

UNIVERSITY OF MINNESOTA WORDMARK GUIDELINES

The wordmark graphic is required on all visual communications produced by all University departments.

Although the wordmark is based on a standard font (Times Roman) the wordmark is a customized graphic created by

- compressing the width of the letters
- thickening the letters and the serifs
- adjusting the spacing between each letter (kerning)

Do not attempt to create the wordmark by typing a Times font.

Size

The wordmark should be used in a size large enough to ensure legibility. The measurements listed below represent the minimum required length of the word "Minnesota" in the wordmark for various publication sizes.

Size of Publication	Minimum Length of the Word "Minnesota"
8 1/2" x 11" to 12" x 12"	1"
2" x 3 1/2" to 8 1/2" x 11"	7/8"
Smaller than 2" x 3 1/2"	5/8"

Contrast and color

The wordmark must always be easy to see. You may print the wordmark over backgrounds or photos if the contrast is sufficient to make the wordmark clearly visible. Never screen the wordmark in order to print anything over it.

You may use the wordmark in color or reverse it out of any color as long as the wordmark is legible. Avoid pastel colors or colors that are too light, are too low contrast, or cause too much glare to be readily visible.

If you wish to use the wordmark in the official University of Minnesota maroon and gold, use the official colors.

Maroon: PMS 202C (coated paper) PMS 201U (uncoated paper)

Gold: PMS 136C (coated paper) PMS 116U (uncoated paper)

Buffer space

To help ensure that the wordmark stands out, allow sufficient buffer space around it. The standard amount of buffer space is the height of the letter "N" in the wordmark. This applies to other graphic elements and the edge of the paper in printed documents.

Placement

Place the wordmark where it will be noticeable. Use the wordmark on the front cover of any University communication that has a cover. On brochures, use the wordmark in the top third of the cover to make sure it is visible when the brochure is in a display rack. On newsletters, the wordmark should be near or in the banner, preferably in the top inch of the page. On posters, the wordmark should be in the top or bottom third of the layout, not somewhere in the middle where it would be less noticeable.

The wordmark stands alone

Do not incorporate the wordmark into a sentence, phrase, or headline.

Download the wordmark

To sign up for electronic access to wordmarks, the M logo, Goldy Gopher, and U of M photographs, visit the Images Library Web site at images.umn.edu.