



UNIVERSITY OF MINNESOTA ROCHESTER

**BRAND AND
STYLE GUIDE**

Spring 2023

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OVERVIEW

The University of Minnesota Rochester is a premier undergraduate health sciences university with a unique curriculum, staff and faculty, and students that are engaged, driven and high-performing. Every reference generated must have, in its roots, a concept that celebrates that distinctiveness.

Our identity as an institution is a reflection of what we believe and what we do. In order for our many audiences to truly understand their relationship with us, a consistent message that reveals the depth of our belief in our mission and vision message must be delivered.

Our brand motivates and aligns the campus with a singular purpose, clearly and powerfully stating what the University stands for. The University of Minnesota Rochester must deliver consistent and cohesive branding to ensure our presence is always clearly tied to a true understanding of the University's vision and mission.

The University of Minnesota Rochester brand is reflected in many ways—language, logos, message and wordmarks. Another important element of brand is the creative and artistic way the University is represented in both digital and print publications. This important feature is what sets our publications apart from others. It is the aesthetic aspect that allows one to recognize a University of Minnesota Rochester publication before reading any of the content.

In order to create and maintain a distinctive look to our publications, consistency of the art and design is key to the University of Minnesota Rochester's image.

To ensure brand consistency, specific brand standards are to be used as a guide.

POSITIONING STATEMENT

The University of Minnesota Rochester is the public undergraduate health sciences university that challenges and assists students to make a lifelong commitment to the comprehensive improvement of health care through research, emerging health technology and hands-on clinical practice. UMR attracts highly motivated and academically prepared students who seek a rigorous education and exceptional professional preparation. As a result, our graduates are prepared to take on the significant challenges of bringing principled change and innovation to caring for the physical and mental well-being of all people.

KEY MESSAGES

Located in the heart of the medical world, the University of Minnesota Rochester campus is fueled by unrelenting curiosity and a profound desire to make the world a healthier place.

The undergraduate experience at the University of Minnesota Rochester inspires and empowers students to **solve the grand health challenges of the 21st century**.

The students, faculty and staff at the University of Minnesota Rochester all share a **singular focus** on preparing students for careers in health care with the power to change the world.

LOGO OVERVIEW

The official logo of the University of Minnesota Rochester was developed to acknowledge its relationship to the University of Minnesota System, but simultaneously articulate its presence in the Rochester community. Its versatility also allows for the identification of specific units in the University's academic and administrative structure.

Additional logos featuring Rockie and more formal Raptor marks have been created for the campus and their use is also managed by the Office of Marketing and Communications.

The development of any additional logos, wordmarks and graphic elements is the sole responsibility of the Office of Marketing and Communications. Members of the campus community should always consult with the Office on any matters related to graphic identity, logo use and creative design, especially in relation to the use of the marks on merchandise and printed materials intended for either internal or external audiences.

BOILERPLATE LANGUAGE

Rochester Campus:

One of five campuses in the University of Minnesota System, the University of Minnesota Rochester offers students an unparalleled education in the health sciences, including an integrated, hands-on curriculum, personalized attention, and a learning experience that is truly one-of-a-kind. Immersed in the heart of one of the nation's most health-focused communities, students engage with medical professionals on a daily basis and graduate prepared to transform knowledge into discovery in the ever-changing world of health care. Visit r.umn.edu.

U of M:

The University of Minnesota System, with campuses in Crookston, Duluth, Morris, Rochester, and the Twin Cities, is driven by a singular vision of excellence. We are proud of our land-grant mission of world-class education, groundbreaking research, and community-engaged outreach, and we are unified in our drive to serve Minnesota. Visit system.umn.edu.

WORDMARK

The Wordmark is a graphic element, not a type style. It is a foundational brand element that should be used in all communications to provide a visual indication of its origin or source. The Wordmark may not be altered in any way.

UNIVERSITY OF MINNESOTA ROCHESTER

DRIVEN TO DISCOVER

Driven to Discover is the official brand tagline of the University of Minnesota. It describes the University and connects all units together under a common platform.

UNIVERSITY OF MINNESOTA ROCHESTER

Driven to DiscoverSM

SPACING AND SIZING

Leave a buffer space the height of the capital letter “N” between the Wordmark or Wordmark combination and other graphic elements or the edge of the page or screen.



The word “Minnesota” must be 7/8” (.875”) wide.

In digital applications, the entire mark “University of Minnesota” must be no smaller than 220 pixels wide on desktop screens and 170 pixels wide on mobile screens.

UNIVERSITY OF MINNESOTA ROCHESTER

.875 inch

LOGO

All marks are reserved for official University business and may not be used to promote non-University activities or imply endorsement.

Units may not develop new logos or alter existing logos.

Third party logos may only be used in conjunction with University marks if a signed agreement between the University and the outside vendor or company has been executed. Any use of third party marks on University materials must be approved by the Office of University Relations. Whenever possible, sponsors or collaborators should be indicated in text, not with a logo.

WORDMARK

Do not type the Wordmark or use it in a sentence.

Do not use the ® or ™ symbols with the Wordmark.

When using the Wordmark and a unit name as separate elements, they must be far enough apart so as to not appear grouped.

Because the Wordmark can appear in vertical (stacked) and horizontal orientations and is customized for each campus, the minimum width is measured against the word “Minnesota.”

BLOCK M

The solid Block M is a widely recognized symbol of the University of Minnesota as a whole. It is strongly recommended for use by University departments, units and registered student groups.



Use a buffer space equal to the height of the Block M's serif to separate the Block M from other graphic elements or the edge of the page. Do not place type or other graphic elements on the Block M. The minimum size is 1/2" (.50") and 45 pixels.

LOGO APPLICATIONS

The following logos are examples of a number of official, approved logos representing the University of Minnesota Rochester.



UNIVERSITY OF MINNESOTA ROCHESTER

Stacked Logo



UNIVERSITY OF MINNESOTA
ROCHESTER

Center Stacked Logo



UNIVERSITY OF MINNESOTA ROCHESTER

Horizontal Logo



ROCHESTER

Block M Rochester Logo

APPROPRIATE USE

The Office of Marketing and Communications manages the use of all official logos and wordmarks. Consult with the Office of Marketing and Communications for the appropriate use.

Logos and Wordmarks cannot be altered in any way that distorts its proportions.

Use the Block M in addition to the Wordmark, not as a substitute for it.

Include a ® on all instances of the Block M except where its size may render it illegible.

The Block M may be used as a design element by incorporating it into a pattern, cropping, or screening. Any use of the Block M in this manner requires review and approval by University Relations.

The double-outline Block M is used most often by Athletics and is strongly recommended for connecting with those audiences.

The Block M may not be blended or incorporated into other logos except as prescribed in the Wordmark/Unit combination section or used as a letter in a word.

The Block M must be far enough away from other elements so as to not appear grouped.

A less formal logo featuring the Block M and the location designation "Rochester" may be used for items intended for internal audiences or for branded merchandise.

ROCKIE RAPTOR

The University of Minnesota Rochester's official Rockie Raptor logo is used primarily for student-based activities and events. It is an integral component of the Raptor Report masthead and is also a prominent feature on the annual Raptor Award certificates. The Office of Marketing and Communications has other versions of the Rockie Raptor logo available to the campus. The mark should only be used in conjunction with student-oriented events or publications. It is not intended for academic or administrative use.

There are two primary, official versions of the Rockie Raptor logo: Standing Rockie and Rockie Face.



Standing Rockie



Rockie Face

SOCIAL MEDIA

The Block M can be used in profile images or other graphics designed for social networking sites.



Social Media Profile Template

APPROPRIATE USE

Use Rockie in addition to the Wordmark, not as a substitute for it.

Rockie may be used as a design element by incorporating it into a pattern, cropping, or screening. Any use of Rockie in this manner requires review and approval by the Office of Marketing and Communications.

Rockie Raptor represents the Rochester campus in informal communications. It does not replace the required Block M and Wordmark combination for digital communications.

LOGO GUIDELINES

University logos are reserved for official University business and may not be used to promote non-University activities or imply endorsement.

The University Wordmark must never be used on social networking sites or profiles. Instead, the University of Minnesota or UMN should be a part of the profile name.

COLORS

The official UMN maroon, gold or both should be the primary colors used for any print or digital communications.

Besides the official maroon and gold, shades of maroon and gold and neutral greys may be paired with the official versions for tone-on-tone graphics, etc.

Optional secondary colors and their tints may also be used as long as they are used sparingly and the maroon and gold are prominent.

Primary Colors



UMN MAROON
CMYK 0 100 61 43
Pantone 202c, 201u
RGB 122 0 5
HEX #7a0019



UMN GOLD
CMYK 0 27 76 0
Pantone 136c, 116u
RGB 255 204 51
HEX #ffc333

UMN Secondary Colors



DARK MAROON
CMYK 23 84 54 68
RGB 91 0 19
HEX #5b0013



DARK GOLD
CMYK 0 38 95 0
RGB 255 183 30
HEX #ffb71e



LIGHT GREY
CMYK 16 11 14 0
RGB 212 214 210
HEX #d5d6d2



DARK GREY
CMYK 63 55 54 28
RGB 90 90 90
HEX #5a5a5a



LIGHT MAROON
CMYK 5 100 71 22
RGB 144 0 33
HEX #900021



LIGHT GOLD
CMYK 1 11 62 0
RGB 255 222 122
HEX #ffde7a



MEDIUM GREY
CMYK 55 47 45 11
RGB 119 118 120
HEX #777677



DARKER GREY
CMYK 69 63 62 58
RGB 52 51 51
HEX #333333

UMR Secondary Colors



LIGHT BLUE
CMYK 42 7 5 0
Pantone 278c
RGB 145 201 227
HEX #8fc9e4



MEDIUM BLUE
CMYK 96 81 0 0
Pantone 2728c
RGB 33 77 161
HEX #234ca1



TURQUOISE
CMYK 75 4 36 0
RGB 5 178 176
HEX #0cb3b1



ORANGE
CMYK 0 62 95 0
Pantone 158
RGB 245 127 41
HEX #ef7622

APPROPRIATE USE

University marks and campaign graphics must use official colors or black-and-white.

Maroon and gold must be prominent in all designs for print or digital.

For print, use CMYK or Pantone versions of University colors. For digital, such as the web, presentations, or PDFs that will be viewed online, use the RGB or HEX versions.

Any secondary colors may be used with University branding, except any combinations that appear similar to other primary color combinations for Universities within the Big 10, i.e. Black and Gold - Iowa Hawkeyes.

TYPOGRAPHY

The University of Minnesota official font is Neutraface and is preferred. For digital applications, use the Folwell theme font, Open Sans.

Print

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
NEUTRAFACE TEXT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
NEUTRAFACE TEXT BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
NEUTRAFACE TEXT DEMI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
NEUTRAFACE TEXT BOLD

Digital

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
OPEN SANS REGULAR (WEB: 400)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
OPEN SANS SEMIBOLD (WEB: 600)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
OPEN SANS BOLD (WEB: 700)

APPROPRIATE USE

The University does not have an enterprise license for the Neutraface font, but units are not required to use it online.

Alternatives include: Frutiger, Helvetica Neue, Hoefler and Times New Roman.