status, age, disability, genetic information or veteran's status in employment, education, and all other programs and activities. The following person has been designated to handle inquiries regarding non-discrimination policies: Director of Equal Opportunity, 101 North Stevens Hall, University of Maine, Orono, ME 04469-5754, 207.581.1226, TTY 711 (Maine Relay System). rientation, including

### FULL EO STATEMENT

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

### SHORT EO STATEMENT

Only to be used on postcards.



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**[MACHIAS.EDU/BRAND](http://MACHIAS.EDU/BRAND)**

# Other Resources

Nametags can be designed with primary or secondary options found in the branding toolbox. Here are a few examples:



## RETRACTABLE BANNER AND FLAG EXAMPLES



For University of Maine at Machias brand assets and logo guidelines, visit **MACHIAS.EDU/BRAND**

# Other Resources

## **Campus signage**

Information about ordering signage is available online here:  
[umaine.edu/ofm/campus-services/request-for-signage](http://umaine.edu/ofm/campus-services/request-for-signage)

## **Permanent building signage**

To order exterior building signs contact Bart Gallant, Facilities Management at 207.581.2642

*Standard templates are in place.*

## **Temporary road signage for events on campus**

Fill out a Facilities Management work order ([umaine.edu/ofm/campus-services/quote-request](http://umaine.edu/ofm/campus-services/quote-request)) and email Printing Services ([um.printing@maine.edu](mailto:um.printing@maine.edu)).

Temporary signage questions and options?  
Call David Bowman, Facilities Management, 207.581.2662 or Customer Service, Printing Services 207.581.3767.

## **Lettering on buildings:**

Fonts used for letters attached to the exterior of a building, usually for naming purposes:

Garamond bold or Frutiger bold

Branding questions and review

Contact Jackie Leonard, 207.620.4501



## **CAMPUS SIGNAGE**

For building signage, contact 207.581.2642



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**University of Maine at Machias**

207.581.3743 | [machias.edu/brand](http://machias.edu/brand)