Student Organizations That Use the "I" Icon
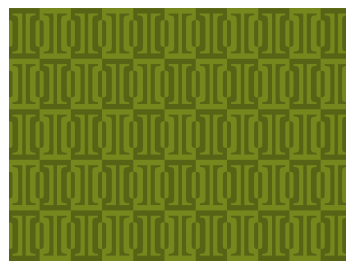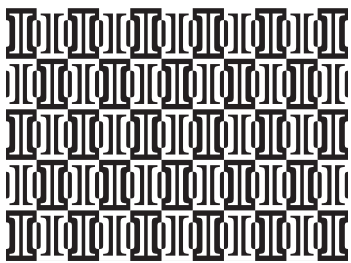
HORIZONTAL

VERTICAL

Marketing Club

Organizations that don't have a proprietary logo must use the Isenberg "I" in the lockup, with the name of the club set in Frutiger Light. Organization names should always be accompanied by—but not locked up with—the **UMass | Isenberg School of Management** or **UMass | Isenberg** wordmark.
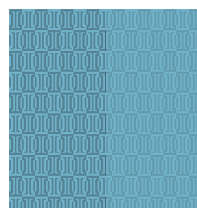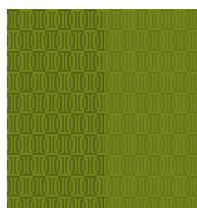
PATTERN AND USE

Organizations that don't have a proprietary logo may use the "I" icon pattern. Use the "Multiply" blend mode when placing the pattern over color, 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.

SAMPLE APPLICATIONS

COLOR AND PATTERN

Organizations can choose colors from the UMass Brand Guidelines (some shown below). Please refer to the Isenberg Brand Guidelines when applying the pattern.

30%   15%

Examples selected for the Marketing Club are for illustration purposes only. For more information on how to work with the Isenberg brand, visit Isenberg.umass.edu/marcom

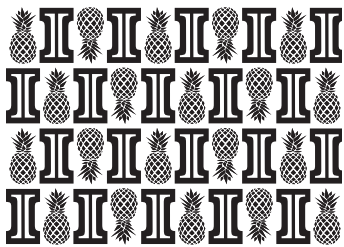# Student Organizations That Use Their Own Logos

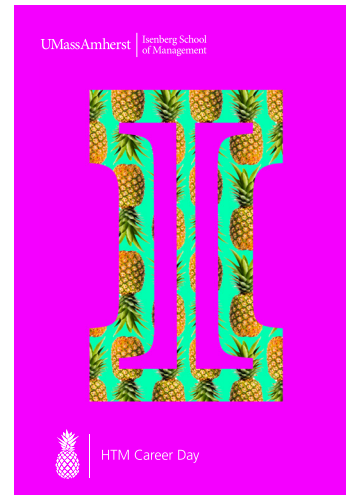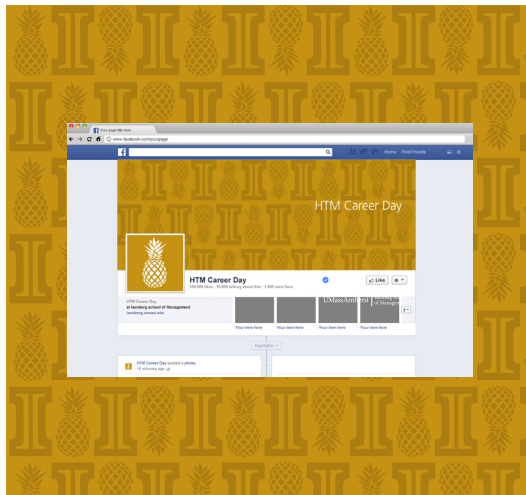## PATTERN AND USE

HTM Career Day

HTM Career Day

Organizations that have a proprietary logo must use their icon in the lockup, with the name of the organization set in Frutiger Light. Organization names should always be accompanied by—but not locked up with—the **UMass | Isenberg School of Management** or **UMass | Isenberg** wordmark.

HTM Career Day

Organizations that have a proprietary logo may use the logo in the pattern, combined with the Isenberg icon as a background texture. Use the "Multiply" blend mode when placing the pattern over color, 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.

SAMPLE APPLICATIONS

HTM Career Day

HTM Career Day

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UMassAmherst | Isenberg School of Management

UMassAmherst | Isenberg School of Management

HTM Career Day

COLOR AND PATTERN

Organizations can choose colors from the UMass Brand Guidelines (some shown below). Please refer to the Isenberg Brand Guidelines when applying the pattern.

30%   15%