THE UNIVERSITY
of NEW ENGLAND

INSTITUTIONAL BRAND IDENTITY
MANUAL
INTRODUCTION

The University of New England is Maine’s largest private university, an innovative educational community with two distinctive coastal Maine campuses, a vibrant new campus in Tangier, Morocco, and a robust offering of degree and certificate programs online. UNE is home to Maine’s only medical and dental schools — part of a comprehensive health education mission built on a pioneering interprofessional approach that includes pharmacy, nursing, and an array of allied health professions.

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

Our role in the Office of Communications is to strengthen the UNE brand through cultivation of UNE’s public image. We create marketing materials, print publications, videos, and other content as well as manage the UNE website and social media accounts. Our goal is to support and promote the extraordinary work that members of the UNE community do.

THE OFFICE OF COMMUNICATIONS STAFF

Ellen Beaulieu  
Vice President for Communications  
ebeaulieu@une.edu  
(207) 221-4744

Jennie Aranovitch  
Communications Specialist  
jaranovitch@une.edu  
Office: (207) 221-4841

Louise Coburn  
Social Media Strategist  
lcoburn1@une.edu  
Office: (207) 221-4359

Lee Cote  
Audio Visual Event Videographer  
lcote4@une.edu  
Office: (207) 602-2771

David Dadiego  
Audio Visual Event Manager  
ddadiego@une.edu  
Office: (207) 221-4357

Sarah Delage  
Communications Specialist  
sdelage@une.edu  
Office: (207) 221-4899  
Cell: (508) 733-2293

Sean Fitzpatrick  
Marketing Strategist  
sfitzpatrick4@une.edu  
Office: (207) 221-4843

April Forristall  
Web Editor  
aforristall@une.edu  
Office: (207) 221-4322

Meghan Grammer  
Graphic Designer  
mgrammer@une.edu  
Office: (207) 221-4236

Holly Haywood  
University Photographer  
hhaywood@une.edu  
Office: (207) 221-4776

Dan Lambert  
Film Producer/Director  
dlambert2@une.edu  
Office: (207) 221-5010

Alan Liddell  
Web Operations  
aliddell@une.edu  
Office: (207) 221-4558

Marine Miller  
Art Director  
miller17@une.edu  
Office: (207) 221-4286

Josh Pahigian  
Writer  
jpahigian@une.edu

Jonathan Santos  
Web Operations Manager  
santos3@une.edu  
Office: (207) 221-4774

Philip Shelley  
Writer  
ps Shelley1@une.edu  
Office: (207) 221-4181  
Cell: (508) 613-6210

Jen Swanda  
Content Strategist  
jswanda@une.edu  
Office: (207) 221-4939

Sarah Wissler  
Communications Specialist / Web Editor  
swissler@une.edu  
Office: (207) 221-4376
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.learfieldlicensing.com.

PRIMARY LOGO — HORIZONTAL APPLICATION

- **Four Color**
- **One Color (Pantone 294)**
- **Black and White**
- **White**
- **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 UNE seal should be used primarily for formal and official documents, such as diplomas, legal and official records, transcripts, and formal academic ceremony programs. The seal is only to be reproduced with the primary University color, four color, or black and white. All other requests to use the University seal must be approved by the Office of Communications.
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

Text or images must not come too close or touch the logo. Refer to the guidelines in this manual.
LOGO AND COLLEGE / DEPARTMENT NAME

If your college or department is creating its own gear, refer to these examples of ways you can incorporate the logo. Also reference the clear space guidelines included in this manual. Examples shown are not to scale.
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: 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
  abcdeghijklmnopqrstuvwxyz
  123456789!@#$%^&*()`

- **LATO HAIRLINE ITALIC**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdeghijklmnopqrstuvwxyz
  123456789!@#$%^&*()`

- **LATO LIGHT**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdeghijklmnopqrstuvwxyz
  123456789!@#$%^&*()`

- **LATO LIGHT ITALIC**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdeghijklmnopqrstuvwxyz
  123456789!@#$%^&*()`

- **LATO REGULAR**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdeghijklmnopqrstuvwxyz
  123456789!@#$%^&*()`

- **LATO (REGULAR) ITALIC**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdeghijklmnopqrstuvwxyz
  123456789!@#$%^&*()`

- **LATO BOLD**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdeghijklmnopqrstuvwxyz
  123456789!@#$%^&*()`

- **LATO BOLD ITALIC**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdeghijklmnopqrstuvwxyz
  123456789!@#$%^&*()`

- **LATO BLACK**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdeghijklmnopqrstuvwxyz
  123456789!@#$%^&*()`

- **LATO BLACK ITALIC**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdeghijklmnopqrstuvwxyz
  123456789!@#$%^&*()`
UNIVERSITY TYPEFACE: ITC FRANKLIN GOTHIC STD

ITC FRANKLIN GOTHIC STD BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()
UNIVERSITY TYPEFACE: GOUDY OLDSTYLE STD

GOUDY OLDSTYLE STD REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()'

GOUDY OLDSTYLE STD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()'

GOUDY OLDSTYLE STD BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()'

GOUDY OLDSTYLE STD BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()'
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
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()

UNIVERSITY TYPEFACE: TAMANGO

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

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

You may only use these typeface 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

<p>| | | |</p>
<table>
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<th></th>
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<th></th>
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<tbody>
<tr>
<td>BLACK</td>
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<td>PANTONE 423</td>
</tr>
<tr>
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<td>HEX# 163e70</td>
<td>HEX# 9fa1a4</td>
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<td>R: 22</td>
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<tr>
<td>G: 31</td>
<td>G: 62</td>
<td>G: 161</td>
</tr>
<tr>
<td>B: 32</td>
<td>B: 112</td>
<td>B: 164</td>
</tr>
</tbody>
</table>

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.
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