

PUBLIC RELATIONS AND MARKETING

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**GRAPHIC IDENTITY**

G U I D E L I N E S

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STANDARDS FOR PRINT AND ELECTRONIC PUBLICATIONS

GRAPHIC MARKS • COLORS • TYPOGRAPHY • STATIONERY • BUSINESS CARDS

**CMU colleagues:**

*Thank you for downloading Central Michigan University's Graphic Identity Guidelines.*

*These guidelines, which are excerpted from the Public Relations and Marketing Services and Graphic Standards Manual, were developed to promote frequent, consistent, and accurate application of CMU's graphic marks and production of top-quality printed and electronic publications. Included here are specifications and standards for use and production of the CMU wordmark, the CMU seal, the CMU athletic logo, CMU colors and typography, CMU stationery, and CMU business cards.*

*To receive a complete copy of the Public Relations and Marketing Services and Graphic Standards Manual, or to request information about publications, media relations, photography, and other PRM services, call (989) 774-1097 or visit us on the Web at [www.cmich.edu/public-relations](http://www.cmich.edu/public-relations).*

*Join us as we seek to unify and distinguish Central Michigan University as a forward-moving institution with a shared vision for a bright future.*

**Public Relations and Marketing**

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## Graphic Identity Guidelines

The Graphic Identity Guidelines on the following pages provide standards for using and producing CMU's graphic marks, colors, typefaces, stationery, and business cards.



### CMU Graphic Marks

CMU's official graphic identifiers have specified uses. These logos may not be defaced, rotated, distorted, or altered in any way, and they must be used with adequate negative space and without interference by other visual elements.

### University wordmark

Central Michigan University's wordmark represents a marketing initiative to define CMU as an institution that is on the move to a bright future.

### University seal

The formal university seal is reserved for official documents, diplomas, and other items signed by the president or trustees. It is not intended for use in publications or other visual materials produced by university offices. The seal is ringed by the Latin words *sapientia*, *virtus*, and *amicitia*, which mean wisdom, virtue, and friendship, respectively.

### Athletics logo

The athletics logo is reserved for use on athletics publications and merchandise. The bar underneath the C is part of the registered logo.



### The CMU wordmark

This wordmark is Central Michigan University's standard identifying symbol. It supports a marketing initiative to visually establish and reinforce the university as CMU to our internal and external audiences.

Although there are some restrictions for using the wordmark, we encourage its use in as many instances as possible on new and reprinted publications.

**The wordmark must appear on all Tier 1 publications – i.e., those funded by CMU and intended for off-campus distribution to promote and advance CMU's goals, mission, and events. The use of the wordmark on Tier 2 publications also is encouraged.**

Standard university stationery items, including letterhead, matching envelopes, and business cards, are printed with only the CMU wordmark.

Orders for all CMU letterhead, envelopes, and business cards must be placed directly through CMU Printing Services.

We strongly encourage you to exhaust existing supplies of publications and stationery before ordering supplies with the CMU wordmark.

### The wordmark concept

This dynamic Central Michigan University wordmark features the primary visual identifier of the university – the CMU initials. The wordmark's enduring blend of classic and contemporary elements represents Central Michigan University as an institution of higher learning with a solid academic tradition and a bright future.

### The wordmark design

A modern Fairplex typeface developed by Zuzana Licko, the award-winning cofounder of Sacramento-based digital foundry Emigre, creates unity and order in the CMU wordmark. Fairplex displays solid Egyptian-style lettering with softly angular slab serifs and broad kerning. In the two-color wordmark, maroon CMU lettering is uniformly outlined in gold and bordered by a thin maroon line. The words CENTRAL MICHIGAN UNIVERSITY in uppercase Fairplex Medium provide a traditional supporting lettermark beneath a maroon rule. Uniform-size lettering and centered alignment balance and anchor the wordmark.

### Use of other logos

**A wide variety of logos currently are used by CMU colleges, departments, and other operating units. Public Relations and Marketing strongly discourages the use of these logos on Tier 1 publications. The CMU wordmark is the university's primary identifier, and it collectively benefits all departments when it is not compromised or in visual competition with other graphic marks.**

If a secondary logo is used, it should be applied as a supporting visual element. Publications staff members are available to assist individual operating units to ensure appropriate use of university graphic identifiers.

### Wordmark applications

#### Wordmark uses

This official symbol of Central Michigan University should be used by all departments and units when visually identifying the university. The wordmark may be used on printed materials, products, university signs, and in the media.

Commercial use of the wordmark is permitted only by license or written authorization from Public Relations and Marketing.

Commercial use is defined as the manufacture, sale, and/or distribution of emblematic merchandise such as clothing, pens, and souvenirs bearing the Central Michigan University name or trademarks.

Campus personnel or students ordering merchandise imprinted with the university name, wordmark, or any other university trademarks must complete the Authorization for Use and Art Approval form available online.

[www.cmich.edu/licensing](http://www.cmich.edu/licensing)

Contact Public Relations and Marketing for additional information about the wordmark. For placement of the wordmark on university signs, contact Facilities Management.

#### Wordmark integrity

The wordmark must be used in its entirety and should not be defaced, rotated, distorted, shaded, divided into component parts, or altered in any other way. In the event that you have an application that you believe requires a customized solution, please contact Public Relations and Marketing for assistance.

### Wordmark size and negative space

The wordmark may not be used any smaller than one inch wide and should have adequate surrounding negative space. This space, which in most cases should be no less than 25 percent of the width of the wordmark, preserves the integrity of the wordmark in publications.

Wordmark size and recommended corresponding negative space:

- 1-inch wordmark: 1/4-inch negative space
- 2-inch wordmark: 1/2-inch negative space

Regardless of the size of the wordmark, the width-to-height ratio must remain consistent. Maintaining the proper ratio will ensure that the wordmark is not stretched or altered disproportionately.

*Note: Negative space is reduced slightly on business cards and envelopes because of size limitations.*

*Smallest (actual size)*



*1-inch wordmark with minimum negative space*



*2-inch wordmark with minimum negative space*



**Wordmark specifications**

**Two-color CMU wordmark**

The two-color university wordmark includes vibrant CMU maroon and gold and works most effectively when applied on a white or clear background. Uses on other backgrounds are not recommended.

The wordmark elements include:

1. The maroon initials CMU outlined in gold and bordered by a thin maroon rule
2. A maroon horizontal bar separating the initials from the university name
3. The words Central Michigan University in maroon uppercase letters below the horizontal bar

University initials (CMU): 100% Pantone 216 and 100% Pantone 116

Horizontal bar: 100% Pantone 216

Central Michigan University: 100% Pantone 216



**One-color CMU wordmark**

The one-color CMU wordmark is the preferred choice for solid- or single-color printed publications and on the Web. The one-color wordmark can be used in black, white, solid CMU maroon or gold, or other colors. Always use the one-color wordmark when placing the wordmark in a reverse on a background of black, maroon, gold, or any other color.

If printing a publication in solid colors not including Pantone 216 and 116, follow the guidelines for a one-color wordmark. Do not make the wordmark two colors unless using both Pantone 216 and 116.

- University initials (CMU): 100% black\*
- Horizontal bar: 100% black\*
- Central Michigan University: 100% black\*

*\*If printing in a color other than black, use the same percentages.*



**Reverse wordmark**

The reverse wordmark can be used on shaded or solid-color backgrounds.

- University initials (CMU): 100% white\*
- Horizontal bar: 100% white\*
- Central Michigan University: 100% white\*

*\*If printing in a color other than white, use the same percentages.*

*Note: The background color square is for sample purposes only. The reverse wordmark should not be used in a confined color square.*



**Wordmark downloads for printed publications and Web applications**

Wordmark images for printed publications and Web applications can be downloaded from the Public Relations and Marketing Web site and from the Information Technology MediaBank. The MediaBank includes a variety of file types for different applications as well as downloading instructions for PCs and Macs.

Because the two-color wordmark GIF may not display properly on the Web, a one-color or reverse wordmark GIF should be used in all Web applications.

For Web applications of the wordmark larger than those provided at the MediaBank, or for uses where a color background is to be applied, it may be necessary to generate a new GIF file from one of the TIFF, EPS, or PNG files available at the MediaBank to ensure proper resolution and background color blending. See page 8 for the correct hexadecimal colors.

[www.cmich.edu/public-relations/graphic-standards.htm](http://www.cmich.edu/public-relations/graphic-standards.htm)  
[mediabank.cmich.edu](http://mediabank.cmich.edu)

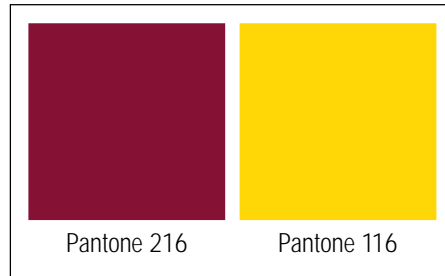
## CMU Colors

### Maroon and gold

Central Michigan University's official colors – maroon and gold – provide brilliant life and energy to the wordmark and university publications. These colors should be applied with the proper mix of inks to produce accurate representations.

Designers, technicians, and printers generally use Pantone Color Systems to generate consistent matching colors. The Pantone color numbering system permits work with solid colors, four-color process, or electronic color. CMU's maroon and gold should be generated as indicated here.

**Note:** Because maroon often prints differently on various paper types, another Pantone color may be required. In these cases, consult Printing Services to determine the best ink to generate CMU maroon.



### Publications

■ **Spot color on paper**

Maroon: Pantone 216  
Gold: Pantone 116

■ **CMYK 4-color process on paper**

Maroon: 0 cyan; 95 magenta; 40 yellow; 49 black  
Gold: 0 cyan; 16 magenta; 100 yellow; 0 black

■ **Metallic color on paper**

Gold only: Pantone 872 (metallic)

### Textile

■ **Color on textile**

Maroon: 19-2025TC  
Gold: 13-0859TC

### Web

■ **Color on a monitor**

Maroon: hex # 660033 (102 red, 0 green, 51 blue)  
Gold: hex # FFCC00 (255 red, 204 green, 0 blue)

**Note:** Maroon and gold are difficult to display consistently on computer screens. The two Web-safe colors shown above were chosen for their Web compatibility.

## CMU Typography

### Wordmark fonts

The wordmark initials CMU and the words Central Michigan University are in Fairplex uppercase type.

It is recommended that Fairplex not be used for body copy or headlines in printed pieces. This sets apart the wordmark as a graphic mark rather than something that appears simply typeset. Do not attempt to recreate the wordmark. If you don't have a wordmark that fits your project, contact Public Relations and Marketing.

**CMU** — Fairplex Wide Book

**CENTRAL MICHIGAN UNIVERSITY** — Fairplex Narrow Medium

### Complementary fonts

The recommended typeface for body copy in CMU publications is Helvetica Neue Condensed Light, which complements Fairplex without detracting from the wordmark.

Helvetica Neue Condensed Light:

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
\$1234567890&?!.,

The recommended typeface for headlines, used in appropriate hierarchy and plain or italic style, is Helvetica Neue Condensed Bold or Medium.

Helvetica Neue Condensed Bold:

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**\$1234567890&?!.,**

Helvetica Neue Condensed Medium:

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
\$1234567890&?!.,

## CMU Business Cards

The university uses a standardized two-color business card printed on white card-stock to ensure consistent identity. All business cards must be produced by CMU Printing Services.

- Wordmark** ●
  - Size:* 1 inch wide
  - Position:* .125 inch from top edge of card
  - Alignment:* Centered
  - Color:* 100% Pantone 216 and 116
- Cardholder name** ●
  - Type style:* Helvetica Bold Condensed, 10-point type with 2-point leading
  - Alignment/length:* Centered and not to exceed 1 line
  - Color:* 100% Pantone 216
- Cardholder title** ●
  - Type style:* Fairplex Wide Book, 8-point type with .5 leading
  - Alignment/length:* Centered and not to exceed 2 lines
  - Color:* 100% Pantone 216
- Address** ●
  - Type style:* Fairplex Wide Book, 7.5-point type with 1-point leading
  - Position/length:* Positioned .125 inch above bottom edge of card and not to exceed 4 lines
  - Alignment:* Centered
  - Color:* 100% Pantone 216



3.5 x 2 inches – Shown actual size  
 Note: Sample includes optional items such as home telephone number and Web address.

*Note:* Please exhaust existing supplies of business cards before ordering supplies with the CMU wordmark.

## CMU Letterhead

The university uses standardized one-color or two-color stationery to ensure consistent identity on all correspondence and communications. This simple format, with the wordmark centered at the top of the page and the address centered at the bottom of the page, provides balance and maximum space for the letter body. All letterhead must be produced by CMU Printing Services.

### Two-color version

**Wordmark** ●

*Position:* .5 inch from top edge of paper

*Alignment:* Centered

*Size:* 1.125 inches wide

*Color:* 100% Pantone 216 and 116

**Letter body** ●

*Position:* It is recommended that the letter be centered on the page with the outside margins adjusted from 1 to 2 inches according to letter length.

**Address block** ●

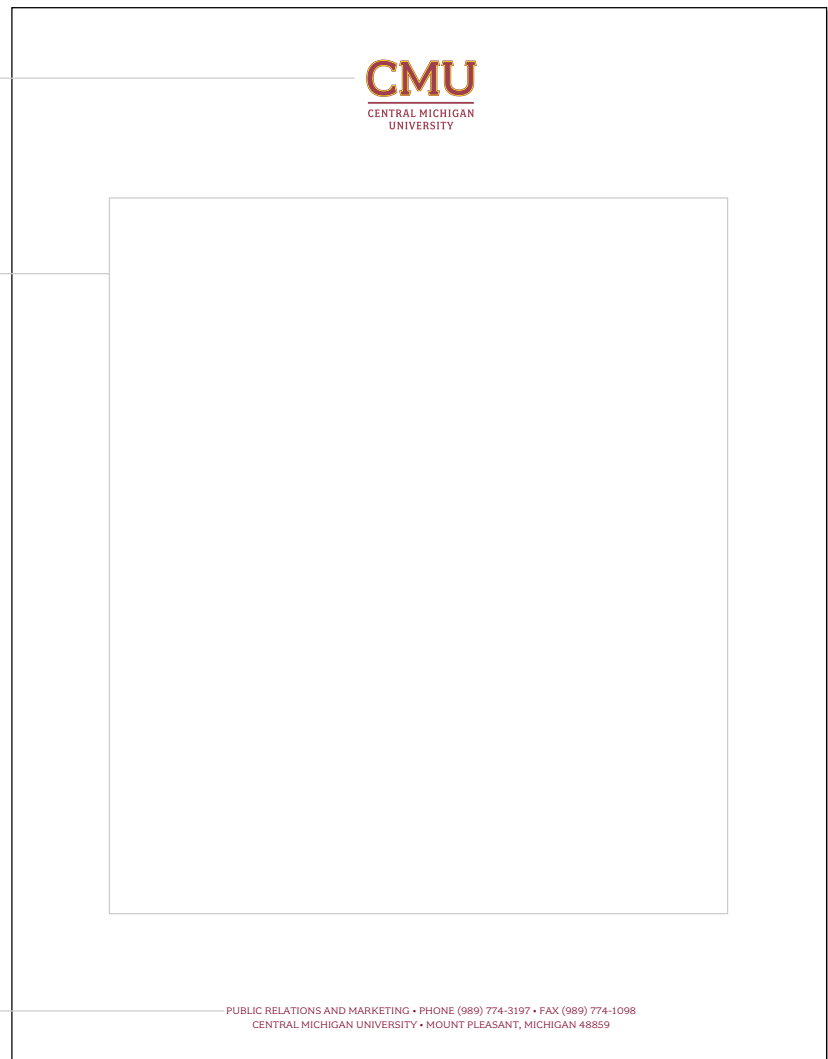
*Type style:* Fairplex Wide Book uppercase with 7.5-point type and 2.5-point leading (Note: Web address may be lowercase).

*Position:* Departmental address positioned .375 inch above bottom edge of paper.

*Alignment:* Centered

*Color:* 100% Pantone 216

*Note:* Please exhaust existing supplies of letterhead before ordering supplies with the CMU wordmark.



Standard letter-sized paper (8.5 x 11 inches) – Shown here 50% of actual size

## CMU Letterhead

The university uses standardized one-color or two-color stationery to ensure consistent identity on all correspondence and communications. This simple format, with the wordmark centered at the top of the page and the address centered at the bottom of the page, provides balance and maximum space for the letter body. All letterhead must be produced by CMU Printing Services.

### One-color version

**Wordmark** ●

*Position:* .5 inch from top edge of paper

*Alignment:* Centered

*Size:* 1.125 inches wide

*Color:* 100% Pantone 216

**Letter body** ●

*Position:* It is recommended that the letter be centered on the page with the outside margins adjusted from 1 to 2 inches according to letter length.

**Address block** ●

*Type style:* Fairplex Wide Book uppercase with 7.5-point type and 2.5-point leading (Note: Web address may be lowercase).

*Position:* Departmental address positioned .375 inch above bottom edge of paper.

*Alignment:* Centered

*Color:* 100% Pantone 216

*Note:* Please exhaust existing supplies of letterhead before ordering supplies with the CMU wordmark.



Standard letter-sized paper (8.5 x 11 inches) – Shown here 50% of actual size

## CMU Envelopes

The university uses standardized one-color envelopes to maintain consistent identity on all outgoing correspondence and communications. All envelopes must be produced by CMU Printing Services.

### Campus address version

**Wordmark** ●

*Size: 1.125 inches wide*

*Position: .25 inch from top and left edges of envelope*

*Color: 100% Pantone 216*

**Return address** ●

*Type style: Fairplex Wide Book with 8-point type and 1-point leading*

*Position: 1.125 inches from top edge of envelope*

*Alignment: Flush left under wordmark*

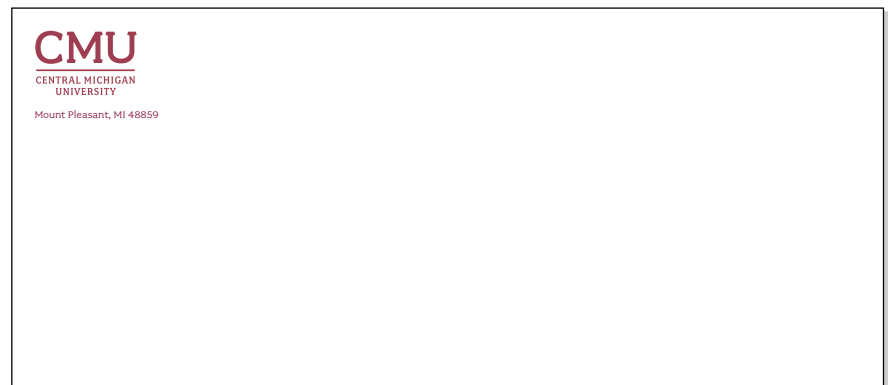
*Color: 100% Pantone 216*



Standard #10 Envelope (4.125 x 9.5 inches) – Shown here 48% of actual size

*Note: Please exhaust existing supplies of envelopes before ordering supplies with the CMU wordmark.*

### City address version



Standard #10 Envelope (4.125 x 9.5 inches) – Shown here 48% of actual size