

One identity
One **CMU**

Brand Identity Standards • 2014.v1

Graphic Identity Guidelines

CMU Wordmark Central Michigan University is represented by the CMU Wordmark and in limited cases, the CMU Action C. The university seal is used on official documents and diplomas. Please see page 3 for Action C guidelines.

- All official CMU print and electronic communications must include the CMU Wordmark or CMU Action C.



CMU 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 written approval from University Communications. Please note that this does not preclude use of a photographic image that contains signage or other materials with the seal.

The university seal is a registered trademark. Products using the university seal must be approved through CMU's licensing program.



Official CMU colors **Maroon:** PMS 209
Uncoated stock: PMS 216
CMYK: C=20, M=97, Y=40, K=58
RGB: R=106, G=0, B=50
Hex: 6a0032

Gold: PMS 123
Uncoated stock: PMS 114
CMYK: C=0, M=22, Y=91, K=0
RGB: R=255, G=200, B=46
Hex: ffc82e

University Logo Use

Design guidelines

- The wordmark can be used only in its entirety and should not be defaced, rotated, distorted or altered in any way.
- Do not attempt to recreate the wordmark. The wordmark can be downloaded from the CMU Media Channel and the University Communications web page.
- The wordmark may not be used any smaller than one inch wide on most materials. The wordmark may be used smaller than one inch wide in placements where the one inch size is not possible (certain digital uses, small items such as pens), only with approval from University Communications.
- 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.
- If using the wordmark over a photo, there must be adequate contrast and open space around the logo.
- For all print and electronic communications and all products that use the licensed wordmark, the wordmark should appear only in the following color palette:
 - CMU maroon
 - CMU gold (on a maroon background)
 - Black
 - White (or reverse)

Appropriate use



Inappropriate use





Action C Guidelines

CMU's Action C is a strong brand element that can advance awareness of the university and build spirit among prospective and current students, alumni, and the broader university community. It is a graphic option for uses such as:

- Recruitment materials, giveaways, etc., for prospective students, especially those ages 14-22
- Alumni Relations events and communications
- Athletic events and communications
- Exhibits, displays and banners
- Apparel
- Internal wall decor
- License plates (a statewide initiative, nonsport-related, since 2000)

The Action C does NOT replace the Central Michigan University wordmark, which continues to symbolize the academic excellence of one of America's top universities.

- The Action C is not to be used as part of academic logos, wordmarks, etc.
- The Action C is not to be used on college or service unit websites outside of Enrollment and Student Services, Alumni Relations, and Athletics
- The Action C is not to be used on building signage, except for Athletics and Alumni Relations
- The Action C is not to be used on business cards or stationery, except for Athletics and Alumni Relations

The Action C and club and intramural sports:

Club and intramural sports previously were not allowed to use the Action C. As of spring 2013, it has been determined they CAN use the Action C. This usage is coordinated by Athletics.

The Action C first became a part of CMU's identity in 1997. It has gained considerable traction through Athletics, spirit wear and the license plate initiative. That said, those who use the Action C should be aware that not everyone recognizes it; used alone, intended audience members – especially beyond Michigan – may not connect it with Central Michigan University.

Use of the Action C, as is the case with all of the university's brand elements, is overseen by University Communications. All questions should be directed to University Communications.

Design guidelines

- The Action C can be used only in its entirety and should not be defaced, rotated, distorted or altered in any way.
- Do not attempt to recreate the logo. The Action C can be downloaded from the University Communications website.
- The Action C may not be used any smaller than 1 inch wide without the prior consent of University Communications.
- When embroidering the Action C, it needs to be a minimum of 1 3/4 inches wide.
- A minimum clear space around the logotype equal 20 percent of the overall height of the action C. Special permission in rare instances may be obtained from University Communications to alter this. See below for additional information.
- If additional words, such as college or department names are used with the Action C, they must be below or to the right of the logo. The words must be in the font Myriad Pro.
- No additional words may be placed above, to the left or around the logo.
- The Action C may not be used as a "C" in words or as a word.

Size and Clear Space Requirements

For both print and merchandise, there should be a minimum clear space around the logotype equal 20 percent of the overall height of the action C. A simple way to judge this distance is to measure the distance between the top of the lower shadow to the bottom of the baseline shadow.

Alternatively multiple the overall height of the Action C by 20 percent. The product is the amount of clear space required.

Example: 2.5" (height of Action C) * .20 (20 percent) = .5" of space required

The light blue area in the diagrams indicates the amount of space that must be maintained between the logotype and any other element, including the edge of a page.

The clear space requirement is intended to maintain the integrity of the Action C as a stand alone logo. It should not be combined with other elements to make a larger mark.



Measure the distance between line A and line B to get the minimum clear space required around the logo



The dark blue squares are equal to 20 percent of the overall height of the action C



If additional words, such as college or department names are used with the Action C, they must be below the logo. The words must be in the font Myriad Pro

Color guidelines

- For all **print and electronic communications**, the Action C should appear only in the following color palette :
 - CMU maroon (PMS 209; C=20%, M=97%, Y=40%, K=58%)
 - CMU gold (PMS 123; C=0%, M=22%, Y=91%, K=0%)
 - Black
 - White (or reverse)
 - Two-color logo in CMU maroon with CMU gold shadow

NOTE: If logo is placed on a CMU maroon background, the two-color logo will be in CMU gold with white shadow; likewise, if logo is placed on a CMU gold background, the two-color logo will be in CMU maroon with a white shadow.
- When using the Action C on **apparel items**, the above color standards must be followed. Maroon, gold and white are the preferred garment colors. Avoid using black or other fashion colors.
- When using the Action C on or creating it out of **special materials or surfaces**, such as metals, mirrors, plastics, vinyl, fabric, etc., the above color standards must be followed.

Appropriate use



Inappropriate use



College Mark Lockups

In 2013, University Communications rolled out a major effort to unify CMU's brand identity. All marketing communication efforts at CMU are tied together by a common element – the CMU word mark. UComm developed composite logos and word marks (also known as lockups) for each college, school and leadership unit at CMU, providing a distinctive identity system.

The logo lockup leverages the university's primary mark in a way that visually demonstrates the relationship between the two entities and ensures consistent representation of CMU across all university communications. The arrangement of the logo and word mark is fundamental to achieving our goal of 'One CMU' and should never be compromised. The creation of alternate logotypes is not permitted.

There are both vertical and horizontal versions of your lock up. This will help solve various design scenario challenges.

Design guidelines

- Logos should not be used smaller than provided file size. The CMU logo should be a minimum of 1/2" tall.
- Maintain a minimum clear space of 1/3 the height of the primary CMU wordmark around lockup (except for the addition of department or program names - see below)
- Do not alter the logo in any way



Adding department or program names

- The horizontal space between the college name and the department name is equal to the vertical space between the the primary mark, the connecting rule and the college name.
- Aptifer Sans LT Pro, Bold, 9 point
- Place flush left with college name



Color guidelines

- The college lockups use the standard CMU colors, PMS 209 and PMS 123, and should appear only in the color combinations indicated below.
- Spot-color logos are for use in one- or two-color publications
- CMYK logos are for use in full-color publications



Department of Something



Brand extensions

There are several non-college brand extensions that are unique entities. They have their own organizational structure and in some cases don't report to a specific college. University-level institutes and umbrella organizations are among these brand extensions, and include the English Language Institute, Reserve Officer Training Corp, Office of Diversity Education, etc.

Because they have a unique, university-wide role in helping CMU achieve its initiatives, entity-specific lockups can be developed for communications use

University Communications and members of the cross-campus marketing team can identify these entities. Demonstrated need for a unique identity is required and must be approved.

Adherence to other visual standards applies, and extension identities must be secondary to the university identity. The CMU wordmark must remain the primary identity for each entity.

- Brand extension lockups are generated using the logo maker system. Contact University Communications or a designated college level marketing coordinator to have a lockup created.
- Organizational entity lockups that don't fit the standard design options must be generated by University Communications.



Typography

All CMU publications should use the official CMU fonts.

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

If none of the primary or secondary fonts are available, contact University Communications.

Additional fonts may be used as a decorative element.

Wordmark font The font Fairplex is used in the wordmark initials CMU and the words Central Michigan University. The font Aptifer is used in the words in the college mark lockups. These fonts **must not** be used in publications, websites or other CMU materials without the prior consent of the University Communications office. The use of these fonts detracts from the overall graphic identity that is created by using the wordmarks.

Primary font families Use of the following primary san serif and slab font families is recommended in CMU materials

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.

Rockwell 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.

Secondary font families Use secondary font families only when primary fonts are unavailable

- Meta
- Helvetica

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.

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.