THE VISUAL BRAND FOR THE COLLEGE OF ENGINEERING

STRIVES TO CREATE A UNIQUE PERSPECTIVE ON WHAT IT MEANS TO BE A MICHIGAN ENGINEER. THE VISUAL STYLE WILL BE AUTHENTIC AND BOLD. MICHIGAN ENGINEERING IS NOT JUST ABOUT THE TECHNOLOGY, BUT ABOUT THE HUMANS WHO ARE AFFECTED BY IT. OUR VISUAL BRAND WILL REFLECT THIS UNDERSTANDING.

THAT VISUAL BRAND WILL BE:

• Modern
• Bold
• Forward-Thinking
• Precise
• Authentic
• Clever

THROUGH THE VISUAL DESIGN STYLING IN PRINT AND DIGITAL ASSETS, WE WILL COMMUNICATE THAT:

• Engineers are bold
• We solve problems
• We are collaborative
• We strive to transform the world

WE WILL ACHIEVE THIS BRAND THROUGH:

• Bold colors (not earthy or muted)
• Strong, modern typography
• Blocks of free space (either fields of color or fields of white)
• Use of typography as a design element
• Thoughtful placement and cropping of dynamic photography
• Use of authentic, photojournalistic photography

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HEADLINE FONT & SUB HEADLINE FONT

UNIVERS 85 EXTRA BLACK

SUB HEADLINE FONT

UNIVERS 67 BOLD CONDENSED

HEADLINE FONT (UNIVERS)

BOLD HEADLINE FONT (UNIVERS 85 EXTRA BLACK)
SUBHEADLINE FONT (UNIVERS 67 BOLD CONDENSED)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

BOLD HEADLINE FONT (UNIVERS 85 EXTRA BLACK)
SUBHEADLINE FONT (UNIVERS 85 EXTRA BLACK)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

BODY COPY FONT (Adobe Garamond Pro)

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
COLOR USAGE

PRIMARY COLORS

PANTONE 7406
CMYK 0/ 18/ 100/ 0
RGB 255/ 196/ 37
HEX #FFCB05

PANTONE 282
CMYK 100/ 60/ 0/ 60
RGB 15/ 45/ 91
HEX #00274C

SECONDARY COLORS

If more than one secondary color is used it is recommended that they are used in groupings below.

CMYK 88/ 50/ 0/ 0
CMYK 72/ 99/ 0/ 0
CMYK 81/ 0/ 39/ 0
CMYK 8/ 92/ 100/ 33
CMYK 0/ 71/ 100/ 3
CMYK 14/ 6/ 100/ 24
CMYK 6/ 14/ 39/ 8
CMYK 21/ 15/ 54/ 31
CMYK 20/ 14/ 12/ 40

LIST OF PROGRAM OFFERINGS

AS OF 03/ 21/ 2016
Facet texture of maize or blue can be used as the primary option for backgrounds in addition to large fields of maize.

A secondary background can be created to provide additional options to the primary faceted background. Images can be created by creating a maize or blue monotone of an image.

Hash line texture can be used over image for opening or cover images or it can be used to divide content.
PHOTOGRAPHY STYLE

Photography should be authentic and photojournalistic in nature.
VIDEO GUIDELINES

LOWER THIRDS

The accent line will change based on the length of the longest line of text, or number of description lines. Title line can be removed if the subject doesn’t require a title. Description lines would then move up.

TITLES

Following the visual theme set with the lower thirds, Titles will have big bold headlines and smaller bold subheads, with maize accent lines above, below, or on the side. Text will be caps, color will be white, blue, black or grey, and should approximately follow the proportions shown here (Though overall size is flexible).

SUBTITLES

Credits will be caps text using Univers & same weights as the lower thirds (85 Extra Black & 47 Light Cond.), and can be left, center or right justified. They can be white, black, blue or grey.

CREDITS

Subtitles will use Univers 47 Light Cond., but will be standard case, for readability. It will often be centered justified.
To investigate which neurons produce which behaviors, the team intends to use a technique called optogenetics. In simple terms, it relies on genetically modified neurons that can be switched on and off by different colors of light.

This is a text link.
SOCIAL GUIDELINES

GUIDELINES

Across social, when adding text to graphics, keep it as short as possible. Use large font (think mobile first. How will it look on a phone screen?) Always give a generous buffer zone between the edge of the image and where the text starts.

Image sizes, auto-cropping and presentations change all the time on social. Check as a user to see how content is appearing. If it looks bad, adjust accordingly.

FACEBOOK

When sharing a link, upload your own image cropped to 1200 x 630 px (600 x 315 minimum)

If sharing an image only (no link), you can’t go wrong with a square cropping.

TWITTER

Images should be cropped to 16x9 aspect ratio (1000 x 500 or 800 x 400).

INSTAGRAM

Now lets users upload any aspect ratio. When in doubt, crop it square.

“I give to scholarships because I was a beneficiary of them when I was a student here.”

Susan Montgomery
A determinant of success later in life

Maybe my gift allows a student to take a few extra hours a week and do research.

- Amy Cohen