INTRODUCTION

The University of New England is Maine’s largest private university, featuring two distinctive campuses in Maine, a vibrant campus in Tangier, Morocco, and an array of innovative offerings online. Our hands-on, experiential approach empowers students to join the next generation of leaders in their chosen fields. We are 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.

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 an archive 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. You may also contact the director of Communications for a copy of the form.

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.
THE OFFICE OF COMMUNICATIONS

The Office Communications provides strategic and creative leadership and support for the University of New England across all media and communications platforms. Our mission is to raise awareness for UNE, enhance the University’s reputation, facilitate operations, and foster community in alignment with institutional goals.

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PRIMARY LOGO

The UNE logo consists of a customized rectangle with a specified typeface and color options. You may choose one of the options shown but should not alter it in any way. All logos are located in UNE’s digital asset manager: www.assets.une.edu. 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.

When using outside vendors, please make sure you are using a Learfield Licensed vendor: www.learnerlicensing.com.

PRIMARY LOGO — HORIZONTAL APPLICATION

- **UNE UNIVERSITY OF NEW ENGLAND**
  - **Innovation for a Healthier Planet**
  - **Four Color**

- **UNE UNIVERSITY OF NEW ENGLAND**
  - **Innovation for a Healthier Planet**
  - **One Color (Pantone 294)**

- **UNE UNIVERSITY OF NEW ENGLAND**
  - **Innovation for a Healthier Planet**
  - **Black and White**

- **UNE UNIVERSITY OF NEW ENGLAND**
  - **Innovation for a Healthier Planet**
  - **White**

- **UNE UNIVERSITY OF NEW ENGLAND**
  - **Innovation for a Healthier Planet**
  - **White with Blue (Pantone 294 or Four Color)**

Pantone is a registered trademark of Pantone, LLC.
PRIMARY LOGO — VERTICAL APPLICATION

Four Color

One Color (Pantone 294)

Black and White

White

White with Blue (Pantone 294 or Four Color)
SECONDARY LOGO

When space is limited, you may use the secondary logo as shown below. We call this “the UNE icon/block.” Please be sure to accompany this version of the logo with the tag line “Innovation for a Healthier Planet.”

SECONDARY LOGO — BLOCK APPLICATION

Four Color

One Color (Pantone 294)

Black and White

White
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.

LOGO CLEAR SPACE – PRINTED PROMOTIONAL MATERIALS

LOGO CLEAR SPACE – PRODUCTS WITH COLLEGE OR DEPARTMENT NAMES
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.

LOGO AND EMAIL SIGNATURE

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
EMBROIDERING THE LOGO

When embroidering the logo on a garment or other product, the tag line may be omitted as shown below. This is the only time the logo can be used without the tag line.

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.

UNIVERSITY SEAL

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.

NON-APPROVED LOGO EXAMPLES
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. They may not be recreated. The artwork is posted to the U/V shared drives under Communications > Brand Architecture. If your department or unit is not yet listed, please fill out the request form located on the UNE Communications webpage.
STUDENT CLUBS, GROUPS, AND ORGANIZATIONS

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

The UNE logo or the UNE Nor’easter curve mark needs to 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.

Please note: the UNE Nor’easter curve mark is not customizable, but the name of the student groups can be added in any of the UNE approved fonts, as long as it respects a clear space around it. It is also available in black and white.
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 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.
• Merriweather — Serif typeface that complements Lato on the website.
• HouseGothic HG 23 Text — You may only use this typeface on athletic products.
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 (REGULAR) 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!@#$%^&*()
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 BOOK COMPRESSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()

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

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

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

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

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

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

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

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

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

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

MERRIWEATHER BLACK ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()
UNIVERSITY TYPEFACE: HOUSEGOTHIC HG 23 TEXT

HOUSEGOTHIC HG 23 TEXT BOLD

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

UNIVERSITY TYPEFACE: TAMANGO

TAMAGO REGULAR

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

TAMAGO BOLD

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

You may only use these typefaces 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.

UNIVERSITY PRIMARY COLOR PALETTE

BLACK
C: 0
M: 0
Y: 100
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.

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UNIVERSITY SECONDARY COLOR PALETTE

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.
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 Communications page of the UNE website.
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