CHANNELING OUR REVOLUTIONARY SPIRIT

The University of Massachusetts Amherst brand is more than a logo and school colors. It’s what motivates students, faculty, alumni, and others to get excited about anything and everything UMass. This document outlines a strategic communications platform to follow in creating elements specific to the UMass BE REVOLUTIONARY brand campaign. It is an extension of the UMass Brand Guide, which lives here: https://www.umass.edu/brand/.

Please follow these guidelines to ensure consistency in our communications.
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**THIS IS A LIVING DOCUMENT:** Always refer to the URL for most updated guidelines.

Elements outlined within are subject to change.
POSITIONING & PLATFORM THEME
BRAND CAMPAIGN POSITIONING & PLATFORM

Our brand campaign positioning leverages a core human value representing the intersection between the UMass brand essence and what resonates on a personal level with our audience. It should be meaningful, compelling, unique, and, inspiring.

Identifying our core shared value begins with exploring our brand framework: **What** we do, **How** we do it, and **Why** we do it.

**What:** UMass Amherst is a world-class university that invites and propels change to improve society.

**Reasons to Believe**
- Top ranked public institution with excellence in academics that challenges and empowers students to excel.
- Top producer of STEM graduates who advance our innovation economy in MA.
- Cutting-edge research that incites innovation and that drives the world forward.
- Leaders of progress in social and environmental change.

**How:** UMass Amherst fosters an open-minded, active community that empowers creative, passionate leaders.

**Reasons to Believe**
- Wide array of programs, activities, events that invite proactive involvement.
- Inclusive, open-minded and diverse community that values new perspectives and access.
- Entrepreneurial environment where individuals are challenged and empowered to lead.
- Innovative, creative energy that inspires free thinking and pursues progress.
- With roots in social change, our informed, engaged citizens feel a collective responsibility toward our world.

**Why:** UMass Amherst empowers revolutionary leaders to improve the world.

**Reasons to Believe**
- As the flagship, land grant University of Massachusetts, we are passionate proponents of freedom of opportunity and the pursuit of progress.
- Student body rich with bright, bold, unconventional thinkers.
- Research powerhouse, ranked fourth in National Science research grants in Massachusetts.
- Life sciences leader – Institute for Applied Life Sciences combines expertise of 120 faculty members.
VALUES

UMass Amherst is an open-minded, empowering community with a progressive, creative and passionate culture. Where empowered voices unite with a feeling of collective responsibility toward the world. As the flagship land-grant University of Massachusetts, we are dedicated to expanding our legacy as proponents of progress and freedom. Freedom is the core value that drives our progressive, revolutionary spirit.

![Diagram](image_url)

These values-focused words can serve as a starting point for developing communications in the BE REVOLUTIONARY theme:

- Progress
- Possibility
- Change
- Open-mindedness
- Commitment
- Revolutionary

The concept of being revolutionary can be complex. When we associate UMass Amherst with the concept of revolution, we want to avoid conjuring thoughts of fighting, battles or undue resistance.
PLATFORM
The brand campaign platform aligns with the UMass Amherst strategic plan. Its purpose is to promote UMass Amherst’s reputation as a leader and encourage enrollment of quality students, attraction of gifted faculty, and engagement with the community.

KEY PURPOSE MESSAGE
“The University of Massachusetts Amherst empowers revolutionary leaders to improve the world.”

KEY CREATIVE THEME
“BE REVOLUTIONARY”

Our theme distills the mission of UMass Amherst into a two-word phrase that speaks volumes. Whether used in body copy or as a primary headline, “BE REVOLUTIONARY” should always be capitalized.

KEY CREATIVE ANTHEM
We are the revolutionaries of today. Not waiting for change, but creating it. At the University of Massachusetts Amherst, a revolutionary spirit runs through our veins. It inspires us. To think in new ways. To challenge convention. Not to simply be different, but to actually make a difference. We embrace the freedom to dream bigger. We are pioneers, builders, unconventional doers – committed to the relentless pursuit of progress. The University of Massachusetts Amherst. BE REVOLUTIONARY.
COPYWRITING
BRAND VOICE
The UMass Amherst brand stands for an open-minded community dedicated to creating a passionate culture of progressive change that benefits our world. Language is uplifting and inspiring, reinforcing our commitment to a positive progress.

Copy should follow brand tone: progressive and committed. The copy itself should invite the reader to learn more about UMass Amherst and discover the unique opportunities and experiences only the university can offer.

HEADLINES
Headlines should intrigue, grab attention, and invite readers to engage with our content. Be bold, be disruptive, and always be positive.

Sample headlines:

Never settle for what’s known when something better is within reach.

Think revolutionary. Live revolutionary. BE REVOLUTIONARY.

Some graduates worry about finding jobs. Ours create them.

BODY COPY
To BE REVOLUTIONARY is to be bold and confident. Write with your audience and your marketing message in mind. Address the audience’s priorities to ensure the message rings true. Be clear and concise. Engage without overexplaining. Be assertive. Aim to generate enthusiasm, inspire, and ignite pride.

EXAMPLE:
Our revolution is one of bold, original ideas. Ideas that inspire change and spark progress for the common good. And it begins here, as it did before, in the heart of the Commonwealth. BE REVOLUTIONARY.
TYPOGRAPHY
TYPOGRAPHY

Official UMass Typefaces for Print

Typography is an extremely powerful tool. Correctly used, the right font commands attention, elicits emotions, and creates a voice. This is why typography is so essential to our brand identity.

The three primary UMass Amherst typefaces for print are Minion Pro (serif), Frutiger (sans serif) and Bickham Script Pro (script). They are suitable for a wide range of reproduction methods and communication materials and may be purchased online from Adobe. (For web, see Official UMass Web Fonts on page 14.)

University Relations has purchased licenses for a limited number of sets of the official university fonts. They are being distributed free of charge to employees who regularly create marketing and communications materials. Contact urcommunications@umass.edu to request one of these licenses.

Unfortunately, our funding and licensing do not permit us to distribute these fonts to students.
Sans Serif
Sans serif fonts lack serifs, so that the letter form stands unadorned. The sans serif font for UMass Amherst is Frutiger. Its organic, clean lines make it easily legible and modern without feeling cold.

It can be used for headlines, subheads, text copy, bold copy, and digital copy.
Frutiger 45 Light
*Frutiger 46 Light Italic*
Frutiger 47 Light Condensed
Frutiger 55 Roman
*Frutiger 56 Italic*
Frutiger 57 Condensed
Frutiger 65 Bold
*Frutiger 66 Bold Italic*
Frutiger 67 Bold Condensed
Frutiger 75 Black
*Frutiger 76 Black Italic*
Frutiger 77 Black Condensed
**Frutiger 95 Ultra Black**
Frutiger 87 Extra Black Condensed


Serif

Serif fonts include small, decorative embellishments to the basic form of a character. The serif font for UMass Amherst is Minion Pro. It has both an elegant and functional design. It is classical without feeling stuffy or staid.

It can be used for headlines, body copy, and formal applications.

Minion Pro Regular
Minion Pro Display
Minion Pro Italic
Minion Pro Medium
Minion Pro Medium Italic
Minion Pro Semi-bold
Minion Pro Semi-bold Italic
Minion Pro Bold
Minion Pro Bold Italic
Minion Pro Bold Condensed
Minion Pro Bold Italic
**Script**

Script fonts convey elegance and formality. The script font for UMass is **Bickham Script Pro**. It is ornate, yet readable and should be used sparingly.

It is appropriate to use when Minion Pro Italic does not feel formal enough and is a good choice for formal and special events, announcements, and invitations.

*Bickham Script Pro Regular*

*Bickham Script Pro Semi-bold*

*Bickham Script Pro Bold*
Official UMass Web Fonts
Using the official UMass Amherst web fonts will ensure that your final product follows UMass Amherst brand identity standards.

Open Sans and Lora are the official university fonts because of their clean lines and readability. They have versatile weights and styles available and they complement the UMass Amherst print typefaces.

Open Sans and Lora fonts are licensed through Google and free to use.

**Open Sans (sans serif)**
Open Sans is a clean and modern sans serif typeface especially designed for legibility across print, web and mobile interfaces.

It should be used for body text, headings and main navigation.

Open Sans Light
Open Sans Light Italic
Open Sans Regular
Open Sans Italic
Open Sans Semi-Bold
Open Sans Semi-Bold Italic
Open Sans Bold
Open Sans Bold Italic
Open Sans Extra-Bold
Open Sans Extra-Bold Italic
Lora (serif)
Lora is a well-balanced contemporary serif typeface. Technically Lora is optimized for screen appearance, and works equally well in print. It should primarily be used for school, college and core unit site name headers. It can also be used for captions and pull quotes.

Lora should NOT be used for body text or main navigation.

Lora Regular

CSS Font Families
Lora is a well-balanced contemporary serif typeface. Technically Lora is optimized for screen appearance, and works equally well in print.

Font Size
Website typography should be globally defined in the <body> as font size:100%. This is the default behavior for web browsers and does not need to be adjusted unless defined as something other than 100% in the site's CSS. When styling individual elements use "em" for sizing, instead of "px" to promote content accessibility.

Suggested minimum font sizes:

<h1> 2em
<h2>1.6em
<h3>1.3em
<h4>1.1em
<p>1em

Above all, make the site READABLE. The absolute minimum "em" size is .8em at 100%. For larger displays it may be necessary to increase the size of fonts to compensate for longer line lengths and to increase contrast between elements. Lora should NOT be used for body text or main navigation.
PHOTOGRAPHY
PORTRAIT PHOTOGRAPHY

Portraits should be photographed on location, utilizing shallow depth of field. If enhancing with lighting, all lighting should feel natural, as if it were shot with available light.
PORTRAIT PHOTOGRAPHY, continued
CAPTURED MOMENT PHOTOGRAPHY

The goal is to achieve captured moments on location using available light. Avoid setups that feel staged. It’s a good idea to photograph people “doing what they do” so that photos feel natural. Utilize shallow depth of field and always shoot real students and faculty for authenticity.
GRAPHIC ELEMENTS
GRAPhIC eLeMENTS

The brand is made up of elements that help us communicate in a visual way. All marketing materials, including print ads, digital ads, outdoor, websites, brochures, signage and social posts, should use the following guidelines:

MAROON TREATMENT

A portion of the design should incorporate the UMass Amherst maroon color, layered over the paper texture background. The maroon color layer should be set to multiply at 100% opacity. The size and positioning of the maroon color is flexible and can be adjusted to fit different size layouts.
PHOTO TREATMENT

The photo should be desaturated a bit so that it complements the UMass maroon color. This can be achieved by creating an adjustment layer in Photoshop, or by adjusting the saturation while processing the image in Lightroom. Adjusting the photo in Lightroom is the preferred way. Since every photograph is different, the desaturation amount varies. Try starting at -13 saturation and adjust accordingly. In some cases, the saturation may have to be set to -40.

Next, layer the photo over the paper texture background and set it to multiply at 100% opacity. Note: Every photo is different and might need to be lightened or darkened with an adjustment curve.
HEADLINE TREATMENT

Headlines should be typeset in Frutiger LT Std 75 Black and horizontally scaled to 115% and tracked out to 20. Headlines may also be set in Frutiger LT Std 45 Light and should follow the same parameters as Frutiger Black for tracking and horizontal scaling.

Body copy should be typeset in Frutiger LT Std 45 Light and tracked out to 40.
GRAPHIC ELEMENTS
UMass BE REVOLUTIONARY Print Ads

**POSITIVE CHANGE WILL BE DRIVEN BY THOSE WITH THE AUDACITY TO GET THEIR HANDS DIRTY.**

The new revolution is one of bold, original ideas. Ideas that challenge the status quo, inspire change, and spark progress for the common good. And it begins here in Massachusetts, just as it did before.

**NEVER SETTLE FOR KNOWING WHEN SOMETHING BETTER IS WITHIN REACH.**

The new revolution is one of bold, original ideas. Ideas that challenge the status quo, inspire change, and spark progress for the common good. And it begins here in Massachusetts, just as it did before.
WHO DARES TO REINVENT REALITY?
WE DO.

PROGRESS.
IT’S IN OUR DNA.
GRAPHIC ELEMENTS

UMass BE REVOLUTIONARY Digital

SOME GRADUATES WORRY ABOUT FINDING JOBS. OURS CREATE THEM.

WHO DARES TO REINVENT REALITY? WE DO.
COLOR PALETTE
**OFFICIAL UMASS COLORS**

Color evokes an emotional response to a communication and acts as a unifying visual component. The official colors of UMass Amherst are maroon, white, and black. These three colors play a vital role in establishing a clear and powerful image and in defining the UMass Amherst brand.

**Primary Colors**

UMass Maroon, with our preferred white and black, are the University’s signature colors and an important component of our brand. Using this palette consistently creates an additional layer of distinction for our University.

PMS 202 is the official match to UMass Maroon for offset printing applications on matte-, dull- or gloss-coated paper.

PMS 201 should be used when printing on uncoated paper. Ink will absorb into uncoated paper and, in many cases, dry as a darker color. The PMS 201 color on uncoated stock is a closer match to the color of PMS 202 on coated stock.

For screen printing, heat transfer or embroidery needs of university wordmarks on merchandise; please contact the UMass Trademark and Licensing Administration at eszymbor@umass.edu / dpcurley@umass.edu or 413-577-8125. Please be sure to use PMS 7427 C for UMass Amherst Athletic logos or wordmarks and PMS 202 /PMS 201 for official university wordmarks.

The four-color process mix that corresponds to PMS 202 (coated paper) is 9% cyan, 100% magenta, 64% yellow and 48% black.

The four-color process mix for PMS 201 (uncoated paper) is 8% cyan, 89% magenta, 59% yellow, and 22% black.

Use spot color when possible to guarantee consistency in printed materials.
SECONDARY AND ACCENT COLORS

To assist designers with color choices, the university encourages the use of the secondary color palette providing additional range to branding UMass Amherst.

**Secondary Colors**

- **PMS 7504**
  - HEX: #94795d
  - RGB: 148 121 93
  - CMYK: 17 36 52 38

- **PMS 7503**
  - HEX: #a89968
  - RGB: 168 153 104
  - CMYK: 10 15 50 29

- **Cool Gray 10**
  - HEX: #63666a
  - RGB: 99 102 106
  - CMYK: 40 30 20 66

- **Warm Gray 5**
  - HEX: #aca39a
  - RGB: 172 163 154
  - CMYK: 11 13 16 32

- **PMS 1245**
  - HEX: #c69214
  - RGB: 198 146 20
  - CMYK: 6 35 99 18

- **PMS 471**
  - HEX: #b86125
  - RGB: 184 97 37
  - CMYK: 5 71 100 23

- **PMS 1675**
  - HEX: #a8431e
  - RGB: 168 67 30
  - CMYK: 5 83 100 27

- **PMS 5793**
  - HEX: #b3b995
  - RGB: 179 185 149
  - CMYK: 19 6 34 12

- **PMS 7496**
  - HEX: #76881d
  - RGB: 118 136 29
  - CMYK: 100 8 34 12

- **PMS 302**
  - HEX: #003b5c
  - RGB: 0 59 92
  - CMYK: 100 48 12 58

- **PMS 5415**
  - HEX: #5b7f95
  - RGB: 91 127 149
  - CMYK: 56 24 11 34

- **PMS 7458**
  - HEX: #71b2c9
  - RGB: 113 178 201
  - CMYK: 53 8 3 9

- **PMS 490**
  - HEX: #5d2a2c
  - RGB: 93 42 44
  - CMYK: 26 85 85 72

- **PMS 7449**
  - HEX: #41273b
  - RGB: 65 39 59
  - CMYK: 65 98 21 83

This palette is meant to complement UMass Maroon and has been developed to provide variety and visual interest in University communications projects. This palette was inspired by colors found throughout our campus and our beautiful landscape.
**ACCENT COLORS**

<table>
<thead>
<tr>
<th>Color</th>
<th>Hex Code</th>
<th>RGB Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>333333 Black</td>
<td>#333333</td>
<td>51 51 51</td>
</tr>
<tr>
<td>666666 Gray</td>
<td>#666666</td>
<td>102 102 102</td>
</tr>
<tr>
<td>999999 Dark Gray</td>
<td>#999999</td>
<td>153 153 153</td>
</tr>
<tr>
<td>AAAAAA Beige</td>
<td>#AAAAAA</td>
<td>170 170 170</td>
</tr>
<tr>
<td>CCCCCC Light Gray</td>
<td>#CCCCCC</td>
<td>204 204 204</td>
</tr>
<tr>
<td>EEEEE Beige</td>
<td>#EEEEEE</td>
<td>238 238 238</td>
</tr>
<tr>
<td>BEB395 Light Brown</td>
<td>#BEB395</td>
<td>190 179 149</td>
</tr>
<tr>
<td>DBD3BA Beige</td>
<td>#DBD3BA</td>
<td>219 211 186</td>
</tr>
<tr>
<td>ECE9D4 Beige</td>
<td>#ECE9D4</td>
<td>236 233 212</td>
</tr>
</tbody>
</table>

**Print Color Practices and Grouping**

When using color specifically as a design element, try to pair vivid colors with neutral colors, letting one dominate the other. For example, if your dominant colors are vivid, then your accents should be neutral.

Additionally, if one element dominates, the others should appear smaller. For all materials, one element should draw the eye while the others work to complement or accent.

UMass Maroon should always be present.
CAMPAIGN MARK USAGE
UMASS BE REVOLUTIONARY WORDMARKS

Placement of the UMass “BE REVOLUTIONARY” tagline is flexible. Use it:

- Locked up with the UMass Amherst wordmark
- Standing alone under headline
- Before or after body copy
UMASS BE REVOLUTIONARY WORDMARKS, CONTINUED

Determining when to use the “wordmark lockup” version is based on each individual design and the size of the wordmark. If the “BE REVOLUTIONARY” tagline is hard to read locked up with the wordmark, place the tagline away from the wordmark for legibility. Print ads, digital banners, and outdoor boards are examples of possible places to avoid the wordmark lockup.

Large campus banners and collateral are good options for using the wordmark lockup. In all cases, try using the wordmark lockup first. If the “BE REVOLUTIONARY” tagline is hard to read, separate it from the wordmark.

This “TM” version of the wordmark should be used as of August 2019, and replaced with the “®” version upon notice in the future.

Use this logo when the background is white, a lighter color or a light area of a photo.

Use this logo when the background is black, a darker color or a dark area of a photo.

Use this logo when the background is maroon, a darker color or a dark area of a photo.
UMASS TIER 2 AND TIER 3 WORDMARKS

Using the “BE REVOLUTIONARY” stand-alone wordmark in Tier 2 and Tier 3 marketing materials is optional. If you prefer to include the “BE REVOLUTIONARY” stand-alone wordmark, place it in any corner of the design, after a headline or body copy.

TIER 2 LOGO PLACEMENT

BE REVOLUTIONARY™

BE REVOLUTIONARY™

BE REVOLUTIONARY™
VIDEOGRAPHY
VIDEOGRAPHY STYLE

Video footage should be shot in the same style as the still photography. When possible, shoot still photography while shooting video so that the same scenes can be captured in both formats.

To provide energy and editorial options, shoot scenes at multiple focal lengths and with a variety of hand-held and slider moves. Also, when possible, shoot with anamorphic lenses, which will provide wider, cinematic scenes with inherent shallow depth of field qualities.
MERCHANDISE EXAMPLES
Merchandise Examples
If you have any questions about the campaign, please contact:

University Marcom Group; 413.545.8500

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