<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand use</td>
<td>1</td>
</tr>
<tr>
<td>Word marks</td>
<td>2</td>
</tr>
<tr>
<td>Layout</td>
<td>2</td>
</tr>
<tr>
<td>Size</td>
<td>3</td>
</tr>
<tr>
<td>Scaling</td>
<td>3</td>
</tr>
<tr>
<td>Colors</td>
<td>4</td>
</tr>
<tr>
<td>Logo</td>
<td>5</td>
</tr>
<tr>
<td>Scaling</td>
<td>6</td>
</tr>
<tr>
<td>Use and layout</td>
<td>7</td>
</tr>
<tr>
<td>Colors</td>
<td>8</td>
</tr>
<tr>
<td>Sub-branding</td>
<td>9</td>
</tr>
<tr>
<td>Identity in text</td>
<td>10</td>
</tr>
<tr>
<td>Email signatures</td>
<td>11</td>
</tr>
<tr>
<td>F&amp;CS designation</td>
<td>12</td>
</tr>
<tr>
<td>Facebook and Twitter</td>
<td>12</td>
</tr>
<tr>
<td>Divisional designation</td>
<td>13</td>
</tr>
<tr>
<td>Division + logo</td>
<td>14</td>
</tr>
<tr>
<td>Department and divisional designations</td>
<td>15</td>
</tr>
<tr>
<td>UMass seal and marks</td>
<td>16</td>
</tr>
<tr>
<td>‘Lock-up’ with UMass</td>
<td>17</td>
</tr>
</tbody>
</table>
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 (word mark or word mark with logo) should be used whenever possible and appropriate. With the exception of official University documents such as contracts and letterhead (and, by extension, printed business cards), nearly every other visual medium in which F&CS is involved should include branding.

If you have a question about possible or appropriate use, please contact the F&CS communications manager, Jim Hunt, at 7-4767, or jhunt@facil.umass.edu.

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

Layout

At right are the official Facilities & Campus Services word marks in horizontal and stacked (right justified) layouts.

A word mark may be used alone, or in combination with the F&CS logo (see page 5). It is designed using one of the UMass official font types (Frutiger 45 Light) with a few signature elements: a reduced ampersand, narrowed tracking between words, and compressed line space in the stacked version.

Do not attempt to recreate the word marks 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 F&CS web site.
Size

Except where the word mark acts as a graphic sub-header for a F&CS division (see page 9), 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.

Scaling

Aspect ratio should be maintained when scaling.

Do not distort, compress, stretch or skew.
Word mark colors

The word mark should be black on a white or light background, and white on a black or dark background. No other color (UMass maroon, various shades of gray, etc.) should be used for the word mark.
Logo

This is the official Facilities & Campus Services logo.

Unless specifically authorized, the F&CS logo should not stand alone; it should appear in combination with a F&CS word mark (see page 7).

An exception exists with respect to a F&CS internet icon. It can be used without accompanying word mark wherever similar Facebook or Twitter icons might be used (on web sites, in email signature addresses, etc.):

Do not attempt to recreate the logo or the icon. The graphic files are available for download in various formats in the “Staff Only section of the F&CS web site.”
Scaling

Aspect ratio should be maintained when scaling.

Do not distort, compress, stretch or rotate.
Logo use and layout

As a rule, the logo should be used in combination with a F&CS word mark. This is called a “lock-up” in branding. It forces (and reinforces) a name association with the visual/graphic. This is important to do, especially in the early stages — sometimes years — of brand rollout so that the graphic becomes easily recognizable as representing the name.

At right are approved combinations and layouts.

Do not attempt to recreate these graphics. The graphic files are available for download in various formats in the “Staff Only” section of the F&CS web site.
Colors

The F&CS logo should reflect the official UMass color palette: UMass maroon, white, black and grays.

On a white or light background, standard colors (black, maroon, gray) should be used.

On a dark background, white (for the word mark) and gray and white (for the logo) should be used.
Sub-branding
(F&CS divisional identities)

F&CS divisions should reference (“a division of”) the F&CS word mark and logo whenever possible and appropriate. Individual division identities should mirror the F&CS word mark style (Frutiger 45 Light); they should not include a divisional logo. The F&CS 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 (p. 12-13) are handled differently; due to formatting limitations, they include no logo.
Identity in text

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

Facilities & Campus Services

Facilities & Campus Services

Facilities & Campus Services

Facilities & Campus Services
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 F&CS (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.*

Graphic elements are available in the “Staff Only” section of the F&CS web site. If you’d like help formatting your email signature, contact the F&CS communications manager, Jim Hunt, at 7-4767, or jhunt@facil.umass.edu.

*NOTE: We’re using a standard Arial font in the email signature rather than Frutiger as appears in the official word mark. Frutiger is a special font type, not regularly available in standard system font packages; it may also be unintentionally substituted by the recipient’s email system.
Facilities & Campus Services designation

If you identify as working directly for Facilities & Campus Services (without divisional or departmental designation), the F&CS line should dominate with 16pt type while keeping all other text in 12pt type, and a logo should be used.

Facebook & Twitter

Facebook and Twitter icons are available in the graphic identity section of the F&CS 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 (16pt) type. Directly underneath should be “A division of Facilities & Campus Services” and no logo should be used.

Thomas D. Shaw, P.E.
Director
Design & Construction Management
A division of Facilities & Campus Services
University of Massachusetts
360 Campus Center Way
Amherst, MA 01003
tdshaw@facil.umass.edu
(413) 545-6499
Cell: (413) 687-1220
Fax: (413) 545-3684
www.umass.edu/building

The divisional designation is in 16pt type; all other lines are 12pt.
Divisional designation + logo

If you’re using a divisional designation (Administrative Services, Physical Plant, etc.), but would like to include the F&CS logo, this is the variation you should follow. Your name and title should appear on the same (top) line with the divisional designation directly beneath; Facilities & Campus Services (with logo) will dominate in 16pt type.

Thomas D. Shaw, P.E., Director
Design & Construction Management

Facilities & Campus Services
University of Massachusetts
360 Campus Center Way
Amherst, MA 01003

tdshaw@facil.umass.edu
(413) 545-6499
Cell: (413) 687-1220
Fax: (413) 545-3684
www.umass.edu/building

“Facilities & Campus Services” is in 16pt type; all other lines are 12pt.
Departmental and divisional 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 16pt type. No logo should be used.

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 01103
jpepi@umass.edu
(413) 577-3013
Cell: (413) 835-1306
Fax: (413) 545-4737
ww.umass.edu/recycle
UMass seal and marks

As a rule, use of the UMass seal is reserved for official University documents, contracts, diplomas and permanent signage. The UMass word mark (UMassAmherst) is available for more general use. Guidance on the proper use of UMass identity seals, logos and marks can be found at http://www.umass.edu/universityrelations/graphic-identity.
“Lock-up” with UMass

The F&CS identity (logo and/or word mark) should not displace the appropriate or required use of UMass official seals, logos and marks. When dealing with F&CS 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.

These are approved “lock-up” layouts with UMass marks, both with and without the F&CS logo.

If you are unsure about how best to employ these branding marks, together or separately, please contact the F&CS communications manager, Jim Hunt, at 7-4767, or jhunt@facil.umass.edu.