University of Maine at
PRESQUE
ISLE
North of Ordinary

BRAND
BOOK

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Letter from the President

Dear Colleagues,

Much work has been done over the decades to establish the University of Maine at Presque Isle's brand, public image, and visual identity. From our logo and mascot to the colors and fonts we use in publications, there are a wide array of factors that have been carefully considered in creating the very particular look and feel of UMPI in print and digital media.

Because it is so important to maintain that particular look and feel everywhere UMPI is represented, this UMPI Brand Book has been created for the use of all UMPI faculty, staff, students, community partners, and vendors; effectively anyone who uses our logos and identity in any projects.

The overarching goal of the UMPI Brand Book is to allow all constituencies to present the consistent, uniform, and professional image of our University across all media. With today's technology, it's incredibly easy to design your own fliers, brochures, and specialty items (such as pens and T-shirts). When those items are being created for University purposes, it is very important that they are in harmony with our visual identity.
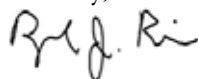
The academic marketplace is a competitive space, and UMPI must position itself effectively, particularly in relation to the institutions with whom we compare ourselves. A strong identity program—as defined in this Brand Book—projects an image of excellence and stability and is important in our market appeal for students, faculty, supporters, and the general public. Conversely, when we fail to use the established visual identity, we weaken our efforts. Just as a sports team wearing different jerseys would look chaotic, unprofessional, and poorly managed, a university appears unprofessional if its various members do not present themselves under one unified image.

To ensure that our image is consistent across all platforms—publications, signage, clothing, and other specialty items—the guidelines in this Brand Book apply to all materials created, whether developed through the Marketing and Communications Office or independently. You should follow them whenever you produce materials representing the University of Maine at Presque Isle, whether they are targeted to our internal or external constituencies. Ensuring the success of this identification system and maintaining the quality and consistency of the University's visual identity is of great importance, so all users must apply the design guidelines as established. Thank you for your cooperation on this important initiative.

This Brand Book is designed to give employees and vendors an overview of the University of Maine at Presque Isle's identity system; however, it does not cover all potential examples and scenarios within our visual identity system. Should you have any questions about specific uses or needs, please contact the Coordinator of Graphic Design, Rowena McPherson.

Please familiarize yourself with the contents of this Brand Book so you can play your part in enhancing our reputation through a consistent image identity.

Sincerely,

Ray Rice, *President*
February 2020

Marketing & Communications Office

Our Charge

The Marketing and Communications Office (MarComm) at the University of Maine at Presque Isle (UMPI) works to increase both the campus's visibility and an understanding of the work its faculty, staff, and students conduct in the community, the state and beyond. Our goal is to share–in publications on the web, through promotional efforts, and with local, state, and national media–this institution's commitment to excellence in education and service to community.

The MarComm office oversees the University's visual identity as it is presented to the public through the materials we publish, the advertising we create, and the digital media we produce. This office is charged with presenting a consistent and professional image across all media and platforms.

Because individual departments sometimes create their own publications, such as brochures and fliers, or advertising items, such as clothing and giveaways, it is especially important to ensure that all materials are consistent and in harmony with the University's official visual identity.

The University's Brand Book sets forth the guidelines for properly representing UMPI's visual identity, its logos and logo variations. Following these guidelines will help us as a University to present a uniform image of excellence to our many constituents, prevent confusion and strengthen our branding efforts.

These general rules also apply to anyone who creates communications, and/or works on projects that reflect the University's brand.

Rachel Rice
Director

Gayla Shaw
Administrative Specialist

Eric Brissette
Webmaster

Rowena McPherson
Coordinator of Graphic Design, Social Media, & Photography

If you have any questions about the University's Branding Standards or the use of University logos, please contact the Coordinator of Graphic Design, Social Media, & Photography:

rowena.mcpherson@maine.edu or at ext. 9604, call 768-9604

Identity & Brand Messaging

Importance & Purpose of Identity Standards

Having a strong University-wide identity that adds to each department's value, while reinforcing the collective value of the institution as a whole, has a number of benefits. A clear set of identity design standards limits duplication of effort and resources across the University by minimizing the cost of trademark, design, and other branding expenses. It also prevents a dilution of the University's brand and strengthens a sense of shared identity, community, and pride.

This Branding Standards manual defines and outlines how to use all identifying elements pertaining to the University of Maine at Presque Isle including logos, mascot, fonts, stationery, and marketing materials. It is critical to follow these rules and use only the authorized document templates in order to convey the traits and personality of the University as a brand, and do so consistently. Please treat this guide as the authority on what is and is not permissible. As relevant situations arise, updates to these guidelines will be distributed. Any questions about this manual and its contents should be directed to Rowena McPherson, Coordinator of Graphic Design, Social Media, and Photography, at 207.768.9604 or rowena.mcpherson@maine.edu.

University Branding Statement

The University's branding (or positioning) statement can often help when creating messaging, by defining what the University is and what we offer potential students and the community.

The University of Maine at Presque Isle is a nationally recognized institution of innovation and opportunity where every student has the ability to thrive and succeed. The University provides students with an affordable and personalized education, a caring, small-university environment, and life-changing experiences that prepare them to be career-ready graduates. An invested, highly-motivated team of faculty and staff is dedicated to empowering and enriching our students and community.

Vision
We will lead the State of Maine in delivering an affordable and accessible education with an innovative spirit and commitment to excellence.

Mission Statement
We deliver exceptional experiences for learners of all ages to become informed leaders, engaged citizens, and prepared professionals within their communities and beyond.

Insitutional Values
We are:
Supportive
Ethical
Responsive
Visionary
Collaborative

Service Promise
Excellence, every day!

The UMPI Voice

What we say

The words we use to share our brand story and unique experiences are powerful tools that impact how our audiences perceive the University and reinforce the experiences for those who are a part of our community. To be truly effective, any messaging from UMPI should give the audience "reasons why" they should attend or associate with the University. Wherever appropriate, the current University campaign of "The Way It Should Be" is to be incorporated into copy. Including any or all of the following points to give support to the document is helpful:

AFFORDABLE - Because of our size and resources, we're able to offer an education at much lower costs than bigger colleges and universities, while still retaining institutional and educational high standards and national accreditation.

INNOVATIVE - UMPI is recognized as the **#4 Most Innovative School for Regional Colleges in the North** by *U.S. News and World Report.* We were on a short list of 21 regional colleges across the country to make the list!

OPPORTUNITIES - there are many internships, research, community projects, and other forms of experential learning opportunities throughout the wide range of courses and program offerings, including a new state-of-the-art Greenhouse.

PERSONALIZED - Our professors instruct with students' learning styles in mind. Our goal is ensuring that our students deeply know the course content, and everyone works with our students to maximize their learning.

How we say it

Our voice is professional and confident, yet down-to-earth and personal with a conversational tone. Use active voice as the passive voice can sound vague and unsure. Speak and write clearly, simply, using plain English. We have a responsibility to tell the story of our University and its diverse community accurately and with respect. Assume our audience is savvy and can tell when something is manufactured, so tell the story honestly and from the heart. It will come across as genuine and our readers will appreciate it. Don't expect that everyone knows UMPI. Acronyms can be confusing. Always establish the University of Maine at Presque Isle before utilizing the term UMPI.

THE WAY
IT SHOULD BE
at the UNIVERSITY *of* MAINE *at* PRESQUE ISLE

Visual Identity Components

> The visual identity program includes both a symbol – or logo – and a logotype as a distinctive presentation of the name of the institution.

Logo

The logo is a graphic representation of symbolic elements which relate to the University. The COMPASS and our tagline, "North of Ordinary," play to our location. The NORTH STAR, featured just to the right of the northern point, completes the theme and reflects our host city of Presque Isle, otherwise know as the "Star City." The GLOBE within the compass represents the global education the University offers.

Logotype

The graphic name – or logotype – is created in a formal typeface, made distinctive by the use of both upper- and lower-case type, and both large and small caps.

Variations

The logo and logotype have been designed to work either independently or together in a wide variety of uses. That is not to say that the logo or logotype may be used in an arbitrary manner; rather, the end user – with the guidance of the Coordinator of Graphic Design – is responsible for the application of the University's identity in a consistent and effective manner.

Logo
[two colors]

University of Maine at
PRESQUE
ISLE
North of Ordinary

Logotype
[two colors]

Logo & Logotype Configurations

The logo and logotype should always be generated from approved reproducible artwork or from approved electronic files. Neither should be scanned or reproduced from previously-printed or web materials.

Configurations

The versions shown here represent the available combinations of the logo and logotype where use calls for either a horizontal or stacked format. The proportions and spacing of the logo with the logotype should be maintained unless variations are required, and then only after consultation with the Coordinator of Graphic Design. A sample or layout should always be provided for review.

Logotype
[stacked]

University of Maine at
PRESQUE
ISLE
North of Ordinary

Logotype
[horizontal]

University of Maine at
PRESQUE ISLE
North of Ordinary

Logotype
[abbreviated]

UMPI
North of Ordinary

Logo & Logotype Variations

[The logo and logotype may appear in a number of variations. Not every variation is available for a particular logotype arrangement. Be sure to check with the Coordinator of Graphic Design with any questions.

Logo
[two color, 3D]

3D
The 3D variation of the logo and logotype includes a highlighted area on the upper right quadrent of the compass logo, alluding to a spherical shape.

Black & White/Grayscale
The logo and logotype have a black & white version, as well as grayscale. These are best used for faxing and black and white advertising.

Single Color
The logo and logotype can be used in a single color format. The single color is UMPI blue. Rare exceptions may be made at the discretion of the Coordinator of Graphic Design.
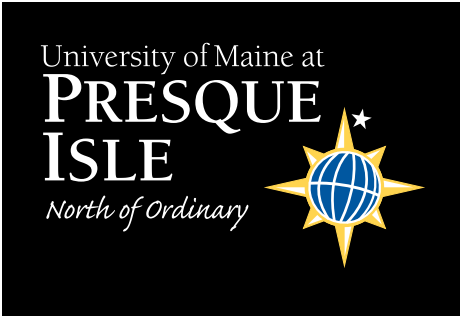
Logotype
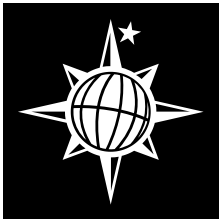**[stacked, BW]**

Reverse & Reverse with Color
The logo and logotype may be presented in reverse form (white on a dark background). Special artwork has been created to ensure that the fine details read clearly, especially in small forms. These files are available upon request.

Logotype
[horizontal, grayscale, 3D]

Logotype
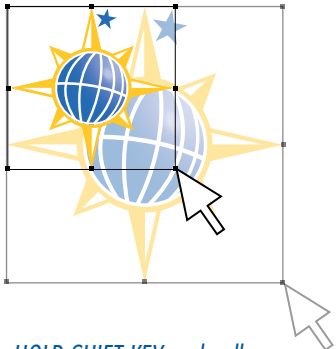**[two color, reverse]**

Logo
[reverse]

Logotype
[abbreviated, single color]

Guidelines for Logo & Logotype Usage

[To assure that the design elements of the identity program are used correctly, the following guidelines have been established. The logo and logotype on pages 4 & 5 are the approved proportional relationships and should not be altered.

Resizing
Make sure that after you've placed the logo or logotype into your document that you HOLD DOWN THE SHIFT KEY when resizing. The globe in the compass must remain a circle. Never stretch or compress the logo in any way.

Minimum Size
The logo and logotype should always be used for optimal legibility and should not be used any smaller than 1⁄2", as shown, or 72 pixels in height for digital applications.
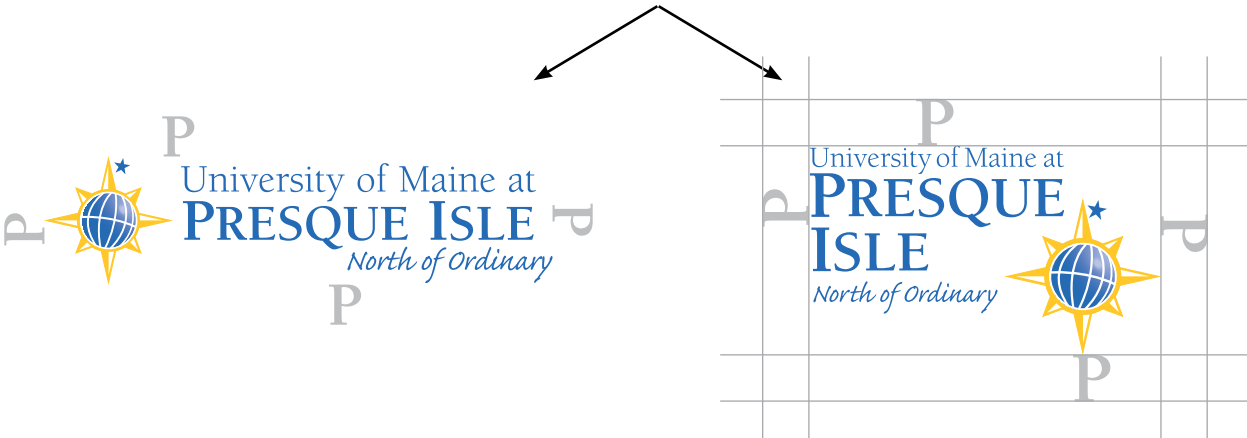
Maximum Size
There is no maximum size for reproducing the UMPI logo; however, attention must be paid to the quality of the output. File type and size dictate the maximum usable size for large format processing. Request appropriate files from the Coordinator of Graphic Design

Protected Area
The logo and logotype should always stand apart from their surroundings (text, graphics, visual elements). For consistency, an area equal to the height of the capital "P" in Presque Isle should always be maintained as a protected border.

HOLD SHIFT KEY and pull corner to resize and maintain correct proportions.

1/2" size

*NOTHING should encroach on this **protected area**.*

University of Maine at
PRESQUE ISLE
North of Ordinary

University of Maine at
PRESQUE
ISLE
North of Ordinary

Incorrect Usage

The following guidelines indicate examples of incorrect uses of the logo and/or logotype. Although numerous incorrect variations might be possible, it is the intent to depict the general forms of improper use as examples. For clarification of use and applications, the Coordinator of Graphic Design should be contacted.

1 - **Do Not** distort, change proportions, or redraw the design elements.

2 - **Do Not** print the image with anything infringing within the "protected area." (see page 7)

3 - **Do Not** sur-print the logo or logotype over heavily textured graphic background, or "busy" photographs, or superimpose over areas of text.

4 - **Do Not** replace or otherwise alter the tag line in the logotype or use the logotype within a sentence.

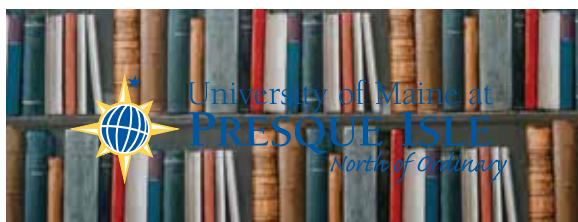5 - **Do Not** create the text "University of Maine at Presque Isle / North of Ordinary" in another typestyle and use it in place of the official logotype


6 - **Do Not** rearrange the positioning of the logo with respect to the accompanying type, or in any way alter the configuration of the design elements.

Logos available for use

The following approved logos can be found at umpi.canto.
com/g/UMPIStyleGuide for use within the Branding
Guidelines. Contact the Coordinator of Graphic Design
with usage questions.

Logos available upon request

The following reverse logos are available for special use and can be requested by contacting the Coordinator of Graphic Design.
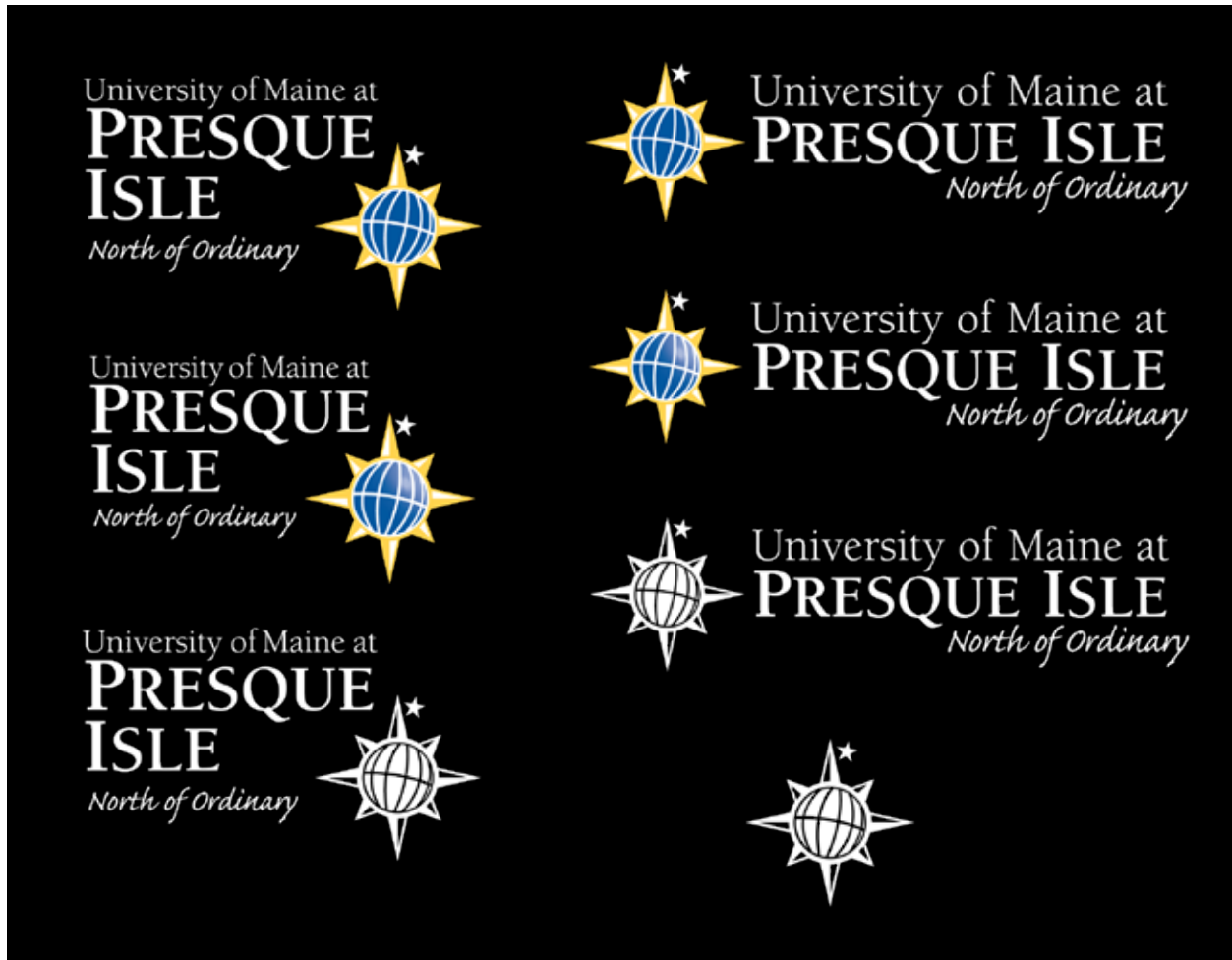
Color Palette

Primary Colors

The University's primary colors are Blue and Gold. These colors should appear in all outward-facing materials when possible and are the sole colors used in the University's logo and logotype.

UMPI Blue

Pantone Coated: **PMS 286C**
C:**100%** M:**65%** Y:**0%** K:**10%**
R:**0** G:**74** B:**159**
HEX:**#004a9f**

UMPI Gold

Pantone Coated: **PMS 122C**
C:**0%** M:**16%** Y:**80%** K:**0%**
R:**255** G:**212** B:**79**
HEX:**#ffcc33**

Secondary Colors

Secondary colors are used sparingly as an accent to enhance the University's primary colors.

Pantone Coated: **PMS 648C**
C:**100%** M:**65%** Y:**0%** K:**50%**
R:**0** G:**52** B:**105**
HEX:**#003469**

Pantone Coated: **PMS 284C**
C:**60%** M:**23%** Y:**0%** K:**0%**
R:**96** G:**164** B:**218**
HEX:**#60a4da**

Pantone Coated: **PMS 1235C**
C:**0%** M:**30%** Y:**100%** K:**0%**
R:**253** G:**185** B:**19**
HEX:**#fdb913**

Pantone Coated: **PMS 1205C**
C:**0%** M:**10%** Y:**50%** K:**0%**
R:**255** G:**226** B:**147**
HEX:**#ffe293**

Pantone Coated: **Cool Gray 6C**
C:**0%** M:**0%** Y:**0%** K:**40%**
R:**167** G:**169** B:**172**
HEX:**#a7a9ac**

Pantone Coated: **PMS 361C**
C:**75%** M:**5%** Y:**100%** K:**0%**
R:**65** G:**173** B:**73**
HEX:**#41ad49**

Print Consistancy

Because of various printing methods, a series of ink formulas has been created to maintain a consistency in the blue and gold colors. Color examples and formulas are available from the Coordinator of Graphic Design to assist vendors with quality reproduction. When specified ink formulas cannot be utilized, vendors should be asked to match the colors with Pantone chips, even if custom mixes are required. Vendors should always submit sample color swatches for color matching and approval.

Mascot & Athletics Logos

[
The UMPI Athletics logo plays a special role in identifying Athletics programs, events and teams. The Athletics logo is part of the University's identity and is to be used only in association with Athletics.

The Owl
The University of Maine at Presque Isle is the Home of the Owls–and not just any type of owl, but the very powerful Snowy Owl. This particular owl–with its regal bearing, its ability to thrive in the north, its patience and resourcefulness, and its desire to fiercely protect what it holds dear–is the perfect embodiment of who we are and serves as a symbol of our students' growth throughout their education.

Primary Logo
The primary "Fighting Owl" logo is the official UMPI Athletics logo and should be used in the majority of cases.

Secondary Logo
The secondary word mark logo can be used in place of the primary "Fighting Owl" logo in most instances. All variations of the Athletics logo use the same color palette and usage guidelines as the primary logo.

The "Fighting Owl" and UMPI Owls word mark are both appropriate for apparel, mugs, caps, and other merchandise.

Fighting Owl
[primary logo]

Word Mark
[secondary logo]

Athletics Variations & Team Logos

All Athletics logos, variations and sub-brands use the same blue and gold colors identified on page 11 of this Brand Book.

Variations

Variations on the Athletics logo are to be used with careful consideration, keeping in mind the audience and their familiarity with the UMPI Owls. The additional logos should only be used on uniforms, and team apparel and not used as a primary identifier of UMPI Athletics. The use of these images are allowed at the discretion of the Athletics director.

Owls Claw
[logo variation]

Owls Head
[logo variation]

Owls Eye
[logo variation]

Flying Owl
[logo variation]

Teams & Clubs

Athletic sub-brands will be created and provided by the MarComm office with the permission of the Athletics director to ensure the integrity of the Athletics brand and overall University visual identity. At no time will a sub-brand be created outside of this process.

Cross Country
[team logo]

University Seal

[The seal of the University of Maine at Presque Isle was adopted by the University of Maine System Board of Trustees. The seal incorporates the seal of the State of Maine surrounded by the name of the University and the date of establishment.
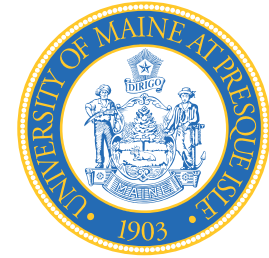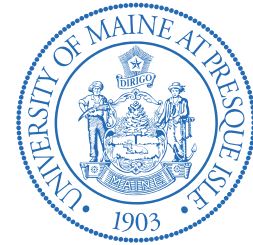
Use
The official seal is used in formal and official applications.

Reproduction
The seal is available for approved uses from the Coordinator of Graphic Design. The seal should not be scanned or reproduced from a previously-printed version.

Minimum Size
To ensure legibility, as a general rule the seal should not be used in a size that is smaller than one inch (1") top to bottom.

1" minimum size
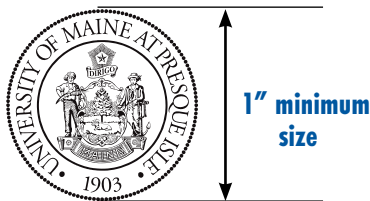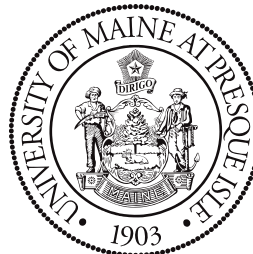
Color
The seal may be reproduced in one color, two colors, or four-color process (CMYK). If one color is used, it should provide enough contrast to the background so that the details in the seal are legible.

University Fonts

[
Fonts, or typefaces, are also a key visual component in communicating a brand.

Logotype

For consistency, two fonts have been selected as the only ones to be used when outside vendors are reproducing the logotype: Berkeley (book and bold) and Caflisch Script (regular and bold).

Berkeley book / **Berkeley bold**

Caflisch Script regular / ***Caflisch script bold***

To assure compliance with University of Maine at Presque Isle Brand Book, final proofs of outside vendors' work must be reviewed by the Coordinator of Graphic Design before the work is completed.

Text & Display Fonts

For brochures, forms, correspondence on University letterhead and other printed materials, two complementary fonts have been selected to work effectively with the logo and logotype as either BODY copy (text) or headline (DISPLAY) type.

PREFERRED BODY TYPE:
Garamond   regular, *italic*
semibold, ***semibold italic***
bold, ***bold italic***

PREFERRED DISPLAY TYPE:
Futura   light, *light oblique,*
book, *book oblique*
medium, *medium oblique*
demi, book oblique
heavy, *book oblique*
bold, *bold oblique*
exta bold, *book oblique*
condensed, *condensed oblique*
condensed medium, *condensed medium oblique*
condensed bold, *condensed bold oblique*
condensed extra bold, *condensed extra bold oblique*

[
In the case a preferred typeface is not available, an alternate may be used.

ALTERNATE BODY:
Times

ALTERNATE DISPLAY:
Helvetica

Guidelines for Web

To assure that the design elements of the identity program are used correctly, the following guidelines have been established.

The logo and logotype on pages 4 & 5 are the approved *proportional relationships* and should not be altered.

Colors

Standard web colors

Blue ....#003976
Gold ....#fdb728
Green ....#41ad49

Light/Hover variations

Blue ....#1a4d84
Gold ....#fdbe3e
Green ....#54b55c

Dark background colors

Dark Grey ....#212121
(website header, footer, some headings)
Medium Dark Grey ....#383838
(contact block on secondary page sidebar)

Text

Content color ....#444

Fonts

Headings (h1, h2, h3, h4, h5, h6)
Futura PT Demi (font-weight: 600)
https://fonts.adobe.com/fonts/futura-pt

Large Text, Intros, & Pull Quotes

Open Sans Light (font-weight: 300 with a large size, 22px or greater)
https://fonts.google.com/specimen/Open+Sans

Regular Text & Paragraphs

Open Sans (font-weight: 400)
https://fonts.google.com/specimen/Open+Sans

Photography

Photography is a vital part of portraying the personality of UMPI. Whether captured during an event or through a planned professional photo shoot, all images should be of high resolution and positively reflect the Univeristy.

Using Photography

Photography should feature individuals that reflects our vibrant, supportive, and inclusive campus community. Shots should appear genuine and taken in the moment reflecting a positive emotion. Images should be a combination of subjects looking into the camera to establish a personal connection, or interacting with other subjects within the photo. Approved photography is available through the MarComm office. Stock photography may be used; however, all such photos must be cleared through the Coordinator of Graphic Design, Social Media, and Photography prior to use.

Examples of acceptable photography.

Stationery System

The MarComm Office is solely responsible for contracting the printing of these items from outside vendors. Notification is sent out several times a year soliciting orders from campus offices and personnel.

Stationery
University stationery should reflect the same standards of consistency for all departments on campus and should reflect the University's visual identity and be printed in a quality manner.

Letterhead
The minimum order is 500 sheets (one ream). Paper quality can affect the cost. Printing is in one color only, UMPI blue. (see page 11)

There is a limit of 10 lines of text permitted on letterhead.
Three lines of standard info:
(1) street address, (2) city & state, (3) UMPI website
**Up to seven lines of office or personal info:**
(1) office voice phone number, (2) office fax number, (3) maine.edu email - office or personal, (4) mobile phone number, (5-7) up to three lines for the name of the office and/ or person's name

Envelopes
A yearly bulk envelope order is placed every spring for **all** envelopes required for campus offices for the **entire year**. This applies to white, kraft, #9, #10, window, or any other size or format needed. Orders are taken from departments only; individuals may not place orders for their office use. The bulk order is delivered in August.

Stationery Changes & Variations
Any and all updates, edits, changes, or special variation requests must be approved and created by the Coordinator of Graphic Design.
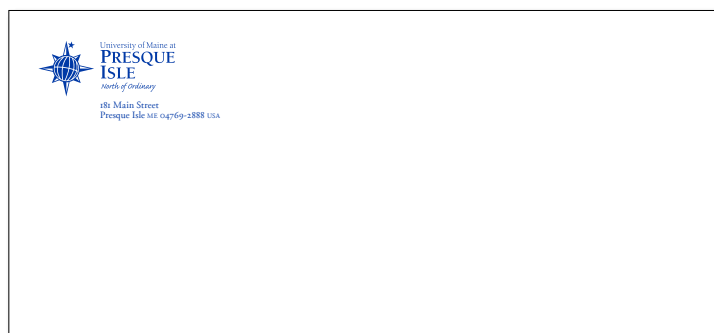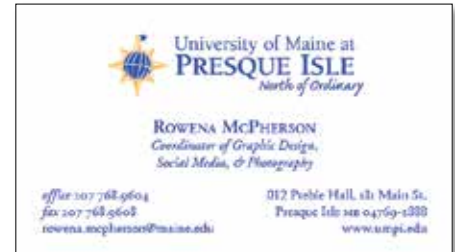
Business Cards & Email Signature

[Just as our business cards follow a standardized approach, email signatures should also be consistent.

Business Cards

There is a choice of two printing processes - thermography (raised lettering) or flat printing. Cards are printed using the standard University colors, blue & gold.

Thermography - 500 min. order | **Flat** - 100 min. order

In addition to the standard University information, there is a **limit of 7 lines** of office/personal information on the standard business card: (1) your name, (2-3) your title, (4-5) phone numbers—office, mobile, or fax, (6) maine.edu email—office or personal, (7) office building address

Email Signature

Consistent email signatures deliver a visually coherent look across University departments and offices. Consider your email signature your digital business card, and include the appropriate information.

Personal quotations or philosophical statements should not be included as part of your signature. Your UMPI signature is a direct representation of the University's viewpoint. Watermarked, colored or photographic backgrounds in emails are not permitted.

When applicable, professional designations or certifications may be placed directly after your name. For example: John Smith, Ph.D.

Go to www.umpi.edu/files/signature to create your University approved email signature. Contact Eric Brissette, Webmaster, at eric.brissette@maine.edu, or call 207-768-9605 with any questions or issues using the online form.

Rowena McPherson, '14
Coordinator of Graphic Design, Social Media, & Photography
Marketing & Communications

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Our Service Promise: Excellence, every day!

Confidentiality Notice: This email and any attachments are intended only for the individual(s) named in the text of the message and may contain confidential information. If you are not the intended recipient, you should not disseminate, distribute or copy this e-mail. Please notify the sender immediately by e-mail if you have received this e-mail by mistake and delete this e-mail from your system. If you are not the intended recipient, any use of this e-mail and/or attachments is strictly prohibited. Thank you for your cooperation.

Presentation Template

PowerPoint and Google Slides presentations will follow the current University wide campaign and are to begin with a welcome slide identifying the University. All presentations will end with a closing slide, including website address. Interior slides will use one of three available blank options based on the amount of information to be placed within.
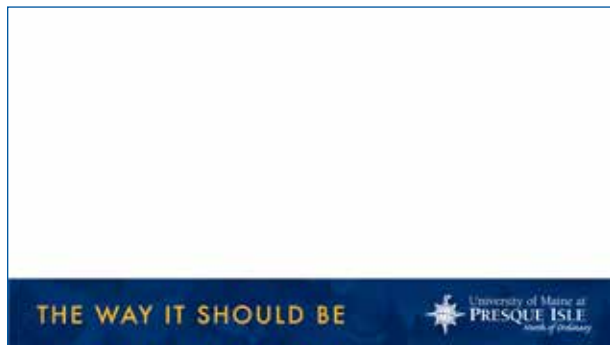

TWISB
[opening slide]

TWISB
[closing slide]

TWISB
[informational slide options]

Signage, Clothing & Merchandise

University signage should be created within the guideline standards detailed in this manual.

Campus Signage

Event Signage: Marketing and directional signage for individual events is the responsibility of the hosting party or department and should reflect the University brand through text, logo and/or appropriate colors. Assistance from the MarComm Office must be submitted four weeks in advance of the event.

Office Signs: Office signs are created and distributed through the MarComm office. Email your sign request, including name, title, and location to rowena.mcpherson@maine.edu. Signs are batched and generated once a month.

Environmental Signs: As a new campus-wide Signage & Wayfinding System is developed and implemented, this section will be amended. New exterior signs and updates must be approved through the MarComm Office prior to production.

Decorative Signage: New permanent and semi-permanent signs, including vinyl decals, installed in public and student areas on campus must be approved by the Coordinator of Graphic Design.

The MarComm Office has a 24" vinyl cutting machine. Vinyl requests must follow the Design Project Timeline. (See page 24) Vinyl colors available include UMPI blue, UMPI gold, light blue, lime green, white, and black. Additional colors require extra time for ordering and receiving new vinyl. The requesting department will be responsible for the cost of the vinyl.

Clothing & Merchandise

Clothing that is screenprinted, embroidered, or designed with the University identity must follow the same color usage and design guidelines as for any other printed materials. Any variations on the University's name, logo, or colors must be approved by the Coordinator of Graphic Design prior to production. If a variation is requested, vendor design must be approved, or the file must be created by the MarComm office.

Apparel
[example of approved alternative]

Lapel Pin
[example of approved alternative]

Other Campus Logos & Symbols

[
The following logos and symbols are used for limited and specific uses related to the department, group, facility, or initiative attached to the image. Contact the Coordinator of Graphic Design if you have questions about their use.

Alumni Association & Alumni Relations:
The University of Maine at Presque Isle's Alumni Association logo Contact the Director of Alumni Relations for more information for approved use of the Alumni logo.

Center for Teaching & Learning:
The Center for Teaching and Learning (CTL) logo is used to represent offerings and resources from the CTL office to meet teaching needs.

Employer U:
Employer U is UMPI's professional development division through which employees in all industries and at all levels of employment can gain the tools and knowledge needed for workplace success.

the Fiddlehead:
This image is an artist's rendering of the fiddlehead sculpture that sits in the lobby of the Caroline D. Gentile Health & Wellness Center. It is used ONLY for marketing and promotional efforts undertaken by that facility.

Finish in 4:
The University's goal is to ensure students can Finish in Four. The logo is used to represent the initiatives focused on timely degree completion that saves students time and money, and eliminates barriers in getting into a chosen career field.

GITeC:
The Geospatial Information Technology Center has two variations of its logo - one large for signage and posters, the other smaller format is for use in notes and where a small, legible image is needed.

Houlton Higher Education Center:
An architect's rendering of the elevation of the Houlton Center is the focus of this logo. The text overlay uses the two University logo fonts (Berkeley and Caflisch Script) in the name of the facility, and the established date reflects the Education Center's longevity.

Other Campus Logos & Symbols

REED Art Gallery:
Since opening in 1992, the Reed Art Gallery has shown a wide range of art–by nationally and regionally known artists, students, and from the University's art collections. The Reed Art Gallery moved to its current home in the Center for Innovative Learning in Fall 2015, at which time the updated logotype was implemented.

Student Activities Office:
A thick marker-like font is used for the Student Activities Office initials with the silhouette of a snowy owl in flight created in the negative space across the "O".

UMPI4ME:
This logomark represents the overarching goals of the University of Maine at Presque to assist students in achieving their Bachelor's degree within four years.

UMPI Green Committee:
The Green Committee is charged with advising the University Community on environmentally friendly practices and sustainable facilities and practices. UMPI blue and gold combine with spring green to create a logotype representing water, sun and new growth. The gold dot of the "i" shines over the sprouting flora.

Libra Distinguished Lecture Series:
First adopted in the 1990s, this stylized uppercase letter U appears with an approximation of the golden spiral created by drawing circular arcs connecting the opposite corners of squares.

YourPace:
YourPace is a personalized learning model developed by University faculty who understand the challenges busy adults face when balancing work, family, and school. The newly implemented logo for YourPace is used for marketing the YourPace program offerings and information.

Design Project Timeline & Process

Required Project & Printing Lead-time

With more than 300 projects regularly being produced each year in the MarComm office, it is vitally important to maintain, as much as possible, a general set of guidelines for submitting new projects.

The standard length of time a design project takes is **3-4 weeks**, depending highly on complexity and scheduling. This includes copy development by the requesting party, image selection as needed, design, review, revisions, and additional reviews. Keep in mind, a project can take longer if significant changes are needed after the initial design, or if the project is complex or involves multi-departmental input for completion.

Professional printing through a publishing house requires a minimum of an **additional two weeks** for printing, file proofing, and receipt of deliverables.

For **in-house printing** in the MarComm office, advance notice is necessary to ensure our office has the proper paper and supplies to complete your project.

Sticking to this general timeline allows the Coordinator of Graphic Design to keep publications looking professional and in-line with UMPI standards. It also allows for the many departments requesting graphics projects to be given adequate attention, and for projects to be completed in a timely manner.

Graphic Applications & Trademark Licensing

Graphic Applications

For guidance in the layout and design of graphic items* that represent the University of Maine at Presque Isle and for appropriate artwork, contact the Coordinator of Graphic Design. All uses require the submittal of layouts and coordination with the Coordinator of Graphic Design, regardless of the source of funding.

Including but not limited to newsletters, posters, and promotional items (mugs, pens, decals, etc).

Trademark Licensing Program

The logo, logotype, and University seal are registered as trademarks. The licensing of the University's image protects the visual identity in commercial use. Any business that produces commercial items for public view or consumption must adhere to the guidelines detailed in this manual.