



UNIVERSITY OF
NEW ENGLAND

IDENTITY STANDARDS MANUAL

INTRODUCTION

The University of New England is an independent, coeducational university with two distinctive campuses in two Maine coastal cities. The Biddeford Campus is located on a beautiful site in Biddeford, Maine, where the Saco River flows into the Atlantic Ocean. The Portland Campus is designated a national historic district and is quintessential New England, with a central green surrounded by classic brick buildings.

From its College of Osteopathic Medicine and College of Health Professions to its newly established College of Pharmacy, UNE is recognized as a leading educator of healthcare professionals.

In addition, UNE offers a comprehensive liberal arts education, with more than 30 undergraduate majors in its College of Arts & Sciences, such as environmental science, marine science, English, history, business, communication and education. UNE's student-centered, interdisciplinary programs promote experiential learning, critical thinking, and lifelong service to community.

Because UNE offers instruction from two distinct campuses it is imperative that the University's message and identity are consistent. This identity standards manual is intended to help communicate the rules and guidelines of that message.

Consistent application of these standards over time will benefit The University of New England through improved awareness, recognition and professional appearance.



UNIVERSITY OF
NEW ENGLAND



**UNIVERSITY OF NEW ENGLAND
PRIMARY IDENTITY**

The official UNE logo is a mark consisting of customized rectangle, typography and color. The exact arrangement and proportion must not be altered in any way from the example shown unless otherwise outlined within this manual. Use only artwork provided on the enclosed CD ROM, or download at www.une.edu/brand.

COLOR REPRODUCTION

The primary UNE logomark colors are PANTONE 294 and Black. Consistent use of these colors builds brand recognition and must not be altered unless otherwise shown in this manual.

When reproduced in color, the logomark must use the PANTONE, CMYK, or Web color equivalents shown. The logomark can also be reproduced in PANTONE 294, black & white, or in white reversed out of a dark color. Variations of all logomarks are provided on the enclosed CD ROM, or download at www.une.edu/brand.



PANTONE 294

C: 100
M: 82
Y: 27
K: 19

#003068



Black

C: 0
M: 0
Y: 0
K: 100

#000000

THE COLORS SHOWN ON THIS AND OTHER PAGES WITHIN THIS MANUAL SHOULD NOT BE USED FOR COLOR MATCHING. USE ACTUAL COLOR CHIPS OR USE REFERENCE NUMBERS ABOVE FOR ACCURATE COLOR MATCHING.

PANTONE IS A REGISTERED TRADEMARK OF PANTONE, INC.



SIZE

The logomarks may be enlarged or reduced in size as required. The minimum size of any mark is often determined by the method of reproduction or fabrication. The minimum size, using optimal reproduction methods, can be measured by the height of the “UNE Icon” at 0.155.” Using less than optimal reproduction methods, the logomark should only be used at a size which does not compromise quality and legibility.



CLEAR SPACE

For the logomark to communicate effectively, it should not be crowded or overwhelmed by other elements. “Clear space” refers to the area surrounding the mark that should be kept free from visual distraction. No graphic element or text of any kind should be placed within this clear space unless otherwise shown in this manual (see page 3.2). The recommended clear space is equal to the letter “U” in the University wordmark (X = width of letter U) as shown.





ALTERNATE USAGE (UNE ICON)

In certain situations or when space is a premium, the logomark can be utilized as just “UNE” as shown (referred to as the UNE Icon). All other guidelines outlined in this manual still apply, like color, size and clear space (see page 3.2 for clear space diagram).

In special instances, the UNE icon can be used as shown. Stand-alone treatment must be approved by the Communications Office. For further guidance and approval contact Kristin Quatrano at kquatrano@une.edu or (207) 221-4236.



LOCATION SPECIFIC

Because University of New England has two distinct locations it is imperative that the University’s name, message and identity are consistent. All other guidelines outlined in this manual still apply like color, size and clear space (see page 3.2 for clear space diagram).



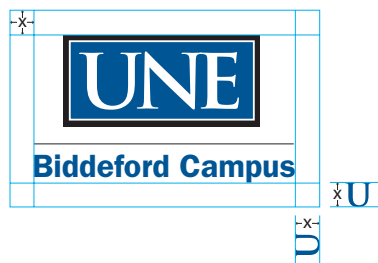
Do not manually typeset the location. Use only the pre-approved Biddeford and/or Portland Campus logomarks supplied on the enclosed CD ROM or download them at www.une.edu/brand. This will ensure proper size and weight of each campus represented.





CLEAR SPACE

For the logomark to communicate effectively, it should not be crowded or overwhelmed by other elements. As outlined earlier, “Clear space” refers to the area surrounding the mark that should be kept free from visual distraction. No graphic element or text of any kind should be placed within this clear space unless otherwise shown in this manual. The recommended clear space is equal to the letter “U” in the University wordmark (X = width of letter U) as shown.





UNIVERSITY OF
NEW ENGLAND

Continuing Education



UNIVERSITY OF
NEW ENGLAND

Office of Institutional
Research & Assessment



Career Services



Residential Education
and Housing

SUB-BRAND ENTITY

Many different University entities are associated with UNE. It is imperative that the name, message and identity are consistent throughout all the sub-brands of the University. Do not create an unauthorized UNE sub-brand. The following logomarks are examples of the proper usage when a specific university entity is added in ITC Franklin Gothic Std Regular. All other guidelines outlined in this manual still apply like color, size and clear space.

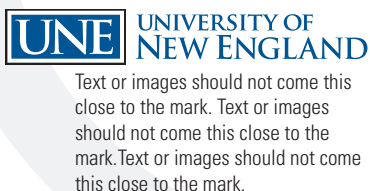
Do not manually typeset the sub-brand. Use only the pre-approved logomarks supplied on the enclosed CD ROM or download them at www.une.edu/brand. This will ensure proper size and weight of each entity represented. To request a new sub-brand entity contact Kristin Quatrano at kquatrano@une.edu or (207) 221-4236.

**UNIVERSITY SEAL**

Use of the seal should be primarily used for formal and official documents, such as diplomas, legal and official records, transcripts and programs for formal academic ceremonies.

The seal is only to be reproduced with the primary University colors outlined in this manual. All other requests to use the University seal must be approved by the Communications Office.





NON-APPROVED USAGE

Consistent and proper usage of the logomark is essential for ensuring the desired perception of the University of New England. *Improper usage is confusing and could possibly lead to the eventual loss of copyright.*

Several examples of incorrect usage are shown on this page but are not complete. If you are faced with using the logomark in an application that you find questionable or not included in this manual, please contact Kristin Quatrano at kquatrano@une.edu or (207) 221-4236.

The integrity of the UNE brand diminishes when the logomarks are incorrectly applied. Unauthorized versions and unacceptable usage of the logomark place their legal protection at risk. Any variation or alteration, however small, is unacceptable.

- DO NOT change the colors.
- DO NOT change the color of separate components of the mark.
- DO NOT outline any part of the mark.
- DO NOT use a white border to outline the mark on dark backgrounds.
- DO NOT rearrange the components, eliminate or use the components separately unless otherwise noted in this manual.
- DO NOT distort the mark or scale it disproportionately.
- DO NOT rotate mark.
- DO NOT violate the clear space with text, images, or any other element.
- DO NOT fill the mark with a photograph or any other pattern or texture.

ITC FRANKLIN GOTHIC STD - BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789!@#\$%^&*()

ITC FRANKLIN GOTHIC STD - BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
 123456789!@#\$%^&*()

ITC FRANKLIN GOTHIC STD - MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789!@#\$%^&*()

ITC FRANKLIN GOTHIC STD - MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
 123456789!@#\$%^&*()

ITC FRANKLIN GOTHIC STD - DEMI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789!@#\$%^&*()

ITC FRANKLIN GOTHIC STD - DEMI ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
 123456789!@#\$%^&*()

GOUDY OLDSTYLE STD - REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789!@#\$%^&*()

GOUDY OLDSTYLE STD - ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
 123456789!@#\$%^&*()

GOUDY OLDSTYLE STD - BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789!@#\$%^&*()

GOUDY OLDSTYLE STD - BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
 123456789!@#\$%^&*()

NON-APPROVED USAGE

ITC Franklin Gothic Std is a contemporary family of typefaces that provides UNE's brand a simple yet modern appeal. This helps emphasize the progressive qualities of the University.

The Goudy Oldstyle Std family of typefaces is a classic serif font that complements ITC Franklin Gothic Std and eases in readability with long text blocks.

ALTERNATE TYPEFACES

In cases where the primary typefaces are not available, the Arial and Times family of typefaces may be substituted. The use of these alternative typefaces should be limited to body copy, general business documents and the web. These alternative typefaces should not take the place of the primary typefaces when they are used to build the brand of UNE.

FONT USAGE

These fonts should be used in all literature and collateral materials. They are included on the enclosed CD ROM and are licensed for up to 5 computers for either Mac or PC. Additional licenses/fonts can be ordered from Adobe® via the internet at www.adobe.com or by calling 888-333-6687. ITC Franklin Gothic Std and Goudy Oldstyle Std are OpenType fonts which are compatible with both Macintosh® and Windows®.

PRIMARY COLOR PALETTE



PANTONE 294

C: 100
M: 82
Y: 27
K: 19

#003068



PANTONE 423

C: 0
M: 0
Y: 0
K: 44

#8E908F



Black

C: 0
M: 0
Y: 0
K: 100

#000000

PRIMARY COLORS

The University's primary colors consist of cool and contemporary tones. These colors are to be used on all materials both internal and external. They can be used together or as individual accents. Tints of all primary colors are allowable.

SECONDARY COLORS

The selected palette comprises a range of tones that are complementary of the primary University colors. This palette allows the addition of secondary colors to enrich the University as a whole in all aspects of media.

SECONDARY COLOR PALETTE



PANTONE 519

C: 67
M: 100
Y: 30
K: 10

#593160



PANTONE 209

C: 0
M: 100
Y: 34
K: 53

#860038



PANTONE 145

C: 6
M: 58
Y: 100
K: 12

#ca7700



PANTONE 123

C: 0
M: 24
Y: 94
K: 0

#ffc425



PANTONE 2925

C: 85
M: 24
Y: 0
K: 0

#0096d6



PANTONE 5545

C: 60
M: 17
Y: 38
K: 48

#496c60

Note:

There are many factors that can influence accurate color reproduction. These include paper stock, ink coverage, line screen, and various processes from different printers. For optimal results, work with your printer to match the colors indicated in these guidelines. Also use the appropriate color chips for matching purposes when reproducing these colors on other media such as fabric, plastic, paint, etc.

THE COLORS SHOWN ON THIS AND OTHER PAGES WITHIN THIS MANUAL SHOULD NOT BE USED FOR COLOR MATCHING. USE ACTUAL COLOR CHIPS OR USE REFERENCE NUMBERS ABOVE FOR ACCURATE COLOR MATCHING.

PANTONE IS A REGISTERED TRADEMARK OF PANTONE, INC.

**Office or Department**

Biddeford Campus
 11 Hills Beach Road
 Biddeford, ME 04005
 (207) 602-1111 T
 (207) 602-1112 F

Portland Campus
 710 Stevens Avenue
 Portland, ME 04103
 (207) 221-1111 T
 (207) 221-1112 F

Firstname Lastname
 Title

**College of Other Approved Sub-brand****Office or Department**

Address
 T Phone Number F Fax Number
 E email@une.edu www.une.edu



Office or Department
 11 Hills Beach Road, Biddeford, ME 04005

STATIONERY

For a successful university identity the consistency of all materials starting with the stationery system is critical. It is important to never recreate the stationery system, but use the original electronic files or provided pre-printed materials. The UNE stationery should be reproduced in 2-colors (PANTONE 294, and Black), as specified earlier in the color and usage section of this manual.

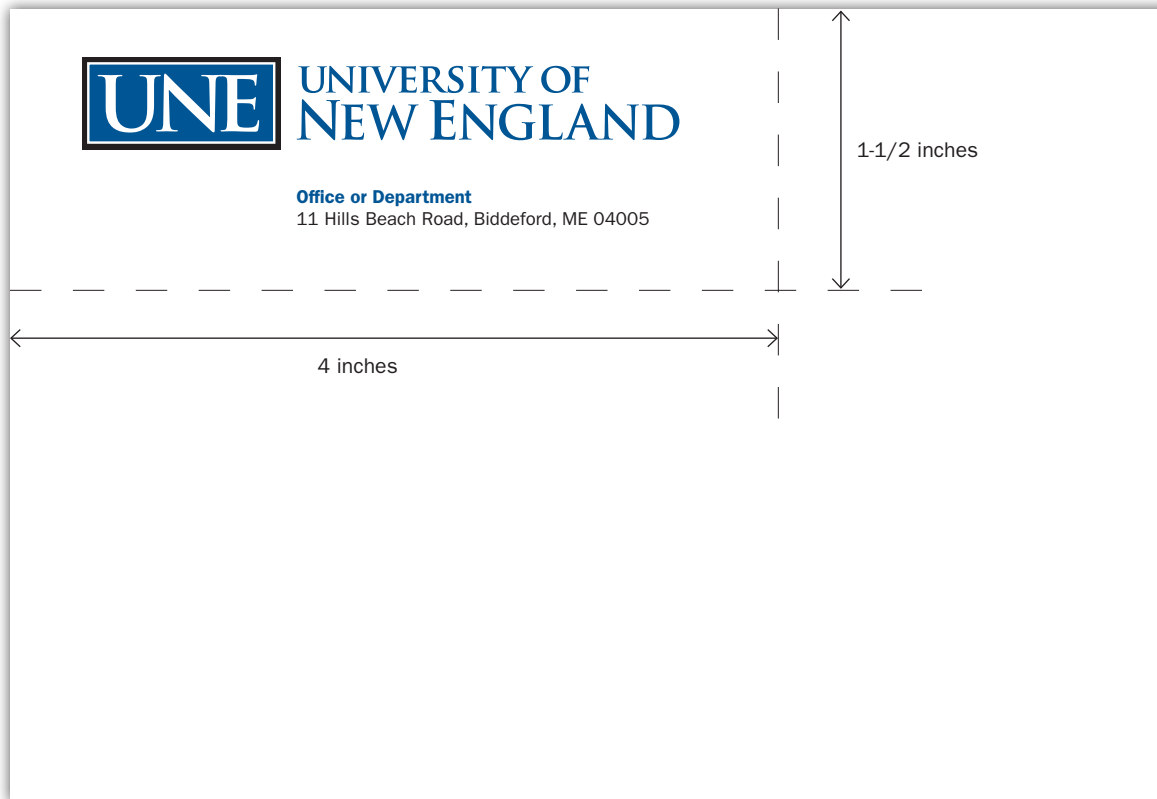
PAPER STOCK

The recommended paper stock for the stationery system is Strathmore Script 100% PC White Smooth. Below lists the preferred paper weights for each piece.

Letterhead: 24-lb. writing

Envelopes: 24-lb.

Business cards: 80-lb. cover

**LOGO AND ADDRESS POSITIONING**

When possible use pre-printed envelopes provided by UNE. When developing an envelope template, the logo and address should be within area shown above. This applies to any size envelope unless otherwise noted within this manual. Envelopes can be printed in black and white or color.