PREFACE

We are pleased to introduce this revised version of the *UMass Boston Brand Manual*. The manual was originally created following a thorough and revealing marketing audit that involved many interviews and a study of communications from all parts of the campus. Among the audit’s recommendations was the creation of this manual.

Our verbal and visual messages convey an idea of UMass Boston to the communities we serve. The idea can be dim or clear, scattered or unified, false or true to what we are at our best. When our messages reinforce one another – when all parts successfully speak for the whole – the idea they convey can be a powerful force supporting our aspirations for UMass Boston. This manual can help all of us strengthen that idea by showing how we can best meet high standards of quality and consistency as we tell the UMass Boston story.

Please follow the guidelines in these pages with care. We will all be repaid by greater recognition and acceptance of UMass Boston’s aims and accomplishments – and by our capacity to accomplish still more in the years ahead.
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COMMUNICATING ABOUT UMASS BOSTON

An important goal of the initiative leading to this manual was an agreed-upon statement of distinctive UMass Boston features and qualities that are particularly valuable to the university’s constituencies and, taken together, make the university stand out among its competitors. After extensive consultation throughout the campus, the marketing team arrived at a group of “key messages,” a “positioning statement” that summarizes them, a short descriptive statement about the university, a model “elevator speech” for informal conversations, and a list of positive characterizations of university programs and people. These now form the foundation of UMass Boston’s communication strategy, and the ideas in them should be stressed in university communications.

KEY MESSAGES

» UMass Boston is a major academic enterprise – a research university with strong doctoral and master’s degree programs, a full range of opportunities for undergraduates, highly regarded research centers, and a history of bringing intellectual resources to bear on issues of public concern, particularly through interdisciplinary research focused on complex urban problems. Graduate enrollment has grown, and research funding has dramatically increased, particularly in the social sciences. The university expects these trends to continue.

» UMass Boston is “a research university with a teaching soul.” As its academic reputation grows, it steadfastly delivers a student-centered education that is not commonly associated with major public universities. Faculty members have strong research and publishing credentials, but teaching is a key priority for all faculty. And UMass Boston students have daily access to faculty, since most teaching happens in small classrooms – not giant lecture halls.

» UMass Boston’s urban location is a key part of the student experience. Attending an institution in a leading city with a high density of colleges and universities adds a level of energy, creativity, culture, sophistication, diversity, and complexity to the student experience that isn’t found in suburban or rural institutions. The city is the source of many internship, employment, community service, and research opportunities for students. Finally, living in an urban environment helps UMass Boston students understand their roles as citizens in actively engaging with the complex issues they encounter.

» UMass Boston is Boston’s only public university. While Boston is attractive to many consumers of expensive private higher education, only UMass Boston is unequivocally committed to meeting the needs of students who want high-quality, university-level education that is also accessible, convenient, and affordable, in the extraordinary educational environment Boston has to offer.

» Since its founding, UMass Boston has chosen to actively engage with and serve its community. It does this through academic programs, from nursing and education to management and computer science, which benefit all members of society. It does this through research that develops new models for dealing with complex urban issues and then works closely with community and governmental organizations to apply them. And it does this by leveraging the diversity of its student body and faculty to increase discovery, creativity, and innovation. The urban environment is the environment of the future, and UMass Boston is confidently at home in this environment, enriching its quality and, at the same time, drawing life and strength from it.
THE POSITIONING STATEMENT

With a growing reputation for innovative interdisciplinary research that brings creative and capacious minds to bear on complex urban issues, and a remarkable range of opportunities for both undergraduate and graduate students, the University of Massachusetts Boston proudly speaks of itself as “a research university with a teaching soul.” UMass Boston students benefit not only from a closeness of faculty attention rarely found at major universities, but also from immersion in the multiplicity, creativity, and vitality of a great American city.

As the only public university in greater Boston, UMass Boston is committed to keeping first-rate education within reach of its diverse student population, and to actively engaging its local, national, and international constituents through its academic programs, research centers, and public service projects. Drawing strength from the communities around it, and in turn enhancing life in those communities, UMass Boston is confidently at home in an environment that anticipates the future of a changing world.

A SHORT STATEMENT FOR VARIOUS USES

The following standard paragraph is for use in press releases, brochures, and other communications in which general information about UMass Boston does not otherwise appear:

With a growing reputation for innovative research addressing complex urban issues, the University of Massachusetts Boston, metropolitan Boston’s only public university, offers its diverse student population both an intimate learning environment and the rich experience of a great American city. UMass Boston’s eight colleges and graduate schools serve more than 17,000 students while engaging local, national, and international constituents through academic programs, research centers, and public service activities. To learn more about UMass Boston, visit www.umb.edu.
AN “ELEVATOR SPEECH”

Imagine meeting an acquaintance with whom you have a few moments to talk. The acquaintance knows where you work and asks to know more about the university. What might you say? We suggest that you answer with what marketing people call an “elevator speech” – a run-through of important points given in the time it takes an elevator to go from the top floor to the first floor of a 10-story building or vice versa. Here is a suggested elevator speech about UMass Boston.

[Optional introduction: You probably know that UMass Boston is a public university that provides a superior yet affordable education to the diverse residents of Boston, does research on public policy, and is deeply involved in community service. That’s all true, but there’s a lot more that makes UMass Boston interesting and important. For example...]

» Did you know that UMass Boston is increasingly a “destination school” for students from outside Boston? They come from small towns in Massachusetts, big cities in Asia, and everywhere in between. Why do they choose us? First-rate academic programs and research opportunities, small classes and a faculty that’s serious about teaching, and the excitement, vitality, and creativity of a fascinating city.

» As a leading urban university, UMass Boston conducts multidisciplinary research on complex issues facing residents of urban areas – health care, education, and the environment are just a few. The result: We’re asked to “sit at the table” with local, regional, national, and international leaders to address issues of importance to people in cities around the world. We also have significant pure research accomplishments in fields across the board.

» And we still maintain our deep commitment to access and affordability for all qualified students. We believe that our model of a “student-centered, urban public research university” is the future of American education.

POSITIVE CHARACTERIZATIONS

To guide people working on UMass Boston communications, the marketing group also developed this list of features and qualities that positively describe the university.

UMass Boston IS

» A UNIVERSITY*
» PROUD, CONFIDENT
» STUDENT-CENTERED
» ENGAGED, DYNAMIC, ACTION-ORIENTED
» RELEVANT, REAL
» FOCUSED, SERIOUS, SMART
» WELCOMING, WARM, PERSONAL, CARING
» OPPORTUNITY-FILLED
» GREEN-CONSCIOUS
» GLOBAL IN OUTLOOK
» COMMITTED TO THE FUTURE
» RESEARCH UNIVERSITY WITH A TEACHING SOUL
» STUDENT SUCCESS
» HIGH-QUALITY, HIGH-VALUE

*Please avoid the expression “commuter school,” which has negative connotations. UMass Boston students are commuters, but their university offers limitless opportunities.
HOW TO APPLY THESE IDEAS

Above all, be consistent with them, in terms of both facts and tone. Avoid saying what should be demonstrated instead, but feel free to use language from these pages when characterizing UMass Boston and its people.

While the key messages are given in order of importance, it may be desirable to emphasize certain messages over others. Be guided by the messages, individually and as a whole, but keep your audience in mind.

For example:

- When the audience is prospective graduate students or faculty members in the natural sciences, support the general idea of UMass Boston as a research university with scientific examples, particularly examples of interdisciplinary research that connects theory to pressing human problems.

- When the audience includes many prospective students from outside Boston and their families, speak not only of UMass Boston as a student-centered university, but also of the city as a rich environment for learning, entertainment, and achievement.

- When the audience is alumni, be sure to give ample attention to UMass Boston’s research projects as sources of pride in which they can share, and to examples of faculty engagement with students in exciting research projects.

- When the audience is prospective donors, speak of achievements that demonstrate UMass Boston’s competence to make the most of donors’ gifts, and avoid lingering over difficulties and struggles.

- When the audience is prospective external collaborators, speak of UMass Boston’s longtime commitment to partnerships, mention successful examples of collaboration, and refer to university resources and facilities that make collaboration attractive.

A NOTE ON NAMES

The full name of our university is “the University of Massachusetts Boston.” This name is appropriate for formal situations, and for introducing the university – in an opening paragraph, for example – whenever your audience may not know what the full name is. It will routinely appear on letterheads and in such places as the backs of brochures (see “The Signature” on page 14).

But because such polysyllabic names rarely thrive in everyday speech, we ask you to embrace the shorter but still meaningful “UMass Boston.” Freely use it – and not “UMB,” which may be meaningless to outsiders – as the primary name for the university in marketing-related communications. Confidently say “UMass Boston,” just as people say “UC Berkeley” and “Michigan” when speaking of those distinguished public universities.

For further information, please see “What to Call Our Institution” on page 36.
A RESOURCE ON THE WEB: WWW.UMB.EDU/BRANDING

At www.umb.edu/branding you can find

- a PDF of this manual
- additional information that supports the key messages described on page 1
- downloadable files for the official UMass Boston visual identifier (see page 6)
- a way to request fonts recommended in this manual (see page 11 for recommended fonts). Please note that the distribution of these fonts is limited by licensing and other requirements.
- a “Q&A” area through which you can ask questions and get answers about design, language, and marketing issues related to the guidelines in this manual

THE BRAND REVIEW COMMITTEE

To aid in resolving apparent conflicts that may arise as new guidelines are applied – in the use of logos, for example – the university has established a brand review committee whose members are familiar with the marketing ideas embodied in this manual. If you wish to bring an issue to the attention of this committee, please discuss it first with one of the members, who are the following:

- Peter Grennen
  Peter.Grennen@umb.edu
  617.287.5306

- Lisa Johnson
  Lisa.Johnson@umb.edu
  617.287.6016

- DeWayne Lehman
  DeWayne.Lehman@umb.edu
  617.287.5302

- Sarah Weatherbee
  Sarah.Weatherbee@umb.edu
  617.287.5382
THE UMASS BOSTON VISUAL IDENTIFIER

The centerpiece of any visual identity system is the visual identifier. It is the common thread that “brands” all communications. It is a valuable asset, and therefore it is critical that its visual integrity be respected, and that it be applied properly and consistently in all visual communications.

The UMass Boston visual identifier is the only visual identifier that should appear in most UMass Boston communications. Following are guidelines for its use.

The **UM symbol** is an abstract mark consisting of a flowing U form overlapping and reversed out of a bold M form. This modification of the previous UMass Boston symbol is simpler and less fragmented, and the swooping form of the U connotes the upward sweep of a sail, which reinforces the location of the campus on Boston Harbor.

The **logotype** is the specific typographic design of the words “UMASS BOSTON.” The logotype is positioned at a specific distance just below the symbol. The fact that we are in Boston is one of the most attractive attributes of the university, so in this new version the word “BOSTON” is larger than in the previous iteration. The typeface for the logotype is a slightly modified form of Franklin Gothic, but it is important to preserve its integrity by using the original file. Re-creating the file will only result in degrading the visual identifier. The original file is available online at www.umb.edu/branding.

The visual identifier is a single graphic unit. The UM symbol should always be accompanied by the logotype.

*There are many variations in the terminology for referring to the "visual identifier." The visual identifier is sometimes referred to as a "logo," sometimes as a "mark," sometimes as a "brand." In this document, we use the word "symbol" to mean the abstract portion of the visual identifier and the word "logotype" to refer to the words. Together the symbol and the logotype form the visual identifier.*
COLOR OPTIONS FOR THE VISUAL IDENTIFIER

The preferred color of the visual identifier is **UMass Boston Blue**, which matches PMS 7462C. The visual identifier may also be reversed out white from a solid color (preferably UMass Boston Blue), and it also may be rendered in black when black is the only option. **The UMass Boston identifier should not be rendered in any other colors.** To ensure clarity and readability, avoid reversing the visual identifier out of photographs or out of very light colors. Do not reproduce the visual identifier using more than one color either within the UM symbol or the UM symbol and the logotype (please see the incorrect applications of the visual identifier on page 8).

Avoid printing the visual identifier in a color that requires it to be “trapped” in another color or in a photograph (please see the incorrect applications of the visual identifier on page 8).

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 from the edge to the notch of the M form of the UM symbol.

MINIMUM SIZE

The minimum width of the visual identifier is 0.375” (3/8”) in print and 35 pixels in online applications.
# INCORRECT APPLICATIONS OF THE VISUAL IDENTIFIER

<table>
<thead>
<tr>
<th>CORRECT VERSION</th>
<th>Do not expand the identifier</th>
<th>Do not condense the identifier</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="UMass Boston" /></td>
<td><img src="image" alt="Image" /></td>
<td><img src="image" alt="Image" /></td>
</tr>
<tr>
<td>Do not tilt the identifier</td>
<td>Do not place the identifier in a color that requires it to be “trapped” in another color</td>
<td>Do not change the logotype font</td>
</tr>
<tr>
<td><img src="image" alt="Image" /></td>
<td><img src="image" alt="Image" /></td>
<td><img src="image" alt="Image" /></td>
</tr>
<tr>
<td>Do not use the previous version of the UM symbol</td>
<td>Do not render the UM symbol in two colors</td>
<td>Do not apply a drop shadow</td>
</tr>
<tr>
<td><img src="image" alt="Image" /></td>
<td><img src="image" alt="Image" /></td>
<td><img src="image" alt="Image" /></td>
</tr>
<tr>
<td>Do not render the UM symbol in one color and the logotype in another color</td>
<td>Do not render the identifier in tints or gradations</td>
<td>Do not render the identifier in a color besides UMass Boston Blue, black, or white (reversed out of a solid)</td>
</tr>
<tr>
<td><img src="image" alt="Image" /></td>
<td><img src="image" alt="Image" /></td>
<td><img src="image" alt="Image" /></td>
</tr>
<tr>
<td>Do not use the UM symbol without the logotype</td>
<td>Do not place the identifier over a confusing background</td>
<td>Do not place the identifier too close to another element</td>
</tr>
<tr>
<td><img src="image" alt="Image" /></td>
<td><img src="image" alt="Image" /></td>
<td><img src="image" alt="Image" /></td>
</tr>
<tr>
<td>Do not place the identifier in a shape</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
OTHER VISUAL IDENTIFIERS

THE UNIVERSITY SEAL

The university seal is used to authenticate official university documents. It may also be used on highly formal occasions, such as commencement and convocation ceremonies. It should not be used in marketing communications.

IDENTIFIERS FOR INDIVIDUAL UNIVERSITY UNITS

When the UMass Boston visual identifier appears in communications of all kinds, its appearance will tend to connect the university’s achievements in people’s minds. The success of one UMass Boston activity – when the audience knows that it’s a UMass Boston activity – will make that audience all the more receptive to other, similarly identified UMass Boston activities; and repeated associations will eventually build a powerful idea of UMass Boston that serves every part of the university well.

Competition among numerous visual identifiers – a.k.a. “logo riot” – precludes these good effects. As a rule, therefore, no organization that is fully an element of the university may use a visual identifier other than the UMass Boston visual identifier in external communications. The use of such special visual identifiers for individual university units should be discontinued.

Visual identifiers of student organizations are exceptions to this rule. So are those of the UMass Boston Athletics Department, GoKids Boston, and WUMB Radio, whose primary audiences (sports fans, children, radio listeners) have interests quite remote from the teaching, research, and service represented by the UMass Boston identifier.

The rule does not apply to units, such as the Institute for Community Inclusion, that are substantially affiliated both with UMass Boston and with outside organizations.

PARTNERING WITH OFF-CAMPUS ORGANIZATIONS

Where an organization is affiliated equally with UMass Boston and an outside organization or organizations, the UMass Boston visual identifier should be given equal standing with the identifier(s) of the outside organization(s). This rule also applies to communications for projects that are sponsored by UMass Boston organizations and other organizations.

If the visual identifier of a supporter of a project undertaken by a UMass Boston group should appear in a communication as an acknowledgment of support, the UMass Boston visual identifier should be given greater prominence. In the case of a publication, for example, the UMass Boston identifier should appear on the front cover and other identifiers should appear elsewhere. If the UMass Boston identifier must appear in a single area, such as a web page, the UMass Boston identifier should be separated from any others and treated in a way that clearly indicates that UMass Boston is the source of the communication.
THE TYPE PALETTE

The specific typefaces selected for written communications are a subtle but effective way to communicate our visual identity and personality. Although every effort has been made to select typefaces that are practical, aesthetically pleasing, and appropriate for the desired brand personality of UMass Boston, the typefaces presented here are less important than the discipline of using them consistently, in both print and online communications. Avoid the temptation to depart from this type palette unless there is an overwhelmingly good reason to do so.

FONTS FOR PRINT APPLICATIONS

For headlines and signatures, we use the sans serif type family ITC Franklin Gothic. Franklin Gothic has an honest, straightforward, unpretentious quality that is singularly appropriate for an urban public university. ITC Franklin Gothic is a modern version of the original Franklin Gothic designed by Morris Fuller Benton for American Type Founders in 1902. (The term “gothic” is antiquated typographic nomenclature that simply means “sans serif.”) “ITC” stands for International Typeface Corporation, the drawing office that in 1980 adapted the face to more contemporary standards and created a full range of weights.

For larger amounts of text we use Kepler, a modern typeface based on type designs from the 18th century. This typeface was designed by one of the foremost American type designers, Robert Slimbach of Adobe. The company’s promotional copy accurately states that Kepler “captures the modern style in a humanistic manner. It is elegant and refined with a hint of oldstyle proportion and calligraphic detailing that lends it warmth and energy.” It forms a fine complement to ITC Franklin Gothic, and together the two type families offer sufficient expressive opportunities for most applications.

ITC Franklin Gothic and Kepler examples appear to the right.

SANS SERIF:

ITC Franklin Gothic STD Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#$%^&*()_+

ITC Franklin Gothic STD Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#$%^&*()_+

ITC Franklin Gothic STD Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#$%^&*()_+

ITC Franklin Gothic STD Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#$%^&*()_+

SERIF:

Kepler STD Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#$%^&*()_+

Kepler STD Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#$%^&*()_+

Kepler STD Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#$%^&*()_+

Kepler STD Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#$%^&*()_+
FONTS FOR ONLINE APPLICATIONS

ITC Franklin Gothic may be used for the main navigation text and any other text elements that do not need frequent updating. These are created and coded as graphic files, not as editable text, so changes require changing the original graphic files in Photoshop. For text that is coded as HTML and governed by CSS, there are two options: For sans serif (normally used for headlines and display type), use Arial and Arial Bold, and for longer text, use the serif font Georgia. Both fonts are installed in virtually every computer, and therefore will load properly in the standard browsers, ensuring a more consistent appearance from computer to computer. Both fonts were selected because they are similar in appearance to Franklin and Kepler, respectively. Georgia was specifically designed to present a crisp, readable appearance in the low-resolution medium of the 72-dpi screen.

Arial and Georgia examples appear to the right.
THE COLOR PALETTE

BASIC PRINCIPLES REGARDING USE OF COLOR

Color is an extremely important component of the UMass Boston visual identity. The most successful and memorable visual identity systems use color consistently – and even relentlessly – to “own” one color in their market. Think of IBM blue, UPS brown, and Nickelodeon orange. Among the Ivies, Harvard is crimson, Yale is blue, Dartmouth green, and Princeton orange.

Among the public universities in our region, UMass Boston is blue. We will continue to identify our communications with blue, but we will use it more consistently and with more discipline. Within the next few years, when people think of UMass Boston, we want them to think “blue.”

Secondary colors are not used in this system 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. To use colors this way would dilute the identity of UMass Boston overall. The secondary colors should be used only as an element to provide visual contrast or to harmonize with a dominant color photograph. There are no “rules” for the use of the secondary colors, except that they should never be used in a way that dilutes the overall effort to establish blue as the color of UMass Boston.

PRIMARY PALETTE: TWO BLUES

We are using a slightly different hue of blue than has been used in the past. Instead of Reflex Blue, which creates a number of technical challenges, the new UMass Boston Blue is a match to 7462C in the Pantone Matching System (PMS).

A second blue is UMass Boston Light Blue (matching PMS 291C), which is used on the “sail form” (see page 19) and may also be used as an accent color online and in publications. It is used to reinforce and augment the UMass Boston Blue.

SECONDARY PALETTE: WARM COMPLEMENTARY COLORS

The secondary palette is deliberately limited to five hues that complement the primary palette. The colors in the secondary palette are all warm and somewhat earthy, to contrast with the cool colors in the primary palette. They should be applied sparingly and should not upstage or confuse the audience about the dominant color of the UMass Boston brand – blue.
THE SIGNATURE

A “signature” is the combination of the visual identifier with the full name of the university or the combination of the visual identifier with the name of an element of the university, such as a college, department, or center. A signature is used to establish the source of the particular piece of communication. It is used at the tops of letterhead pages and on the backs of brochures with the contact information. This signature replaces the customized “logos” that are currently being used by some elements of the university.

The appropriate hierarchy of organizational names for any given piece of communication should be determined not by the administrative hierarchy but by the needs of the particular audience to whom the piece is addressed.

The accompanying diagrams define the relationship between the UMass Boston visual identifier and the adjacent administrative names.

UNIVERSITY SIGNATURE

University-wide administrative units are identified with the full name of the university in the primary position and the administrative unit in the secondary position.
COLLEGE-LEVEL SIGNATURE

In the case of colleges, graduate schools, and other large units such as major institutes and centers, the name of the unit is in the primary position, and the university is identified in the secondary position.

NAME OF COLLEGE OR OTHER MAJOR UNIT
UNIVERSITY OF MASSACHUSETTS BOSTON

COLLEGE OF MANAGEMENT
UNIVERSITY OF MASSACHUSETTS BOSTON

McCORMACK GRADUATE SCHOOL OF POLICY AND GLOBAL STUDIES
UNIVERSITY OF MASSACHUSETTS BOSTON

SUB-COLLEGE-LEVEL SIGNATURE

The name of the department, program, or center is in the primary position, while the name of the college or school is in the secondary position and the name of the university is at the bottom.

NAME OF DEPARTMENT
NAME OF COLLEGE
UNIVERSITY OF MASSACHUSETTS BOSTON

DEPARTMENT OF AFRICANA STUDIES
COLLEGE OF LIBERAL ARTS
UNIVERSITY OF MASSACHUSETTS BOSTON
USING THE ADDRESS WITH THE SIGNATURE

There are standards for including the address below the signature, as specified below. These signatures with the addresses are applied to envelopes and to the outside back covers of brochures and other printed communications where the contact information appears. The specific sizes may be scaled to different sizes, if necessary, but the relative sizes and relationships are to be maintained.

ADDRESS-IDENTIFYING TYPEFACE

FONT: ITC FRANKLIN GOTHIC BOOK
CASE: UPPER & LOWER CASE
SIZE: 9 pt
TRACKING: +8
COLOR: PMS 7462C
CMYK 100 45 6 27
KERNING: METRICS
CORE APPLICATIONS

LETTERHEAD SPECIFICATIONS (8.5” x 11”)

DEPARTMENT OF COUNSELING AND SCHOOL PSYCHOLOGY
UNIVERSITY OF MASSACHUSETTS BOSTON

LETTERHEAD MARGINS
TOP: 0.5”
BOTTOM: 1.1875”
LEFT: 0.8125”
RIGHT: 1.375”

DIVIDING LINE
STROKE WEIGHT: 0.5 pt

100 Morrissey Boulevard
Boston, MA 02125-3393
P: +1.617.287.7602
F: +1.617.287.7667
www.umb.edu

DEPARTMENT OF COUNSELING AND SCHOOL PSYCHOLOGY
UNIVERSITY OF MASSACHUSETTS BOSTON

0.5”
0.8125”
0.6173”
2.48”
ENVELOPE SPECIFICATIONS (#10)

UNIVERSITY OF MASSACHUSETTS BOSTON
OFFICE OF RESEARCH AND SPONSORED PROJECTS
100 Morrissey Boulevard
Boston, MA 02125-3393

ENVELOPE MARGINS
TOP: 0.35”
LEFT: 0.35”

BUSINESS CARD SPECIFICATIONS (3.5” × 2”)

COLOR: UMass Boston Blue
COLOR: Black

REQUESTING STATIONERY SUPPLIES

To order stationery, including letterhead, envelopes, and business cards, go to www.umb.edu/quinn_graphics/quinngraphics.
THE SAIL MOTIF

The sail motif is a graphic element that is used to give a distinctive and appropriate visual style to UMass Boston communications. The concept is an upward-sweeping curvilinear form that is positioned on the right edge and that bleeds off the bottom, right edge, and top of the space. It symbolizes the location of the UMass Boston campus on Boston Harbor, and the sweep connotes growth and upward movement. Use of the sail motif throughout a print publication lends the piece visual appeal and a more cohesive appearance and message.

The sail motif is best suited to vertical design formats. It does not work well in horizontal designs, which may require a downsizing of the motif that distorts it beyond recognition. It is rendered in UMass Boston Blue and the gradient of UMass Boston Blue and Light Blue, and usually the visual identifier is reversed out in white at the bottom right corner. The motif is used on the covers of brochures, ads, and other visual communications. It is not used on the core business communications, such as letterhead, envelopes, and business cards.

---

Gradient of UMass Boston Blue and Light Blue
Start point: CMYK 36 3 0 0
Midpoint location: 50%
End point: CMYK 100 45 6 27
Blend Mode: Screen
Opacity: 100%

UMass Boston Blue

minimum 0.15"

minimum 0.2"
THE SAIL MOTIF AND OTHER TYPES OF COMMUNICATIONS

Retractable banners. Use of the sail motif on banners, which are sometimes displayed where they are difficult to see, is to be discouraged. An alternative approach is to place a logo at the top of the banner and a sail design across the banner’s face horizontally. In many cases, this allows the identifiers to be seen despite the presence of visual obstructions.

Display boards. The sail motif’s suitability for a display board depends on the board’s size and shape and the number of panels it contains. For example, a display board may have a horizontal format that precludes use of the motif. For these boards, a curved design that hints at the motif is recommended.

Signage. Signs have various sizes and applications, and most are not marketing tools, so as a rule they do not lend themselves to the sail motif. However, use of the UMass Boston logo on a sign may be appropriate.

Invitations. The sail motif is used on invitations to most university-sponsored events. Exceptions:

1. The university seal – not the sail motif or the UMass Boston logo – should be used on invitations to formal university events, such as commencement.

2. University entities permitted to have their own visual identifiers, such as GoKids, Athletics, and Alumni Relations, should use only these identifiers – not the sail motif or the university seal.

For help with applications of the sail motif, please contact the Marketing and Creative Services Department.

Retractable Banner (39” x 83.25”)

College of Management

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PHOTOGRAPHIC STYLE

Photography that meets a high professional standard plays a critical role in creating a positive image of UMass Boston. Photography is a tool used not merely to communicate information, but also to create an emotional connection with an audience. The photographic images we use should inspire prospective students and faculty and make a connection with the people and activities depicted. And they should make alumni feel proud of their connection with UMass Boston. To achieve these goals, use the following criteria for generating, selecting, and cropping photography for reproduction, both in print and online:

» On covers, or on posters and other single-page documents, use only one “hero image” that captures the essence of what is being communicated. (An exception may be made in specific circumstances, such as publicizing multiple speakers at an event, as it may be desirable to show each participant’s head shot alongside the person’s name and title.)

» Use primarily documentary-style photography that captures authentic and vibrant interactions among students and among students and faculty. Avoid photos that are obviously posed or staged.

» Use photography primarily to capture the tone of human interactions and a feeling of place, rather than to illustrate specific places or facilities.

If it is important to include a photograph of an electron microscope, for example, it is more effective to show a dynamic close-up of a student using the microscope than it is to show every detail of the equipment.

» Primarily use larger images for increased impact and drama. Using many small photos on a page does not communicate effectively.

» Make use of full-bleed images (i.e., images that run off the edge of the page) to achieve greater impact.

» Use landscape and architectural photography as a way to communicate the distinctive campus environment. Look outward toward the harbor rather than back toward the campus.

» It is important to show a range of genders, ethnic backgrounds, races, ages, etc., but we should try to avoid artificial-looking situations that are obviously trying to communicate diversity.

Please compare recommended and not-recommended images.

RECOMMENDED

(RECOMMENDED)

(NOT RECOMMENDED
(The expression on subject’s face looks unnatural, and the background looks staged.)

(RECOMMENDED)

(NOT RECOMMENDED
(The image is very contrived, and the subject looks directly into the camera.)

21
NOT RECOMMENDED
(This photo is obviously staged but presents as if it is candid.)

RECOMMENDED

NOT RECOMMENDED
(Try to use photos that communicate dynamic interactions, not just people in a space.)

RECOMMENDED

NOT RECOMMENDED
(A posed portrait can be effective, but this one is trying too hard to communicate “diversity.”)

RECOMMENDED

NOT RECOMMENDED
(The activities portrayed in this image have potential, but the composition lacks energy and authenticity.)
PRINT COLLATERAL

The design and the writing of a brochure are interdependent. An effective piece of visual communication is the result of close collaboration among client, writer, editor, and designer, each working toward achieving the same marketing goals. There is no formula for creating effective communications, but there are a few guiding principles:

- **Don’t try to do too much.** If a brochure is crammed with information, it will overwhelm the reader. Try to be as succinct as possible. The designer cannot do the design job well if she or he is trying to fit too much copy into a limited space.

- **Prioritize.** Think about what is most important to your audience and make that the design focus of your piece. Create a clear hierarchy to guide your reader from the most important to the least important information. If everything is at the same level, the net effect will be confusion. On the other hand, avoid the chaotic effect that can be created by irrational use of multiple type sizes and weights.

- **Use photography if it makes an editorial point.** Photography should not be merely decorative or just a bunch of images – even if they are appealing images. Think hard about how your audience will perceive the specific photos you choose, making sure that they align with your overall goals and that they are being perceived as you intend.

BROCHURE DESIGN: COVERS

The function of a cover is to immediately connect a specific offering – a single program or a suite of programs – with a specific audience. As a general principle, a brochure should focus primarily on what the audience is looking for – e.g., the greater academic challenge of an honors program, a graduate degree in business administration, certification in nursing, etc. – and only secondarily on the administrative unit that offers the program, such as the department or the college. Cover text should be streamlined, and information about sponsorship should be moved to the inside of the brochure or to the back cover unless it strongly contributes to the credibility and appeal of the program.

The covers of all UMass Boston brochures should incorporate the sail motif with the visual identifier along the right edge. (See page 19 for the specifications of the sail motif.) The photography should be selected and cropped in accordance with the guidelines on page 21. In most cases, the type should be reversed out of the photograph, but with some photographs it may be necessary to use a solid color as a background to the text.

The examples of covers and layouts included in this manual are intended to show the overall visual style of UMass Boston print communications using a range of formats and color options.
Gender, Leadership and Public Policy
Graduate Certificate Program

Travelwell
UNIVERSITY HEALTH SERVICES

Graduate Certificate Program
McCORMACK GRADUATE SCHOOL OF POLICY AND GLOBAL STUDIES

How to Apply
Minimum requirements for admission include completion of a BA/BS degree. GREs are not required.

For application materials, please contact:
Graduate Admissions
University of Massachusetts Boston
100 Morrissey Boulevard
Boston, MA 02125-3393
Tel: 617.287.6400
Email: bos.gadm@umb.edu
Apply online at www.umb.edu/admissions/grad

For More Information
For questions, or to set up an informational interview, call: 617.287.6785
Email: glpp@umb.edu
Visit: www.umb.edu/glpp

Program Requirements
This 18-credit program is completed in one academic year over two semesters.
Classes meet two evenings a week from 6–8:30 p.m.
Students work a minimum of 160 hours at an internship during the year. The internship also has one class meeting per month.
Each student is assigned a faculty advisor and is expected to meet with her or him at least once per semester. Professors are available during office hours and by appointment.

UMASS BOSTON: A GREAT PLACE TO STUDY
Steps to Student Employment at UMass Boston

1. Visit www.umb.edu/ses for details on student employment. Review Eligibility & Conditions of Employment and determine the program for which you qualify:
   - Federal Work-Study (FWS)
   - Institutionally Funded Program (Non-Work-Study)

2. Sign up to view online job listings with the Office of Career Services. Before registering for an account on the website, first-time users must activate their UMass Boston student ID number by calling the Office of Career Services at 617.287.5519. To access the database, go to www.myinterface.com/umb/student.

3. From the listings provided on the website, find a job that interests you and for which you are eligible:
   - On-Campus Work-Study
   - Off-Campus Work-Study
   - On-Campus Non-Work-Study

Following the application procedures provided, apply directly to the employer advertising the open position.

4. Fill out employment paperwork at Student Employment Services as soon as you are hired. You cannot begin working until all paperwork is completed.

Examples of Required Documents for Employment Paperwork

- Valid U.S. Passport or Permanent Resident Card
- School ID / Driver’s License and Social Security Card / U.S. Birth Certificate

You must present original forms of ID for paperwork. No photocopies allowed. Contact SES for information on other acceptable IDs.

International students should contact SES for required documents.
Hot Spots on Campus
- Game Room for pool, Ping Pong, and video games
- Ballroom for movies, lectures, disk jockey nights, and musical performances
- Clark Center with fitness center, basketball, and volleyball courts
- McCormack Theatre for plays, clubs, and musical performances
- Interfaith Campus Chapel
- Food Court and cafe

Student Activities and Leadership
- EC: Energy, student union, student recruitment, and community engagement
- Academic Support Services
- Counseling Services
- Career Development Center
- Community Service
- Office of Student Activities and Leadership
- Student Government
- Graduate Student Council
- Graduate Student Foundation
- Pre-Graduate Student Association

CURRENT STUDENT PROGRAMS
- RSVP: Resident Student Program
- Residential College Program
- Resident Director Program
- Resident Student Program

Campus Life
- A rich mix of events and activities
- A place to connect with classmates and make new friends
- A place to explore new interests and develop new skills
- A place to relax and unwind after a long day of classes
New Performing Arts Facilities to Debut in 2015

- Dance, acting, and music studios
- 150-seat recital hall
- Reconfigurable theater

Learn more at www.umb.edu/new

We proudly support the Codman Square Neighborhood Council as it honors the unsung Hidden Heroes of the Dorchester community.
FACT SHEET

Fact Sheet

UMass Boston Graduate Studies

The MA in Dispute Resolution

The Program


Degree Requirements

- Negotiation
- Ethical, Professional and Public Policy Issues in Dispute Resolution
- Introductory Theory
- Cross-cultural Conflict
- Conflict Resolution Systems for Organizations
- Research Methods in
- Dispute Resolution
- Conflict in Context
- Elective

Internships

Advanced Field Placement

Master’s Projects


Nullam faucibus purus vitae sapien. Quisque sed urna nec nisl pulvinar tincidunt. Duis gravida lectus eros. Etiam semper, luctus a vestibulum semper, nisl metus bibendum pede, hendrerit ultrices nunc sem at ligula. Morbi cursus. Phasellus ac arcu:

- Quiet Conflict: Attendance Violations in a Public High School
- Including the Disabled: Breaking Barriers to One Just Society
- Juvenile Justice in Namibia: Creating Synergies and Overcoming Obstacles in the Transformation of Conflict and Justice
POWERPOINT PRESENTATION TEMPLATES

When using Microsoft PowerPoint, Apple Keynote, and other software applications that support projected slides for presentations, it is important to also use templates and formats that express the UMass Boston brand identity. The examples on this page show how the visual identifier, the sail motif, the typography, and the overall visual style are consistent with print and online application standards. To download templates, go to www.umb.edu/branding.

Research Reenvisioned for the 21st Century
Expanding the Reach of Scholarship at the University of Massachusetts Boston

Life on Campus
▸ Campus-Community Services
▸ Student Services and Activities
▸ Academic Resources
▸ Athletics
▸ Housing Options

National Trends in the Past Year

Mission

The University of Massachusetts Boston is a public research university with a dynamic culture of teaching and learning, and a special commitment to urban and global engagement. Our vibrant, multi-cultural educational environment encourages our broadly diverse campus community to thrive and succeed. Our distinguished scholarship, dedicated teaching, and engaged public service are mutually reinforcing, creating new knowledge while serving the public good of our city, our commonwealth, our nation, and our world.
VIDEOS, TV STILLS, AND ONLINE APPLICATIONS

VIDEOS

Videos that appear on the university website and promote university events or programs should support UMass Boston brand standards and be consistent in style, tone, and message. If the UMass Boston logo appears in your video, it should conform with brand specifications (see page 6) and be free of distortion. A branded copyright graphic should appear at the end of the video.

If you use a lower third (or super/chyron) to identify UMass Boston personnel, you should use the Arial font with a leading of 36 where that is possible. For 2-line supers, use Arial Black in size 36 on line 1 and Arial Regular in size 30 on line 2. For 3-line supers, use Arial Black in size 36 on line 1 and Arial Regular in size 30 on both the second and third lines. Templates that use this font and the university’s logo and colors in 1-, 2-, and 3-line treatments are available upon request and at the Digital Learning Studio.

TV STILLS

Stills created to appear on campus television screens must be properly branded. If you are using the university’s visual identifier or the sail motif, it should appear as specified in this manual (see pages 6 and 19) and be free of distortion. For the sail motif, start with the PowerPoint template with a white background, available at www.umb.edu/branding.

ONLINE APPLICATIONS

Your social media sites are the introduction to your program for some people, so consistency in written and visual messaging in these sites is key. Make sure you refer to the university correctly – use “UMass Boston” or “the University of Massachusetts Boston” (see page 36). Sized versions of the visual identifier for Facebook, Twitter, and YouTube are available on the UMass Boston Web Brand Manual web page.

When creating a blog or social media account for a university department, college, or center, you should link the account back to the department, college, or center and to UMass Boston, both to give the web visitor a sense of place and to drive traffic to your website. Remember: This is an introduction to your organization – an opportunity to let the world know more about what you do.

In some social media, like Facebook and Twitter, it may be impossible to use fonts other than those provided, but if given a choice use Arial and Arial Bold for headlines and Georgia for longer text passages. Editors should not alter the fonts in any way.

Besides black and white, the following font colors may be used on the UMass Boston website:

- **UMass Boston Blue**
  (7462C in the Pantone Matching System (PMS) and HEX: #005A8B)
- **UMass Boston Light Blue**
  (PMS 291C and HEX: #A0CFEB)
- **UMass Boston Red**
  (PMS 1675C and HEX: #DA33F1F)
- **UMass Orange**
  (PMS 1385C and HEX: #D47600)
- **UMass Boston Gold**
  (PMS 1245 and HEX: #C59217)
- **UMass Beige**
  (PMS 7503C and HEX: #A79E70)
- **UMass Warm Gray**
  (PMS Warm Gray 7C and HEX: #988F86)

The content management system employed at UMass Boston is already set up to use these colors and only these colors.
BRANDED CLOTHING AND ACCESSORIES

UMass Boston branded merchandise is an important medium for creating awareness of and communicating pride in the university. The illustrations on these pages show how the brand identity might be applied by designers to standard items of clothing and accessories.

Hats

Golf shirts
Stationery folders

Mugs

Book bags
EDITORIAL STYLE

Clarity, accuracy, and consistency in the use of language are particularly important when an institution seeks to establish a distinct idea of itself in the outside world. The following guidelines will help members of the UMass Boston community work toward this goal.

UMASS BOSTON SPECIFICS

WHAT TO CALL OUR INSTITUTION

Full name:
The University of Massachusetts Boston, or
University of Massachusetts Boston

Brief, less formal name:
UMass Boston

Use the full name in formal situations or when first addressing an audience that may not know what “UMass Boston” stands for. But in most situations, say “UMass Boston” with conviction. Like many universities, we need a short form of our name for fluent and emotionally effective communication. Each part of “UMass Boston” carries meaning, and together they make a resonant whole. “UMass Boston” is already well established.

When using the full name in identifying material such as return addresses, write only “University of Massachusetts Boston.” In running text, write “the University of Massachusetts Boston.” When using the short form of the name, say only “UMass Boston,” not “the UMass Boston.” A good alternative short form is “the university” (lowercased), as long as it is clear which university is being discussed.

WHAT NOT TO CALL OUR INSTITUTION

Do not use
UMB

Please avoid the following unless using accurately:
UMass
University of Massachusetts

(Without “Boston,” these two versions refer to the UMass system as a whole.)
**TITLES OF UMASS BOSTON OFFICIALS**

Some full titles:
- Provost and Vice Chancellor for Academic Affairs
- Vice Chancellor for Administration and Finance
- Vice Chancellor for Athletics and Recreation, Special Programs and Projects
- Dean of the College of Nursing and Health Sciences
- Dean of Graduate Studies
- Dean of Students
- Associate Provost, Associate (or Assistant) Vice Chancellor for Such and Such
- Chair of the Department of Such and Such

Examples of usage (see also “Capitalization”):
- Chancellor Firstname Lastname
- Chancellor Lastname
- Firstname Lastname, chancellor of the University of Massachusetts Boston; the chancellor
- Provost Firstname Lastname
- Provost Lastname
- Firstname Lastname, vice chancellor for academic affairs and provost; the provost

**NAMES OF UMASS BOSTON BUILDINGS**

Full names, followed by acceptable short versions:
- Campus Center
- Catherine Forbes Clark Athletic and Recreation Center; Clark Center
- Joseph P. Healey Library; Healey Library
- John W. McCormack Hall; McCormack Hall
- Robert H. Quinn Administration Building; Quinn Administration Building
- Integrated Sciences Complex; ISC
- Phillis Wheatley Hall; Wheatley Hall
- University Hall

**ACADEMIC DEGREES AND HONORS**

BA, PhD, etc. (no periods)
bachelor’s degree, master of science, etc. (lowercase)
a master of arts in American studies, a PhD in pharmacology, a bachelor’s degree in nursing
cum laude, magna cum laude, summa cum laude (lowercase, no italics)
CAPITALIZATION

In general, follow the “down style,” which *The Chicago Manual of Style* describes as “the parsimonious use of capitals.” This is the norm in American publishing and journalism. As the *Chicago Manual* says, “Understanding is best served by capitalizing only what are clearly proper nouns and adjectives in the context under discussion.” When you are unsure whether a noun is “proper” but the meaning is clear, do not capitalize. If you are tempted to rely on capital letters to give emphasis or add meaning, find a better way.

- Capitalize the full names of administrative entities. Complete alternative versions may also be capitalized.
  - Office of the Chancellor; Chancellor’s Office
  - Department of Chemistry; Chemistry Department
  - College of Nursing and Health Sciences
  - Division of Enrollment Management

- Capitalize titles in vertical lists.
  - Firstname Lastname, Chancellor
  - Firstname Lastname, Vice Chancellor for Academic Affairs and Provost
  - Firstname Lastname, Vice Chancellor for Administration and Finance

- Capitalize titles appearing in front of names.
  - Chancellor Firstname Lastname
  - Dean Lastname
  - Associate Provost Firstname Lastname

- In ordinary text, *do not* capitalize titles appearing after names (such titles should be understood as appositives describing what people do). In general, long titles should appear after names.
  - Firstname Lastname, the vice chancellor for administration and finance

- *Do not* capitalize titles used alone in place of names.
  - the chancellor; the vice chancellor; the dean; the director

- If the titles include complete proper names of administrative entities, capitalize the administrative entities.
  - Firstname Lastname, director of the Healey Library
  - Firstname Lastname, dean of the College of Education and Human Development

- *Do not* capitalize portions of the proper names of administrative entities.
  - the university; the college; the division; the vice chancellor for administration and finance (not Administration and Finance)

- *Do not* capitalize the names of academic disciplines unless they are derived from proper names.
  - sociology; management; a professor of history; a student of English; a master’s degree in American studies

- In headlines, capitalize with consistency in mind. Always lowercase articles, conjunctions, and prepositions of four letters or less, unless such words are particularly important or come at the beginning or end of the headline. Always capitalize forms of “to Be” in headings. *The Chicago Manual* offers the following examples:
  - Mnemonics That Work Are Better Than Rules That Do Not
  - Singing While You Work
  - A Little Learning Is a Dangerous Thing
  - Taking Down Names, Spelling Them Out, and Typing Them Up
**GENDER IDENTITY**

Find out what pronoun(s) an individual uses to refer to him- or herself, and use these pronouns to refer to the individual in all university publications. If a person prefers nonbinary pronouns, please make a note to that effect in manuscripts so that editors and other proofreaders are aware of this preference. For more-detailed guidance on pronoun use and gender identity, please see the Office of Diversity and Inclusion website.

**GOVERNMENT ENTITIES**

- When referring merely to a location, lowercase *city, state, etc.*

  I am going to attend college in the city of Boston.

  My brother lives in the state of Washington.

- But, when referring specifically to a government entity, capitalize the descriptor.

  The City of Boston passed the ordinance last year.

  She works for the Commonwealth of Massachusetts.

**LISTS**

- Do not use a colon or any other punctuation after the introductory line in a list if the introduction is not a complete sentence and requires the items in the list to complete the sentence. Do not use end punctuation after the items in a vertical list unless a bulleted item is a sentence that can stand alone from the introductory line. If one item in a list is a full sentence, then strive to make the remaining items in the list into full sentences also. Whenever possible, list items should all be parallel in structure (i.e., all starting with a noun or all starting with a gerund, etc.).

  *Preferred*

  These items are required to complete the application:
  - Two letters of recommendation
  - Application fee

  *Correct*

  The items required to complete the application are
  - Two letters of recommendation
  - Application fee

  *Incorrect*

  A completed application must include:
  - Two letters of recommendation
  - Application fee

  *Correct*

  Be aware of the following issues:
  - The website has not been updated in two years.
  - The landing page is not yet active.
NUMBERS AND DATES

Dates

▷ A full date takes a comma after the year.
   “December 7, 2016, was a good day.”

▷ A specific month-and-year combination takes no comma.
   “September 2016 was a bad month.”

Floors, Room Numbers

Examples: McCormack Hall, 2nd Floor, Room 200

Numbers

▷ Ages: Use numerals (3 months, 5 years, 45). Age decades use no apostrophes. “She is in her 50s.”

▷ Decades: the 1960s; the 1970s and ’80s.

▷ Spell out one through nine; use numerals for 10 and above. Spell out numbers that start sentences. Be consistent where numbers are clustered; example: “There were 7 cats, 9 dogs, and 27 chickens.”

▷ Numbers of four or more digits take commas: 1,780; 11,205

▷ Ordinals: Spell out “first” through “ninth”; use numerals for 10th and above. But use numerals for ordinals only when they are in the title of a work or event. Examples: their third child; the 10th Annual Scholarship Gala; the book Daily Living in the 17th Century

Phone Numbers

▷ Use the area code followed by the seven-digit number, with periods, not hyphens, separating each segment. 617.287.5000

Times of Day

▷ a.m. and p.m. (lowercase with periods; space precedes)

▷ Use “noon” instead of “12 p.m.”

▷ For time periods, use an en dash without spaces, and express top-of-the-hour times without “:00” after the number. 9:30–11 a.m.; 6 a.m.–3 p.m.

▷ In running text, use “from” and “to” when expressing time spans.
   The room is available from 9:30 to 11:30 a.m.
“PROFESSOR” AND “DOCTOR”

- In less formal writing (for newsletters, student recruitment brochures, etc.), use “professor” as a job description instead of as a title. Indicate a professor’s function and the discipline he or she works in at an appropriate point, and then avoid “professor” thereafter.

  “Firstname Lastname, who has been a professor of chemistry at UMass Boston since 1992, applied for the patent last year. Before doing so, Lastname had already been granted three other patents.”

- In formal situations (e.g., award-presentation speeches), do not hesitate to use “Professor” as a title in front of a person’s name.

  “I am delighted to present Professor Lastname with the Chancellor’s Medal for Distinguished Scholarship.”

More examples:

  Professor Firstname Lastname; Firstname Lastname, associate professor of American studies; Assistant Professor Firstname Lastname; Adjunct Professor of Sociology Firstname Lastname; Professor Lastname.

- “Professor” by itself may be used for associate and assistant professors unless an indication of rank is clearly needed. “Instructor X” and “Lecturer Y” are not customary. In such expressions as “X, lecturer in French” and “Y, instructor in biology,” “in” is preferable to “of”; “instructor of biology,” for example, suggests that the discipline itself is getting a lesson.

- In most situations, please avoid “Dr.,” “Doctor,” “the doctor,” and similar identifiers when referring to people with PhDs and EdDs, as against medical degrees.

  Minimizing the use of “Dr.,” “PhD,” and “EdD” is the norm in professional writing for general audiences. While it is natural to want to acknowledge a doctorate, difficulties come when several people are to be named: Accuracy requires consistency, but the facts and preferences may not be readily knowable, and the preferences may conflict.

Exceptions

In recognition of our chancellor’s role in communicating the prestige of our academic standing, you may include “PhD” after the UMass Boston chancellor’s name if he or she holds that degree (e.g., Firstname Lastname, PhD).

Where spelling out professional qualifications is clearly important, as in university catalogs or an invitation or program for a scholarly event, then “Firstname Lastname, PhD” is necessary and right.
**PUNCTUATION**

UMass Boston primarily follows *The Chicago Manual of Style*.

**Colons**  (see also “Lists”)

- Initial cap. the first word in full sentences after colons.

**Commas**

- UMass Boston editorial style calls for use of the serial comma, which means that a comma precedes the “and” or “or” before the final item in a series of three or more.
  “men, women, and children”; “bachelor’s, master’s, or doctoral degree”

Some other uses for commas:

- Before the coordinating conjunction in a compound sentence
  “The first negotiation was a failure, but the second one was a success.”
  (Both parts of the sentence can stand alone.)

- After an opening dependent clause or adverbial phrase
  “After seven hours, the jury delivered its verdict.”

- With modifiers that function separately
  “The expansive, newly restored train station...”

- To introduce a brief quotation
  “President Truman is known to have said, ‘The buck stops here.’”

- After “i.e.” and “e.g.”; examples:
  “the standard financial aid application – i.e., FAFSA”
  “e.g., the college's graduate programs”

**Periods**

- Use only one space between a period and the start of another sentence.
**SPELLING LIST**

advisor
a while (n.); awhile (adv. “stay awhile”)
acknowledgment
archaeology
backseat
backup (n.)
cleanup (n.)
coauthor (n., v.)
coeditor, -ed
coeeducational
cofounder
coursework (one word)
coworker
database
day care
disk (but compact disc)
Early Action (initial caps)
firsthand
good-bye
grade point average (no hyphen)
groundwater
HarborWalk (one word, capital H, capital W)
health care
judgment
makeup
mind-set
nonprofit
precollegiate
prerequisite (n.; adj.)
RSVP (no periods)
setup (n.); set up (v.)
sizable
start-up (n.; adj.)
titled (not entitled, when referring to names of works)
trade-off
U.S. (with periods; adj. only; spell out the noun)
United States’ (Not United States’s. But, if possible, reword to avoid the apostrophe entirely.)
under way (adv.)
university (lowercase when using in place of the university name)
university-wide
voice mail
-ward (not –wards; use toward, upward, afterward, etc.)
Washington, DC (no periods)
workforce
World War II; Second World War

**Internet-Related Terms**

email
homepage
Internet
log in (v.; “log in to your account”);
log-in (n., adj.; “Find your log-in information.”)
online
URL
username
website

**SYMBOLS**

Avoid using symbols in place of words whenever possible (e.g., spell out and rather than using the ampersand; use at rather than the @ symbol).
TITLES OF BOOKS, ARTICLES, PERIODICALS, AND THE LIKE

- Italicize the titles of books, movies, television programs, statues, and other major works.
  - *Paradise Lost; Good Will Hunting; Wheel of Fortune; Sunflowers for Vincent*

- Italicize the names of periodicals.
  - *Boston Globe; UMass Boston (the magazine); The Point*

- In running text, an initial “The” should be set lowercase in roman type or omitted entirely as the context of the sentence requires (e.g., “...was quoted in the *Boston Globe* as saying...”)

- Set course names in quotation marks and roman type.

- Use quotation marks and roman type for articles, poems, parts of books, lectures, songs, and other short works. Examples:
  - “When Pedagogy Meets Politics: Challenging English Only in Adult Education” (an article); “The Mending Wall” (poem); “Peas, Beans, and Lentils” (a chapter in *The Cambridge World History of Food*); “The Star-Spangled Banner” (song)

In headings and lists, if design considerations invite departures from these guidelines, depart rationally and consistently.

URLs AND EMAIL ADDRESSES

- Web addresses should be lowercased, with no underline (e.g., www.umb.edu).

- Always include the end punctuation in a sentence, even if the sentence ends with a URL or email address. If the URL or email address is set in a font or color different from that used in the main part of the sentence, the end punctuation should be set in the font and color of the main part of the sentence.

Visit us at www.umb.edu.
HOW TO PREPARE A MANUSCRIPT

New Publications

For new publications of the larger variety (e.g., brochures, programs, newsletters, table tents), rough drafts of manuscripts or content ideas should be submitted to Creative Services in Microsoft Word format. If text or content topics will need the approval of multiple people in the requesting department or office, you should obtain this approval prior to submitting the material. When writing a draft, consider the purpose of your publication. For instance, if it presents a new program, you should first give a brief overview of the program’s content, state what academic degrees will be conferred, and briefly describe the type of career a graduate of the program may be equipped to pursue.

Following that, write a paragraph or two on each of the publication’s topics. Each topic should be clearly identified with its own boldfaced headline. Headlines throughout the brochure should be uniform in font and size. Subtopics within a section should have headlines set in a smaller font. Many program brochures have a section on careers graduates can aspire to and another on the program’s faculty – for example, the universities where they did their graduate work and their area(s) of specialization.

It is important to write succinctly, as the publication’s intended audience is not likely to read lengthy text passages. A good alternative is a short lead-in paragraph followed by a list of the program’s assets, potential careers of graduates, and so forth.

Each project for which a Creative Services publication request is received is assigned an editor and a designer. The editor will read through and edit the submitted manuscript to ensure that it adheres to university style (highlights of which are presented in this manual), contains correct grammar and spelling, is well organized, and will hold the reader’s attention. The editor may have queries or may suggest additional content and will work with the client to resolve any remaining questions. After the publication is designed and before it goes to print, clients are asked to read the text again, offer feedback, and keep an eye peeled for factual inaccuracies.

Revisions of Previously Published Materials

If you are merely updating or making limited changes to a previously published brochure, invitation, or other publication, you may wish to submit to Creative Services a scanned PDF of the older publication, with your changes clearly marked. This is the most effective way to communicate limited revisions, as it clearly shows where in the publication changes need to be made and what the changes are. In contrast, emailed or conventionally mailed descriptions of changes are often confusing and can leave doubt as to the proper placement of the changes.

Tone

When preparing a manuscript for submission, keep in mind that tone is important. UMass Boston marketing materials should be welcoming in tone, upbeat, and engaging, without attempting to gain the interest of students and their families with phrasing or slang that jars with the university’s high academic standards. That said, the text should also avoid the lofty, often verbose prose style of academic writing. The Creative Services editor assigned to the publication can help ensure that your text strikes the right balance between the demands of academia and those of marketing.
For disability-related accommodations, including dietary accommodations, please visit www.ada.umb.edu at least two weeks prior to the event.

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RECOMMENDED REFERENCE WORKS

Preferred:


Note: The *Chicago Manual* is available online to UMass Boston employees at www.lib.umb.edu/databases.

Also helpful:

*Words Into Type, 3rd Edition* (Prentice Hall)

*The Elements of Style, 4th Edition*, by Strunk & White (Pearson)
**DESIGN AND EDITORIAL RESOURCES**

The Office of Government Relations and Public Affairs will gladly advise other university offices on matters discussed in this publication.

- **For design advice**, contact  
  Sarah Weatherbee, Art Director  
  Sarah.Weatherbee@umb.edu  
  617.287.5382

- **For editorial advice**, contact  
  Peter Grennen, University Editor  
  Peter.Grennen@umb.edu  
  617.287.5306

For design and editorial services from the Office of Government Relations and Public Affairs, please submit a request online at [http://forms.umb.edu/creative-services/form/request](http://forms.umb.edu/creative-services/form/request).

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**BRAND REVIEW COMMITTEE**

To aid in resolving apparent conflicts that may arise as new guidelines are applied – in the use of logos, for example – the university has established a brand review committee whose members are familiar with the marketing ideas embodied in this manual. If you wish to bring an issue to the attention of this committee, please discuss it first with one of the committee members:

- **Peter Grennen**  
  Peter.Grennen@umb.edu  
  617.287.5306

- **Lisa Johnson**  
  Lisa.Johnson@umb.edu  
  617.287.6016

- **DeWayne Lehman**  
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  617.287.5382