UNIVERSITY OF MIAMI

Visual Identity Manual

Updated May 2024

miami.edu

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UNIVERSITY
OF MIAMI

1.0 Introduction

1.1 Using This Manual

This manual contains approved standard graphic elements of the University of Miami visual identity system. It has been prepared and distributed to ensure the success of this identity. Please use and adhere to these guidelines, which are fundamental yet flexible enough to allow for individual expression. This manual takes the form of an Adobe Acrobat PDF file for viewing on Windows PC or Macintosh platforms. The file can be printed on 8.5" x 11" paper, preferably with a color printer.

Supplemental art and support graphic files provided include:
- Adobe InDesign templates of the stationery system
- Signature files in Adobe Illustrator Encapsulated PostScript (EPS) vector format, JPG, and GIF formats for use in PowerPoint, web, and other applications
- Microsoft Word digital letterhead templates

No specific fonts are required for use of EPS, JPEG, or GIF files of signature art. A specific font *is* required to create versions of the signature for specific units (see sections 2.5 and 2.6.) All other components of the graphic identity system require fonts specified in the typography section of this manual for display and printing (see sections 4.1 and 4.2.)

Any questions about this manual should be directed to the Office of University Communications at 305-284-5500 or umcommunications@miami.edu.

1.2 Visual Identity System

Top universities employ strategic, well-executed communications to help build their excellence—and graphic identity is a prime element of effective marketing and communications.

The heart of the University's identity system is the split-U mark. It is one of the most recognizable collegiate marks nationally, and perhaps the most ubiquitous graphic symbol throughout South Florida.

Research conducted prior to adopting the split-U as the University-wide mark in 2009, which included focus groups in three major cities and an alumni survey, affirmed its perception as diverse, modern, confident, and bold. By employing this singular image, the University capitalizes on the power of an identity that links schools, colleges, centers, and institutes while representing the institution as a whole.

By its very nature, a university is a consolidated assembly; the strength and quality of each part reflects upon the whole as well as other individual units. The power of a cohesive and consistently applied graphic identity is an important tool that helps reinforce our message and presence and thereby serves to advance the University.

1.3 Identity Policy

Visual Identity Policy
This manual provides specific guidelines and standards for the visual identity system in all forms of University communication. Adherence to these guidelines is vital to ensure that the University is represented in a uniform and consistent fashion.

It is the University's policy that the signatures, type fonts, and marks described in this manual are the only authorized marks to be used in all University communications. Within the framework of the system there is flexibility to accommodate the needs of units throughout the University.

The Office of University Communications is responsible for the system and for ensuring that the visual identity of the University is preserved and enhanced through effective, well-designed communications. It manages and monitors the use of the system and makes system graphics available to the University community and other authorized parties.

If you have questions concerning the system or need to obtain graphic signatures, send your email query to umcommunications@miami.edu.

Use of University Marks on Commercial Goods
The University of Miami name, seal, and logo are registered marks owned by the University. These marks may not be used in any medium, other than approved University programs, without the approval of the assistant vice president for auxiliary services, or his or her designees. The use of our marks in conjunction with that of an outside vendor or firm must be reviewed by the assistant vice president for auxiliary services.

Student groups wishing to use the University's marks on commercial goods (i.e., T-shirts, bumper stickers, etc.) also must secure such approval. All requests for use of these marks must be submitted to the appropriate party listed above. All manufacturers who produce goods bearing any of the University's trademarks must either be licensed or have received special permission to produce such products without a formal license agreement.

Any questions regarding the use of the University name, seal, or logo should be referred to the Office of Auxiliary Services at 305-284-3584.

Inquiries regarding the use of the University's athletic marks should be directed to Fanatics Licensing Management at licensee@fanatics.com.

UNIVERSITY
OF MIAMI

2.0 Basic Standards

2.1 Split-U Mark

The University of Miami's split-U mark (logo) is the key element in the University's visual identity system and must appear on all official University of Miami communications. It may not be modified in any way.

The split-U mark is rarely used alone and is the essential feature of the University of Miami signature, described on the following pages. It may not be used to create any signature, mark, or logo other than in the manner described in this manual.

The split-U is outlined with a white rule, which becomes visible when the mark is placed over a colored background.

The split-U cannot be used as a substitute for the letter "U" in a word or the word "you."

HORIZONTAL SIGNATURE

INFORMAL SIGNATURE

VERTICAL SIGNATURE

2.2 Signatures—Horizontal, Vertical, and Informal

The University of Miami signature is the most basic and commonly used element of the Miami visual identity. The horizontal and vertical signatures are made up of three components:

    The University of Miami name

    A horizontal or vertical rule

    The University of Miami split-U mark

Only one form of the University signature should be used at a time per project, i.e., horizontal and vertical signatures may not be used simultaneously.

Customized signatures for individual University of Miami colleges, schools, centers, and institutes ("units") are created by University Communications only and are developed by integrating the name of the unit with the University of Miami signature using specific templates. Academic departments are not permitted to have customized signatures. (See sections 2.5–2.6.)

The informal signature is for use on the web and on casual University applications, such as merchandise. It is made up of three components:

    The University of Miami split-U mark

    A horizontal rule

    The word "Miami"

The informal signature may not be modified in any way. (For examples of usage, see section 7.3.) Downloadable signatures are available at miami.edu/umidentity.

The space between the horizontal rule
and the visual identity elements above
and below it is determined by the x-height

University of Miami name

Horizontal rule

Split-U mark

2.3 Vertical Signature—Structure

The University of Miami vertical signature is structured
as shown above. Colors and acceptable iterations of the
signature are described on subsequent pages.

Clear space to the left and right of the signature is determined by a distance equivalent to the width of the University of Miami split-U mark.

Clear space above and below the signature is determined by a distance equivalent to the height of the University of Miami split-U mark.

U **UNIVERSITY OF MIAMI**

U MIAMI

UNIVERSITY OF MIAMI **U**

2.4 Clear Space Requirements

When using the signature in layout, placement of surrounding elements (text, photos, and other graphic elements) should respect the clear space guideline shown above. This includes placement in email and web applications.

These clear space requirements also apply to unit signatures.

HORIZONTAL UNIT SIGNATURE CONFIGURATION

UNIVERSITY OF MIAMI
SCHOOL of LAW

UNIVERSITY OF MIAMI
COLLEGE of
ARTS & SCIENCES

UNIVERSITY OF MIAMI
ROSENSTIEL SCHOOL of
MARINE, ATMOSPHERIC
& EARTH SCIENCE

VERTICAL UNIT SIGNATURE CONFIGURATION

UNIVERSITY OF MIAMI
SCHOOL of LAW

UNIVERSITY OF MIAMI
COLLEGE of
ARTS & SCIENCES

UNIVERSITY OF MIAMI
ROSENSTIEL SCHOOL of
MARINE, ATMOSPHERIC
& EARTH SCIENCE

2.5 Unit Signatures

Customized signatures for individual University of Miami colleges, schools, centers, and institutes ("units") are created by University Communications only and are developed by integrating the name of the unit with the University signature using specific templates.

Use of unit signatures is reserved for schools, colleges, and special University-wide initiatives. Academic departments are not permitted to have customized signatures.

Signature files and guidance on their use may be obtained from the Office of University Communications at 305-284-5500 or umcommunications@miami.edu.

VERTICAL UNIT SIGNATURE CONFIGURATIONS

University of Miami

Unit name

Horizontal rule (variable width)

University of Miami ("U")

UNIVERSITY OF MIAMI
UNIT NAME
U

UNIVERSITY OF MIAMI
LONG UNIT NAME
U

Unit name

Unit name is in all caps, with "&" for the word "and."
All prepositions, such as "for" and "of," are lowercase.
(Note that this applies only to unit names. The "of" in
"UNIVERSITY OF MIAMI" remains all caps.) The unit name in
this template is 72/75.5 pt. Century Schoolbook, tracked -9
overall, and Pantone® 158.

Horizontal rule width

The width of the horizontal rule *must* extend beyond
the widest line of the signature—whether it is the word
"Miami," or the unit name—by an amount equivalent
to the width of the University of Miami split-U mark.

The rule may extend to the right to align with a grid, bleed
off the page, or anchor to a defined edge.

2.6 Vertical Unit Signature Specifications

The unit signature features the name of the college or
school ("unit") more prominently than University of
Miami. Customized signatures for individual units are
created by University Communications only.

Vertical unit signatures are made up of four components:

    The University of Miami name

    The unit name

    A horizontal rule

    The University of Miami split-U mark

The unit name and length of the rule are the only elements
that may be edited. Generally, unit signatures should not
exceed three lines. Unit signatures are reserved for use
by schools, colleges, or special University-wide initiatives.

Names are set in all caps. Articles and prepositions such
as "the," "for," and "of" are set all lowercase. The symbol
"&" is used in the place of the word "and." Spaces
between individual letters may be kerned to create
a legible, evenly spaced appearance. Type and font
sizes are not to be adjusted.

The width of the rule is established by extending it to the
right beyond the width of the text by a space equivalent
to the width of the split-U

Elements are not to be moved, resized, or altered in any way.

MINIMUM SIZE—HORIZONTAL SIGNATURE

Split-U mark should be at least
11.75 pt (.1625 ") high.

**UNIVERSITY
OF MIAMI**

The horizontal signature should not be reduced
less than 10 percent of the vector logo size.

MINIMUM SIZE—VERTICAL SIGNATURE

**UNIVERSITY
OF MIAMI**

Split-U mark should be at least
11.75 pt (.1625 ") high.

The vertical signature should not be reduced
less than 10 percent of the vector logo size.

MINIMUM SIZE—INFORMAL SIGNATURE

Split-U mark should be at least
11.75 pt (.1625 ") high.

MIAMI

The informal signature should not be reduced
less than 10 percent of the vector logo size.

2.7 Size Restrictions

The minimum size specifications, shown above, have
been established to ensure the legibility of the University
of Miami signatures.

VERTICAL SIGNATURE

UNACCEPTABLE EXECUTIONS

Do not reconfigure.

Components of the signature should never be reconfigured. Space relationships among elements are not to be manipulated.

Do not reproduce sloppily.

The signature should not be scanned from a printed document or recreated in any way. Use only the electronic files provided by the Office of University Communications.

Do not distort.

The signature should not be compressed or expanded in any way.

Do not add anything to split-U mark.

The split-U mark may not be followed by any other elements.

Do not place a pattern in the split-U mark.

The split-U may not be altered with a pattern or other colors.

Do not resize individual elements.

Size relationships among elements are not to be manipulated.

Do not substitute font.

Fonts in the signature should never be substituted.

Do not use incomplete signature.

The signature should always be used in its entirety.

Do not insert anything inside or on top of the split-U mark.
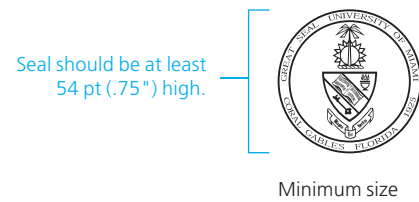
The center of the "U" must be kept clear and nothing may be placed on top.

2.8 Unacceptable Executions

Guidelines for acceptable treatment of the signature are found throughout the Basic Standards section of this manual. The University of Miami signatures should be reproduced using only the files provided by University Communications.

Several examples of unacceptable variations are shown above. This list is not exhaustive.

These principles apply to the vertical, horizontal, informal, and unit signatures.

Seal should be at least
54 pt (.75") high.

Minimum size

2.9 Official University Seal

The official University of Miami seal has very limited use, primarily on official University documents, such as contracts, deeds, and academic diplomas. All requests to use the seal must be submitted to the Office of University Communications at 305-284-5500 or umcommunications@miami.edu.

The minimum size specification shown has been established to ensure the legibility of the seal. The art may not be altered in any manner.

3.0 Color

	MIAMI GREEN	MIAMI ORANGE
Coated Paper	**Pantone® 3435 C** C 100 M 0 Y 81 K 66	**Pantone® 158 C** C 0 M 68 Y 100 K 0
Uncoated Paper	**Pantone® 3435 U**	**Pantone® 158 U**
Screen Mode	R 0 G 80 B 48 Hexadecimal: #005030	R 244 G 115 B 33 Hexadecimal: #f47321

Pantone® 3435 — UNIVERSITY
Pantone® 158 — OF MIAMI
Pantone® 3435
Pantone® 158
Pantone® 3435 — U

Pantone® 158 — U
Pantone® 3435
Pantone® 3435 — MIAMI
Pantone® 158

UNIVERSITY OF MIAMI — Pantone® 3435
— Pantone® 158
Pantone® 3435
Pantone® 3435
Pantone® 158

3.1 Primary Color Palette

The primary colors for the University of Miami visual identity system are Miami orange (Pantone® 158) and Miami green (Pantone® 3435). Equivalent color formulas for four-color process printing and digital media are provided here.

The preferred color treatment for the University of Miami signatures is shown above.

FULL-COLOR SIGNATURE   REVERSED FULL-COLOR SIGNATURE

HORIZONTAL SIGNATURE

VERTICAL SIGNATURE

INFORMAL SIGNATURE

Colored boxes represent backgrounds.
They are not part of the signature.

3.2 Full-Color Reproduction—Horizontal, Vertical, and Informal Signatures

The University of Miami signature is available in various combinations of the primary color palette for a variety of applications. For the primary color palette, see section 3.1.

Full-color signature on white
The full-color signature may not be placed on any color background other than white or a very pale tint.

Full-color signatures reversed out of dark background
The reversed signature with all-white type may be placed on the following color backgrounds: black, dark gray, Miami orange (Pantone® 158 or its equivalent), or Miami green (Pantone® 3435 or its equivalent).

REVERSED FULL-COLOR
Horizontal Unit Signature

UNIVERSITY OF MIAMI
UNIT NAME

UNIVERSITY OF MIAMI
UNIT NAME

FULL-COLOR
Vertical Unit Signature

REVERSED FULL-COLOR
Vertical Unit Signature

UNIVERSITY OF MIAMI
UNIT NAME

UNIVERSITY OF MIAMI
UNIT NAME

Black boxes represent backgrounds.
They are not part of the signature.

3.3 Full-Color Reproduction—Unit Signatures

The University of Miami unit signatures are available in different combinations of the primary color palette, depending upon the color of the background on which they are placed. For the primary color palette, see section 3.1.

Full-color signature on white
The full-color unit signature may not be placed on any color background other than white or a very pale tint.

Full-color signature reversed out of dark background
The reversed signature with all-white type may be placed on the following color backgrounds: black, dark gray, Miami orange (Pantone® 158 or its equivalent), or Miami green (Pantone® 3435 or its equivalent).

ONE-COLOR, GRAY
Horizontal Signature

ONE-COLOR, GRAY
Vertical Signature

ONE-COLOR, GRAY
Informal Signature

UNIVERSITY
OF MIAMI

UNIVERSITY
OF MIAMI

MIAMI

ONE-COLOR, GRAY
Horizontal Unit Signature

ONE-COLOR, GRAY
Vertical Unit Signature

UNIVERSITY OF MIAMI
UNIT NAME

UNIVERSITY OF MIAMI
UNIT NAME

3.4 One-Color Reproduction–Gray

When neither Miami orange (Pantone® 158 or its equivalent) nor Miami green (Pantone® 3435 or its equivalent) are available for reproduction of a signature, a one-color (all black) version may be substituted.

In the one-color version with gray tints, components that were Miami orange become 65 percent black. Components that were Miami green become solid black.

ONE-COLOR, SOLID
Horizontal Signature

ONE-COLOR, SOLID
Vertical Signature

ONE-COLOR, SOLID
Informal Signature

**REVERSED
ONE-COLOR, SOLID**
Horizontal Signature

**REVERSED
ONE-COLOR, SOLID**
Vertical Signature

**REVERSED
ONE-COLOR, SOLID**
Informal Signature

Black box represents a dark background.
It is not part of the signature.

3.5 One-Color Reproduction–Solid

One-color solid versions are available in a standard and a reversed version for situations that require a simple elegance, such as for invitations, envelopes and ads, or for documents that will be reproduced by multiple generations of photocopying. The positive solid signatures are solid black. The reversed ones are solid white.

These one-color versions are also permissible for unit signatures, though they are not shown here.

See section 3.4 for one-color gray versions.

FULL-COLOR HORIZONTAL UNIT SIGNATURE

UNACCEPTABLE COLOR TREATMENTS

Do not screen back or tint.

Do not substitute colors.

The signature should never be reproduced in any colors other than the officially prescribed colors.

Do not switch colors.

The configuration of colors within the signature should not be switched.

Do not switch colors.

The configuration of colors within the signature should not be switched.

3.6 Unacceptable Color Treatments

Guidelines for acceptable color usage in the signature are found in sections 3.1–3.5. The University of Miami signatures should be reproduced using only the files provided by the University of Miami Office of University Communications.

Several examples of unacceptable color configurations, manipulations, and treatments are shown above. This list is not exhaustive.

Only the horizontal unit signature is depicted in the examples, but these principles also apply to the vertical unit signature as well as the horizontal, vertical, and informal signatures.

UNIVERSITY
OF MIAMI

4.0 Typography

Century Schoolbook

ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

4.1 Primary Typefaces

Primary Serif Typeface
The primary serif typeface for the University of Miami is Century Schoolbook, which is used in the University of Miami signatures.

The italic, bold, and bold italic Century Schoolbook fonts should be used sparingly—for emphasis only.

You do not need Century Schoolbook installed on your computer in order to import the University of Miami signatures. The signatures are available in a variety of ready-to-place graphic file formats.

Primary Sans Serif Typeface
The primary sans serif typeface for University of Miami printed applications is Frutiger.

Georgia

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

4.2 Secondary Typefaces

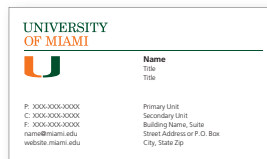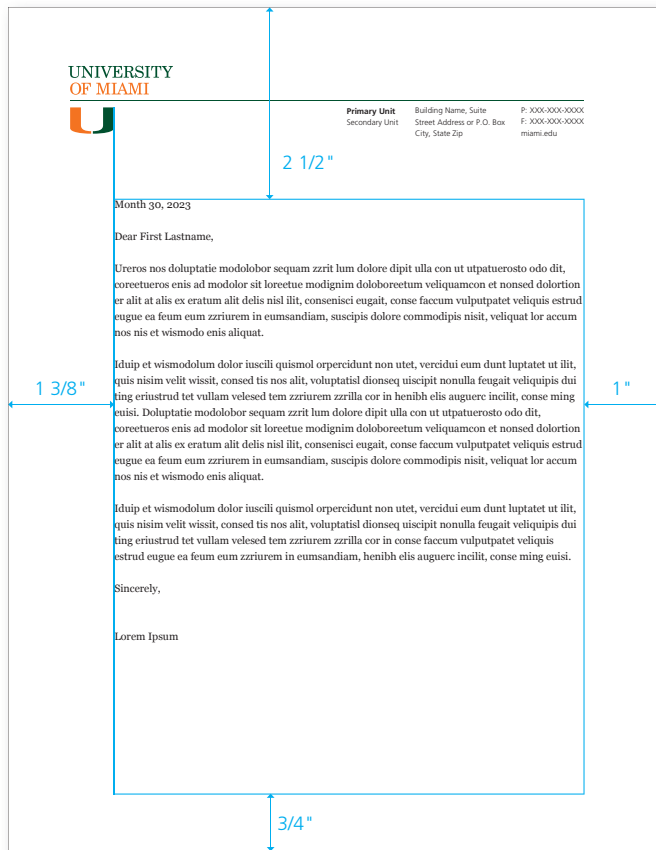Georgia and Helvetica are the alternate typefaces for University of Miami communications. They should be used for word processing and internal communications when the primary typefaces (Century Schoolbook and Frutiger) are not available. Georgia is the serif face, and Helvetica is the sans serif face. Official University websites use Stag and Stag Sans.
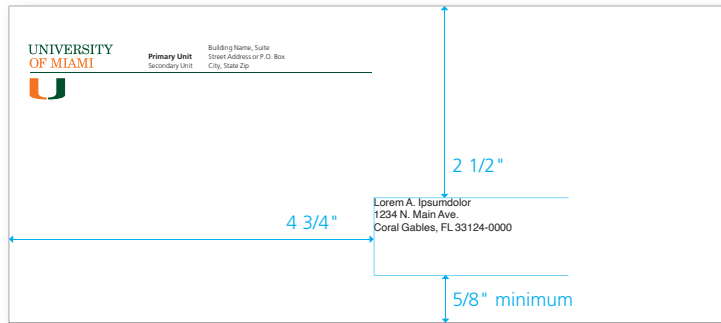
UNIVERSITY
OF MIAMI

5.0 Stationery System

Not actual size.

5.1 Standard Stationery

The stationery standards provided in the following pages are an essential part of the University of Miami visual identity system and are to be used by all units within the University.

The University vertical signature is the only approved mark for stationery; unit, horizontal, and informal signatures may not be used.

Any questions regarding stationery should be directed to the Office of University Communications at 305-284-5500 or umcommunications@miami.edu.

Paper specifications
Standard letterhead and envelopes:
Cougar opaque white, 24 lb. stock

Standard business card:
Cougar opaque white, 80 lb. cover stock

Letter typing guidelines
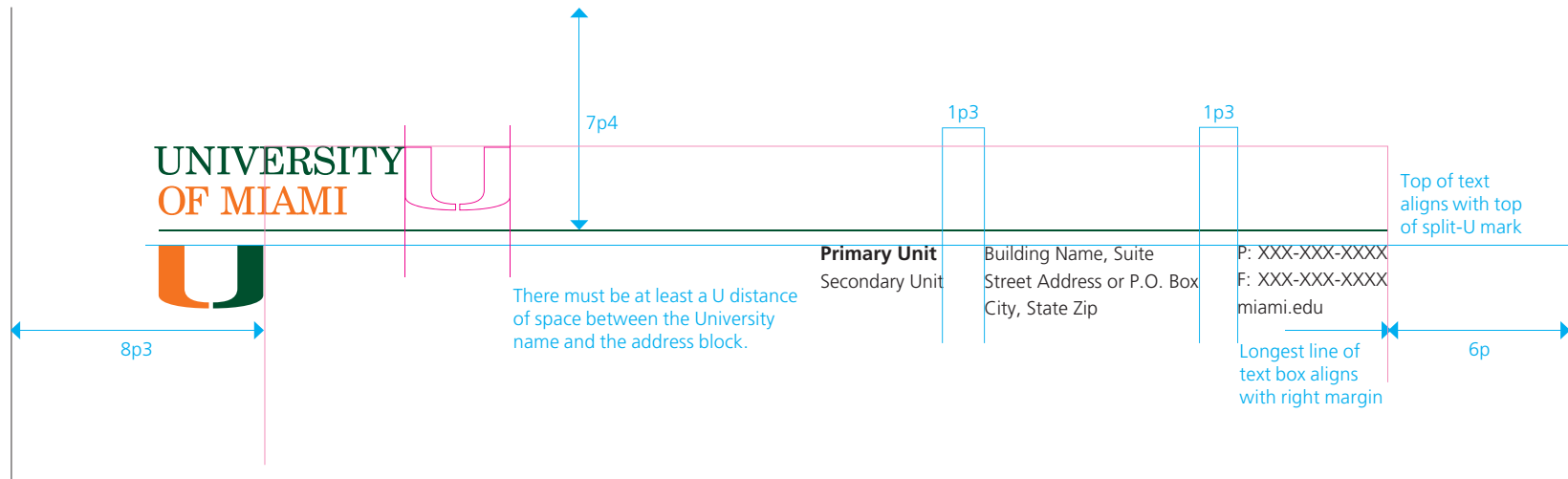Recommended margins are shown above.
10/15 pt. Georgia, or similar font.

Envelope addressing guidelines
Recommended margins are shown above.
10/12 pt. Helvetica, or similar font.

See following pages for actual size and structure.

7p4

1p3

1p3

Top of text aligns with top of split-U mark

UNIVERSITY OF MIAMI

Primary Unit
Secondary Unit

Building Name, Suite
Street Address or P.O. Box
City, State Zip

P: XXX-XXX-XXXX
F: XXX-XXX-XXXX
miami.edu

There must be at least a U distance of space between the University name and the address block.

8p3

Longest line of text box aligns with right margin

6p

5.2 Standard Letterhead—Structure

Size: 8.5" x 11"

Signature
University of Miami vertical signature with infinite rule
Pantone® 158 and Pantone® 3435

Primary unit name
Frutiger Bold 7.75/10.75 pt.
Set flush left
Black

Secondary unit name (if included)
Frutiger Light 7.5/10.75 pt.
Set flush left
Black

Address block
Frutiger Light 7.5/10.75 pt.
Set flush left
Black

Paper specifications
Standard letterhead:
Cougar opaque white, 24 lb. stock

Customized address blocks position as shown above. Contact info text blocks top align with the top of the split-U mark. The unit name appears in the first block. The address in the second. The last text block (farthest to the right) contains phone number, email, and url information.

The width of each text block is determined by the width of the widest line. The farthest right text block positions with its longest line against the right margin. Subsequent text blocks position at 1p3 intervals.

Example of envelope with signature
and short address text

Example of envelope with
signature and long address text

UNIVERSITY
OF MIAMI

Primary Unit
Secondary Unit

Building Name, Suite
Street Address or P.O. Box
City, State Zip

1p3

5p3

1p6

Address text blocks begin at U distance
from University name. All bottom
lines of text blocks align with bottom
of University of Miami name.

The infinite rule version of the
signature is used. The rule ends just
shy of the center of the envelope.
Postal regulations require that all
elements of the return address
block are confined to the left upper
quadrant of the envelope.

5.3   Standard #10 Envelope—Structure

Size: 9.5" x 4.125"

Signature
University of Miami vertical signature with infinite rule
Pantone® 158 and Pantone® 3435

Primary unit name
Frutiger Bold 7/8.5 pt.
Set flush left
Black

Secondary unit name (if included)
Frutiger Light 6.5/8.5 pt.
Set flush left
Black

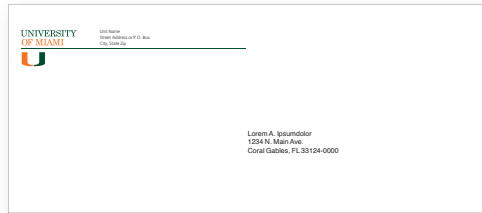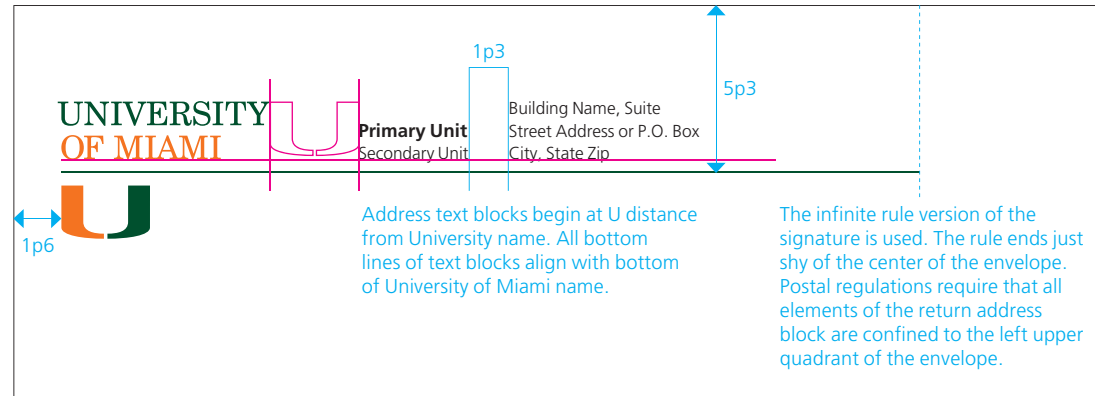**Address block**
Frutiger Light 6.5/8.5 pt.
Set flush left
Black

Paper specifications
Standard #10 envelopes:
Cougar opaque white, 24 lb. stock

Return address blocks position as shown above.
The width of each text block is determined by the width
of the widest line. The first text block positions one
"U" width to the right of the signature. If there's a
subsequent text block, it positions 1p3 to the right.

Any questions regarding stationery should be directed
to the Office of University Communications at
305-284-5500 or umcommunications@miami.edu.

Not actual size.

5.4 Monarch Stationery

Paper specifications
Monarch letterhead and envelopes:
Cougar opaque white, 24 lb. stock

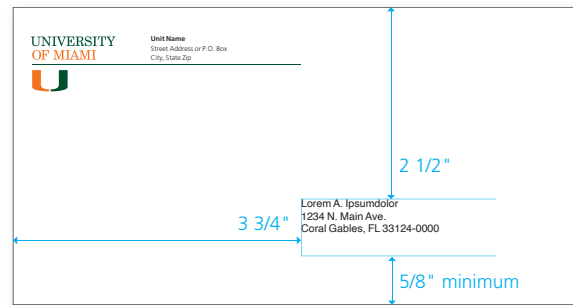**Letter typing guidelines**
Recommended margins are shown above.
10/15 pt. Georgia, or similar font.

Envelope addressing guidelines
Recommended margins are shown above.
10/12 pt. Helvetica, or similar font.
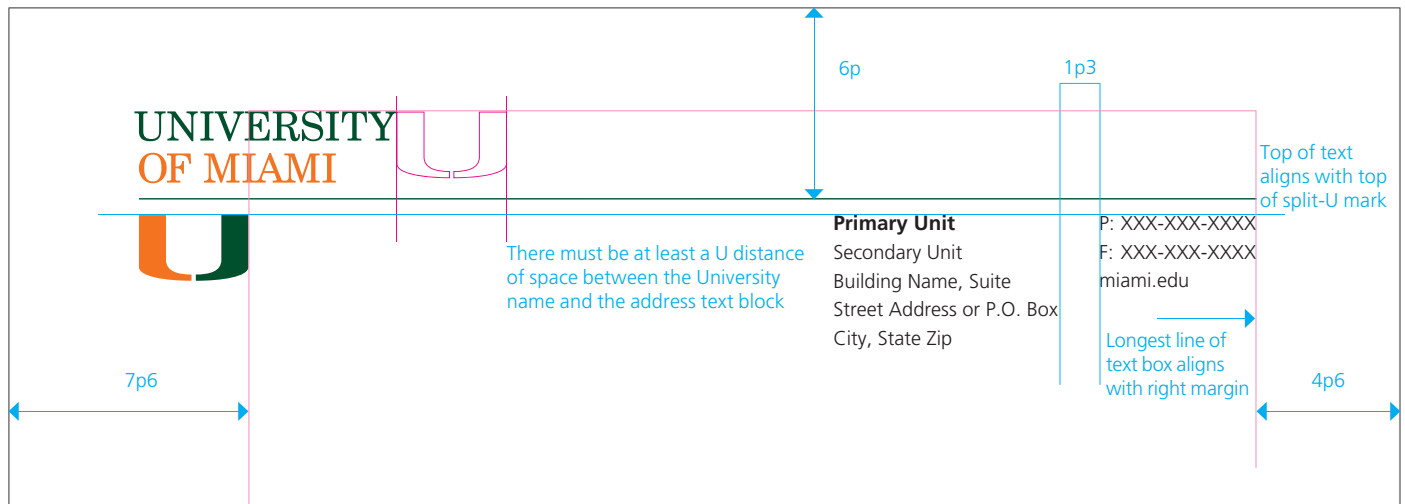
See following pages for actual size and structure.

Any questions regarding stationery should be directed to the Office of University Communications at 305-284-5500 or umcommunications@miami.edu.

6p

1p3

Top of text
aligns with top
of split-U mark

Primary Unit
Secondary Unit
Building Name, Suite
Street Address or P.O. Box
City, State Zip

P: XXX-XXX-XXXX
F: XXX-XXX-XXXX
miami.edu

There must be at least a U distance
of space between the University
name and the address text block

Longest line of
text box aligns
with right margin

7p6

4p6

5.5 Monarch Letterhead—Structure

Size: 7.25" x 10.5"

Signature
University of Miami vertical signature with infinite rule
Pantone® 158 and Pantone® 3435

Primary unit name
Frutiger Bold 7.75/10.75 pt.
Set flush left
Black

Secondary unit name (if included) and Address block
Frutiger Light 7.5/10.75 pt.
Set flush left
Black

Paper specifications
Monarch letterhead:
Cougar opaque white, 24 lb. stock

The University of Miami letterhead is preprinted with the signature. Margins are shown above.

Customized address blocks position as shown above. The unit name appears in the first block along with the address. If the address block is particularly long, it may be divided into two text blocks, with the first block containing the unit name. The last text block (farthest to the right) contains phone number, email, and url information.

The width of each text block is determined by the width of the widest line. The farthest-right text block positions with its longest line against the right margin. Subsequent text blocks position at 1p3 intervals.

UNIVERSITY
OF MIAMI

Unit Name
Street Address or P.O. Box
City, State Zip

4p6

1p6

Address text blocks begin at U distance from University name. All bottom lines of text blocks align with bottom of University of Miami name.

The infinite rule version of the signature is used. The rule ends just shy of the center of the envelope. Postal regulations require that all elements of the return address block are confined to the left upper quadrant of the envelope.

5.6 Monarch Envelope—Structure

Size: 7.5" x 3.875"

Signature
University of Miami vertical signature with infinite rule
Pantone® 158 and Pantone® 3435

Address block text:
Frutiger Light 7.5/10.75 pt.
Set flush left
Black

Paper specifications
Monarch letterhead:
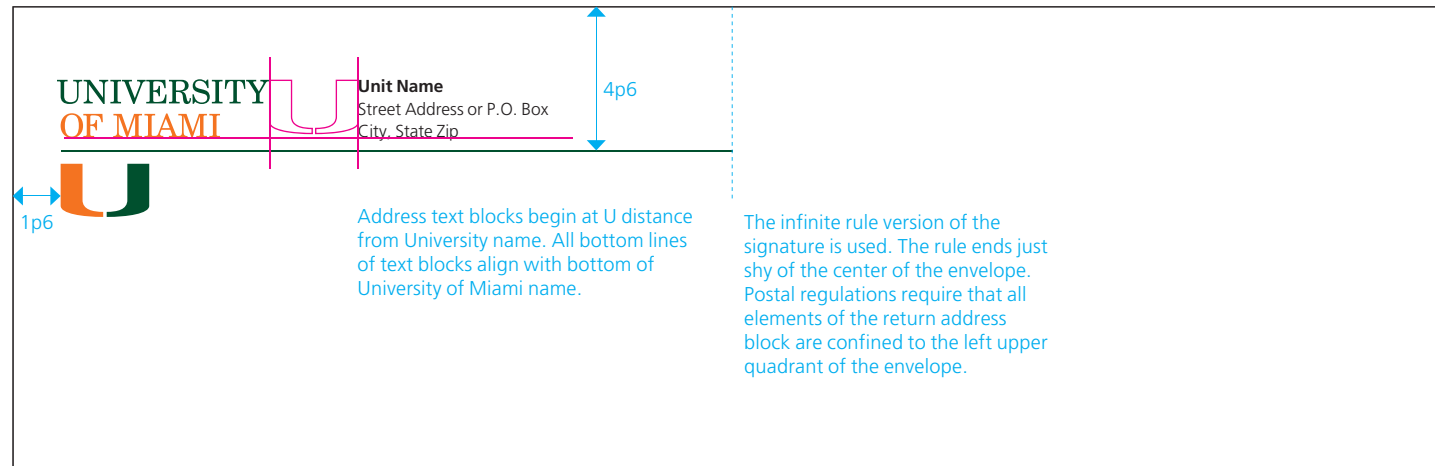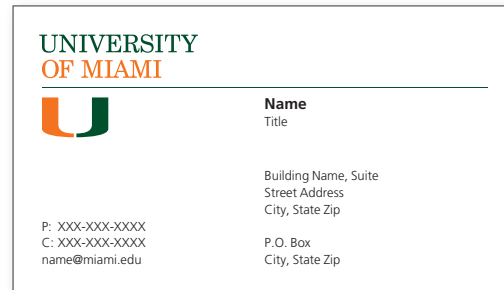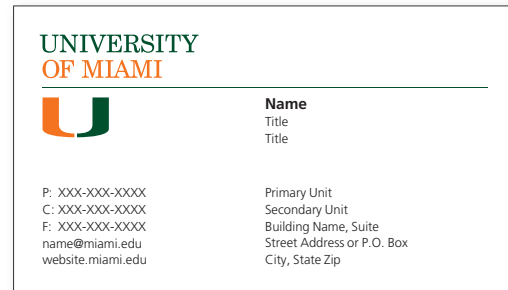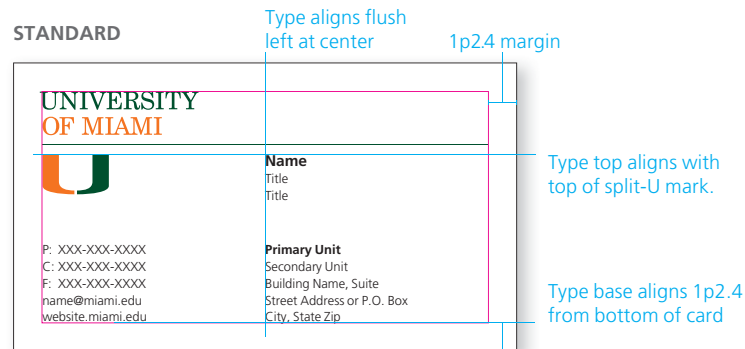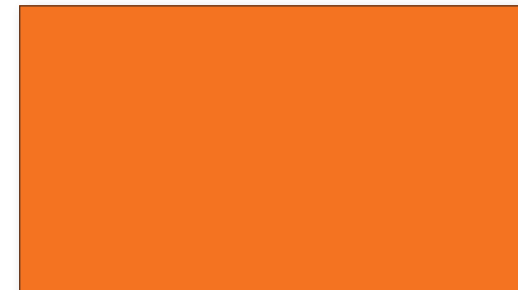Cougar opaque white, 24 lb. stock

Return address blocks position as shown above. Monarch envelopes are not wide enough to accommodate more than one text block. The text block positions one "U" width to the right of the signature.

Any questions regarding stationery should be directed to the Office of University Communications at 305-284-5500 or umcommunications@miami.edu.

STANDARD

Type aligns flush left at center

1p2.4 margin

UNIVERSITY
OF MIAMI

Name
Title
Title

Type top aligns with top of split-U mark.

P: XXX-XXX-XXXX
C: XXX-XXX-XXXX
F: XXX-XXX-XXXX
name@miami.edu
website.miami.edu

Primary Unit
Secondary Unit
Building Name, Suite
Street Address or P.O. Box
City, State Zip

Type base aligns 1p2.4 from bottom of card

UNIVERSITY
OF MIAMI

Name
Title
Title

P: XXX-XXX-XXXX
C: XXX-XXX-XXXX
F: XXX-XXX-XXXX
name@miami.edu
website.miami.edu

Primary Unit
Secondary Unit
Building Name, Suite
Street Address or P.O. Box
City, State Zip

UNIVERSITY
OF MIAMI

Name
Title

Building Name, Suite
Street Address
City, State Zip

P: XXX-XXX-XXXX
C: XXX-XXX-XXXX
name@miami.edu

P.O. Box
City, State Zip

BACK (optional)

Pantone® 158

Not actual size.

5.7 Standard Business Cards

Size: 3.5" x 2"

Signature
University of Miami vertical signature with infinite rule
Pantone® 158 and Pantone® 3435

Name
Frutiger Bold 7.75/8.5 pt.
Set flush left
Black

Title
Frutiger Light 6.5/8.5 pt.
Set flush left
Black

Address block
Frutiger Light 6.5/8.5 pt.
Set flush left
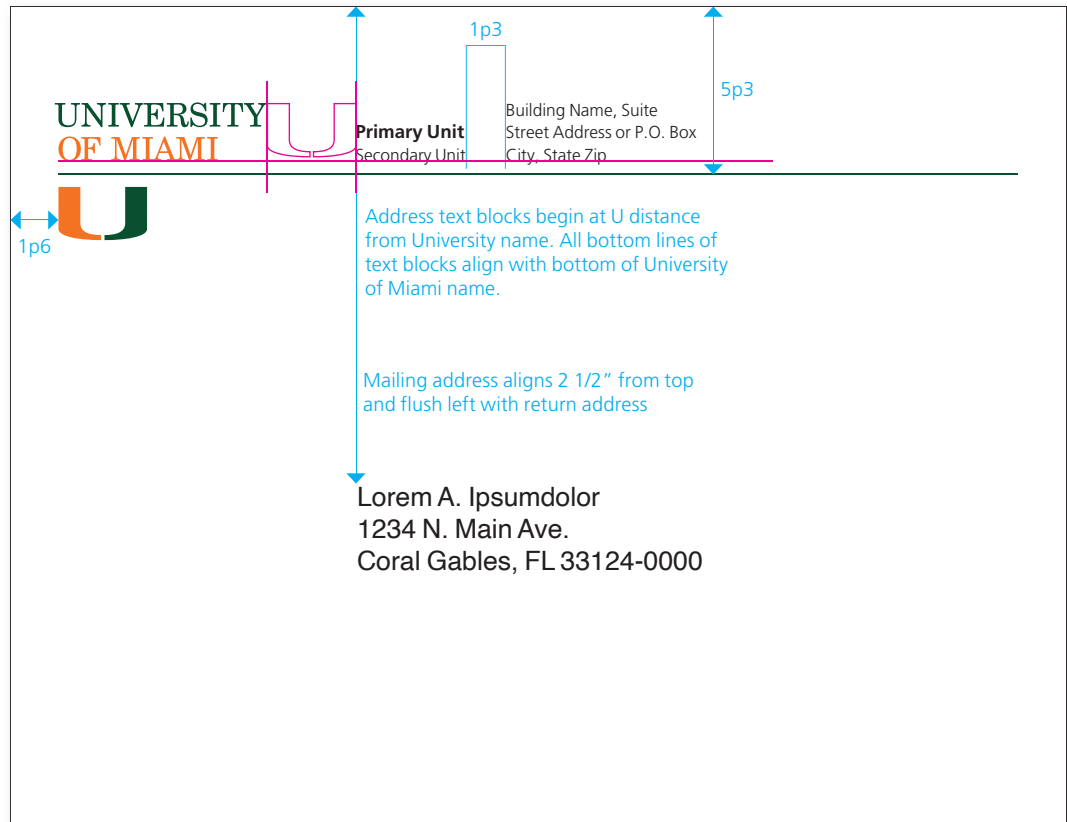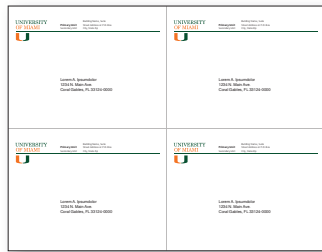Black

Paper specifications
Standard business card:
Cougar opaque white, 80 lb. cover stock

The standard University of Miami business cards are preprinted with the signature. The outer margin of card is 1p2.4 (.2").

Customized address blocks position as shown above. Top of name and title text block aligns with the top of the split-U mark. Bottom of contact and address text block aligns at the bottom margin. Name is bolded, and unit names may be bolded, if preferred.

The back of the card may be printed Miami orange (Pantone® 158) or may be left blank. No other items may be printed on the back of the card.

UNIVERSITY
OF MIAMI

1p6

1p3

5p3

Primary Unit
Secondary Unit

Building Name, Suite
Street Address or P.O. Box
City, State Zip

Address text blocks begin at U distance
from University name. All bottom lines of
text blocks align with bottom of University
of Miami name.

Mailing address aligns 2 1/2" from top
and flush left with return address

Lorem A. Ipsumdolor
1234 N. Main Ave.
Coral Gables, FL 33124-0000

5.8 Mailing Label

Size: 5.5" x 4.25" (Four-up on 8.5 x 11")

Signature
University of Miami vertical signature with infinite rule
Pantone® 158 and Pantone® 3435

Primary unit name
Frutiger Bold 7/8.5 pt.
Set flush left
Black

Secondary unit name (if included)
Frutiger Light 6.5/8.5 pt.
Set flush left
Black

Address block
Frutiger Light 6.5/8.5 pt.
Set flush left
Black

Paper specifications
Labels are to be printed on self-adhesive label stock.

Any questions regarding stationery should be directed
to the Office of University Communications at
305-284-5500 or umcommunications@miami.edu.

FRONT
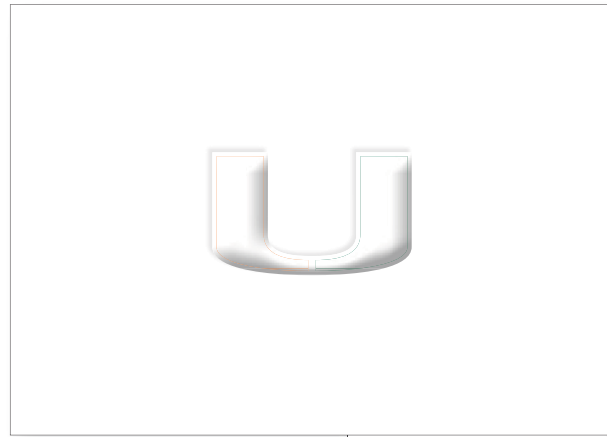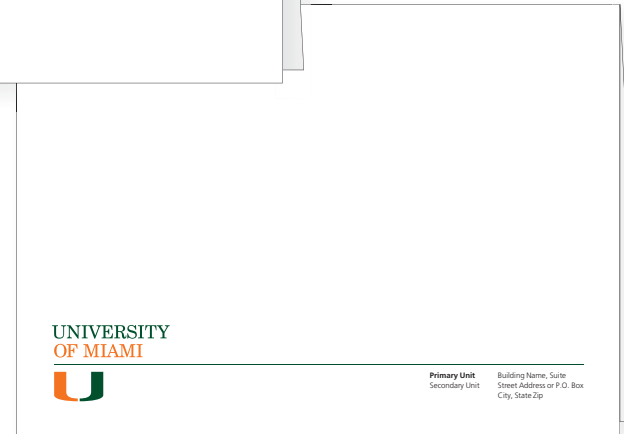Printed version

FRONT
Embossed version

BACK

Not actual size.

5.9 Note Card

7" x 5"

Front
University of Miami's split-U mark
Pantone® 158 and Pantone® 3435,
with optional emboss

Back
University of Miami vertical signature or vertical unit
signature with infinite rule
Pantone® 158 and Pantone® 3435

Primary unit name
Frutiger Bold 7/8.5 pt.
Set flush left
Black

Secondary unit name (if included)
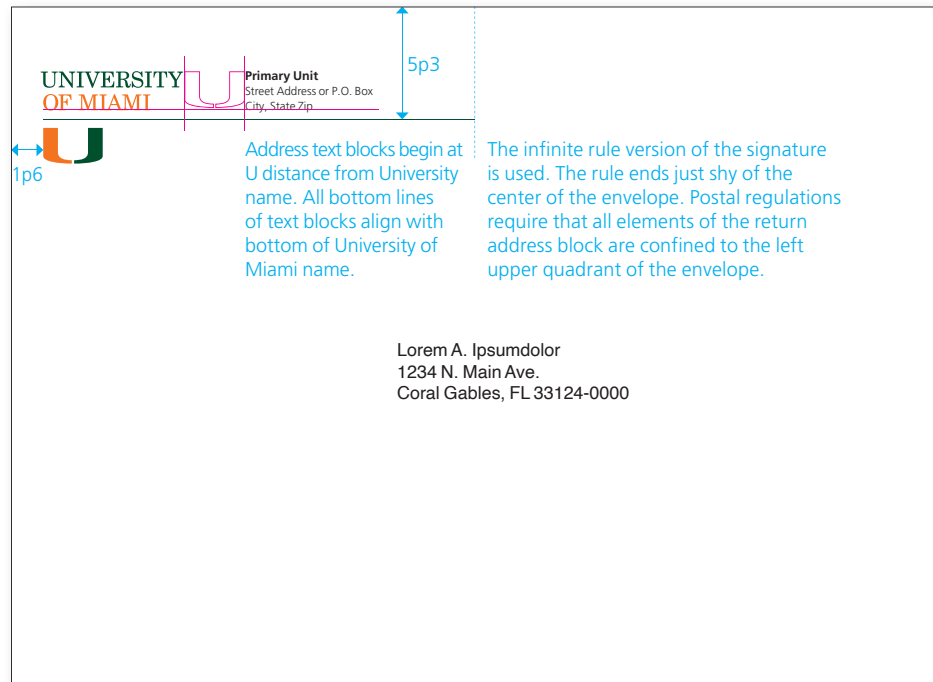Frutiger Light 6.5/8.5 pt.
Set flush left
Black

Address block
Frutiger Light 6.5/8.5 pt.
Set flush left
Black

Paper specifications
Cougar opaque white, 80 lb. cover stock

5p3

UNIVERSITY
OF MIAMI

Primary Unit
Street Address or P.O. Box
City, State Zip

1p6

Address text blocks begin at U distance from University name. All bottom lines of text blocks align with bottom of University of Miami name.

The infinite rule version of the signature is used. The rule ends just shy of the center of the envelope. Postal regulations require that all elements of the return address block are confined to the left upper quadrant of the envelope.

Lorem A. Ipsumdolor
1234 N. Main Ave.
Coral Gables, FL 33124-0000

Not actual size.

5.10 Baronial Envelope for Note Card

Size: 7 1/4" x 5 1/4"

Signature
University of Miami vertical signature with infinite rule
Pantone® 158 and Pantone® 3435

Primary unit name
Frutiger Bold 7/8.5 pt.
Set flush left
Black

Address block
Frutiger Light 6.5/8.5 pt.
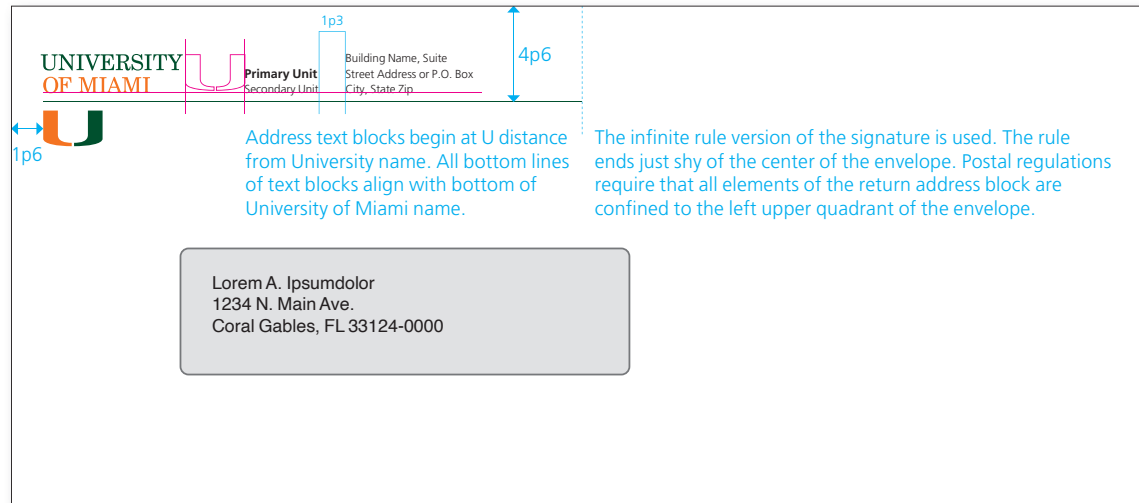Set flush left
Black

Paper specifications
Standard #7 baronial envelopes:
Cougar opaque white, 24 lb. stock

Return address blocks position as shown above. Baronial envelopes are not wide enough to accommodate more than one text block. The text block positions one "U" width to the right of the signature.

Any questions regarding stationery should be directed to the Office of University Communications at 305-284-5500 or umcommunications@miami.edu.

1p3

4p6

UNIVERSITY
OF MIAMI

Primary Unit
Secondary Unit

Building Name, Suite
Street Address or P.O. Box
City, State Zip

1p6

Address text blocks begin at U distance from University name. All bottom lines of text blocks align with bottom of University of Miami name.

The infinite rule version of the signature is used. The rule ends just shy of the center of the envelope. Postal regulations require that all elements of the return address block are confined to the left upper quadrant of the envelope.

Lorem A. Ipsumdolor
1234 N. Main Ave.
Coral Gables, FL 33124-0000

Not actual size.

5.11 #9 Window Envelope

Size: 8.875" x 3.875"

Signature
University of Miami vertical signature with infinite rule
Pantone® 158 and Pantone® 3435

Primary unit name
Frutiger Bold 7/8.5 pt.
Set flush left
Black

Secondary unit name (if included)
Frutiger Light 6.5/8.5 pt.
Set flush left
Black

Address block
Frutiger Light 6.5/8.5 pt.
Set flush left
Black

Paper specifications
Standard #9 window envelopes:
Cougar opaque white, 24 lb. stock

Return address blocks position as shown above. The width of each text block is determined by the width of the widest line. The first text block positions one "U" width to the right of the signature. If there's a subsequent text block, it positions 1p3 to the right.
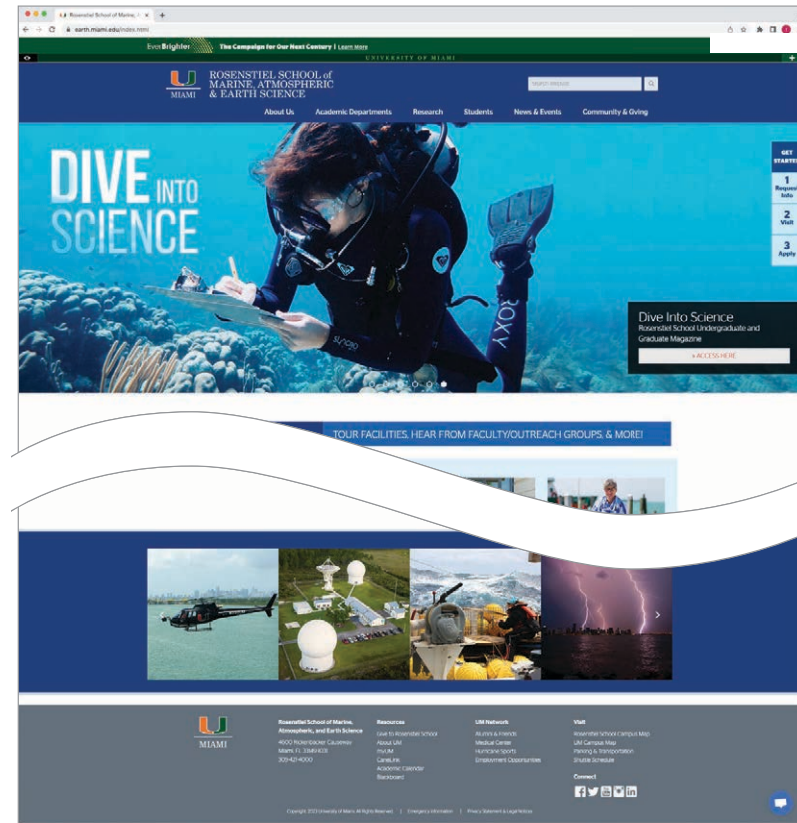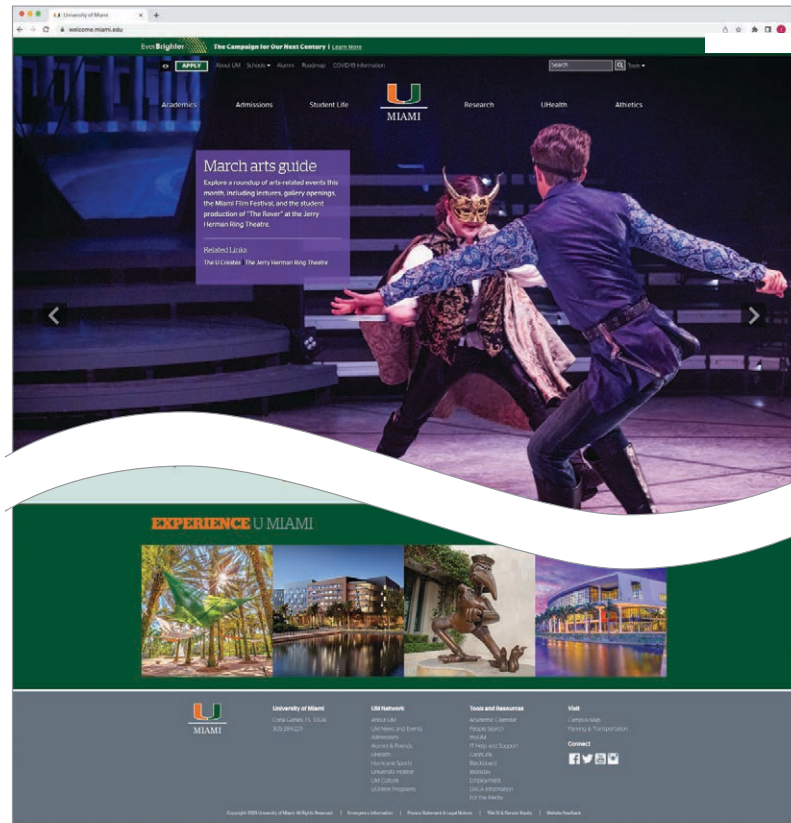
Any questions regarding stationery should be directed to the Office of University Communications at 305-284-5500 or umcommunications@miami.edu.

UNIVERSITY
OF MIAMI

6.0   Web Usage

6.1   Visual Identity for Web

6.1 Visual Identity for Web

A unique configuration of the informal University of Miami signature with the website title is reserved solely for use on the web. These mastheads are part of a branding strategy that ensures a consistent identity across all University of Miami digital and/or web products. This configuration is not the official signature of the school, college, department, or unit and may not be used in other applications.

For additional branding guidelines on all University web and digital materials, including websites, HTML-rich emails, mobile apps, and digital signage, please review the Visual Identity for Web guide at webcomm.miami.edu.
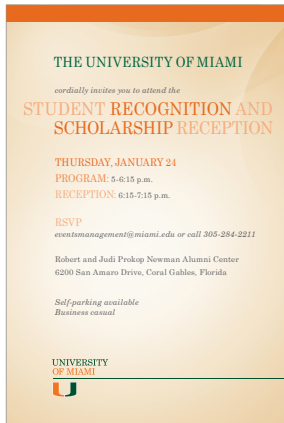
UNIVERSITY
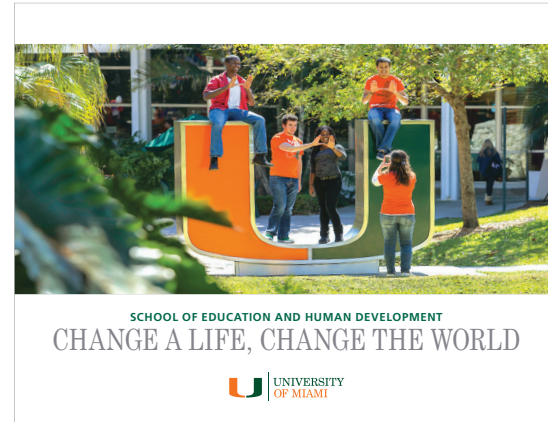OF MIAMI

7.0   Applications

INVITATION EXAMPLES

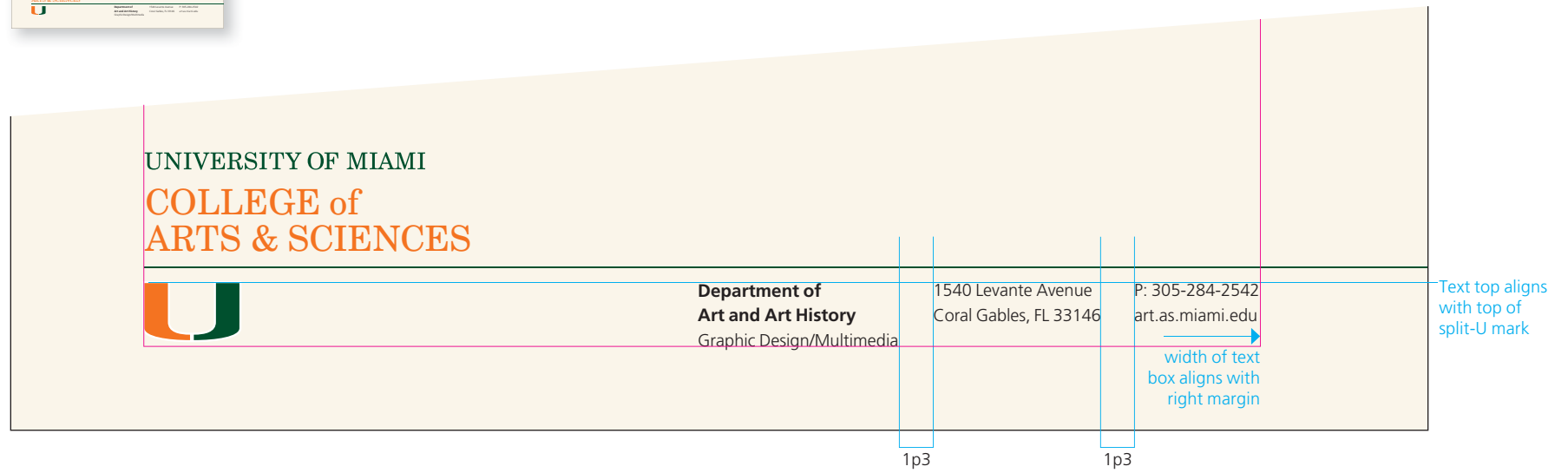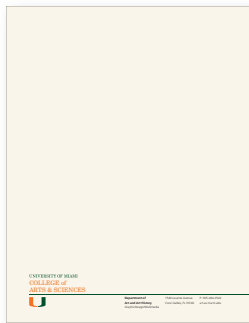AD EXAMPLES

PUBLICATION EXAMPLES

7.1 Placement of Signature on Marketing Materials

The front cover of any marketing material for a University of Miami unit must include an approved University of Miami signature in one of these preferred positions: the upper center, the upper right-hand corner, the lower center, or the lower right-hand corner.

The unit name can be either included in the signature or displayed elsewhere on the page (as shown in the examples above right). When using the infinite-rule version of the vertical University of Miami signature, the right edge of the rule should either bleed off of the page or end at a defined edge, such as a margin, implied grid, or element such as a photo or sidebar.

See sections 2 and 3 for guidelines on signature and color usage.

UNIVERSITY OF MIAMI

COLLEGE of
ARTS & SCIENCES

Department of	1540 Levante Avenue	P: 305-284-2542
Art and Art History	Coral Gables, FL 33146	art.as.miami.edu
Graphic Design/Multimedia		

Text top aligns
with top of
split-U mark

width of text
box aligns with
right margin

1p3   1p3

7.2 Placement of Signature on Publication Back Covers

Signature
Either the University of Miami or unit name signature
may be used on the back cover. When using the infinite-
rule version of the vertical University of Miami signature,
the right edge of the rule should either bleed off of
the page or end at a defined edge, such as a margin,
implied grid, or element such as a photo or sidebar.

Address block text:
Frutiger Light 7.5/10.75 pt.
Set flush left
Black

Customized address blocks position as shown above.
Address text blocks top align with the top of the split-U
mark. The width of each text block is determined by
the width of the widest line. The farthest-right text block
positions with its longest line against the right margin.
Subsequent text blocks position at 1p3 (.2083") intervals.

7.3 Merchandise

University of Miami merchandise may be emblazoned with any official University of Miami signature—vertical, horizontal, or informal (see section 2.2)—as illustrated in the examples above.

Use of the split-U mark alone is not permitted, except in specific cases authorized by University Communications and Auxiliary Services. Student groups wishing to use the University's marks on commercial goods (i.e., T-shirts, bumper stickers, etc.) also must secure such approval. All manufacturers who produce goods bearing any of the University's trademarks must either be licensed or have received special permission from the University's Office of Auxiliary Services to produce such products without a formal license agreement.

For questions regarding the use of the University signatures or split-U mark, contact the Office of University Communications at umcommunications@miami.edu or 305-284-5500. Manufacturers seeking licensing approval should contact the Office of Auxiliary Services at 305-284-3584. Inquiries regarding the use of the University's athletic marks should be directed to Fanatics Licensing Management at licensee@fanatics.com.

UNIVERSITY
OF MIAMI

8.0 Other Identities

PRIMARY MARK	SEBASTIAN THE IBIS	HISTORIC MARK *BASEBALL PRIMARY MARK*

FIGHT SONG: "Miami U. How-Dee-Do"
MASCOT NAME: "Sebastian The Ibis"
FOOTBALL STADIUM: Hard Rock Stadium
BASKETBALL ARENA: Watsco Center
BASEBALL STADIUM: Alex Rodriguez Park
at Mark Light Field

LOCATION: Coral Gables, FL
ESTABLISHED DATE: 1925
NICKNAME: Hurricanes
CONFERENCE: Atlantic Coast
Conference (ACC)

VERBIAGE

University of Miami®	La Universidad de Miami™
Miami™	Los Huracánes de Miami™
UM™	Huracánes™
U of M™	Los Huracánes de la
Hurricanes™	Universidad de Miami™
University of Miami Hurricanes®	The New Miami™
Miami Hurricanes™	#ItsAllAboutTheU
It's All About the U	#BuildingChampions
Canes®	TNM™

8.1 Athletics—University of Miami Hurricanes

University of Miami is the owner of all rights, title, and interest in and to the above indicia, which includes trademarks, service marks, trade names, designs, logos, seals, and symbols.

The marks of The University of Miami are controlled under a licensing program administered by Fanatics Licensing Management. Any use of these marks will require written approval from Fanatics.

In addition to the indicia shown above, any indicia adopted hereafter and used or approved for use by the University of Miami shall be deemed to be additions to the indicia as shown above and shall be subject to the terms and conditions of the agreement.

Inquiries regarding the use of the University's athletic marks should be directed to licensee@fanatics.com.

A.

B.

C.

8.2 Miller School of Medicine and Health System Signatures

The University of Miami Miller School of Medicine identity (A) follows the standard guidelines as described for unit signatures in sections 2.5 and 2.6.

In all cases where the Miller School signature (A) appears paired with the UHealth – University of Miami Health System signature (B), the Miller School signature (A) is modified and applied as per (C).

For further information on how to implement the University's medical brands, please contact the UHealth/Miller School Office of Marketing at marketing@med.miami.edu.

UNIVERSITY
OF MIAMI

9.0　Appendix

PRIME   sec

UM - V - UNIT - unit - infin - PMS-REV .eps

University of Miami Abbreviation	**Configuration**	**School/College** (if applicable)	**Unit Name**	**Infinite Rule Version**	**Coloration**	**File Type**
UM	H...........horizontal		short abbreviation of unit name (if applicable)	(if applicable)	PMS..............full-color, Pantone	eps
	V............vertical				CMYK...........full-color, process	jpg
	infor.......informal				RGB..............full color, digital uses	pdf
					GRY..............one-color, gray	png
					K ....one-color, solid black	svg
					PMS-REV.......full-color split-U, Pantone, reversed line and text	
					CMYK-REV....full-color split-U, process, reversed line and text	
					RGB-REV.......full color split-U, digital uses, reversed line and text	
					REV..............reversed	

9.1 File-Naming System

The signature files follow a naming protocol, explained above, which encompasses the various elements of the particular version.

	HORIZONTAL SIGNATURE	VERTICAL SIGNATURE	HORIZONTAL UNIT SIGNATURE	VERTICAL UNIT SIGNATURE	INFORMAL SIGNATURE	UNIVERSITY SEAL
Stationery						
Letterhead		•				
Business Cards		•				
Envelopes		•				
Applications						
Brochures	•	•	•	•		
Newsletters, Posters, Flyers	•	•	•	•		
Ads	•	•	•	•		
Web	•	•	•	•	•	
Official University Documents	•	•	•	•		•
PowerPoint	•	•	•	•		
Supplies						
Clothing	•	•	•	•	•	
Merchandise	•	•	•	•	•	

9.2 Identity Matrix

This matrix lists a variety of common communication applications and identifies the most appropriate graphic element for each item.

While this matrix does not provide an exhaustive list of possible branded communications, it is meant to provide direction for most types of applications.