



## STYLE GUIDE

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## THE OFFICIAL LOGO



The round bullet and image of the state of Maine, combined with the wordmark, is the official logo for the University of Maine System. The colors of blue, green, and white are indicative of the state's rich natural resources and represent the special features that make Maine such a special environment for research and learning. As Maine's Public Universities, the University System serves an important function to promote public higher education and increase opportunities for learning. It is important that the University System has a distinct visual identity to carry out that mission. The lettering, which is Avant Garde type, should never be modified or replaced with other type. As the visual symbol for the University of Maine System, the logo must appear on all UMS publications and materials.

### GUIDELINES

Following are general guidelines for incorporating the logo into publications, merchandise, and other University of Maine System materials. If there are questions regarding usage and layout, please contact External Affairs during the planning phase of your project.

Each university, as well as University College, is required to use the words "A Member of the University of Maine System" on all printed material (including advertisements) and Web pages. Appendix A contains specific design guidelines for printed materials for universities and University College.

### OFFICIAL COLORS

The University of Maine System bullet incorporates two colors, "PMS 308" (blue) and PMS 5555 (green), which refer to printing-industry standard for color. When printing a single color, PMS 308 or black are preferred.

### UNIVERSITY SYSTEM LOGO FILES

Electronic versions of the logo for Web and print may be requested from Peggy Markson in External Affairs at 973-3245 or [peggy.markson@maine.edu](mailto:peggy.markson@maine.edu). Please note that copying and pasting logos from other materials does not yield high-quality results.

## SYSTEM BULLET WITHOUT WORDMARK



The University of Maine System Bullet may stand alone for lapel pins, merchandise, and other special uses. All merchandise designs and concepts should be communicated to External Affairs during the planning phase of production.

The System Bullet is reserved for use by the System office only and should not be used by the universities.

## OUTLINED VERSION



The "logo outline" art should be used whenever the logo is printed on a dark background.

## ONE-COLOR VERSION



The one-color logo art should be used whenever the logo is printed in black-and-white or one-color. When printing a single color, PMS 308 or black is preferred.

# TYPEFACES FOR PRINTED MATERIALS

**Avant Garde** type may be used in publications and materials to complement the lettering used in the official University of Maine System logo.

In addition, four type families have been selected as primary University System typefaces: **Franklin Gothic** and **Arial**, which are sans serif; and **Adobe Garamond** and **Times New Roman**, which are serified. These type families reproduce well in a variety of methods and materials.

## SANS SERIF

### **FRANKLIN GOTHIC**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

### **ARIAL**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

## SERIF

### **ADOBE GARAMOND**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

### **TIMES NEW ROMAN**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

# STATIONERY

All letterhead, envelopes, and business cards are printed at The University of Maine Printing and Mailing Services using official templates and papers. All items have been designed using Avant Garde type -- and should not be modified -- in order to present a unified image of the University of Maine System.

## LETTERHEAD

(actual size measures 8 1/2 x 11 in.)

### ADDITIONAL INFORMATION MAY BE ADDED:

**Name and Title** may appear below department →

**Business e-mail** → address(es) may appear above System URL



16 Central Street  
Bangor, ME 04401-5106

Tel: 207-973-3200  
Fax: 207-973-3296  
TDD/TTY: 297-973-5262

University of Maine

University of Maine  
at Augusta

University of Maine  
at Farmington

University of Maine  
at Fort Kent

University of Maine  
at Machias

University of Maine  
at Presque Isle

University of  
Southern Maine

### MARGINS

**Top margin** should be set at 2.5 inches

**Left margin** should be set at 2 inches

**Right margin** should be set at 1 inch

**Bottom margin** should be set at 1 inch

## BUSINESS CARDS

(shown actual size of 3 1/2 x 2 in.)

→ **Department**  
may be added  
with title

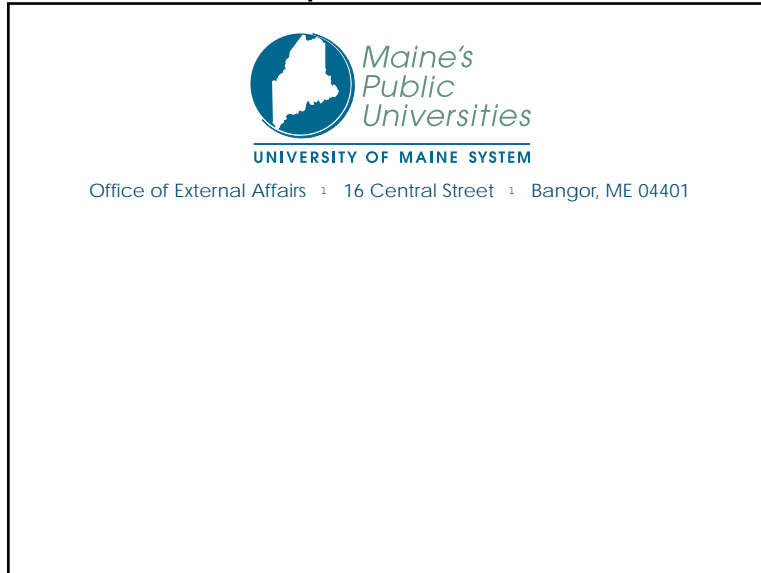


← **Cell phone** may be  
added below office  
phone

## ADDRESS LABELS

(shown actual size of 4 x 3 in.)

labels are printed on sheets of six



## RETURN LABELS

(shown actual size of 3 x 1 in.)


labels are printed on sheets of 30



**NOTE CARDS**

(actual folded card measures 6 3/8 x 4 1/2 in.)

told - - - - -



*Maine's  
Public  
Universities*

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**UNIVERSITY OF MAINE SYSTEM**

Office of External Affairs  
16 Central Street  
Bangor, ME 04401

Jane Doe

**Title** may be added below name →

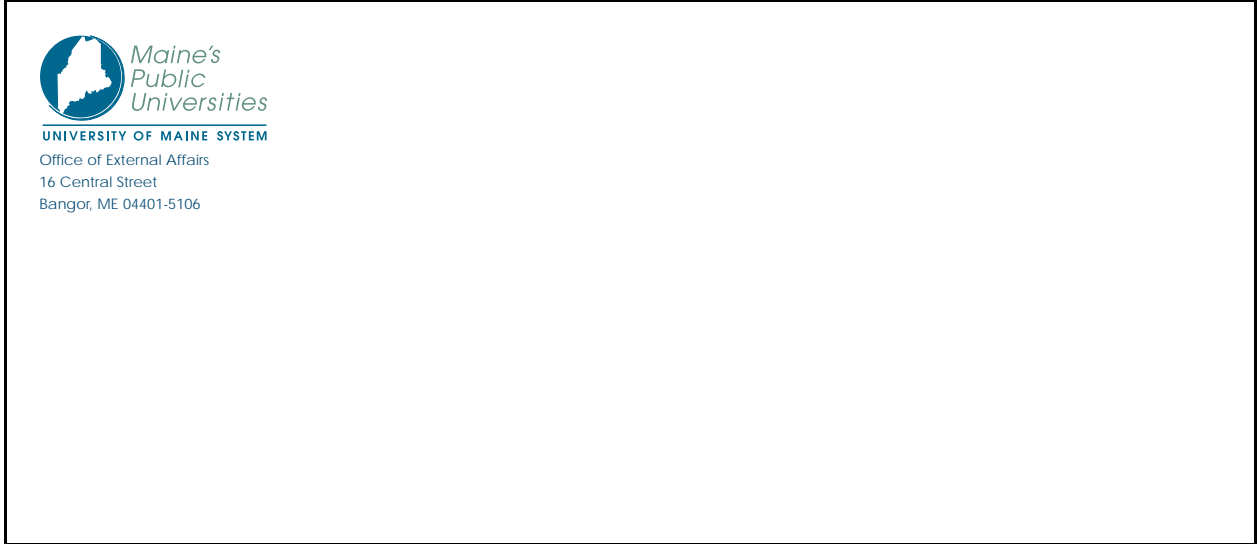
**MEMO PADS**  
(shown actual size of 4 x 6 in.)



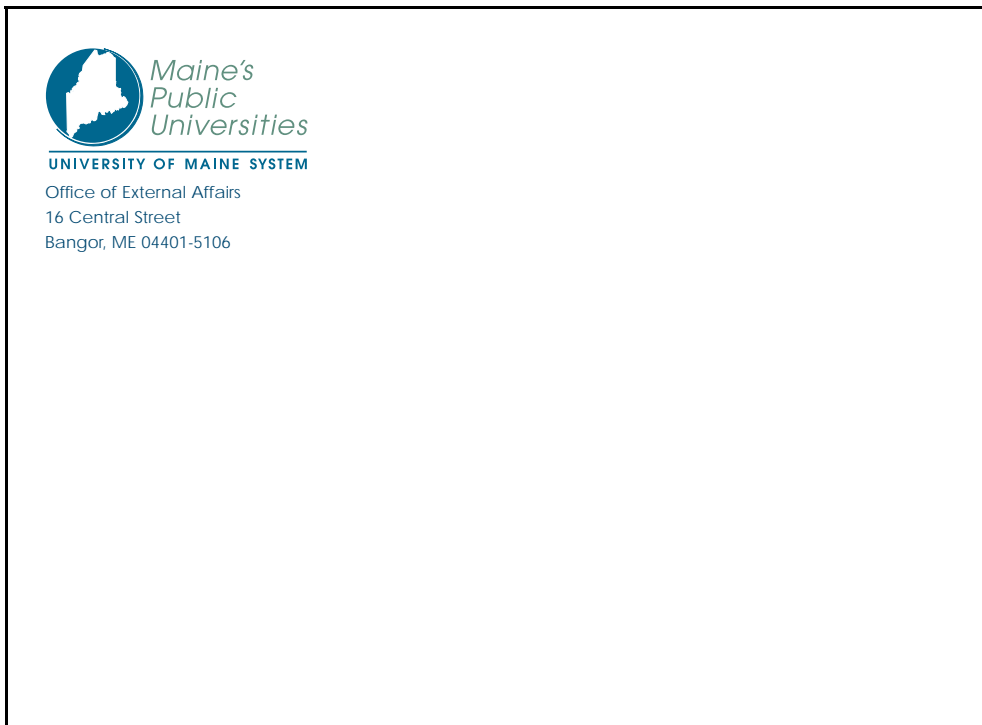
Office of External Affairs 1 16 Central Street 1 Bangor, ME 04401

Jane Doe

**STANDARD No. 10 ENVELOPES**  
(actual size measures 9 1/2 x 4 1/8 in.)



**ENVELOPES FOR NOTE CARDS and MEMOS**  
(actual size measures 6 1/2 x 4 3/4 in.)



**LARGE ENVELOPES**  
(actual size measures 14 x 11 in.)



**UNIVERSITY OF MAINE SYSTEM**

Office of External Affairs  
16 Central Street  
Bangor, ME 04401-5106

# EDITORIAL STYLE STANDARDS

## OFFICIAL NAME

The official name of the institution is the “University of Maine System.” The following abbreviated versions may be used on second reference:

University System  
UMS  
System

## UNIVERSITY OF MAINE SYSTEM DEPARTMENT NAMES

When referring to a specific department on first reference, use the full name of the University System followed by the department or unit, e.g. “University of Maine System Office of Academic and Student Affairs.”

## USE OF “SYSTEM-WIDE”

System-wide is hyphenated in all instances

## UNIVERSITY NAMES

The names of the universities must be used in written materials as follows:

University of Maine or UMaine\*  
University of Maine at Augusta or UMA  
University of Maine at Farmington or UMF  
University of Maine at Fort Kent or UMFK  
University of Maine at Machias or UMM  
University of Maine at Presque Isle or UMPI  
University of Southern Maine or USM

\*When identifying the location of UMaine, the preferred use has “Orono” preceding University of Maine, e.g. “...in Orono at the University of Maine.”

## UNIVERSITY COLLEGE CENTERS

The names of the centers must be used in written materials as follows:

University College at Bath/Brunswick  
University College at Calais  
University College at Dover-Foxcroft  
University College at East Millinocket  
University College at Ellsworth  
University College at Houlton  
University College at Norway/South Paris  
University College at Rumford/Mexico  
University College at Saco/Biddeford  
University College at Sanford  
University College at Thomaston

## **EQUAL OPPORTUNITY STATEMENT**

The following Non-Discrimination Notices should be used in all printings of system-wide and campus brochures and publications. The “short form” of the notice should be used in short publications where space is limited, such as application forms, newsletters, and brochures. The “long form” must be used in longer publications such as catalogs and handbooks.

### **SHORT FORM**

(To be printed in brochures, application forms, newsletters, and other short publications distributed to students, employees, applicants for admission, and job applicants)

#### **Non-Discrimination Notice**

In complying with the letter and spirit of applicable laws and in pursuing its own goals of diversity, the University of Maine System shall not discriminate on the grounds of race, color, religion, sex, sexual orientation, transgender status or gender expression, national origin or citizenship status, age, disability, or veterans status in employment, education, and all other areas of the University. The University provides reasonable accommodations to qualified individuals with disabilities upon request. Questions and complaints about discrimination in any area of the University should be directed to (name, title, address, phone and TTY number of campus Equal Opportunity Director).

### **LONG FORM**

(To be printed in undergraduate and graduate catalogs, employee and student handbooks, and other lengthy publications distributed to students, employees, applicants for admission, and job applicants)

#### **Non-Discrimination Notice**

In complying with the letter and spirit of applicable laws and in pursuing its own goals of diversity, the University of Maine System shall not discriminate on the grounds of race, color, religion, sex, sexual orientation, transgender status or gender expression, national origin or citizenship status, age, disability, or veterans status in employment, education, and all other areas of the University. The University provides reasonable accommodations to qualified individuals with disabilities upon request.

Questions and complaints about discrimination in any area of the University should be directed to (name, title, address, phone, and TTY number of campus Equal Opportunity Director).

Inquiries or complaints about discrimination in employment or education may also be referred to the Maine Human Rights Commission. Inquiries or complaints about discrimination may be referred to the U.S. Equal Employment Opportunity Commission.

Inquiries about the University’s compliance with Title VI of the Civil Rights Act of 1964, which prohibits discrimination on the basis of race, color, and national origin; Section 504 of the Rehabilitation Act of 1973 and Title II of the Americans with Disabilities Act of 1990, which prohibit discrimination on the basis of disability; Title IX of the Education Amendments of 1972, which prohibits discrimination on the basis of sex; and the Age Discrimination Act of 1975, which prohibits discrimination on the basis of age, may also be referred to the Boston Office, Office for Civil Rights (OCR), U.S. Department of Education, 33 Arch Street, Suite 900, Boston, MA 02110-1491, telephone (617) 289-0111 (voice) or (877) 521-2172 (TDD) or (617) 289-0150 (FAX) or by E-mail: [OCR.Boston@ed.gov](mailto:OCR.Boston@ed.gov). Generally an individual may also file a complaint with OCR within 180 days of alleged discrimination.



## **APPENDIX A: Design Guidelines for Printed Materials for Universities and University College**

**PURPOSE:** These guidelines respond to requests for the University of Maine System to provide guidelines for printed and other materials that would be flexible enough to enable universities and University College to develop their own graphic identities while still conveying a "look and feel" that indicates to the public that they are part of an overall system.

**APPLICATION:** The following guidelines apply to all official printed materials (including advertisements) and Web pages of University College and the universities. They do not apply to athletic wear, souvenirs, banners, or other similar "occasional" materials.

**LOGO:** Each university will design its own logo. The University of Maine System will use the "Maineball" logo (as at the top of this page). Universities should not include this logo in their own logos or use it on their printed materials. This will help to make it clear to readers when a communication is from the University of Maine System Trustees or from the University of Maine System office.

**SYSTEM IDENTIFICATION:** Each university, and University College, will include a tag line with the phrase "A Member of the University of Maine System" on its printed materials.

**LETTERHEAD:** "A Member of the University of Maine System" should appear in 10 pt. Times Roman Italic type, centered on the bottom of the page.

**CATALOGS OR OTHER LARGE DOCUMENTS:** "A Member of the University of Maine System" should appear on the same page on which the university or University College identifies itself as the source/author of the document.

**WEB PAGES:** "A Member of the University of Maine System" should appear anywhere that the university or University College identifies itself as the source.

**BROCHURES, OTHER SMALL DOCUMENTS, ADVERTISEMENTS:** "A Member of the University of Maine System" should appear on whatever surface the university or University College identifies itself, e.g., outside fold, title page, etc.

**SPECIAL SITUATIONS:** Under some circumstances, especially for small documents with specialized purposes, the phrase "A Member of the University of Maine System" may appear at another location consistent with the overall graphic design of the document.

**FONT:** In order to maintain a sense of consistency throughout the system, universities and University College should use a Serif typeface on the masthead of their letterhead and in the identifying titles on catalogs and other official print materials.

**COLOR:** Universities and University College may choose colors for ink and paper. Once chosen, those colors should remain consistent.