



Learning with Purpose

Office of University Relations
978-934-3224
uml.edu/university-relations



Learning with Purpose

UMASS LOWELL

Brand Standards



OFFICE OF UNIVERSITY RELATIONS

uml.edu/university-relations

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Introduction

The UMass Lowell brand standards promote an instantly recognizable identity for our university in New England and throughout the world. The success of our brand is the product of years of disciplined effort and significant investments in marketing and media.

The purpose of this guide is to ensure consistency in the look, feel and messaging of the university’s official communications. By adhering to these standards—in publications, letterhead, business cards, websites, newsletters, social media and more—you increase the reach and power of our brand.

Need help with an upcoming project?

The Office of University Relations is here to help. Please visit uml.edu/university-relations and fill out a project request form or submit a web ticket for web-specific projects. If you have a branding question or concern, please give us a call at **978-934-3224** or contact us at university_relations@uml.edu.

QUICK REFERENCE GUIDE

Identification

- University of Massachusetts Lowell
- UMass Lowell
- UML
- River Hawks

Tag Line

- Learning with Purpose

Logos

- Use the standard logo
- Must not be smaller than 1.5 inches wide
- Athletics logo is reserved for athletics and spirit uses
- Logos must not be altered
- New logos must not be created

Colors

- **University colors:**
Two Color, PMS 293 and black,
or 4/C process match PMS 293 blue and black
- **Spirit colors:**
Blue, PMS 293; red, PMS 186; white, PMS 652

Photography

- 300 dpi, high resolution, saved as tiff, jpg or eps

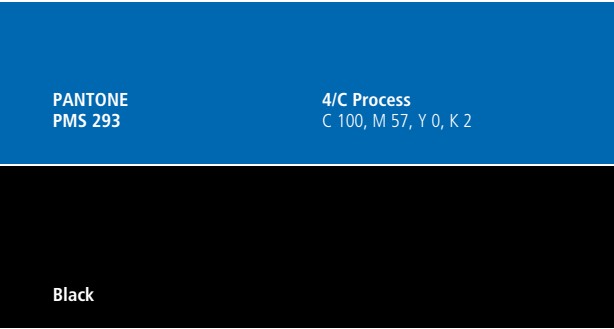
Font

- **Print:** Frutiger, Sabon
- **Web:** Open Sans



Learning with Purpose

OFFICIAL UNIVERSITY LOGO



OFFICIAL UNIVERSITY COLORS

Frutiger
Sabon

OFFICIAL UNIVERSITY FONTS

THE UNIVERSITY'S BRAND

One University, One Brand

UMass Lowell has risen on the strength of a “one university, one brand” strategy. The university does not permit departments, centers, units or research groups to brand independently of the university and these standards. By collecting our many strengths under one banner, we build long-term value and recognition for every stakeholder of UMass Lowell.

Brand Elements

We employ several common brand elements:

- **The positioning statement** is for internal use. It defines our competitive niche, our institutional persona and our value proposition.
- **The messaging system** includes intentional concept and language choices, specific talking points, a general description of the university and the tag line.
- **The visual standards** specify the proper use of the university logo, colors and typefaces.

Standards Matter

Great brands are built on consistency. Standards make this possible.

The UMass Lowell brand standards are developed and implemented by the Office of University Relations, in consultation with the 2020 Marketing Committee and the executive cabinet. They are based on extensive market research, focus testing and industry best practice.

The standards are not optional or open to creative interpretation. If you are in doubt about how to fit your communications into these guidelines, please contact University Relations. We are here to help you.

POSITIONING STATEMENT

The positioning statement distills the essential components of our brand: what we do, who we are for and why we are special. Although the positioning statement is not used publicly, it points toward the “true north” for our brand. It is the foundational statement on which the rest of the brand elements are built.

“For students who take a purposeful approach to their lives and the world, UMass Lowell is a public research university that works as hard as they do, providing them with a 21st century blend of challenging academics, learning beyond the classroom and career preparation at an accessible price.”

MESSAGING SYSTEM

The messaging system establishes a coherent theme for storytelling and marketing messages about UMass Lowell. This allows for consistency in the broad sense but also adaptability for specific audiences and situations.

NOTICE

From 2010-2016, the university messaging system was built on the theme of “Work Ready, Life Ready, World Ready.” That messaging system and its associated graphic elements are now retired and should be eliminated from use immediately.

Our new topline themes, adopted in 2017:

- **The World in Your Hands** for students and prospective students.
- **The World in Our Hands** for any other audience.

This message system emphasizes:

- Hands-on applied skills, experiential learning and the social good.
- Wisdom as a companion to knowledge.
- Perspective beyond self-interest.
- Showing concrete examples of UMass Lowell and its people—especially students—physically touching the world and taking its future into their hands.

This message system leans toward specific examples, which illuminate the larger theme. This new messaging evolved directly from the “World Ready” portion of the university’s previous messaging, and it responds to insights gained through extensive research and stakeholder discussions.

Time and again, focus group participants have pointed to UMass Lowell as a place where students come to make a better future for themselves through arduous study and meaningful work. It also reflects universal agreement that UML has risen in stature and must claim its place among the world’s research universities.

Students (including online students) remain at the center of our messaging, yet there is room for faculty achievement, entrepreneurship, research and even administrative stories under this theme.

We preserve the university’s existing tag line, Learning with Purpose. It should be used as a graphic element in conjunction with the university logo, not as a headline or in marketing text.



THE WORLD IN YOUR HANDS

Viewbook



How to Use the Message System:

University Relations is happy to work with you to create materials with The World in Your Hands as the core message. This message system is flexible, but its success ultimately depends upon well-told personal stories. You must show hands-on learning and scholarship in action, in the world. Abstraction will not do.

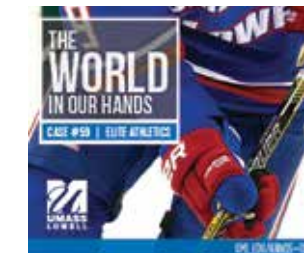


World in Their Hands Brochure

TIPS

- Use brief, concrete examples of applied, beyond-the-classroom experiences.
- The World in Your/Our Hands can be used as a headline, as a phrase in text, or not at all.
- Tell the impact on the student and on the world. Express both in relatable, everyday terms.
- Photos should be journalistic, not posed, with focus on “hands doing” when possible.
- Use stats and data sparingly, and do not use academic jargon at all.

Digital and print ads



OUR BRAND TONE

Our tone establishes the flavor, feeling and attitude behind how we communicate. It creates a recognizable UMass Lowell voice. Our tone is:

- ✓ Smart—but never pretentious
- ✓ Relatable—always connecting the academic to real people, real experiences
- ✓ Future-focused—because no problem is unsolvable
- ✓ Driven—by a sense of duty to use our resources and talents for the greater good

OUR TONE IS NOT:


- ✗ Funny, silly or sarcastic
- ✗ Smug, entitled or overly proud
- ✗ Surprised by successes

Elevator Speech

UMass Lowell is among the most innovative universities of the 21st century. Our students fit the public university ideal: Hardworking, curious and determined to make a better future for themselves and their communities. Our academic programs—mixing the best of hands-on and classroom education—are designed to produce skillful graduates who are leaders and innovators. Our accessible price enables every driven, talented student to realize their full potential. That’s learning with purpose.

Example of Messaging System

THE WHOLE WORLD IN THEIR HANDS
CASE #46 | ANTARCTICA



2 THE WHOLE WORLD IN THEIR HANDS | UMMASS LOWELL
A Special Advertising Supplement, April 2016

Field study: Antarctica

ANTARCTICA IS SMOTHERED UNDER GLACIERS, but a protective ring of mountains has preserved a patch of open ground in the McMurdo Dry Valleys.

There, under the polar desert, some of Earth’s most ancient ice survives. Myles Danforth went there as a UMass Lowell senior to take core samples from it, for an NSF-funded field study led by geology professor Kate Swanger.

It was his first trip outside the United States.

“With no trees or buildings for perspective, distances and sizes across the barren landscape can be deceiving,” he says. “Things look a lot closer and smaller than they really are.”

Much like the ice samples he collected. In those crystals are clues, preserved for hundreds of thousands of years, to how Earth’s atmosphere has changed over time—and to how much of today’s climate change is caused by humans.

This anecdote never uses the words “The World in Our Hands,” and it doesn’t have to. The message shines through. This student is living our brand promise. His UMass Lowell education is relevant to him and relevant to the world.

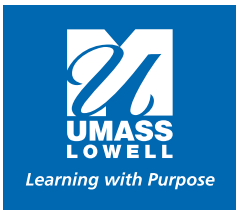
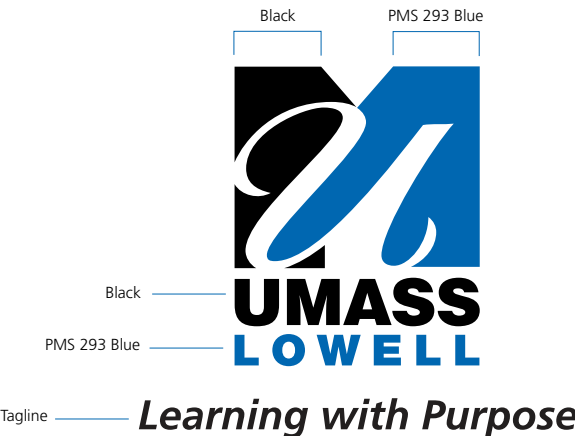
LOGO USAGE

The university logo is the centerpiece of our visual brand. It should be deployed in conjunction with virtually all official university activities. It is not to be altered or used in any way other than those prescribed by this guide.

The development or use of customized and special-purpose logos—to signify colleges, departments, work groups, research centers, labs, initiatives, buildings, services or administrative units—is contrary to the university’s “one brand” strategy and, therefore, is not permitted except with special approval by University Relations.

Standard Logo Usage

- It may be used alone or in conjunction with the university tagline
- Do not change the proportions
- Keep the logo clear of competing visual elements
- Minimum logo width is 1.5 inches



DOWNLOADS

High-resolution logos are available for download in eps, pdf, tiff, png and jpg formats. uml.edu/logos



The rectangular logo is reserved for use by the Office of the Chancellor and for official business correspondence.



The Massachusetts state seal is reserved for use in formal circumstances pertaining to the Office of the Chancellor.

Department, Center, Laboratory and Research Group Logos

The development or use of customized and special purpose logos (as detailed on the previous page) must conform to a standardized format, which combines the name of the entity with the UMass Lowell logo. This ensures branding integration and avoids any appearance of the university branding against itself. Unity, not uniqueness, across sub-brands is the university's strategy. Exceptions to this policy are rare and generally are made only when a sub-entity of the university has a compelling reason, such as a partnership with another institution. Please consult with University Relations for assistance with any department, center, laboratory and research group logo requests.



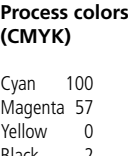
Sample of complementary accent color treatment



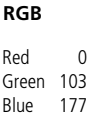
Color Palette

A variety of complementary colors, included but not limited to the ones shown here, may be used in conjunction with the logo to enhance visual interest.

Print



Web



Print



Web



Complementary Colors

TYPOGRAPHY

Sabon and Frutiger are the typefaces of UMass Lowell and the UMass System. Open Sans is the approved web font.

DOWNLOADS

Fonts are available through University Relations. Please call 978-934-3224 or contact us at university_relations@uml.edu

Serif type family, Sabon

Sabon
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 \$@%

Sabon Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 \$@%

Sabon Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 \$@%

Sabon Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 \$@%

Sabon



Sans serif type family, Frutiger

Frutiger Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 \$@%

Frutiger Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 \$@%

Frutiger Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 \$@%

Frutiger Roman Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 \$@%

Frutiger Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 \$@%

Frutiger

Open Sans for web use only

Open Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 \$@%

Open Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 \$@%

Open Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 \$@%

Open Sans Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 \$@%

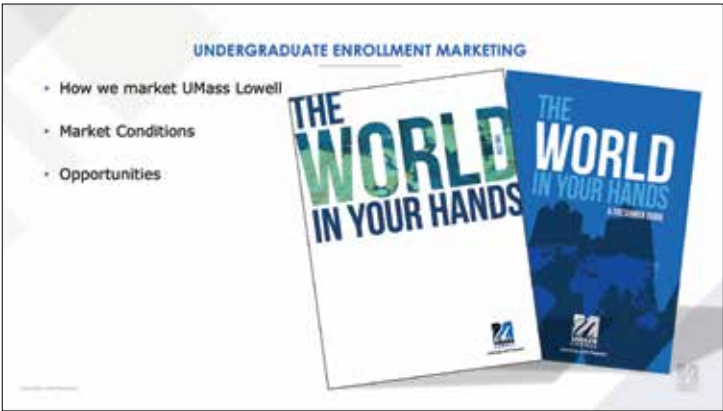
Open Sans Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 \$@%

POWERPOINT

Slide presentations prepared by or for the university should reflect UMass Lowell branding. University Relations has prepared templates to make this easier.

DOWNLOADS

A template with multiple page style options can be downloaded. The template is optimized for widescreen monitors and will work on Mac or PC platforms. uml.edu/logos

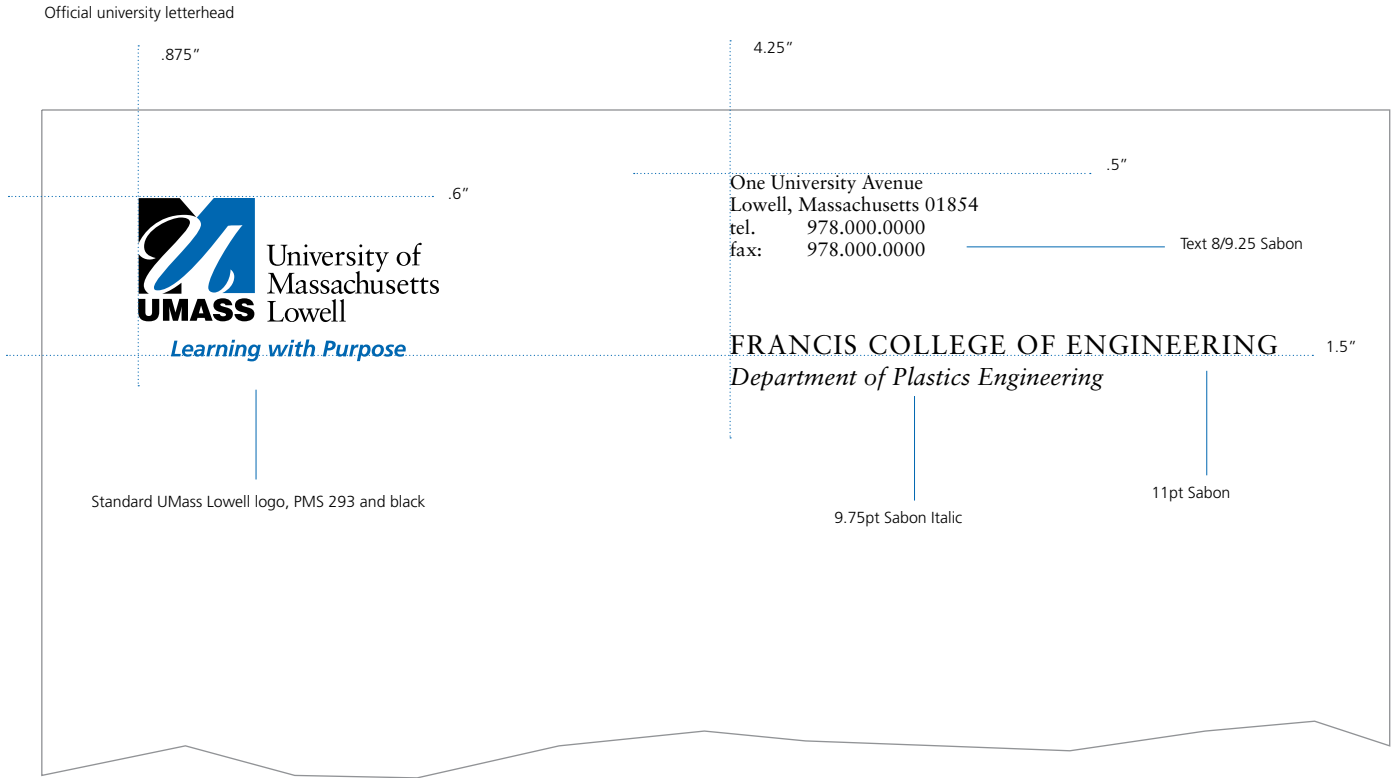


BUSINESS CORRESPONDENCE

Materials used in official university business and correspondence must conform to standardized templates created by University Relations. These materials include stationery, letterhead, envelopes, thank you cards and note cards.

Please contact University Relations for assistance with letterhead and envelopes.

Please contact UMass Lowell Office Services, 978-934-2598, for assistance with business cards.



PRINT

The writing, editing, design and production of printed collateral is coordinated through University Relations on a daily basis. Part of what we do is help you produce your own print materials—brochures, posters, fliers—customizing them to meet your needs and helping you reach your target audiences in an effective manner. We work with you in preparing your copy, designing your product and coordinating its production with outside vendors. Please contact University Relations for assistance with your print project.

A NOTE ABOUT PRINTERS

University Relations maintains UMass Lowell's approved print vendor list—and it also maintains great relationships with those vendors. That translates to the best prices and highest quality, and we can ensure all departments within the university receive the same.

That's why all commercial print orders must be coordinated through University Relations. We'll handle all the troubleshooting and help you avoid any costly delays. In the process, we'll also make sure your project meets all university brand standards.

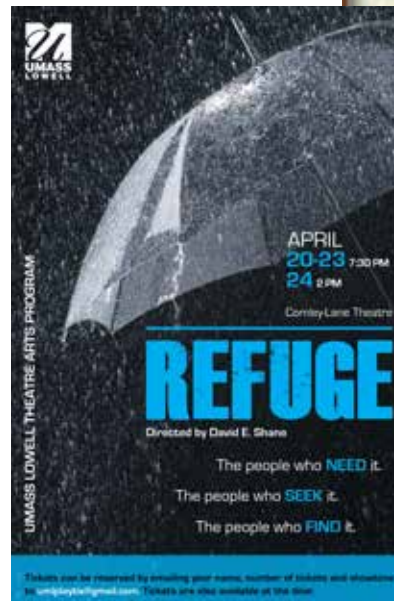
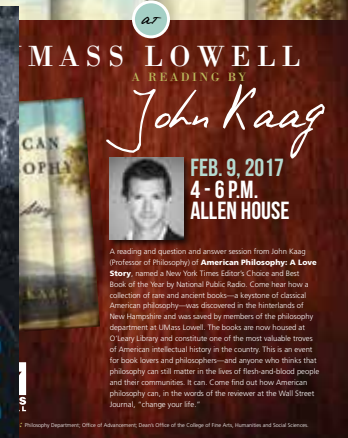
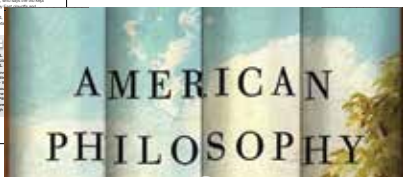
UMass Lowell Magazine



Invitations



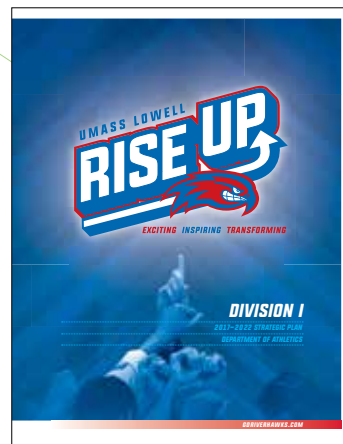
Event Posters



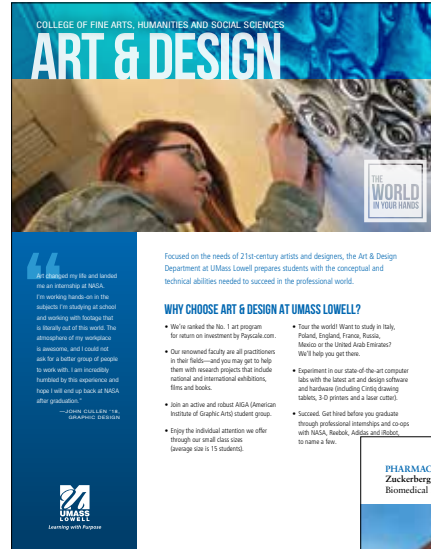
Event Logotypes



Strategic Plan



Undergraduate One Sheet



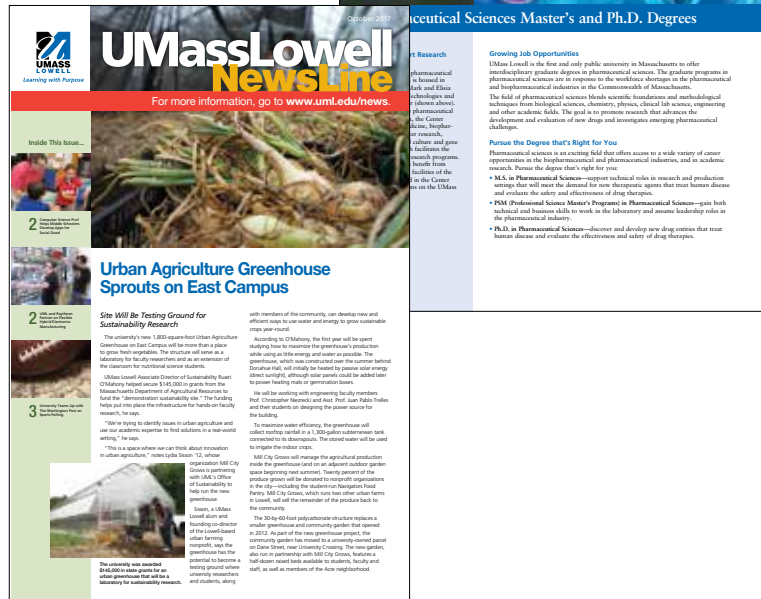
Our Legacy, Our Place Capital Campaign Brochure



Graduate One Sheet



NewsLine



Event Poster



A NOTE ABOUT NEWSLETTERS

University Relations supports numerous magazines and periodicals designed to advance UMass Lowell and its constituent parts. It is unable to assist with (and does not recommend) department or research unit newsletters as a best practice. These vehicles—which lack immediacy, frequency and interactivity—consume a great deal of resources but provide a low return on investment when reaching small, special interest audiences.

As an alternative, University Relations recommends:

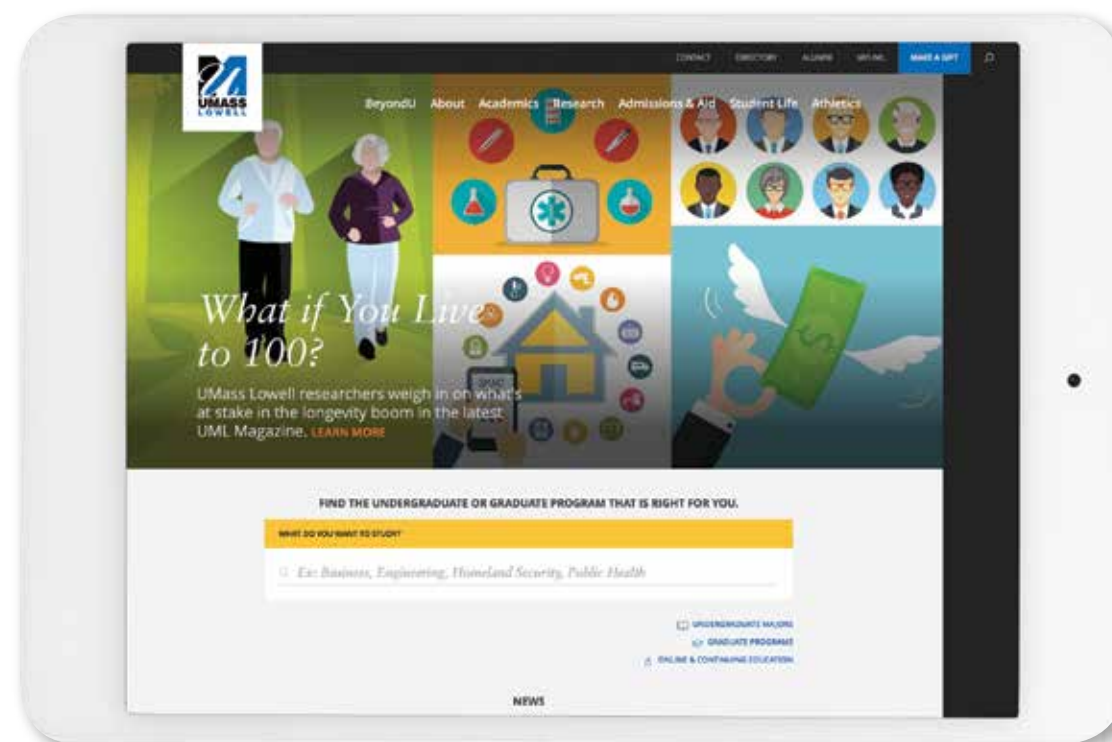
- Keeping your website fresh and updated; adding department news to your website
- Forwarding your most interesting news to University Relations for wider distribution through university and college publications and news releases
- Communicating department, event or research-specific news as it happens via blogs or social media

UMASS LOWELL WEBSITE

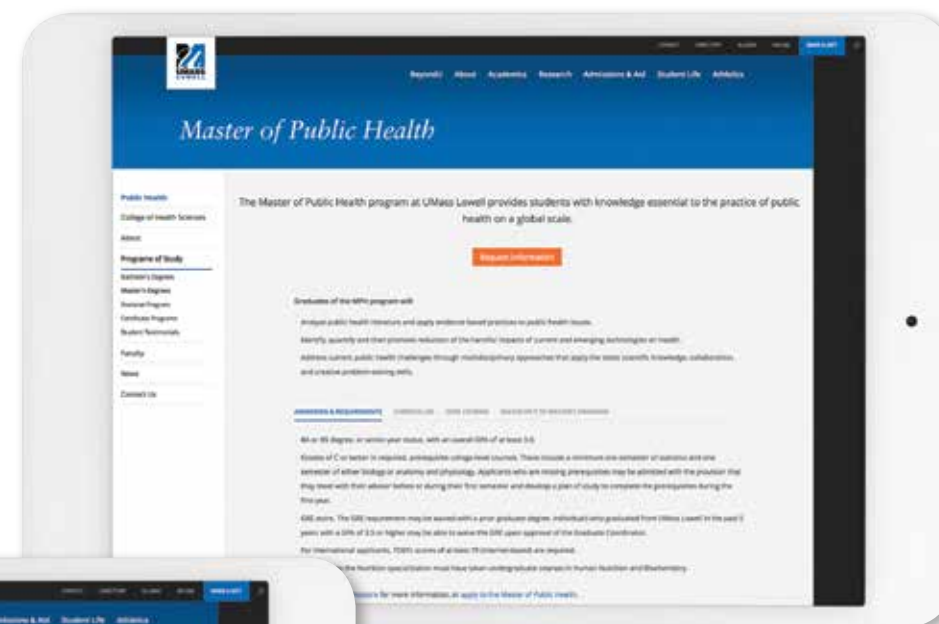
All official university-supported activities should have websites on the UMass Lowell domain, uml.edu. Sites not on the UMass Lowell server are not recognized or supported by Web Services.

All department, academic, administrative and research sites should be part of the web content management system managed by Web Services. A maintainer should be designated for each website and will be trained in use of the content management system.

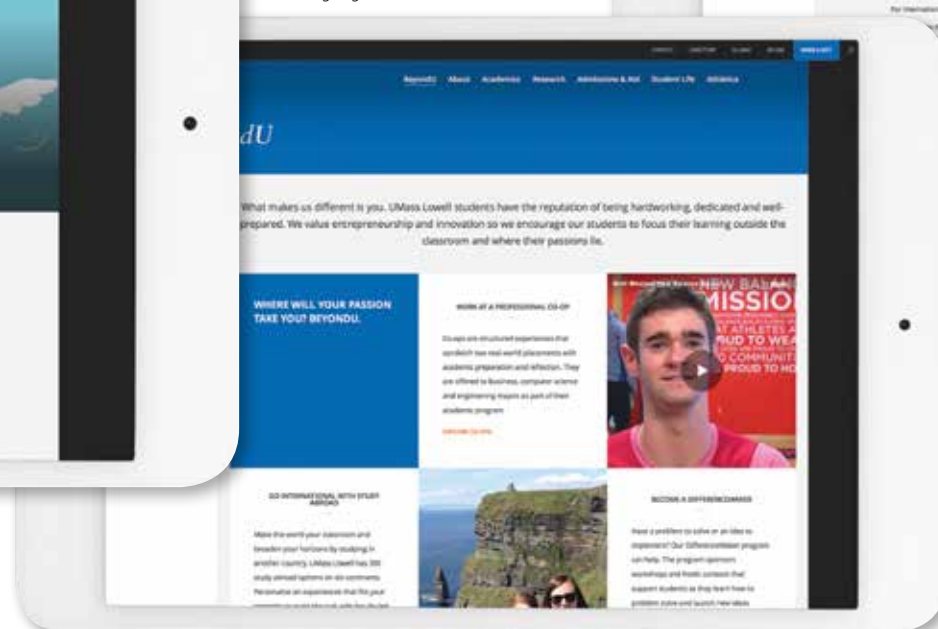
Home Page



Program Page



Landing Page



Site Design

A university-wide template has been designed with the flexibility to organize information in a variety of ways. The template works on all devices, meets federal accessibility standards and is optimized for search engines. Each site can be customized with photos, graphics and other content to maximize impact.

Banner/Masthead Design

If your department has specific pictures or images, the designer will make every effort to incorporate them into your page design. The designer may use stock photography if images from your department are not available. Clip art is not acceptable for website use.

Subdomains

To eliminate confusion and optimize search engine rankings, Web Services does not grant new subdomains (anyname.uml.edu).

Alias Policy

An alias (also known as a redirect or short link) automatically brings users to the right place in a website by typing a shortened address (www.uml.edu/anyname). Aliases are appropriate for print publications and advertising. They can be set up at the discretion of Web Services.

Aliases should be intuitive and follow the traditional format, www.uml.edu/anyname. Web Services staff can help you determine the best alias for your project. Please alert Web Services prior to referencing an alias in print materials or advertising to ensure that the alias is working and does not already point to a different location.

For more information and additional policies, visit uml.edu/university-relations/help/web-services.

SOCIAL MEDIA

Social media platforms provide invaluable tools for building community and promoting the university. However, their strengths—ease of use, interactivity, immediacy—can also create vulnerabilities for the university unless care and coordination are exercised.



UMLowell



@UMassLowell

University of
Massachusetts Lowell

UmassLowell



umasslowell



umasslowell

University Relations maintains the official institutional accounts of UMass Lowell on all major social platforms: Facebook, Twitter, LinkedIn, Instagram, Snapchat and others. It also maintains the chancellor's official Facebook page.

Offices and departments are generally empowered to create their own social media presences and are responsible for the content therein.

Getting Started

- 1. Define your goal.** What do you want to accomplish, with what audience, over what time frame? The answers to these questions will help you choose a platform. If your need is temporary—e.g., to promote a single event—ask for support from the university's official accounts.
- 2. Develop a long-term strategy** and make it someone's job to see it through.
- 3. Set up your account** and provide at least two people with administrative privileges or password access. This prevents accounts getting locked out if the account creator leaves the university.
- 4. Add the UMass Lowell logo.** The logo should not be altered. Backgrounds are also available for download.
- 5. Link back to the university** or your department website.
- 6. Use discretion.** The university reserves the right to remove any content posted on a blog or social network that violates university policy or the law.
- 7. Plan for criticism.** Avoid engaging with negative comments except to correct inaccurate information. Steer dissatisfied commenters toward offline conversations or to people who can solve their problem. In extreme cases, hide, block or delete inappropriate content.
- 8. Have a plan** to promote your presence and build up your audience. Social media success depends upon followers, likes, shares, retweets and connections.
- 9. Delete any account you can no longer maintain.** Abandoned accounts reflect poorly on the university.

Facebook



Snapchat



Twitter



Facebook Ad



DO'S & DON'TS

When posting or responding on behalf of UMass Lowell on social media, please follow these guidelines:

DO:

- Keep your personal account and professional accounts separate.
- Share or retweet/regram posts from the university accounts.
- Post content befitting the university: civil, respectful, apolitical and grammatically and factually correct.
- Ensure that shared content is free of copyright or that appropriate permissions have been explicitly secured from the copyright owner.
- Conform to the terms of service of the social platforms you are using.

DO NOT:

- Post university news before it has been made public on official accounts.
- Post updates of any kind during a university emergency.
- Post materials that contain offensive, profane, culturally insensitive or defamatory content.
- Use university accounts to promote a personal or business gain.
- Sell advertising or sponsorship announcements on university-controlled profiles or accounts.
- Endorse goods or services unaffiliated with UML.

PHOTOGRAPHY

Photographs are used in virtually all university communications. Care must be taken in their composition and the selection of subjects.

REQUIREMENTS

Digital photos taken for use in print or on the web must be shot at high resolution, 300 dpi and above.

DOWNLOADS

High-resolution images are available for download at uml.edu/campus-pics

People in the photos should appear upbeat and engaged, and students in informal settings should look happy and enthusiastic. Preference will be given to photos that communicate people in action, in hands-on or collaborative settings. Photos should celebrate and reveal UMass Lowell's naturally diverse community.

Although the university does not have a full-time staff photographer, University Relations staff are available to consult with you about photography and to assist with booking a qualified commercial photographer who can meet your need.



CORRECT USAGE
Campus life



CORRECT USAGE
Classroom setting



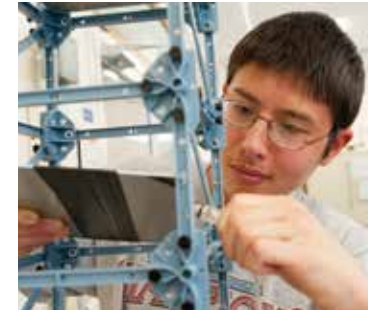
CORRECT USAGE
Campus life



CORRECT USAGE
Campus life



CORRECT USAGE
Hands-on



CORRECT USAGE
Hands-on



INCORRECT USAGE
Do not use blurred images



INCORRECT USAGE
Do not use unrecognizable imagery



INCORRECT USAGE
Do not use low-resolution photos



INCORRECT USAGE
Do not use distant images with no focal point



INCORRECT USAGE
Do not use a distant group image



INCORRECT USAGE
Do not use extremely cropped images

TIPS

Settings should be chosen that reflect the best of UMass Lowell. Avoid, for example, outdated, dim or cluttered spaces. In lab photography, all safety requirements must be observed to the letter.

It is unnecessary and undesirable to artificially compose images specifically to increase the appearance of diversity.

VIDEO

Videos produced to market the university must meet a professional standard. Official university-branded videos should be produced by the University Relations staff or by qualified external vendors. The work of students or interested amateurs is not permissible unless supervised by University Relations or a qualified professional videographer.

Videos can create immediacy and connection in ways that other forms of storytelling cannot. However, video projects are often more expensive and time-consuming than people expect, and their shelf life is often short.

Before you decide to pursue a video project, ask yourself these questions:

- What story do I want to tell?
- Why would my audience want to watch it?
- Do I have the time, budget and expertise to proceed with confidence?
- How will I promote my video?
- Do I expect something to change in the next year (e.g., a department name or program) that would make my video obsolete?

REQUIREMENTS

- Videos must be shot in 16:9 aspect ratio in HD resolution.
- The UMass Lowell logo should appear at the beginning or end of the video, and a “logo bug” should appear in the lower right corner throughout the production. Both graphics can be provided by University Relations.
- University videos may not use copyrighted material of any kind without written permission or license from the copyright holder.
- University videos must be closed-captioned in order to comply with federal accessibility requirements.
- All videos embedded on uml.edu pages must be approved by University Relations.

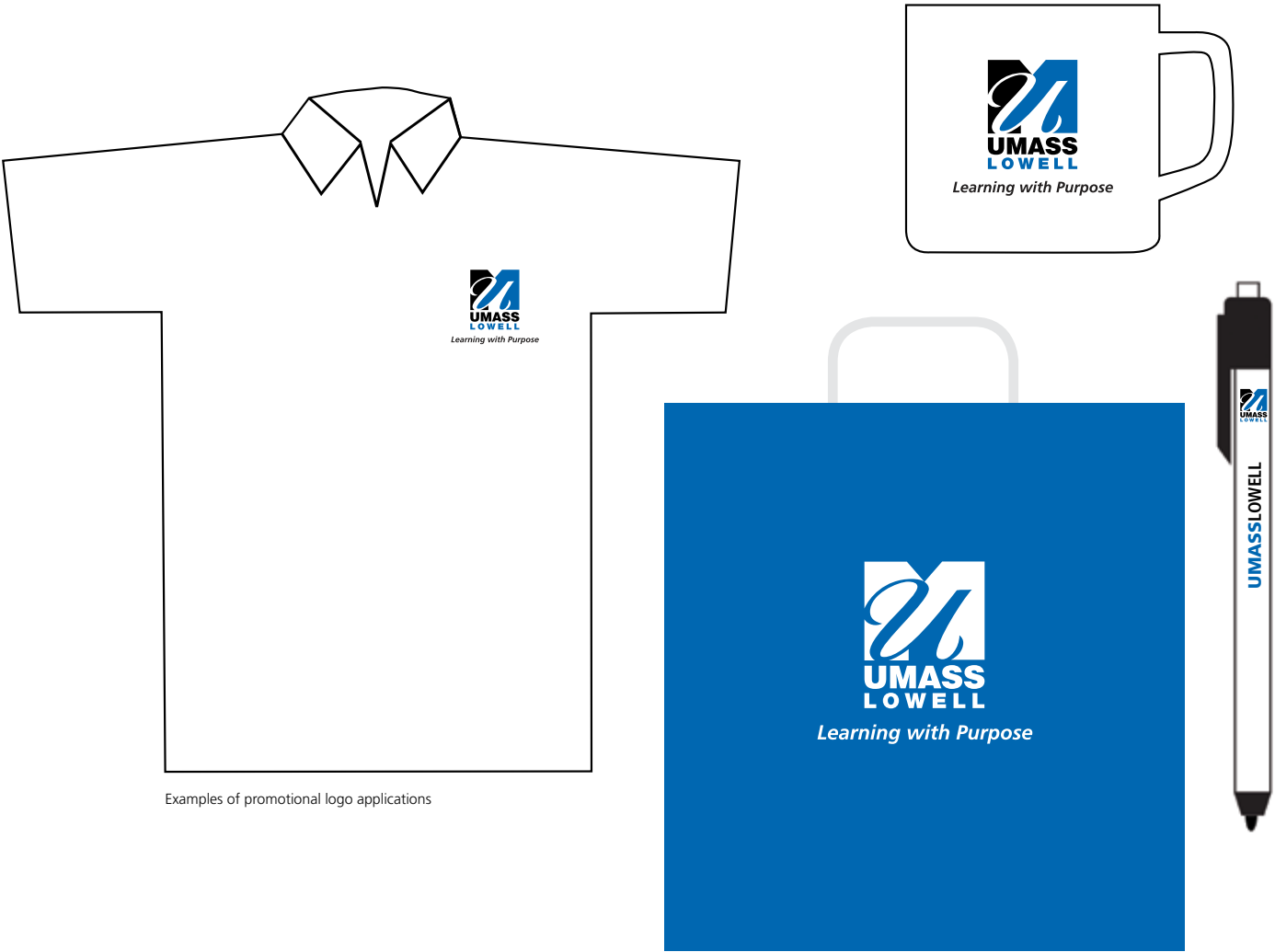


Example of branded video template

PROMOTIONAL ITEMS

Branded giveaways like pens, USB keys and T-shirts may be produced for special events, as gifts on certain occasions or for fundraising.

All promotional items should bear the university logo. Depending upon the nature and color of the item, the logo may be black and blue, solid black or white reversed out of a blue or black background. On certain special items, such as university chairs, it is permissible to use the university seal.

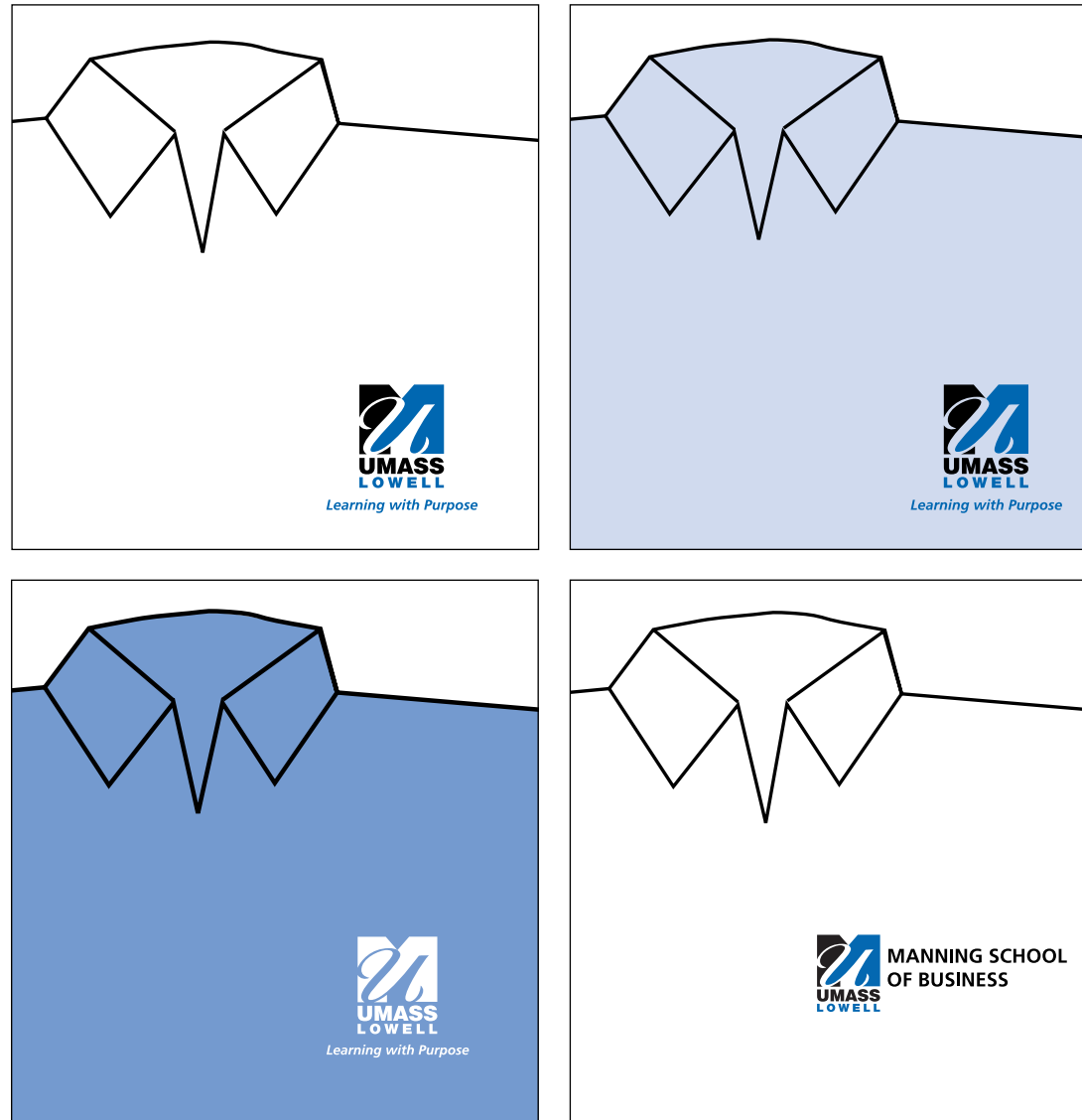


Examples of promotional logo applications

TIPS

University Relations has an approved stable of marketing specialist vendors, all of which have been vetted for quality, cost and dependability. Please contact University Relations for recommendations for a vendor that can best meet your need.

University Relations staff can recommend outside vendors who will work with your budget, providing a variety of quality and styles and delivering your merchandise when you need it. The staff can provide an approved official department logotype.

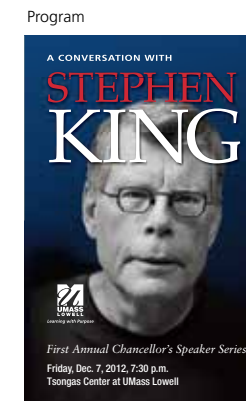


EVENTS

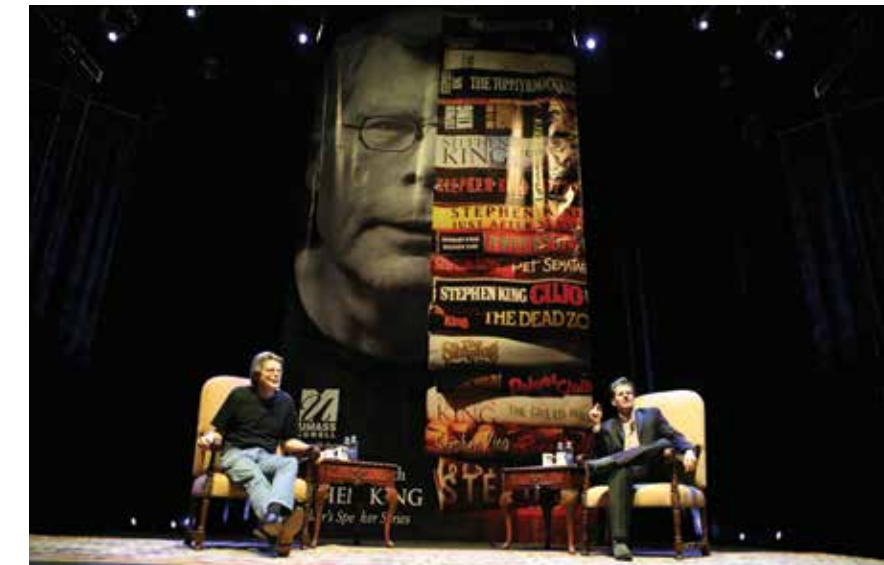
Signs and exhibits at university events should prominently display the university identity. This is particularly important in the case of banners, posters, signage and lecterns used at news conferences, convocations, symposia and major events. The University Relations staff can assist in creating specific sizes, materials, fabrication and installation for all event materials.



Facebook



Program



Event Banner

SIGNAGE

Indoor Displays

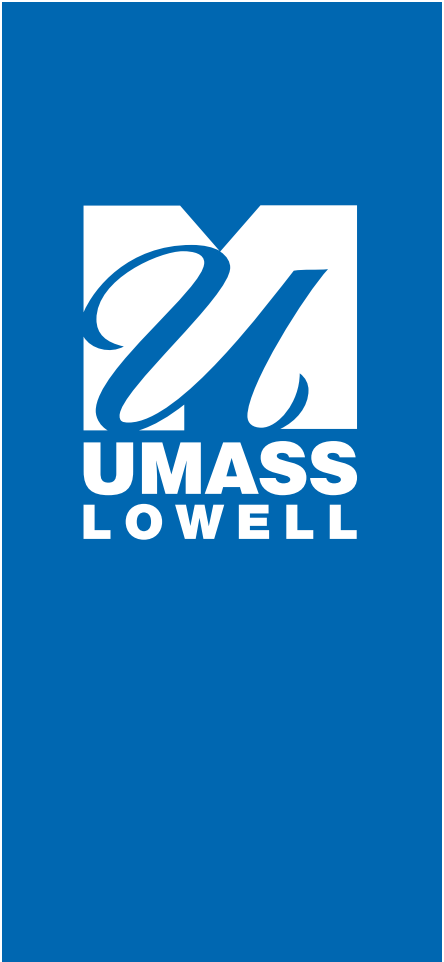
Branded displays (pop-up banners, tabletop signage, tablecloths) may be used at conferences, seminars, public meetings and other occasions involving both university personnel and external audiences. Contact University Relations for assistance with your display.

39" width

80" height



Department Displays



UMass Lowell Vertical Logo Display

Outdoor Signage—Permanent

The university worked with Cambridge-based specialists Roll Barresi & Associates Inc. to establish standards and requirements for all exterior and interior permanent signage.

REQUIREMENTS

All new signs must adhere to our wayfinding standards and must be approved by the Facilities Department. For help with signage, call Facilities at 978-934-2601.



Vertical Pole Banners



Outdoor Signage—Temporary

Temporary signage on buildings, light poles and other fixtures is sometimes appropriate in the promotion of high-visibility university events and priorities. University Relations and Facilities work together to plan and execute all large-scale temporary signage programs.

Horizontal Banner



Vehicle Identification

The UMass Lowell vehicle fleet represents the university to the public. The vehicle's department may be identified in a line next to the logo.

Affixing the logo on an oddly shaped surface may pose a challenge. University Relations designers are able to offer solutions, up to and including full vehicle wraps for buses and large vehicles.



Vehicle Door Graphic



Complete Vehicle Wrap



Department name and/or division PMS 293

ATHLETICS BRANDING

Through the years, UMass Lowell has changed its athletics nickname and logos several times. Past nicknames include the Lowell Tech Terriers, the Lowell State Indians and the University of Lowell Chiefs. The current university nickname is the River Hawks, and the River Hawk mascot’s name is Rowdy.

REQUIREMENTS

Spirit identifiers, such as Rowdy the River Hawk, are used in connection with club and varsity sports and spirit-centered events such as Homecoming. Spirit marks are not an acceptable alternative to the university logo and should never be used in conjunction with the university’s academic or administrative activities.

Alteration to the logo for any use must receive advance approval of the Athletics Marketing Office.

- The university’s athletic colors:
- Blue (PMS 293) and white
 - Red (PMS 186) may only be used as an accent color with the use being minimal.

For further information about athletics graphics standards, contact the Athletics Department at 978-934-2337.

The River Hawk nickname and logo were selected in the spring of 1994 following a lengthy process, a contest and a final vote by the UMass Lowell student body. Not representative of any specific bird, the River Hawk is envisioned as a mythical bird of strength, speed and courage. It soars to great heights but never loses its connection to the river and the land below. Straddling

both sides of the Merrimack River, UMass Lowell has been a thriving educational and research center for over a century with strong ties to the river and to the industries that line its banks.

Use of the nickname, logo and all marks must be consistent with university licensing and reproduction guidelines.



Primary Logo Mark



Secondary Logo



Wordmark

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