

# BRAND IDENTITY GUIDE

Miami University

July 2021



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Questions? Contact Laura Driscoll, director of Brand Management and Strategy at [brand@MiamiOH.edu](mailto:brand@MiamiOH.edu) or 513-529-7596

# The Brand

**Miami University's brand extends far beyond the logos, wordmarks, symbols, and images** seen throughout our marketing and communications materials. The brand is a complex system driven by the emotions of our audiences who connect their personal experiences to Miami. Comprehensive brand research was performed to capture these shared experiences and to establish the institution's positioning, voice, and visual identity that are outlined in these brand standards.

The Miami University brand standards define a flexible, yet consistent identity that allow both internal and external partners to develop Miami branded materials. Consistent standards set clear expectations for the appearance of branded materials and allow brand communicators the flexibility they need to meet the needs of diverse audiences. **A unified and consistent brand image allows for broader awareness of the institution and a stronger Miami identity.**



# Inclusive Branding

We strive to be a community where all cultures and identities are celebrated — a place where ideas can be freely exchanged, can be modified, and can evolve.

We know that new perspectives and experiences make us better, not only as individuals but as a university community.

Our actions to become a diverse, equitable, and inclusive community extend to the university's brand. How we communicate about diversity, equity, and inclusion matters — not just in a diversity-focused communication — but across every communication we create.

## **AS BRAND COMMUNICATORS:**

- We must question bias.
- We must eradicate stereotypes of Miami constituents in the marketing and communications materials that we create.
- We must engage all of our audiences to understand their identities and experiences and ensure we are representing them in the way that they want to be represented.
- We must be aware that people's reactions to communications are as varied as their life experiences and points of view.
- We must incorporate diversity, equity, and inclusion in everything we do.
- We must integrate diversity at the beginning of the creative process and not relegate it to a checkbox at the end of development.

It's through these actions that we can begin creating an inclusive brand. Throughout this guide, you will find communications best practices. We are all still learning, and these resources are not meant to be exhaustive or final.

# Approval Process

University Communications and Marketing reviews all branded materials to ensure that communications are consistent across the university. We've created three separate approval processes based on the user's knowledge of design principles and the institution's brand.

All Miami branded materials must be submitted to University Communications and Marketing for review and approval prior to distribution.

It is important to note that Miami University owns its brand. If you wish to use any of the elements of the university's brand, you agree to follow the terms outlined in these brand guidelines.

**See Page 6 to learn about the three types of users.**

## POWER USERS

- UCM will work with each power user to establish a review process.
- Email all designs to UCM for review and receive feedback within 2-3 business days.

## NOVICE USERS

- Canva will direct you to submit designs to UCM for review. You must create all branded materials through Miami's Canva account.
- Freelance designers must submit their design to UCM for review before sharing it with their client.
- UCM will review all Canva and freelance designs within 2-3 business days.

More information about Canva and freelance designers coming Fall 2021. Please contact UCM to discuss any immediate needs.

## EXTERNAL USERS

- Designs must be reviewed and approved prior to distribution.
- Email all designs to UCM for review and receive feedback within 2-3 business days.



Submit all designs for approval to [MiamiOH.Formstack.com/Forms/Brand\\_Approval\\_Request](https://miamioh.formstack.com/forms/Brand_Approval_Request)

# Types of Users

## POWER USERS

Who is a power user?

- Formally trained designers, employed by Miami University. It is expected that power users are well versed in Adobe Creative Suite and design principles.

What type of training is needed?

- Power users must attend or view a brand presentation that provides an in-depth review of how to design within the university's brand. After attending a brand presentation, the power user will receive a brand toolkit, which will include all elements necessary to effectively design within the brand.

## NOVICE USERS

Who is a novice user?

- Individuals employed by Miami University who are not formally trained designers.

What type of training is needed?

- Novice users must attend or view a brand presentation that provides an overview of how to use the university's brand. In addition, they will receive an overview of the resources available to them.

## EXTERNAL USERS

Who is an external user?

- Anyone who is not employed by Miami University. This includes, but is not limited to, agencies, vendors, and community partners.

What type of training is needed?

- Before an external user can receive access to the university's brand, an agreement must be in place that outlines external usage. University Communications and Marketing must review and approve all agreements that incorporate this language.
- Once an agreement is in place, external users must view a brand presentation that provides an in-depth review of how to design within the university's brand. Once viewed, the external user will receive a brand toolkit, which will include all elements necessary to effectively design within the brand.

# Brand Foundation

**The fundamental elements**  
that differentiate Miami University

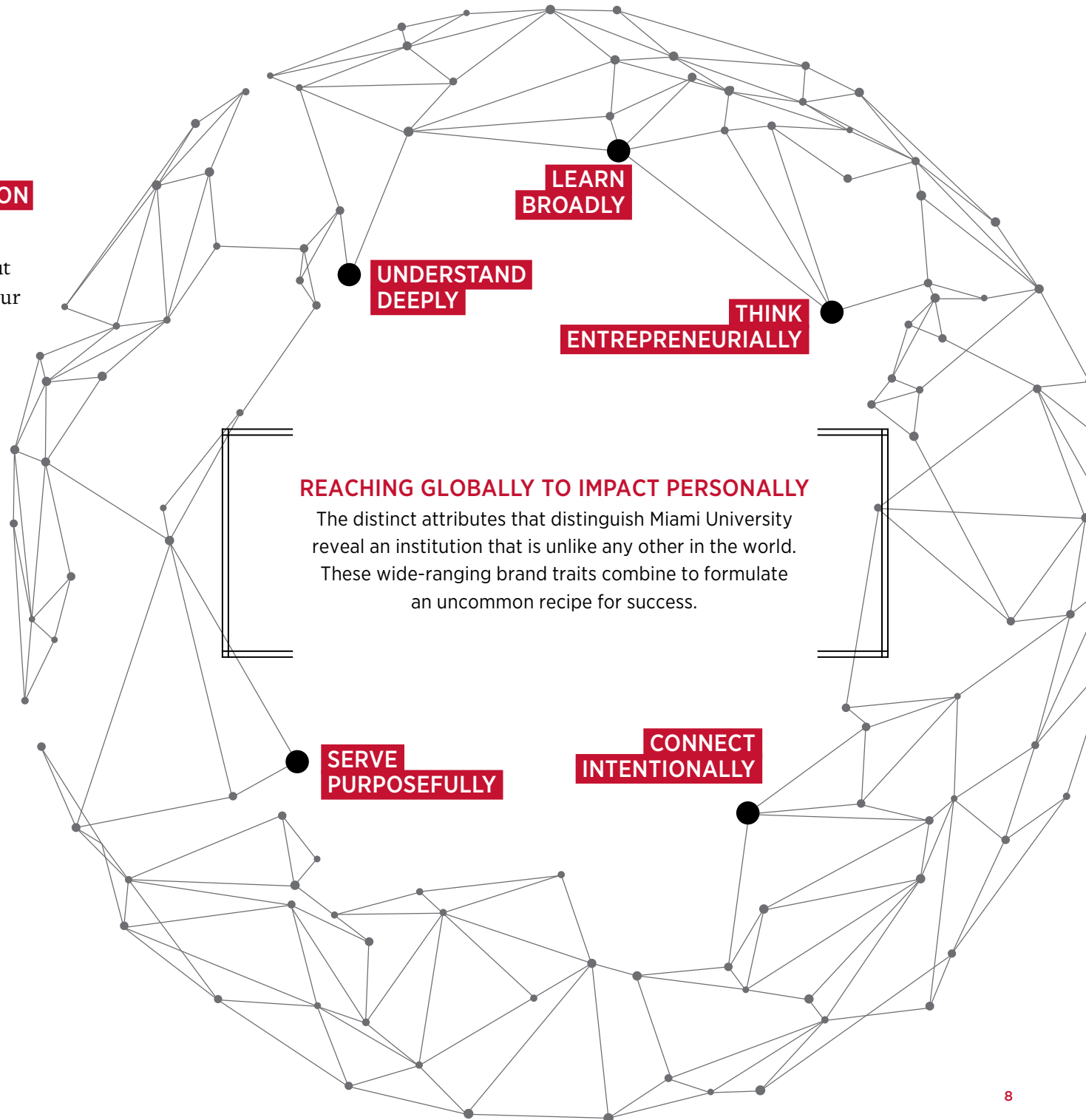


# Brand Pillars

**BRAND PILLARS ARE THE FOUNDATION OF THE MIAMI BRAND.**

Brand pillars express the essential truths about Miami University — what sets us apart from our competitors and how we provide value to the world. Brand pillars provide a guide for all of your communications. When you're creating copy or designing visuals, bring at least one of these pillars to life. As you're communicating with audiences:

- Align your style, tone, and messaging to at least one brand pillar.
- Convey Miami's purpose and key differentiators based on the pillars.
- Do not use brand pillars as taglines.





### 1. UNDERSTAND DEEPLY

We have a fundamental need to understand — ourselves, each other, and the universe around us. Even the most inspired innovation relies on the timeless methods of inquiry developed centuries ago. As a public university with a global reach, we champion what’s next — cutting-edge research, essential partnerships, and the life-changing experiences that produce trailblazing thinkers. We commit to providing these meaningful experiences to all students - not merely a select few.

Miami strives to forge a bold future built upon the foundation of our rich history.

**Brand characteristics:**  
**Timeless yet inspired**

### 2. LEARN BROADLY

To open new paths of discovery and creativity, our research and scholarship must first transcend the boundaries between disciplines. Our breadth of knowledge strengthens our ability to explore and specialize in emerging fields. We commit ourselves to a transdisciplinary approach to education — collaborating across subject areas and producing well-rounded scholars who can apply their knowledge in multiple fields.

Miami provides expertise that is informed by the most comprehensive range of knowledge and yet relies on the most precise level of skill.

**Brand characteristics:**  
**Comprehensive yet precise**

### 3. THINK ENTREPRENEURIALLY

A complex world requires the ability to think in unconventional ways. The entrepreneurial mindset — resilient, adaptive, tolerant of risk — thrives within all types of organizations. With our hands-on, innovative approach to education, we help others create successful outcomes beyond their dreams. With our emphasis on transformational leadership, we develop the intellectual pioneers who will shape the future.

Miami empowers people in each field of study and every line of work to lead, learn from setbacks, and change the status quo.

**Brand characteristics:**  
**Driven yet perceptive**

#### 4. SERVE PURPOSEFULLY

Knowledge and expertise are most valuable when they're shared with others and used to impact the greater good. Humility tempers our ambition. A clear sense of purpose guides our generosity. Our passion for discovery in our fields of inquiry is equaled only by our desire to improve life for all. An investment in Miami produces returns not only for our graduates, but for our community and our world.

Miami harnesses the diverse intellect and capabilities of a world-class institution and directs its energy toward solving the world's greatest problems.

**Brand characteristics:**  
**Ambitious yet generous**

#### 5. CONNECT INTENTIONALLY

Collaboration and inclusion are catalysts for critical thinking. Our global network of learners, thinkers, and achievers works together to open a universe of possibilities. Diverse viewpoints and identities strengthen everything we do. Our commitment to equity demands that we break down barriers to learning while seeking opinions that may challenge our own. We empower every member of our community by recognizing that the depth of our connection relies on our willingness to transform, and be transformed by, our community.

Miami nurtures interconnected partnerships and celebrates the distinct value brought by all people.

**Brand characteristics:**  
**Interconnected yet distinct**

# Brand System

## **High-level overview**

of Miami's key brand elements



## Identity System Overview

**THE MIAMI UNIVERSITY LOGO IS A POWERFUL AND RECOGNIZABLE SYMBOL OF THE UNIVERSITY.**

It unites all Miami constituents — students, faculty and staff, alumni, partners, and the broader community.

Our logo includes two key elements: the Beveled-M and “Miami University” wordmark.



Beveled-M

Wordmark

Logo

## Beveled-M

**THE BEVELED-M IS THE MOST RECOGNIZED SYMBOL ON CAMPUS AND BEYOND.**

It is typically depicted in red with a black border and white outline to set it apart.

At all times, the center portion of the Beveled-M mark must be either red or white.



Full-color on red background



Full-color on white background



One-color Miami Red



One-color white

## Wordmark

Miami's official wordmark is typeset in MU Freight Display Pro.

The wordmark cannot be recreated by typing it out — the letters are typeset with specific spacing and weighting.

When the wordmark appears as part of the logo, always use the official artwork.

MIAMI  
UNIVERSITY

MIAMI UNIVERSITY

## Primary Logos

**THE LOGO IS THE FUNDAMENTAL  
VISUAL EXPRESSION OF THE IDENTITY.**

Miami University's primary logos are the official logos of the university. Presented in three formats — horizontal stacked, vertical stacked, and horizontal.

**Use the primary logos when communicating to external audiences.**



## Primary Alternate Logos

Primary alternate logos incorporate Oxford, OH and the institution's established date of 1809.

**When there is a need to call attention to Miami University's geographic location and rich history, use these logos.**





## Secondary Logos

**SECONDARY LOGOS ARE SIMPLIFIED  
VERSIONS OF THE LOGOS.**

These logos can be used on platforms where it is clear that Miami University is the creator of content, such as social media.

**Use in communications to internal audiences, such as students, alumni, faculty, and staff.**



## Secondary Alternate Logos

Secondary alternate logos are simplified versions of the primary alternate logos.

They can be used on platforms where it is clear that Miami University is the creator of content, such as social media.

**Use in communications to internal audiences, such as students, alumni, faculty, and staff.**



## Lock-Ups

**LOCK-UPS IDENTIFY OFFICIAL AREAS WITHIN THE UNIVERSITY — DIVISIONS, CENTERS, DEPARTMENTS, AND OFFICES.**

Area names are prominently identified in each lock-up, using the stacked and horizontal stacked primary logos.

Divisions are assigned a Tier 1 lock-up. Centers, departments, and offices within a division receive a Tier 2 lock-up. Tier assignment is based on the university's organizational structure.

**The President's Executive Cabinet must approve all tier assignments.**



COLLEGE OF EDUCATION,  
HEALTH, AND SOCIETY

Tier 1



MIAMI  
UNIVERSITY

COLLEGE OF EDUCATION,  
HEALTH, AND SOCIETY

Tier 1



COLLEGE OF EDUCATION,  
HEALTH, AND SOCIETY

*Doris Bergen Center for Human  
Development, Learning, and Technology*

Tier 2



MIAMI  
UNIVERSITY

COLLEGE OF EDUCATION,  
HEALTH, AND SOCIETY

*Doris Bergen Center for Human  
Development, Learning, and Technology*

Tier 2

## Secondary Lock-Ups

Secondary lock-ups are simplified versions of the lock-ups.

Use in communications to internal audiences, such as students, alumni, faculty, and staff.



COLLEGE OF LIBERAL ARTS  
AND APPLIED SCIENCE



Tier 1



COLLEGE OF LIBERAL ARTS  
AND APPLIED SCIENCE



Tier 1



COLLEGE OF LIBERAL ARTS  
AND APPLIED SCIENCE

*Office of Diversity and Multicultural Services*



Tier 2



COLLEGE OF LIBERAL ARTS  
AND APPLIED SCIENCE

*Office of Diversity and Multicultural Services*



Tier 2

# Presidential Seal

**THE PRESIDENTIAL SEAL IS A TIME-HONORED MARK DATING BACK TO 1826.**

Three elements make up the seal: an open book, a globe of the Earth, and a telescope (representing the past, present, and future, respectively).

Within the seal are the three Latin words: “Prodesse Quam Conspici.” These words are the Miami motto — “to accomplish without being conspicuous.”

The seal is reserved for use by the Office of the President for ceremonial purposes and official documents, including diplomas, presidential and trustee materials, legal and official university documentation, and the highest awards and certificates. Additionally, the seal may be used for formal occasions or on items of distinction, including commencement items, high-end gifts, and university chairs.

**The Office of the President must approve all uses of the seal.**



## Logo Color Variations



Use the full-color version whenever possible.



Use the knockout type version on dark backgrounds or images where the preferred logo lacks contrast.



Use the one-color white version on dark backgrounds when only one color is permitted.

## Logo Safe Space

**TO MAINTAIN THE INTEGRITY OF OUR LOGOS, SAFE SPACE MUST SURROUND ALL PARTS OF THE LOGO.**

This space provides separation from other elements, as well as the edge of the page. This border should always measure a minimum of half the height of the logo.



## Logo Minimum Size



Print .51"  
Digital 38px



Print 1.08"  
Digital 77px



Print 1.65"  
Digital 119px



Print 1.125"  
Digital 81px



Print 3.3"  
Digital 238px



## Logo Misuse (Not an exhaustive list)



Don't alter



Don't stretch



Don't rotate



Don't add a drop-shadow



Don't add a pattern



Don't change the text color



Don't add to a sentence



- ✘ Love and Honor
- ✘ Public Ivy
- ✘ Cradle of Coaches

Don't use as bullet points



Don't surround by a shape



Don't use Beveled-M without white outline



Don't use a line to attach to another logo line



Don't attach to another logo

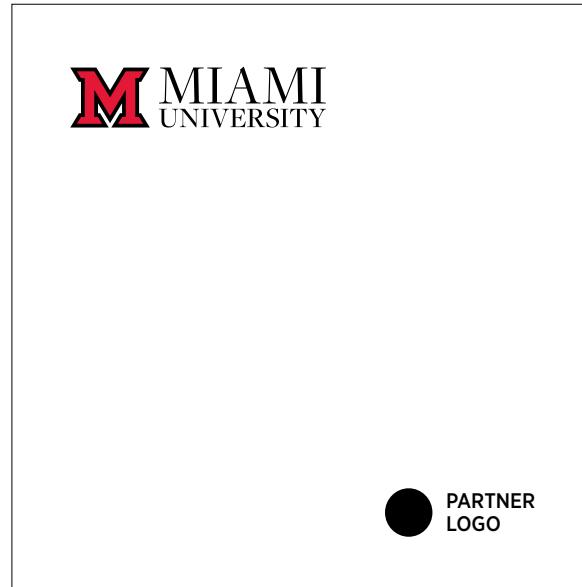
## Co-Branding

### MIAMI FORGES STRATEGIC PARTNERSHIPS WITH OTHER ORGANIZATIONS.

These relationships benefit the university, our community, and the world by creating innovation and efficiency.

When working on co-branded communications:

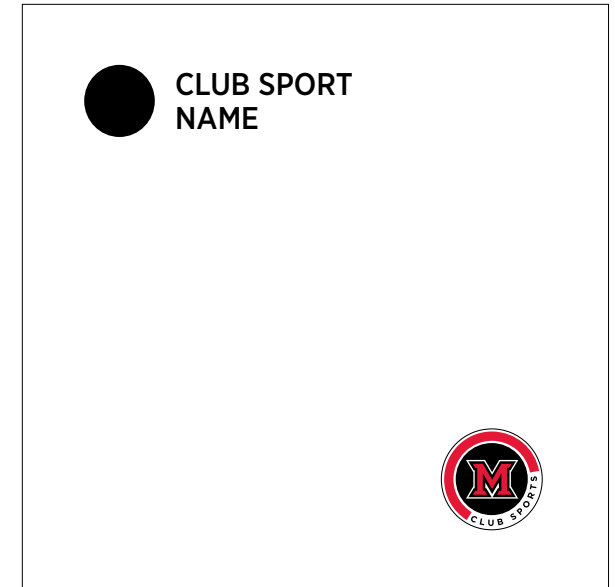
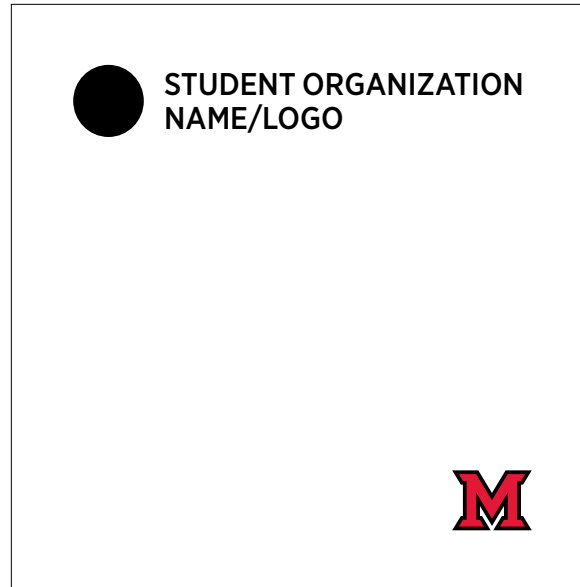
- Never connect two logos with copy or graphic elements.
- Do not incorporate a partner's mark into the Miami logo.
- Partners that utilize Miami content should use “fueled by Miami University,” “brought to you by Miami University,” or “in collaboration with Miami University.”
- Do not use a partner's mark on Miami business cards or stationery.



## Student Groups

Student organizations and club sports teams that wish to use the university's brand must be officially registered through the Office of Student Activities, the Office of Fraternity and Sorority Life, or the Club Sports Office and receive approval from University Communications and Marketing to use the brand. The following requirements apply:

- Student groups must receive approval from University Communications and Marketing for any use of the university's logos
- The university's logos may not be a part of the student group's logo.
- The university's wordmarks (e.g. Miami University, Miami, Miami RedHawks, RedHawks, Love & Honor, etc.) may be incorporated into the student group's logo with approval from University Communications and Marketing.
- Club sports teams are required to use the club sports logo or the official team name (e.g. Club Softball) on all materials in order to differentiate the teams from the university's Division I teams.



# Brand Style

**Using visuals to convey**  
Miami's brand expression



# Color Palette

**COLOR IS THE FOUNDATION OF A FOCUSED AND UNIFIED BRAND.**

In print, Miami Red (PMS 186) is always preferred. When PMS colors cannot be used, use the CMYK equivalent. Use CMYK for all other colors.

For digital applications, use the RGB/HEX values.

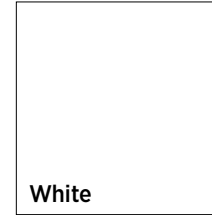
**Use all colors at 100 percent opacity. The use of shades is not permitted.**

## PRIMARY COLORS



PMS 186  
Miami Red

CMYK 0 100 81 4  
RGB 196 18 48  
HEX C41230



White

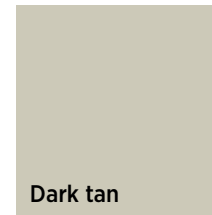
CMYK 0 0 0 0  
RGB 255 255 255  
HEX FFFFFFFF

## SECONDARY COLORS



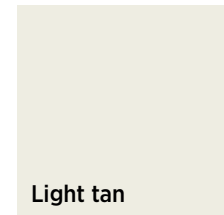
Accent red

CMYK 0 91 76 32  
RGB 173 16 42  
HEX AD102A



Dark tan

CMYK 0 110 20



Light tan

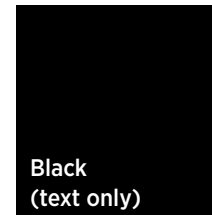
CMYK 0 0 5 7  
RGB 237 236 226  
HEX EDECE2

## TERTIARY COLOR



Gold

CMYK 2 5 65 5  
RGB 239 219 114  
HEX EFD872



Black  
(text only)

CMYK 0 0 0 100  
RGB 0 0 0  
HEX 000000



Warm white  
(web only)

RGB 250, 249, 247  
HEX FAF9F7

## Color Ratio

**RED AND WHITE SHOULD BE THE PREDOMINANT COLORS.**

Never use secondary colors as if they were primary colors. Emphasizing red and white emphasizes that the communication is coming from Miami University.

The use of white space in layouts not only conveys one of Miami's primary brand colors, it also helps focus attention on the most important elements in the layout.

Use the ratios on this page to balance red and white with the rest of the color palette.



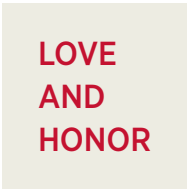
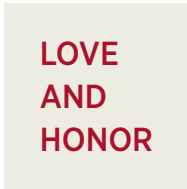
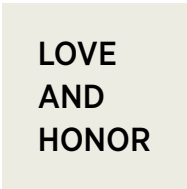


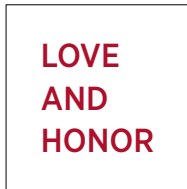
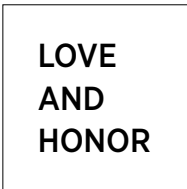
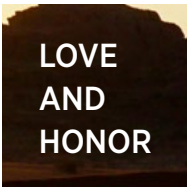
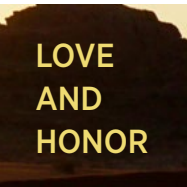
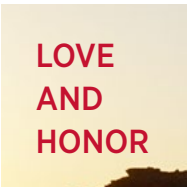
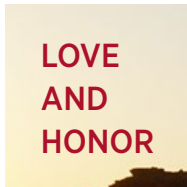
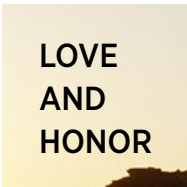


# Color Contrast

**WHEN SELECTING COLORS FOR A DESIGN, ENSURE THAT THE MATERIALS ARE PRESENTED IN AN ACCESSIBLE WAY FOR EVERYONE.**

TPGi offers a free tool to test the contrast between two colors to ensure that they are accessible.

See Web Content Accessibility Guidelines (WCAG) for the latest information about creating accessible web design.

White	Gold	Miami Red	Accent red	Black	
					Miami Red background
					Dark red background
					Light tan background
					White background
					Image background

 Test the contrast between two colors at [TPGi.com/color-contrast-checker](https://www.tpgi.com/color-contrast-checker)

## Brand Typefaces

THE MIAMI UNIVERSITY BRAND USES FREIGHTTEXT PRO, FREIGHTDISPLAY PRO, GOTHAM NARROW, GOTHAM, AND BRUSHABILITY.

- Headlines, section headers, statistics, and callouts can be set in Gotham Narrow Book, Medium, or Bold and FreightText Pro Light or Book.
- URLs and social media handles in calls-to-action should use Gotham bold.
- Use Gotham and Gotham Narrow in uppercase or title case.
- FreightText Pro should be used only in title case.
- FreightDisplay Pro is used only in the logo and stationery.
- Brushability can be used only in headlines and sparingly.

Combining different treatments can establish messaging hierarchy by differentiating the most prominent text from supporting copy.

### SERIF TYPEFACES

FreightText Pro

Light | Book

FreightDisplay Pro

Book | Medium | **Bold** | **Black**

### SANS-SERIF TYPEFACES

Gotham Narrow

Book | **Medium** | **Bold** | **Black**

Gotham

Book | **Medium** | **Bold** | **Black**

### SCRIPT TYPEFACE

*Brushability*



Brand typefaces can be requested at [brand@MiamiOH.edu](mailto:brand@MiamiOH.edu)



## Alternate Digital Typefaces

When you're unable to use Miami's official typefaces, use an approved, substitute typeface.

Use Proxima Nova in place of Gotham when designing Miami websites. It's available in Cascade, the university website's content management system.

### SERIF TYPEFACES

Source Serif Pro

Light | Regular

Georgia

Regular | **Bold**

### SANS-SERIF TYPEFACES

Arial

Regular | **Bold**

Proxima Nova

Regular | Medium | **Bold** | **Extra Bold**



Alternate digital typefaces available at  
[fonts.google.com](https://fonts.google.com)

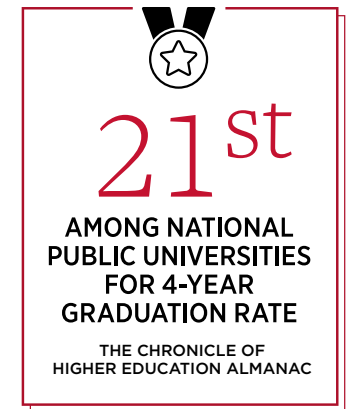
## Badges

### BADGES CALL OUT IMPORTANT STATISTICS AND RANKINGS.

Be mindful of legibility due to size and positioning. Consider the following criteria when evaluating badge-worthy content:

- Not every statistic or ranking warrants a badge. Badges should illustrate key Miami differentiators and convey information that's most important to the audience.
- If a badge includes a ranking, the source must be cited in the badge.

University Communications and Marketing creates all badges for digital and print communications.



for producing  
**Fortune  
500 CEOs**

MONEY MAGAZINE, 2016



# Icons

**ICONS RELATE TO OUR CAMPUS, CULTURE, CLASSROOMS, AND TRADITIONS.**

If icons are used in an overly crowded design or rendered at too small a size, they can become unrecognizable. Follow these guidelines when designing with icons:

- Icons should be the smallest design element on the page. Typically thumbnail size, icons should be 16 pixels or less and take up no more than 2 percent of the layout.
- Icons should not be stacked, clustered, or arranged in rows.
- Icons must be used in a brand color, and there must be proper contrast between the color of the icon and the background.
- Icons are not logos and should not be treated as such.

**All icons must be created by University Communications and Marketing to ensure the distinct style of the icons is maintained.**



# Design Layouts

Page backgrounds can be Miami Red, white, or light tan

**M** Congratulations on your acceptance to the College of Engineering and Computing!



Let me be the first to congratulate you on your acceptance into the College of Engineering and Computing! You have earned the opportunity to join an incredibly diverse and talented group of students who epitomize our tagline of I3 - Imagination, Ingenuity, Impact.

I believe our faculty are some of the best teachers and researchers in the nation. You will work alongside them on hands-on projects and in laboratories doing research. You may participate in our Socially Engaged Engineering and Computing (SEEC) programs. You will have mentors dedicated to supporting our diverse student body and ensuring your success.

Our Global Miami plan sets us apart from our peers and allows you to personalize your experience through coursework, study abroad, research, and extracurricular activities. Join us and learn what a difference a personalized, technical education that is grounded in liberal arts will do to prepare you for the technological challenges of the 21st century.



**Beena Sukumaran, Ph.D.**  
Dean  
College of Engineering and Computing

Icons are small, one-color, red or white, elements

Freight headlines are title case and black

Large paragraphs of text should always be in black

Use gold highlight sparingly

## Design Layouts



Use the script typeface, Brushability, in headline only and sparingly

Use accent red textures on a Miami Red background

# Design Layouts



This is what engaged learning looks like

**PERSONALIZED SUCCESS**  
**17:1 STUDENT-FACULTY RATIO**

That number means our dedicated faculty make you their top priority. Our commitment can be seen everywhere, from hands-on labs and project experience to research opportunities. Partner with professors who inspire, encourage, and push you to forge your own path.

Ribbon treatment

Use ribbon treatment for subheadings (this treatment can be reversed out on a dark background)

“I hire Miami graduates because they are technically prepared, job-ready, and have strong transferable skills to contribute at high levels and help Lilly accelerate life-saving medicines to patients.”

**Charlie Haddad '92**  
SR. DIRECTOR,  
ELI LILLY AND COMPANY

### Profiles



**Amy Yousefi**

**Professor of Chemical, Paper, and Biomedical Engineering**

After more than a decade, Yousefi continues to work with students on 3D scaffold design for bone tissue engineering that could one day grow bone replacements. With grants from the National Institutes of Health, her work inspires young engineers to solve problems of the future. When she's not in the lab, Yousefi leads students across the globe through study abroad.



**Qihou Zhou**

**Professor of Electrical and Computer Engineering**

Zhou's devotion to education is seen from his work in high school classrooms to his mentorship of undergraduates. An industry pioneer, the 2018 Miami University Distinguished Scholar explores atmospheric dynamics with his students while researching advanced techniques and improving technologies.



Use Miami Red or light tan in the background behind the headshot

Profile text can be Miami Red, black, or reversed out

Use studio still-life images to add visual interest

## Design Layouts



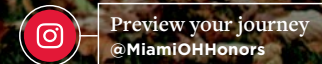
Headlines should be short (less than 10 words) and can be placed over photos in ways that don't compromise readability

# You're invited to join the Honors College!

At Miami University, you'll have unparalleled opportunities to create an undergraduate experience that puts you in charge of your future. Learn how you can interact with staff and current students in the Honors College at [MiamiOH.edu/visit](https://MiamiOH.edu/visit).

### ENJOY HONORS BENEFITS

- A student-led community housed in state-of-the-art residence halls
- Individualized advising to support your path while creating personal and professional networks
- Faculty mentorship of your research, creative, or pre-professional project
- Small, rigorous courses with other high-achievers
- Funding for research and independent projects
- Engagement with guest speakers and distinguished scholars-in-residence
- Exclusive access to Honors study abroad programs at Miami's campus in Luxembourg
- Priority registration for all Miami courses



CTAs use Gotham bold for URLs and FreightText Pro book for the introduction text

Use badges sparingly (1-2 per page max)

Badges support the copy or imagery, and should not be used as a stand-alone graphic

# Design Layouts

Avoid filling negative space with decorative design elements

Text can be added to negative space of a photo composition



Icons should be used sparingly — they should be indicative of the subject matter being communicated



## Design Layouts

Headlines can use a combination of FreightText Pro and Gotham Narrow bold to add emphasis and interest

At Miami, you can do and be anything you choose —

**LIKE A PIANO-PLAYING, CANCER-RESEARCHING, HORSEBACK-RIDING BIOLOGIST.**



Miami Red background can be used to create a 71.25° diagonal

Images can be full bleed or with a border

# Design Layouts

Images and backgrounds can use a 15-point, white border

CTAs use a rectangle, FreightText Pro Book, and Gotham Bold

Large call-outs use FreightText Pro Book and Semibold



This campus will inspire and motivate you to live your dreams.



◀ **MacCracken Hall**  
Arguably the most iconic building on campus, MacCracken Hall is home to newly renovated rooms.



▲ **Recreational Sports Center**  
Swim a few laps in the Olympic-sized pool, climb a giant rock wall, hit the gym, or get your blood pumping with a group fitness class.



**PLACES YOU'LL CALL HOME**  
With our modern facilities, award-winning dining, and a friendly community, you'll find comfort and connection here.

Check out the latest happenings @MiamiOH\_studentlife

▲ **Western Dining Commons**  
Enjoy international flavors, comfort foods, and allergy-free choices in this LEED-certified dining hall overlooking the natural landscape.

▶ **Off Campus Naming**  
off-campus houses is a long-standing tradition for upperclass students. Some names are clever, some funny, some... well, you'll see.



◀ **Uptown** With a huge variety of shops, restaurants, and events, Uptown is a must stop for your week.

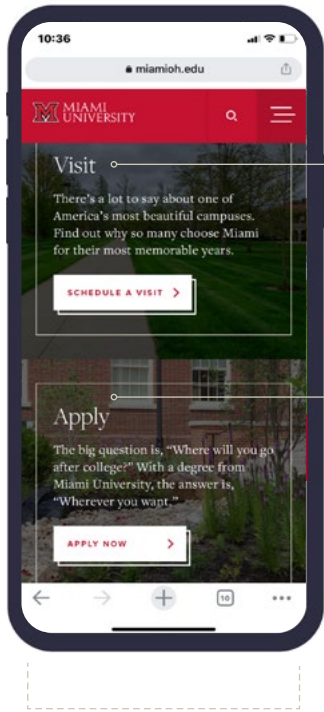


Subheadings that lead into Gotham Narrow body copy should be in a larger-sized, all caps Gotham Narrow

Use Polaroid-style images to add texture and emphasis

Polaroid-style image

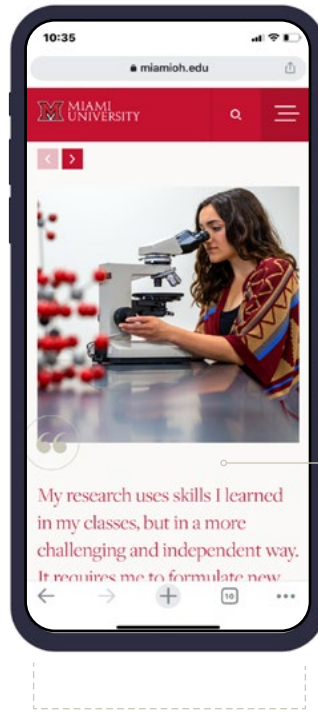
# Web Design Layouts



Use white text over photos on Miami's website

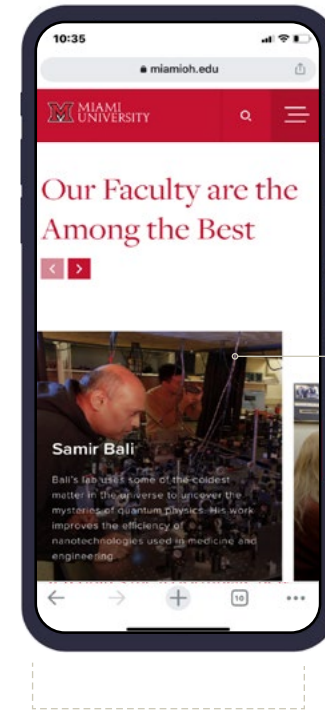
When selecting photography make sure that white text will be legible on it

Feature image 2up style



Use the carousel quote style in the CMS when adding student, alumni, and faculty features

Carousel quote style



Provide alternative text for all photos used on the website (AccessMU offers advice on alternative text)

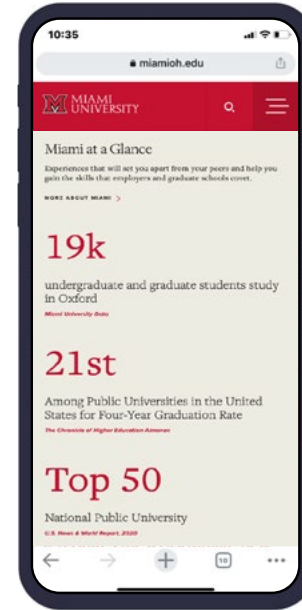
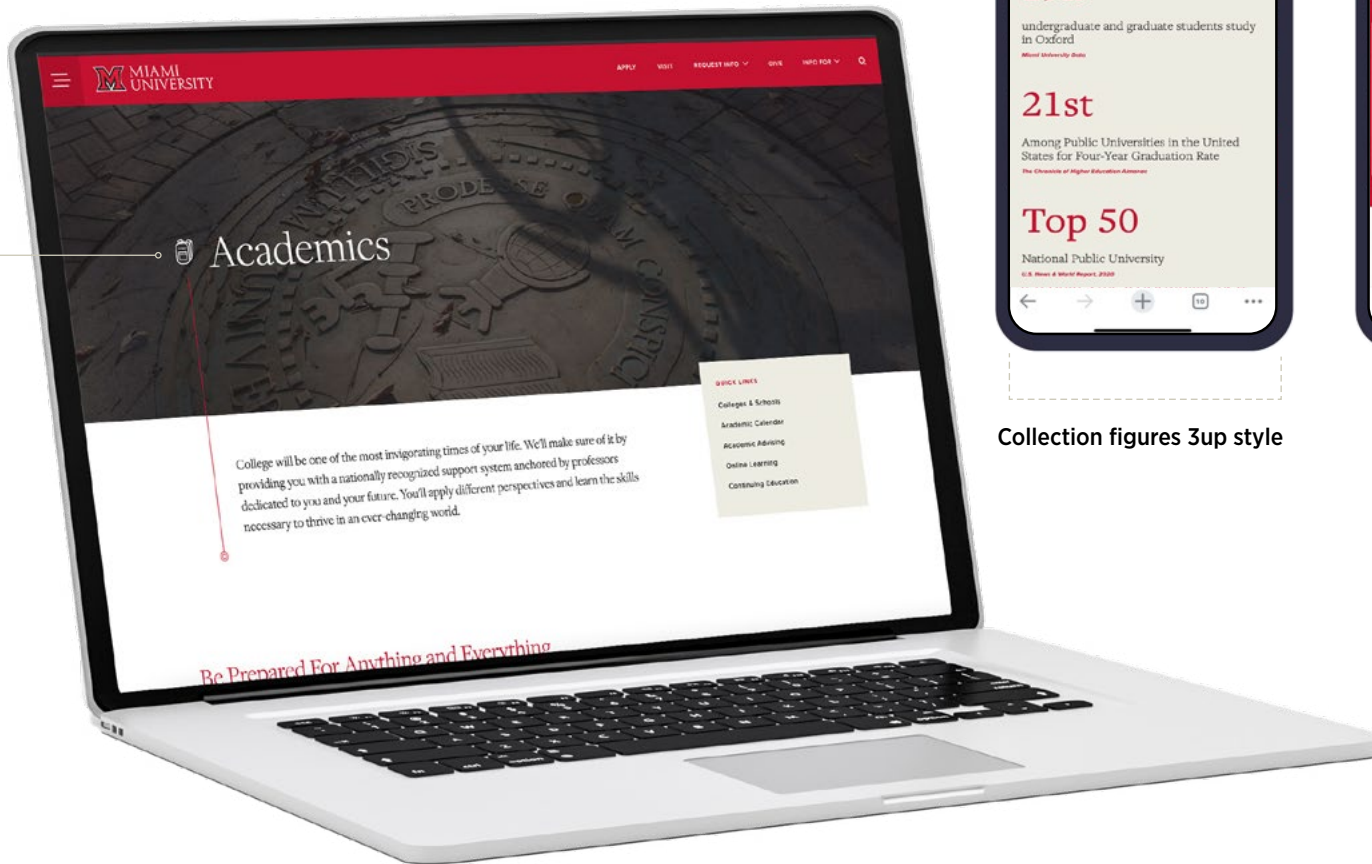
Carousel cards style



Find alternative text resources at [MiamiOH.edu/IT-Services/AccessMU](https://miamiuh.edu/IT-Services/AccessMU)

# Web Design Layouts

Use icons on hero images of top-level pages only

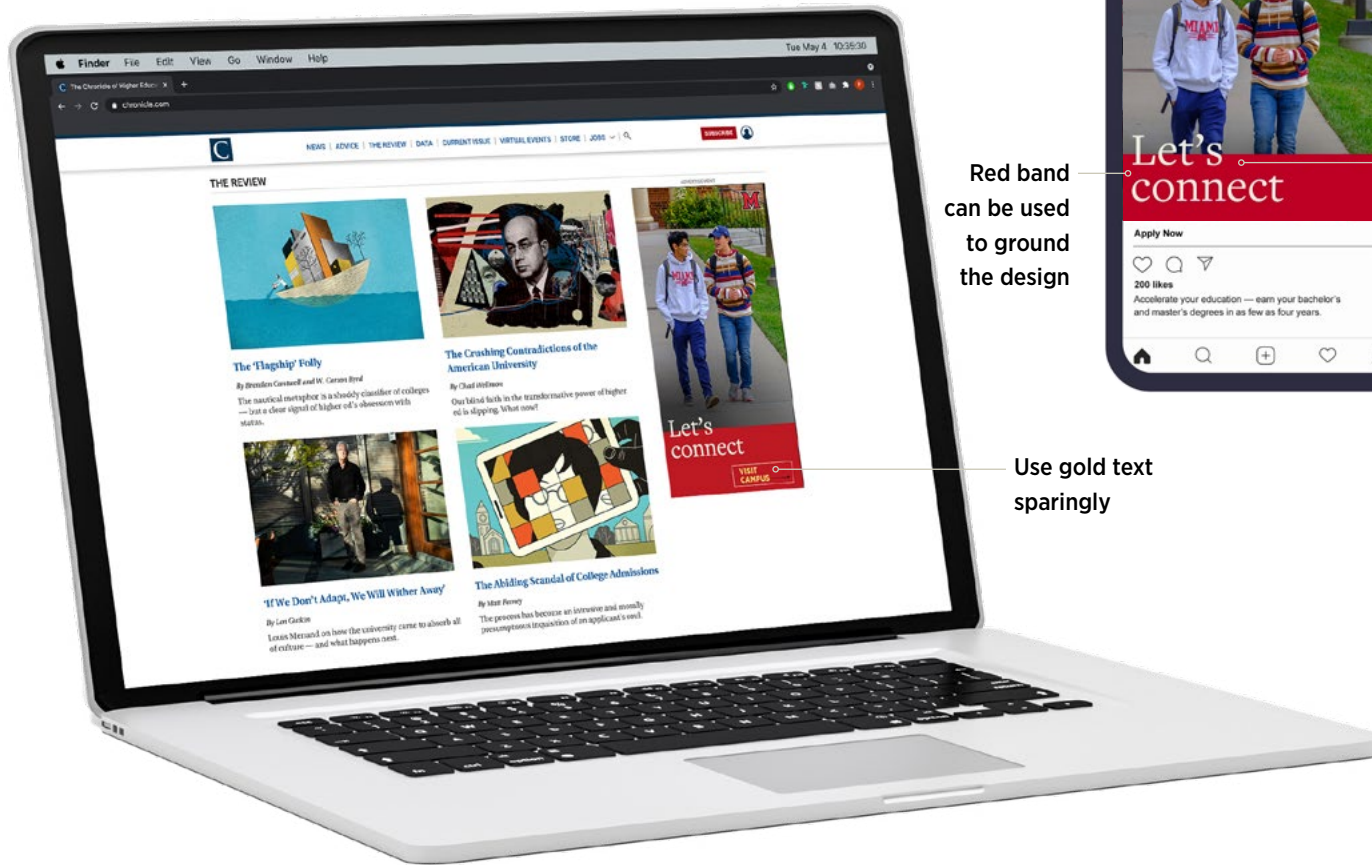


Collection figures 3up style



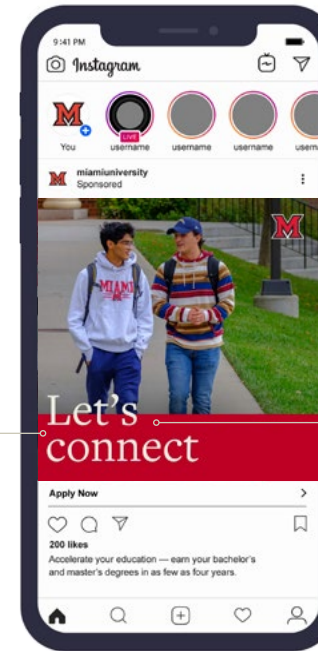
Badges on the website use numerals and supporting copy

# Digital Ad Layouts



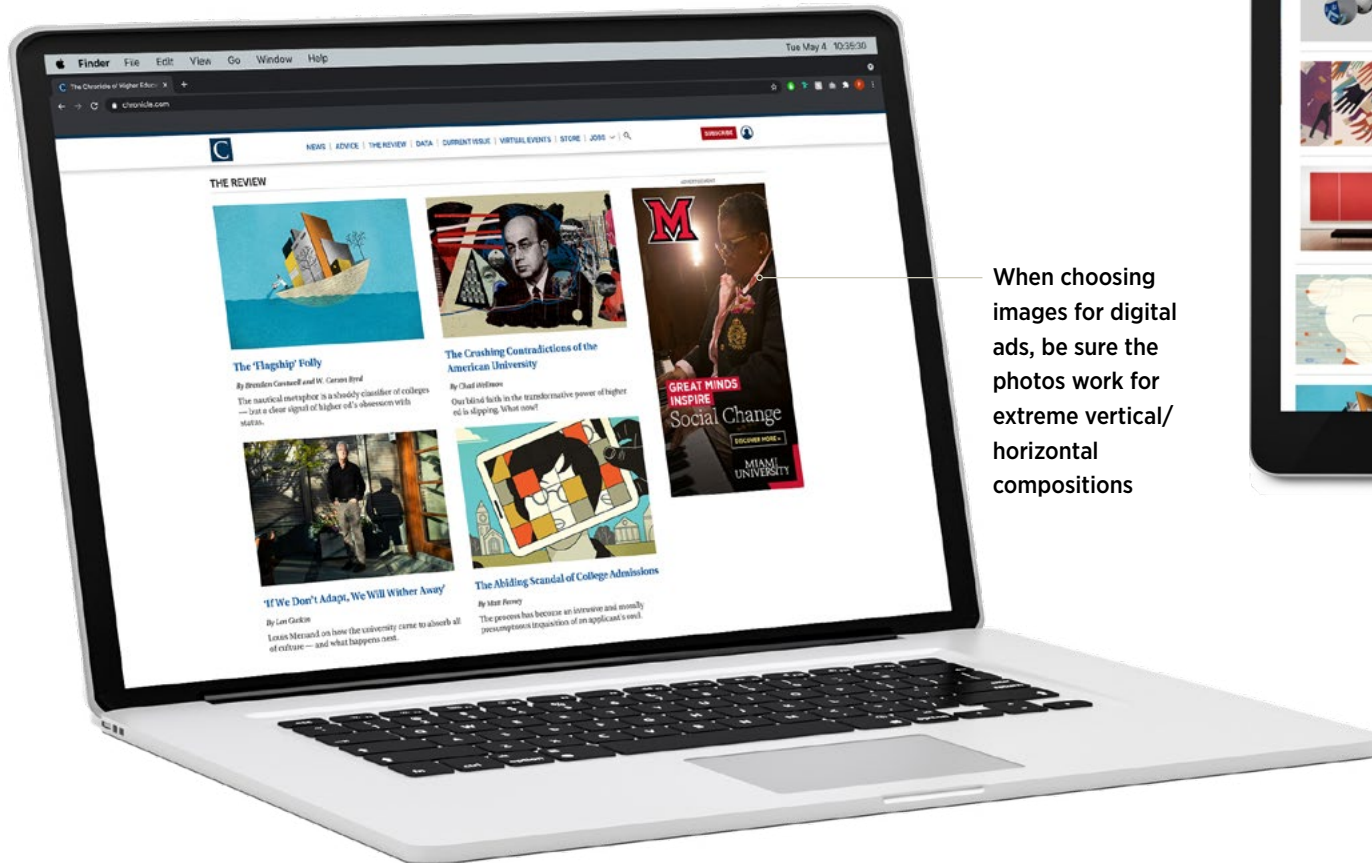
Red band can be used to ground the design

Use gold text sparingly



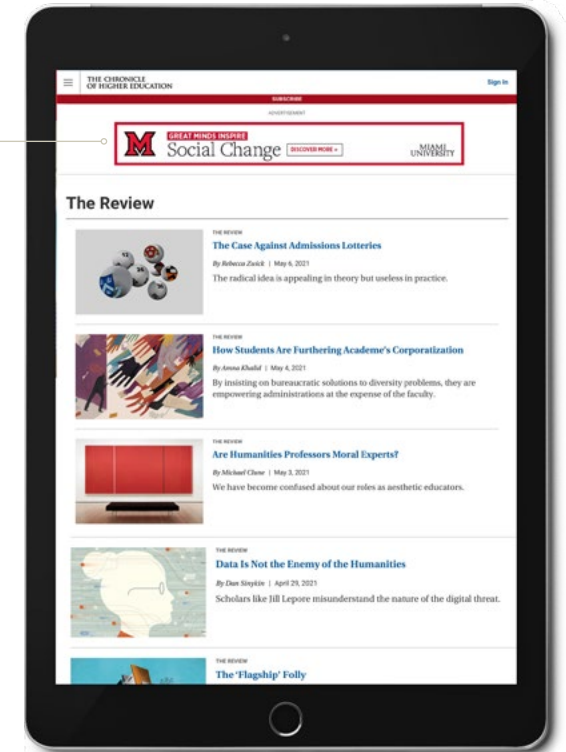
Use reverse text to ensure contrast (text can bleed off the edge, onto the image)

# Digital Ad Layouts



Text should be concise and impactful

When choosing images for digital ads, be sure the photos work for extreme vertical/horizontal compositions



# Social Media Layouts

When it's necessary to add text to a social media graphic, limit it to a few words



Promoted posts allow text to occupy 20% of the composition



# Photography Overview

## OUR BRAND PHOTOGRAPHY SHOULD REFLECT OUR STORY.

We are a community that is ambitious yet generous, comprehensive yet precise, driven yet perceptive, timeless yet inspired, and interconnected yet distinct. Photographs taken and selected should be representative of these ideals.

Follow these guidelines when choosing photographs and designing:

- Avoid images and portraits that appear like stock images.
- Ensure that photos do not perpetuate stereotypes. Be intentional about using photo compositions and subjects that ensure we're telling our inclusive brand story.
- Avoid using photos with visible labels, brands, and clothing that display the logos or colors of other universities.



 Visit the digital photo archive  
[MiamiOH.photoshelter.com](https://miamiOH.photoshelter.com)



## People and Portraits

The Miami University community is made up of diverse individuals united by their extraordinary drive. Portraits should demonstrate the genuine, authentic humanity of these individuals and celebrate the diverse identities (race, gender, age, ability, body type, socioeconomic status, etc.) that are a part of our community.

All images of our Miami University community members should communicate confidence, focus, and studiousness.



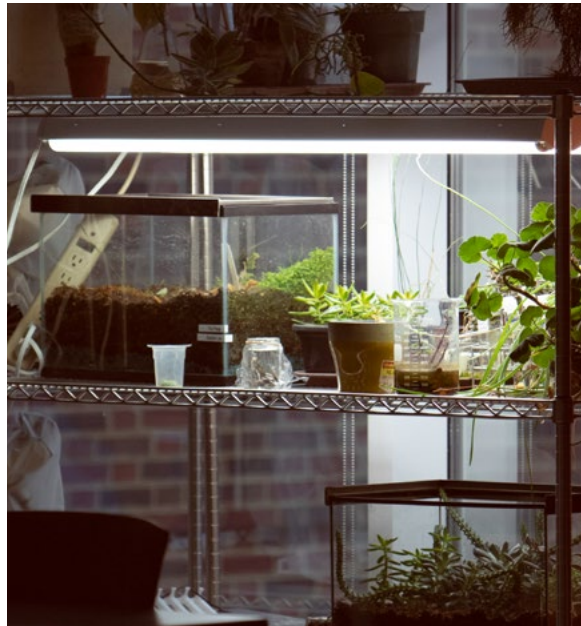
## Campus and Environment

The environment of Miami University is our community's main source of social interaction, activity, and excitement. Energy, radiance, and dynamic compositions should pervade our approach to capturing Miami University's sense of place.



## Details

Photos that focus on detail should add visual interest and context to design layouts. Detail photos should relate closely to the written text.



## Studio Still-Life

In studio still-life photography, inanimate objects are arranged to add visual interest and impact to design layouts.



# Editorial Style

**Establishing brand voice**  
and ensuring consistency



# Editorial Overview

**TO ESTABLISH A STRONG BRAND, MIAMI NEEDS TO USE A CONSISTENT VOICE WHEN SPEAKING TO ALL ITS AUDIENCES.**

Readers more easily comprehend text that is direct and precise. Therefore, writers should use active voice, choosing strong verbs to convey enthusiasm and positivity. When possible, use the authentic voices of Miami's students, faculty, staff, and alumni to tell our story.

- Align content with Miami's brand pillars (see Pages 7-9).
- Write in a voice that is helpful, confident, optimistic, and inclusive.
- Use the appropriate writing style for the medium in which you're writing.
- Follow our editorial style guide so audiences recognize Miami's consistent voice.



Find the full editorial style guide at  
[MiamiOH.edu/UCM/Miami-Brand/Editorial](https://miamiOH.edu/UCM/Miami-Brand/Editorial)

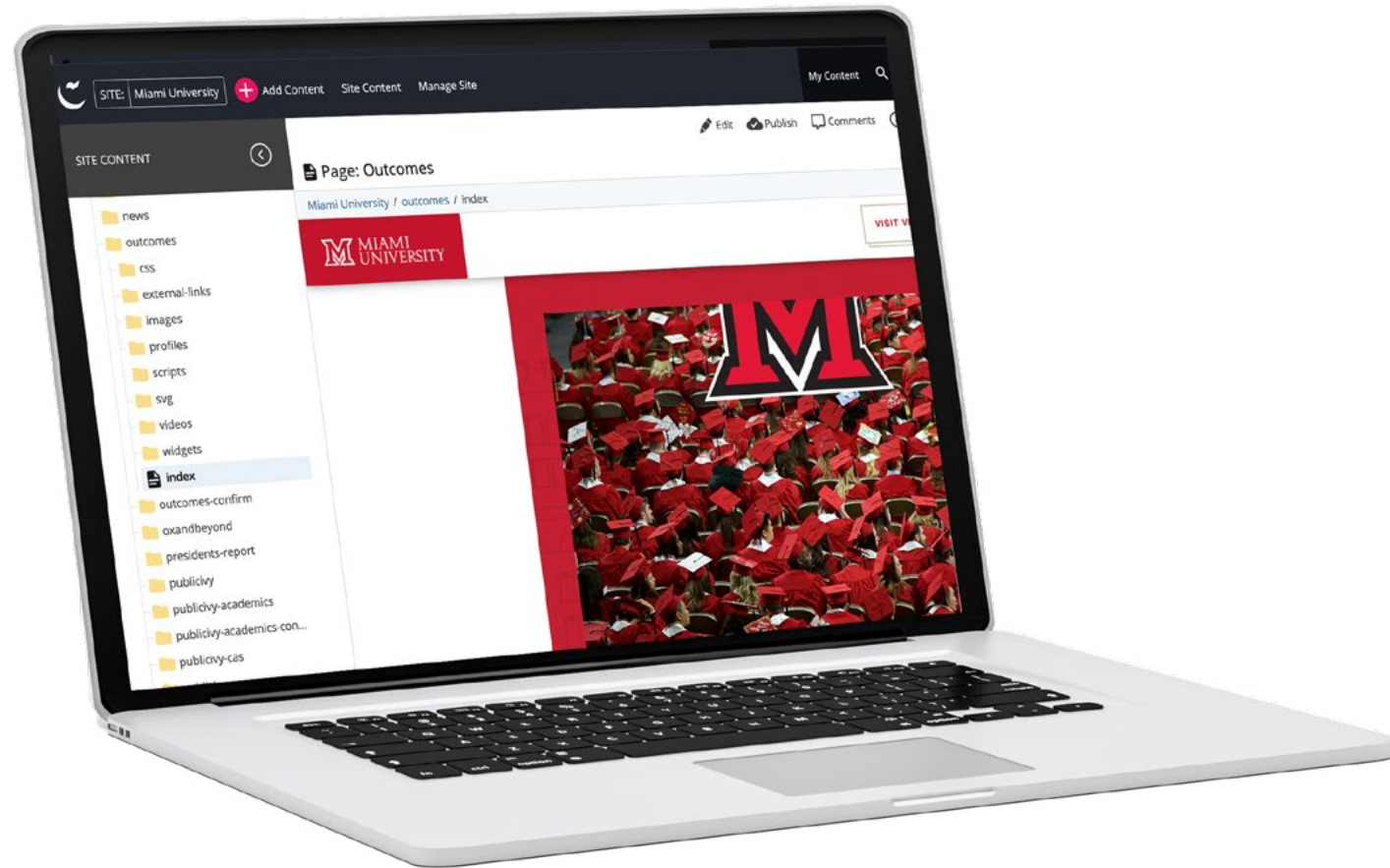
# Brand In Use

**Tools and resources**  
that bring the brand to life



# Cascade CMS

Cascade CMS is the content management system (CMS) used by Miami University to ensure brand consistency and web accessibility, and to help web editors update their websites.



Send questions or publishing requests to [webadmin@MiamiOH.edu](mailto:webadmin@MiamiOH.edu)

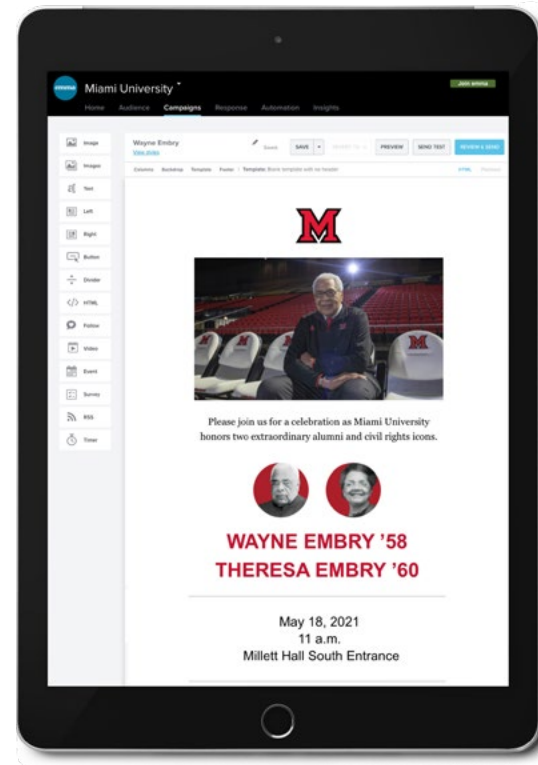


# Emma

Emma is an enterprise email marketing system used by Miami University. It is a cost effective solution that reaches your audiences in a place they may visit every day — their email inbox.

Benefits of using Emma:

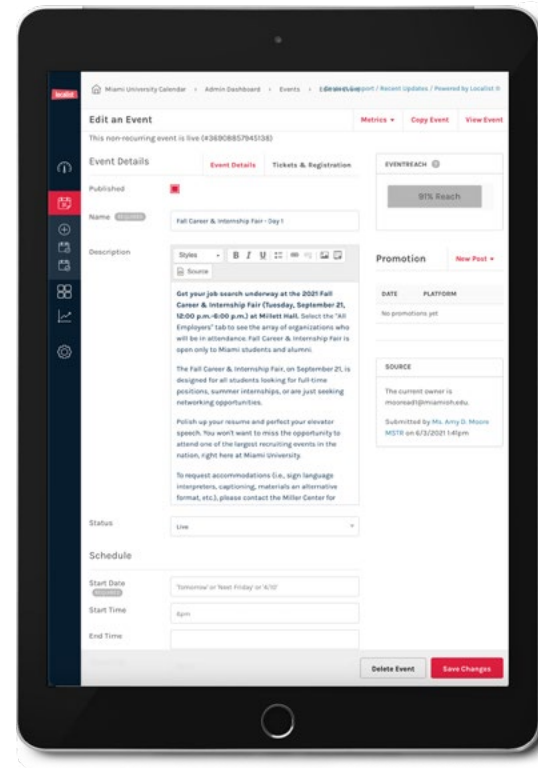
- Easily create branded email communications, with no coding required.
- Program and automate email delivery for optimized open rates.
- Segment your audiences for better personalization.
- Find the best message/content to engage your audiences through A/B testing.
- Receive detailed reports to help determine communication effectiveness with analytics.



Learn more and request access at  
[MiamiOH.edu/UCM/Self-service/Email](https://MiamiOH.edu/UCM/Self-service/Email)

# Localist

The university events calendar is powered by Localist and aggregates events from multiple business systems including 25Live, EMS, TheHUB, and more to present one, cohesive calendar.

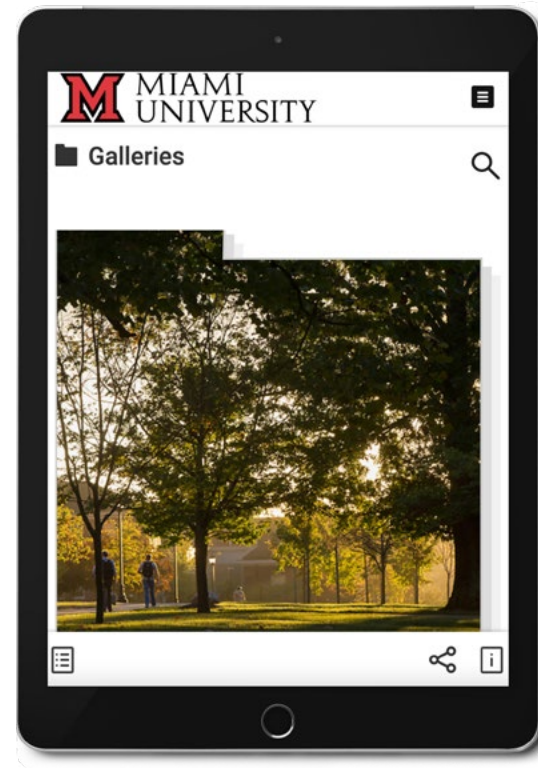


Learn more at  
[MiamiOH.edu/UCM/Self-service/Localist-Calendar](https://miamioh.edu/UCM/Self-service/Localist-Calendar)

# PhotoShelter

PhotoShelter is Miami's digital asset management system. Available to the university and our partners, it organizes photographs, images, and video assets in a searchable database. These digital files are intended for official use, and may not be sold, licensed for sale, or published outside official university purposes without permission from University Communications and Marketing.

Access to some assets requires a registered account.



Request an account at  
[MiamiOH.Formstack.com/Forms/Photoshelter\\_Download\\_Request](https://MiamiOH.Formstack.com/Forms/Photoshelter_Download_Request)

# Printing

Arnold Printing is the contracted service provider for university-related printing. These services should be used for all printing needs, with the exception of large volume, multiple page publications and brochures. Arnold is the sole contractor for university stationery and business cards.

Arnold Printing offers a full range of services, including:

- Project consultation
- Digital printing
- Offset printing
- Large-format printing
- Environmental graphic printing and installation
- Bindery and finishing
- Mailing services
- University stationary and business cards

## LARGE-VOLUME PRINTING

Larger projects should be bid out following the bylaws of the State of Ohio, which requires collecting printing bids from at least three printers (within the state or one of our contiguous states).

## SELF-SERVICE PRINTING

MUprint allows students, faculty, and staff to print at convenient locations through a cost-recovery program. MUprint locations include computer labs, Armstrong Student Center, and the libraries. With Miami uPRINT, you can print wirelessly from your own Mac or PC to any MUprint location on campus.



Learn more or submit an order  
[MiamiOH.edu/Printing](https://miamiOH.edu/Printing)

## Graphic Design or Marketing Assistance

If you need assistance with developing your project, please submit a Marketing and Creative Services request form. Your request will be reviewed, and you will be contacted by our staff to discuss your project requirements, timelines, and resources.



Submit a request form

[MiamiOH.Formstack.com/Forms/  
Marketing\\_Creative\\_Services\\_Request](https://MiamiOH.Formstack.com/Forms/Marketing_Creative_Services_Request)



**UNIVERSITY COMMUNICATIONS AND MARKETING**

22 Nellie Craig Walker Hall  
301 S. Campus Ave., Oxford, OH 45056  
513-529-7596