
A guide to using the graphic elements of the
University of Michigan Museum of Natural History brand



logo

formal signature:



formal stacked:



informal acronym:



informal stacked:



logo

formal signature reversed:



formal stacked reversed:



informal acronym reversed:



informal stacked reversed:



logo guidelines

The primary colors for all University logos, including the Museum of Natural History and all LSA departments and units, are Pantone 7406 (Maize) and 282 (Blue).

Aligning with the overall University of Michigan brand is about consistent communication. It's about achieving a common look and feel. About speaking with one voice. It reflects the academic preeminence, core values, and dedication to leadership that form the fabric of our 200-year heritage.

The UMMNH formal and informal signatures are valuable assets that communicate the authority and tradition of U-M. They should be positioned for maximum impact and adhere to the guidelines below.

the clearspace rule:

Always give the logo plenty of room to breathe to ensure visibility and legibility. The minimum clear space for all University of Michigan logos is defined as the height of the Block M.



minimum size:

Be conscious of the logo's size and legibility. The logo should not appear less than 3/8" tall on printed materials, and no less than 36px tall onscreen.

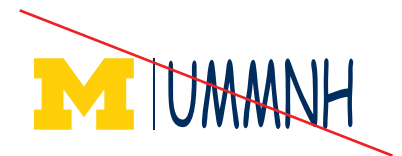


logo use:

The University of Michigan Museum of Natural History logo should not be altered in any way. These examples illustrate how NOT to use the logo, but do not include all instances of misuse.

DO NOT:

- *alter the marks in any way*
- *use any part of the marks, including the Block M, as part of another word*
- *redesign, redraw, animate, modify, distort, or alter the proportions of the marks*
- *rotate or render the marks three-dimensionally*
- *add any other new elements to the marks*
- *replace the approved typeface with any other typeface*
- *enclose the marks in a shape or combine it with other design elements or effects*
- *modify the size or position relationship of any element within the marks*
- *add additional copy to the marks*



puma

The puma sitting on its plinth can be used alone as a graphic or can be locked-up with the logo in the ways illustrated below. Pantone 445 is the preferred color of the puma when on a white background.

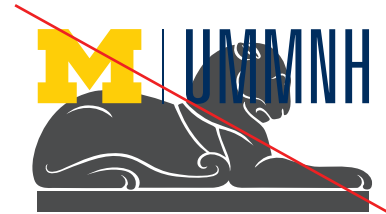
alone:



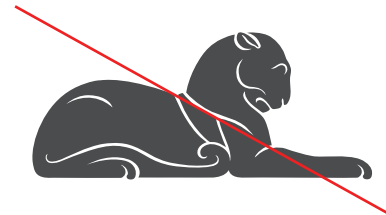
locked in position with logo:



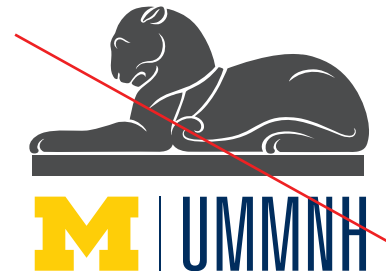
Don't put the puma under the logo:



Don't use the puma without the plinth:



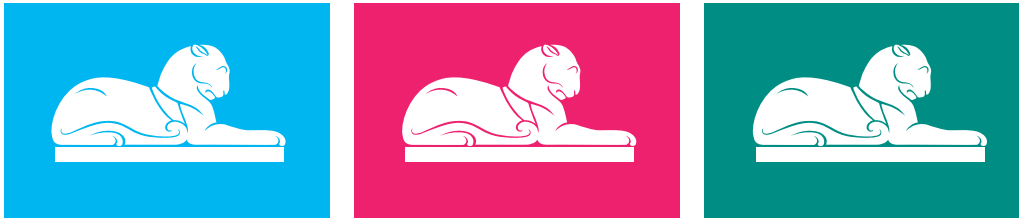
Don't flip the puma:



puma

The puma and logo can be reversed out in white from a range of darker backgrounds as shown in some of the examples below.

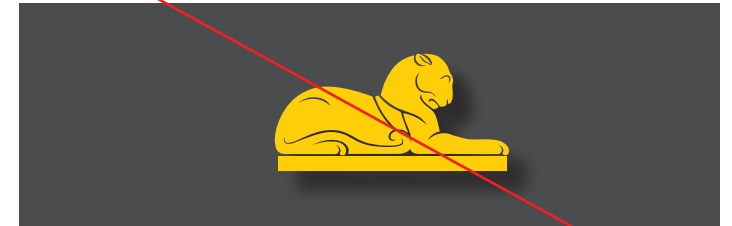
alone:



locked in position with logo:



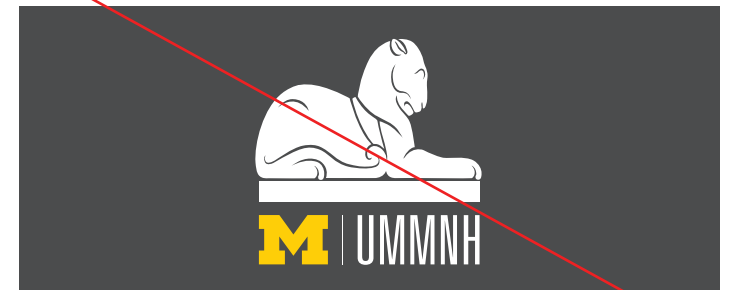
Don't change the color of the puma or put a glow or shadow around it:



Don't put the puma or logo on a busy or distracting background:

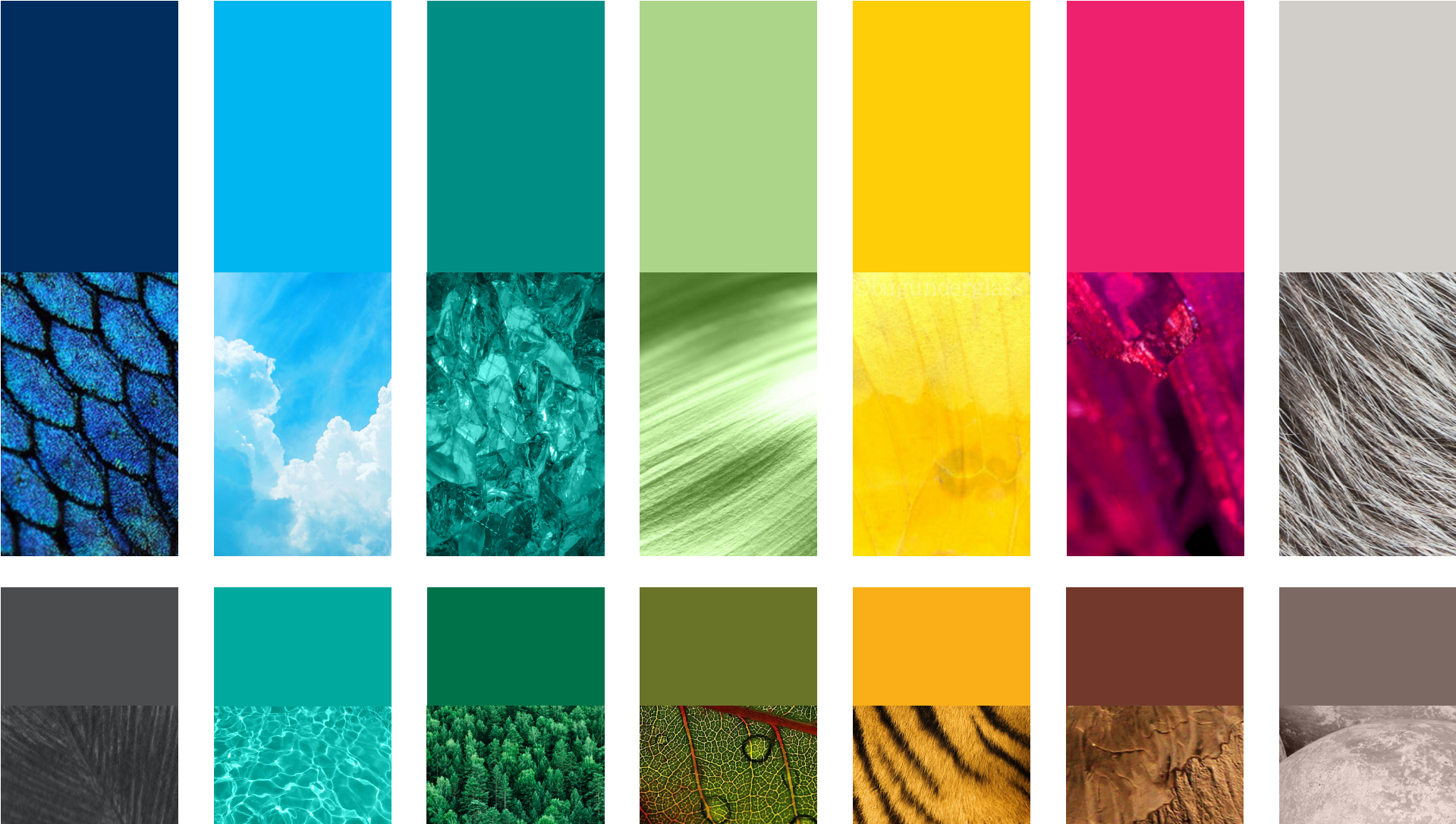


Don't squeeze or stretch the puma:



colors

The wide palette of colors chosen for the Museum illustrates the diversity of the natural world. By incorporating Michigan Maize and Blue with hints of LSA cyan, and also reflecting the colors of the physical gallery spaces, the palette can be easily arranged to convey prestige, surprise, and the delight of exploration.



color values



PMS 282
CMYK : 100, 60, 0, 60
HEX : 00274C



PMS 2995
CMYK : 85, 0, 0, 0
HEX : 00A9E0



PMS 328
CMYK : 100, 0, 50, 20
HEX : 007367



PMS 367
CMYK : 35, 0, 60, 0
HEX : A4D65E



PMS 7406
CMYK : 0, 18, 100, 0
HEX : FFCB05



PMS 191
CMYK : 0, 95, 32, 0
HEX : EF426F



PMS WARM GRAY 3
CMYK : 0, 3, 5, 20
HEX : BFB8AF



PMS 445
CMYK : 0, 0, 0, 85
HEX : 505759



PMS 3272
CMYK : 100, 0, 50, 0
HEX : 00A499



PMS 3415
CMYK : 100, 0, 80, 40
HEX : 007749



PMS 371
CMYK : 50, 30, 100, 30
HEX : 546223



PMS 137
CMYK : 0, 35, 100, 0
HEX : FFA300



PMS 469
CMYK : 60, 90, 100, 15
HEX : 693F23



PMS WARM GRAY 11
CMYK : 50, 55, 55, 15
HEX : 6E6259

fonts

Whitney

clear for signage, compact for print

A type family originally developed for New York's Whitney Museum, Whitney contends with two different sets of demands: those of editorial typography, and those of public signage.

Typefaces for catalogs and brochures need to be narrow enough to work in crowded environments, yet energetic enough to encourage extended reading. But typefaces designed for wayfinding programs need to be open enough to be legible at a distance, and sturdy enough to withstand a variety of fabrication techniques: fonts destined for signage need to anticipate being cast in bronze, etched in glass, cut in vinyl, and rendered in pixels.

Whitney's compact forms and open shapes make it clear under any circumstances.

LIGHT BOOK MEDIUM SEMIBOLD BOLD BLACK

Whitney Condensed

designed to thrive at sizes both large and small

LIGHT BOOK MEDIUM SEMIBOLD BOLD BLACK

Adobe Garamond Pro

a superb balance of elegance and practicality

Some of the most widely used and influential typefaces in history are those created by the 16th century type designer Claude Garamond. His roman types are arguably the best conceived typefaces ever designed.

Adobe Garamond Pro is a complete composition family, suitable for the most demanding typesetting projects. The roman and *italic* designs are offered in weights giving users a highly functional palette of fonts to choose from. The regular roman font is the core typeface for body text, while the additional weights and styles serve to complement the regular design. The **bold designs** are used primarily to accentuate words and phrases within text. Its weight, however, is not **so heavy** as to disrupt the color of the page.

Adobe Garamond Pro makes an important contribution to typography in the electronic age. It is well-suited to a wide range of applications.

OLDSTYLE FIGURES: These glyphs are designed with ascenders and descenders and have features and proportions compatible with the lowercase characters of the typeface. Oldstyle figures, also known as hanging figures, typically are used for text setting because they blend in well with the lowercase.

I 2 3 4 5 6 7 8 9 0 &

move tagline

The tagline should be typeset in Whitney Book and **Black** and can be defined as, or reversed out of, any museum brand color as shown in some of the examples below.

Michigan's oldest museum
is about to become **the newest one.**

Michigan's oldest museum
is about to become
the newest one.

Michigan's
oldest
museum
is about
to become
**the
newest
one.**



usage examples



usage examples



usage examples



usage examples



M | LSA MUSEUM OF NATURAL HISTORY
UNIVERSITY OF MICHIGAN

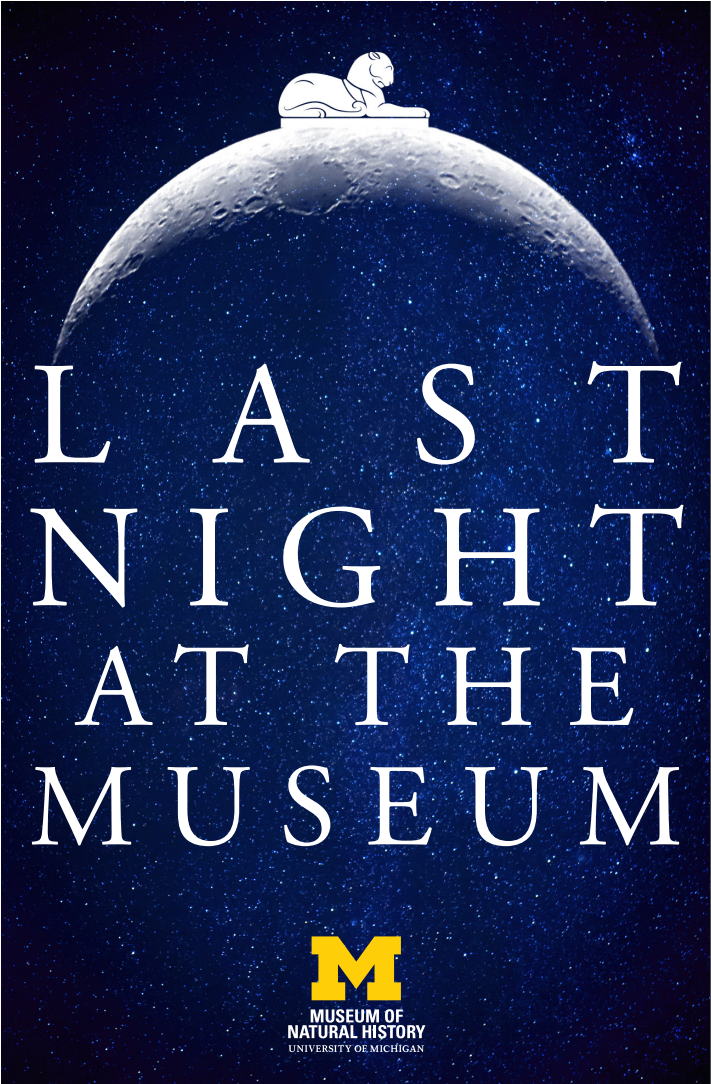


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Please recycle

usage examples



usage examples



