



# UNIVERSITY OF MINNESOTA SYSTEM **IDENTITY**

August 2019

## OVERVIEW

The University of Minnesota System consists of 5 distinct campuses across Minnesota with individual campus identities. The University of Minnesota developed this identity guide to leverage the strength of the system and the unique attributes of each campus to better communicate the system's value to key audiences. The system identity provides a basis for consistent language, visual identity, and key messages and will be used by all campuses.

## GOAL

Establish a consistent brand identity for the entire University of Minnesota that fits within the University brand guidelines and can be easily used by all campuses and communicators when communicating about the system.

## AUDIENCES

Internal: faculty, staff, students

External: general public (in Minnesota and nationwide), alumni, donors, legislators, prospective students and parents, prospective employees

## IDENTITY SYSTEM

This comprehensive identity includes:

- Positioning statement and key messages, p. 3
- Boilerplate language, p. 4
- Style guidelines: shared language and standards, including style, pp. 5–6
- Colors, p. 7
- Font recommendations, p. 8
- Marks and guidelines for using system and campus wordmarks, p. 9
- Visuals: system maps, p. 10

## POSITIONING STATEMENT

The University of Minnesota System comprises five distinct campuses—**Crookston, Duluth, Morris, Rochester, and Twin Cities**—serving all regions of the state. Each campus has unique strengths, enriched by its surrounding communities, and all are focused on meeting the needs of students and the state. Collectively, the University of Minnesota System is one of the most comprehensive in the nation, with offerings to meet the interests of every student and the changing needs of our society. We're proud of our land-grant mission of world-class education, groundbreaking research, and community-engaged outreach, and we are unified in our drive to serve Minnesota.

## KEY MESSAGES

- The University of Minnesota touches every part of the state. The strengths of each campus complement one another and reflect defining characteristics of their region. Collectively, the system campuses ensure that the University of Minnesota meets the varied needs of the state. This is reflected in two boilerplate statements.

*For news releases*

***One system with five campuses driven by a singular vision of excellence for Minnesota.***

*For use when space is limited*

***Five strong campuses. One strong state.***

- The University of Minnesota Crookston is known for its focus on experiential learning, and the campus is also one of the nation's pioneers in online and distance education.
- The University of Minnesota Duluth is a highly ranked medium-sized regional university with a strong emphasis on the environment and sustainability, and a global reputation for natural resources and freshwater research.

- The University of Minnesota Morris is a public liberal arts college where students work closely with faculty and mentors to shape an education that prepares them for challenging graduate programs, productive careers, and deep civic engagement.
- The University of Minnesota Rochester prepares health sciences professionals and maintains unique collaborations with world-renowned medical organizations in the community.
- The University of Minnesota Twin Cities is the flagship\* campus and one of five university campuses in the nation with an engineering school, medical school, law school, veterinary medicine school, and agricultural school all on one campus.

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*\*The College Board defines flagship universities as the best-known institutions in the state—generally the first to be established and frequently the largest and most research-intensive public universities.*

## BOILERPLATE LANGUAGE

### ABOUT U OF M

The University of Minnesota System, with campuses in Crookston, Duluth, Morris, Rochester, and the Twin Cities, is driven by a singular vision of excellence. We are proud of our land-grant mission of world-class education, groundbreaking research, and community-engaged outreach, and we are unified in our drive to serve Minnesota. Visit [system.umn.edu](https://system.umn.edu).

### ABOUT CROOKSTON CAMPUS

One of five campuses in the University of Minnesota System, the University of Minnesota Crookston cultivates curiosity by engaging students in hands-on learning connecting theory to practice. As the experienced leader in delivering education online, the Crookston campus offers a distinctive learning environment providing personal attention and mentorship to develop leaders, lifelong learners, and engaged citizens. Visit [crookston.umn.edu](https://crookston.umn.edu).

### ABOUT DULUTH CAMPUS

One of five campuses in the University of Minnesota System, the University of Minnesota Duluth integrates liberal education, research, creative activity, and public engagement and prepares students to thrive as lifelong learners and globally engaged citizens. With an enrollment of over 11,000 undergraduate and graduate students, the Duluth campus offers 15 bachelor's degrees in 84 majors and 72 minors, and graduate programs in 26 fields. Visit [d.umn.edu](https://d.umn.edu).

### ABOUT MORRIS CAMPUS

One of five campuses in the University of Minnesota System, the University of Minnesota Morris provides opportunities for students to grow intellectually, engage in community, experience environmental stewardship, and celebrate diversity. A renewable and sustainable educational experience, Morris prepares graduates for careers, for advanced degrees, for lifelong learning, for work-world flexibility in the future, and for global citizenship. Visit Morris at [morris.umn.edu](https://morris.umn.edu).

### ABOUT ROCHESTER CAMPUS

One of five campuses in the University of Minnesota System, the University of Minnesota Rochester offers students an unparalleled education in the health sciences, including an integrated, hands-on curriculum, personalized attention, and a learning experience that is truly one-of-a-kind. Immersed in the heart of one of the nation's most health-focused communities, students engage with medical professionals on a daily basis and graduate prepared to transform knowledge into discovery in the ever-changing world of health care. Visit [r.umn.edu](https://r.umn.edu).

### ABOUT TWIN CITIES CAMPUS

One of five campuses in the University of Minnesota System, the University of Minnesota Twin Cities is the flagship and founding campus of one of the most prestigious public research universities in the nation. With more than 47,000 undergraduate and graduate students, it is also one of only five university campuses in the U.S. with an engineering school, medical school, law school, veterinary medicine school, and agricultural school all on one campus. Visit [umn.edu](https://umn.edu).

## STYLE GUIDELINES

- There are five campuses in the University of Minnesota System: University of Minnesota Crookston, University of Minnesota Duluth, University of Minnesota Morris, University of Minnesota Rochester, and University of Minnesota Twin Cities. When listing all system campuses, do so alphabetically.
  - The University of Minnesota and University of Minnesota System refer to the entire system which includes all campuses, extension offices, research centers, and entities under the University of Minnesota purview. It is also used to refer to entities that are unique within the system or have a systemwide scope.
  - Refer to each of the campuses as “system campuses.” Do not refer to them as “coordinate,” “satellite,” “branch,” or “outstate” campuses. These all imply that the campuses outside of the Twin Cities are somehow lesser/inferior. Similarly, do not refer to the Twin Cities campus as the “main campus” or “the U.”
  - There are some long-standing events and systemwide tools that use “U” in the name, e.g. Support the U Day, State of the U, MyU, UMarket, U Card, SafeU. These names are grandfathered in and may be used.
  - While in recent years it’s become common to refer to the “Minneapolis campus” and, especially, the “St. Paul campus,” there is just one Twin Cities campus, co-located in Minneapolis and St. Paul. For example:
    - » Twin Cities campus in St. Paul
    - » Twin Cities campus in Minneapolis
  - The Twin Cities campus may be referenced as the “flagship\* campus,” as that accurately conveys that it was the first and is the largest in the University of Minnesota System and houses many systemwide offices. It’s led by the U of M president, who acts as the “chancellor” of the Twin Cities campus and president of the University of Minnesota System. In text, use a designator after University of Minnesota to indicate the message is about a specific campus, e.g., “University of Minnesota Twin Cities,” or the system as a whole, “University of Minnesota” or “University of Minnesota System.”
  - When there is an entity that exists on more than one campus, such as the College of Liberal Arts on each of the Twin Cities and Duluth campuses, use the campus designator.
  - Upon first reference, always spell out the full name, e.g., University of Minnesota Morris or University of Minnesota and then use the shorthand.
  - The following are acceptable shorthand references: U of M Crookston, UMN Crookston, Crookston campus; U of M Duluth, UMN Duluth, Duluth campus; U of M Morris, UMN Morris, Morris campus; U of M Rochester, UMN Rochester, Rochester campus; U of M Twin Cities, UMN Twin Cities, Twin Cities campus; U of M or U of M System, UMN or UMN System, the system (for system).
  - On the Twin Cities campus, “U of M” is the preferred shorthand reference.
  - While recognizing that the most commonly used shorthand for the University of Minnesota is U of M, for digital communications including social media and URLs, UMN is preferred. (e.g., @UMNDuluth for social media and morris.umn.edu for web).
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- \*The College Board, for example, defines flagship universities as the best-known institutions in the state, noting that they were generally the first to be established and are frequently the largest and most selective, as well as the most research-intensive public universities.*
- Exceptions: Based on regional audience research, the following are exceptions:*
- UMD and UMR may be used as shorthand options.
  - University of Minnesota may be used to refer to the Twin Cities campus:
    - in web headers
    - unit wordmark combinations
    - for unique colleges or schools, e.g., Law School

## STYLE GUIDELINES

- When communications reference campuses, colleges, or deans, ensure listings are parallel and inclusive. Never list a campus as being equivalent to a Twin Cities college.

### DULUTH COLLEGES AND SCHOOLS

- » College of Education and Human Service Professions (CEHSP)
- » College of Liberal Arts (CLA)
- » Labovitz School of Business and Economics (LSBE)
- » University of Minnesota Medical School, Duluth Campus
- » University of Minnesota College of Pharmacy, Duluth
- » School of Fine Arts (SFA)
- » Swenson College of Science and Engineering (SCSE)

### TWIN CITIES COLLEGES AND SCHOOLS

- » Carlson School of Management (CSOM)
- » Center for Allied Health Programs
- » College of Biological Sciences (CBS)
- » College of Continuing and Professional Studies (CCAPS)
- » College of Design (CDes)
- » College of Education and Human Development (CEHD)
- » College of Food, Agricultural and Natural Resource Sciences (CFANS)
- » College of Liberal Arts (CLA)
- » College of Pharmacy
- » College of Science and Engineering (CSE)
- » College of Veterinary Medicine
- » Humphrey School of Public Affairs
- » Law School
- » Medical School

- » School of Dentistry
- » School of Nursing
- » School of Public Health (SPH)

- Capitalize System in “University of Minnesota System.”
- Capitalize University in second reference when it refers to the University of Minnesota System, similar to how you would for University of Minnesota in second reference, e.g., “the University.”
- Do not capitalize “system” when not coupled with “University of Minnesota” or “U of M” (e.g., “the system”).
- Use systemwide rather than system-wide.
- Capitalize names of University of Minnesota colleges, divisions, departments, and committees only when using the official name. Exceptions are shortened names that could be confusing if not capitalized.
  - » School of Dentistry, dental school, the school
  - » Office of Special Programs, special programs, office, the office
  - » Civil Service Committee, the committee, civil service staff
  - » Support Services and Operations, Support Services
- Capitalize West Bank and East Bank when they stand alone. Do not capitalize them when the Twin Cities campus is appended, e.g., “the west bank of the Twin Cities campus in Minneapolis” or “the east bank of the Twin Cities campus in Minneapolis.”

To find more style issues specific to the University, see the editorial suggestions and style guide: [z.umn.edu/umnstyle](https://z.umn.edu/umnstyle)

## OFFICIAL PRIMARY COLORS



**U OF M MAROON**  
PMS 202c; PMS 201u  
CMYK 0/100/61/43  
RGB 122/0/25 #7a0019



**U OF M GOLD**  
PMS 136c; PMS 116u  
CMYK 0/27/76/0  
RGB 255/204/51 #ffc333

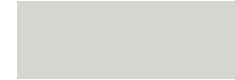
## OFFICIAL SECONDARY COLORS



**DARK MAROON**  
PMS 1817c, CMYK  
23/84/54/68  
RGB 91/0/19 #5b0013



**DARK GOLD**  
PMS 137c, CMYK 0/38/95/0  
RGB 255/183/30 #ffb71e



**LIGHT GRAY**  
CMYK 16/11/14/0  
RGB 212/214/210 #d5d6d2



**DARKER GRAY**  
CMYK 69/63/62/58  
RGB 52/51/51 #333333



**LIGHT MAROON**  
PMS 187c, CMYK  
5/100/71/22  
RGB 144/0/33 #900021



**LIGHT GOLD**  
PMS 1215c, CMYK 1/11/62/0  
RGB 255/222/122 #ffde7a



**MEDIUM GRAY**  
CMYK 55/47/45/11  
RGB 119/118/120 #777677



**DARK GRAY**  
CMYK 63/55/54/28  
RGB 90/90/90 #5a5a5a

## OPTIONAL SECONDARY COLORS AND TINTS



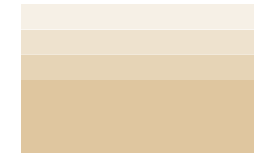
**BLUE**  
PMS 7468, CMYK  
94/16/7/28  
RGB 0/117/154 #00759a



**GREEN**  
PMS 369, CMYK 67/0/98/5  
RGB 88/168/24 #58a618



**ORANGE**  
PMS 158, CMYK  
0/64/95/0  
RGB 227/114/34 #e37222



**BEIGE**  
PMS 7501, CMYK  
0/4/20/7  
RGB 219/206/172 #dbceac

## COLORS

The official U of M maroon or gold or both should be the primary colors used for any print or electronic communication. Shades of maroon and gold may be paired with the official versions for tone-on-tone graphics, etc. Optional secondary colors and their tints may also be used as long as they are used sparingly and the maroon and gold are prominent.

## PRINT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
NEUTRAFACE TEXT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
NEUTRAFACE TEXT BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
NEUTRAFACE TEXT DEMI

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
NEUTRAFACE TEXT BOLD

## DIGITAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
OPEN SANS REGULAR (WEB: 400)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
OPEN SANS SEMIBOLD (WEB: 600)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
OPEN SANS BOLD (WEB: 700)

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## FONT RECOMMENDATIONS

For print, the University of Minnesota brand font is Neutraface and is preferred. If you don't have Neutraface, use Arial. For digital applications, use the Folwell theme font, Open Sans.



## SYSTEM MARK



UNIVERSITY OF MINNESOTA

**Driven to Discover®**

Crookston Duluth Morris Rochester Twin Cities



UNIVERSITY OF MINNESOTA

**Driven to Discover®**

Crookston Duluth Morris Rochester Twin Cities

UNIVERSITY OF MINNESOTA

**Driven to Discover®**

Crookston Duluth Morris Rochester Twin Cities

## CAMPUS MARKS

UNIVERSITY OF MINNESOTA CROOKSTON

UNIVERSITY OF MINNESOTA DULUTH

UNIVERSITY OF MINNESOTA MORRIS

UNIVERSITY OF MINNESOTA ROCHESTER

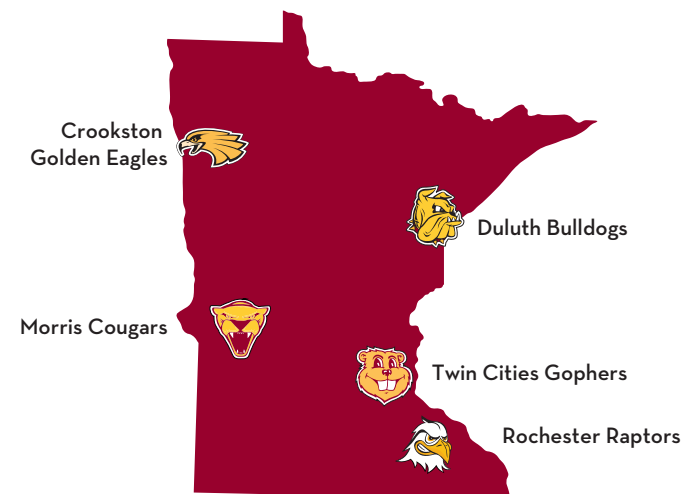
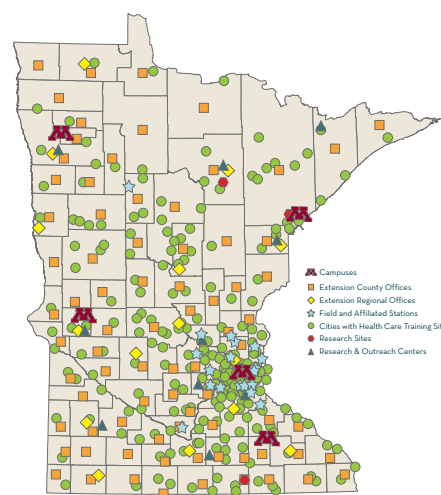
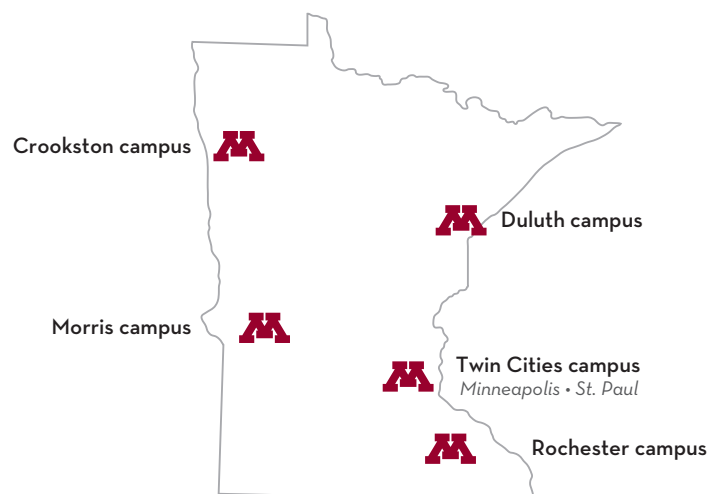
UNIVERSITY OF MINNESOTA TWIN CITIES

UNIVERSITY OF MINNESOTA

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## MARKS AND GUIDELINES

The University of Minnesota System wordmark is the visual that represents the system. It includes the names of each of its campuses. The individual campus wordmark will be used by each system campus. Twin Cities units can continue using “University of Minnesota” but are encouraged to use “University of Minnesota Twin Cities” to clearly convey the communication is coming from or about a specific campus college or unit (e.g., University of Minnesota Twin Cities Office of Admissions).



## VISUALS: SYSTEM MAPS

The U of M System consists of five distinct campuses across Minnesota. There is just one Twin Cities campus, co-located in Minneapolis and St. Paul. The map on the left represents the system visually and should be used along with the system wordmark in systemwide communications. The middle map shows the University of Minnesota System's impact across the state. The map on the right features campus mascots.



UNIVERSITY OF MINNESOTA

**Driven to Discover®**

Crookston Duluth Morris Rochester Twin Cities