UNIVERSITY OF MINNESOTA

Making Our Mark

University of Minnesota Graphic Standards

UNIVERSITY OF MINNESOTA

About These Standards

This manual is designed to provide clear, consistent guidelines for using the University of Minnesota wordmark, logos, color and type. It also contains information on electronic standards and resources regarding trademarks, licensing, stationery, publication statements and more.

Graphic standards are vital for any organization and are particularly important for one of the largest universities in the world. We're many things to many people. Using the University's logos and colors cohesively and consistently helps build our identity—and reinforces the many benefits the University provides.

This manual is intended for both internal and external users. It was created by University Relations, which is authorized by the Board of Regents to develop and maintain graphic standards that promote and protect the University brand.

Turn to the Wordmark and Logos tab for information on using the University's logos. They include:

- The wordmark
- The block M
- Goldy Gopher
- The regents seal

Check the Color and Type tab for guidelines on applying the colors of the University, plus print and online typographic standards.

Refer to Electronic Standards for information about Web templates, policies and online resources.

See More Resources for trademark and licensing guidelines, information on ordering stationery, key statements and logos to include in publications, plus directions to our online style guide.

Refer to this manual when you have questions such as:

- Which logo should I use and what guidelines—like size and positioning on the page—apply? (See pp. 3–17)

- How do I use the wordmark along with my unit's own logo? (See pp. 14–16)

- What are the official colors of the University? (See pp. 18 and 21)

- What tools are available for Web site designers and developers? (See pp. 20–23)

- Besides the wordmark, what other key statements and logos are required in University communications? (See pp. 29–30)

- Who should I contact for letterhead, envelopes and business cards? (See p. 25)

The most up-to-date version of these graphic standards is located at www.umn.edu/brand. Contact University Relations with any questions.

For More Information

University Relations—612-624-6868 or urelate@umn.edu
University Relations is authorized by the Board of Regents to establish and promote graphic standards. Contact the department when you need:

- Answers to questions about graphic standards.
- Approval to use a University logo.
- Approval to use the regents seal.

Also, contact University Relations if you have feedback on the print or online versions of this manual.

Online Resources
University of Minnesota Graphic Standards
www.umn.edu/brand/standards
Bookmark the online version of this manual, which has the most recent updates to the University's graphic standards.

Images Library
www.ur.umn.edu/imageslib
Use this site to download University-approved versions of the wordmark, block M and Goldy Gopher, plus photos that you can use in your communications.

Web Depot
www.webdepot.umn.edu
This site for online communicators has University-approved Web templates, a graphic standards section explaining how to use the templates and Photoshop files for customizing template graphics for your site.

Style Manual
www.umn.edu/urelate/style
The University's style manual is a resource for style standards such as word usage, grammar and punctuation, academic terminology and preparing copy for layout.

Printing Services
www.printing.umn.edu
Printing Services is your one stop for printing solutions. Order University stationery, place printing orders, locate copy centers and find answers to your printing, bindery and mailing questions.

Signs and Graphics
http://signs.umn.edu
Access the University's sign standards, order a banner or sign or request installation of signage by visiting this site.

For more information about graphic standards, contact University Relations at 612-624-6868 or **urelate@umn.edu**.

A license must be obtained prior to any external, commercial use of University marks, including the manufacture and distribution of all commercial products. See p. 24 for details.

Some information is password-protected; contact University Relations if you need assistance. Vendors may request access through their project contact at the University.

For more information, contact University Relations at 612-624-6868 or **urelate@umn.edu**.
This manual is available online at **www.umn.edu/brand**.

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The logos of the University of Minnesota are known, respected and valuable.

Wordmark and Logos

To download approved versions of the wordmark, block M and Goldy Gopher, go to the University of Minnesota Images Library: **www.ur.umn.edu/imageslib**.

- Use only the approved versions of these logos.

- See pp. 14–16 for details on combining unit logos and names with the wordmark.

- If you're incorporating these logos into a product designed for sale, follow the guidelines on p. 24.

UNIVERSITY OF MINNESOTA

The wordmark formally represents the University. Use it on all visual communications. See pp. 4–6 for more information.

The block M is the most recognizable symbol of the University. See pp. 7–11 for more information.

Goldy Gopher is the mascot of the Twin Cities campus. Use Goldy logos for more informal communications. See pp. 12–13 for more information.

The regents seal represents the Board of Regents of the University of Minnesota. It may not be used without approval from University Relations. See p. 17 for more information.

For more information, contact University Relations at 612-624-6868 or **urelate@umn.edu**.
This manual is available online at **www.umn.edu/brand**.

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When to use the wordmark,
block M and Goldy Gopher logos.

What size and spacing
guidelines apply for each.

Where to get approved versions.

How to combine the
wordmark with other logos.

Wordmark & Logos

The wordmark is our official logo. Include it on all publications and other visual communications developed for the University. Student organizations may not use the wordmark and should use the block M, described on pp. 7–9, instead.

Wordmark

All official versions of the wordmark are available in the Images Library: **www.ur.umn.edu/imageslib**.

- Use approved, unaltered versions only—don't attempt to type the wordmark or use it in a sentence.
- The wordmark should not be blended or incorporated into other logos and unit names, but may be used with them as prescribed on pp. 6 and 14–16.

The wordmark is required on all University communications; the wordmark may not be used to promote non-University activities or imply their endorsement.

The wordmark is a graphic element, not a typestyle.

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OF MINNESOTA

UNIVERSITY
OF MINNESOTA

For more information, contact University Relations at 612-624-6868 or **urelate@umn.edu**.
This manual is available online at **www.umn.edu/brand**.

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Wordmark

Color
Use the wordmark in the University's official colors (see p. 18) or use it in black or white. For example, on a two-color, purple-and-black printed piece use the black version. Never screen the wordmark or print over it. You may print it over backgrounds and photos if there's enough contrast.

Buffer Space
Leave a buffer space the height of the letter "N" between the wordmark and other graphic elements or the edge of the page.

UNIVERSITY OF MINNESOTA
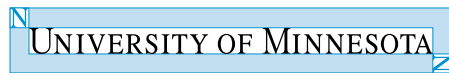
Placement
Place the wordmark at the top or bottom of a piece on the cover or front, where it isn't overshadowed by other elements.

Minimum Size
Minimum size of the word "Minnesota":

- $\frac{7}{8}$" (.875"): for paper sizes 3" x 5" and larger.

- $\frac{5}{8}$" (.625"): for paper sizes smaller than 3" x 5".

- On larger pieces, such as a banner, the wordmark should be sized to ensure legibility and prominence.

UNIVERSITY OF MINNESOTA
.875"

UNIVERSITY OF MINNESOTA
.625"

For more information, contact University Relations at 612-624-6868 or **urelate@umn.edu**.
This manual is available online at **www.umn.edu/brand**.

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Wordmark

Incorrect Use of the Wordmark

The following are examples of incorrect ways to use the wordmark, plus correct alternatives.

Welcome to the
UNIVERSITY OF MINNESOTA

INCORRECT: Wordmark is
incorporated into a sentence.

Welcome!
UNIVERSITY OF MINNESOTA

CORRECT

UNIVERSITY OF MINNESOTA
VIDEO SERVICES

INCORRECT: Adjacent type attempts
to duplicate the wordmark style.

UNIVERSITY OF MINNESOTA
Video Services

CORRECT: Adjacent type
contrasts wth the wordmark.

UNIVERSITY OF MINNESOTA
REGISTER HERE

INCORRECT: Insufficient buffer
space around the wordmark.

UNIVERSITY OF MINNESOTA ᴺ
REGISTER HERE

CORRECT: Wordmark is at least one full
"N" distance from nearby graphics.

UNIVERSITY OF MINNESOTA
Spring Celebration

INCORRECT: The wordmark should not
be sandwiched between two elements.

UNIVERSITY OF MINNESOTA
Spring Celebration

CORRECT

(!) Wordmark and unit combinations have specific guidelines. See pp. 14–16.

For more information, contact University Relations at 612-624-6868 or **urelate@umn.edu**.
This manual is available online at **www.umn.edu/brand**.

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The block M says "University of Minnesota" to everyone who sees it. All colleges, departments, student organizations and other units are encouraged to use it.

Block M

All official versions of the block M are available in the Images Library: **www.ur.umn.edu/imageslib**.

- Use approved, unaltered versions only.
- Use the block M in addition to the wordmark, not as a substitute for it (except student organizations, which may not use the wordmark).
- The block M may not be blended or incorporated into other logos except as prescribed on pp. 10–14.
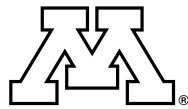
Use of the block M unaltered does not require approval.

Contact University Relations at 612-624-6868 or **urelate@umn.edu** if you want to use the block M as a graphic element. See p. 9 for details.

Recommended for most communications.
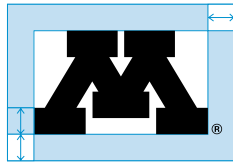
Intended for use primarily by athletics.

For more information, contact University Relations at 612-624-6868 or **urelate@umn.edu**.
This manual is available online at **www.umn.edu/brand**.

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Block M

Buffer Space

Leave a buffer space the height of the M serif between the block M and graphic elements or the edge of the page.

Minimum Size

- ½" (.50"): for paper sizes 3" x 5" and larger.
- ⅖" (.40"): for paper sizes smaller than 3" x 5".

.50"   .40"

- On larger pieces, such as a banner, the block M should be sized to ensure legibility.

For more information, contact University Relations at 612-624-6868 or **urelate@umn.edu**.
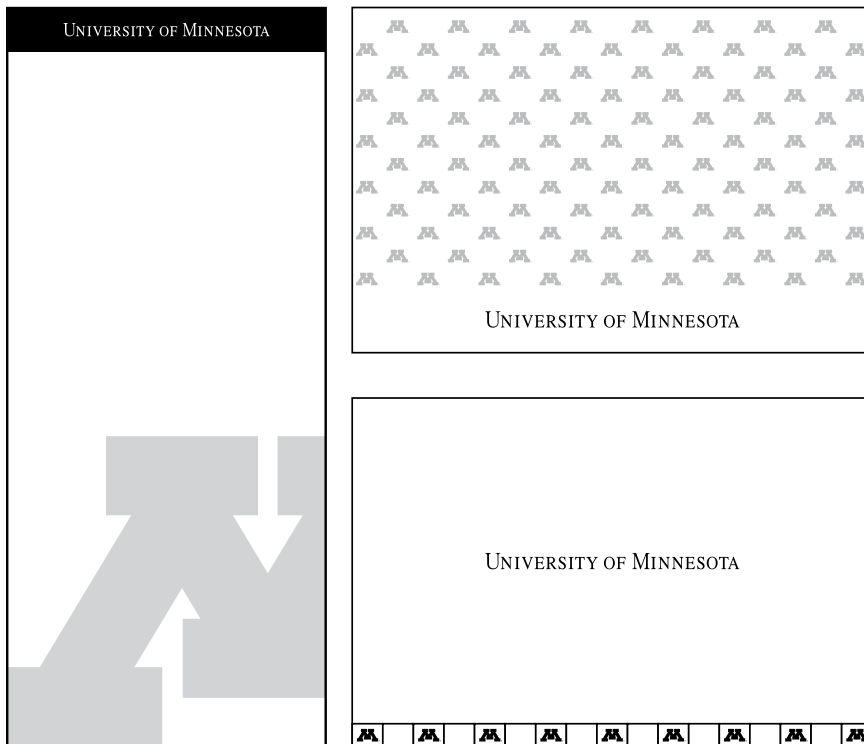This manual is available online at **www.umn.edu/brand**.

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Block M

Block M as a Graphic Element

University Relations must approve any design that uses the block M as a graphic element. This includes designs that:

- Use the block M in a pattern.

- Crop, screen or otherwise alter the logo.

Contact University Relations at 612-624-6868 or **urelate@umn.edu**.

UNIVERSITY OF MINNESOTA

UNIVERSITY OF MINNESOTA

UNIVERSITY OF MINNESOTA

Shown at 45% of actual size.

For more information, contact University Relations at 612-624-6868 or **urelate@umn.edu**.
This manual is available online at **www.umn.edu/brand**.

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The wordmark and block M may be used separately or combined.
The Images Library has several combined versions you can choose from.

Wordmark and Block M Combinations

All official versions of the wordmark and block M combination are available in the Images Library: **www.ur.umn.edu/imageslib**.

M
UNIVERSITY OF MINNESOTA

M
UNIVERSITY
OF MINNESOTA

M
UNIVERSITY OF MINNESOTA

M
UNIVERSITY
OF MINNESOTA

M UNIVERSITY OF MINNESOTA

The wordmark guidelines on pp. 4–6 also apply to wordmark and block M combinations.

See pp. 14–16 for information on combining the wordmark with unit logos and names.

For more information, contact University Relations at 612-624-6868 or **urelate@umn.edu**.
This manual is available online at **www.umn.edu/brand**.

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Wordmark and Block M Combinations

Buffer Space
Leave a buffer space the height of the letter "N" between the wordmark and block M combination and other graphic elements or the edge of the page.

Placement
Place the wordmark and block M combination at the top or bottom of a piece on the cover or front, where it isn't overshadowed by other elements.

Minimum Size
Minimum size of the word "Minnesota":

- $\frac{7}{8}$" (.875"): for paper sizes 3" x 5" and larger.
- $\frac{5}{8}$" (.625"): for paper sizes smaller than 3" x 5".

.875"   .625"

For more information, contact University Relations at 612-624-6868 or **urelate@umn.edu**.
This manual is available online at **www.umn.edu/brand**.

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Some logos are unique to a specific University of Minnesota campus. Goldy Gopher is a logo that represents the Twin Cities campus in informal communications. It does not replace the wordmark.

Goldy Gopher

All official versions of Goldy Gopher are available in the Images Library: **www.ur.umn.edu/imageslib**.

- Use approved, unaltered versions only.

- You may use Leaning Goldy or Running Goldy in addition to the wordmark, not as a substitute for it (except student organizations, which may not use the wordmark).

For more information, contact University Relations at 612-624-6868 or **urelate@umn.edu**.
This manual is available online at **www.umn.edu/brand**.

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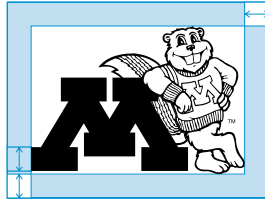©2006 Regents of the University of Minnesota. All rights reserved. 1,000.
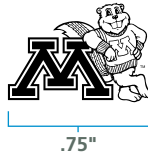
Goldy Gopher

Leaning Goldy

Buffer Space

Leave a buffer space the height of the M serif between the Leaning Goldy and graphic elements or the edge of the page.
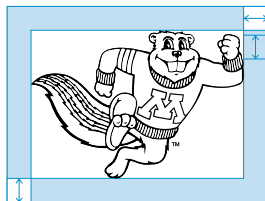

Minimum Size

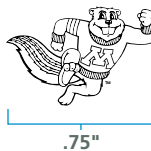- ¾" (.75"): for all paper sizes.

.75"

Running Goldy

Buffer Space

For Running Goldy logos, leave a buffer space the height of Goldy's fist between the Running Goldy and graphic elements or the edge of the page.
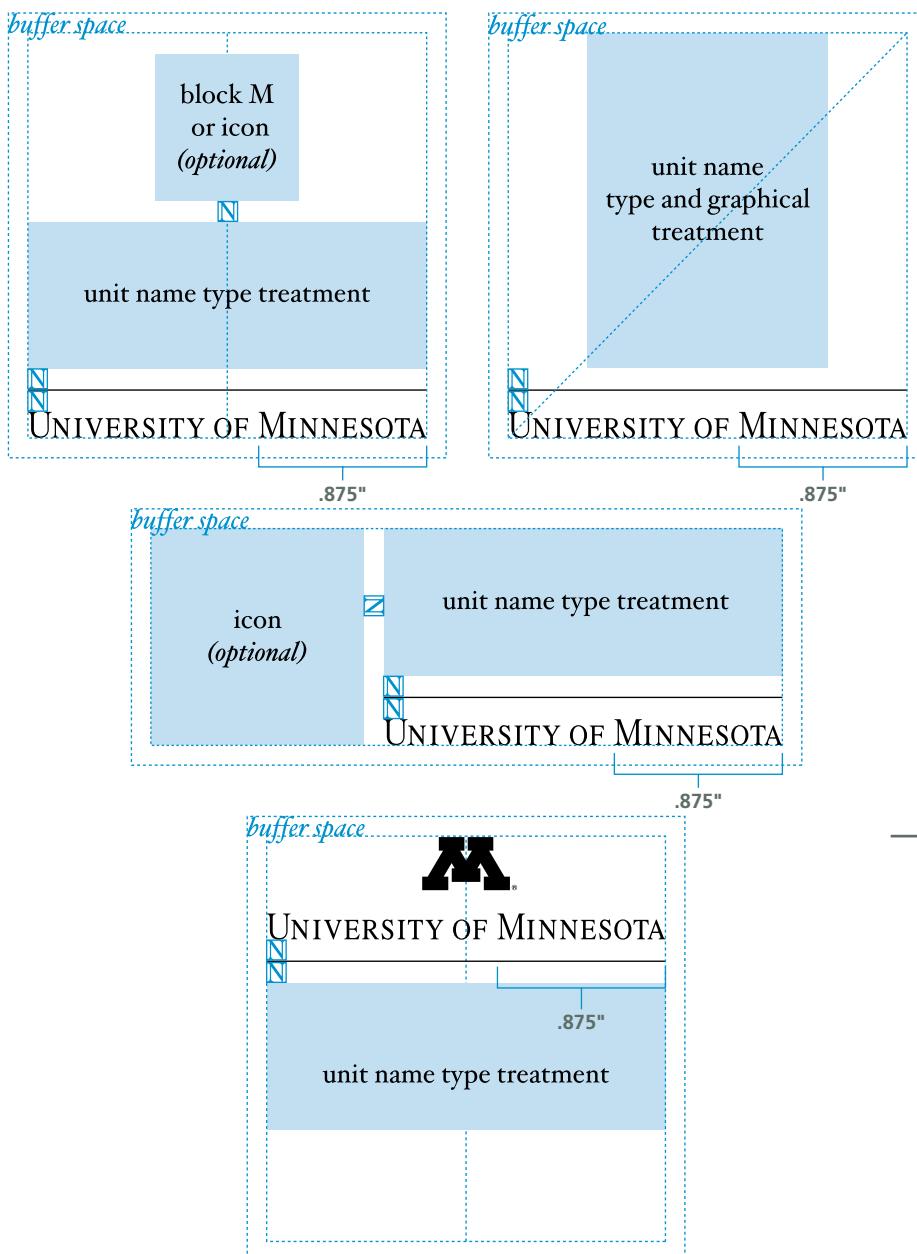

Minimum Size

- ¾" (.75"): for all paper sizes.

.75"

For more information, contact University Relations at 612-624-6868 or **urelate@umn.edu**.
This manual is available online at **www.umn.edu/brand**.

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Wordmark and Unit Combinations

Templates have been created for combining a unit logo with the wordmark.

buffer space

block M
or icon
(optional)

unit name type treatment

UNIVERSITY OF MINNESOTA

.875"

buffer space

unit name
type and graphical
treatment

UNIVERSITY OF MINNESOTA

.875"

buffer space

icon
(optional)

unit name type treatment

UNIVERSITY OF MINNESOTA

.875"

buffer space

UNIVERSITY OF MINNESOTA

.875"

unit name type treatment

The Illustrator templates shown here are available in the Images Library at **www.ur.umn.edu/imageslib**, to aid in creating unit logo combinations with the wordmark. Existing logos that incorporate the wordmark will need to be adjusted. Call University Relations for assistance at 612-624-6868.

The wordmark should stand alone. A unit logo or name may go above or to the left of the wordmark, but the wordmark should not be placed between two elements.

Exception
When the University of Minnesota is part of its official name, a unit may place the wordmark or wordmark and block M combination on top of its name. The rules on p. 15 still apply and a distinct font must be used for the portion of the unit name below the wordmark. With the exception of the block M, icons may not be placed above the wordmark in this format.

For more information, contact University Relations at 612-624-6868 or **urelate@umn.edu**.
This manual is available online at **www.umn.edu/brand**.

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Wordmark and Unit Combinations

Buffer Space

Leave a buffer space around the wordmark (and all other elements in the wordmark and unit combination) the height of the letter "N."

- A line the width of the wordmark must separate it from the unit logo or name. At the $\frac{7}{8}$" size of the word "Minnesota," the line should be .5 pt. Scale it proportionately when enlarging.

- For logos with hard edges, such as a box or line on the side adjoining the wordmark, you may omit this line.

Minimum Size

- Horizontal unit logos must be the same width as the wordmark.

- Square rule: The combination of a unit logo, icon and wordmark may be no taller than it is wide.

- Rules regarding the minimum size of the wordmark still apply. Minimum size of the word "Minnesota":

- $\frac{7}{8}$" (.875"): for paper sizes 3" x 5" and larger.

- $\frac{5}{8}$" (.625"): for paper sizes smaller than 3" x 5".

University Relations can help you design your wordmark and unit combination. Contact us at 612-624-6868 for more information.

COLLEGE OF LIBERAL ARTS

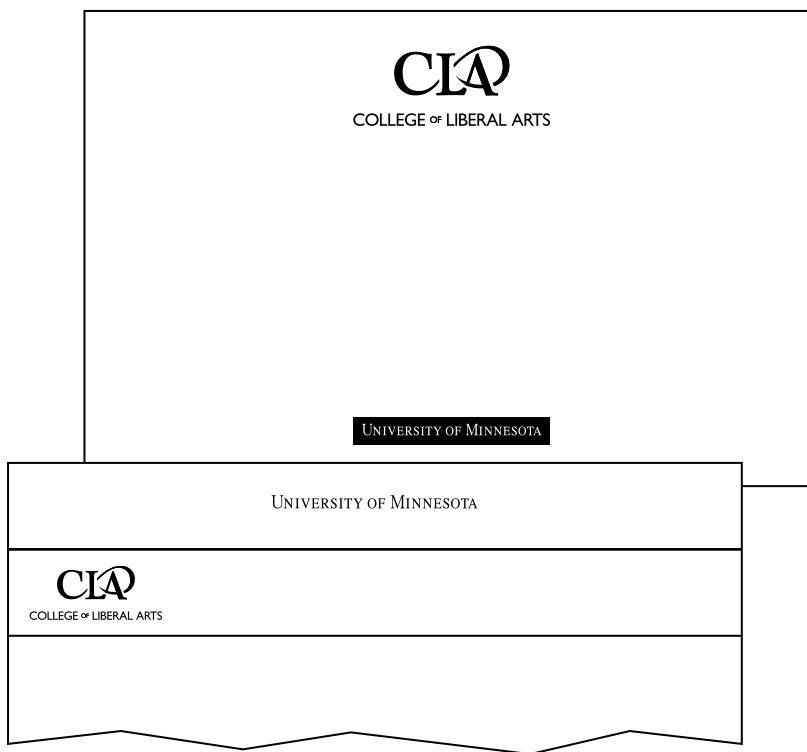UNIVERSITY OF MINNESOTA

PREFERRED VERSION

COLLEGE OF LIBERAL ARTS

UNIVERSITY OF MINNESOTA

For more information, contact University Relations at 612-624-6868 or **urelate@umn.edu**.
This manual is available online at **www.umn.edu/brand**.

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Wordmark and Unit Combinations

CLA

COLLEGE ᴏꜰ LIBERAL ARTS

UNIVERSITY OF MINNESOTA

UNIVERSITY OF MINNESOTA

CLA

COLLEGE ᴏꜰ LIBERAL ARTS

Shown at 45% of actual size.

When using the wordmark and a unit logo or name in the same piece, but not combining them using the template provided, remember that:

- The wordmark and unit logo/name must be far enough apart so as to not appear grouped.

- The wordmark must be placed at the top or bottom of a piece on the cover or front, where it isn't overshadowed by other elements.

For more information, contact University Relations at 612-624-6868 or **urelate@umn.edu**.
This manual is available online at **www.umn.edu/brand**.

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Unlike logos such as the wordmark, block M and Goldy Gopher, the regents seal is not for everyday use. It's reserved for the highest awards of the University and other selective purposes.

Regents Seal

The regents seal is reserved for awards, gifts and events involving the Board of Regents or documents bearing the signature of the president or a vice president, chancellor or dean. Contact University Relations for approval.

The regents seal is not for general or online use. Contact University Relations at 612-624-6868 or **urelate@umn.edu** for an official version of the seal and permission to use it.

For more information, contact University Relations at 612-624-6868 or **urelate@umn.edu**.
This manual is available online at **www.umn.edu/brand**.

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How to apply the University's
colors in print and online.

Suggested fonts to use.

How to create easy-to-read publications.

Color & Type

From Ph.D. hoods to athletic uniforms, color has been used for centuries to indicate affiliation with a university—it's an essential part of our institutional identity. The official colors of the University of Minnesota are maroon and gold.

Color & Type

Colors: Print and Web

To promote the University's brand, use maroon and gold as the predominant colors in designs for print and the Web.

This graphic standards guide is printed in CMYK, on uncoated paper.

CMYK Gold   CMYK Maroon

Print Colors
Uncoated Paper
Gold: Pantone 116U
Maroon: Pantone 201U

Uncoated Paper (CMYK)
Gold: C:0   M:16   Y:100   K:0
Maroon: C:0   M:100   Y:63   K:29

Coated Paper
Gold: Pantone 136C
Maroon: Pantone 202C

Coated Paper (CMYK)
Gold: C:0   M:27   Y:76   K:0
Maroon: C:0   M:100   Y:61   K:43

Web Colors
Gold: R:255   G:204   B:51   (#FFCC33)
Maroon: R:140   G:25   B:25   (#8C1919)

For more information on color usage in online communications, go to the Web Depot: **www.webdepot.umn.edu/csguide**.

Coated or Uncoated?

To present a uniform maroon and gold on all surfaces, use Pantones 202C and 136C when printing on coated (shiny) paper and Pantone 201U and 116U when printing on uncoated paper. Black and white images work equally well on both types of paper.

For more information, contact University Relations at 612-624-6868 or **urelate@umn.edu**. This manual is available online at **www.umn.edu/brand**.

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Like color, consistent use of typography helps ensure that we're speaking with one voice. The University's suggested fonts are Frutiger, Helvetica Neue, Hoefler and Times New Roman for print materials.

Color & Type

Print Typography

For Easy Readability

- Use a 10-point type size or larger.
- Limit your use of type treatments (such as bold type, italics and small caps) to three treatments or fewer per publication.
- Use type size to clearly distinguish between headlines, subheads and body copy, and apply those elements consistently.
- Select a headline font that is sans serif, such as:
  Frutiger
  Helvetica Neue
- Select a body font that is serif, such as:
  Hoefler Text Roman
  Times New Roman

For more information on using typography in a clear, consistent way in all University communications, refer to *The Elements of Typographic Style* by Robert Bringhurst.

The following are suggested print fonts:

Frutiger 55 Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV

Helvetica Neue 55 Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRST

Hoefler Text Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQ

Times New Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRS

Where to download time-saving
Web templates.

Where to find other helpful resources online.

How to make online information
easily accessible.

What special requirements apply
for e-mail newsletters.

Electronic Standards

Online publications and other Web-based materials should have the same consistent look as our print communications. Easy-to-use templates are available to help you achieve that goal.

Web Templates

To ensure effective, consistently branded Web sites across the University, follow a few simple conventions. All of the resources you need—HTML templates, instructions for how to use them and Photoshop files with assorted image and color choices—are available on the Web Depot at **www.webdepot.umn.edu**.

Template elements include:

• A global header incorporating the wordmark and gold block M on a maroon background, links to One Stop, Directories and Search U of M, and parent links at the top right (above the global header).

• Primary navigation links in a left-hand column.

• A global footer incorporating copyright, equal opportunity and privacy statements, the date last modified and an e-mail link to the University's central contact office.

To download Web templates, go to: **www.webdepot.umn.edu**.

For creative standards in Web site design and development, go to: **www.webdepot.umn.edu/csguide**.

For more information, contact University Relations at 612-624-6868 or **urelate@umn.edu**.
This manual is available online at **www.umn.edu/brand**.

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Consistent treatment of type throughout a Web site makes it easy for users to navigate and gives visitors a uniform and consistent experience. These font and type-size recommendations are incorporated in our downloadable Web templates and Photoshop files.

Electronic Standards

Color and Type

Web Colors

Gold:	R:255	G:204	B:51	(#FFCC33)
Maroon:	R:140	G:25	B:25	(#8C1919)

HTML Typography

Headlines: Verdana Bold, 15 pixels
Subheads: Verdana Regular, 15 pixels
Left-navigation titles: Verdana Bold, 12 pixels
Body text and links: Verdana Regular, 11 pixels

Graphic Typography

Short headings in graphics: Times New Roman, 45 pixels
Long headings in graphics: Times New Roman, 26 pixels

The following are suggested Web fonts:

Verdana Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLNOPQRSTUVW

Verdana Bold
abcdefghijklmnopqrstuvw
ABCDEFGHIJKLMNOPQRST

Times New Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRS

For more on Web typography,
check the Creative Standards Guide:
www.webdepot.umn.edu/csguide.

For more information, contact University Relations at 612-624-6868 or **urelate@umn.edu**.
This manual is available online at **www.umn.edu/brand**.

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Access to Information Technology

Access to Information Technology

The University's accessibility policy, along with examples for Web, hardware and software accessibility, can be found on the Accessibility of Information Technology Web site.

The University's Web templates have been built and tested to comply with our accessibility policies. Go to the Web Depot **(www.webdepot.umn.edu)** for more information on how the templates address various accessibility issues.

For the University's Accessibility of Information Technology policy, go to: **www.fpd.finop.umn.edu/groups/ppd/documents/policy/webaccesspol.cfm**.

For guidelines on implementing the accessibility policy, go to: **http://cap.umn.edu/ait/faq.html**.

Common Web site accessibility barriers include:

- Using audio or video without supporting captions or descriptive text.

- Organizing information exclusively into frames and scripts, which many users can't accommodate.

- Creating pages with poor color contrast.

- Using images, image maps and complex graphics without a text alternative.

- Using small Web page controls or display fonts that cannot be resized.

For more information, contact University Relations at 612-624-6868 or **urelate@umn.edu**.
This manual is available online at **www.umn.edu/brand**.

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E-mail Newsletters

E-mail Newsletters

For consistency, your e-mail newsletter should have the same look and many of the same features as a University Web site—including the required elements set out in the University's *Publishing Information on the World Wide Web* policy. It also must comply with federal SPAM regulations, which require:

- Accurate "To" and "From" fields.
- Descriptive subject lines.
- A clear way for recipients to "opt out."
- A valid postal address for the sender.

Other best practices for e-mail newsletters include:

- Providing for your readers to opt-in rather than opt-out.
- Informing readers how their e-mail addresses will be used once collected.
- Removing e-mail addresses that bounce in five consecutive delivery attempts.
- Directing readers to online addresses rather than attaching images and documents to the e-mail.
- Testing the newsletter in a variety of e-mail client applications.

Unless you state otherwise in the newsletter, any tracking information you collect is governed by the University's Online Privacy Statement: **www.privacy.umn.edu**.

The University's mass e-mail system, Lyris List Manager, is the recommended way to send e-mail newsletters. For more information, contact University Relations at 612-624-6868 or **urelate@umn.edu**.

For more information, contact University Relations at 612-624-6868 or **urelate@umn.edu**.
This manual is available online at **www.umn.edu/brand**.

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How to protect University trademarks.

How to order letterhead, envelopes and business cards.

What key statements and logos to include in publications.

Where to find writing and editing guidelines.

More Resources

The wordmark, block M and other logos have value because they represent the traditions, reputation and identity of the University. The University's rights to control its marks are governed by federal and state trademark laws. Many of the University's key marks are registered with the U.S. Patent and Trademark Office.

More Resources

Trademarks and Licensing

Our trademarks are the images, words and symbols that indicate that goods or services are associated with the University of Minnesota. Typically, a trademark that is not registered with the U.S. Patent and Trademark Office is indicated by the ™ symbol and a registered mark is indicated by the ® symbol.

Protecting University Trademarks

Use only approved versions of the wordmark, block M and Goldy Gopher. Guidelines for their use are described in the Wordmark and Logos section of this manual.

- Follow the trademark licensing guidelines below when creating a commercial product that incorporates a University logo.

- Trademark licensing guidelines are subject to change. Go to **www.umn.edu/brand** for updates.

Trademark Licensing Guidelines

Only licensed vendors may use University logos on commercial products.

- Choose vendors licensed with the trademark licensing office. Call 612-626-2086 for a list of licensed vendors.

- Vendors should contact the trademark licensing office at 612-626-2086. for a license application and to submit designs for approval. The licensing office will seek University Relations approvals for designs using University logos.

- All designs using University logos must include the trademark symbol (™ or ®).

Trademark FAQs

Who owns University of Minnesota logos?
The Board of Regents.

Who may use logos?
University departments and licensed vendors who follow these guidelines.

To protect University trademarks:

- Use only the approved versions of our wordmark and logos provided in the Images Library.

- Always obtain written approval from the trademark licensing office before using a logo on a product designed for commercial sale.

- Follow the most current trademark and licensing guidelines found online at **www.umn.edu/brand**.

For more information, contact University Relations at 612-624-6868 or **urelate@umn.edu**.
This manual is available online at **www.umn.edu/brand**.

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To project a consistent, high-quality visual image, use University-branded stationery to conduct your day-to-day business. Order letterhead, envelopes and business cards through the printing departments listed below.

More Resources

Stationery

From color to paper choice, the University's letterhead, envelopes and business cards are designed to complement each other and enhance the information you're communicating. The elements that ensure consistency include the wordmark, typeface, type specifications, ink color and paper (which carries the watermark of the regents seal).

How to Order: Submit the products and quantity you need and the information you want printed to:

Crookston
UMC Printing and Design 218-281-8401
www.umcrookston.edu/people/services/printing

Duluth
Print Services 218-726-7114
www.d.umn.edu/print

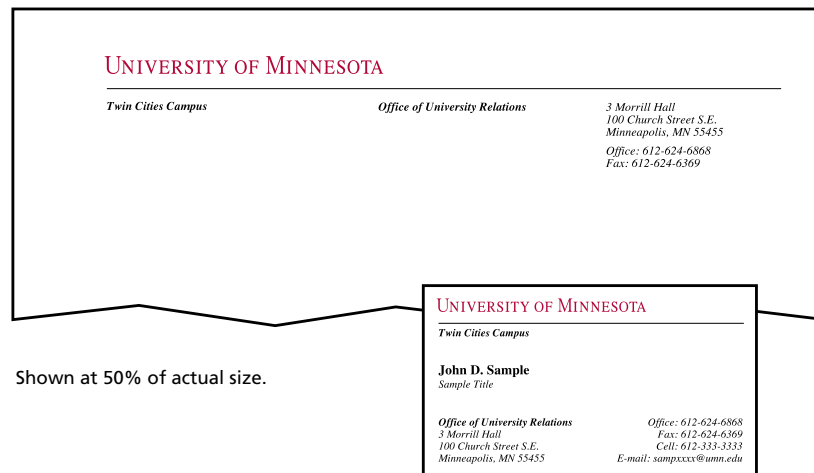**Morris**
Duplicating Services 320-589-6145
www.morris.umn.edu/services/duplicating

Twin Cities and Rochester
Printing Services 612-625-9500
www.printing.umn.edu

Stationery is for University business only, not personal communications.

Electronic letterhead—such as an e-mail template customized with a unit logo—is prohibited. The **umn.edu** extension is the mark of official University correspondence.

UNIVERSITY OF MINNESOTA

Twin Cities Campus   *Office of University Relations*   *3 Morrill Hall*
100 Church Street S.E.
Minneapolis, MN 55455

Office: 612-624-6868
Fax: 612-624-6369

UNIVERSITY OF MINNESOTA

Twin Cities Campus

John D. Sample
Sample Title

Office of University Relations   *Office: 612-624-6868*
3 Morrill Hall   *Fax: 612-624-6369*
100 Church Street S.E.   *Cell: 612-333-3333*
Minneapolis, MN 55455   *E-mail: sampxxxx@umn.edu*

Shown at 50% of actual size.

For more information, contact University Relations at 612-624-6868 or **urelate@umn.edu**.
This manual is available online at **www.umn.edu/brand**.

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Key statements and logos must be included in certain University communications. These indicate we're in compliance with various federal, state and University policies. They explain our commitment to values such as equal opportunity and equal access.

More Resources

Publications Checklist

Incorporate this information into print communications. Note: The University's Web templates have all required elements built into their design. See p. 20.

Required for All Publications
(in addition to the wordmark described on pp. 4–6):

- Equal opportunity statement
- Disability access statement
- Recycling statement and symbol

Required for Certain Publications Such as Course Catalogs and Student Recruitment Materials:

- Mission statement

Recommended When Space is Available:

- Copyright notice
- Credit statement

Equal Opportunity Statement
Include one of these official versions in all publications.

Short Form
The University of Minnesota is an equal opportunity educator and employer.

Use this version for posters and other formats when space is limited.

Medium Form
The University of Minnesota is committed to the policy that all persons shall have equal access to its programs, facilities and employment without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status or sexual orientation.

Use this version for job postings and most other publications.

Long Form
The University of Minnesota is committed to the policy that all persons shall have equal access to its programs, facilities and employment without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status or sexual orientation.

Inquiries regarding compliance may be directed to the Director, Office of Equal Opportunity and Affirmative Action, University of Minnesota, 419 Morrill Hall, 100 Church St. S.E., Minneapolis, MN 55455, 612-624-9547, eoaa@umn.edu. Web site at www.eoaffact.umn.edu.

This publication/material is available in alternative formats upon request. Please contact [name, department, street address, phone number].

Use this version for bulletins, catalogs, employee handbooks and application forms. Include the name and address of a contact who will handle requests for more information.

For more information, contact University Relations at 612-624-6868 or **urelate@umn.edu**.
This manual is available online at **www.umn.edu/brand**.

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Publications Checklist

Disability Access Statement

Include one of the official versions below in all publications and event materials. Include the name and address of a contact who will handle requests and serve as the link to the Disability Services office. For disability accommodations, call 612-626-1333 or e-mail **ds@umn.edu**. Call 612-625-1666 for document conversion.

University of Minnesota Disability Services: **www.ds.umn.edu**.

Form for Conferences, Events and Activities

To request disability accommodations, please contact [name, department, address, phone number].

Use this version for event materials, including registration brochures, invitations and fliers.

Form for Publications

This publication/material is available in alternative formats upon request. Direct requests to [name, department, address, phone number].

Use this version for course syllabi, college bulletins, program brochures, class schedules, newsletters, instructional materials and other publications.

Recycling Statement and Symbol

The University is subject to the Minnesota Waste Management Act, which says that whenever possible our publications should use:

- Uncoated office and printing paper.

- Recycled paper that contains at least 10 percent postconsumer material by weight, has not been dyed with colors (excluding pastels) and was manufactured using little or no chlorine bleach or chlorine derivatives.

- No more than two colored inks, standard or processed, except in formats where additional colors are necessary to convey meaning.

- Reusable binding materials or staples (use of glue is discouraged).

- Soy-based inks.

- Both sides of paper where commonly accepted publishing practices allow for it.

Include the recycled symbol and a recycling information statement indicating the appropriate postconsumer waste content of your paper on all publications. (Contact your printer to verify the postconsumer waste content.)

Printed on recycled and recyclable paper with at least 10 percent postconsumer material.

Download the recycled symbol from the Images Library: **www.ur.umn.edu/imageslib**.

For more information, contact University Relations at 612-624-6868 or **urelate@umn.edu**.
This manual is available online at **www.umn.edu/brand**.

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UNIVERSITY OF MINNESOTA

Publications Checklist

Mission Statement
The mission statement adopted by the Board of Regents in 1994 is required in publications such as course catalogs and student recruitment materials.

Short Form
The University's mission, carried out on multiple campuses and throughout the state, is threefold: research and discovery, teaching and learning, and outreach and public service.

Use this version for external publications where space is limited.

Medium Form
The University of Minnesota, founded in the belief that all people are enriched by understanding, is dedicated to the advancement of learning and the search for truth; to the sharing of this knowledge through education for a diverse community; and to the application of this knowledge to benefit the people of the state, the nation and the world. The University's threefold mission of research and discovery, teaching and learning, and outreach and public service is carried out on multiple campuses and throughout the state.

Use this version for student recruitment publications and most other external publications.

Long Form
The University of Minnesota, founded in the belief that all people are enriched by understanding, is dedicated to the advancement of learning and the search for truth; to the sharing of this knowledge through education for a diverse community; and to the application of this knowledge to benefit the people of the state, the nation and the world.

Use the complete mission statement in college catalogs and prospective student viewbooks.

The University's mission, carried out on multiple campuses and throughout the state, is threefold:

Research and Discovery—Generate and preserve knowledge, understanding and creativity by conducting high-quality research, scholarship and artistic activity that benefit students, scholars and communities across the state, the nation and the world.

Teaching and Learning—Share that knowledge, understanding and creativity by providing a broad range of educational programs in a strong and diverse community of learners and teachers, and prepare graduate, professional and undergraduate students, as well as non-degree-seeking students interested in continuing education and lifelong learning, for active roles in a multiracial and multicultural world.

Outreach and Public Service—Extend, apply and exchange knowledge between the University and society by applying scholarly expertise to community problems, by helping organizations and individuals respond to their changing environments, and by making the knowledge and resources created and preserved at the University accessible to the citizens of the state, the nation and the world.

In all of its activities, the University strives to sustain an open exchange of ideas in an environment that embodies the values of academic freedom, responsibility, integrity and cooperation; that provides an atmosphere of mutual respect, free from racism, sexism and other forms of prejudice and intolerance; that assists individuals, institutions and communities in responding to a continuously changing world; that is conscious of and responsive to the needs of the many communities it is committed to serving; that creates and supports partnerships within the University, with other educational systems and institutions, and with communities to achieve common goals; and that inspires, sets high expectations for and empowers the individuals within its community.

For more information, contact University Relations at 612-624-6868 or **urelate@umn.edu**.
This manual is available online at **www.umn.edu/brand**.

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Publications Checklist

Copyright Notice

Include the copyright notice whenever space allows. It states that the Board of Regents is the copyright owner of all electronic and print materials created by University staff in administrative units and academic departments. Copyright ownership does not depend upon registration with the U.S. Copyright Office.

Form for University Publications

©2006 Regents of the University of Minnesota. All rights reserved.

Form for Non-University Publications

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Credit Statement

Give credit to those who contribute to a University publication. Besides acknowledging their efforts, it helps readers who want more information or extra copies, and provides a reference point for future updates. The statement may include:

- The names of key contributors (e.g., Produced by/Designed by/ Written by/Photography by/Printed by).

- The quantity produced.

- The effective date or date of publication.

For more information, contact University Relations at 612-624-6868 or **urelate@umn.edu**.
This manual is available online at **www.umn.edu/brand**.

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Refer to the University of Minnesota Style Manual *when you have questions about grammar, punctuation, word choice and other writing and editing related issues. It has general guidelines and information specific to the University.*

Writing and Editing Guidelines

The *University of Minnesota Style Manual* is a companion piece to this graphic standards manual, designed for writers, editors or anyone looking for clear, consistent guidelines on writing about the University. It has information on:

- **Style and grammar issues** such as punctuation, capitalization and hyphenated and compound words, plus a special section on cyberstyle for online communications.

- **Language guidelines**, including correct use of key terms, language suggestions and rules for writing about University campuses and other locations.

- **Production issues**, such as preparing copy for layout, proofreading marks and other guidelines for creating professional communications.

- **Other resources**, including a bibliography of style manuals and writing guides.

The *University of Minnesota Style Manual* is being revised. For up-to-date information go to: **www.umn.edu/urelate/style**.

The most up-to-date version of the style manual is online: **www.umn.edu/urelate/style**.

For print copies, contact University Relations at 612-624-6868 or **urelate@umn.edu**.

For more information, contact University Relations at 612-624-6868 or **urelate@umn.edu**.
This manual is available online at **www.umn.edu/brand**.

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