



## VISUAL IDENTITY STANDARDS

The Coalition for Urban and Metropolitan Universities (CUMU) visual identity standards are designed to provide widespread positive recognition in today’s marketplace. The goal is to keep our communication simple and dignified for a consistent and professional image.

In general, the CUMU graphic identity standards cover all messages or communication vehicles representing the organization. Examples include newsletters, brochures and fliers, invitations, advertisements, Web sites, and merchandise. A visual identity program is a group effort; everyone must participate to make it work. Behind the scenes, carefully thought-out guidelines are necessary for its success.

Each new design situation creates a new challenge. This brief visual identity standards guide provides direction for the treatment of the official CUMU logo, colors, and typefaces.

## OFFICIAL CUMU LOGO



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The CUMU logo is composed of a representative icon and logotype. The icon represents the universities that share the mission of striving for national excellence while contributing to the economic development, social health, and cultural vitality of urban and metropolitan centers.

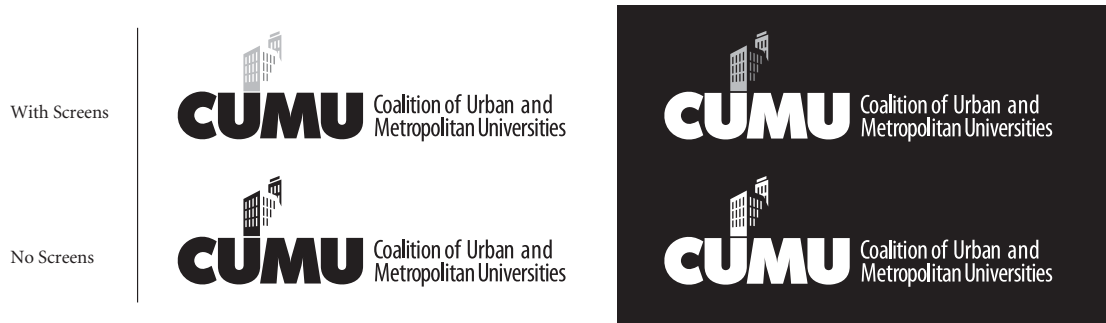
The official logo may not be altered in any way and should always be used in its original proportions and configurations. No ornamentation or words may be added or deleted. Overall enlargements or reductions are permissible, but alterations—narrowing, heightening, widening, lengthening—are prohibited.

While placement of the logo and supporting typography will vary according to specific design needs, great care must be taken to ensure that the marks are always legible. Scans of original logos should not be used, as they reduce clarity.



|  |   |
|--|---|
|  <p><b>CUMU</b> Coalition of Urban and Metropolitan Universities</p> <p>Download 4 color logo (Print)<br/> <a href="#">EPS</a><br/> <a href="#">TIF</a></p> <p>Download 2 color logo (Print)<br/> <a href="#">EPS</a></p> <p>Download color logo (Web)<br/> <a href="#">JPEG</a><br/> <a href="#">GIF</a></p> |  <p><b>CUMU</b> Coalition of Urban and Metropolitan Universities</p> <p>Download 1 color screened logo (Print)<br/> <a href="#">EPS</a><br/> <a href="#">TIF</a></p> <p>Download 1 color solid logo (Print)<br/> <a href="#">EPS</a><br/> <a href="#">TIF</a></p> <p>Download 1 color logo (Web)<br/> <a href="#">JPEG</a><br/> <a href="#">GIF</a></p> |
|--|---|

## B/W LOGO SPECIFICATIONS



Use black ink when printing a one-color logo. If not using black ink, you may print this logo in the ink required, although it damages the consistency of the logo. If printing two to three spot colors, and one is not Pantone 660, use the black and white logo only.

### SPACE AROUND LOGO

Allow space on all sides of the logo equal to the width of the "U" in CUMU.



Clear Area

## OFFICIAL CUMU TYPEFACES

Adobe Garamond is the official CUMU typeface. It can be used in its bold or book weight for display headlines, and in its light weight for running text.

Myriad Pro Condensed is an official secondary CUMU typeface to be used for headlines. Opine Heavy is an alternate headline typeface.

A minimum font size of 10 points is recommended for print publications.

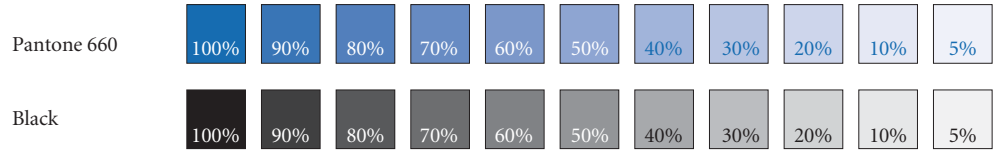
Font sizes smaller than 14 points can be difficult to read for people with visual impairments. Large-print versions of publications must be made available upon request. Publications also may be placed on the Web for the purpose of accessibility.

### Typefaces for Web Pages

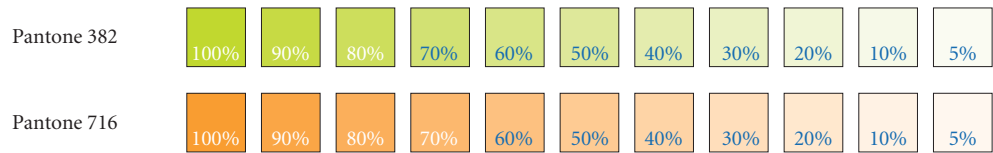
Sans serif typefaces such as Arial or Helvetica are optimal for displaying running text on the Web. Text must be readable (font size 2 is recommended), and font colors should be selected from the 216-color (browser-safe) palette in contrast to page color for maximum visibility. Black text on a white background is strongly recommended.

|                           |                                |
|---------------------------|--------------------------------|
| Body Text                 | Adobe Garamond                 |
| <b>Body Text</b>          | Adobe Garamond Bold            |
| Headline                  | Myriad Pro Condensed           |
| <b>Headline</b>           | Myriad Pro Semi-Bold Condensed |
| <b>Alternate Headline</b> | Opine Heavy                    |

# OFFICIAL CUMU COLORS



## Official Complimentary Colors



The official color of CUMU is Pantone 660. Official secondary colors is Black. Use of official college colors in all communication vehicles is required.

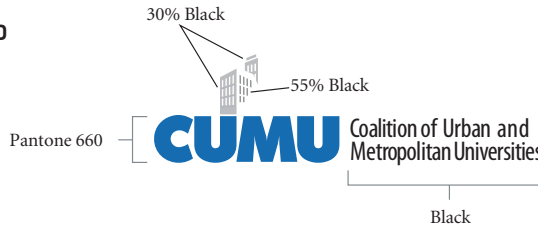
### Specifying Official Colors for Print Publications

Commercial printing companies and design firms must use the ink color Pantone Matching System (PMS) 660. Commercial printers and designers also must use Black for an official secondary color. The official complimentary colors are Pantone 382 (Orange) and Pantone 716 (Green).

### Specifying Official Colors for Web Pages

For Web pages, use hexadecimal code # to represent PMS 660, CUMU's official primary color. Use codes # 2C68B3 and #000000 for official secondary colors (Black). The official complimentary colors are Pantone 382 (Orange) # B9D300 and Pantone 716 (Green) #F17C0E use these hexadecimal codes for web use.

### USE ON LIGHT BACKGROUND

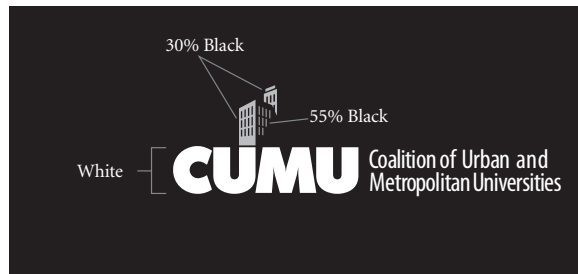


 SPOT PANTONE 660

4 COLOR PROCESS BUILD:  
C 89, M 56, Y 2, K 0

NON-PRINTED MATERIAL:  
R 41, G 109, B 193

### ON DARK BACKGROUND



Spot Pantone 660 should be used when printing spot colors, and the process build should be used when using four color printing. If Pantone 660 is not one of the spot colors, the logo should be printed in black.

# COLATERAL EXAMPLES

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Coalition of Urban and  
Metropolitan Universities

University Name  
Primary Business Address  
City, XX Postal  
Phone  
Fax  
Email  
Web Address

January 8, 2006  
Recipient Name  
Title  
Company Name  
Primary Business Address  
City, XX Postal

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Sincerely,

Jane Doe



Coalition of Urban and  
Metropolitan Universities

Jane Doe  
Title

University Name  
Primary Business Address  
City, XX Postal  
Phone  
Fax  
Email  
Web Address



## CONTENT GUIDELINES

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Official CUMU communication must not violate state or federal law or any organization policy. Communication may not include obscene, harassing, or discriminatory content or contain any other inappropriate information. All efforts should be made to include up-to-date information and should convey professionalism and congruence with the organization's mission.

Editorial content should fit the needs of the audience. When creating content, keep language gender neutral; write at an appropriate reading level for the audience (MS Word has a helpful reading-level tool); and avoid unfamiliar acronyms, jargon, or culture-specific metaphors.

### **Contact Us**

If you have questions about the Coalition for Urban and Metropolitan Universities or any of the products or services we provide, please contact:

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