UMass Amherst

Facilities & Campus Services

BRAND BOOK
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Brand use

Consistent, positive branding is an essential element in communicating who we are and what we do to the campus community; it also provides our large, diverse organization a common point of pride and identification. This guide is intended to provide design assistance and standards to better communicate with each other and with our clientele.

The Facilities & Campus Services brand (wordmark or wordmark with tag line) should be used whenever possible and appropriate. With the exception of official University documents such as contracts and letterhead, nearly every other visual medium in which FCS is involved should include branding.

If you have a question about possible or appropriate use, please contact the FCS Communications Manager, Jim Hunt, at 7-4767, or jhunt@facil.umass.edu.

- Web site(s)
- Posters
- Brochures
- Internal programs (Tririga, eBuilder) interfaces and reports
- Forms (printed and on-line)
- Email distributions
- Email signatures
- Fax cover sheets
- Signage (internal, construction and advisory)
- Video
Wordmarks

Layout

At right are the official Facilities & Campus Services wordmarks in horizontal and stacked (left/right justified) layouts.

A wordmark may be used alone, or in combination with the FCS tag line ("We’re here to help"). It is designed using one of the UMass official font types (Frutiger) with a few unique elements: a reduced ampersand, narrowed tracking (space) between words, and compressed line space in the stacked version.

The tag line should be in Minion Pro (another official UMass font).

Do not attempt to recreate the wordmarks in a non-design program (such as MS-Word). The graphic files are available for download in various formats in the "Staff Only" section of the FCS website.

Facilities & Campus Services

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We’re here to help.

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Size

Minimum sizes should be maintained. The horizontal layout should be at least 2.5” wide. The stacked layout should be at least 1.5” wide.

Clear space

Provide adequate clear space (at least 1/10th the width of the wordmark) between the wordmark and other elements.

Note: there are size and space exceptions where the wordmark acts as a sub-header for a FCS division (see page 8) and in email signature configurations (see pages 7-10).

Scaling

Aspect ratio should be maintained when scaling. Do not distort, compress, stretch or skew the wordmark.
Colors

FCS materials, garments, web sites and publications should reflect the official UMass color palette: UMass Maroon, white, and black. For more guidelines affecting color use, including University-approved secondary and accent colors, refer to [http://www.umass.edu/brand/elements/color](http://www.umass.edu/brand/elements/color).

The FCS wordmark should be black or UMass Maroon on a white or light background, and white on a black or dark background. No other color combinations should be used for the wordmark.
Sub-branding
(FCS divisional identities)

FCS divisions should reference (“A division of”) the FCS wordmark whenever possible and appropriate. Individual division identities should mirror the FCS wordmark style (Frutiger 45 Light); they should not include a divisional graphic identity (logo). The FCS reference should be no smaller than .3 of the division name and no larger than .375.

Note that email signatures which include a divisional designation are handled differently (see pages 7-10).
Identity in text

Do not use the FCS wordmark in place of text.

“Facilities & Campus Services” should be spelled out in full whenever possible. If an acronym (FCS) is used, it should only be used after the full name has been referenced. The ampersand (&) should always be used in place of “and” when the name is written in full. The ampersand should be dropped when an acronym (“FCS”) is used.

“Facilities & Campus Services strives to maintain a welcoming and engaging environment for faculty, staff, students, alumni and visitors alike…”

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**Email signatures**

An email “signature” is the most widely shared element of organizational identity. Like traditional letterhead, it not only defines what you do professionally, but for and with whom you do it.

Reference to Facilities & Campus Services is important, but so are links to the FCS (or a divisional/departmental) web site, Facebook and Twitter. Please include them in your default email signature.

These guidelines and supporting graphics are intended for use on a white background with a standard Arial font.*

Twitter and Facebook icons are available in the “Staff Only” section of the FCS web site. If you’d like help formatting your email signature, contact the FCS Communications Manager, Jim Hunt, at 7-4767, or jhunt@facil.umass.edu.

*NOTE: We’re using standard Arial and Times Roman fonts in the email signature (w/tag line) rather than Frutiger and Minion Pro as appears in the official wordmark. Frutiger and Minion Pro are special font types, not regularly available in standard system font packages; even if you have and use them, they may be unintentionally substituted with symbols or some other less desirable font by a recipient’s email system.
Facilities & Campus Services designation

If you identify as working directly for Facilities & Campus Services (without divisional or departmental designation), the FCS line should dominate in Arial 12-16pt type while keeping all other text (with the exception of the tag line) in Arial 10 or 12pt type. Unless otherwise noted, all type should be in black.

Facebook & Twitter

Facebook and Twitter icons are available in the graphic identity section of the FCS web site.

Our Facebook hyperlink is: https://www.facebook.com/pages/UMass-Facilities-Campus-Services/315653541924404.

Our Twitter hyperlink is: https://twitter.com/UMassFacilities.
Divisional designation

If using a divisional designation (Administrative Services, Physical Plant, Campus Planning, Design & Construction Management or Transportation Services), the division should be in dominant (12-16pt) type. Directly underneath should be “A division of Facilities & Campus Services”.

The divisional designation is in 12-16pt type with reduced ampersand (if used), and normal spacing between letters. Space between words should be reduced to 8pt. All other lines are 10-12pt.

Peter Gray-Mullen
Interim Director

Design & Construction Management
A division of Facilities & Campus Services
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Amherst, MA  01003
gpeter@facil.umass.edu
Desk: 413.545.6499
Mobile: 413.687.1220
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We’re here to help.
Departmental designations

When using departmental designations (such as Building Maintenance, Sustainable UMass, Space & Asset Management, etc.), your name and title should appear on the same (top) line with the departmental designation directly beneath; the divisional designation (Physical Plant, Campus Planning, etc.) will dominate in 12-16pt type. No logo should be used.

Name and title appear on the same (top) line with the departmental designation directly below. Note the reduced ampersand in the department name.

John Pepi, General Manager
Office of Waste Management, Moving & Surplus

Physical Plant
A division of Facilities & Campus Services
University of Massachusetts
151 Tillson Farm Road
Amherst, MA 01003
jpepi@umass.edu
Desk: 413.577.3013
Mobile: 413.835.1306
www.umass.edu/recycle

We’re here to help.
UMass seal and marks

As a rule, use of the UMass seal is reserved for official University documents, contracts, diplomas and permanent signage. It should not be used on directional or construction signage, cups, napkins or give-aways, etc. The UMass wordmark (UMassAmherst) is available for more general use. Guidance on the proper use of UMass identity seals, wordmarks and spirit marks can be found at http://www.umass.edu/brand/wordmarks-seal-and-spirit-marks.
“Lock-up” with UMass

The FCS wordmark should not displace the appropriate or required use of UMass official seals and marks. When dealing with FCS materials, products, services and publications, however, both sets of identity marks can coexist within the same visual medium. This is a broader definition of “lock-up” in brand identity; there will be many times when we want to be identified with the UMass brand.

If you are unsure about how best to employ these branding marks, together or separately, please contact the FCS Communications Manager, Jim Hunt, at 7-4767, or jhunt@facil.umass.edu.
Appendix: How to create an email signature

If you haven’t done this before, here are directions for creating an email signature in Outlook 2013.

1. Open Outlook and click on the “FILE” tab in the upper left-hand corner.
2. At the Account Information screen, click on “Options”.
3. At the Outlook Options pop-up, click on “Mail”.
4. Click on the “Signatures...” button on the right.

Continue next page...
To create an email signature

5. Format your email signature in the text box of the Signatures and Stationary pop-up.

The easiest way to do this, so that it’s formatted correctly and the social media links are already embedded, would be to highlight all the signature lines and elements in someone else’s email (don’t forget to highlight the social media icons and tag line, too!), and just paste them all into the Signatures and Stationary text box; then you can edit each line, as necessary, to match your own info. Otherwise, create and format your signature using the common word processing program tools provided (font type, size, color, etc.). Don’t forget to change links to reflect your own email address and web site.

6. Click the “OK” button to save and exit.

If you’d like any help formatting your email signature, or want one to copy and paste for editing, please contact the FCS Communications Manager, Jim Hunt, at 7-4767, or jhunt@facil.umass.edu.