

UMass President's Office **Brand Guide**



University of Massachusetts

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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 visible.

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

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 GUIDE

A woman with long dark hair, wearing a blue denim jacket over a light-colored shirt, is standing in profile and drawing on a whiteboard with a green marker. The whiteboard has some faint, abstract green lines and shapes drawn on it. The background is a blurred office or meeting room with large windows.

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.

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 \$600 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.

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 nearly 100 core research facilities across the state that can be utilized by industry or government partners. For small and medium-sized businesses, a new state voucher program provides access at significantly discounted rates.
- UMass students provide 700,000 hours of community service every year all across the state.

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

- Massachusetts is ranked the No. 1 state for innovation by the Milken Institute.
- 40% of Massachusetts workers are in the innovation economy.
- 30% of STEM workers and graduate students are from outside the United States.
- Massachusetts has the most educated workforce and the second-highest median wages in the nation.

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

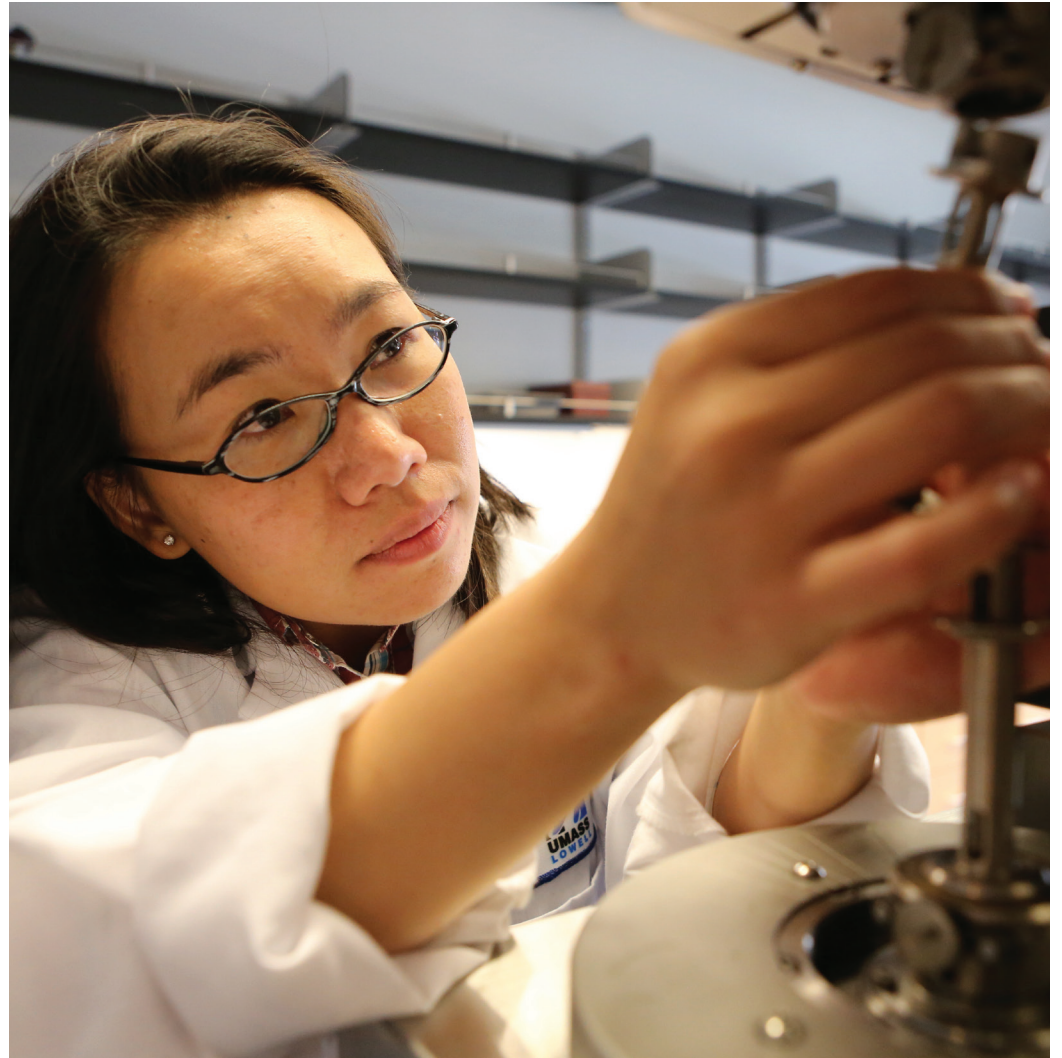
VOICE & TONE

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 media@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.

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

Look & Feel

Our UMass logo is our distinctive mark. It is crucial that the UMass logo be exactly 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 media@umassp.edu for access to these assets.

HORIZONTAL LOGO



University of Massachusetts

HORIZONTAL LOGO WITH CAMPUSES



University of Massachusetts

Amherst • Boston • Dartmouth • Lowell • Medical • Law • Online

STACKED LOGO



University of
Massachusetts

STACKED LOGO WITH CAMPUSES



University of
Massachusetts

Amherst • Boston • Dartmouth • Lowell
Medical • Law • Online

LOGOS & LOCKUPS

Look & Feel

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.

DEPARTMENT LOGOS



Office of
the President



University Information
Technology Services



Data Lab

LOGOMARK ONLY



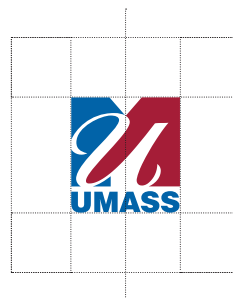
DOWNLOADS

Logos are available in ai, eps, pdf, psd, png, jpg and svg formats. Please contact Communications at media@umassp.edu for access to these assets.

SPACING MINIMUMS

Look & Feel







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



SIZING 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.

	University of Massachusetts	MINIMUM HEIGHT: 0.375 inches (27 px)
	University of Massachusetts Amherst • Boston • Dartmouth • Lowell • Medical • Law • Online	MINIMUM HEIGHT: 0.375 inches (27 px)
	University of Massachusetts	MINIMUM HEIGHT: 0.375 inches (27 px)
	University of Massachusetts Amherst • Boston • Dartmouth • Lowell Medical • Law • Online	MINIMUM HEIGHT: 0.6 inches (43 px)
		MINIMUM HEIGHT: 0.375 inches (27 px)
	Office of the President	MINIMUM HEIGHT: 0.375 inches (27 px)

Look & Feel

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/HTML	005EB8
CMYK	99 50 0 0

UMass Maroon

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

Navy Blue

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

Green

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

Light Blue

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

Yellow

RGB	252 179 22
HEX/HTML	FCB316
CMYK	0 33 100 0

Vibrant Blue (Web Only)

HEX/HTML	035CB8
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Pink

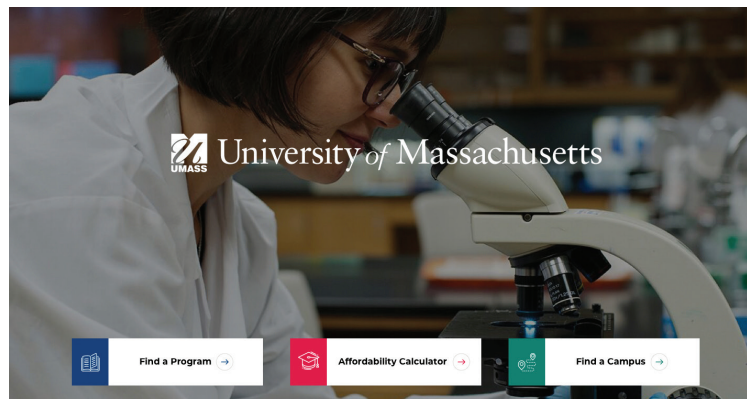
RGB	222 32 73
HEX/HTML	DF2049
CMYK	6 99 68 1

COLOR PALETTE

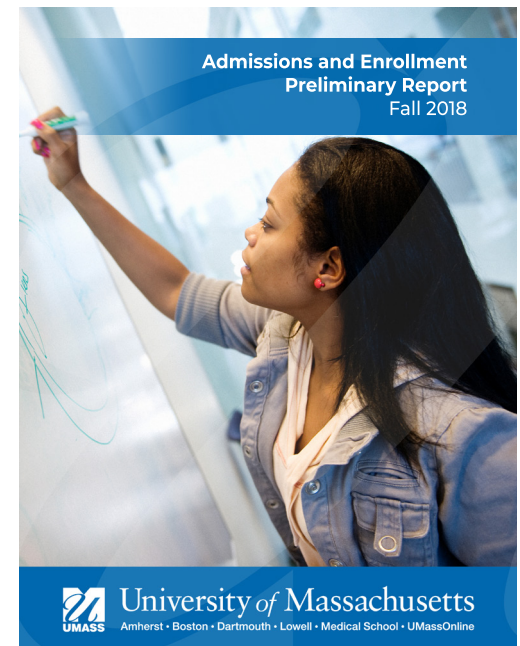
On official presentation materials such as PowerPoint presentations, logo should appear as a footer in the left bottom corner in full color if on white, and as a knockout if on a solid-color background.

DOWNLOADS

Templates are available for download. Please contact Communications at media@umassp.edu for access to these assets.



Look & Feel



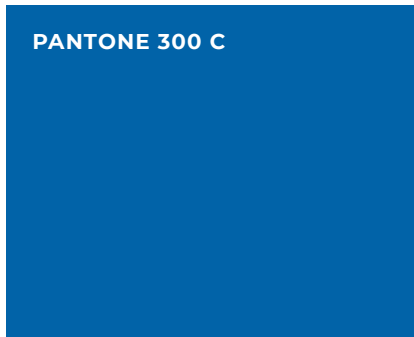
GRAPHIC ELEMENTS

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



PANTONE 300 C



UMASS LOGOMARK
(USED IN WHITE AT 10% OPACITY)

Look & Feel

TYPOGRAPHY

Look & Feel

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:
media@umassp.edu.

Our primary typeface is Montserrat.

Aa

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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:
media@umassp.edu.

Look & Feel

Our supporting typefaces are Lora and Open Sans.

Aa

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Bold

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:
media@umassp.edu.

Look & Feel

Our supporting typefaces are Lora and Open Sans.

Aa

Lora Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lora Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lora Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FORMAL TYPOGRAPHY

Look & Feel

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: media@umassp.edu.

Frutiger

Frutiger Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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 media@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 media@umassp.edu.