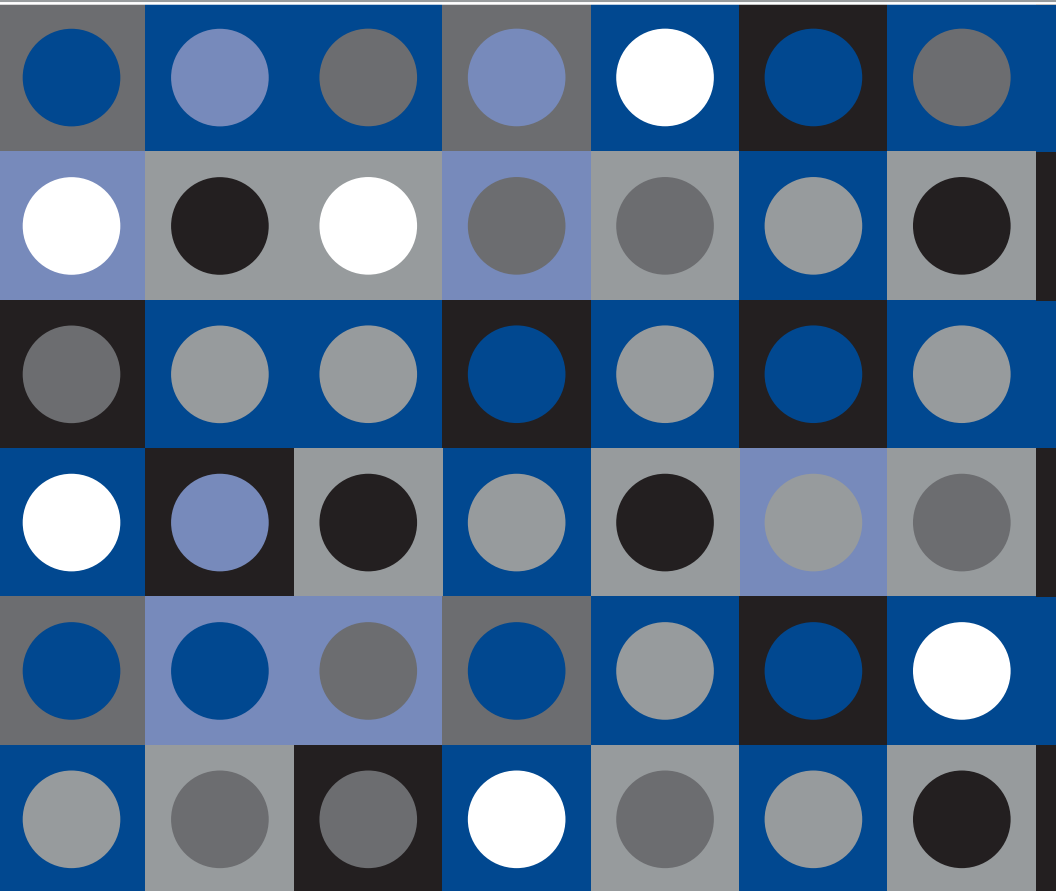
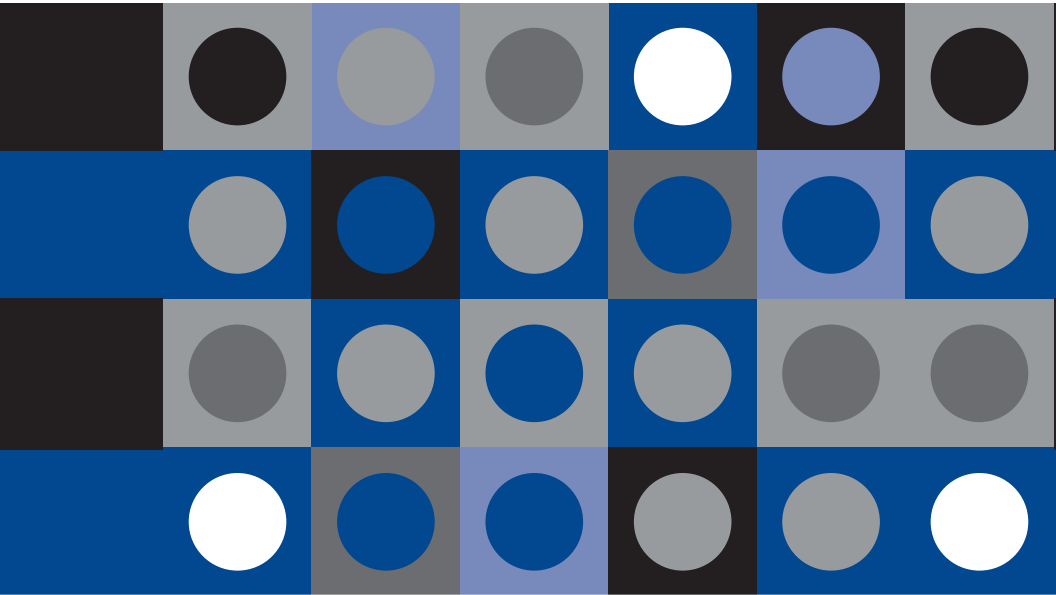


THE UNIVERSITY OF
MEMPHIS[®]

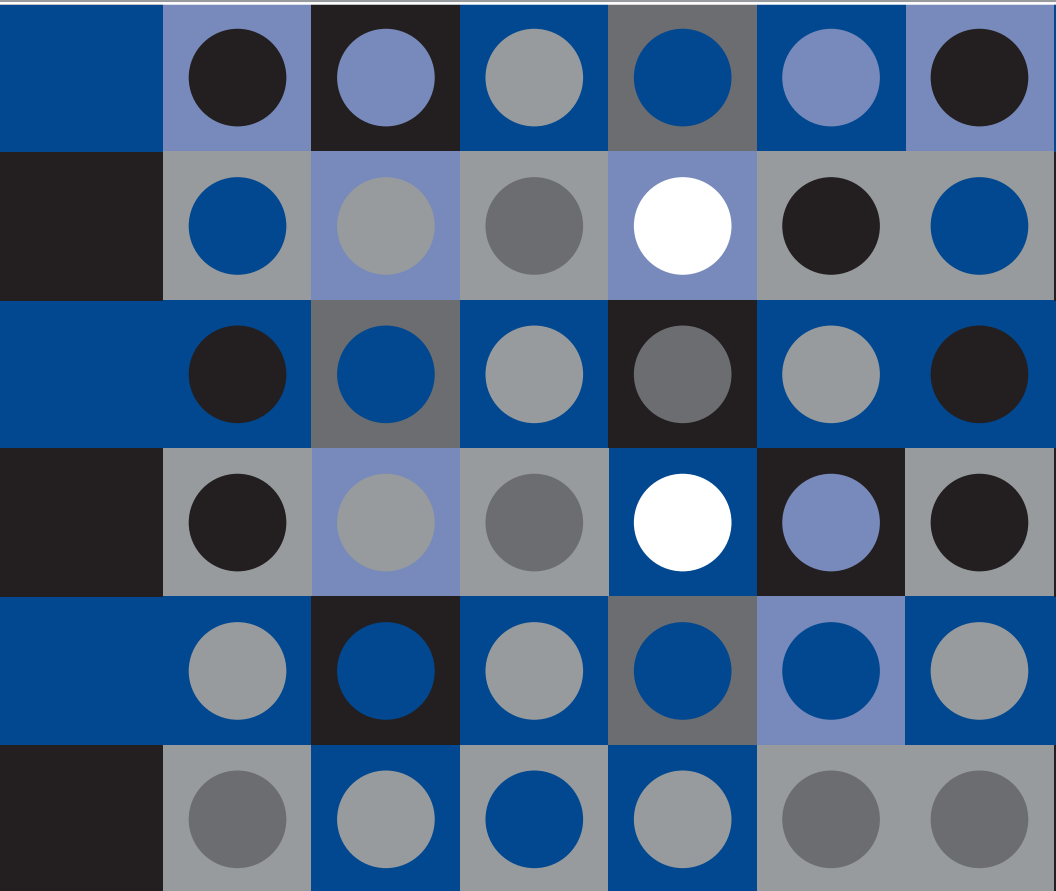
www.memphis.edu/logo





BRAND STANDARDS

THE UNIVERSITY OF
MEMPHIS[®]



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The University of Memphis brand is much more than a logo. Our brand is our image. Our brand is the reputation we've spent years building. It's one of the most valuable assets we have and should be managed carefully. What's in a brand? Power. The power to separate our University from the competition. We created the new brand identity for the University of Memphis with the conviction to stand apart. Get noticed. Be admired. The "brand experience" happens every time our University touches a student, prospect, professor, researcher, partner, the community. These contacts take on many forms — in publications, on outdoor boards, in newsletters, in person — but each contact is an opportunity to endear the University to people. That's what branding is all about.

With this manual we unleash the power of our brand. By following these guidelines — consistently — you will help us build a strong, unified image for the University. Although we are an institution with many people, parts and facilities, collectively we are one brand. We have one face and speak with one voice. Adopting a branded "look" is about setting high standards. It helps us ensure that all printed communications are polished and professional — a true reflection of the outstanding institution we have become.

You are the keeper of our brand. The outstanding work you deliver daily makes our brand flourish, but there is still more to be done. By following the guidelines in this book, you'll be doing your part to protect and strengthen the University of Memphis. Inside you'll find simple directions on how to use our visual identity correctly, while always capturing the unique spirit of our institution.

Why branding is important. Inconsistent use of a brand is the number one factor that reduces the strength of a brand. By consistently putting forth a unified image to the public, we are bringing value, prominence and awareness to our University. This increased visibility helps the University prosper in admissions/recruiting, fundraising and other areas of growth.

Access to artwork. To help you develop effective marketing materials, we made the process of accessing all the U of M brand images simple. The design elements, artwork and most up-to-date information are easily accessible by visiting our brand standards Web site. www.memphis.edu/logo

When in doubt, call. These standards were carefully developed by experienced professionals in the marketing and communications office in conjunction with esteemed colleagues, both on and off campus. Should you have any questions, please do not improvise solutions without first consulting the marketing and communications office.

Correct software is key. Before getting into the details of design graphics, let's address the means by which we create our graphics. The use of industry-standard software for designing print materials is essential to ensuring the highest quality. Such applications allow for strict control of color, typography and images for print and web-based use.

Software considered industry standard:

LAYOUT	Quark XPress; Adobe InDesign or PageMaker
VECTOR GRAPHICS	Macromedia FreeHand; Adobe Illustrator
RASTER IMAGES/ PHOTOGRAPHY	Adobe Photoshop

Applications such as Microsoft Word, Microsoft Publisher, PrintShop, and Corel Draw do not conform to industry standards, and therefore, should not be used for print design.

THE BRAND

Our signatures consist of the logo, a secondary logo, and three other identities, for which usage is restricted to specific entities of the University. All marks are registered with the U.S. Patent Office. The U of M has exclusive ownership rights of these marks. Whenever these marks are used they must carry the proper “®” and “TM” as shown.

THE UNIVERSITY OF
MEMPHIS®

The logo is the primary brand of the University of Memphis. It must appear on all communications (printed, broadcast or electronic).



The secondary logo is a unit reserved for use on stationery, business cards and envelopes **only**.



The university seal may only be used on official documents such as transcripts, major report and research covers, diplomas, contracts, formal invitations and engraved notecards. It may also appear on selected wearing apparel and gift items upon proper licensing. For further information, or for approval to use the seal on other materials, contact the marketing and communications office.



The athletic logo may only be used for promotion of our athletic department and its licensed suppliers. Additional information regarding this symbol may be obtained by calling the athletic department.







The alumni association logo is reserved for use on alumni association communications and promotions. Additional information regarding this symbol may be obtained by calling the alumni association.



Approved color usage for the University's brands allows for several options in print production.

The brands should always appear in one of the color configurations shown on the next page using the approved colors PMS 877, PMS 423, Pantone Process Black, and PANTONE 280. Altering colors or changing color combinations is prohibited.

	PRINT APPLICATIONS	
	PREFERRED	ALTERNATE
UNIVERSITY BLUE	 PANTONE 280	 C100 M72 K18
UNIVERSITY GREY <i>(Whenever possible, PMS 877 [Metallic Silver] is the preferred method of reproducing University Grey)</i>	 PANTONE 877 PANTONE 423	 K50

LOGO

TWO COLOR

THE UNIVERSITY OF
MEMPHIS®

TWO COLOR
REVERSE

THE UNIVERSITY OF
MEMPHIS®

ONE COLOR WITH
SCREENED TEXT

THE UNIVERSITY OF
MEMPHIS®

ONE COLOR
NO SCREENS

THE UNIVERSITY OF
MEMPHIS®

THE UNIVERSITY OF
MEMPHIS®

THE UNIVERSITY OF
MEMPHIS®

ONE COLOR
REVERSE

THE UNIVERSITY OF
MEMPHIS®

THE UNIVERSITY OF
MEMPHIS®

NOTE: Logos reproduced using process colors (or screen values of spot colors) require 120 line screen or higher. Any lower line screen reproduction requires use of one-color, no screen version of logo in black or PMS 280.

CLEARANCES

To create maximum impact, the logo requires specific clear space around all sides. This clear space should be free of imagery, graphics, folds or any other element that may interfere with the clarity of the brand. The space is measured by the cap height of the letter “T” as indicated below.

Minimum reproduction size is 1" in length, except in the case of stationery using the secondary logo (see “Stationery” section for specifics).



Clear Space Minimum

THE UNIVERSITY OF
MEMPHIS®

Minimum Logo Reproduction

DEPARTMENTAL
IDENTITIES

THE UNIVERSITY OF
MEMPHIS[®]
Office of the President

THE UNIVERSITY OF
MEMPHIS[®]
Rudi E. Scheidt School of Music

THE UNIVERSITY OF
MEMPHIS[®]
Center for Earthquake Research
and Information

THE UNIVERSITY OF
MEMPHIS[®]
Department of Chemistry

*Note: when breaking a department
or school name into two or more lines,
be sure to avoid awkward phraseology.*

THE UNIVERSITY OF
MEMPHIS[®]
Kemmons Wilson School of
Hospitality and Resort
Management

Branding is about

one voice/one face, so to create varying identities is counter to our objectives and confusing for the public. Specific colleges, schools, departments and offices should not print their individual “logos” in lieu of, or in addition to, the University logo, on any printed material. Previously developed logos may only be used by the colleges on banners at commencement.

Rather, each group is represented with placement of its name in a specified body of type beneath the logo as shown at left. The department name should be typeset in Formata Regular, flush left, at 35% of point size of the letter “M,” positioned below the word “MEMPHIS” at minimum clear space. Departmental names should not appear smaller than 7 point, nor extend beyond the line length of the word “MEMPHIS.” If a departmental name is longer than a single line space allows, a line break should occur in the name, with leading set to 105% of the type size.

THE UNIVERSITY OF
MEMPHIS[®]
Kemmons Wilson School
of Hospitality and
Resort Management

**PROHIBITED
REPRODUCTION**



Never surround any signature with a shape, such as a box or outline



Never distort or alter any element of any signature



Never reproduce any signature on textures or backgrounds that may impair legibility



Never alter any signature, or combine individual elements of signatures



Never isolate any character of the brand.

COMPATIBLE TYPEFACES

The University brand includes the use of complementary typefaces. The preferred fonts are Formata and Bodoni. As a general rule, Formata should be used for display/headline situations and Bodoni for text. Although there may be other weights available in these fonts, they are not part of the approved family of fonts. For instance, Bodoni Poster is not considered an approved substitute for Bodoni Bold.

Because typography for Web-based applications is much more difficult to control (due to limitations in textual controls and end-user configurations), Verdana is the recommended font for both HTML headlines and text. The University has licensed these fonts and they are available for use by University personnel by contacting the marketing and communications office.

Examples of the University's typefaces are depicted on the following page.

SANS SERIF FONTS

Formata Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Formata Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Formata Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Formata Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Formata Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Formata Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Formata Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Formata Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Formata Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Formata Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SERIF FONTS

Bodoni Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bodoni Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bodoni Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

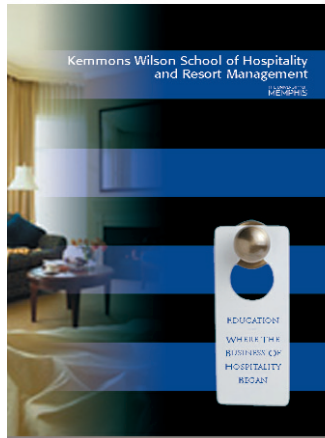
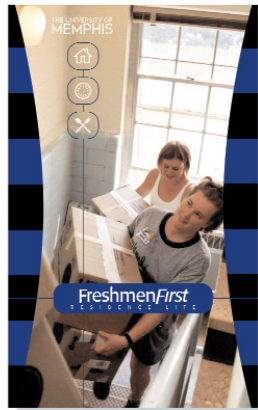
Bodoni Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BRAND EXTENSION



The stripe element is designed to bring commonality to our communications. The stripe element was derived from convocation and graduation regalia, such as robes and banners. The element may be used in designs in any number of ways, shapes or forms, but as a rule should always be an odd number, beginning and ending with black. As shown here, the unique stripe treatment unifies all our communications, without sacrificing individuality. Each piece is designed with a unique style all its own, but incorporates the stripes in some fashion. Sometimes the stripes are big, sometimes very subtle. They can be used in 4-color, 2-color or black and white. Flexibility is the beauty of the unifying stripe element.



POSITIONING STATEMENT

The power of our brand is further enhanced by the use of a positioning statement: “Dreamers. Thinkers. Doers.” This statement embodies who we are, what our faculty is known for being, who our graduates become.

The Latin translation, restricted to use only on the new University seal, is “Imaginari. Cogitare. Facere.” The English version should be used whenever possible on all print and broadcast materials.

On print materials the positioning statement should appear beneath the University logo (where appropriate), typeset in Formata Bold Condensed, at a size that will allow forced justification of the phrase with the left and right edges of the logo (hang punctuation), positioned at minimum clear space. Further, in two-color variations, the phrase should be reproduced either in PMS 877 or equivalent. In one-color variations, it should appear at 50% of the color value of the logo being reproduced. The positioning statement should never appear in the same color as the word “MEMPHIS.”

When spoken, such as in a voice over, the phrase has a *slight* pause between each word. (Dreamers [pause] Thinkers [pause] Doers.)

On-screen graphics requires that each word fade up individually, under the University logo.

THE UNIVERSITY OF
MEMPHIS[®]
Dreamers. Thinkers. Doers.

THE UNIVERSITY OF
MEMPHIS[®]
Dreamers. Thinkers. Doers.

THE UNIVERSITY OF
MEMPHIS[®]
Dreamers. Thinkers. Doers.

THE UNIVERSITY OF
MEMPHIS[®]
Dreamers. Thinkers. Doers.

STATIONERY

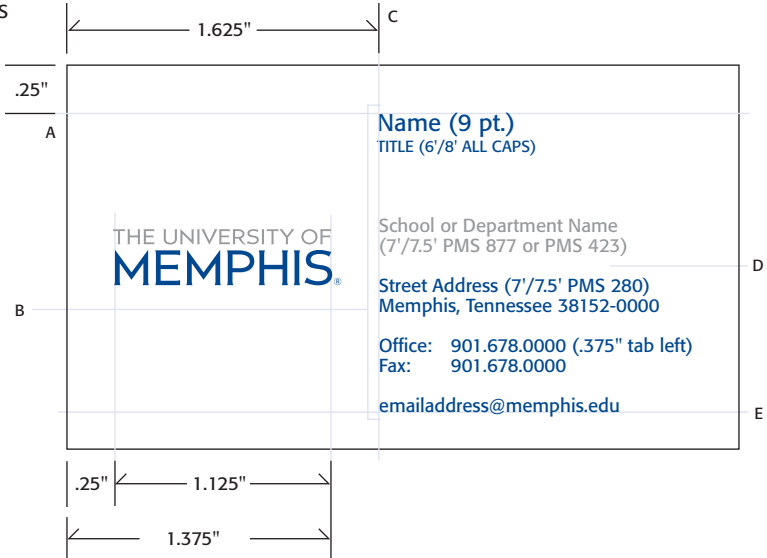
The business card should be considered a contact reference only. In order to project our branded image, take care to include only necessary information.

The preferred business card utilizes the two-color logo, while the alternate card uses the secondary logo, which is reserved for stationery only. The logo, vertically centered on the card, has specific horizontal placement as outlined in the diagrams at right.

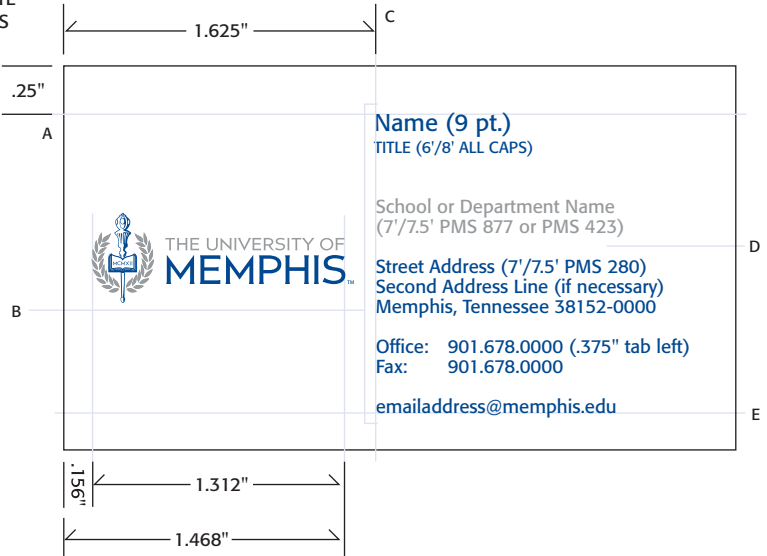
Name and title should be typeset in Formata Regular, flush left (9 point for name, and 6 point/8 point lead/all caps for title in PMS 280) top aligned 1.625" from the left edge and .25" from the top edge of the card.

Contact information (all Formata Regular, 7 point/7.5 lead) is aligned on a baseline at .1875" from the bottom edge of the card. A line space is placed between each section (department, address, telephone numbers, e-mail address) of information. The department or school name appears in PMS 877. The remainder appears in PMS 280.

PREFERRED
BUSINESS
CARD



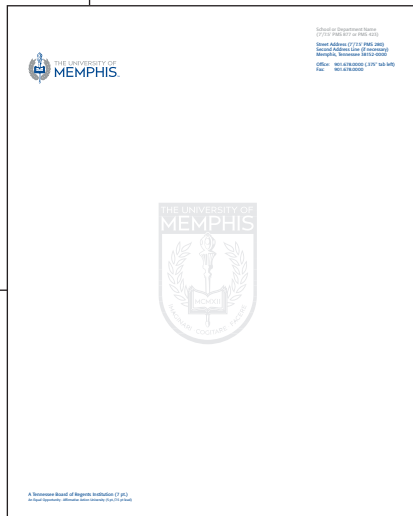
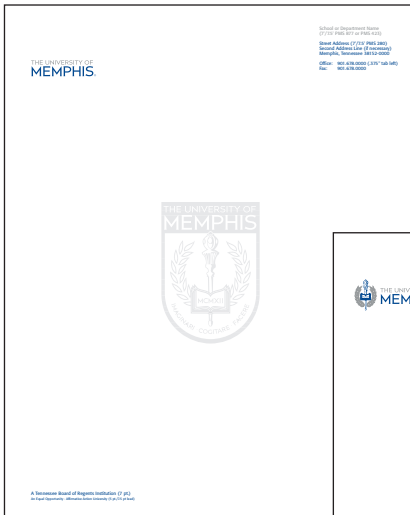
ALTERNATE
BUSINESS
CARD



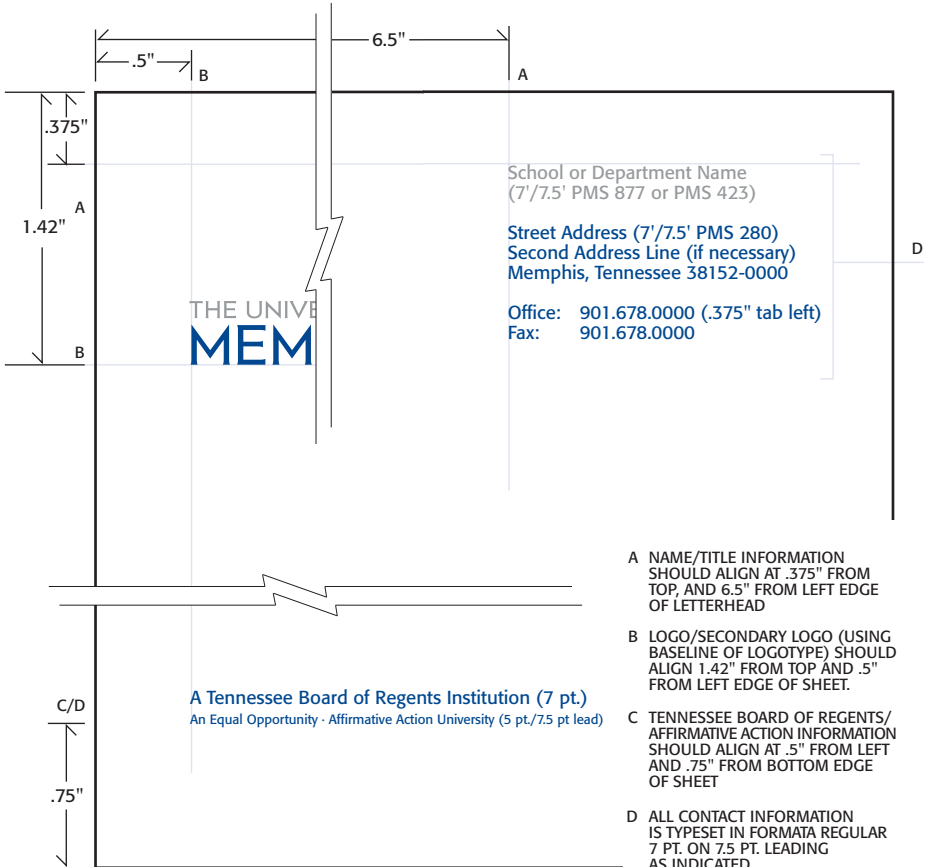
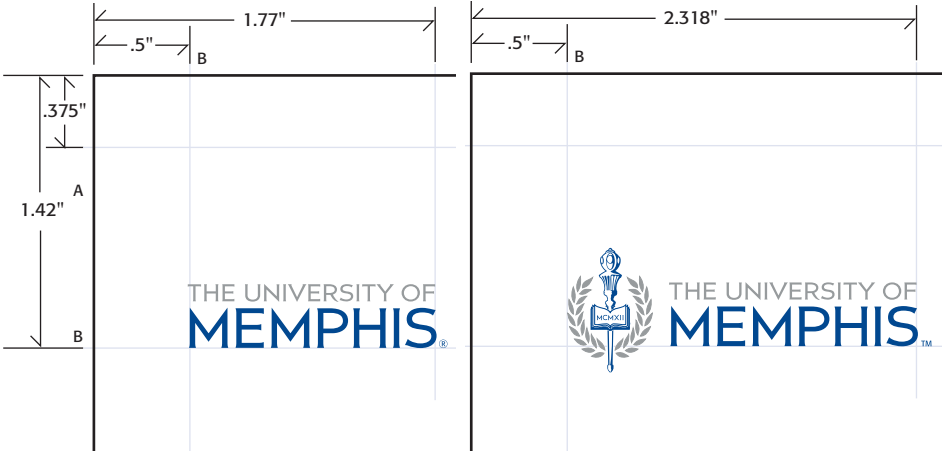
- A NAME/TITLE INFORMATION SHOULD ALIGN AT .25" FROM TOP OF CARD
- B ALL TEXT TYPESET IN FORMATA REGULAR WITH SIZE/LEADING (X'/X') AS INDICATED
- C ALL CONTACT INFORMATION SHOULD ALIGN FLUSH LEFT AT .1625" FROM LEFT EDGE OF CARD
- D INSERT ONE LINE SPACE AFTER EACH PART OF CONTACT INFORMATION (I.E. ONE AFTER DEPT. NAME, ONE AFTER ADDRESS, ONE AFTER TELEPHONE NUMBERS, ETC.)
- E BASELINE OF CONTACT INFORMATION BEGINS .1875" FROM BOTTOM OF CARD

The letterhead is available in two designs on watermarked stock from Tiger Copy and Graphics Center. On preferred and alternate letterhead, the logo aligns .5" from the left and 1.42" from the top of the sheet. Department/school name and contact information will be set in Formata Regular, flush left, in point/leading sizes and color breaks indicated at right, beginning at 6.5" from the left edge of the sheet, and .375" from the top of the sheet.

PREFERRED LETTERHEAD

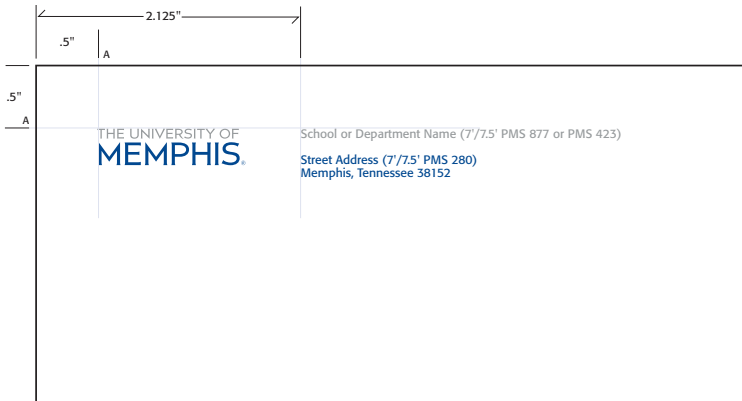


ALTERNATE LETTERHEAD

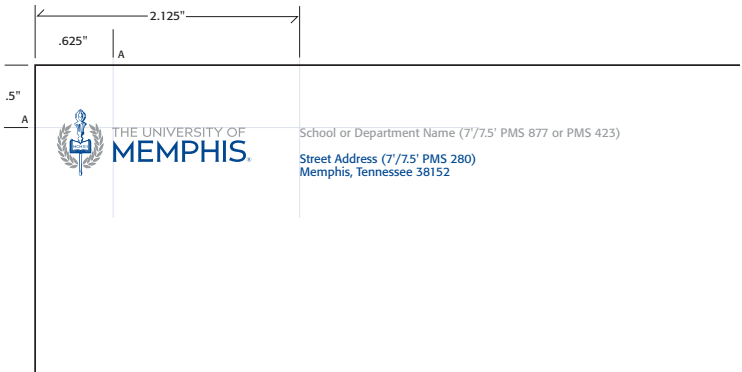


The envelope is available in two designs from Tiger Copy and Graphics Center. Department/school return address information will be set in Formata Regular, flush left, in point/leading sizes, color specifications, and positions as indicated below.

PREFERRED ENVELOPE (SHOWN AT 65%)



ALTERNATE ENVELOPE (SHOWN AT 65%)



**COLLATERAL
CODING SYSTEM
AFFIRMATIVE ACTION
STATEMENTS**

All University collateral material

is required to carry a production code and an affirmative action statement. The production code consists of a series of numerals and letters denoting that the piece is a University of Memphis project, and that project's number, the quantity of pieces printed and the identity of the printer. The common placement of this code is .125" to .25" from the bottom right edge of the back cover, and it should be typeset in 5 point Formata Bold Condensed.

Additionally, all collateral is required to carry an affirmative action statement. Placement within the publication is discretionary. The complete text and proper usage criteria of the four approved affirmative action statements are on the following page.

The University of Memphis, a Tennessee Board of Regents institution, offers equal opportunity to all persons without regard to race, religion, sex, creed, color, national origin or disability. The University does not discriminate on these bases in recruitment and admission of students or in the operation of its programs and activities, as specified by federal laws and regulations. Designated coordinators for University compliance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990 are the Vice President for Student Affairs and the Equal Opportunity Compliance Officer. Information in this document will be provided in alternate format upon request. The University of Memphis is an Equal Opportunity/Affirmative Action University. It is committed to education of a non-racially identifiable student body.

UOM70-0203/1.5M STARR-TOOF PRINTING 670 S COOPER ST MEMPHIS TN 38104

Sample Affirmative Action Statement and Collateral Code

Please be aware that the University is under a Federal Court desegregation order that dictates our statements and their use. It is University policy to accurately portray our diversity in publications, Web sites, etc. Stereotyping individuals either in pictures or words is unacceptable.

The University has four affirmative action statements that are to be used as follows:

A Must appear in all major student recruitment publications (viewbook, bulletin, main and recruitment Web sites, etc.).

The University of Memphis, a Tennessee Board of Regents institution, offers equal opportunity to all persons without regard to race, religion, sex, creed, color, national origin or disability. The University does not discriminate on these bases in recruitment and admission of students or in the operation of its programs and activities, as specified by federal laws and regulations. Designated coordinators for University compliance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990 are the Vice President for Student Affairs and the Equal Opportunity Compliance Officer. Information in this document will be provided in alternate format upon request. The University of Memphis is an Equal Opportunity/Affirmative Action University. It is committed to education of a non-racially identifiable student body.

B Must appear on all other publications, newsletters and forms produced for off-campus distribution, as well as on major university Web sites.

The University of Memphis, a Tennessee Board of Regents institution, is an Equal Opportunity/Affirmative Action University. It is committed to education of a non-racially identifiable student body.

C Must appear on all letterhead stationery, internal forms, electronic forms and memoranda, purchased advertisements in newspapers, journals, etc., and in other instances where space does not allow for Statement B.

A Tennessee Board of Regents Institution
An Equal Opportunity/Affirmative Action University

D Must appear in faculty employment opening announcements, flyers and non-purchased advertisements mailed or electronically sent off-campus. The statement should be set in 6- or 7-point type and centered on the back panel or back cover of each publication or at the bottom center of advertisements, flyers, etc.

The University of Memphis, a Tennessee Board of Regents institution, is an Equal Opportunity/Affirmative Action employer. We urge all qualified applicants to apply for this position. Appointment will be based on qualifications as they relate to position requirements without regard to race, color, national origin, religion, sex, age, disability or veteran status.