July 2019

# Isenberg School of Management Identity Guidelines

# Table of Contents

# Introduction

# We Are Isenberg

We're committed to introducing our students to the education, experiences, and executives that will make them effective leaders and change agents in the business world. To make good on this commitment, and to compete in an increasingly competitive market, we must continuously grow, shift, and innovate.

Part of this work relates to our brand, and how we communicate our story to the world. Whether a future student is visiting our website, looking at our business cards, or receiving marketing materials in the mail, our brand should feel familiar.

Consistency ensures a seamless experience for the audience, builds trust, and helps us stand out in an incredibly competitive market.

# Brand Voice

*Every major comes with a
minor in getting sh\*t done!*

### The Voice of a Leader

The Isenberg voice is straightforward, no-nonsense, intelligent, strong, and powerful. We're not advertising to students and faculty. We're speaking to them powerfully and intelligently—and it is that voice and our language that will keep our communications compelling and memorable. We should always use the tone and voice of a leader.

### Tenets of the Brand Voice

**PRIMARY:**

Isenberg doesn't change you or make you "better." We help channel and turbocharge your natural drive and passion. We empower natural ability.

**SECONDARY:**

Isenberg is an honest place. Our voice should ring truthfully and clearly about our school and our students.

### The Golden Rule of Brand Voice:

Memorability should come from the strength of our thoughts, not the cleverness of our words and language.

# Key Brand Elements

UMass has a university-driven identity, which means that UMass branding is always the most prominent. When we respect the hierarchy and closely align the Isenberg identity with UMass, both brands get stronger.

**A.**

Incorporating the font Minion, the wordmark aligns closely with the UMass identity.

**B.**

The icon can be used as a design element and brand identifier, as long as it is seen with the UMass and/or Isenberg wordmarks. If you encounter a situation where the icon needs to stand alone due to spacing issues, please consult with Marketing and Communications.

Depending on the audience you're trying to reach and where the messaging will be seen, the components will be used in different combinations, with and without UMass branding.

This guide will show you how to use the icon and the wordmark to consistently communicate the Isenberg brand.

**A. THE WORDMARK**

UMassAmherst | Isenberg School of Management

**OR**

UMassAmherst | Isenberg

**B. THE ICON**

THE ICON SHOULD ALWAYS BE ACCOMPANIED BY—BUT NOT LOCKED UP WITH—THE ISENBERG WORDMARK, OR WITH "ISENBERG SCHOOL OF MANAGEMENT" SPELLED OUT.

# What to Consider When Implementing the Identity

# Three Key Considerations

Before choosing a wordmark, consider the following:

**1. Who are you talking to?**

**2. How familiar are they with Isenberg?**

**3. Where is the wordmark going?**

# Who Are You Talking To?

# How Familiar Are They With Isenberg?

**1.**

**OUT OF STATE**

### Out of State Audience

Used for audiences unfamiliar with UMass and/or Isenberg. Most often, this means the materials will be seen out of state.

FORMAL TONE

University *of* Massachusetts Amherst

UNFAMILIAR

Introductory messaging

GO TO PAGE 12

**2.**

**REGIONAL**

### Regional Audience

Used with audiences who have some familiarity with UMass and Isenberg, including in the region and outside of the Isenberg sphere on campus.

SEMI-FORMAL TONE

UMassAmherst | Isenberg School of Management

UMassAmherst | Isenberg

SOMEWHAT FAMILIAR

Isenberg-specific messaging

GO TO PAGE 14

**3.**

**LOCAL**

### Local Audience

Used on campus and in very familiar settings, including in the Isenberg building and at functions put on by Isenberg students and staff.

INFORMAL TONE

UMassAmherst | Isenberg
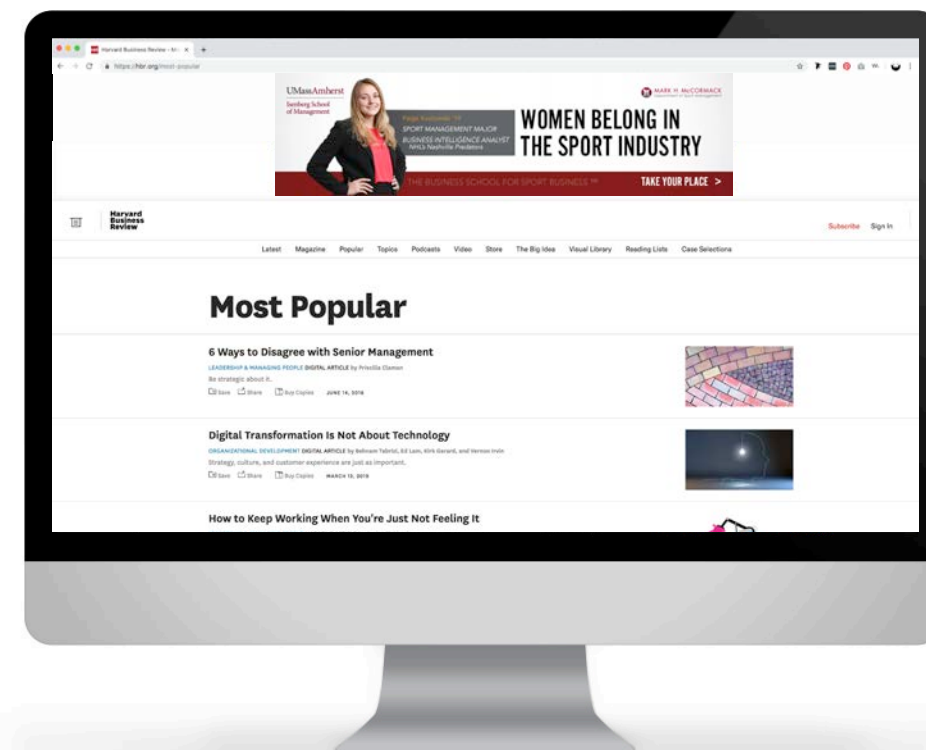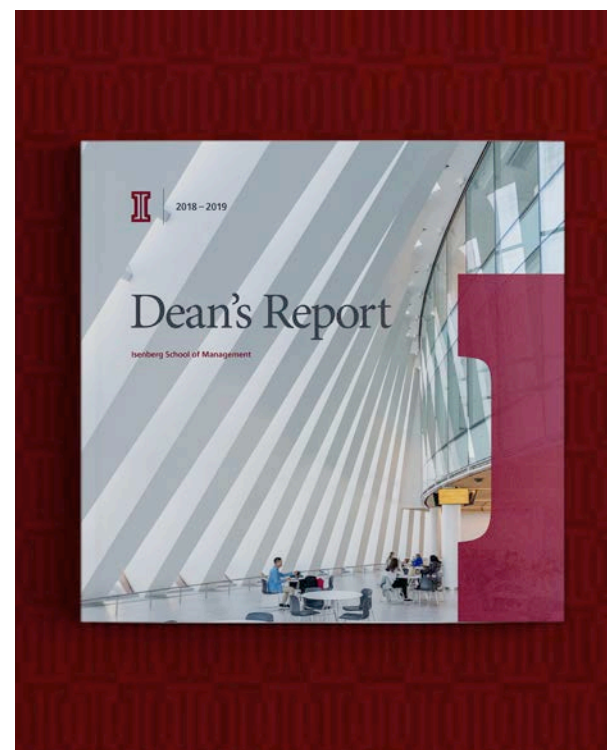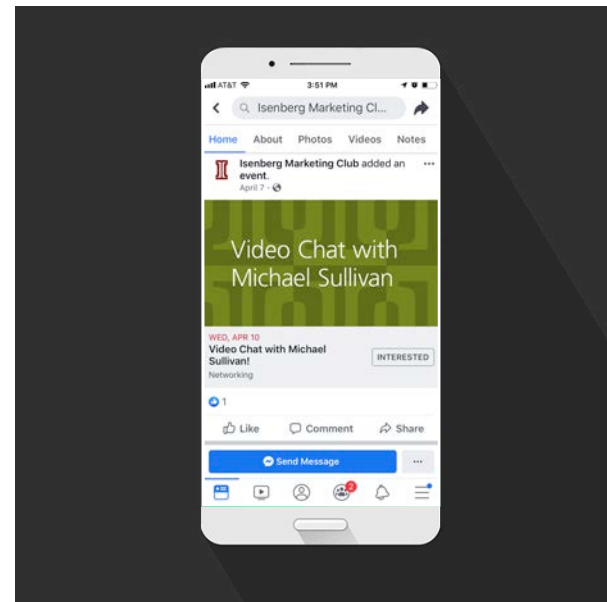
II | Chase Career Center

II | Accounting

VERY FAMILIAR

Personal messaging

GO TO PAGE 16

# Where Is the Wordmark Going?

Finally, you'll need to consider where this wordmark will be seen. Is it a digital banner, a print piece, or a social media post? Depending on the context, the wordmark combination will vary.

# Using the Right Wordmark

# 1. Out-of-State Audience

Used for audiences unfamiliar with UMass and/or Isenberg. Most often, this means the materials will be seen out of state. Examples may include presenting at a national conference, or sending a mailer to a peer institution or alumni.

LOCATION: **OUT OF STATE**

MESSAGING: **INTRODUCTORY**

TONE: **FORMAL**

**1.**

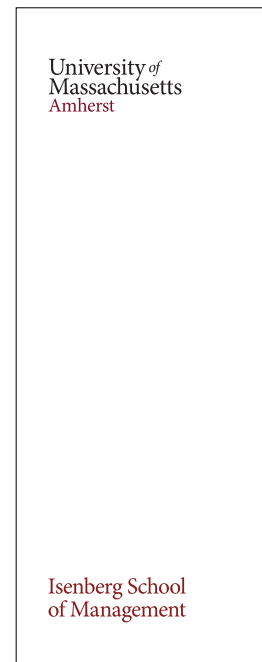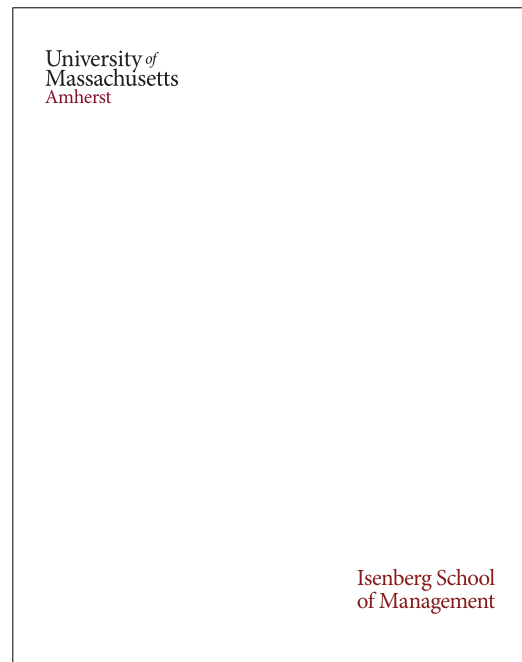OUT OF STATE

**2.**

REGIONAL

**3.**

LOCAL

The full UMass wordmark is never locked up with the Isenberg wordmark. Rather, there is a relationship between the two wordmarks. For one-sided documents, the UMass wordmark should always be the most prominent. The wordmarks can be placed diagonally from one another, or they can be left-aligned.

In some cases the UMass wordmark works as a sign-off or a seal of approval and can be placed on the back of the document.

University *of*
Massachusetts
Amherst

Isenberg School
of Management

**ONE-SIDED DOCUMENTS**
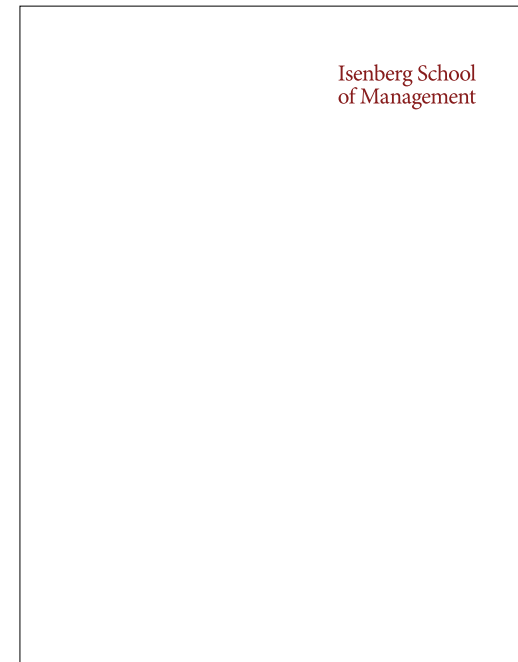
University *of*
Massachusetts
Amherst

Isenberg School
of Management

University *of*
Massachusetts
Amherst

Isenberg School
of Management

**FRONT**

Isenberg School
of Management

**BACK**

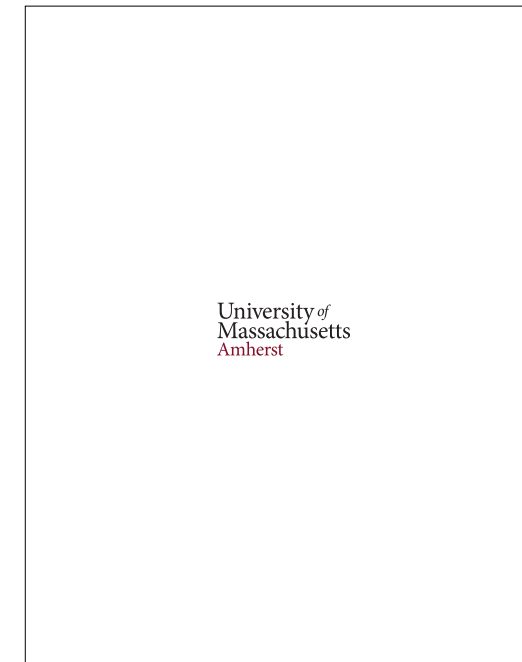University *of*
Massachusetts
Amherst

# 1. Out-of-State Audience

Used for audiences unfamiliar with UMass and/or Isenberg. Most often, this means the materials will be seen out of state. Examples may include presenting at a national conference, or sending a mailer to a peer institution or alumni.

LOCATION: **OUT OF STATE**

MESSAGING: **INTRODUCTORY**

TONE: **FORMAL**

**A.**

The primary colors for the logo are Pantone 202 and Black.

**B.**

KNOCKOUT: Use this version of the logo on dark backgrounds, as shown. BLACK: Use this version of the logo for black and white printing only.

**C.**

The UMass Amherst wordmark needs to be clear and readable at all times. Minimum display sizes should be maintained. The wordmark must be at least 1" wide for print use or 75 px wide on screen.

**D.**

To maximize impact and ensure readability, minimum clear space around the logo should also be maintained. Clear space is an area around the logo clear of text or imagery. The letter "M" from UMass on the university wordmark is the minimal amount of clear space required. You have the option of vertical or horizontal lockups that you can use depending on the context in which the wordmark needs to be applied.

**A. PRIMARY COLOR VERSION**

University *of* Massachusetts
Amherst

**B. KNOCKOUT AND BLACK VERSIONS**

University *of* Massachusetts
Amherst

University *of* Massachusetts
Amherst

University *of* Massachusetts
Amherst

**C. MINIMUM SIZE**

1" or 72 px

University *of* Massachusetts
Amherst

**D. CLEAR AREA**

University *of* Massachusetts
Amherst

# 2. Regional Audience

Used with audiences who have some familiarity with UMass and Isenberg, including in the region and outside of the Isenberg sphere on campus. Examples may include presenting at a regional conference, sponsorships, or sending a mailer to a peer institution or alumni. The horizontal composition is the most commonly used wordmark.

LOCATION: **REGIONAL**

MESSAGING: **ISENBERG-SPECIFIC**

TONE: **SEMI-FORMAL**

**VERTICAL**

**HORIZONTAL**

UMassAmherst

Isenberg School
of Management

UMassAmherst | Isenberg School
of Management

UMassAmherst

Isenberg

UMassAmherst | Isenberg

# 2. Regional Audience

Used with audiences who have some familiarity with UMass and Isenberg, including in the region and outside of the Isenberg sphere on campus. Examples may include presenting at a regional conference, sponsorships, or sending a mailer to a peer institution or alumni. The horizontal composition is the most commonly used wordmark.

LOCATION: **REGIONAL**

MESSAGING: **ISENBERG-SPECIFIC**

TONE: **SEMI-FORMAL**

**1.**
OUT OF STATE

**2.**
REGIONAL

**3.**
LOCAL

**A.**
The primary colors for the logo are Pantone 202 and Black

**B.**
KNOCKOUT: Use this version of the logo on dark backgrounds, as shown. BLACK: Use this version of the logo for black and white printing only.

**C.**
The UMass Amherst wordmark needs to be clear and readable at all times. Minimum display sizes should be maintained. The wordmark must be at least 0.75" wide for print use or 55 px wide on screen.

**D.**
To maximize impact and ensure readability, minimum clear space around the logo should also be maintained. Clear space is an area around the logo clear of text or imagery. The letter "M" from UMass on the university wordmark is the minimal amount of clear space required. You have the option of vertical or horizontal lockups that you can use depending on the context in which the wordmark needs to be applied.
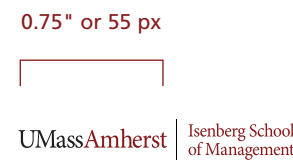
**A. PRIMARY COLOR VERSION**

UMassAmherst | Isenberg School of Management

**B. KNOCKOUT AND BLACK VERSIONS**

UMassAmherst | Isenberg School of Management

UMassAmherst | Isenberg School of Management

UMassAmherst | Isenberg School of Management

**C. MINIMUM SIZE**

0.75" or 55 px

UMassAmherst | Isenberg School of Management

**D. CLEAR AREA**

UMassAmherst | Isenberg School of Management

Vertical composition follows the same rules as the horizontal (shown).

# 3. Local Audience

Used on campus and in very familiar settings, including in the Isenberg building and at functions put on by Isenberg students and staff.

LOCATION: **LOCAL**

MESSAGING: **PERSONAL**

TONE: **INFORMAL**

**WORDMARK**

UMassAmherst | Isenberg School of Management

UMassAmherst | Isenberg

**ICON**

THE ICON SHOULD ALWAYS BE ACCOMPANIED BY—BUT NOT LOCKED UP WITH—THE ISENBERG WORDMARK, OR WITH "ISENBERG SCHOOL OF MANAGEMENT" SPELLED OUT.

# Centers, Departments, and Clubs

**HORIZONTAL**

**VERTICAL**

Department, center, and club wordmarks should always be accompanied by—but not locked up with—the full University wordmark.

**OUT OF STATE**

**FORMAL TONE**

Isenberg School of Management | Hospitality and Tourism Management

OR

Isenberg School of Management

Hospitality and Tourism Management

Isenberg School of Management | Chase Career Center

OR

Isenberg School of Management

Chase Career Center

University *of* Massachusetts Amherst

**REGIONAL**

**SEMI-FORMAL TONE**

UMassAmherst | Isenberg School of Management
Hospitality and Tourism Management

OR

UMassAmherst

Isenberg School of Management
Hospitality and Tourism Management

If unsure of the audience, this option is recommended.

**LOCAL**

**INFORMAL TONE**

Hospitality and Tourism Management

Marketing Club

OR

Chase Career Center

Hospitality and Tourism Management

Chase Career Center

Marketing Club

When combined with the icon, department, center, and club names should always be accompanied by—but not locked up with—the **UMass | Isenberg School of Management** or **UMass | Isenberg** wordmark.

UMassAmherst | Isenberg School of Management

OR

UMassAmherst | Isenberg

# Wordmark Misuse

Whenever using the Isenberg wordmark, please use the approved wordmark files only. Do not change the wordmark in any way, don't place it on a busy background, and make sure there is enough contrast between the wordmark and background for the wordmark to stand out clearly. Consult this guide for the appropriate and approved wordmarks, and please contact the Marketing and Communications office if you have questions.

**DO NOT:**

• Design a wordmark yourself. Use approved files only.
• Use scanned or photographed copies of our wordmark. Use approved files only.
• Stretch, squeeze, skew, or otherwise distort the proportions of the wordmark. It should only be scaled proportionately.
• Place the wordmark at an angle other than 0° or 90°.
• Add any elements to the wordmark, such as words or images.
• Place text or shapes within the clear-space boundary.
• Add unnecessary embellishments, such as drop shadows, glow effects, outlines, or filters or textures.
• Change the colors in the wordmark to nonstandard colors.
• Change the arrangement of the colors in the wordmark, even if it's to a different approved color.
• Change the fonts in the wordmark to nonstandard fonts.
• Change the fonts in the wordmark, even if it's to a different approved font.
• Use the wordmark on colors or images with poor contrast or similar colors.
• Use the wordmark in running copy.

WRONG COLORS

WRONG TYPEFACE

DISTORTED WORDMARK

WRONG TYPEFACE

WRONG ORDER

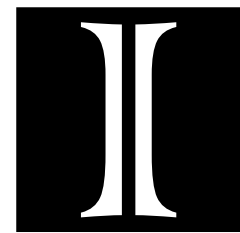WORDMARK ON AN ANGLE
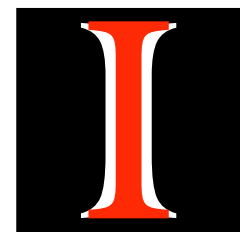
EXAMPLES OF WRONG COMBINATIONS WITH THE ICON

# The Icon

# Revisiting Our Mark

In 2019, we took the "I" out of the box, updated the look and feel, and aligned the icon more closely with the UMass identity.
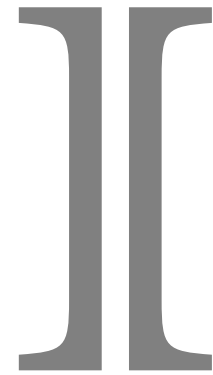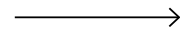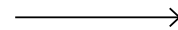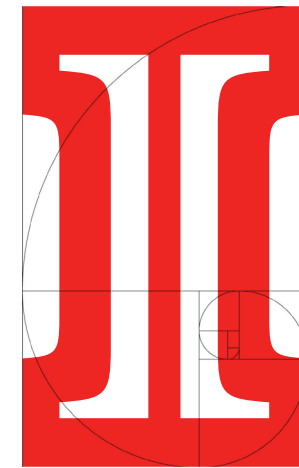
OLD MARK

UMASS TYPEFACE
MINION

SPLIT + ADDED WEIGHT

ADDED OUTLINES
AND REVERSED

MARK CONSTRUCTION
SHOWN ON A GOLDEN
RECTANGLE

OLD MARK
+
UMASS TYPEFACE
MINION

# Introducing the Icon

The "I" represents the students, staff, and alumni of Isenberg. It is a strong and steady mark that has been updated to represent the forward momentum and innovation of the school and its patrons.

Because our students are front and center in the Isenberg story, the "I" is critical for our brand. This logo is a unifier of our student body, and a connection from every student, faculty, and alumni—back to Isenberg.

THE ICON SHOULD ALWAYS BE ACCOMPANIED BY—BUT NOT LOCKED UP WITH—THE ISENBERG WORDMARK, OR WITH "ISENBERG SCHOOL OF MANAGEMENT" SPELLED OUT.

The icon is a trademarked symbol and cannot be used without permission.

# How You Can Play With the Icon

**A.**

The icon can be used as a pattern, background, or graphic treatment, providing a recognizable brand element when UMass branding is dominant.
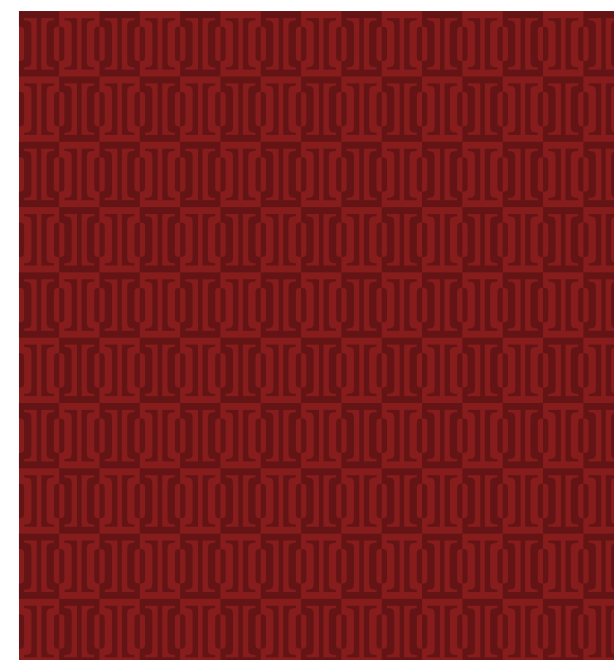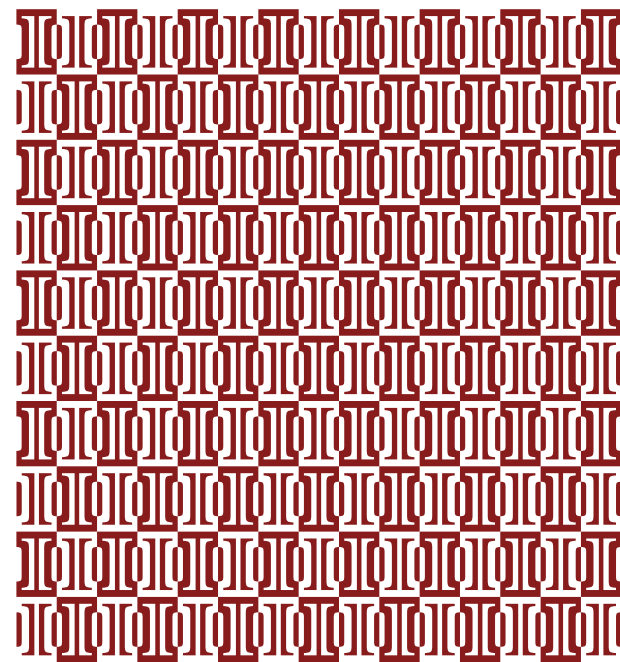
**B.**

The icon can be used as a vessel—providing an interesting treatment for special occasions and events on campus and at Isenberg.
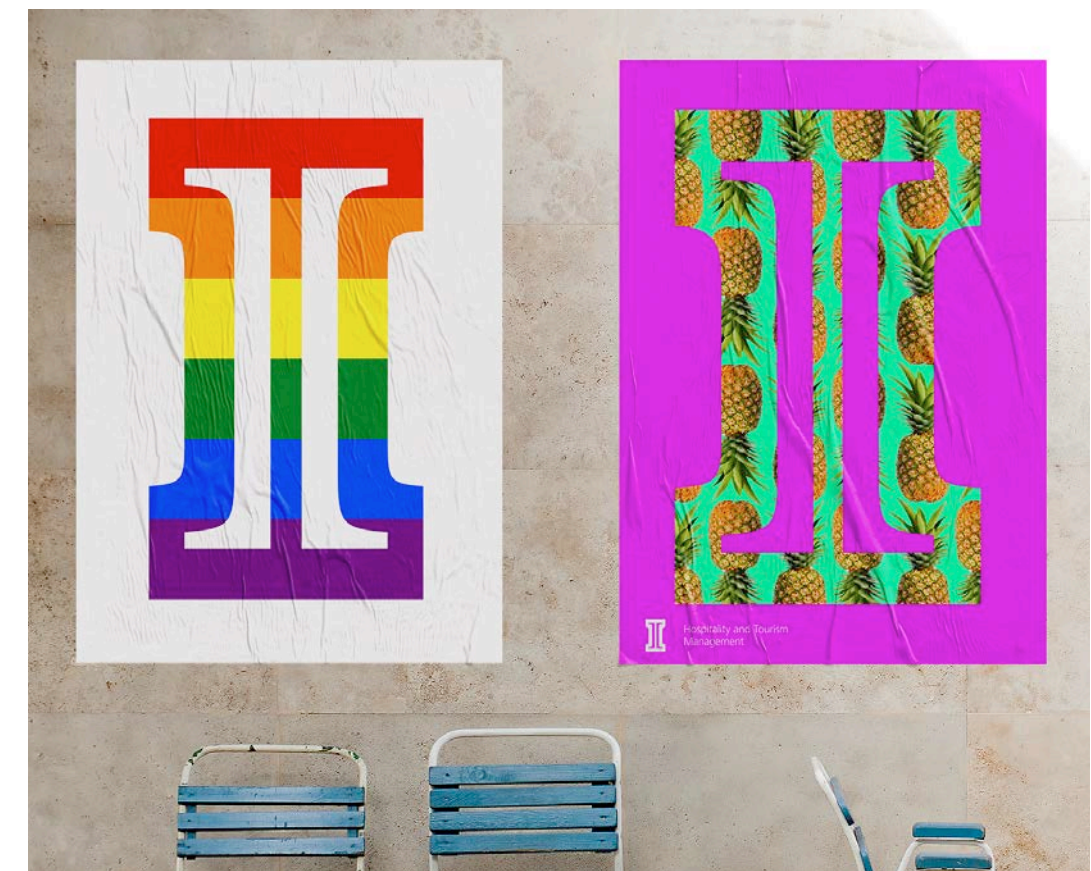
**C.**

In rare and special cases, the icon may be used in a word, replacing the letter "i". For more information on these permission-only cases, please contact Marketing and Communications.

**A. ICON AS A PATTERN**



**B. ICON AS A VESSEL**



**C: ICON AS A LETTER**

DRIVEN TO

GⅡVE

SENIOR GIFT COMMITTEE 2020

# How To Create the Patterns

To use the Isenberg pattern, start by using one of the brand colors (page 26) as a background image, at 100% color value. Next, overlay the image with the black pattern. Use the "Multiply" blend mode and set the opacity to 15% or 30%, depending on the usage. Use your best judgement when placing type over the image, and make sure there's enough contrast between the text and the background.

% + 100%

30%        15%

30%        15%

30%        15%

30%        15%

15%        7%

30%        15%

30%        15%

30%        15%
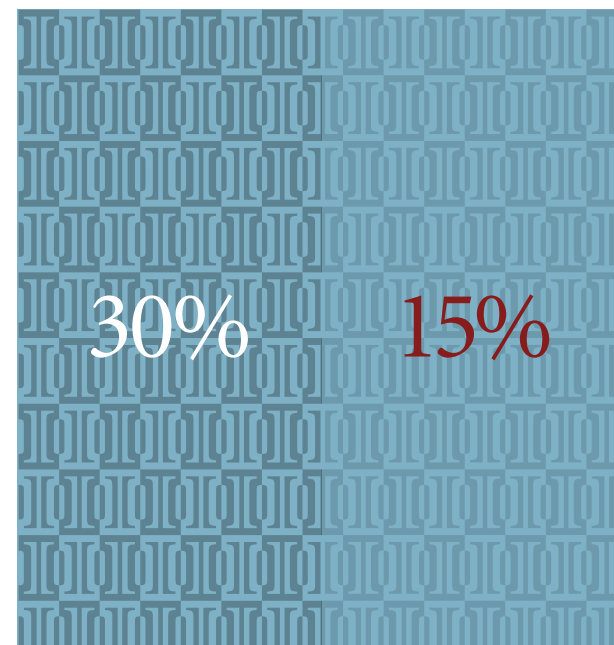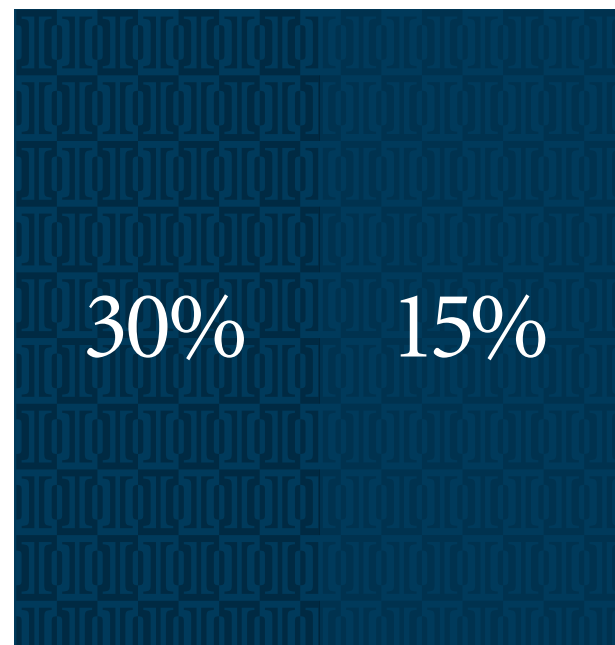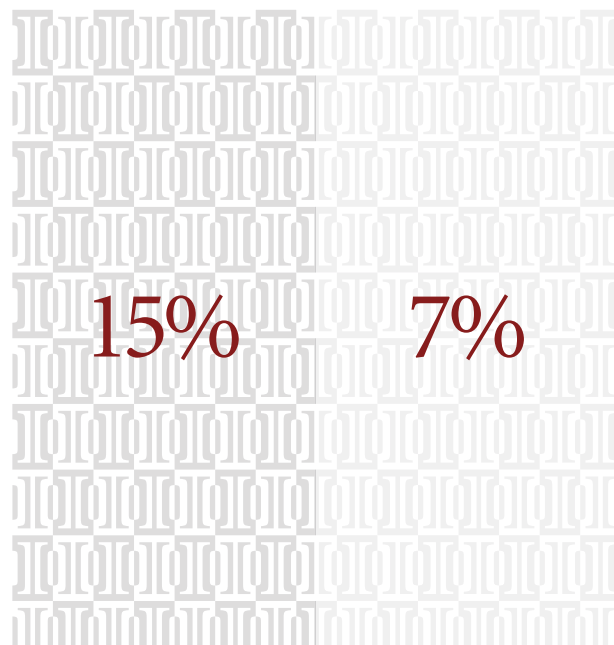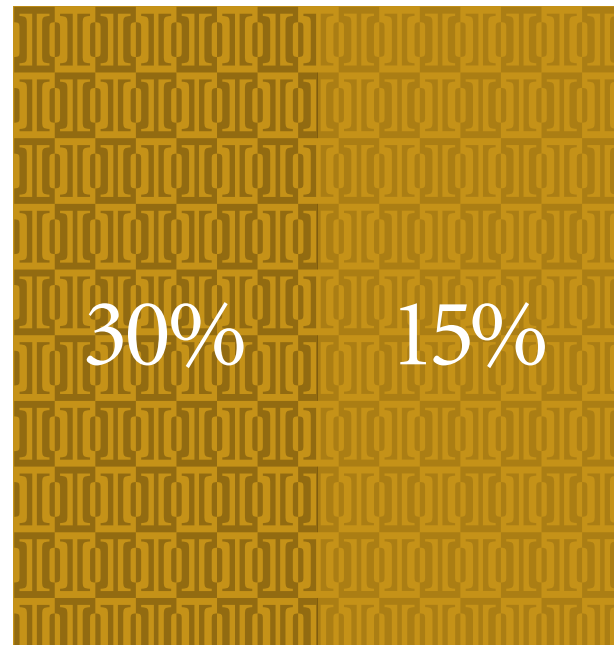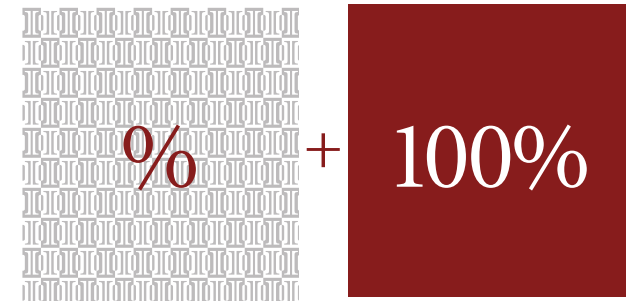
# Additional Brand Elements

# Typography

## PRIMARY

### MINION REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}[]:;""<>?

### MINION BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}[]:;""<>?

### MINION BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}[]:;""<>?

### MINION ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}[]:;""<>?

### MINION BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}[]:;""<>?

## SECONDARY

### FRUTIGER REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}[]:;" "<>?

### FRUTIGER BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}[]:;""<>?

### FRUTIGER ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}[]:;" "<>?

### FRUTIGER LIGHT ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}[]:;" "<>?

## STANDARD OFFICE FONTS

### TIMES NEW ROMAN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}[]:;""<>?

### TIMES NEW ROMAN BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}[]:;""<>?

### HELVETICA
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}[]:;""<>?

### HELVETICA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}[]:;""<>?

### ARIAL
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}[]:;""<>?

### ARIAL BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}[]:;""<>?

## WEB (GOOGLE FONTS)

### OPEN SANS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}[]:;""<>?

### OPEN SANS BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}[]:;""<>?

### LORA
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}[]:;""<>?

### LORA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}[]:;""<>?

### LORA ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}[]:;""<>?

### LORA BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){}[]:;""<>?

## FONT SIZE FOR WEB

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 SIZE FOR WEB

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

*Fonts are shown only in few basic weights.*

# Colors

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.

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

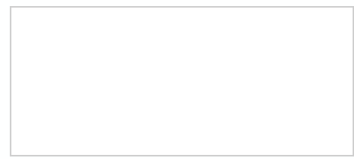Use spot color when possible to guarantee consistency in printed materials.

## PRIMARY COLORS

**PMS 202 C**
HEX: #881c1c
RGB: 136 28 28
CMYK: 9 100 64 48

**Black**
HEX: #000000
RGB: 0 0 0

**White**
HEX: #ffffff
RGB: 255 255 255

## SECONDARY COLORS

**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
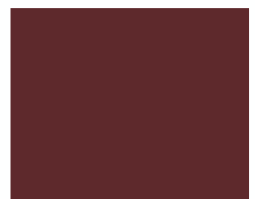CMYK: 6 35 99 18

**PMS 7496**
HEX: #76881d
RGB: 118 136 29
CMYK: 46 6 100 42

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

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

## TERTIARY 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

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

# Photography

Photography is the anchor of the Isenberg brand. It is important to choose the right photo for the piece to ensure the appropriate message and energy is being conveyed.

**DO:**
- Choose an image with a single focus and minimal background interference.
- Choose an image with ample natural light, or enough lighting contrast to achieve the desired brightness when editing.
- Look for simple compositions. Multiple subjects is okay, but the image itself should not be overly complicated with people and/or background.
- Choose images that are inspiring, empowering, strong, and positive.
- Be mindful of diversity in subjects. Isenberg strives to be an inclusive organization and we need to represent all members of our community equally.

**DO NOT:**
- Choose imagery that is overly dark or lacks inherent contrast. For example: Dark clothing in front of a dark background.
- Choose imagery that is grainy or low- quality.
- Choose imagery that feels staged or inauthentic. Note that there are situations when a posed photo is required, but it should be avoided if possible.

# Editorial Style and Naming Conventions

## Editorial Style
Isenberg uses the AP Stylebook in its Marketing and Communications materials.

## Naming Conventions
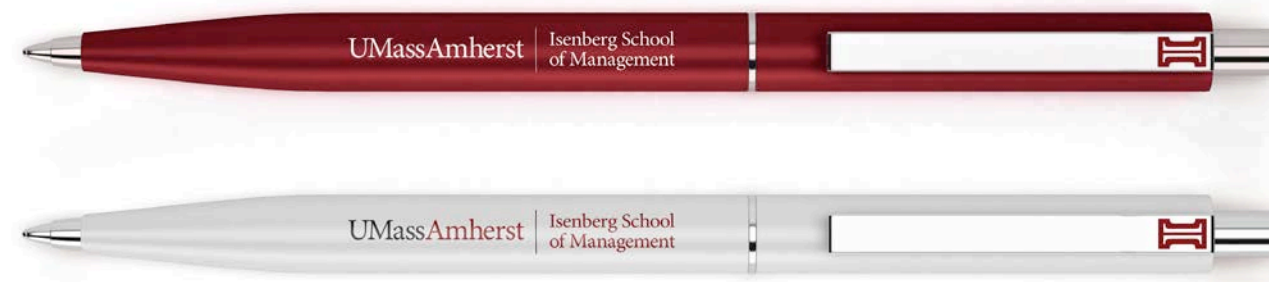**HELP US KEEP ISENBERG'S IDENTITY STRONG BY OVERSEEING THE FOLLOWING NAMING CONVENTIONS:**

• When referring to Isenberg, use Isenberg School of Management initially; Isenberg or Isenberg School thereafter.
    — **NEVER** use: SOM, ISOM, UMass Isenberg, or Isenberg SOM.

• When introducing a department, use the following order:
    — Department of Accounting at the Isenberg School of Management initially; Accounting at Isenberg or Accounting thereafter.
    — Mark H. McCormack Department of Sport Management at the Isenberg School of Management initially; McCormack Sport Management at Isenberg, or McCormack Sport Management thereafter.

• When combining a department, Isenberg, and UMass Amherst, the order should be:
    — Department, Isenberg, UMass Amherst.
    — **NEVER** place the department next to UMass Amherst; always couple UMass Amherst with Isenberg.

• When referring solely to Isenberg and UMass Amherst, use:
    — Isenberg School of Management, University of Massachusetts Amherst in the most formal places.
    — Isenberg School of Management, UMass Amherst in less formal places; Isenberg, UMass Amherst, thereafter.

# Isenberg Merchandise

# Merchandise
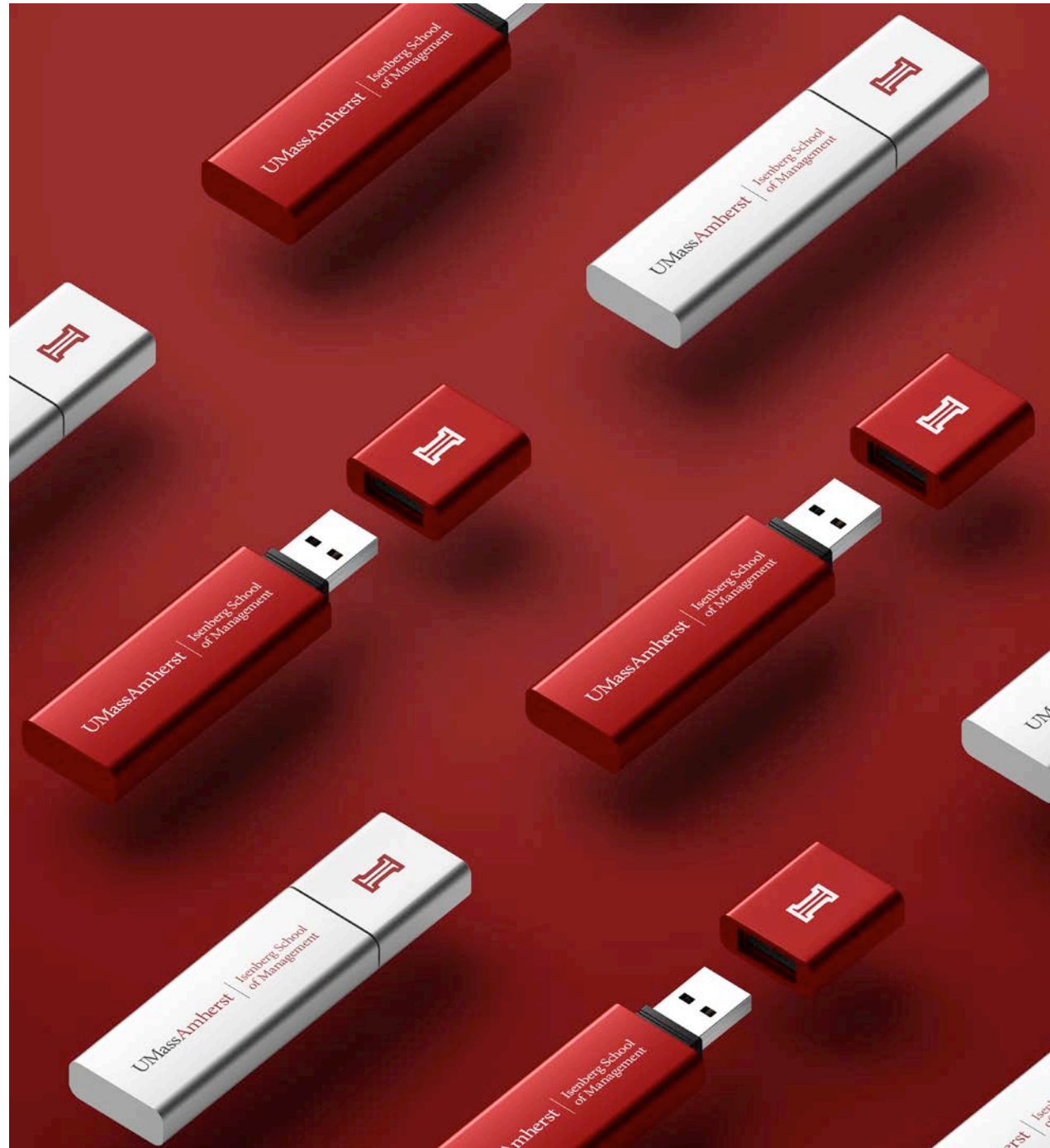
Merchandise is one of the most important forward-facing assets we have. Because Isenberg is a quality brand, it is important that the production of our merchandise be thoughtful, sustainable, and considerate of budget. We have a wide variety of preapproved merchandise available through our partner, NEPM. To order, please visit *nepm.info/umass*. If you wish to order something that isn't currently in the store, please contact Marketing and Communications.

# Merchandise

FRONT



BACK