## 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 lockup with UMass) 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) and social media
• Posters
• Brochures, pamphlets and flyers
• Clothing
• Promotional items
• PowerPoint presentations
• Internal programs (Tririga, eBuilder) user interfaces and reports
• Forms (printed and on-line)
• Email distributions
• Email signatures
• Fax cover sheets
• Signage (internal and construction)
• Video
Wordmarks

Layout

At right are the official Facilities & Campus Services wordmarks in horizontal and stacked layouts. The FCS wordmark is actually a “lockup” with UMass, and should be represented as such at all times. As a standard practice, no other wordmark variant in content, style or color should be used to represent FCS. If it is necessary to deviate from standard practice (for instance, when printing on a background color that does not accommodate black and/or maroon), please contact the FCS communications manager, Jim Hunt, at 7-4767, or jhunt@facil.umass.edu.

Do not attempt to recreate the wordmarks in a non-design program (such as MS-Word). The graphic files are available for download in EPS and JPG formats in the “Staff Only” section of the FCS web site.
Wordmarks

Size

Minimum sizes should be maintained. The wordmark must be at least 2.5” wide for the stack and 4” wide for the vertical layout.

Clear space

Provide adequate clear space. The letter “M” from UMass on our wordmark is the minimal amount of clear space required.

Scaling

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

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.

The FCS/UMass lockup wordmark colors should be maintained as shown whenever and wherever possible. If a maroon background is required (for printing or embroidering on maroon fabric, for instance), then white may be used for all graphic elements. No other color combinations should be used. Maroon and white are the only acceptable fabric colors for garments; black or gray or other colors should not be used.

UMass Amherst
Facilities & Campus Services

UMass Amherst
Facilities & Campus Services

UMass Amherst
Facilities & Campus Services

UMass Amherst
Facilities & Campus Services

UMass Amherst
Facilities & Campus Services
Sub-branding

**FCS divisional identities**

FCS divisions are a lockup with both UMass and Facilities & Campus Services in vertical and stacked versions shown. No divisional graphic identities (logos) are allowed. Size, clear space and scaling requirements are the same as those affecting the FCS/UMass lockup (page 5).

Note that email signatures which include a divisional designation are handled differently (see pages 13-14).
Sub-branding

Departmental identities

FCS departments are a lockup with UMass and, for the most part, with their parent division in vertical and stacked versions. There are some exceptions in which the departmental moniker is locked solely with UMass (with no divisional designation, such as Parking Services). No departmental graphic identities (logos) are allowed. Size, clear space and scaling requirements are the same as those affecting the FCS/UMass lockup (page 5).

Note that email signatures which include a departmental designation are handled differently (see page 15).
Sub-branding

Departmental identities (cont.)

FCS Communications has created wordmarks in EPS and JPG formats, stacked and vertical, for the departments listed. You can find them in the “Staff Only” section of the FCS web site. If you don’t see your department listed here and/or would like help with departmental branding, please contact the FCS communications manager, Jim Hunt, at 7-4767, or jhunt@facil.umass.edu.
Identity in text

Do not use the FCS wordmark, or FCS/UMass lockups, in place of text.

“Facilities & Campus Services” should be spelled out in full whenever possible, and, in most cases (depending on context), it isn’t necessary to write “UMass Amherst Facilities & Campus Services.” 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 the acronym (“FCS”) is used.

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

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

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

A PowerPoint template is available as part of the wordmark package zip file (FCS_Wordmarks.zip) in the “Staff Only” section of the FCS web site. It should be used for all FCS and divisional PowerPoint presentations, both on- and off-campus.
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, as is use of our tagline (“We’re here to help”), but so are links to the FCS (or a divisional/departmental) web site, Facebook and Twitter. Please include all of these in your default email signature.

These guidelines and supporting graphics are intended for use on a white background (no colored or textured backgrounds, please) with standard Arial and Times Roman fonts.*

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 specialized 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.
Email signatures

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/umassfacilities/

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

Please make sure the Facebook and Twitter icons are properly hyperlinked. **NOTE: graphic icons should be removed if sending email in text-only format.**
Email signatures

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”.

Peter Gray-Mullen
Interim Director

Design & Construction Management
A division of Facilities & Campus Services
University of Massachusetts
360 Campus Center Way
Amherst, MA 01003
gpeter@facil.umass.edu
Desk: 413.545.6499
Mobile: 413.687.1220
www.umass.edu/dcm

We’re here to help.
Email signatures

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.

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.
The UMass seal and word marks

*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 giveaways, etc.

UMass wordmarks are available for more general use. There are only three official UMass wordmarks: full, short, and with tagline. No other UMass wordmark variant should be used. Guidance on the proper use of the UMass identity seal, wordmarks and spirit marks can be found at [http://www.umass.edu/brand/wordmarks-seal-and-spirit-marks](http://www.umass.edu/brand/wordmarks-seal-and-spirit-marks).
UMass Athletics
word and spirit marks

Use of UMass Athletic word and spirit marks is strictly controlled. They are the sole property of the University of Massachusetts Board of Trustees and may be used only with written permission from the UMass Trademark and Licensing Administration. They may not be used for FCS identity purposes of any kind; nor may look-alike fonts (e.g., Collegiat or Vineta) be used.

For questions regarding UMass Athletic trademark usage on merchandise, websites, services or advertisement, please contact the UMass Trademark and Licensing Administration: dpcurley@umass.edu or eszymbor@umass.edu, or call 413-577-8125.
Appendix: How to create an email signature

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

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 (continued)

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.