

Central Michigan University Graphic Identity Standards

Graphic Identity Standards

The Graphic Identity Standards have been created as a resource for the creation and implementation of communication materials at Central Michigan University.

They have been designed to build a cohesive system that conveys Central Michigan University's image through visual communication. The consistent use of the graphic identity standards is critical to the effective communication of CMU's identity to its key constituencies such as prospective students, current students, alumni, donors, the CMU community, among others.

All CMU departments, colleges, offices, units, and CMU affiliates must adhere to the CMU Graphic Identity Standards.

Logos, marks, and symbols

CMU Wordmark

- All CMU print and electronic communications must include the CMU wordmark.
- The wordmark must be used in its entirety and should not be defaced, rotated, distorted, or altered in any way.
- Do not attempt to recreate the wordmark. The CMU wordmark can be downloaded at www.cmich.edu/public-relations

Wordmark font

The font Fairplex, used in the wordmark initials CMU and the words Central Michigan University, **must** not be used in publications, Web sites, or other CMU materials without the prior consent of the Public Relations and Marketing office. The use of the font detracts from the overall graphic identity that is created by using the wordmark.

appropriate use



inappropriate use



Logos, marks, and symbols

CMU Wordmark (continued)

- The wordmark may not be used any smaller than one inch wide.
- Adequate negative space must surround the wordmark to equal no less than 25 percent of its width. This space should not include text of any kind. For example, if the wordmark is one inch wide, there should be 1/4 inch of space around it.

appropriate use



inappropriate use



Adequate negative space must surround the wordmark to equal no less than 25 percent of its width. This space should not include text of any kind. For example, if the wordmark is one inch wide, there should be 1/4 inch of space around it.

Logos, marks, and symbols

CMU Wordmark (continued)

- It is acceptable to place the wordmark on a textured or photographic background only if all elements of the wordmark are clearly visible and no elements within the background visually compete with the wordmark.

appropriate use



inappropriate use



Logos, marks, and symbols

CMU Wordmark (continued)

- For all print and electronic communications, the wordmark should appear only in the following color palette:
 - Black
 - White (or reverse)
 - CMU maroon
 - CMU gold
 - Two-color wordmark in CMU maroon and CMU gold
- * If producing a one-color printed publication, a one-color wordmark in CMU complementary colors may be used.
- All products that use the licensed CMU wordmark must be displayed in the following color palette:
 - CMU maroon
 - CMU gold
 - White
 - Black
 - Tone-on-tone (any combination of the same colors such as a dark blue logo on a light blue shirt)

appropriate use



inappropriate use



Logos, marks, and symbols

University seal

The formal university seal is reserved for official documents and diplomas and other items signed by the president or trustees and should not be used in publications or other visual materials produced by other university units without prior consultation with Public Relations and Marketing.



Logos, marks, and symbols

Athletics logo

The athletics logo is reserved for use on athletics publications and merchandise.

The athletics logo must be used in its entirety and should not be defaced, rotated, distorted, or altered in any way.

All products that use the licensed CMU athletics logo must be displayed in the following color palette:

- CMU maroon
- CMU gold
- White
- Tone-on-tone (any combination of the same colors such as a dark blue logo on a light blue shirt)
- Black (in publications only)

appropriate use



inappropriate use



Logos, marks, and symbols

Secondary logos

Secondary logos such as departmental-level or office-level logos are strongly discouraged.

If secondary logos are used, they must not appear next to the official CMU wordmark and must not be larger than the CMU wordmark and may not be placed in a dominant position in relation to the CMU wordmark.

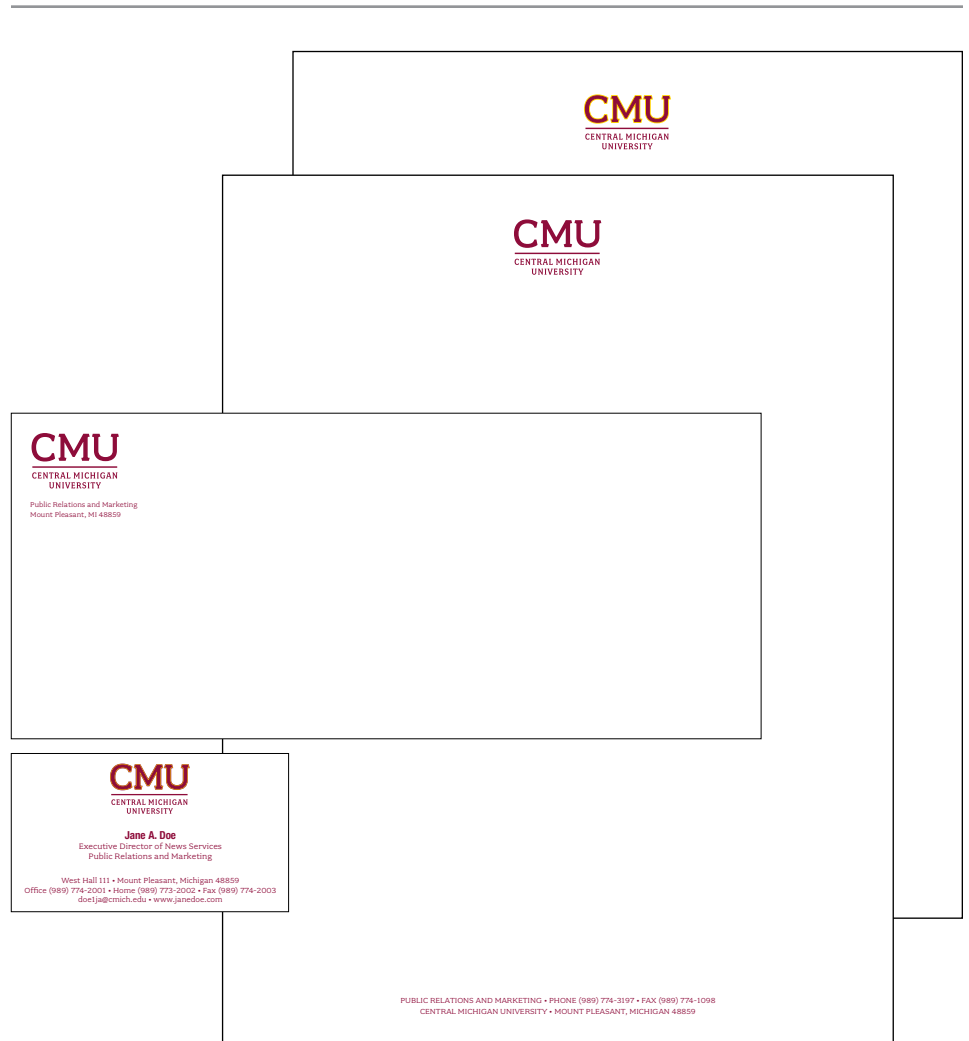
CMU stationery

All CMU stationery must be produced in the approved standard formats and printed by CMU Printing Services.

All text placed on CMU stationery must use the font Zurich, Univers, or Helvetica throughout.

Academic and administrative stationery

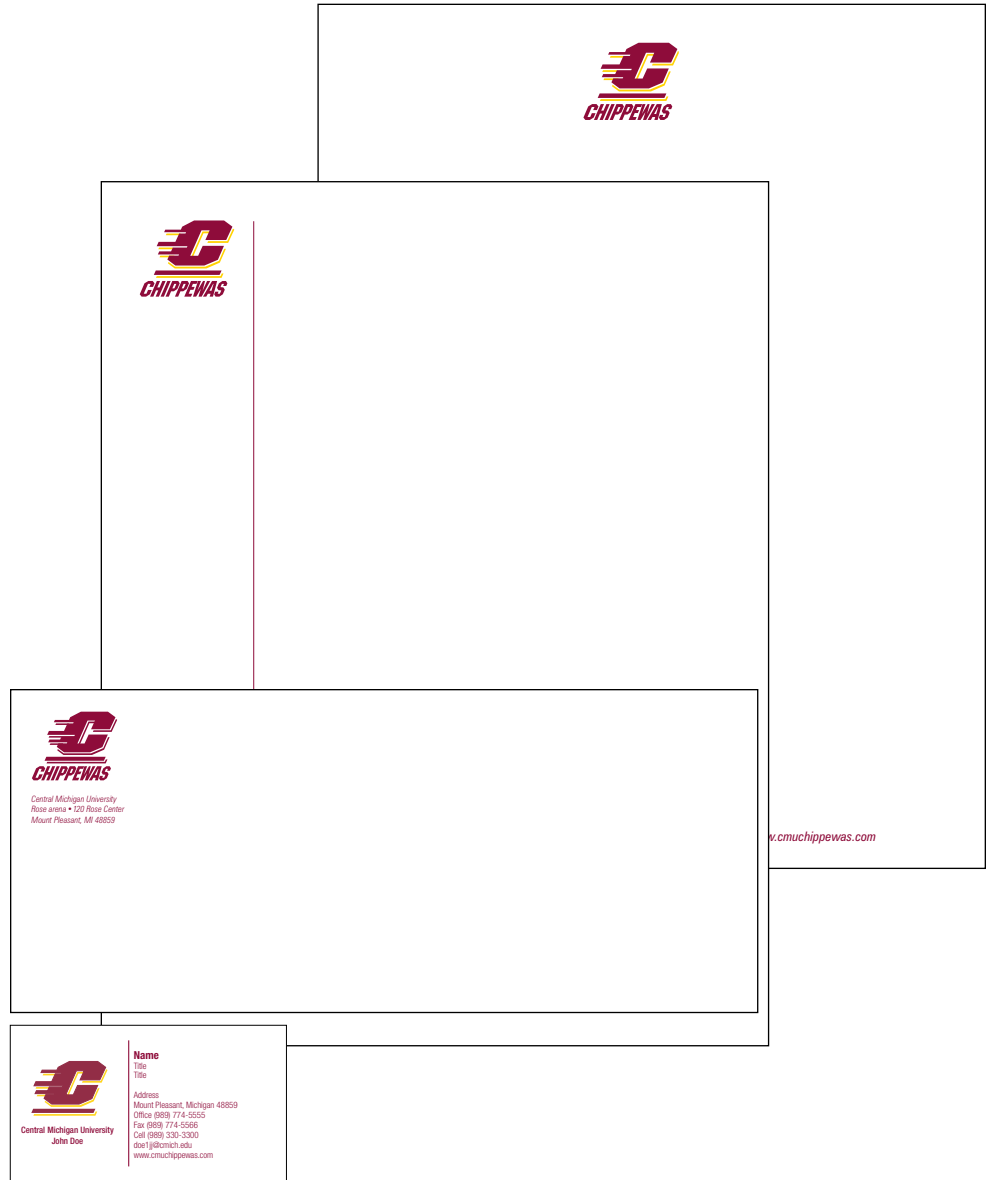
All academic and administrative units, university offices, and centers must use the approved CMU stationery for business cards, letterhead, and envelopes.



CMU stationery

Athletics stationery

All athletics units and divisions must use the approved Athletics stationery.



Fonts

The approved CMU fonts must be used for all CMU publications.

Fonts can be used singularly or in combination with other fonts from the font list.

Additional fonts may be used as a decorative element, only with prior approval from the Public Relations and Marketing office.

Primary font families

Use primary font families for all publications

- Meta
- Trebuchet
- Myriad
- Zurich or Univers (for body copy only)

Primary font families

Meta The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

Trebuchet The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

Myriad The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

Zurich The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

Fonts

Secondary font families

Use secondary font families only when primary fonts are unavailable

- ITC Officina Sans
 - Helvetica
-

Secondary font families

ITC Officina Sans The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

Helvetica The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

CMU colors

All CMU colors must appear in accordance with the following color list. For example, print publications must use the specified PANTONE® colors or their equivalent CMYK builds and Web sites must use the specified Web colors.

The CMU color palette must be used in all CMU communications. Deviations from the approved CMU color palette must be approved by the Public Relations and Marketing office.

CMU maroon and gold

CMU maroon and gold can be used liberally to create a positive association with the university and its traditions.

For printed materials:

- **Coated paper:**

- CMU maroon: PMS 208; C=0, M=100, Y=40, K=40
- CMU gold: PMS 141; C=0, M=17, Y=80, K=0

- **Uncoated paper:**

- CMU maroon: PMS 1945; C=0, M=100, Y=55, K=22
- CMU gold: PMS 128; C=0, M=11, Y=65, K=0

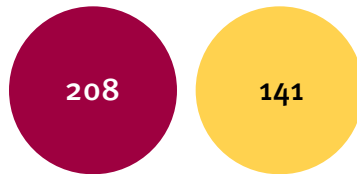
For Web:

See the Web design standards for CMU Web colors

For video, PowerPoint presentations, and interactive CDs:

- CMU maroon: #9E0040, R=158, G=0, B=64
- CMU gold: #FFD24F, R=255, G=210, B=79

CMU maroon and gold



CMU colors

Complementary colors

For printed materials:

Coated paper:

Cream: PMS 7499; C=0, M=2, Y=10, K=0

Tan: PMS 7502; C=0, M=8, Y=35, K=10

Warm grey: PMS 411; C=0, M=27, Y=36, K=72

Warm brown: PMS 504; C=65, M=100, Y=100, K=35

Red: PMS 200; C=0, M=100, Y=60, K=10

Warm red: PMS 1795; C=0, M=95, Y=100, K=0

Light orange: PMS 157; C=0, M=45, Y=70, K=0

Orange: PMS 158; C=0, M=60, Y=100, K=0

Sky blue: PMS 279; C=70, M=35, Y=0, K=0

Navy blue: PMS 295; C=100, M=60, Y=0, K=40

Purple: PMS 2613; C=65, M=100, Y=0, K=15

Light taupe: PMS 5777; C=10, M=0, Y=50, K=30

Dark taupe: PMS 581; C=2, M=0, Y=100, K=75

Yellow-green: PMS 377; C=45, M=0, Y=100, K=24

Bright green: PMS 7482; C=80, M=0, Y=75, K=0

Steel green: PMS 7473; C=70, M=0, Y=40, K=10

Steel blue: PMS 549; C=35, M=4, Y=0, K=19

Dark teal: PMS 315; C=100, M=16, Y=15, K=43

Pink: PMS 214; C=0, M=100, Y=35, K=8

Complementary colors



CMU colors

Uncoated paper:

Cream: PMS 7499; C=0, M=2, Y=10, K=0
Tan: PMS 7502; C=0, M=8, Y=35, K=10
Warm grey: PMS 411; C=0, M=27, Y=36, K=72
Warm brown: PMS 697; C=0, M=70, Y=50, K=40
Red: PMS 199; C=19, M=94, Y=100, K=9
Warm red: PMS 1795; C=0, M=95, Y=100, K=0
Light orange: PMS 157; C=0, M=45, Y=70, K=0
Orange: PMS 158; C=0, M=60, Y=100, K=0
Sky blue: PMS 285; C=90, M=45, Y=0, K=0
Navy blue: PMS 2945; C=100, M=45, Y=0, K=15
Purple: PMS 2612; C=65, M=100, Y=0, K=15
Light taupe: PMS 5777; C=10, M=0, Y=50, K=30
Dark taupe: PMS 581; C=2, M=0, Y=100, K=75
Yellow-green: PMS 377; C=45, M=0, Y=100, K=24
Bright green: PMS 7481; C=80, M=0, Y=75, K=0
Steel green: PMS 7473; C=70, M=0, Y=40, K=10
Steel blue: PMS 550; C=35, M=4, Y=0, K=19
Dark teal: PMS 314; C=100, M=0, Y=9, K=30
Pink: PMS Rubine Red; C=0, M=100, Y=15, K=5

For Web, video, and interactive CDs:

Cream: #ffffcc, R=255, G=255, B=204
Tan: #ffcc99, R=255, G=204, B=153
Warm grey: #666666, R=51, G=51, B=51
Warm brown: #663333, R=102, G=51, B=51
Red: #cc0033, R=204, G=0, B=51
Warm red: #ff3333, R=255, G=51, B=51
Light orange: #ff9966, R=255, G=153, B=102
Orange: #ff6600, R=255, G=153, B=51
Sky blue: #3399cc, R=51, G=153, B=204
Navy blue: #003366, R=0, G=51, B=102
Purple: #663366, R=102, G=51, B=102
Light taupe: #cccc99, R=204, G=204, B=153
Dark taupe: #666600, R=102, G=102, B=0
Yellow-green: #99cc33, R=153, G=204, B=51
Bright green: #009966, R=0, G=153, B=102
Steel green: #339999, R=51, G=153, B=153
Steel blue: #6699cc, R=102, G=153, B=204
Dark teal: #006699, R=0, G=102, B=153
Pink: #cc0066, R=204, G=0, B=102

Photography

Use proper exposure of subjects for optimal photo reproduction.

Maintain original proportions. For example, do not stretch a photograph to fill a space, crop the photo instead.

For printed materials:

- All photos should be 300 dpi at reproduction size
- Convert photos to CMYK

For video and interactive CDs:

- All photos should be 72 dpi at reproduction size
- Convert to RGB for best color display

Stock photos

A stock photo data base is available for university use at mediabank.cmich.edu/default.htm. You must credit photos with the following attribution:

“Courtesy of CMU Public Relations and Marketing.”

appropriate use



inappropriate use



Audio/Video

Audio

- Avoid or remove background noise
- Use the appropriate microphone for the situation (see Audio tips for more information)
- Do not overpower spoken content with loud music
- Use music appropriately at a suitable volume
- Do not use copyrighted music unless permission has been granted by the rights-holder
- When necessary, apply equalization to correct for problem or weak frequencies

Video

- The person on camera should be framed with space in front of his/her face, not behind their head
- Avoid shaky camera movement
- Do not use dark footage; always keep lighting in mind
- Visual variety is important - use wide, medium and close-up shots
- See the audio standards, 50% of video is audio

Stock videos

A stock video data base is available for university use at cmich.edu/public-relations
You must credit all videos with the following attribution:

“Courtesy of CMU Public Relations and Marketing.”

Signage and Web design standards

Signage

See the Signage design standards

Web design standards

See the Web design guidelines

CMU style guide

CMU news releases and websites follow the most current edition of the Associated Press stylebook.

CMU publications follow the CMU style guide, which currently is being developed.

AA/EO and ADA statements

AA/EO statement

All publications must include one of the following ADA statements below. Each statement has been designated for appropriate use.

- The following general AA/EO statement is required on all publications, advertisements, and other communications promoting the university and informing the public of events.
 - *CMU, an AA/EO institution, strongly and actively strives to increase diversity within its community (see www.cmich.edu/aaeo).*
- The following statement may be used for all publications where space or cost are critical factors.
 - *CMU, an AA/EO institution (see www.cmich.edu/aaeo).*

ADA statement

The following ADA statement must be used in all publications and advertisements promoting an event.

It is recommended that it appear directly below the AA/EO statement.

The contact phone number for the event should replace the xxxx below.

- *For ADA accommodations call (989) 774-xxxx at least one week in advance.*