




Reversing the Logos to White

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



Unacceptable Logo Treatments



Do not reverse the logo to white from a light background.




Do not repeat an identity element to create a pattern.




Do not print the logo over a dark background.



Never surround the identity elements with another shape.



Do not distort the identity elements.



Do not crop or truncate the mark.



Never reconfigure the identity elements.

Stationery

Letterhead, Envelopes, Business Cards

Letterhead, envelopes, and business cards must be ordered through the Purchasing Office, 110 Roudebush Hall, and must adhere to the standard formats and rules for stationery.

Informal Stationery

Memo, fax, and other informal stationery may be individually prepared. We encourage the use of the logo in these informal applications; when doing so, you must adhere to the standards of this manual.

Obtaining Artwork

Electronic Files

The most commonly used variations of the university logo are available in EPS files, suitable for Macintosh-based or PC-based operating systems. These high-resolution graphics may be downloaded from Miami's web site at www.muohio.edu/muidentity/. If you have questions concerning use of these graphics, contact University Publications, Art Director, 529-7596.

Camera-Ready Art

Cut-and-paste sheets of the most commonly used variations of the university logo are available at Applied Technologies in Gaskill Hall (529-6013) and at University Publications in Glos Center (529-7596).

Internet Use

The logo has been incorporated into several templates for creating university World Wide Web pages. These low-resolution graphics, along with standards for Internet use, are available at www.muohio.edu/wwwstyleguide/. If you have questions concerning use of these graphics, contact University Communications, Creative Director of New Media, 529-8589.

Identity Program Resource List

Downloadable graphics.....	www.muohio.edu/muidentity/
WWW usage.....	www.muohio.edu/wwwstyleguide/
Camera-ready art.....	Applied Technologies, 9-6013 University Publications, 9-7596
University stationery.....	Purchasing, 9-2125
Unabridged style manual	King Library Reference Desk
Questions about usage, print.....	University Publications, Art Director, 9-7596
Questions about usage, Internet	Creative Director of New Media, 9-8589

Miami University: Equal opportunity in education and employment.



MIAMI

University Identity Standards

This Miami University Identity Standards Manual has been prepared and distributed to ensure the success of our visual identity through consistency of use. Please read the identity standards and adhere to these guidelines when producing materials about Miami.

Size and Space Requirements

Minimum Size Restrictions

The Miami mark with founding date should never appear smaller than 1/2 inch across.
The Miami mark without founding date should never appear smaller than 3/8 inch across.



Minimum Space Requirements

Maintain a minimum distance — equal to at least half the height of the mark — between the logo and edge of the page or any other element on the page.



REMINDER: University policy requires that any materials used in the recruitment of students to Miami be reviewed prior to production by the Office of University Publications.

This is an abridged version of the full standards manual, available for review at the reserve desk of King Library.

Definitions

Logo or Signature



Primary visual identity for the university as a whole.

Includes mark depicting lantern inside arch and accompanying logotype of Miami University.

Appropriate for use on stationery, publications, signage, etc.

Available in electronic or camera-ready art formats with flexibility for a variety of design needs.

The new logo replaces the Miami University logotype shown here. This logo should no longer be used.



Seal

Official emblem of the university, symbolizing authentication of a document.

Contains the Latin name and motto for Miami.

Appropriate for use on official documents and ceremonial materials. Also serves as the watermark for university letterhead.

May not be used in place of the university logo.

Available with permission from University Publications.



Indian Head



Symbol of the university's ties to the Miami Tribe.

Dignified portrait of Miami Indian brave, from the original work by John Ruthven.

Appropriate for use on materials related to Miami's heritage and athletic tradition.

When used in conjunction with a block M, the use is restricted to athletics-related materials.

May not be used in place of the university logo.

Available with permission from Intercollegiate Athletics.

RedHawk

Symbol of Miami's Intercollegiate Athletics programs, to be used only for athletics-related materials.

May not be used in place of the university logo.

Available with permission from Intercollegiate Athletics.



Using the Miami Identity

Miami encourages widespread use of the logo by university offices and programs and by recognized student organizations. An identity program is effective only if it is consistently applied. We therefore require usage to meet the standards detailed in this manual.

The logos, seals, and wordmarks depicted in this brochure are registered service marks and the exclusive property of Miami University. The treatments of the Miami identity outlined in this brochure are for institutional use only. The university does not approve the use of these marks for personal use, nor do we provide art, electronic or otherwise, for such personal use. The use of these registered marks for commercial purposes, including reproduction on merchandise, is expressly prohibited unless the producer has completed a license agreement with the university and such use is governed by the terms of that agreement. Contact the Department of Business Services for further information on licensing and commercial use.

The standards here apply to the Oxford campus and to materials used across all Miami campuses, such as stationery, signage, and multi-campus print matter. Miami Hamilton and Miami Middletown have separate identity programs for their individual campus recruitment and promotional materials.

Identity Elements

Mark

The Miami University mark is a direct allusion to the Upham Arch and the hanging lamp within it, one of Miami's most remembered campus landmarks. It signifies at once the enlightenment of education and the comfort of a welcoming environment.

The mark has been drawn with and without the founding date and may be used either way. *Do not*



simply remove the date; there are other subtle differences between the two marks.

Until the logo has been in use for several years, the mark by itself is not likely to be readily identified with Miami University. We therefore recommend it not be used without the accompanying logotype.



Logotype

The Miami University logotype is a unique typographic treatment of the university name. Do not attempt to recreate the logotype through typesetting. There is no comparable font available.

MIAMI UNIVERSITY

Formal Logo

The mark and the full "Miami University" logotype are combined into a formal institutional logo. Flush-left and centered versions are available. Also available without "Oxford Ohio" added.



Informal Logo

By abbreviating the logotype to just "Miami," the informal institutional logo offers more flexibility in application while reinforcing the identity established in the formal logos. It, too, is available in flush-left and centered versions.

Use one of these logos when directed to an audience already familiar with the university or when there is not enough space for the formal logo.



Coloration

3-Color Printing

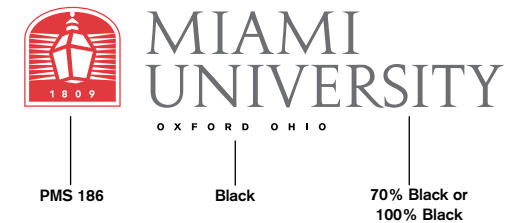
Miami Red is Pantone 186, used for the mark.

Miami Gray is Pantone 405, used for the logotype.

The third color is black, used for the added location.



2-Color Printing



When printing with **Pantone 186** and **black**



When printing with **Pantone 186** and **Pantone 405**

1-Color Printing

The entire logo may be printed in any of the three Miami colors: Pantone 186, 405, or black.

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 always use one of the three Miami colors. In these rare instances, the rule to follow is to *print the entire logo in one color only, and to use the color at full strength, not screened.*