



Style guide

June 2022

INTRODUCTION

UMass Boston has long held a reputation as a research university that is open and welcoming to all, with a strong commitment to diversity, equity, and inclusion. The university's desirable location and its reputation as an affordable, high-quality college choice is well established.

But in an increasingly saturated market, we cannot continue to be a "best kept secret." We must tell our own story in a bold, sophisticated, and memorable way that speaks to the current moment while remaining true to our roots established more than half a century ago.

This is why in 2022, the university decided to rebrand itself and develop a new marketing campaign that more accurately reflects who we are now and what our aspirations are for the future. These efforts are designed to tell people what makes us unique from other UMass campuses. By differentiating ourselves we will drive increased enrollment and student retention. By speaking in an authentic voice and being true to who we are we will be better advocates for ourselves and our students and inspire loyalty and pride. Evolving our brand mark in this way also demonstrates commitment to being mission driven and intrinsically linked to the Boston community. Elevating our brand position in the marketplace increases the prestige and perceived value of our university, as well.

To accomplish these goals—and they are ambitious ones—we as an institution must speak in a single, consistent, and clear voice. It is essential that all members of the university community understand how to do that. This style guide is designed to help you understand the visual and editorial elements that are critical components of our new voice. Adherence to these simple rules will help us deliver a powerful message to potential students, current students, their parents, and our friends and advocates throughout the state and beyond. We hope the information in this guide is clear and useful and answers your most likely questions and most common applications. However, if you have questions, do not hesitate to contact the Creative Service Department in the Division of Marketing and Engagement.

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UMASS BOSTON LOGO OVERVIEW

The logo has three elements and it is critical that each element is used in the same way at *all* times.

LOGOTYPE

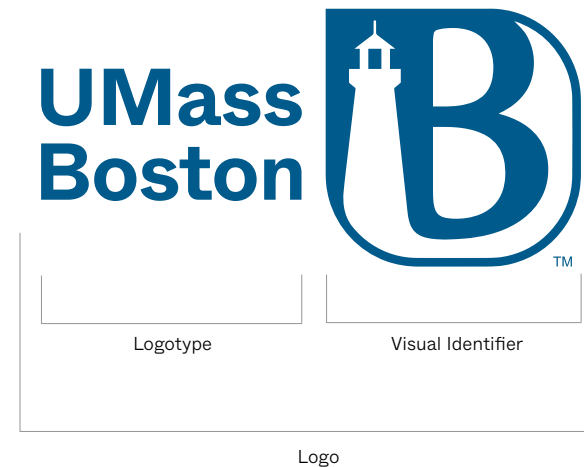
The logotype consists of the words “UMass Boston.” The words are always stacked and on the left side. They must always be centered relative to the visual identifier—it is never aligned with the top or bottom.

THE VISUAL IDENTIFIER

The university’s visual identifier is a shape with a sharp upper left corner and three other rounded corners. Within the shape there is a capital “B,” which stands for Boston, and a silhouette of a beacon, the university’s symbol. It may not be changed in any way.

THE TRADEMARK SYMBOL

The trademark symbol must always be included as part of the logo, in a specific font, near the lower right corner of the visual identifier, and aligned with its bottom.



LOGO COLOR OPTIONS

PREFERRED COLOR

If the logo stands on its own, its color should be Beacon Blue, which matches PMS 7462C. See example 1. It may also be rendered in black under certain circumstances. See example 2.

Using more than one color in the logo is not allowed. (See incorrect applications for examples.)

If you have a question about color use, please contact Creative Services.

REVERSING OUT

The only time the logo may be reversed out is if it appears in white against a solid color, preferably Beacon Blue. See example 3.

TRAPPING

Do not print the logo in a color that requires it to be “trapped” in another color or in a photograph. For instance do not make the logo yellow against a green background.

CLEAR SPACE

The visual identifier should be allowed a minimum amount of clear space around it to ensure its integrity and visibility. The clear space is equal to the distance between the outside edges of the “U” in UMass. See example 4.

SIZE

The minimum width of the visual identifier is 0.785” in print and 235 pixels in online applications. See example 5. There is no maximum size.

Example 1



Example 2



Example 3



Example 4















Example 5



INCORRECT APPLICATIONS

CORRECT VERSION



<p>Do not expand the logo</p>  <p>The logo is stretched horizontally, with the text and emblem appearing wider than intended. A red diagonal line is drawn over the logo.</p>	<p>Do not place text to the right of the mark</p>  <p>The text "UMass Boston" is placed to the right of the circular emblem instead of to its left. A red diagonal line is drawn over the logo.</p>	<p>Do not use the identifier without the logotype</p>  <p>Only the circular emblem is shown, without the "UMass Boston" text. A red diagonal line is drawn over the logo.</p>
<p>Do not condense the logo</p>  <p>The logo is compressed horizontally, making the text and emblem appear narrower. A red diagonal line is drawn over the logo.</p>	<p>Do not render the mark in one color and the logotype in another color</p>  <p>The text "UMass Boston" is rendered in orange, while the circular emblem remains blue. A red diagonal line is drawn over the logo.</p>	<p>Do not apply a drop shadow to the logo</p>  <p>The logo is rendered with a grey drop shadow effect behind it. A red diagonal line is drawn over the logo.</p>
<p>Do not render the logo in gradients</p>  <p>The logo is rendered with a light blue-to-white gradient effect. A red diagonal line is drawn over the logo.</p>	<p>Do not change the logotype font</p>  <p>The text "UMass Boston" is rendered in an italicized font, which is not the approved font style. A red diagonal line is drawn over the logo.</p>	<p>Do not apply render the logo in any color other than the approved colors</p>  <p>The entire logo, including both text and emblem, is rendered in yellow. A red diagonal line is drawn over the logo.</p>
<p>Do not use the logo without the trademark symbol</p>  <p>The logo is shown without the small trademark symbol (TM) located at the bottom right of the circular emblem. A red diagonal line is drawn over the logo.</p>	<p>Do not tilt the logo</p>  <p>The logo is tilted at an angle, rather than being perfectly horizontal. A red diagonal line is drawn over the logo.</p>	<p>The logo cannot be contained in a box of color</p>  <p>The logo is contained within a solid blue rectangular box. A red diagonal line is drawn over the logo.</p>

THE COLOR PALETTE

Color is an important component of the UMass Boston visual identity. When people think of UMass Boston, we want them to think “blue.” It is essential that the color is used properly and consistently in all communications.

BEACON BLUE

Per the rules listed in Logo Color Options (pg. x), Beacon Blue must be used with the logo. It is the preferred color for other elements as well.

SECONDARY COLORS

Only the colors shown to the right may be used as secondary colors in university communications.

The secondary colors can be used in elements other than the logo, such as headlines or in design elements, but only to provide visual contrast or to harmonize with a dominant color in a design or photograph.

The secondary colors may be used only to provide variety in visual design. Do not use secondary colors to signal sub-brands (e.g., one secondary color for the College of Liberal Arts, another secondary color for the College of Management, etc.) or for any other semantic reason.

If you have questions about the appropriate use of colors, please contact Creative Services.



HEX: #132245
RGB: R19 G34 B69
CMYK: C100 M87 Y42 K46
Pantone C: 282 C
Pantone U: 289 U



HEX: #005A8B
RGB: R0 G90 B139
CMYK: C100 M44 Y8 K29
Pantone C: 7462 C
Pantone U: 301 U



HEX: #78AFE9
RGB: R120 G175 B233
CMYK: C49 M20 Y0 K0
Pantone C: 284 C
Pantone U: 284 U



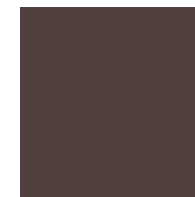
HEX: #FF791F
RGB: R255 G121 B31
CMYK: C0 M67 Y99 K0
Pantone C: 716 C
Pantone U: 158 U



HEX: #FEDE42
RGB: R254 G222 B66
CMYK: C3 M7 Y96 K0
Pantone C: 107 C
Pantone U: 108 U



HEX: #E9EDC8
RGB: R237 G233 B200
CMYK: C7 M4 Y24 K0
Pantone C: 7499 C
Pantone U: 7499 U



HEX: #50403E
RGB: R80 G64 B62
CMYK: C57 M64 Y62 K46
Pantone C: 411 C
Pantone U: 412 U

THE FONT PALETTE

The specific typefaces selected for university written communications are as critical as our logo to effectively conveying our visual identity and personality. Consistent use of this font palette is essential.

The university uses two font families: a sans serif font, Whyte; and a serif font, Arizona serif.

Use of other fonts in official university written communication, in print or online, is strongly discouraged. Rare exceptions to this rule will be considered on a case-by-case basis. Please contact Creative Services if you feel you need to make an exception.

Whyte

Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Thin Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arizona Serif

Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BRAND ARCHITECTURE

WHAT IS OUR BRAND ARCHITECTURE FOR?

The purpose of our brand architecture is to support our diverse entities, such as schools and colleges, centers and institutes, and nonacademic support functions with clear, simple, and easy guidelines on how to use your name with the UMass Boston logo.

Our brand architecture ensures a consistent look across UMass Boston's many entities, helps your entity clearly identify its visual relationship with UMass Boston, and works flexibly with various applications and possible size constraints. It is critical to understand that all previous wordmarks or visual identities that were used by schools, colleges, departments, programs, centers, and institutes alongside the UMass Boston logo are now void and cannot be used in any circumstance.

We have brand architecture because:

- It builds equity and synergy between our entities and the UMass Boston brand by connecting our audiences more meaningfully to the University of Massachusetts Boston and the activities that live within it.
- It allows more collective, leveraged, focused, and hardworking brand efforts between academics and the University of Massachusetts Boston brand.
- It supports stronger revenue generation, fundraising, and alumni engagement opportunities for our schools, colleges, and units across the campus.
- It provides a simplified, user-friendly brand structure that entities within UMass Boston can use to strengthen their own positioning, messaging, and marketing.

BRAND ARCHITECTURE (CONT.)

USING THE UMASS BOSTON LOGO WITH COLLEGE, DEPARTMENT, AND RESEARCH INSTITUTE NAMES

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Our Brand Architecture

We have a university-led brand architecture. Our logo is our main identifying branding symbol and our singular expression of UMass Boston's mission, brand positioning, and personality. It represents our brand at the highest level. This means the institutional name, UMass Boston, and logo are visually dominant wherever it appears alongside an academic offering or support service. For example, where a school or college name and university logo appear together in a design, the university logo will always be the visually dominant part.

BRAND ARCHITECTURE (CONT.)

Our university-led brand architecture has three levels. We have a three-level brand architecture. This means our university-led brand architecture consists of three levels that appear in all external, public-facing usage, such as the website, marketing campaigns, or print materials.

PRINT BRAND GUIDELINES

LEVEL ONE:

Level One is the institutional logo itself. When utilizing the UMass Boston logo, it stands alone and should not be locked up with any other entities. To understand which option is suitable for your use, please contact Creative Services in the Department of Marketing and Engagement.

<example to come>

BRAND ARCHITECTURE (CONT.)

LEVEL TWO:

Level Two is reserved for primary and other high-level brand extensions of the university. Primary brand extensions are dean-led schools, colleges, and Healey Library. High-level brand extensions are executive-level, nonacademic support functions within the institution. Primary and high-level brand extensions all appear either alongside the university logo (horizontal arrangement), or below the university logo (stacked arrangement), depending on the user's purpose. All wordmarks, acronyms, or visual identities that were unique to these primary and high-level brand extensions prior to this brand architecture are now void and not to be used in any circumstance. How Level Two applies depends on the entity.

Level Two for Primary Brand Extensions: Schools, Colleges, and Healey Library

The font in all versions of a primary brand extension is always an approved serif Minion Pro in a Level Two font size in the approved maroon. The approved school and college wordmark is the only wordmark that can be used alongside the UMass Boston logo. In Level Two usage, an ampersand (the "&" symbol) is used rather than the word "and." In a list form, there is no Oxford comma before the ampersand.

<examples to come>

Level Two for High-Level Brand Extensions: Executive-Level Nonacademic Support Functions

The font in all versions of a high-level brand extension is always an approved non-serif Frutiger in a Level Two font size in the approved maroon. The approved executive-level, nonacademic support function wordmark is the only wordmark that can be used alongside the UMass Boston logo. In Level Two usage, an ampersand (the "&" symbol) is used rather than the word "and." In a list form, there is no Oxford comma before the ampersand.

<example to come>

BRAND ARCHITECTURE (CONT.)

TIER THREE:

Tier Three is reserved for secondary brand extensions of UMass Boston. Secondary brand extensions are departments or department-level programs within schools, colleges, and centers and institutes that report to a dean. All wordmarks, acronyms, or visual identities that were unique to these secondary brand extensions prior to this brand architecture are now void and not to be used in any circumstance. How Tier Three applies depends on the entity.

Tier Three for Departments or Department-Level Programs within School and Colleges:

Departments and department-level programs within schools and colleges are always in a non-serif Frutiger in a Tier Three font size in the approved black. They always appear with and below their Tier Two primary brand extension. Together, they appear either alongside the university wordmark (horizontal arrangement), or below the university wordmark (stacked arrangement), depending on the user's purpose. In Tier Three usage, the word "and" is used instead of an ampersand. Here, we do use an Oxford comma (a comma before the word "and" in a list).

Tier Three for Entities within High-Level Nonacademic Support Functions:

Entities within high-level, nonacademic support functions are always in a non-serif Frutiger in a Tier Three font size in the approved black. They always appear with and below their Tier Two high-level brand extension. Together, they appear either alongside the university wordmark (horizontal arrangement), or below the university wordmark (stacked arrangement), depending on the user's purpose. In Tier Three usage, the word "and" is used instead of an ampersand. Here, we do use an Oxford comma (a comma before the word "and" in a list).

Tier Three for Centers and Institutes Led by a Single School or College:

Centers or institutes that are housed within one school or college will appear in a wordmark lockup with UMass Boston and its school or college, utilizing an approved, non-serif Frutiger font in a Tier Three font size in the approved black. Centers and institutes that are housed in multiple colleges or schools or report directly to a vice chancellor will appear in a wordmark lockup with the UMass Amherst wordmark, utilizing Frutiger in a Tier Two font size, replacing what would typically be a college position.

BRAND ARCHITECTURE (CONT.)

Tier Three for Centers and Institutes That Report to a Vice Chancellor or Multiple Deans:

Centers and institutes that are housed in multiple colleges or schools or report directly to a vice chancellor will appear in a wordmark lockup with the UMass Boston logo, utilizing an approved non-serif Frutiger in a Tier Two font size in the approved black.

Exceptions:

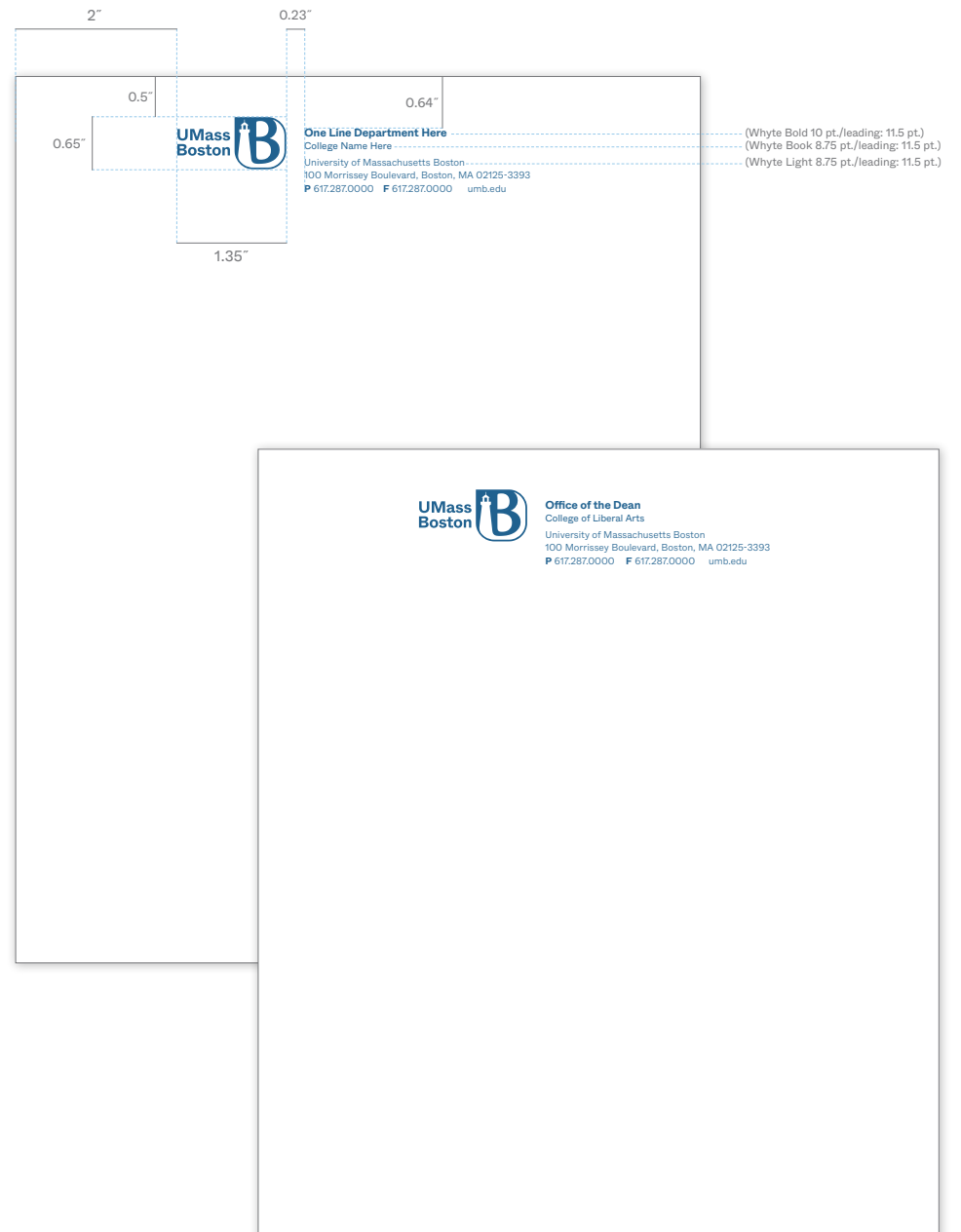
Because they are not directly related to the educational mission of UMass Boston, the radio station, WUMB, and UMass Boston Athletics are allowed their own visual identifiers. They are the only exceptions.

CORE APPLICATIONS

LETTERHEAD - ONE LINE DEPARTMENT

LETTERHEAD SPECIFICATIONS (8.5"× 11")

One Line Department

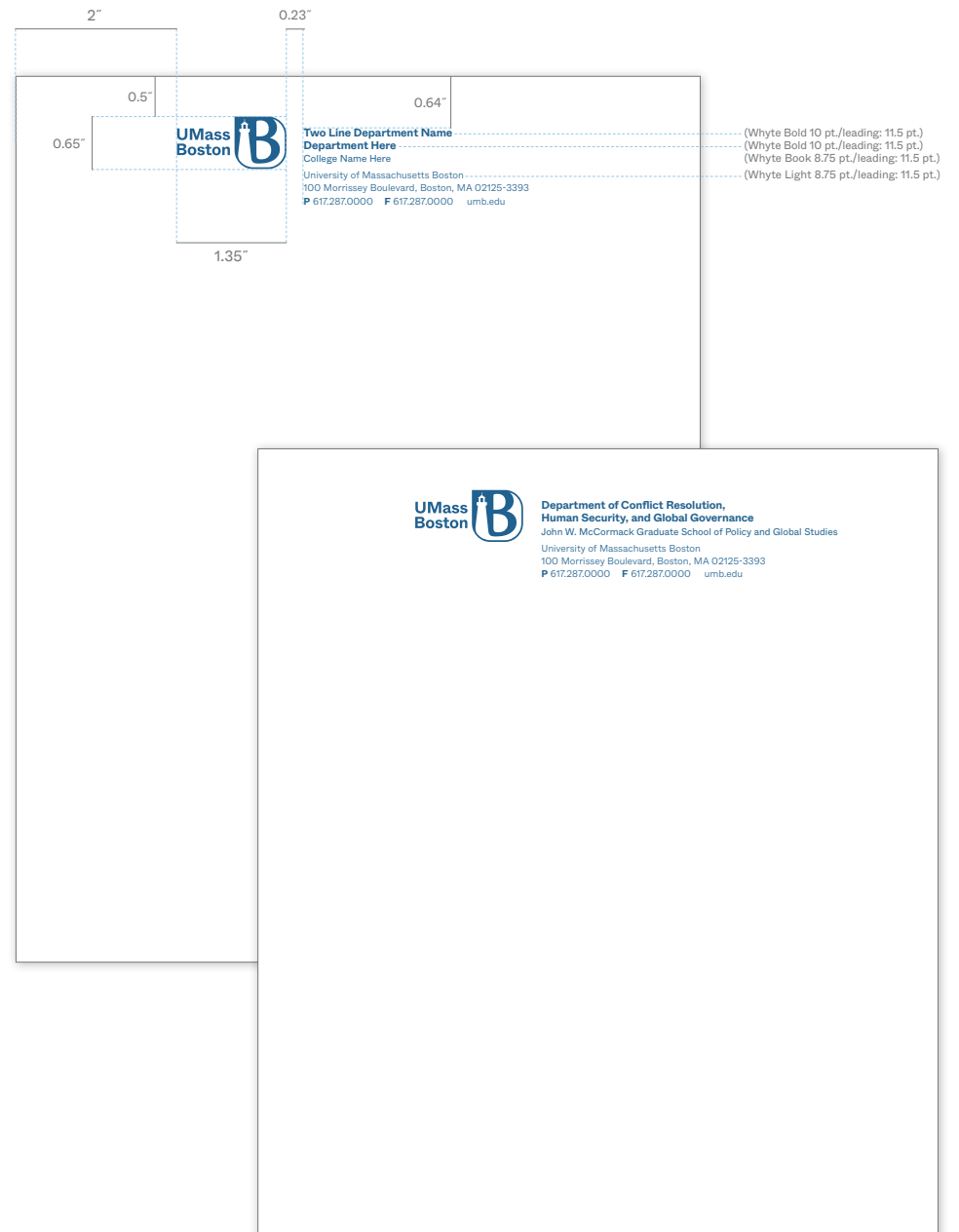


CORE APPLICATIONS

LETTERHEAD - TWO LINE DEPARTMENT

LETTERHEAD SPECIFICATIONS (8.5" x 11")

Two Line Department

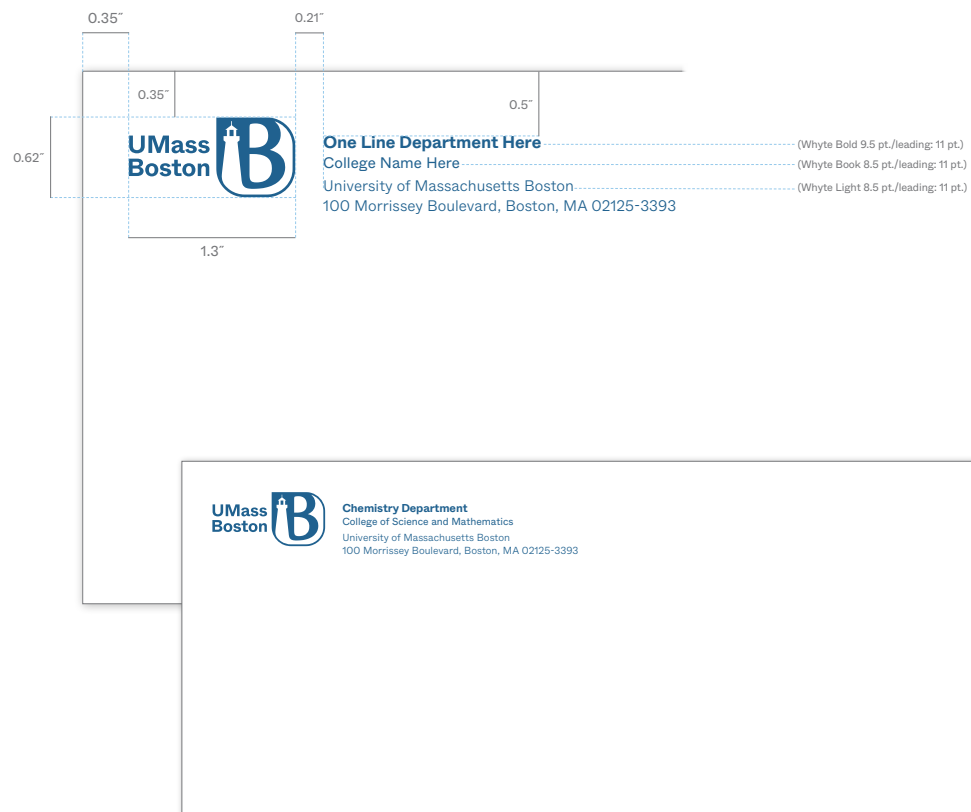


CORE APPLICATIONS

ENVELOPES - ONE LINE DEPARTMENT

ENVELOPE SPECIFICATIONS (#10 – 9.5" x 4.125")

One Line Department

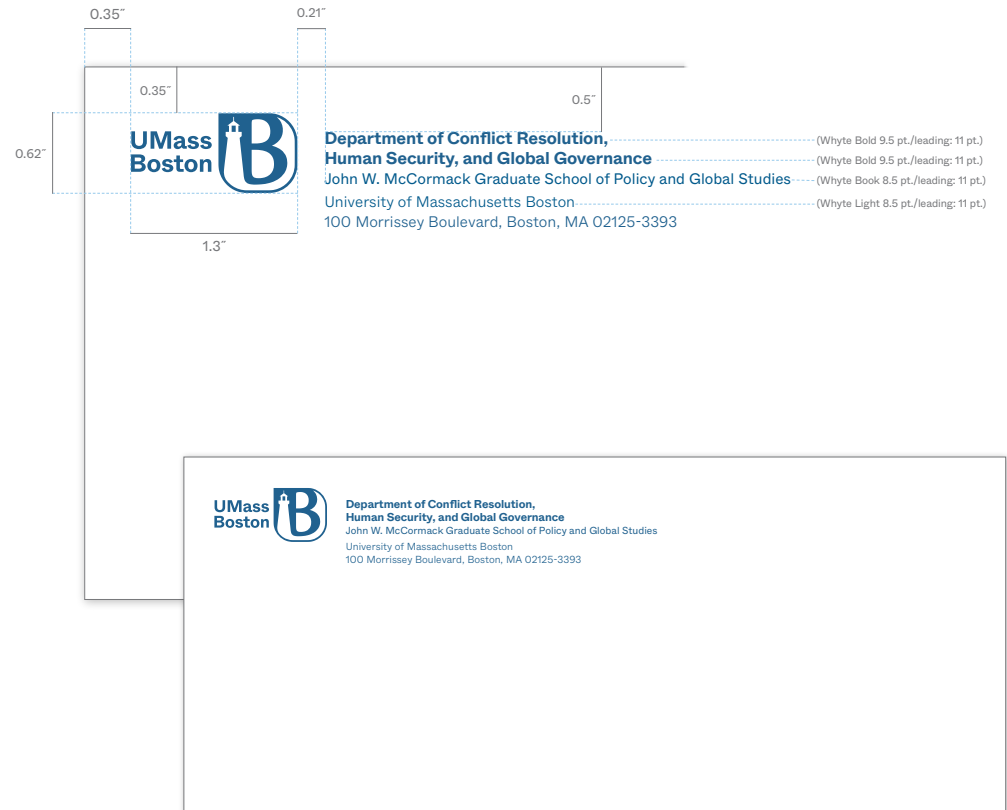


CORE APPLICATIONS

ENVELOPES - TWO LINE DEPARTMENT

ENVELOPE SPECIFICATIONS (#10 – 9.5" x 4.125")

Two Line Department



CORE APPLICATIONS

BUSINESS CARDS

REVISING - TO COME

CORE APPLICATIONS

SOCIAL MEDIA

OFFICIAL SOCIAL MEDIA ACCOUNTS

The Division of Marketing & Engagement (M&E) regulates all social media accounts purporting to speak on behalf of UMass Boston (i.e., departments, programs, offices, etc.). We call these Official Social Media Accounts (OSMs).

All OSMs are required to register with M&E and meet to discuss support with goals and content.

More information is available here: [Info to come](#)

PROFILE IMAGES & AVATARS

The use of the UMass Boston logo alone, with no other identifiers, is reserved for top-level institutional social media accounts (e.g., @umassboston). Departments should not use the UMass Boston logo alone as their profile image or avatar, as it could be mistaken for UMass Boston as a whole.

Departments can request a unique UMass Boston-branded social media icon from the Division of Marketing & Engagement. Contact us ([link to come](#))

SOCIAL MEDIA VOICE

UMass Boston is Boston's only public research university and the most diverse university in New England. Our community consists of many people with many voices and perspectives to share on social media.

However, when we speak as an institution on social, we strive to speak with one consistent voice. That voice engages with the public in a respectful, thoughtful, conversational, and inspiring way. What do we mean by that?

I → We

Arrogant → Educational

Boring → Conversational

Irrelevant → Inspiring

CORE APPLICATIONS

SOCIAL MEDIA

SOCIAL MEDIA VISUALS

Most of the content for social media is visual content. As one of the nation's most diverse universities, our collective content should reflect that. UMass Boston is open and welcoming to all, including on social media. Followers should be able to see themselves in our content regardless of race, ethnicity, gender, religion, sexual orientation, or ability.

Just like the university's unified voice, our visual content should be thoughtful, conversational, and inspiring. To ensure this, please follow these guidelines for three basic elements of social media visual content:

People. Always try to get people in the photo. Our campus community is made up of people (not just landscapes).

Lighting. Make sure the subject is well lit to ensure content can be easily interpreted.

Framing. Try to stay away from typical headshots. We encourage our community to take more candid, in-the-situation approach to pictures that capture the dynamic reality of our campus.

MATCHING VOICE AND VISUALS IN SOCIAL MEDIA

Put your followers in the position to easily consume your content. Keep the message clear and digestible, with a clear call to action if applicable. Tie the content back to your department's main goals (e.g., increasing enrollment and retention, demonstrating outcomes, projecting school spirit). Words and visuals should reinforce each other.

COLORS

UMass Boston's signature color is Beacon Blue to reflect our waterfront location and the idea that we are each beacons guiding each other toward success. Our secondary color is a bright yellow, signifying the sunlight on our peninsula and the brightness of our collective future.

Sticking to our identifying colors is especially important because people scroll through their newsfeed quickly. We only have a split-second to capture their attention and stand out.

You can find our identifying colors here ([-link to come](#))

CORE APPLICATIONS

SOCIAL MEDIA

FONTS

When creating graphic text on social media, consider using the university's official font – ABC Whyte. We love it for its uniqueness and clarity.

You can access the font here (-link).

We do not suggest using custom fonts for captions, as they are not accessible by screen reading technology for individuals with visual impairment.

DIMENSIONS

When creating content for different social media platforms, it's important to optimize content dimensions for the platform.

Across all social channels, our graphics, photos, and videos need to be accurately and properly sized. Fortunately, there are many resources to help. Like this one <https://sproutsocial.com/insights/social-media-image-sizes-guide/>

EXAMPLES tbd **(to come)**

OTHER VISUAL ELEMENTS AND IDENTIFIERS

Other visual identifiers with more limited applications may also be used under specific circumstances or as design elements under certain conditions.

THE EMBLEM

The emblem may appear on print and electronic publications for formal university occasions, such as commencements, convocations, and chancellor's office events. Do not use the emblem on marketing materials for smaller events such as lectures. If you have a question about the appropriate use of the emblem, please contact Creative Services.

LIGHTHOUSE AND WAVE

The image of a lighthouse radiating beams of light, with ocean waves below may be used as a design element. The wave image also may be used separately. Neither should be used in place of the logo or seal.

Appropriate or attractive use of these elements requires some design expertise. Please contact Creative Services for guidance in using them.

Emblem



Lighthouse and Waves



Waves Alone



OTHER VISUAL ELEMENTS AND IDENTIFIERS

THE SQUIRCLE

THE U

