

# UMass President's Office **Brand Guide**



University of Massachusetts

Amherst • Boston • Dartmouth • Lowell • Medical • Law

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# Introduction



# QUICK REFERENCE GUIDE

## IDENTIFICATION

- **University of Massachusetts**  
(never “The University of Massachusetts,” except at the beginning of a sentence)
- **UMass**
- **University of Massachusetts system**  
(only when “system” is needed for clarity)
- **UMass system**  
(only when “system” is needed for clarity)

## POSITIONING (SEE PAGE 10)

- **A Revolutionary University**
  - World-class education
  - Groundbreaking research
  - Impactful service & engagement
  - Spirit of Massachusetts

## COLORS (SEE PAGE 26)

UMass Blue	300 C / #005EB8
UMass Maroon	201 C / #9D2235
Navy Blue	#013E7D
Light Blue	#2AB3FF
Vibrant Blue (Web)	#035CB8
Green	#148071
Yellow	#FCB316
Pink	#DF2049

## Introduction

## LOGO (SEE PAGE 21)

- Horizontal logo should be used whenever possible
- Minimum height: 0.375 inches (logos should be scaled appropriately to retain the original proportions).
- Stacked logo also available
- Can be used in full color or white knockout on color (if using white knockout, the preferable treatment is on UMass Blue)

## FONTS (SEE PAGE 29)

- **Primary:** Montserrat, Open Sans, Lora
- **Formal:** Frutiger, Sabon



# MESSAGE FROM PRESIDENT MEEHAN

## Introduction



Marty Meehan '78

As a first-generation college student and UMass Lowell graduate, I credit the opportunities that UMass provided me decades ago with the success that I have found over the course of my career as a prosecutor, as a congressman, as chancellor of UMass Lowell, and now as the first UMass undergraduate alumnus to lead the system. As it has for many of our students, the University of Massachusetts has truly transformed my life.

The University of Massachusetts is the beating heart of a state rich in tradition and rigorous in thought. Massachusetts isn't just an education mecca, a research powerhouse, or an economic hub. More than anything, it's home to a revolutionary spirit—a relentless drive for innovation, growth, and advancement, and a willingness to do what's never been done before. In Massachusetts, we refuse to rest on our laurels or settle for "good enough." It's that spirit that has cemented this state's place in history and ensured its enduring leadership and success. And the University of Massachusetts clearly embodies that spirit.

We will embrace that spirit as a brand. Marketing campaigns change with the times, but a brand is about authentically and optimistically expressing who we are as an institution. It is the place where we all come together, and the place from which we all speak. It provides the latitude for individuals to craft their own communications, but with the guardrails that ensure a consistent look, voice and tone, as we define our position as a leader in public higher education.

I encourage you to use this brand guide as a reference for all of your communications—both external and internal. If you have any questions or need guidance on how to implement the guidelines herein, please do not hesitate to contact the Office of Communications in the President's Office.

Thank you for all you do for UMass.

A handwritten signature of Marty Meehan in blue ink. The signature is stylized, with the first name 'Marty' and last name 'Meehan' clearly legible.

**Marty Meehan**  
President, University of Massachusetts

# PURPOSE

The purpose of this guide is to serve as a central reference for all President's Office materials. It provides clear guidance on messaging, voice and tone, and design elements like colors, typography, photography, and appropriate uses of the logo and wordmark.

This guide is about providing the direction necessary for the university to communicate clearly and consistently across all mediums.

# Introduction

## WHAT IS A BRAND?

At its simplest, a brand is what an organization is known for and what differentiates it from its competitors. A brand is a combination of both tangible and intangible attributes and must be built and supported with care.



# BUILDING BLOCKS

This brand guide is the result of a strategic analysis that began with a broad perception, awareness, and reputational study.

Over the course of this research and strategy development, we heard from 11,000 individuals, including 3,800 UMass alumni, 3,100 current students, 2,100 prospective students, 1,900 parents, and dozens of members of the university community, including leadership, staff, and faculty.

## DISCOVERY: QUALITATIVE RESEARCH

- One-on-one interviews with internal stakeholders
- Focus groups with students on each campus
- External interviews with prospective students, guidance counselors, hiring managers, and business leaders

## STRATEGY & POSITIONING DEVELOPMENT

- Created a positioning platform to guide overall messaging, media, and creative development
- Developed recommendations on system marketing strategy for maximum campus support and alignment

# Introduction

## DISCOVERY: QUANTITATIVE RESEARCH

- 11,000 respondents
- Regional study in New England and Massachusetts among parents, prospective students, current UMass students, and UMass alumni
- National study among parents and prospective students

## CREATIVE PLATFORM DEVELOPMENT

- Created a brand platform to guide creative execution that was deeply rooted in the research and positioning platform
- Gathered feedback on initial creative platforms from all five campuses and implemented recommendations in final product





# Brand Platform



## VISION & MISSION



## Brand Platform

### VISION

To be a national model of excellence for public research university systems.

### MISSION

To provide an affordable and accessible education of high quality and to conduct programs of research and public service that advance knowledge and improve the lives of the people of the Commonwealth, the nation and the world.

# POSITIONING

## A Revolutionary University

At UMass, we harness the revolutionary spirit of Massachusetts to deliver affordable, world-class education that transforms lives, conduct groundbreaking research that improves our world, and create social and economic impact that shapes and energizes communities.

### FOUR PILLARS OF A REVOLUTIONARY UNIVERSITY

- | World-Class Education
- | Groundbreaking Research
- | Impactful Service and Engagement
- | Spirit of Massachusetts

## Brand Platform



# BRAND PILLARS

## World-Class Education

- | High-quality academic programs focused on student outcomes
- | A highly marketable degree from a top-ranked research university
- | A curriculum that encourages lifelong learning and intellectual curiosity
- | Distinguished faculty who are engaged and accessible to students
- | A diverse, global community that prepares our students to succeed in an increasingly interconnected world

## Brand Platform

### PROOF POINTS

- UMass is the top public university in New England according to the Times Higher Education World Reputation Rankings.
- All four UMass undergraduate campuses are rated in the top category of *U.S. News & World Report's* Best Colleges rankings —making UMass one of the few university systems in the nation to have each campus so acclaimed.
- UMass faculty include a Nobel Laureate, Pulitzer Prize winners, members of the National Academy of Sciences, an American Book Award winner, and Fulbright, Guggenheim, MacArthur, and Mellon Fellows. Numerous UMass faculty members have been named to the list of the World's Most Scientific Minds.



# BRAND PILLARS

## Groundbreaking Research

- | Research concentrated in areas of importance to the Massachusetts economy (life sciences, data science, climate science, advanced manufacturing, etc.)
- | Discovery aimed at addressing pressing challenges of today, including healthcare, climate, and science and technology
- | Innovative partnerships with business and government to drive the Massachusetts economy
- | Support of student and faculty-led entrepreneurship and start-up ventures
- | Product creation, testing, and development for university, private, and government commercialization

## Brand Platform

### PROOF POINTS

- UMass is the third-largest research university in Massachusetts, behind only Harvard and MIT, and is the fourth-largest research university in New England.
- UMass conducts more than \$813 million in research and development annually.
- UMass is consistently ranked as one of the top universities granted U.S. patents, with dozens arising out of faculty inventions annually.

# BRAND PILLARS

## Impactful Service and Engagement

- | Serving as an economic engine for Massachusetts through talent development, public-private partnerships, entrepreneurship and employment
- | Recruiting, developing, and retaining a highly skilled and diverse workforce for Massachusetts
- | Strengthening communities across Massachusetts by inspiring social and economic development activity by students, faculty and alumni
- | Encouraging civic engagement and community service by students

# Brand Platform

## PROOF POINTS

- The University of Massachusetts is the single largest economic force in Massachusetts, with more than 300,000 graduates living and working in the state, greater than \$6 billion in annual economic impact, and more than 20,000 employees.
- UMass has 90 core research facilities across the state that can be utilized by industry or government partners and small businesses.
- UMass students provide 700,000 hours of community service every year all across the state.

# BRAND PILLARS

## Spirit of Massachusetts

- | Historical significance as the birthplace of the American Revolution and the American Industrial Revolution
- | A global leader in the “revolutionary” industries of today and tomorrow
- | Collaborative, hardworking, and entrepreneurial culture
- | Inclusive and diverse global community

# Brand Platform

## PROOF POINTS

- UMass System is ranked #1 public research university in New England.
- 330K alumni live and work in Massachusetts; 500K alums globally.
- Generated \$813 million in annual research expenditures.
- \$8.3 billion economic impact across the state of Massachusetts.
- \$1.1 billion endowment.



# BRAND ATTRIBUTES

If the pillars are where the brand position rests, the brand attributes are the materials with which the pillars are constructed.

This is a collection of qualities that support the brand.

## **Mission-driven**

If we can't draw a connection between an action and our mission, we don't do it.

## **Inclusive**

We are dedicated to supporting a diverse community that reflects the world around us and encourages freedom of thought and expression.

## **Forward-thinking**

We educate future leaders in state-of-the-art facilities, solve the problems of tomorrow and support emerging companies and industries.

## **Accessible**

We are an engine of social and economic mobility, accessible to students of all backgrounds.

# Brand Platform

## **Comprehensive**

We are a public research university system with a full array of undergraduate and graduate programs, a medical school, a law school, and a robust selection of online degree programs.

## **Outcome-driven**

We are focused on a high return on the investment made by students and their families, offering highly marketable degrees and access to career-building internship, co-op and research opportunities.

## **Engaged**

We are committed to enabling and encouraging important connections between students, faculty, research, industry and communities.



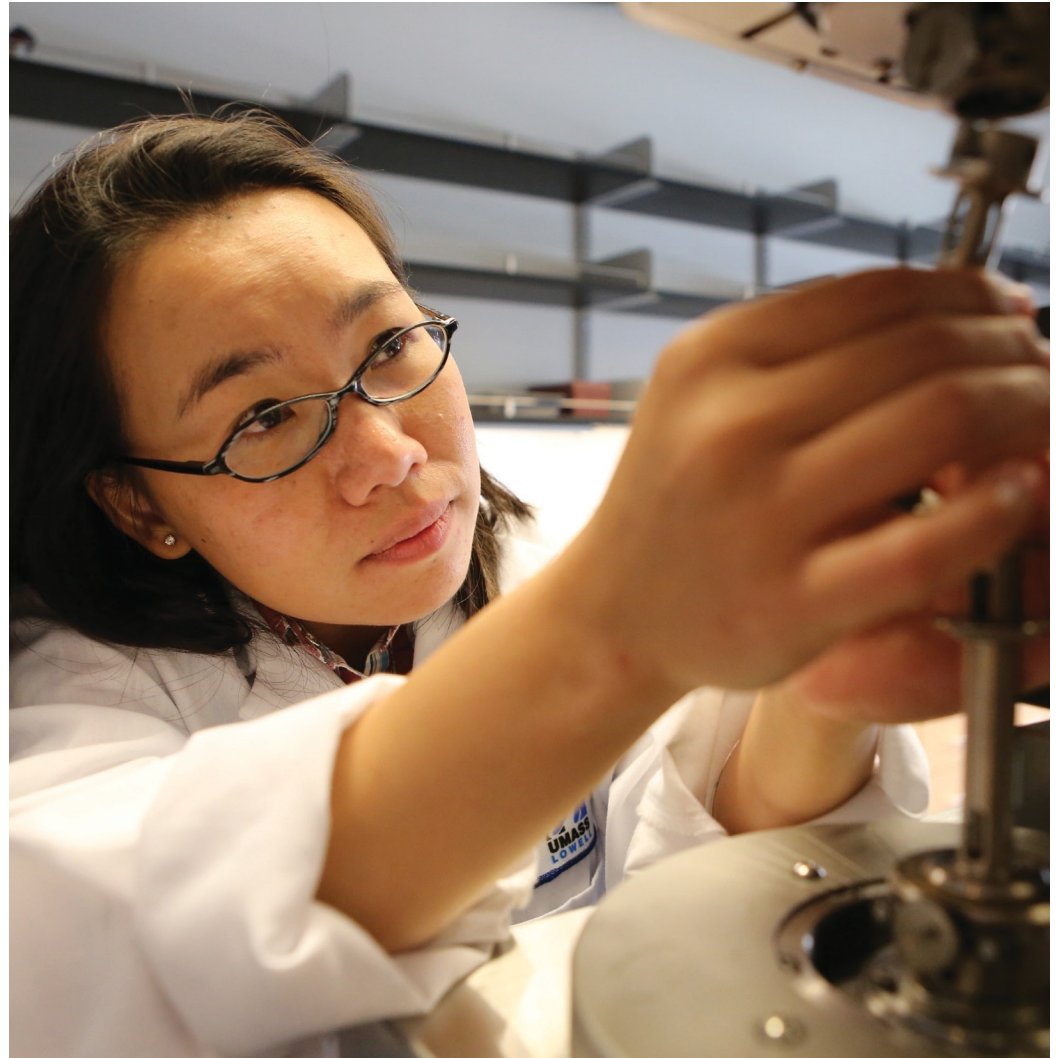
**Messaging**



The University of Massachusetts is the public research university for the most educated state in America. **Let's act like it.**

### UMass is:

- | **confident**, but not arrogant
- | **conversational**, but not casual
- | **smart**, but not overly intellectual
- | **aspirational**, but not out of touch





# AUDIENCES

We never forget that we communicate with many different audiences, and that they overlap. An opinion leader could be a graduate and a parent of a prospective student or a current student. It is important to maintain consistency of voice and tone across all communications.

## **Prospective students**

In Massachusetts, New England, out of state, and key international markets.

## **Parents**

In Massachusetts, New England, out of state, and key international markets.

## **Elected officials**

Who determine our appropriation, appoint our Board, and pass legislation that impacts us.

## **Opinion leaders**

In civic and business life across Massachusetts.

## **Alumni**

Of all stages of life and all geographies.

# Messaging

## **Current students**

At Amherst, Boston, Dartmouth, Lowell, Medical, Law and UMass Online.

## **Staff and faculty**

Across campuses, disciplines, and responsibilities.

## **Prospective staff and faculty**

From institutions of higher learning in New England, across the country, and around the world.

## **General public**

We are the public research university supported in part by every taxpayer in the Commonwealth of Massachusetts.

# EDITORIAL STYLE

Editorial style refers to a common set of rules for the written word. In order to ensure consistency of communications, it is important that editorial style be followed in all university materials.

For more guidance on editorial style, or to view the most recent versions of either guide, please contact Communications at [Slines@umassp.edu](mailto:Slines@umassp.edu)

## CHICAGO MANUAL OF STYLE

The preferred editorial style for the university is the Chicago Manual of Style. The Chicago Manual is one of the most frequently used style guides in the United States.

A free version of the Chicago Manual of Style can be accessed online at [www.chicagomanualofstyle.org](http://www.chicagomanualofstyle.org).

# Messaging

## ASSOCIATED PRESS (AP) STYLE

Because of its nearly universal adoption by news media, AP style should be used for all materials that are specifically prepared for that audience.

Examples of materials that should adhere to AP style are press releases, media advisories and official statements.





**Look & Feel**



# LOGOS & LOCKUPS

Our UMass logo is our distinctive mark. It is crucial that the UMass logo be the same in every usage and live in its own space. The clear space around the logo ensures it stands out from any surrounding elements.

The UMass logo may only be rendered in Pantone 300 C and Pantone 201 C or white (knock-out).

## DOWNLOADS

Logos are available in ai, eps, pdf, psd, png, jpg and svg formats. Please contact

Communications at [Slines@umassp.edu](mailto:Slines@umassp.edu) for access to these assets.

## Look & Feel

### HORIZONTAL LOGO



University of Massachusetts

### HORIZONTAL LOGO WITH CAMPUSES



University of Massachusetts

Amherst • Boston • Dartmouth • Lowell • Medical • Law

### STACKED LOGO



University of  
Massachusetts

### STACKED LOGO WITH CAMPUSES



University of  
Massachusetts

Amherst • Boston • Dartmouth • Lowell  
Medical • Law



# LOGOS & LOCKUPS

The development or use of customized and special purpose logos must conform to a standardized format, which combines the name of the entity with the UMass logo.

Please consult with the Office of Communications for assistance with any logo requests.

## DOWNLOADS

Logos are available in ai, eps, pdf, psd, png, jpg and svg formats. Please contact Communications at [Slines@umassp.edu](mailto:Slines@umassp.edu) for access to these assets.

## DEPARTMENT LOGOS



Office of  
the President



University Information  
Technology Services



Data Lab

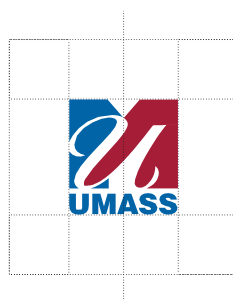
## LOGOMARK ONLY



## SPACING MINIMUMS

Minimum clear space around the logo should be equal to the height of the “U” in University or half the width of the logomark.

## Look & Feel









# SPACING MINIMUMS

For maximum legibility, logos should be presented no smaller than the sizes indicated here.

Logos should be scaled appropriately to retain the original proportions.

## Look & Feel

	University of Massachusetts	MINIMUM HEIGHT: 0.375 inches (27 px)
	University of Massachusetts Amherst • Boston • Dartmouth • Lowell • Medical • Law	MINIMUM HEIGHT: 0.39 inches (27 px)
	University of Massachusetts	MINIMUM HEIGHT: 0.375 inches (27 px)
	University of Massachusetts Amherst • Boston • Dartmouth • Lowell Medical • Law	MINIMUM HEIGHT: 0.63 inches (43 px)
		MINIMUM HEIGHT: 0.375 inches (27 px)
	Office of the President	MINIMUM HEIGHT: 0.375 inches (27 px)

# INCORRECT USAGE

It is critical that the logo be presented consistently throughout all communications. Please refrain from making any adjustments that could affect the look of any aspects of the logos, including, but not limited to, the errors outlined here.



University of Massachusetts



University of Massachusetts



University of Massachusetts



University of Massachusetts



University of Massachusetts



University of Massachusetts



University of Massachusetts



University of Massachusetts

## Look & Feel

**DON'T BREAK UP AND REPOSITION ANY PART OF THE LOGO.**

**DON'T TILT OR ROTATE THE LOGO.**

**DON'T PLACE THE LOGO IN A COLOR THAT REQUIRES IT TO BE "TRAPPED" IN ANOTHER COLOR.**

**DON'T RENDER ANY PART OF THE LOGO IN A COLOR BESIDES PANTONE 201 C, PANTONE 300 C, BLACK, OR WHITE.**

**DON'T EXPAND OR CONDENSE THE LOGO—MAKE SURE TO MAINTAIN ITS ORIGINAL PROPORTIONS.**

**DON'T REVERSE THE COLORS OF THE LOGO.**

**DON'T CHANGE THE FONT OF THE LOGOTYPE.**



# COLOR PALETTE

In 2018 UMass updated the classic UMass blue from the traditional Pantone 301 to the slightly brighter Pantone 300 C. Our maroon remains the strong Pantone 201 C.

Both colors are complemented by a vibrant secondary palette that helps keep the brand fresh and modern.

The UMass logo may only be rendered in Pantone 300 C and Pantone 201 C or white (knock-out).

## Look & Feel

### UMass Blue

Pantone	300 C
RGB	0 94 184
HEX/HTM	005EB8
L CMYK	99 50 0 0

### UMass Maroon

Pantone	201 C
RGB	157 34 53
HEX/HTM	9D2235
L CMYK	7 100 68 32

### Navy Blue

RGB	30 65 123
HEX/HTM	013E7D
L CMYK	100 85 24 9

### Green

RGB	20 129 113
HEX/HTM	148071
L CMYK	85 29 61 10

### Light Blue

RGB	42 179
HEX/HTM	255
L CMYK	2AB3FF
	62 16 0 0

### Yellow

RGB	252 179 22
HEX/HTM	FCB316
L CMYK	0 33 100 0

### Vibrant Blue (Web Only)

HEX/HTML	035CB8
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### Pink

RGB	222 32 73
HEX/HTM	DF2049
L CMYK	6 99 68 1

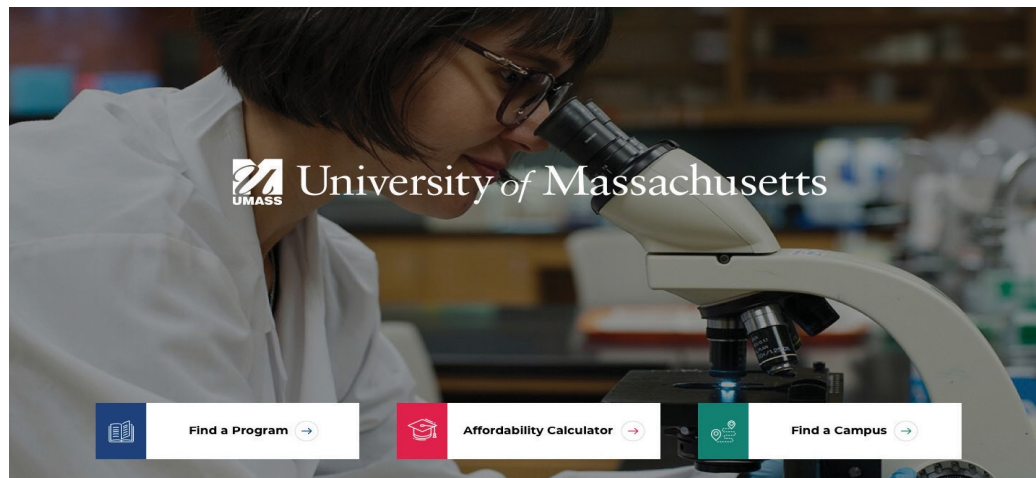
## COLOR PALETTE

On official presentation materials such as PowerPoint presentations, logo should appear as a footer in the left bottom corner in full color if on white, and as a knockout if on a solid-color background.

### DOWNLOADS

Templates are available for download. Please contact Communications at [Slines@umassp.edu](mailto:Slines@umassp.edu) for access to these assets.

## Look & Feel



## GRAPHIC ELEMENTS

The UMass logomark may be used as a background element for presentations, report covers and other printed materials.

For this usage, the background color must be set to UMass Blue, with the white UMass logomark placed on top with an opacity of 10%.



EXAMPLE USAGE

## Look & Feel

PANTONE 300 C



UMASS LOGOMARK  
(USED IN WHITE AT 10% OPACITY)



Montserrat is a web-friendly, modern sans serif typeface with an open font license, which means it is free. It is a humanistic font that is optimized for excellent legibility in print, web, and mobile interfaces.

Montserrat has excellent contrast between weights and is used across our brand for headlines, call-outs, graphic elements and more.

Our brand fonts are available from Communications upon request:

[Slines@umassp.edu](mailto:Slines@umassp.edu)

Our primary typeface is Montserrat.

A a

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXYZ

abcdefghijklmnopqrstuvwxyz  
vwxyz 1234567890

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
WXYZ

abcdefghijklmnopqrstuvwxyz  
wxyz 1234567890

*Montserrat SemiBold Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
VWXYZ*

*abcdefghijklmnopqrstuvwxyz  
vwxyz 1234567890*

**Montserrat SemiBold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
WXYZ**

**abcdefghijklmnopqrstuvwxyz  
wxyz 1234567890**

**Montserrat Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
WXYZ**

**abcdefghijklmnopqrstuvwxyz  
wxyz 1234567890**

# TYPOGRAPHY

Open Sans is a humanist sans serif typeface. It was optimized for use across print, web, and mobile interfaces, and has excellent legibility in its letterforms.

Open Sans is the preferred sans serif typeface for longform text.

Our brand fonts are available from Communications upon request:

[Slines@umassp.edu](mailto:Slines@umassp.edu)

Our supporting typefaces are Lora and Open Sans.

Aa

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Open Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890c

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Open Sans Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

***Open Sans Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890***

**Open Sans Extrabold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

# TYPOGRAPHY

Lora is a web-friendly, contemporary serif typeface with roots in calligraphy. It is equally optimized for online screen appearance and print, giving our brand the flexibility we need for all our many needs.

Lora is the preferred serif typeface for longform text.

Our brand fonts are available from Communications upon request:

[Slines@umassp.edu](mailto:Slines@umassp.edu)

## Look & Feel

Our supporting typefaces are Lora and Open Sans.

Aa

*Lora Regular*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Lora Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvw  
yz 1234567890

**Lora Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxy  
z 1234567890



# FORMAL TYPOGRAPHY

These fonts should only be used in exceptionally formal circumstances, and are the fonts included in the UMass logo and wordmark.

Our brand fonts are available from Communications upon request:

[Slines@umassp.edu](mailto:Slines@umassp.edu)

## Frutiger

### Frutiger Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Frutiger Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Frutiger Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Frutiger Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Look & Feel

## Sabon

### Sabon Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### *Sabon Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Sabon Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### *Sabon Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# PHOTOGRAPHY & GRAPHICS

## Look & Feel

Using the right imagery is key to having a strong brand and clear communication. Photos and graphics can enhance any communication, adding visual information or humanity to the words. To that end, it is important to think about what you want to represent while searching for the right images. Try to choose images that reflect our diversity, showcase our strengths and reflect the voice and tone of our brand.

If you need assistance finding or selecting a photo for an upcoming project, please contact Communications at [Slines@umassp.edu](mailto:Slines@umassp.edu)

**Imagery should be** student-centric, diverse, humanizing, vibrant, engaging and should highlight energy and movement. Avoid using static scenes.





# University of Massachusetts

## SUPPORT AND GUIDANCE

The Office of Communications is charged with monitoring and enforcing these brand standards throughout the organization and is available to provide support and guidance in their implementation.

Please do not hesitate to contact  
Communications at Stephanie Lines:

[Slines@umassp.edu](mailto:Slines@umassp.edu)