<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome</td>
<td>3</td>
</tr>
<tr>
<td>Creative Process and Timelines</td>
<td>4 - 5</td>
</tr>
<tr>
<td>Design Process and Timelines</td>
<td>6</td>
</tr>
<tr>
<td>Printing Information</td>
<td>7</td>
</tr>
<tr>
<td>The Value of Branding</td>
<td>8 - 9</td>
</tr>
<tr>
<td>University Logos and Usage</td>
<td>10 - 13</td>
</tr>
<tr>
<td>Logos for Colleges, Schools, Departments, Programs, or Offices</td>
<td>14</td>
</tr>
<tr>
<td>USM Initials</td>
<td>15</td>
</tr>
<tr>
<td>University Colors</td>
<td>16</td>
</tr>
<tr>
<td>Secondary University Colors</td>
<td>17</td>
</tr>
<tr>
<td>Event or Initiative Graphics</td>
<td>18</td>
</tr>
<tr>
<td>University Typefaces</td>
<td>19</td>
</tr>
<tr>
<td>Email Signature Instructions</td>
<td>20</td>
</tr>
<tr>
<td>Letterhead and Business Cards</td>
<td>21</td>
</tr>
<tr>
<td>Athletics Logos</td>
<td>22 - 25</td>
</tr>
<tr>
<td>University Seal</td>
<td>26</td>
</tr>
<tr>
<td>Grammar Style Guide</td>
<td>27</td>
</tr>
</tbody>
</table>
Welcome

Our collective goal is to create communications that consistently reinforce the University of Southern Maine’s (USM’s) brand to all outward facing constituents such as prospective students, community members, and donors.

While we have left a degree of flexibility in these guidelines that will allow you to be creative in your work, there are also basic rules to our branding that should not be broken. Every piece of communication we create — from advertisements to flyers to tablecloths — is an opportunity to clearly communicate and reinforce our brand.

On the following pages you will find an overview to the process of working with the Office of Marketing and Brand Management as well as guidelines for using the basic mandatory elements of our brand identity. These guidelines are for anyone who creates or works on marketing or communication materials for USM.
Our department is responsible for many different facets of communications for the University. With more than 500 projects being produced per year, it is essential to maintain a basic process so that the work we do is not only professional looking, but also as timely and accurate as possible.

The Office of Marketing and Brand Management can work with your department to develop custom designs for print materials. We work with several local printers to have your materials produced. Our office will bill your department $55/hour for design work. Prior to beginning work on your materials, we will discuss your budget for design and printing.

The standard length of time needed to develop a new high-quality, accurate print marketing piece is **6–8 weeks**. This includes copy development (by the requesting office, dept., etc.) image selection, design, review by the marketing team and project stakeholders, edits, additional reviews, and printing and delivery. The project can take longer and cost more if there are significant changes needed after the initial design.

To help guide you during the creation of marketing materials, and ensure a smooth process, we have developed the guide starting on page 5.

After reviewing the process, if you have any questions, please contact Erin Bartoletti: erin.bartoletti@maine.edu or at ext. 4774.
Starting a Project

KICK-OFF MEETING
6–8 weeks prior to the date by which you need the materials in-hand
To schedule a kick-off meeting, contact Erin Bartoletti at x4774 or email erin.bartoletti@maine.edu.
The Project Lead*, and sometimes additional stakeholders, meet to review project scope and discuss Production Schedule. Project scope includes:
- Objective
- Audience
- Type and size of material(s) to be produced
- Budget
- Distribution of materials (This can mean mailing, or newspaper insert, or distribution on-campus or both on and off-campus)
- Review of key dates and timeline

At the kick-off meeting, we will also discuss the Design Process and Timeline, which is detailed on page 6.

*The Project Lead is the one person in your department or office who will be responsible for submitting copy, communicating edits, and approving the Final Design for print. We work with one Project Lead to keep communication clear and streamlined.

COPY & IMAGES
5–6 weeks prior to the date by which you need the materials in-hand

Finalized copy: Has been proofed for spelling, grammatical, and factual accuracy by all project stakeholders. The Marketing team is not responsible for proofing or copywriting. If a professional proofreader is required, it should be factored into the budget and timeline.

Images: Since a designer needs copy and images to work with, the Marketing Team cannot begin design of your material(s) until all finalized copy has been received. The Marketing Team can then source images for you from the USM Image Bank or, if necessary, stock photography. The Project Lead and stakeholders may also submit other images for consideration in the design. Any provided images need to be high resolution (at least 300 dpi). Marketing provides final approval for any images used.
Round 1 Design (R1D)
R1D is submitted to the Project Lead 2 weeks after copy and images are received.

The design is submitted to the Project Lead. The Project Lead routes the design to additional stakeholders.

Round 1 Edits (R1E)
The Project Lead should submit R1E to Marketing 1–3 days after Round 1 Design is received.

Review the general layout and images of the design. If any design or copy elements need to change, this is the ideal time to note those edits. At every design round, all copy should be reviewed (every letter, number, and punctuation mark). Print the design and have multiple people review it. If significant changes are required, discussion is necessary with the Marketing Team and your project may be delayed.

Edits should be submitted by the Project Lead only. If edits are received late, the project may be delayed.

Round 2 Design (R2D)
R2D is submitted to the Project Lead 1–3 days after Round 1 Edits (R1E) have been submitted to Marketing.

The updated design is submitted to the Project Lead. The Project Lead routes the design to additional stakeholders.

Round 2 Edits (R2E)
The project lead should submit R2E to Marketing 1–2 days after Round 2 Design is received.

Review the updated design to ensure that all requested changes have been made. If further edits are needed, the Project Lead submits those on the scheduled deadline.

FINAL DESIGN
Final Design is submitted to the Project Lead 1–2 days after edits

This is the design that will go to print. The Project Lead reviews all design elements and copy one last time. Only egregious factual or spelling errors will be considered at this time and should be submitted by the deadline provided.

FINAL APPROVAL
1 day after final design review

The Project Lead posts a message indicating that the project is approved to print.

FILE SUBMITTED TO PRINT
2 weeks prior to needing materials in-hand

The Marketing Team sends project to the selected printer.

Timeline for Minor Copy Edits to Existing Custom Designs
If you need minor copy edits to a piece the Marketing Team has produced in the past, please contact Erin Bartoletti 5 weeks prior to needing the final product in-hand.

Timeline for Reprints of Existing Custom Designs
If you need an exact reprint of a piece the Marketing Team has produced in the past, please contact Erin Bartoletti 4 weeks prior to needing the final product in-hand.

Erin Bartoletti
(207) 780-4774
erin.bartoletti@maine.edu
The printer will process the artwork and produce a physical proof of the project. This proof is delivered to the Marketing team for review of colors, cropping, folds, and pagination. Once the proof is approved, the printer moves into the production. This includes printing, trimming, folding, binding, packaging, and shipping the project.

While a short print run of 50 posters may take only 1 week, a more complex project such as a booklet will take longer. It’s always a good idea to allow at least 2 weeks for printing to ensure that projects meet all of the requirements discussed in the Kick-Off Meeting.
What is a Brand and what is a Logo?

A brand is technically a product or an organization, but also the perception our constituents and the public gain through their experiences with us. One might hear that Company A has launched a new brand of product, or Company B has taken a hit to their brand after a scandal erupts.

When it comes to public perception, this is where every one of us at the University plays a critical role to ensure our students and visitors have a positive and beneficial experience with us.

A logo, or brand mark, serves as an external, visual representation of an organization, or brand. When perception through experience is positive and the visual representation is consistent, our constituents and the public immediately recognize and respond favorably to our brand — the University of Southern Maine.

If you have a GOOD experience with an organization, and later you see that organization’s logo, you will remember that good experience and quite possibly share it with a friend. Conversely, if you have a BAD experience with an organization, and later see that organization’s logo, you will remember that bad experience, and share it with family or friends . . . usually several times over.

Studies show that consumers are 2 times more likely to share bad customer experiences than positive ones.

Another study showed that it takes 12 positive customer experiences to make up for one negative.

Many of us take for granted the consistency strong brands achieve through using a single, unchanging logo for their organization.
Why Consistency is Crucial to a Brand
If a logo changes often, is disassembled and/or reassembled in any way or makes use of different typeface’s sizes, styles and colors, it only creates confusion for the customer of that brand. It can also make a statement to the customer that the organization — the “brand” — is confused and disorganized.

What is Our Brand and What are our Logos?
The University of Southern Maine is our brand. There are two logos representing our University of Southern Maine brand: The official University of Southern Maine logo with the column, and the Husky Head with Southern Maine Huskies representing Athletics & USM School Spirit. School spirit celebrates, through events or initiatives, the values, community, and connections of the University.

Colleges, schools, offices, departments, events, organizations, and so forth operate within and represent the University of Southern Maine brand and should be using the University of Southern Maine logo (vs. the Husky Head). For Athletics marketing, the USM classic logo should also appear on any marketing or communication materials.

The logo or brand mark for the University of Southern Maine should appear as shown in this style guide and should not be disassembled, reassembled, or changed in any way. This includes utilizing the column icon alongside other words, such as college, school, office, department, event, club, or organization names. These entities are part of the University of Southern Maine; they are not brands unto themselves. One way to think about it is that if the University of Southern Maine — the brand — didn’t exist, there would be no colleges, schools, offices, departments, events, clubs, organizations, and so forth.
To enable consistency of use and clear communication, the University of Southern Maine logo should appear at least once on any marketing or communication piece. Any use of the column mark or university name beyond approved logo usages noted in the following pages must be reviewed and approved by the Marketing team. Marketing or communication materials, including premiums (giveaways such as mugs, pen, t-shirts, decals, etc.) not following these brand standards will be removed from circulation.

We recognize that there may be instances where brand standards may appear in conflict with your project goals. If you believe this is the case, please contact the Office of Marketing and Brand Management for discussion and review of the situation.

E-mail: gregory.daly@maine.edu  Phone: 780-4772.
The Official or “Classic” USM Logo

This can be used on any marketing or communication pieces (distributed on or off campus) for non-recruitment events and activities put on by USM Colleges, Schools, Department, Programs, or Offices. For instance: posters, postcards, flyers, or brochures for Theatre or Music performances, Art Exhibits, Lectures, Speaker events, Student Activities, etc.

See page 14 for correct usage of the USM Colleges, Schools, Department, Programs, or Office names with USM Classic logo. (Comprehensive typeface information is available on page 19.)

Minimum spacing around logo

Don’t crowd the logo with other elements. Keep this minimum area of space around the logo the same size as the height of the “UNIVERSITY OF” type.
USM Logo with Access Points

The USM logo with access points shall be used on any marketing or communication pieces developed for recruitment purposes — to generate new student inquiries or applications as well as to increase yield, and support orientations and similar events. This version of the logo aids prospective students in knowing that we have multiple access points to USM, including online courses and programs.

The column mark appears on the left, with the name of the university appearing in stacked form to the right. The access points are placed below the Classic Logo. The typefaces used in the logo are Gotham Medium and Helvetica Condensed 77.

(Comprehensive typeface information is available on page 19.)
We do recognize the need for flexibility with logos. A strong and valid example of this is Social Media (SM). Facebook, Twitter and other SM platforms often do not allow for any brand’s full logo to be used. But, we have been able to devise ways to promote our brand by incorporating our logo in the spirit of this style guide. Another example of where flexibility has been warranted is the USM Foundation logo. The USM Foundation is the fundraising arm for USM. All money provided by donors through USM Foundation go to support the University of Southern Maine. Thus, we saw it as important to use the USM column mark as part of the USM Foundation logo to serve as an official “mark”, conveying to donors that USM Foundation is an official fundraiser for the University.
The USM ‘classic logo’ with the addition of the College, School, Department, Program, or Office name underneath.

Example

UNIVERSITY OF SOUTHERN MAINE

Sport Management

The column mark appears on the left, with the name of the university appearing in stacked form to the right. The College, School, Department, Program, or Office name is placed below the Official Logo. The typefaces used in the logo are Gotham Medium and Helvetica Condensed 77, and the typeface for the College, School, Department, Program, or Office name is Gotham Book. (Comprehensive typeface information is available on page 19.)
When preparing materials for publication, such as flyers or temporary signage, you’ll need to incorporate the USM initials into a masthead (see example banner below). The letters use the typeface Garamond with tight letter spacing.

When using USM initials in the masthead, be sure and place the letters on the upper left corner along the edges of the document as illustrated here.

*Note: when using these initials, one of the USM brand logos (p. 11 or 12) should be used depending on the purpose of the piece.
USM Color Palette

In 2015, USM adopted a new, darker blues as part of our color palette. The new blues came about due to a natural gravitation towards a darker blue. Our Admissions team wear dark blue polo shirts and fleece vests. Our athletic team uniforms and helmets have long used a dark blue. From a visual standpoint, it’s agreed that our USM gold comes across as stronger, richer, and even more collegiate against a darker blue background.

We are retaining our reflex blue so that the blues can live side-by-side, removing the need for a complete overhaul of materials and signage. Our reflex blue has moved from being our primary blue, to a secondary blue.

The primary colors for USM are Blue and Yellow. It’s important that these identifying colors appear to some degree in any outward facing materials. We recognize that these colors combined tend to be a bit bold and vibrant. With that understanding, a choice should be determined which color will be featured. The balance between the featured choice should be a minimum of 75% / 25%

Example: our typical building signage.
Secondary Color Palette

These colors are used sparingly in layouts as complimentary colors. They are intended to enhance the impact of the communication in relation to the accompanying imagery or artwork.
Any new event or initiative graphic must be discussed and developed with the department of Marketing and Brand Management.

- We recognize the need for visual representations of events or special initiatives at USM. We can create graphics for special events or initiatives such as the examples shown here.

- In all cases, the University of Southern Maine logo must be used in conjunction with any event or initiative graphics on marketing and events communications.

- Typically, the USM logo is placed in the lower right corner of marketing and events communications.

- Event or initiative graphics must be designed by USM Marketing and Brand Management.
Below are the only typefaces that should be used for all materials. They can be used in a variety of combinations and weights. Contact us if you don’t have these available on your computer and we can provide them to you.

Gotham (all fonts and weights)

Helvetica Neue LT Std Condensed (all fonts and weights)

Helvetica Neue LT Std (all fonts and weights)

Garamond (all fonts and weights)

Replacement typefaces

Sometimes the typefaces we provide won’t work on your computer. If they don’t work, the standard system fonts listed below are acceptable replacements. *Note these are mainly for body text or header/footer text. These fonts should not be used for any display purposes.

Century Gothic (all fonts and weights)

Arial (all fonts and weights)

Times (all fonts and weights)
Regarding Optional Text: We recognize that staff often have details to convey beyond standard job information. “Optional text” is available. Examples include a favorite quote, Strengths Finder, MBTI profiles, temporary announcements, or Box office/ticketing information, etc. Optional Text should appear in sans serif, normal size, and be dark gray in color.

Blue “footer graphic” should be inserted AFTER all other text. Confidentiality notices, EOE or Anti-discrimination policies should appear after the blue footer graphic.

SIGNATURE INSTRUCTIONS
1. Open your Gmail email account and click the gear-like icon on the upper right side and choose “Settings” from the drop-down menu.

2. Scroll down to the signature area.

3. Select the circle/button on the upper left of the Signature Box to indicate your use of an email signature

4. There are two methods to insert your signature text into the signature box:
   - Manually type your information into the signature box.
   - Copy and paste the example to the right into your signature box and type your information over it. Should your spacing be impacted, you can manually adjust it.
   - **Please note:** Text color should be black, sans serif and normal size. Quotes and EOE and/or Confidentiality Statements should be a dark gray.

5. Once your text is in the signature box, place your cursor at the bottom of your signature box. This will provide the correct position for the graphic to be pasted in the next step. Now, copy this link: http://usm.maine.edu/signature and paste it as noted in the next step.

6. At the top of your Signature Box, select the “Insert Image” icon (looks like gray mountains). This will open a box, at the top of which you will select “Web Address (url).” This will open a second box, which has a space for you to paste the link you previously copied. By using this web version, you will avoid having an attachment at the end of every email you send.

7. Once pasted, click “Select” on the bottom left. The box should close and you should see the USM email footer graphic in your signature box in the location where you had placed your cursor. It’s recommended you keep it at “original size.”

8. This will bring you back to your Settings page. Scroll down the page and click “Save Changes.”

Your email signature is now up to date.

If you have questions about the new email signature, please contact Tracy St. Pierre: tracy.st@maine.edu.

Example below shows how email signature should appear on screen: This was created on an Apple computer using the Chrome browser. *Note this may appear differently in other browsers and you may need to adjust accordingly

EXAMPLE

Firstname Lastname
Job Title
>space<
College, School, Department, Program or Office
Office Street address
Office: 207-XXX-XXXX
Cell: 207-XXX-XXXX >optional<
Fax: 207-207-XXX-XXXX >optional<
>space<
“Optional text/quote - make type dark gray color” >optional<
>space<

Any confidentiality notices, EOE, or anti-discrimination policies can be noted underneath the email footer graphic.
Letterhead, envelopes, notecards, and business cards are ordered through our Print Design Template System, which can be accessed at: usm.maine.edu/marketing. Below are examples of what is available to order.

The Print Design Template System also includes posters, flyers, brochures, and postcards which you can customize for your program or event. For more information contact Erin Bartoletti at erin.bartoletti@maine.edu or at extension 4774.
Primary Logo

The primary “Southern Maine Huskies” logo is the official USM Athletics logo and should be used in the majority of cases because it identifies both “Southern Maine” and “Huskies.” This logo can be used in official Athletics marketing and communication pieces such as business communications and marketing collateral, but the classic USM logo must be included.

The colors of the athletics logo are comprised of official USM colors as indicated previously on pages 17 and 18, which includes alternate color breakdowns such as CMYK and RGB. Shown here is a typical “4-color” version of the logo. Other variants are explained on the following page.

Don’t crowd the logo with other elements. Keep this minimum area of space around the logo the same size as the height of the “E” in “Southern Maine.”
Color Variations

4-color logo

Typical usage is a 4-color process using USM blue and USM gold and the USM secondary blue. (Described in detail on page 17)

2-color logo (with screen)

In a 2 color (screened) version, the logo should appear in USM blue and USM gold. In this case, a 2-color “solid version” should be used when highlight detail cannot be achieved.

1 color logo (with screen)

1 color (screened) versions must always appear in either USM blue or black. This version should not be used for photocopies as the screened color will not copy properly.

1-color (line art)

1 color (line art) versions must always appear in either USM blue, white or black. This version should be used for photocopies or when being used at a very small size.

Pantone 648C @20%

Black version

Black version

White version
Secondary Logos

When choosing a secondary logo, (all shown below) consider if the audience is familiar with the University of Southern Maine and USM Athletics.

All secondary logos are subject to the same color reproduction and usage guidelines.

These logos should never be used in place of the primary Athletics logo for official communications such as business communications or marketing collateral.
The seal of the University is used to authenticate the highest official University documents. The seal indicates official sanction and may only be used with permission from the President’s Office.
Abbreviations, Formatting, and Grammar

In an effort to help maintain consistency of how we communicate specific details, here is a brief guide to proper usage. For all grammar, marketing uses the *The Chicago Manual of Style*.

- **DEGREE ABBREVIATIONS:**
  Those with capital letters only will use no periods. e.g.: MS  MM  MBA  MFA

  Those that include both upper and lowercase, will use periods. e.g.: M.S.Ed.  Ph.D.

- When referring to degrees, always use apostrophes:
  Master’s  Bachelor’s

- When referring to USM in context of a sentence such as “the University”, always capitalize ‘University’

- When listing web addresses, do NOT use either ‘http:’ or ‘www’. Also best practice is to type the website in all lowercase letters. Should appear as: ‘usm.maine.edu’

- When listing dates, do NOT add extra letters such as “10th” or “2nd”. Use a comma after the day/date e.g.: December 10, 2016

- When listing times, be sure to include the colon and two digits after the hour. Also include either AM or PM in uppercase without periods. Do not spell out O’clock. Time should always appear as follows: 9:00 PM – 5:00 PM

- When listing multiple items in a sentence, Per the Chicago Manual of Style, the oxford comma is to be used. e.g.: He had a textbook, a backpack, and a laptop.

- When listing graduating year of alumni, always use an apostrophe: Lisa Johnson ’09