



VICTORS FOR  
MICHIGAN

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CAMPAIGN STYLE GUIDE

[umich.edu/brand](https://umich.edu/brand)



## CAMPAIGN GUIDELINES

The **Victors for Michigan** campaign guidelines provide the standards for the campaign's overall identity. Guidelines are simply that. They are the shared practices that define the **Victors for Michigan** campaign with enough detail and clarity to enable you—its guardians—to represent it effectively and consistently. They also help all of us speak to our donors with a common voice.

### Why the Style Guide?

For nearly two centuries, the University of Michigan has brought together some of the greatest minds to teach and learn and change the world. As we begin our next campaign, achieving that same level of excellence is more important than ever.

The campaign style guide has been created to provide clear and consistent graphic standards that can be successfully used to promote the university and engage our potential donors.

You know your donors. You know how they think and how they respond. Your personal connection enhanced by these resources will get the job done. By working together, we can accomplish both university- and department-wide goals.

### Working in Tandem

This style guide brings together the U-M brand and U-M development guidelines. It is about much more than the proper use of a logo or a color. It's about consistent communication. About achieving a common look and feel. About speaking with one voice.

A successful campaign will bring together all campus partners. When the entire university works together toward one common goal with one clear message, it can only make us all stronger and more effective. The whole truly is greater than the sum of its parts. This is how we can all be **Victors for Michigan**.

# CONTENTS

- Style Guide** ..... 3
  - Our Vision ..... 4
  - Our Value Proposition ..... 4
  - Our Personality ..... 4
  - Our Priorities ..... 5
  
- Campaign Assets** ..... 6
  - Our Mark ..... 7
  - Our Colors ..... 14
  - Our Fonts ..... 18
  
- Brand Expression** ..... 22
  - Our Photography ..... 23
  - Our Videography ..... 23
  - Our Campaign Platform ..... 28
  
- Brand Application** ..... 30
- For Questions & Advice** ..... 36



**VICTORS FOR  
MICHIGAN**

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## STYLE GUIDE

This style guide is our suggestion. It provides direction and leads us forward. It is global and timeless. It is who we are and who we want to be.

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- OUR VISION
  - OUR PRIORITIES
  - OUR VALUE PROPOSITION
  - OUR PERSONALITY

## VISION

A **VISION** outlines how we intend to improve humankind. It is an enduring statement of the importance and impact U-M has on a local and global scale.

### U-M Vision

To prepare tomorrow's leaders and address the complex problems facing our world.

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## VALUE PROPOSITION

A **VALUE PROPOSITION** is the fundamental truth we collectively embrace, the intrinsic beliefs for which we stand.

### U-M Value Proposition

We are a public powerhouse grounded in academic excellence that is leading meaningful change.

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## PERSONALITY

A **PERSONALITY** represents the characteristics and qualities that distinguish us. They are the traits that make us unique and reflect who we are and how we act.

### U-M Personality

Intelligent | Creative | Driven | Global  
Generous | Spirited | Diverse

## CAMPAIGN PRIORITIES

**PRIORITIES** provide focus for the **Victors for Michigan** campaign's long-term efforts.

### Our Priorities

1. Guarantee that a diverse group of the world's brightest students will be able to study at Michigan. Providing sufficient financial support is the University of Michigan's highest priority.
2. Transform the Michigan education by extending academic excellence from the classroom into real-world experiences that develop students' global purview and a creative, entrepreneurial mindset.
3. Serve the public good by collaborating on bold new ideas to solve the world's most challenging problems.

## CAMPAIGN ASSETS

Campaign assets are the creative tools and visual elements that enhance our image and bring the brand to life. They include our logo, type, color, and visual style. These assets help establish a meaningful, memorable identity that builds emotional bonds with our audiences.

OUR MARK  
OUR COLORS  
OUR FONTS

## OUR MARK

Our campaign mark is more than a logo. It is the primary symbol of the **Victors for Michigan** campaign, representing the collective performance of every person involved in these efforts.

VERTICAL VERSION:



The vertical version is our primary mark and should be used for both print and web. It also works well for applications with little space, including business cards and social media.

HORIZONTAL VERSION:



This secondary, horizontal version is most appropriate for digital applications like horizontal web banners or across the bottom of PowerPoint slides.

HORIZONTAL VERSION WITH TAGLINE:



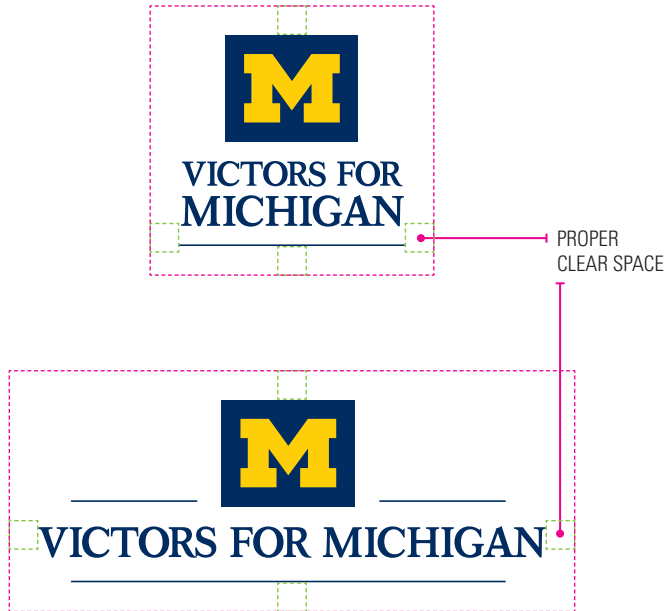
This adaptation of the horizontal mark allows school or units to enhance the **Victors for Michigan** platform with a subhead. We might also use the subhead for specific periods of time—like the university bicentennial.

## USING OUR MARK

### The Clear-Space Rule

Our mark is one of our most visible and valuable assets. Respect it. Always position it for maximum impact and give it plenty of room to breathe. This will help to ensure our mark's visibility and legibility.

The minimum clear space for the campaign mark is defined by the height of the letter "M" in the word "Michigan." Understanding the clear-space rule is essential, as it is also the standard for logo position and scale on most printed communications. In that regard, the clear-space rule should be maintained as the logo is proportionately enlarged or reduced in size.



## USING OUR MARK

### Minimum Size

When reproducing our logo, be conscious of its size and legibility. Use common sense—a signature that is too small ceases to serve any useful communication function.

Generally, the vertical mark should never appear less than one inch wide. The horizontal mark should not appear less than two inches wide.



### In Text

In text, the campaign name should appear as words in upper- and lowercase with a capital "V" for Victor and a capital "M" for Michigan. The word "for" should be in all lowercase letters. In sentences, the campaign mark is never to be used in place of the campaign name.

#### EXAMPLE — CORRECT:

The Victors for Michigan campaign mark is a valuable brand asset.

#### EXAMPLE — INCORRECT:

The  campaign mark is a valuable brand asset.

## MARK COLOR

Owning a color or color combination requires hard work, attention, and a dedication to consistency.

The *Victors for Michigan* campaign mark should be reproduced in color whenever possible. White is the most effective background on which to reproduce the color logo because it provides a clean, crisp contrast for the logo's color and elements.



**NOTE:** This black box is NOT part of the campaign mark. It is used here to show the white text.



### BLUE OF THE MARK:

Print (coated/uncoated)—  
PANTONE 282  
Process C100 M60 Y0 K60

Web HEX—  
00274c

RGB—  
R0 G39 B76

### MAIZE OF THE MARK:

Print (coated/uncoated)—  
PANTONE 7406  
Process C0 M18 Y100 K0

Web HEX—  
ffcb05

RGB—  
R255 G203 B5

NOTE: RGB is used primarily for Microsoft PowerPoint.

## MARK COLOR



### Download the Mark

All versions of the mark can be downloaded at the U-M brand site. Visit [umich.edu/brand](http://umich.edu/brand) and go to the Downloads/Other Logos section.

## MISUSING OUR MARK

### Do the Right Thing

The campaign mark has been carefully designed and should never be altered in any way. These examples illustrate how NOT to use the mark, but do not include all instances of misuse.

#### Generally speaking:

1. Never stretch, condense, or otherwise morph the mark.
2. Never redraw the mark, translate it, or alter the placement and size relationship between its elements.
3. Never add additional elements to, change the color of, or alter the integrity of the campaign mark.

## MISUSING OUR MARK

Examples of incorrect mark usage:

✘ Do not retype.



✘ Do not stretch.



✘ Do not alter color.



✘ Do not distort.



✘ Do not add a shadow.



✘ Do not add graphics.



✘ Do not print as a tint.



## OUR COLORS

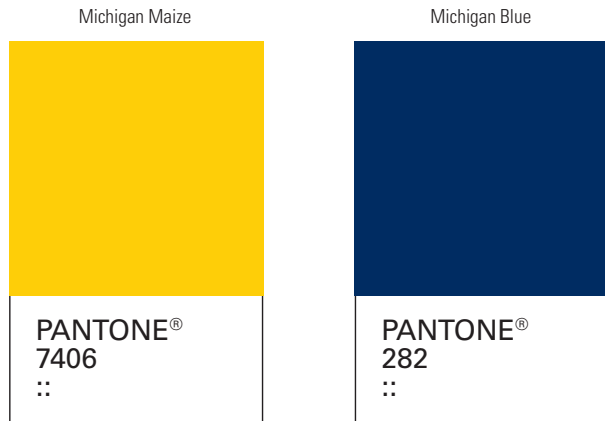
Color affects and influences each of us emotionally and psychologically. Consistent use of colors plays a vital role in establishing a clear and unambiguous image of our brand.

### Our Color Palette

#### PRIMARY—Signature Colors

The palette we use is a powerful differentiator for our brand and a direct reflection of our personality. Appropriate and consistent application of our brand palette provides another layer of distinction for our brand.

Our signature colors are maize and blue, the powerful, branded color palette that remains true to the brand of the University of Michigan.



PMS: 7406 (coated and uncoated)  
CMYK: 0 / 18 / 100 / 0  
HEX: ffc005  
RGB: 255 / 203 / 15

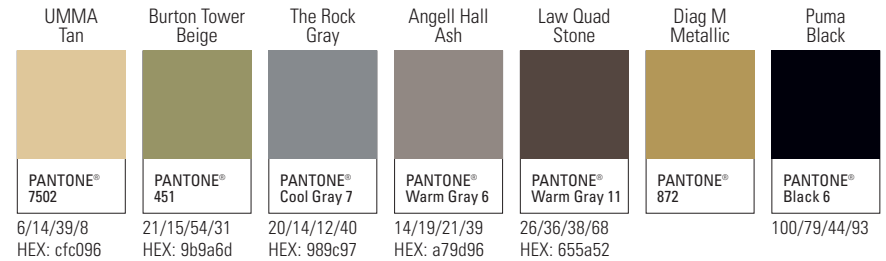
PMS: 282 (coated and uncoated)  
CMYK: 100 / 60 / 0 / 60  
HEX: 00274c  
RGB: 0 / 39 / 76

NOTE: RGB is used primarily for Microsoft PowerPoint.

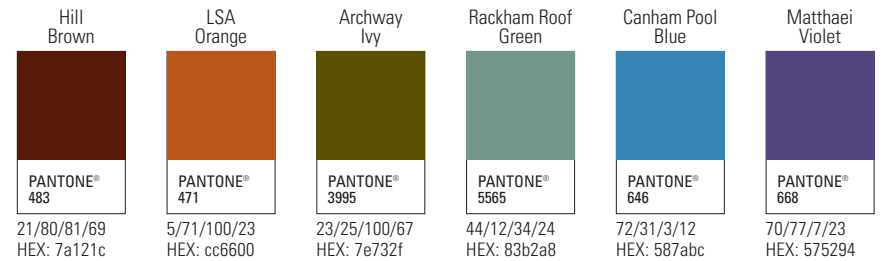
#### SECONDARY—Supporting Colors

The colors that make up our supporting palette complement our primary maize and blue, providing additional creative range to the marketing materials. This combination of colors is inspired by our beautifully iconic buildings and landmarks across campus.

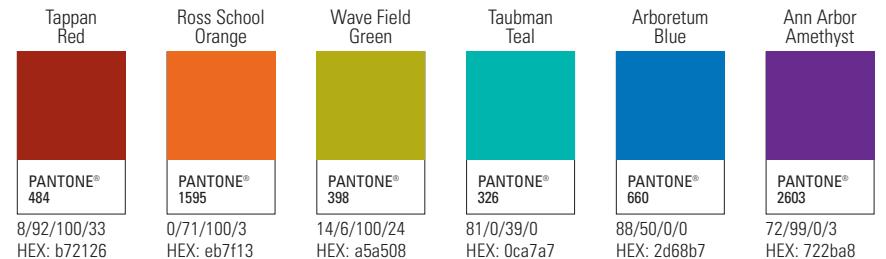
##### NEUTRAL COLORS



##### MUTED COLORS



##### BRIGHT COLORS



## USING OUR COLOR PALETTE

It's important to remember that the secondary color palette should be used conservatively. Its purpose is to accent and complement our primary palette of maize and blue.



## Do the Right Thing

An overpowering use of certain secondary colors and color combinations can evoke the branding of other higher-education institutions. **Uses to avoid include:**



Maize and abundant use of Hill Brown (PMS 483) can look like the University of Minnesota



An abundant use of Ann Arbor Amethyst (PMS 2603) and white can look like Northwestern University



An abundant use of LSA Orange (PMS 471) and white can look like the University of Texas at Austin



An abundant use of Tappan Red (PMS 484) and white can look like Cornell University



## OUR FONTS

Typography is an essential element of our visual identity, adding dimension and distinction to our communication and reflecting the personality of the brand. When used effectively and consistently, type becomes associated with a brand in the mind of our audiences, creating a subtle but compelling connection. It is a very powerful tool.

### The Victors Font: Exclusive, Like Us

This font was designed exclusively for the University of Michigan, by the University of Michigan. We chose a serif font to represent the longevity of our institution, designed for readability across both traditional and digital channels and accounting for legibility in small scale. Each unique letterform has been carefully constructed to ensure strong character recognition of the letters that make up the words “University of Michigan.”

In regard to the use of the display font, it is limited to the wordmark: the University of Michigan, our other campuses (Flint and Dearborn), the Board of Regents, and the development campaign mark. This font is not available for general copy.

**V** ABCDEFGHI  
JKLMNOPQ  
RSTUVWXY  
Z 1234567890

VICTORS

UNIVERSITY OF MICHIGAN

### Everyday-Use Fonts (for purchase and for free)

Our everyday typefaces include Minion Pro and Benton Sans (available for purchase) and Georgia and Arial (free system fonts).

#### SERIF FONTS:

**MINION PRO** is a serif font available for purchase. It combines aesthetic and functional qualities, making it a highly readable text type. It offers five weights (regular, medium, semi bold, bold, and bold condensed).

**M** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\$&#!

**GEORGIA** is a free system serif font. It is designed for clarity even at small sizes.

**G** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\$&#!

## CAMPAIGN ASSETS

### OUR FONTS

#### SANS SERIF FONTS:

**BENTON SANS** is a sans serif font available for purchase. It's extremely versatile and highly readable. This large family includes Benton Sans, Benton Sans Condensed, and Benton Sans Compressed; each offers six to eight weights.

**B** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\$&#!

**ARIAL**, a sans serif, is a free system font. It is designed to be clean and easy to read, and it's available in a variety of weights.

**A** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\$&#!



**VICTORS FOR  
MICHIGAN**



## BRAND EXPRESSION

While our brand assets represent the tangible, our brand expression—composed of our voice and visual style—embodies the less tangible side of the campaign experience. Representing a combination of elements and influences, our brand expression is, by design, varied and unique.

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OUR PHOTOGRAPHY  
OUR VIDEOGRAPHY  
OUR CAMPAIGN PLATFORM

## OUR PHOTOGRAPHY

Our photographs are the most emotionally resonant component of our visual style. They present how we look and feel to our donors. Like all of our brand assets, our photography embodies our brand personality (intelligent, driven, creative, global, diverse, spirited, generous), adding depth to our conversation. Images that tell a story effectively are:

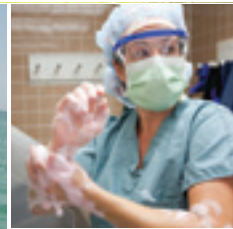
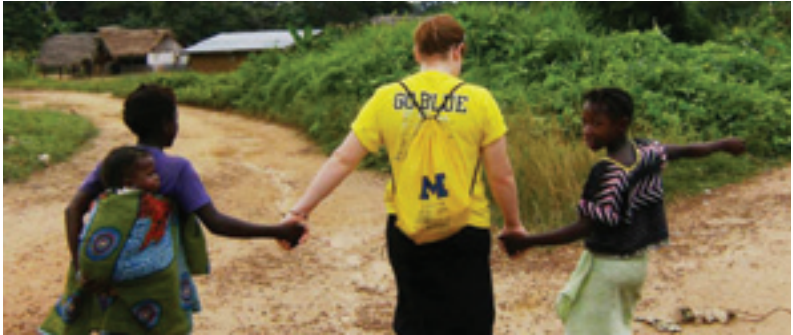
- **Bold**
  - Vivid
  - Compelling
- **Moving** (in every sense of the word)
  - Active
  - People doing things
  - Progress
  - Evokes emotion
- **Prestigious**
  - Images that could only be from a public powerhouse
  - Could not be mistaken for another institution
- **Contemporary**
  - Current examples
  - Not looking back at the past, but rather ahead at what the future might hold
- **Collaborative**
  - Multiple people working together (if possible)
- **Diverse**
  - Age
  - Gender
  - Race/ethnicity
- **Surprising**
  - Piques interest to learn more. Initial thought of “What is that?” is ok
  - Evokes the thought “I haven’t looked at it from angle before”
- **Authentic**
  - Pictures should be accurate. Avoid using models and stock photos, and never Photoshop people into scenes they were not a part of. Basically, keep it real and Go Blue!

## OUR VIDEOGRAPHY

Like photographs, our visual style is represented through video. Our videography should evoke a strong intellectual and emotional connection—to something that is bigger than any one individual. It should inspire our audience and give them confidence in our ability to better our world in a real and tangible way.



Find hundreds of free images at **Michigan Photography**. Search **Day in the Life**.





VICTORS FOR  
MICHIGAN

## CAMPAIGN ASSETS

### OUR CAMPAIGN PLATFORM

#### Campaign Voice

##### A DECLARATION

This is the **Victors for Michigan** campaign—to be written out exactly so. But the official campaign name is also a declaration. One that says that the university is always moving forward. Inspiring change, innovation and justice for something bigger than ourselves. We're confident but not boastful, contemporary but not overly casual, passionate but not effusive, and always clear and thoughtful.

##### AN INVITATION

We need you. This is the moment when you can make the most impact—a time when your participation can make all the difference for this great university. Your participation in this campaign is critical to us attracting the best students and providing the best educational experience. Invite others to do the same. Invite others to be a **Victor for Michigan**.

##### A STORYTELLING PLATFORM

The name of our campaign, **Victors for Michigan**, also serves as our creative platform. It can be leveraged to enhance your storytelling and to connect with your audiences in inspiring and relevant ways.

As part of a story, you may invite donors to “be a victor for Michigan Engineering.” The phrase, though, should never replace the name of the campaign.

Alternately, you may wish to use a subhead in conjunction with the campaign name. This action should modify but not change the name of the campaign.



## BRAND APPLICATION

Our brand application represents the strategy that stems from the combination of the tangible (brand assets, such as logo, color, and fonts) and the intangible (brand expression elements, including voice and visual style). Our brand application represents the act of putting the brand to work. It is the brand in action.

## MARKETING MATERIALS

The following pages demonstrate several examples of how the Victors for Michigan campaign can be applied and brought to life.

### Business Card/Letterhead

We recommend that you use the newly launched U-M brand elements for business cards and letterhead. Customize these with the campaign identity on the reverse side.



### Email Signature



**VICTORS FOR  
MICHIGAN**

Full School Name

**First Last Name**

Title

Department Name  
Address  
Ann Arbor, MI 48109-0000

734-000-0000  
website.umich.edu

@LeadersandBest  
#victorsformichigan

To include the Victors for Michigan mark in your Google Mail signature, insert this image URL:  
<http://www.umich.edu/assets/victors-campaign.png>

You can create an e-mail signature under the “settings” menu of your Google Mail account.

If you need assistance, ask your IT professional or contact [idstandards@umich.edu](mailto:idstandards@umich.edu).

Print Template

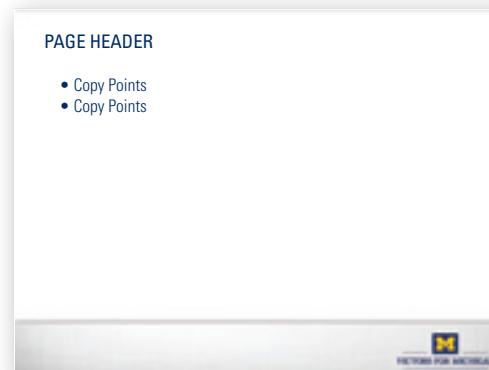
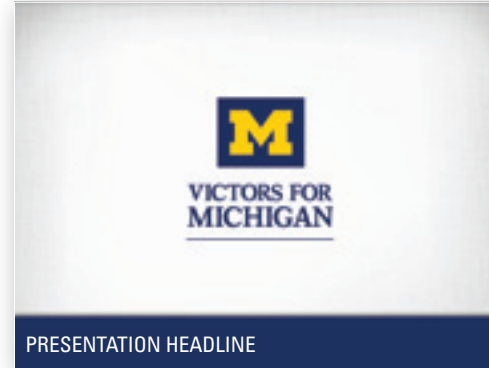


Side one: a series of powerful U-M images with the campaign logo

Side two: blank, so you can incorporate your custom marketing messages



PowerPoint Template



Several options for title screen

Main page for presentation copy

Web Buttons

Help encourage online giving on your unit or school's website with the use of a giving button. The button should include the **Victors for Michigan** mark and copy that encourages visitors to take action (Make a Gift, Give Online, Give now). Here are examples:



Video Bumper

If you produce a video to support your **Victors for Michigan** marketing, we recommend that the video begin with the campaign mark over a field of Michigan blue and end with the university logo or your individual school or unit logo over the same background. Here are examples:



## FOR QUESTIONS & ADVICE

Soon you will begin to create your marketing materials and bring the **Victors for Michigan** campaign to life. There is a team ready to help you if you have questions about any of the guidelines in this book. Contact Carey Chesney, Director of Marketing, **Office of University Development**, at 734-764-2766 or [cchesney@umich.edu](mailto:cchesney@umich.edu).

## FOR HANDS-ON ASSISTANCE

The Office of University Development has closely partnered with **Michigan Creative** in the development of university brand elements and the **Victors for Michigan** campaign identity. Michigan Creative is a highly capable resource for concept development, writing, designing, print and website production, and other creative needs. You can contact them at 734-764-9270.

## PASS IT ON

Please share this guide with any designer, writer, or other freelancer with whom you work.



**VICTORS FOR  
MICHIGAN**

Image courtesy of the  
School of Music, Theatre & Dance



**Regents of the University of Michigan:** Mark J. Bernstein, Julia Donovan Darlow, Laurence B. Deitch, Shauna Ryder Diggs, Denise Ilitch, Andrea Fischer Newman, Andrew C. Richner, Katherine E. White, Mary Sue Coleman, *ex officio*.

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