THE UNIVERSITY *OF* NEW ENGLAND

INSTITUTIONAL BRAND IDENTITY

MANUAL

UNE UNIVERSITY OF NEW ENGLAND

INNOVATION FOR A HEALTHIER PLANET

UNIVERSITY OF NEW ENGLAND

INNOVATION FOR A HEALTHIER PLANET

INTRODUCTION

The University of New England is Maine's largest private university, with two beautiful coastal campuses in Maine, a one-of-a-kind study-abroad campus in Tangier, Morocco, and an array of flexible online offerings. In an uncommonly welcoming and supportive community, we offer hands-on learning, empowering students to make a positive impact in a world full of challenges. We are the state's top provider of health professionals and home to Maine's only medical and dental colleges, a variety of other interprofessionally aligned health care programs, and nationally recognized degree paths in the marine sciences, the natural and social sciences, business, the humanities, and the arts. Visit **une.edu**

TRADEMARK Notice

Images, logos, designs, and other marks in this manual are the trademarked property of the University of New England.

IMAGE Use and Releases

UNE maintains a **library of images** that University members may use in official UNE publications. If you would like to use other photos, download a copy of the **UNE Photo Release form** from the Communications website and have any persons depicted fill it out.

SOCIAL MEDIA Guidelines

UNE provides separate guidelines for the use of UNE images and marks on social media. Contact the University's social media strategist for more information.

QUESTION

Please contact Marine Miller, Senior Director for Creative Services and Brand Strategist, at **mmiller17@une.edu**, or (207) 221-4286.

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PRIMARY LOGO

The UNE logo is composed of three integrated parts: the UNE icon/block, the words "University of New England," and the tagline "Innovation for a Healthier Planet." Those three elements are integrated and cannot be separated. Usage of the UNE logo without the tagline is only possible with express permission from the Office of Communications and Marketing.

The minimum size for the horizontal logo reproduction is 1.5 inches wide. The minimum size for the vertical logo reproduction is 1.25 inches wide.

All logos are located in UNE's digital asset manager: **une.canto.com**.

PRIMARY LOGO — Horizontal Application



Four Color



One Color (Pantone 294)



Black and White



White



White with Blue (Pantone 294 or Four Color)



PRIMARY LOGO — Vertical Application



Four Color



One Color (Pantone 294)



Black and White



White



White with Blue (Pantone 294 or Four Color)

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SECONDARY LOGO

When space is limited, you may use the secondary logo as shown below. We call this “the UNE icon/block.”

SECONDARY LOGO — Block Application



Four Color



One Color (Pantone 294)



Black and White



White

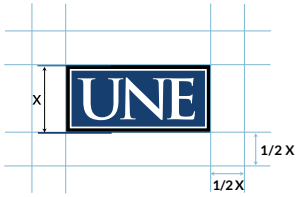
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LOGO CLEAR SPACE

For the logo to communicate effectively, it should not be crowded or overwhelmed by other design elements. “Clear space” refers to the area surrounding the mark that should be kept free of visual distraction. No graphic element or text of any kind should be placed within this clear space.













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LOGO AND EMAIL SIGNATURES

You do not need to include the UNE logo in your email signature. If you do decide to include it, however, you must use the version displayed below, labeled "option two." No other logo or graphic is approved for this use.

Your email signature should be written in one of the UNE typefaces outlined in this manual. If those typefaces are not available, use Arial or Times Roman.

OPTION ONE — without logo

Sabrina Sanders
Manager
University of New England
ssanders@une.edu
(207) 221-0000
www.une.edu

OPTION TWO — including logo

Sabrina Sanders
Manager
University of New England
ssanders@une.edu
(207) 221-0000
www.une.edu

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EMBROIDERING THE LOGO

When embroidering on a garment or other product, you may omit the tagline, as shown below.

When adding text — such as a college or department name — to a logo on a garment, adhere to the clear space parameters and use one of the UNE typefaces. If those typefaces are not available, use Arial or Times Roman.







UNIVERSITY SEAL

The University seal is reserved for the most formal applications and expressions of the University's identity and as a formal insignia for documents of institutional and legal importance, such as diplomas, transcripts, certificates, commencement programs, and flags.

Usage of the seal is prohibited without express permission from the President's Office and/or the Office of Communications and Marketing.



Four Color



One Color (Pantone 294)



Black and White



White

NON-APPROVED LOGO USAGE

Do not alter the UNE logo by changing its color, separating its elements, or otherwise varying its appearance and proportions. Consistent use of the logo is not only important to building and maintaining UNE's brand, but variances in the logo's use could result in UNE losing its copyright.

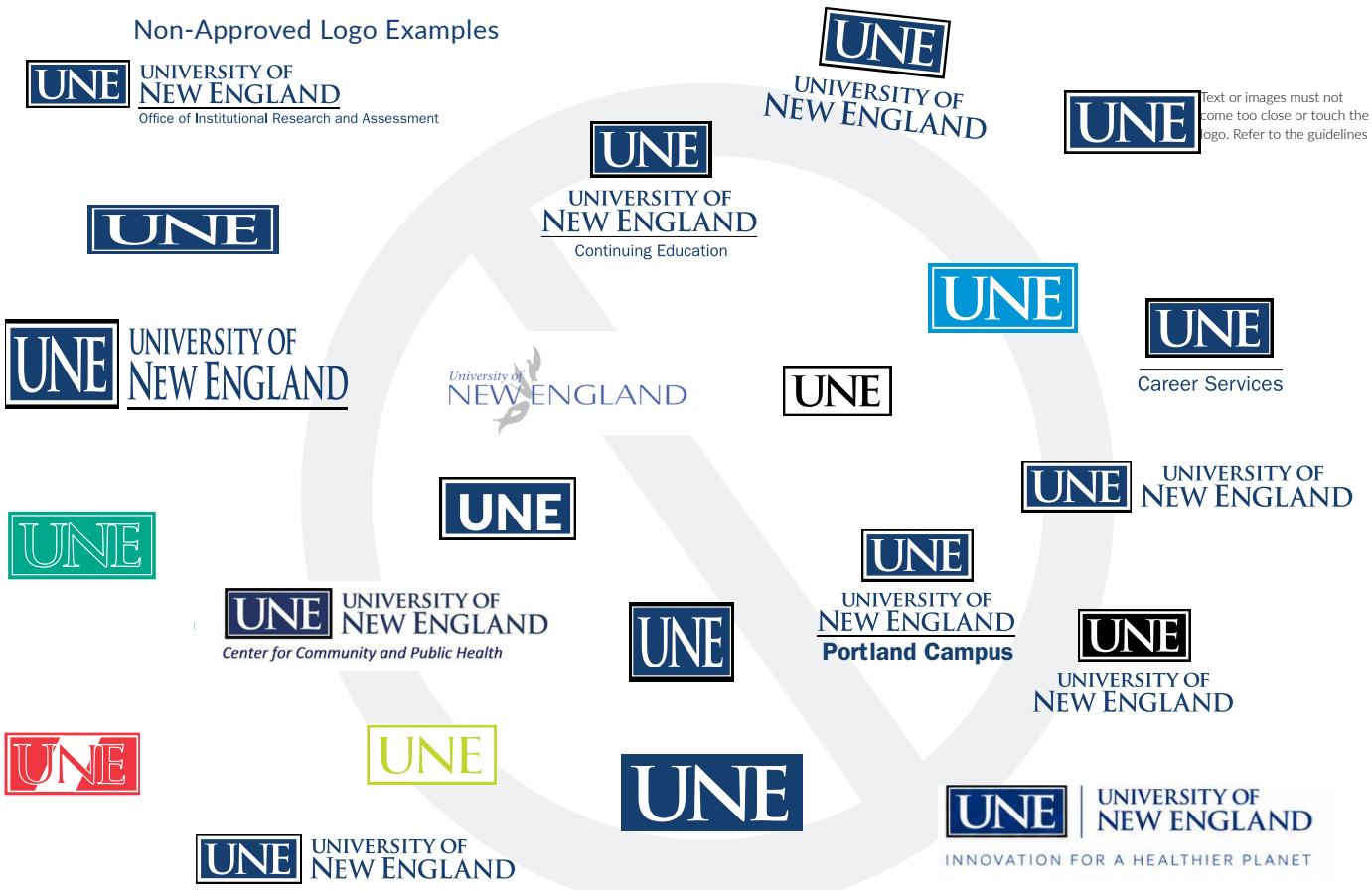
USE OF AI TOOLS AND THE UNIVERSITY LOGO

When designing posters, flyers, or other materials, the University's logos may not be generated or recreated using artificial intelligence tools. AI-generated imagery is based on learned visual patterns and frequently produces inaccurate results, including incorrect colors, distorted proportions, altered typography, or improperly rendered wordmarks, even when the output appears close, it is still incorrect.

Use of an AI-generated logo misrepresents the University's brand and is not permitted. The official, approved logo file must always be used.

Professional staff and faculty can access all logo files in UNE's digital asset manager: **une.canto.com**. All other requests should be directed to the Office of Marketing at **mmiller17@une.edu**.

Non-Approved Logo Examples



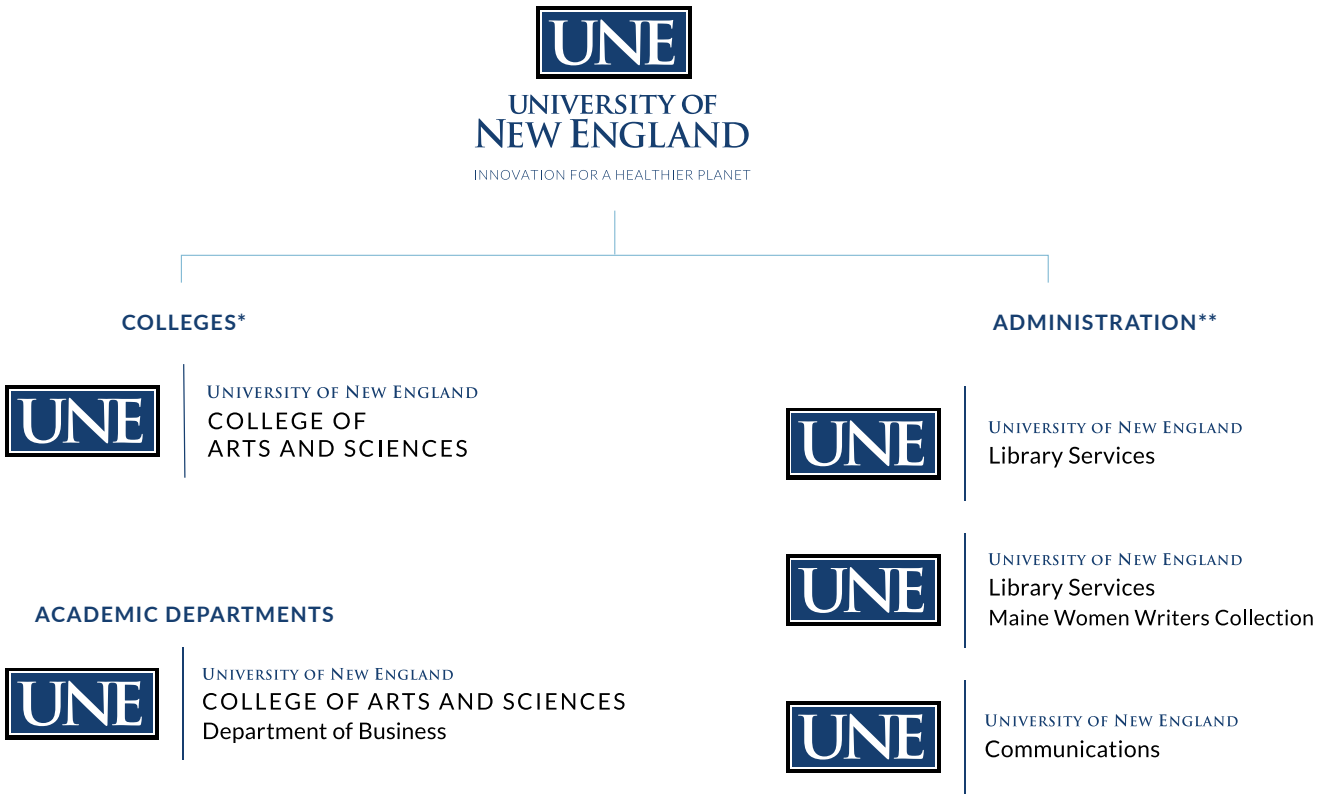
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BRAND ARCHITECTURE

The brand architecture unifies and strengthens the UNE brand by presenting the UNE logo as an overarching umbrella of identification, while creating the framework for each college, school, and department to have its own identity representation.

Please note that the **UNE logo remains our primary identity and the preferred graphic for external communication**. All letterhead, business cards, and stationery will remain the same and will not use this brand architecture. In addition, the centers, institutes, and research grants with existing graphics will continue to use their approved graphics, displayed alongside the UNE logo.

The brand architecture graphics are created exclusively by the Office of Communications and Marketing. They may not be recreated. For artwork please contact Marine Miller at **mmiller17@une.edu**.



** Academic department and unit names will appear in full, include the words "department of" or "division of."*
*** Administrative department and unit names will not included the words "department of," or "division of," or "office of."*

UNE ONLINE LOGO

The UNE Online logo was optimize to better align with the UNE logo. The UNE Online logo is made up of the UNE block to anchor the Online logo to the UNE brand, the word “Online” to reinforce the modality, and the word “University of New England” to emphasis brand recognition.

UNE ONLINE — Horizontal Application



Four Color



One Color (Pantone 294)



Black and White



White



White with Blue (Pantone 294 or Four Color)

UNE ONLINE — Vertical Application



Four Color



One Color (Pantone 294)



Black and White



White



White with Blue (Pantone 294 or Four Color)

PROMOTIONAL PRODUCTS AND APPERALS

When purchasing promotional products, choose relevant items that will promote your department and have good visibility. Merchandise color should be blue, gray, or white, when applicable, to best represent the UNE University brand.

UNE's logos and associated graphics are controlled under a licensing agreement with CLC, and only vendors who are registered with CLC may use them. Here is the list of **UNE approved vendors (PDF).** To search for a specific item, go to **https://clc.com/license-search/** and in step 2: Pick a School, UNE is listed as New England, University of.





STUDENT CLUBS, GROUPS, AND ORGANIZATIONS

Student clubs and organizations are permitted to create their own graphics for their clubs.

Their logos can use the words “University of New England” or the letters “UNE” as part of their club or organization name, but it cannot include the UNE logo in full or altered version.

If a student group or organization doesn’t have its own logo, group members may choose to use the UNE Nor’easter curve mark. The Nor’easter curve mark is not customizable, but the names of student groups can be added, in any of the UNE approved fonts. The Nor’easter curve mark is reserved for club and organization use only.

NOR’EASTER curve mark



Four Color



One Color (Pantone 2935C)



Black and White



White

White with Yellow (Pantone 123 or Four Color)

STUDENT CLUBS, GROUPS, AND ORGANIZATIONS: APPERAL

When creating a design for your club, group, or organization, follow the typeface guidelines provided in the manual.

In addition to the club, group, or organization name or logo, the UNE logo or the UNE Nor'easter curve mark must be incorporated somewhere on your product. For example, you might include it on the back of the neck of shirts, the bottom, breast-pocket, sleeve, etc. Example shown is not to scale.

University clubs and organizations might use a non-approved vendor for internal orders if the items are not for fundraising. If using a non-approved vendor, contact the Office of Communications and Marketing for assistance, review, and approval before purchase.



TYPEFACES

To establish UNE's distinctive appearance in print and on the web, we only use the typefaces listed below. By doing this, we unify our look across the various communication platforms through which we engage the public.

The Office of Communications and Marketing is not responsible for providing typefaces. Typefaces can be ordered from Adobe® at www.adobe.com. or Google. All UNE typefaces are OpenType typefaces, which are compatible with both Macintosh and Windows®. If the typefaces listed below are not available, use Arial or Times Roman.

Typeface OPTIONS

- Lato — Contemporary sans serif typeface.
- TC Franklin Gothic Std — Standard sans serif typeface.
- The Goudy Oldstyle Std — Classic serif typeface.
- HouseGothic HG 23 Text — You may only use this typeface on athletic products.

Macintosh is a registered trademark of Apple, Inc. Windows is a registered trademark of Microsoft Corporation. Adobe is a registered trademark of Adobe Systems, Inc.

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UNIVERSITY TYPEFACE: LATO

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

LATO HAIRLINE ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&()*

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

LATO LIGHT ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&()*

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

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

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

LATO BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()

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

LATO BLACK ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()

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UNIVERSITY TYPEFACE: ITC FRANKLIN GOTHIC STD

ITC FRANKLIN GOTHIC STD BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()

ITC FRANKLIN GOTHIC STD BOOK ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&()*

ITC FRANKLIN GOTHIC STD BOOK CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()

ITC FRANKLIN GOTHIC STD BOOK CONDENSED ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&()*

ITC FRANKLIN GOTHIC STD MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()

ITC FRANKLIN GOTHIC STD MEDIUM CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()

ITC FRANKLIN GOTHIC STD MEDIUM CONDENSED ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()

ITC FRANKLIN GOTHIC STD DEMI
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()

ITC FRANKLIN GOTHIC STD DEMI ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()

ITC FRANKLIN GOTHIC STD DEMI CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()

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UNIVERSITY TYPEFACE: GOUDY OLDSTYLE STD

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!@#$%^&*()

UNIVERSITY TYPEFACE: HOUSEGOTHIC HG 23 TEXT

HOUSEGOTHIC HG 23 TEXT BOLD

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

This typeface is only approved for use on athletic products.

COLOR

Color consistency is important to building and maintaining the UNE brand. Many factors influence accurate color reproduction. These include paper stock, ink coverage, various processes used by different printers, etc. For optimal results, work with your printer to match the colors indicated in this manual. Also use the appropriate Pantone chips for matching purposes when reproducing these colors on other media, such as fabric, plastic, paint, etc.

PRIMARY Color Palette



BLACK
C: 0
M: 0
Y: 0
K: 100
HEX# 231f20
R: 35
G: 31
B: 32

PANTONE 294
C: 100
M: 82
Y: 27
K: 19
HEX# 163e70
R: 22
G: 62
B: 112

PANTONE 423
C: 0
M: 0
Y: 0
K: 44
HEX# 9fa1a4
R: 169
G: 161
B: 164

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, LLC.

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SECONDARY Color Palette



PANTONE 2925
C: 85
M: 24
Y: 0
K: 0
HEX# 0096d6
R: 0
G: 150
B: 214



CYAN
C: 100
M: 0
Y: 0
K: 0
HEX# 00aeef
R: 0
G: 174
B: 239



PANTONE 7458
C: 50
M: 14
Y: 10
K: 0
HEX# 7db7d2
R: 125
G: 183
B: 210



PANTONE 321
C: 96
M: 3
Y: 35
K: 12
HEX# 0097a0
R: 0
G: 151
B: 160



PANTONE 7723
C: 75
M: 10
Y: 57
K: 10
HEX# 2e9b80
R: 46
G: 155
B: 128



PANTONE 119
C: 17
M: 22
Y: 100
K: 47
HEX# 81720f
R: 129
G: 114
B: 15



PANTONE 382
C: 28
M: 0
Y: 100
K: 0
HEX# c4d82e
R: 196
G: 216
B: 46



PANTONE 123
C: 0
M: 24
Y: 94
K: 0
HEX# ffc425
R: 225
G: 196
B: 37



PANTONE 715
C: 0
M: 52
Y: 96
K: 0
HEX# f79026
R: 247
G: 144
B: 38



PANTONE 7625
C: 0
M: 75
Y: 75
K: 0
HEX# f26649
R: 242
G: 102
B: 73



PANTONE 209
C: 0
M: 100
Y: 34
K: 53
HEX# 860038
R: 134
G: 0
B: 56



PANTONE 519
C: 67
M: 100
Y: 30
K: 10
HEX# 6d276a
R: 109
G: 39
B: 106



PANTONE 7669
C: 71
M: 75
Y: 15
K: 0
HEX# 675894
R: 103
G: 88
B: 148



PANTONE 253
C: 42
M: 91
Y: 00
K: 00
HEX# 9e3d96
R: 158
G: 61
B: 150

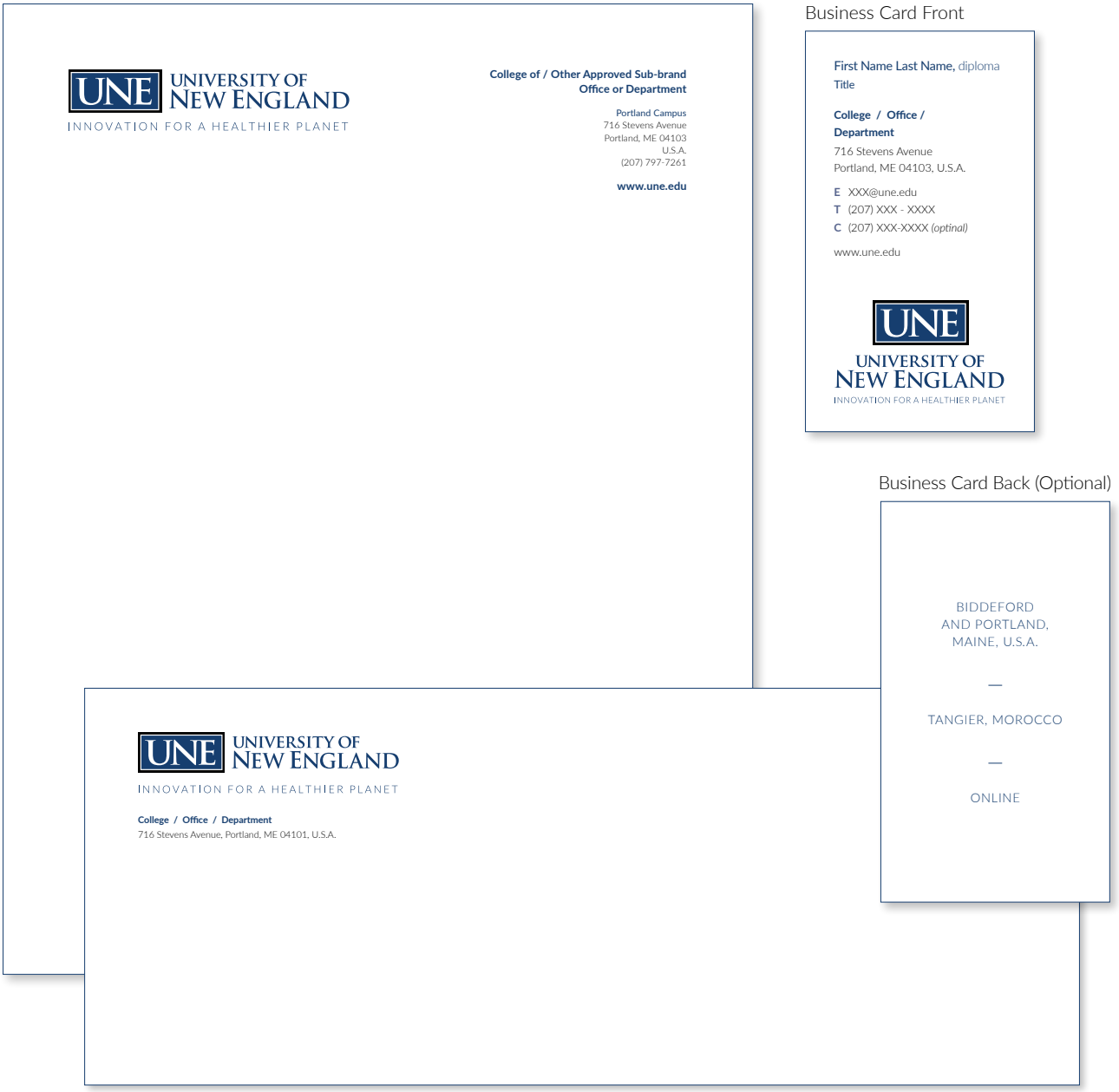
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STATIONERY

To build and maintain a successful UNE brand, it is essential that the University's stationery be consistent with the guidelines outlined in this manual. Stationery items are pre-designed (for all campus locations). Please note: examples shown are not to scale. To order any of the products depicted below, or other specialty items, please visit the **Stationery Storefront**.



Business Card Front

Business Card Back (Optional)

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MORE INFORMATION AND LINKS

This PDF, along with all links mentioned in this manual, can be found on the Communications page of the UNE website.
www.une.edu/communications



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