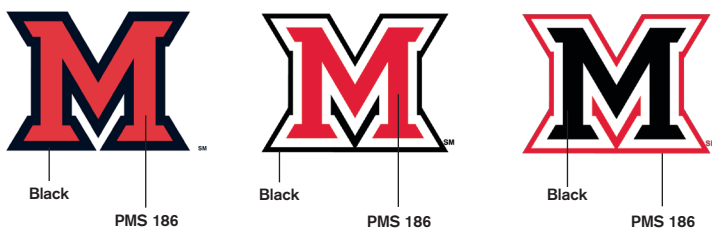




Beveled M Spirit Mark

- Secondary visual identity for Miami University. Can be used with Miami's Primary Visual Identity, i.e., Lantern logo.
- Appropriate for non-academic (internal or licensed) use only.
- Available in electronic or camera-ready art formats with some flexibility for a variety of design needs.
- The Beveled Miami M is the only style to be used; no other version or style, e.g., Block M, is acceptable.
- No mark should be distorted, stretched, rotated, or drop-shadowed at any time.
- **Is not** a permanent replacement for Miami University's official logo, seal or sports logos.

Coloration



Coloration

The following colors may be used in any combination on the inside portion of the M, the inside border of the M, and the outside border of the Beveled M: RedHawk Red (Pantone® 186), White, Process Black.

EXCEPTION: The inside border and outside border of the M must never be replicated using the colors of red and black. The only acceptable border color combinations are black and white or red and white.



Reversing the Mark to White

When reversing the mark to white or when printing it in white ink over a dark or black background, use the alternative mark shown. *Do not simply reverse the original mark.*



History of the Beveled M Spirit Mark

The Miami Block M made one of its first appearances over a century ago on the uniforms of Miami sports teams. It later appeared on the "M Books" of the 1920s and 1930s and no doubt found many other uses. In the 1960s, the Block M appeared in combination with the Indian Head as a secondary Miami sports team mark.

As the years passed, it became apparent the Block M was very similar to that used by a number of other "M" universities and colleges. When the Indian Head mark was discontinued in 1996, the university sought to develop an identity for its sports teams that could be embraced by all.

The Beveled M came into use in 1997. Designed by SME Inc., a New York branding and design firm, the beveled M was part of the university's branding efforts to customize the "M" to make it distinctive and instantly recognizable as the Miami "M."

Exceptions

We strongly recommend that when designing a publication, at least one of the three Miami colors be used so the identity can be reproduced appropriately. We recognize, however, that this may not always be possible; for example, in a series of publications that need to be differentiated by color, it may not be feasible to use one of the three Miami colors. In these rare instances, the guideline to follow is to print the entire logo in one color only, at full strength (not screened).

Minimum Space Requirements

White space, measured by the height of the beveled part of the Miami M (see example) must be maintained around the mark.

White Space Example:



Use with Identifying Wording

Identifying wording, e.g., department name, office name, may be used below the Beveled M Spirit Mark. For assistance, please contact the assistant director of IT Communications at 513-529-6062.