

BRANDING GUIDELINES



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Michigan Engineering is developing the people-first engineers who will shape the world for the better – the next generation of engineering leaders who will build and rebuild systems to improve the lives of all people.



HOW TO USE THIS BOOK

The Michigan Engineering brand is stewarded by the Office of Communications & Marketing (C&M). This brand book is a resource for the Michigan Engineering updated brand (est. 2022). It contains many of the ingredients you need to help navigate the brand in your communications, marketing or design projects. Things like:

- Presentations
- Emails
- Websites
- Social Media
- Posters
- Brochures
- Apparel
- Videos
- And more!



C&M Brand Site



C&M Wiki



U-M Brand Site

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Table of Contents

1/MICHIGAN ENGINEERING	02
Vision	
Mission, Values	
Engineering Framework	
MESSAGING POINTS	04
Value Proposition	
Primary & Secondary Messaging	
2/OUR BRAND	06
Brand Statement	
Philosophy	
Brand Structure	
LOGOS	10
Engineering Signatures	
Signature Placement	
TYPOGRAPHY	14
Font Selection	
Font Hierarchy & Legibility	
COLORS	20
Primary & Secondary	
Colors in Use	
3/VISUAL & LANGUAGE STYLE	26
THE BRANDING ASSETS	28
What is The Connector?	
How to Implement the Branding Assets	
MULTIMEDIA	42
What to Capture & Convey	
Techniques & Tips	
MARKETING LANGUAGE	50
Tone, Tense & Name	

MICHIGAN ENGINEERING

VISION

Michigan Engineering aspires to be the world’s preeminent college of engineering serving the common good.

MISSION

Michigan Engineering provides scientific and technological leadership to the people of the world. We seek to improve the quality of life by developing intellectually curious and socially conscious minds, creating collaborative solutions to societal problems, and promoting an inclusive and innovative community of service for the common good.

VALUES

In pursuing our vision and mission, members of the Michigan Engineering community will value:

- Leadership and Excellence
- Creativity, Innovation and Daring
- Diversity, Equity and Social Impact
- Collegiality and Collaboration
- Transparency and Trustworthiness

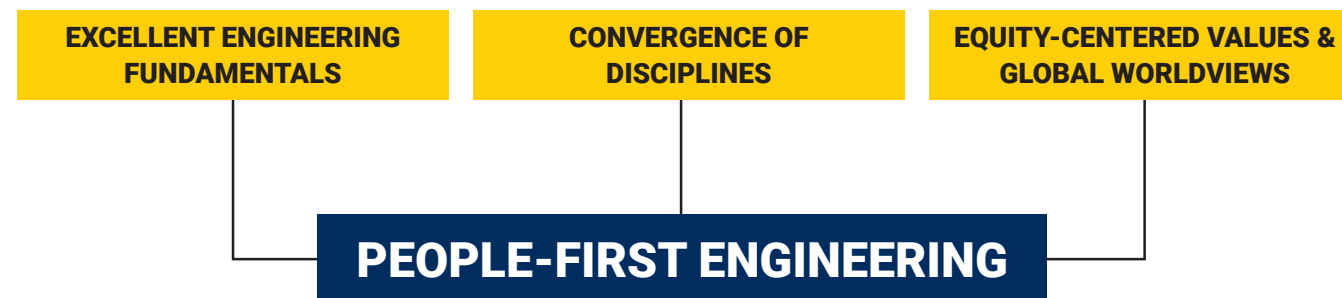
OUR VALUE PROPOSITION

The future will be built by engineers. The best possible future can only be built by engineers who are focused on serving human needs and improving the lives of all people.

At Michigan Engineering, we’re committed to fostering the people-first engineers who will reshape the world for the better.

Through our people-first framework, Michigan Engineering is reimagining and reshaping what engineering can be—at Michigan and beyond—enabling all engineers to have a positive impact on the world and build a future that will elevate all people.

Building upon Michigan’s greatest strengths, we have defined a blueprint for how we aspire to teach and practice engineering.



PEOPLE-FIRST ENGINEERING FRAMEWORK

For us, people-first engineering is both a goal and a practice. We believe engineers must have strong fundamental skills in their chosen field – but those skills alone are not sufficient. Engineers must also have a deep appreciation for how their activities integrate with others, along with an ability and desire to evaluate their work and its impact on the world from multiple perspectives. People-first engineering can only be fully achieved when all three parts are present and fully activated. It is through this framework that Michigan Engineers practice and teach to help close critical gaps and elevate all people.

MESSAGING POINTS

USING MESSAGING IN YOUR MATERIALS

It's important that we incorporate these messaging points consistently and in a way that positions our people-first approach as aspirational and in practice. However, you should avoid merely copying and pasting whole chunks of language into your materials. Consider how the messaging intersects with the information you are trying to convey, and therefore how you can incorporate it in a way that is natural and relevant to the audience, in alignment with our brand values of being authentic and intentional.

PRIMARY MESSAGING

- People-first engineering helps make the world a better place by closing critical gaps and elevating all people.
- Michigan Engineering's people-first approach builds upon our greatest strengths to help close critical gaps and improve the lives of all people.
- For us, people-first engineering is both a goal and a practice.
- Michigan Engineering is developing the people-first engineers who will shape the world for the better.
- Through our people-first framework, Michigan Engineering is reimagining and reshaping what engineering can be – at Michigan and beyond – enabling all engineers to have a positive impact on the world and build a future that will elevate all people.
- Michigan Engineering builds upon its unsurpassed engineering fundamentals and equity-centered values, leveraging the University of Michigan's unique ecosystem, expertise and global worldview to solve human problems and close societal gaps.



SECONDARY MESSAGING

- By taking a lead role in reimagining and reshaping what engineering can be – at Michigan and beyond – we are pursuing our vision to be the preeminent College of Engineering serving the common good.
- We believe that engineers must have strong fundamental skills in their chosen field – but those skills alone are not sufficient. Engineers must also have a deep appreciation for how their field integrates with others, along with a well-honed ability and desire to evaluate their work and its impact on the world from multiple perspectives.
- The next generation of great engineers will be globally minded thinkers who build and rebuild systems to improve the lives of all people. They will seek out diverse perspectives and worldviews to ensure that their innovations have a positive impact on all populations. They will draw upon a range of disciplines to address the world's most pressing challenges.

EXCELLENT ENGINEERING FUNDAMENTALS

- Michigan Engineering is fortunate to have access to some of the strongest academic and research capabilities in the world, and we're leveraging that to reimagine what engineering can be.
- Our position as one of the top engineering schools is what enables us to advance our people-first principles from the conceptual to the practical – empowering our engineers with the skills they need to truly transform our world.
- Our world-class faculty are leaders in their fields, and they are committed to ensuring that their students thrive.

CONVERGENCE OF DISCIPLINES

- Michigan Engineering's students and faculty draw upon critical insights, expertise and wisdom from across a wide range of academic disciplines.
- We leverage the University of Michigan's full ecosystem of world-class schools and colleges, creating the best possible environment for transformative integration across disciplines.
- We strive to account for the impact of engineering solutions across a range of contexts to help ensure new innovations, systems and products achieve their intentions while avoiding unintended consequences.

EQUITY-CENTERED VALUES & GLOBAL WORLDVIEWS

- Michigan Engineering is committed to being a leader in equity-centered engineering, striving to equip engineers with the skills to reevaluate established assumptions and rebuild systems to better serve all people.
- We are fostering conversations and launching new learning objectives around justice, equity, diversity and inclusion, and actively recruiting students, faculty and staff with diverse backgrounds.
- Global participation is in the fabric of U-M. From our roots in launching the Peace Corps to our diverse international community, we understand the importance of engaging with many cultures.

OUR BRAND



OUR BRAND STATEMENT

Michigan Engineering is developing the people-first engineers who will shape the world for the better – the next generation of engineering leaders who will build and rebuild systems to improve the lives of all people. Who will seek out diverse perspectives and worldviews to ensure that their innovations have a positive impact on all populations. And who will draw upon a range of disciplines to address the world’s most pressing challenges.

Our people-first approach to engineering builds upon Michigan’s greatest strengths to help close critical gaps and improve the lives of all people – reimagining and reshaping what engineering can be.

Our values – excellence, collaboration, innovation, daring, diversity, social impact, transparency, trustworthiness – guide us, inspire us and come to life in our branding.

OUR BRAND PHILOSOPHY

The Michigan Engineering brand strives to reflect the unique experiences of our students, faculty and staff, and our people-first engineering approach. The visual style is a reflection of three foundations of what makes Michigan Engineering unique:

- Unsurpassed engineering fundamentals
- A convergence of disciplines
- Equity-centered values and a global worldview

It is diverse and forward-thinking. It is expressive yet grounded. It is fluid yet strong.

Other engineers think in straight lines, but we know it’s complicated. We recognize the multiple users and communities we serve, and design solutions to meet them where they are.

OUR BRAND CHARACTER IS:

- Authentic
- Smart
- Intentional
- Inclusive
- Compassionate
- Engaging
- Energetic
- Aspirational
- Convergent
- Challenging

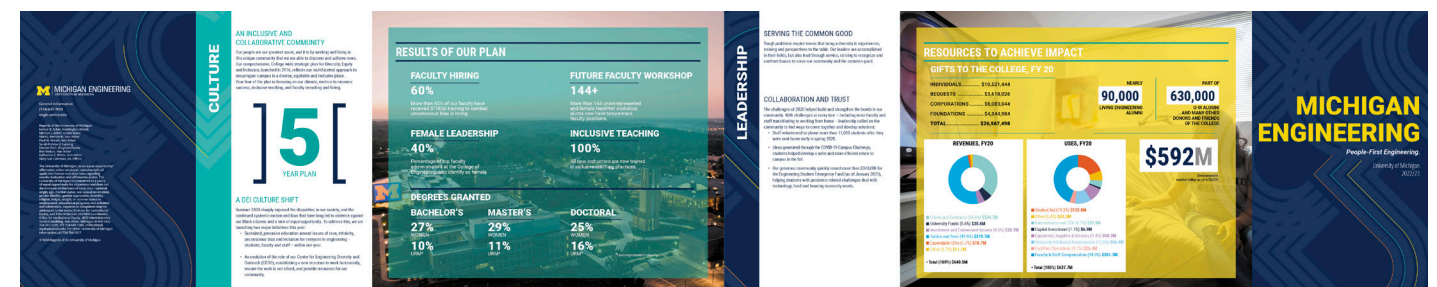
HOW OUR BRAND MANIFESTS

Through our visual design styling, we will communicate that:

- Engineers are committed, rigorous technologists and problem-solvers
- We integrate multiple disciplines for a convergent solution
- We are socially conscious, global thinkers
- We strive to close societal gaps and serve the common good

We will achieve this through:

- Thoughtful, intentional placement of The Connector and expressive lines
- Foundation of Maize and Blue with a splash of bold color
- Strong, considerate typography
- Use of authentic, engaging multimedia
- Generous consideration of open space
- A balance of bold and understated elements



OUR BRAND STRUCTURE

Michigan Engineering is rooted strongly in the University of Michigan’s enduring ethos – an uncommon university for the common person. Our academic departments and units are critical to what we do – we are a family. We are all unique, yet unified. Within each sub-brand, there is personal expression, yet we are stronger in our united voice. At our core, we are Maize and Blue, and we are engineering.

U-M MASTER BRAND

The U-M brand identity is one of our most valuable assets. It is recognized worldwide and immediately connects us with the hearts and minds of our audiences.

Refer to U-M Logo Guidelines on how to use the signatures.



BRAND EXTENSION MICHIGAN ENGINEERING

It is our core entity that not only supports and furthers the mission, vision, and positioning of the University but also our own. It must be directly and consistently tied to the master brand to reinforce and elevate the brand.



MICHIGAN ENGINEERING SUB-BRANDS

Each sub-brand also encompasses a unique community of individuals. When the sub-brand is the primary subject of the design, their unique logo-signatures should be used in conjunction with the Block M and University of Michigan to leverage the power of the brand.

PRIMARY & SECONDARY SUB-BRANDS

- Academic Departments & Divisions
- Engineering Administration Offices
- Centers & Labs
- Academic Programs or Initiatives



Sub-brands are encouraged to explore their unique interpretation of the brand, while still holding true to the primary U-M and Michigan Engineering brands. This can be expressed through use of the secondary color palettes, unique language that exemplifies their community, and use of imagery and content that highlights the experiences and services they offer.

AFFILIATED BRANDS

- Sponsored Entities—Sponsored Student Organization (SSO)
These are student organizations that enhance the Michigan Engineering experience. They are formally or informally affiliated with Michigan Engineering and often have their own marks or identities.
- Endorsed Entities—Student Volunteer Organization (SVO)
These external entities have a strong reputation through a recognizable, individual identity as a stand-alone brand. While their mission and goals are separate from Michigan Engineering, they remain strongly connected, and align with the culture of our brand.

LOGO-SIGNATURES

Our logo-signatures always play an important part in our branding of who we are as an institution. They represent the multi-faceted identity of Michigan Engineering, allowing people to understand its background and roots.

ENGINEERING LOGO-SIGNATURES

The purpose of our logo-signature is to connect the Michigan Engineering or sub-brand to the power of the U-M brand through use of the Block M and words "University of Michigan." The creation of a logo without those identifiable items is prohibited at Michigan. Logo-signatures can be obtained through Michigan Creative, with consultation from the College's Office of Communications & Marketing. Formal logo-signatures should be used for external audiences.

LOGO-SIGNATURE PLACEMENT

The power of a logo placement on human memory is remarkable. Placed on the right spot, it either sticks to people's minds or fades from them. The logo-signature acts as the face of Michigan Engineering or your sub-brand; therefore, placing it in the right location within your design is important for brand representation. It not only exemplifies brand best practices, but also increases brand visibility and awareness.

PRINT

When you are using your logo-signature on any branding material such as posters, brochure covers, trifold, or retractable banners, consider placing it at the top to make it unforgettable. Consider the direction of how the majority of your audience reads. When your audience reads from the left first, it's natural for their eyes to look left first. And since most logos are on the top left side for printed material, it's where people expect them to be. When using a vertical stacked logo-signature, top left or top centered are the best placements.

MERCHANDISE

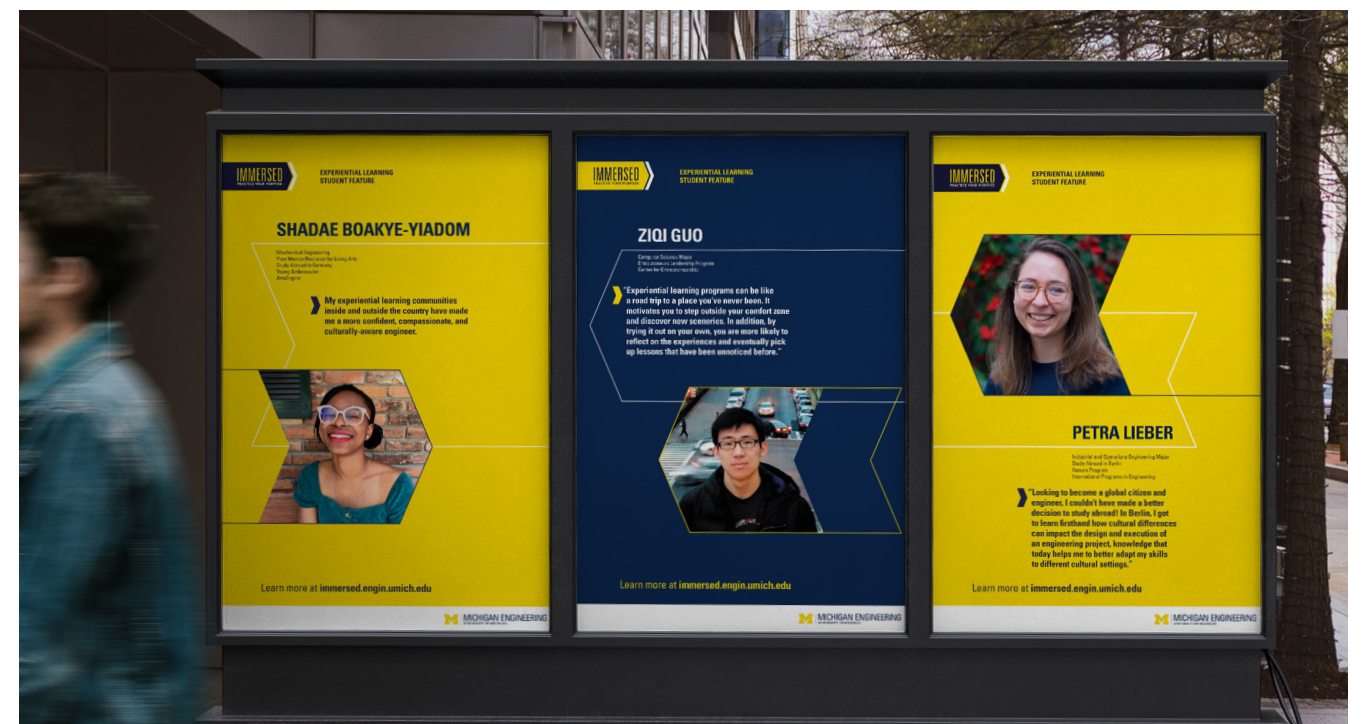
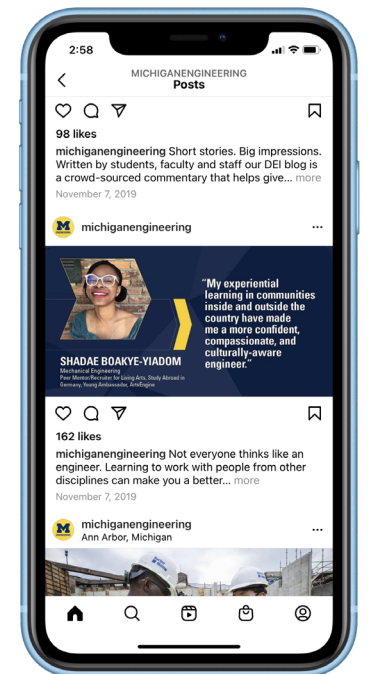
When it comes to merchandise, for example a T-shirt, the placement of your logo-signature is crucial. Take notice of the parts of a garment that are most visible at first glance. For T-shirts, the front is best, and can be left, right or centered. For other materials, the printable area usually dictates where the logo-signature can go, but ensure that you are using the best logo-signature for the application. For small print areas, the vertical stacked logo-signature may be best.

DIGITAL

In the realm of digital the same rules of left-readers apply, therefore the top-left is ideal for Western audiences. Consider contrast and size in digital as well to make sure your logo-signature is visible. Consistency is one of the major pillars of branding. Wherever you decide to place your logo-signature in digital, that is where you should ALWAYS put it from now on. The only time you should move it is when you have no choice.

USING MORE THAN ONE

With our complex network of sub-brands, you may often find yourself needing to use more than one logo-signature in the same design. When this is the case, consider the hierarchy. In the Immersed example on the right, the Immersed mark is treated as a primary brand identity, and therefore is placed on the top left of the design and connected closely with the copy. The Michigan Engineering signature placed on the bottom right reinforces who we are as an institution without interfering with the design. The bottom of a composition is often the best place to include additional logo-signatures.



TYPOGRAPHY

Regardless of your sub-brand expression, the typography should be consistent throughout Michigan Engineering. The fonts selected exemplify Michigan Engineering's brand philosophy with best practices in legibility and usability to respect our readers.



TYPEFACE SELECTION

Michigan Engineering employs two major sans-serif typefaces, which are suitable for all applications, including large blocks of body text:

- Roboto
- Open Sans

In addition, this transitional serif typeface pairs well with Roboto and Open Sans and could be used for print in large amounts of body text:

- Playfair Display

FONTS HIERARCHY & LEGIBILITY

Typographic hierarchy is the way you stress the significance of certain lines of type as opposed to others. Bring hierarchy into play between a headline, sub-headline and body copy – for example, by using a bolder weight and larger size for headlines than you do for body copy. Michigan Engineering’s fonts provide a diversity of weights and widths to allow for variety.

With strong hierarchy, you establish and move the order in which the audience receives information from the design. Without using typographic hierarchies, it becomes challenging for readers to promptly identify important pieces of information within the whole design.

The vertical space between lines is also important for legibility. Leading (in print) or line-height (in web) is a measure of this space. The rule of thumb for leading and line-height for conventional continuous text is 20% of the type size (If your type size is 10pt your leading should be 12pt).

Roboto

Aa	Aa	Aa	Aa	Aa
Body	H4	H3	H2	H1

Open Sans

Aa	Aa	Aa	Aa	Aa
Body	H4	H3	H2	H1

Playfair

Aa	Aa	Aa	Aa	Aa
Body	H4	H3	H2	H1

Roboto

Roboto is a Google-developed typeface suitable for web and print. It is modern, yet approachable and emotional.

Weights

— Roboto thin
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1 2 3 4 5 6 7 8 9 0

— Roboto light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1 2 3 4 5 6 7 8 9 0

— Roboto regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1 2 3 4 5 6 7 8 9 0

— Roboto medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1 2 3 4 5 6 7 8 9 0

— Roboto bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1 2 3 4 5 6 7 8 9 0

— Roboto regular condensed
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1 2 3 4 5 6 7 8 9 0

— Roboto black
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1 2 3 4 5 6 7 8 9 0

Examples for using Roboto

Closing critical gaps and elevating all people

Heavyweight - Messages with formal, powerful, strong appeal

MICHIGAN ENGINEERING IS PEOPLE-FIRST ENGINEERING

All upper case, bolder - Messages that are passionate, singular, bold

We work with students, faculty and staff // We work with students, faculty and staff (Roboto regular condensed)

Lightweight - Messages with empathy, thoughtful appeal, understated, authentic

Open Sans

Open Sans is a humanist sans serif typeface designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms. Open Sans is used in paragraphs for web.

Weights

— Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

— Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

— Open Sans Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

— Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

— Open Sans Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

Examples for using Open Sans

Closing critical gaps and elevating all people

Heavyweight - Messages with formal, powerful, strong appeal

MICHIGAN ENGINEERING IS PEOPLE-FIRST ENGINEERING

All upper case, bolder - Messages that are passionate, singular, bold

We work with students, faculty and staff

Lightweight - Messages with empathy, thoughtful appeal, understated, authentic

Playfair Display

Playfair Display is a transitional typeface. It offers high contrasts between the letterform (body) and hairlines (strokes). Playfair Display is used in paragraphs for print or special applications such as presentations.

Weights

— Playfair Display Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

— Playfair Display Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

— Playfair Display Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

Examples for using Playfair Display

Archicium que peris et a nus endis corios ipsam re et ommodi vel et laborib ernatur?

Enis aliatio nseque est east, temporum faciliq uiandaestota voluptatenes cones rem quae velescias quunt fuga. Nequi blam fugit facepel estrum fugitiuntur anihil mo eici is et audandipsum eos eatatestis enditatisti vit ut odi cus aut eliquiam atur mod ute adia delesti unt excepudit officte nimodipsaes iligniet excea vel et esciatur mi, quo Gendem. Ut et am nonet mo id quodis in cusdam velestiant quos eiunt qui alituir atecatam autatquo est laut offic totae. Itat ut accus aut volorepelias aliamet volorro ritatur, ut prorerro modipsam seque maionsecus netur, aut eos et ma dolore abore vendia nulpa venti

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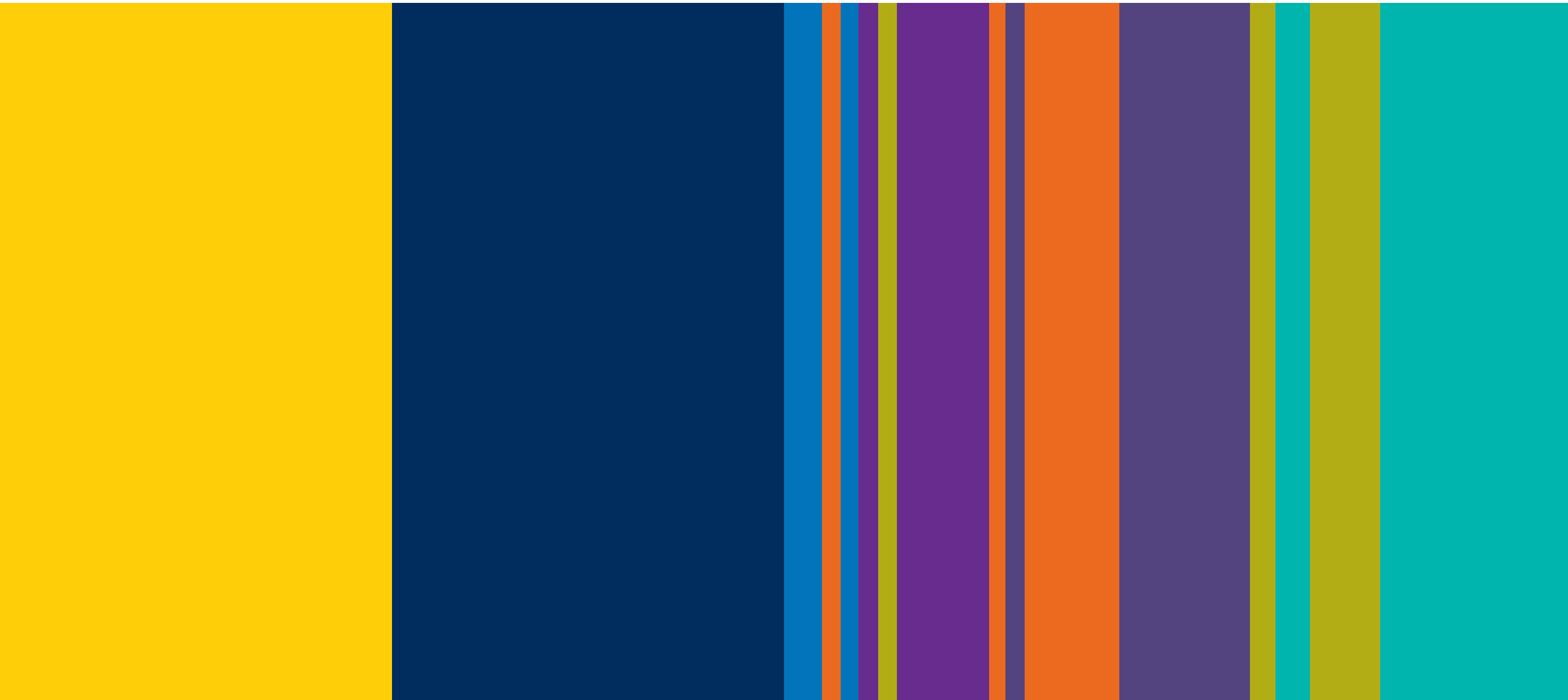
Bis quam, natquis inullab init aliam laceprovidit quodi ditium nonecepra vendam as exces esequas excepe doluptium resequi dolupta menectiost et rerferf ernatem. Et magnis aute cuptae esci adit erferovidio. Ciis exeriat.

Ibus, etur sitiaerit volorem fugiam hari ut quo officatquam ad maximin ere venis derio blacill Sitatemp eliqui consenis pa sunt quiduciis estem natis nimos re officto offic totae consed moluptio corem recat aut ma imus volesci tiosanis is sa.

COLORS

ONE MAIZE. ONE BLUE. ONE BRAND.

Maize and Blue play a vital role in establishing a clear and powerful image and in defining the U-M Brand, but there's so much more to consider when establishing our identity.



PRIMARY PALETTE

The U-M signature color palette of Michigan Maize and Blue creates a powerful differentiator for our brand. Using this palette appropriately and consistently provides an additional layer of distinction.

SECONDARY PALETTE

The colors in our supporting palette were chosen to complement our primary palette of Maize and Blue, providing additional range to the brand experience. They work well as accent colors or as backgrounds behind typography or graphics, but should never replace the primary palette as the main color(s) of a design.

PRIMARY COLORS



MAIZE
#ffcb05

C. 0
M. 18
Y. 100
K. 0

PMS
7406



BLUE
#00274c

C. 100
M. 60
Y. 0
K. 60

PMS
282

SECONDARY COLORS



**ROSS
ORANGE**
#d86018

C. 0
M. 71
Y. 100
K. 3

PMS
1595



**WAVEFIELD
GREEN**
#a5a508

C. 14
M. 6
Y. 100
K. 24

PMS
398



**TAUBMAN
TEAL**
#00b2a9

C. 81
M. 0
Y. 39
K. 0

PMS
326



**ARBORETUM
BLUE**
#2f65a7

C. 88
M. 50
Y. 0
K. 0

PMS
660



**A2
AMETHYST**
#702082

C. 72
M. 99
Y. 0
K. 3

PMS
2603



**MATTHAEI
VIOLET**
#575294

C. 70
M. 77
Y. 7
K. 24

PMS
668

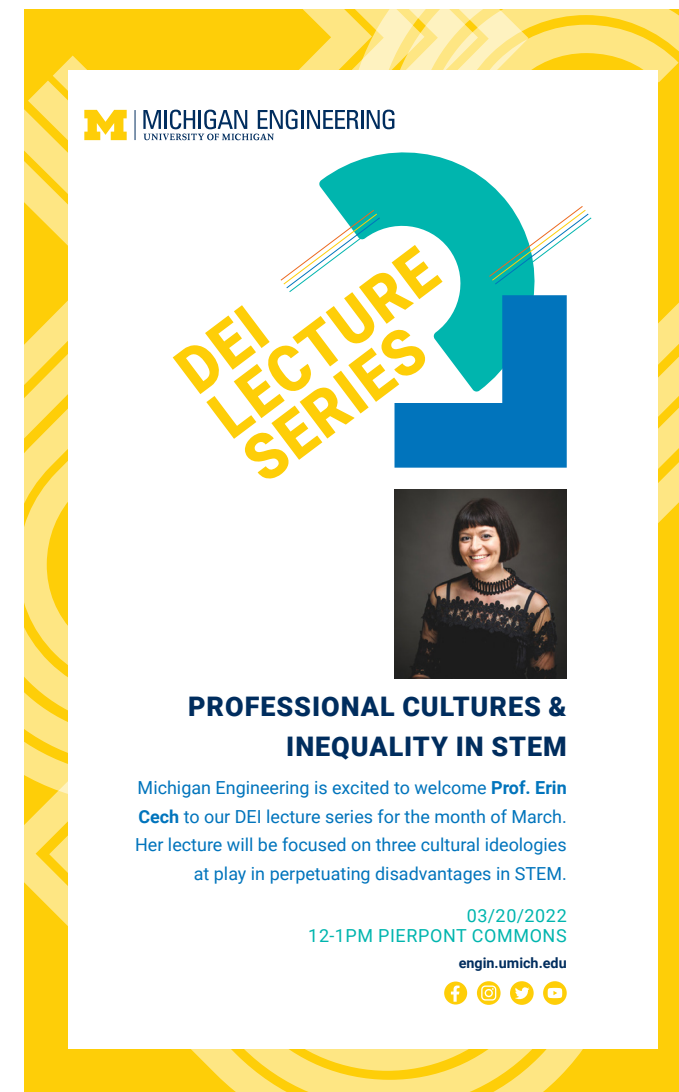
COLORS IN USE

This sample relies solely on the primary palette, with no use of the secondary palette.

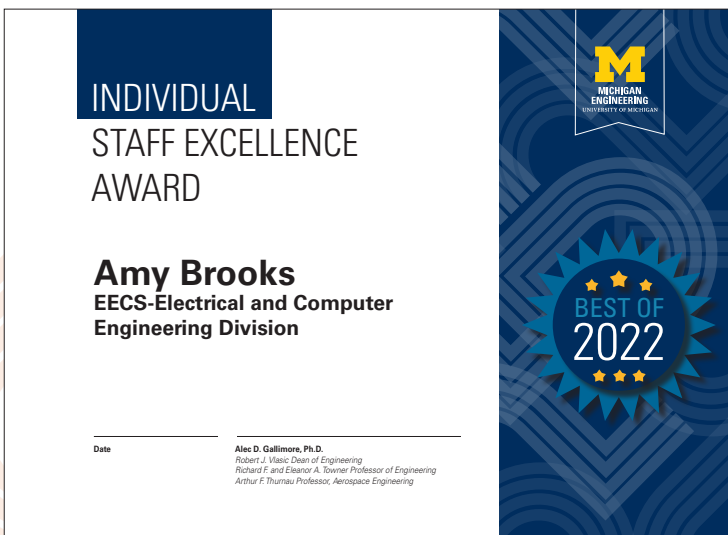
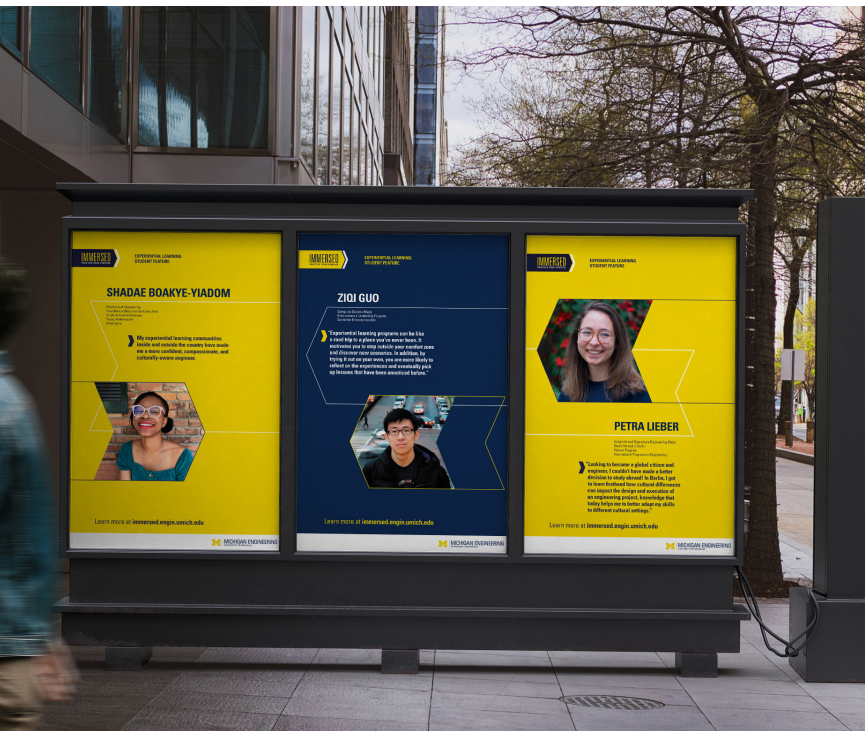
This sample relies on the primary palette, and uses the secondary to accent the design with a splash of color.

This sample is a lighter, brighter example, with the primary palette framing the design, but the secondary taking center stage.

This sample uses secondary colors as tint – be mindful of contrast issue when running colored type over a tint of color.



OUR VISUAL STYLE



BRANDING GRAPHICS ASSETS

Branding graphic assets are supplementary visuals. They are intended to complement the logo with creative artwork and establish visual language consistency.

THE CONNECTOR

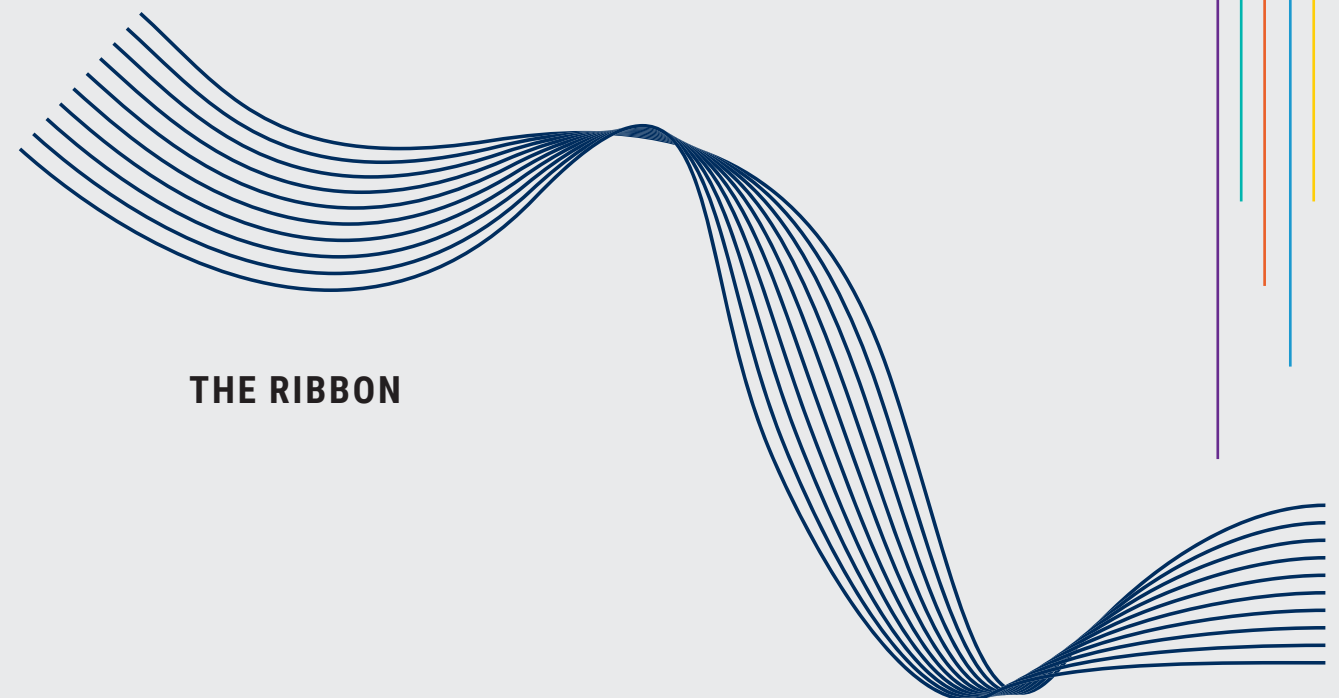


THE ABSTRACT
ACCENT BACKGROUND

THE LINES



THE RIBBON



WHAT IS THE CONNECTOR?

The Connector is a visual interpretation of Michigan Engineering's unique approach to engineering. It is represented by two distinct entities that, when juxtaposed with one another, represent converging disciplines and closing gaps. The Angle and Arc should be used together.

The Angle (FUNDAMENTALS OF ENGINEERING)



The Arc (THE PEOPLE-FIRST APPROACH)



HOW TO IMPLEMENT THE BRANDING GRAPHICS ASSETS

The branding graphics assets are meant to provide a range of flexibility and versatility for Michigan Engineering's sub-brands. Utilizing a variety of colors, shapes and typography, you can create a unique expression for your design that remains true to the Michigan Engineering brand.

As the primary element, the Connector is very versatile and functional:

- It can be filled with colors and transparencies
- It can rotate or be placed to accommodate compelling images or powerful paragraphs
- It can be combined or extended with multiples numbers of lines – thick or thin
- It can create a focal point and be used as an anchor for text and/or images
- It can be used as an anchor to develop a design grid for your composition



IMPLEMENTATION OF THE CONNECTOR

COLORS AND TRANSPARENCIES

The colors you utilize for the Connector are important – during testing, Connectors featured in colors other than those below came across as childish or dated. Only the following colors and transparencies are recommended.

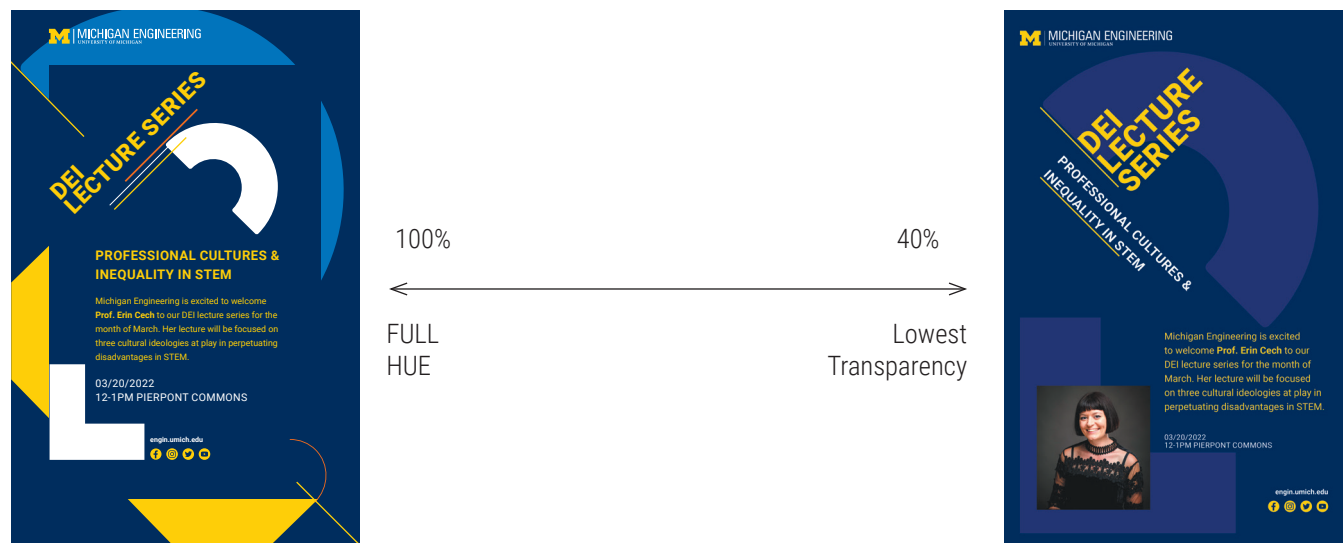
Colors

- Maize and Blue
- Taubman Teal, Arboretum Blue, A2 Amethyst and White



Transparency

- From 90% down to 40% (max) transparency of secondary colors palette on blue background
- Maize and Blue connectors should always be at 100% only
- Transparency effects can be used to add more contrast and depth to the composition



The connector is implemented with a 40% white transparency to make the overlaid copy legible.



Here is an option to either treat the connector at 100% of a hue (white) or at 40% transparency (A2 Amethyst).



Here is another alternative using two hues (Taubman Teal and Arboretum Blue) at different transparencies ranging from 100% to 40%.

IMPLEMENTATION OF THE CONNECTOR

PLACEMENT, ROTATION, SCALE AND PAIRING

The direction, size and location of the Connector can enhance or hinder the design. When rotated differently, the Angle and Arc take on different connotations (such as arrows or letters). And when juxtaposed with other design elements at non-harmonious sizes, they can distract from the content. The Connector is recommended at the following placement, rotation, scale and pairing:

Placement and Rotation

- The best use of the **Angle** is at 90°. If used at 45° the point needs to be covered with a photo and or cropped so it doesn't appear as an arrow
- The best use of the **Arc** is at 45° only to avoid it appearing as a half circle
- Transparency effects can be used to add more contrast and depth to the composition

Scale and Pairing Size ratio. The appropriate ratio for scaling up an individual shape is 25%.

You can utilize the size of each piece in relation to your subject matter to bring emphasis on a topic:

- When it's a technical subject, you could use the Angle at a bigger scale
- When it's a human subject, you could use the Arc at a bigger scale



Scaling within the right proportion
The Angle is scaled-up at 25% from the original size.



Scaling within the right proportion
The Arc is scaled-up at 25% from the original size.

Placement and Rotation

In this sample, the Angle is at 45°, but then covered with a photo and cropped to eliminate arrow confusion. The Arc is set at 45°.



Size in relation to subject matter

In this sample, the emphasis is on the human subject matter, and therefore the Arc is scaled up.



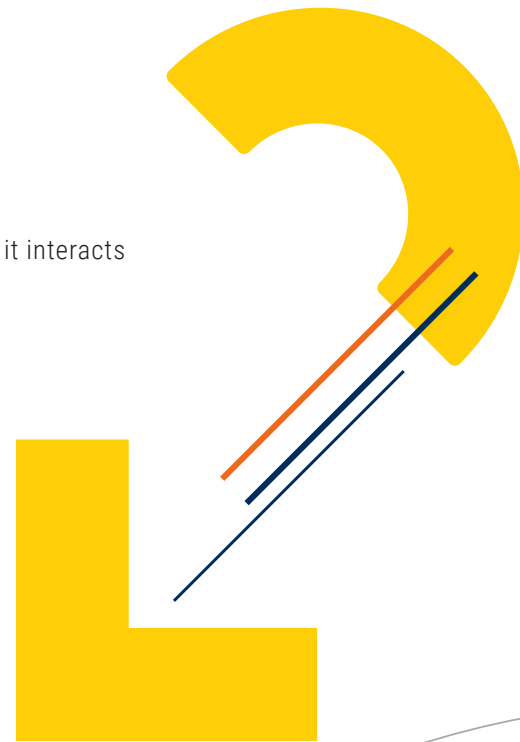
IMPLEMENTATION OF THE CONNECTOR

INTERACTING WITH LINES

The Connector does stand on its own, but becomes even more dynamic when it interacts with different line styles.

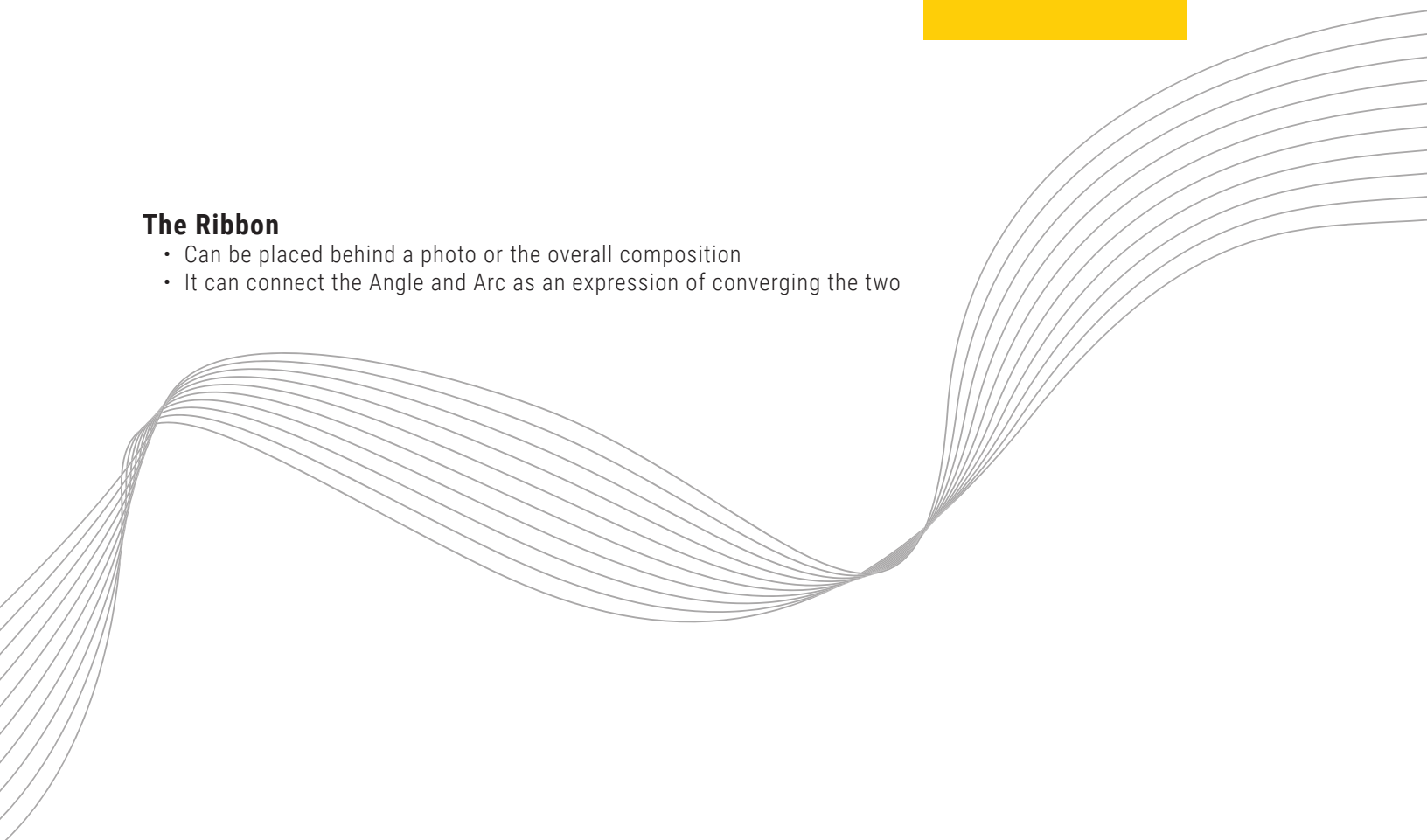
Straight Lines

- Add multiple numbers of lines in a mixture of thick (maximum 5 points) and thin
- Lines can either overlap parts of the Connector or extend from them
- Consider utilizing up to three hues from the secondary palette for those lines



The Ribbon

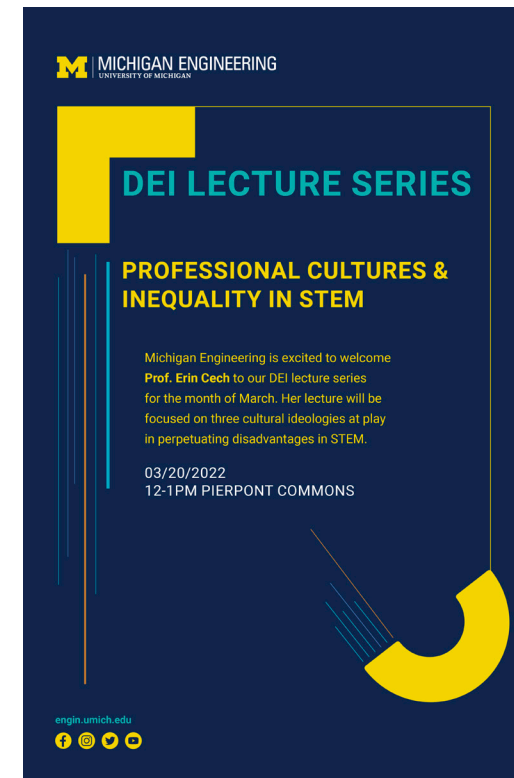
- Can be placed behind a photo or the overall composition
- It can connect the Angle and Arc as an expression of converging the two



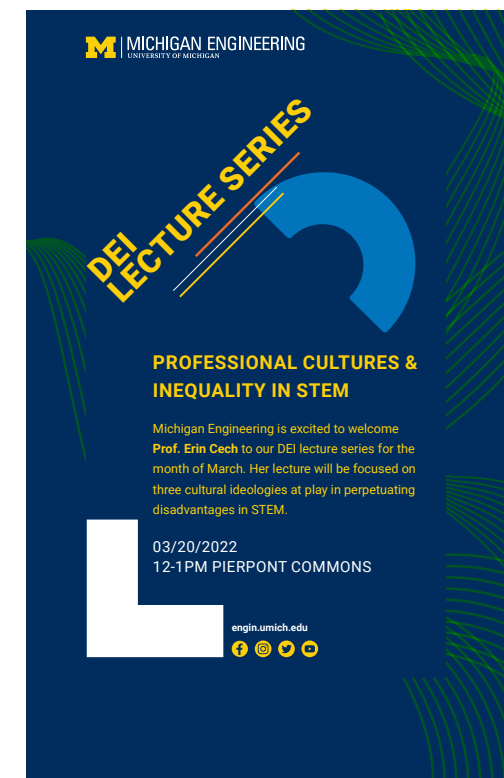
Straight lines overlapping



Straight lines extending



Ribbon in the background



Ribbon connecting the Angle and Arc



IMPLEMENTATION OF THE CONNECTOR

CROPPING

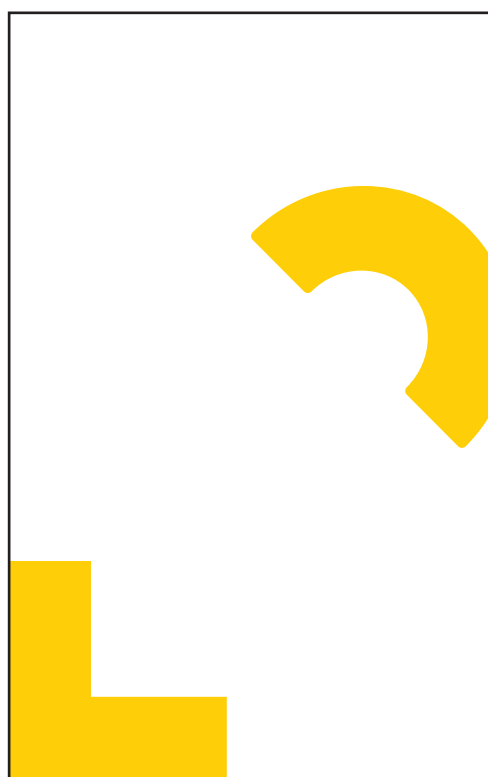
When cropped too much, the Angle and Arc become unrecognizable as their original shapes. It's important to crop within the "safe zones" of the shapes.

Cropping the Arc

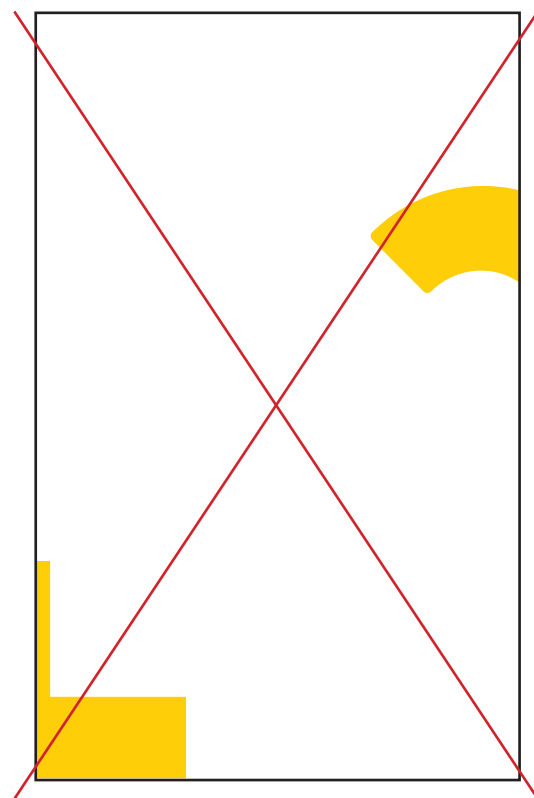
- No more than 1/3 of the shape should be cropped
- It can be placed in multiple areas, but ensure that both ends are visible

Cropping the Angle

- Should be placed in a corner or to anchor an area
- Should only be cropped if used at a 45° angle
- Do not crop along the edges - this looks like a mistake



It's best to represent the Angle fully. (The Arc shouldn't be cropped more than 1/3 of its shape.)



Avoid cropping the Angle. Don't crop the Arc more than 1/3.

Placement and Crop

The Arc has been intentionally placed outside the leaving area of the page to accommodate the composition. The Angle is anchored on the lower left side and used as a design grid element to align the copy and the framing all around.



Placement and Crop

The Arc has been intentionally placed outside the leaving area of the page to accommodate the composition. The Angle is anchored on the top left side and used as a design grid element to align the copy.

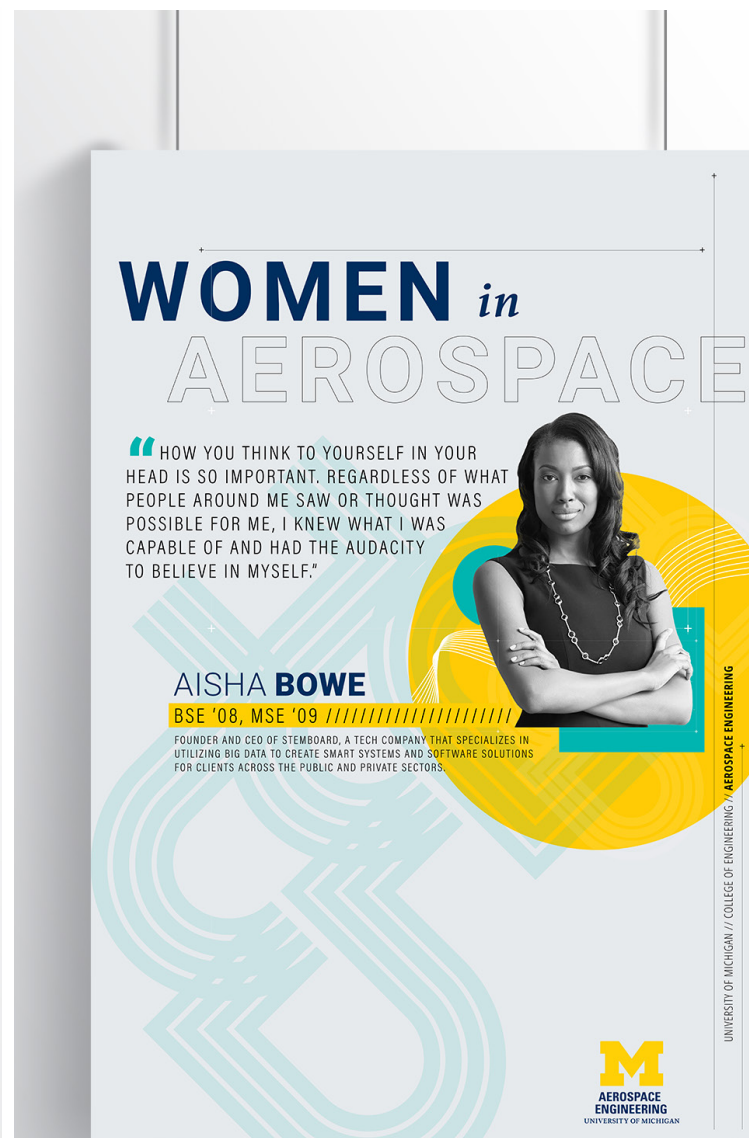
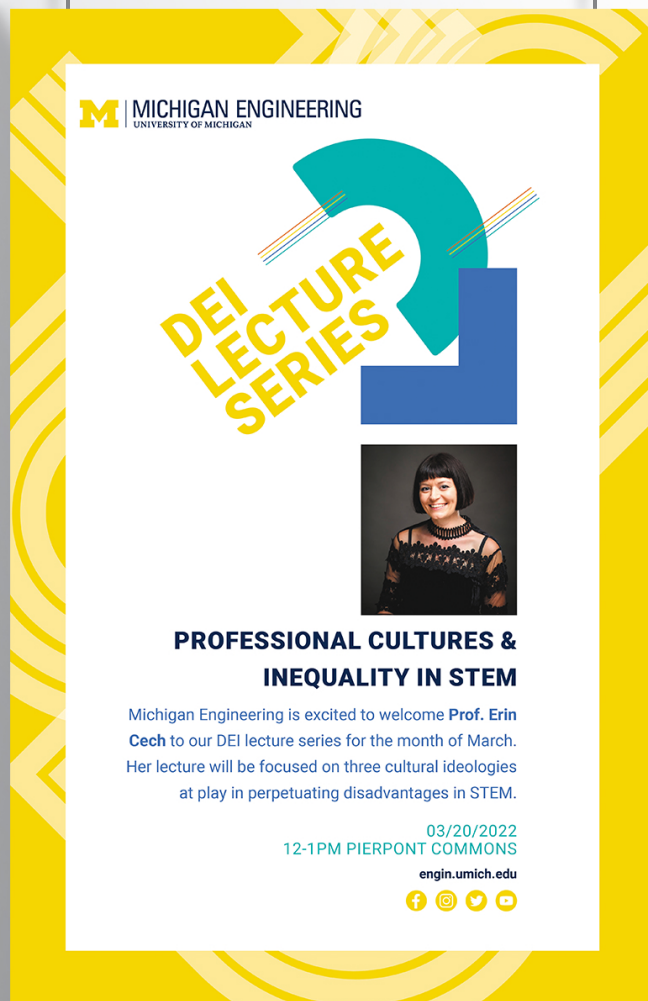


IMPLEMENTATION OF THE CONNECTOR

ABSTRACT BACKGROUND

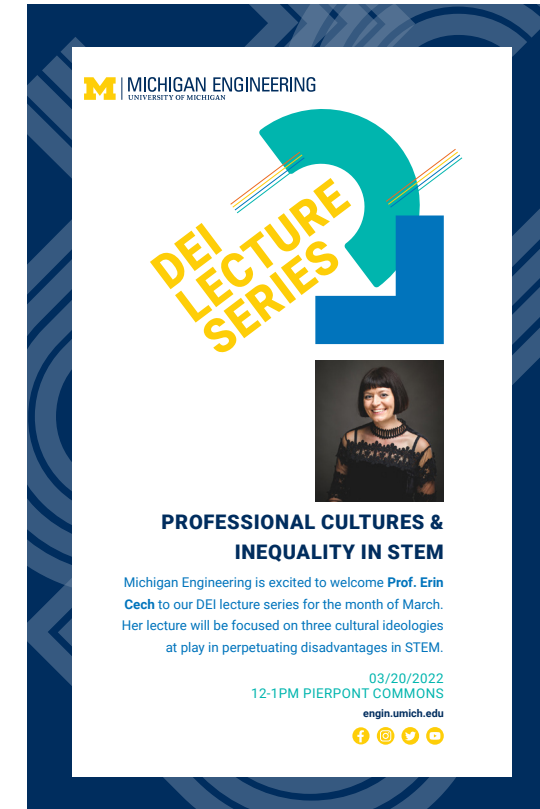
The abstract Connector background is a great asset if you need to add a subtle texture to your design.

- It could be placed behind a field of color to create a frame
- It should always be treated as a transparent graphic element if used on a large field with type



To create a frame

The abstract Connector background is added on the Maize or Blue background to add texture.



As a subtle texture

The abstract background is used with a transparency to fill the field and add subtle texture.



MULTIMEDIA

With our multimedia – primarily photography and videography – authenticity and honesty are the most powerful tools we have. Capturing and sharing images that are real and true to the Michigan Engineering experience builds trust with our audience and community.

However, authenticity does not mean lack of creativity. Pushing the boundaries of the medium through unexpected angles and juxtapositions, compelling lighting or cropping, and interesting editing are ways to capture the energy and spirit of Michigan Engineering without fabricating or manipulating reality.



WHAT TO CAPTURE AND CONVEY

Through our multimedia, we are trying to convey:

- The determination and passion of our engineering
- A forward-thinking and optimistic community
- Energy and vibrancy in research and engineering
- Our global worldview and impact
- An environment ripe for converging of disciplines
- An emphasis on diversity of perspectives
- The exciting environments available to Michigan Engineers

This can be captured through:

- Tight crops and interesting angles
- The intensity in the faces of people working
- Authentic expressions and emotions on faces
- Humans engaging with the research/science being covered
- People working together and interacting rather than alone
- Interdisciplinary moments when people come together
- Energetic scenes and moments
- Engineers in the field or engaging with non-engineers

We want to avoid capturing or using multimedia that conveys:

- Desolation or melancholy
- Loneliness or solitude
- Insular thinking

While some of these emotions may be appropriate for specific storytelling instances, overall they should be avoided. In addition, using presets or filters on lenses or on social posts is discouraged to avoid harming the authenticity of the work.



TIPS FOR CAPTURING IMAGES OF PEOPLE

- Look for people doing things or engaging with each other
- Think about when the emotion may happen, and put yourself in the position to capture it
- Get a mix of close-ups and wide shots to show the variety
- Don't let backgrounds distract from the action or subject



TIPS FOR CAPTURING IMAGES OF RESEARCH/LABS

- Make sure you understand what the research is you're documenting
- Get more than one person in the lab at one time
- Don't let the equipment upstage the people
- Aim for tight crops and bright light in faces of people doing research
- Use tight crops and interesting angles of the machinery or research, ideally with a human interacting (hands, faces...)



SUGGESTED TECHNIQUES

- Try interesting and unexpected angles
- Aim for bright, vibrant lighting and colors
- Fill the frame with the subject
- Focus on action
- Consider how the background is lit in addition to foreground



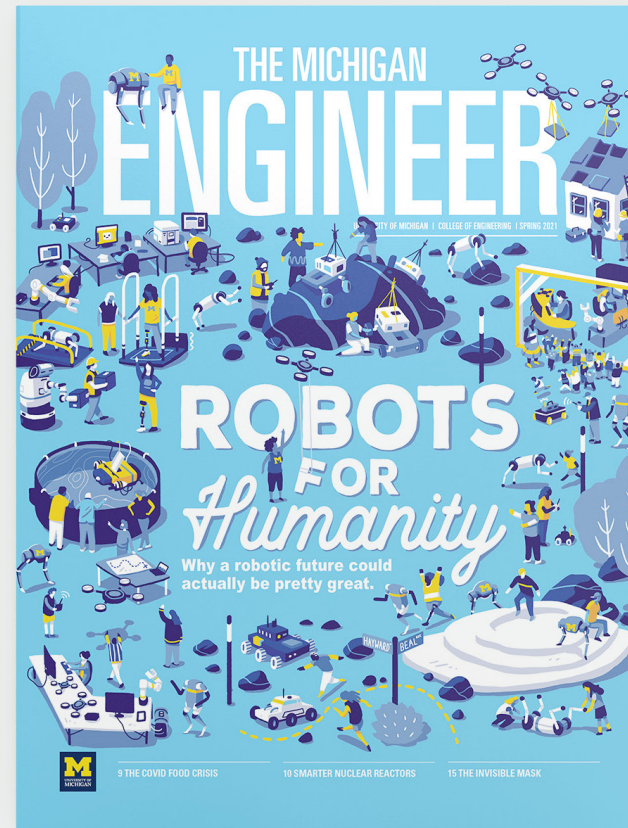
TIPS FOR VIDEO

- Lean on the voices of real people to convey emotions, opinions or values
- Use text or narration to present facts or simple details
- Camera movement can be used to place subjects within a scene or reflect their emotion
- Music can set the tone of a piece but also distract from it if overused
- Consider a mix of faster and longer clips to change pacing



LANGUAGE STYLE

Clarity and authenticity build trust. This truth manifests in the tone of our brand voice. We are straightforward and inclusive. We speak with respectful authority from areas in which we lead, sharing knowledge freely. Our work is interdisciplinary; therefore we speak plainly so that our message isn't muddled by jargon. Most importantly, our voice is humane and approachable.



The primary has become a central part of her work environment, though she does it with a different meaning. She plants around an outdoor rug and a comfy chair, creating a feel as cozy as a living room. It's appropriate, since this has become a second home to her. She ensures her colleagues feel welcome by the food she always prepares.

Ensaifi is grateful to her colleagues, one that she has no family in the U.S., they have helped to fill that void and have become part of her community. She says cooking and eating her of her childhood. "Learning to make music while I am cooking creates a very calm and safe atmosphere for me," she says. "I love cooking and baking. Being a mom and having cakes in your office is not a bad thing," she says with a smile.

Ram Soudari Ramini, a PhD student at Central Plains, says, "She cooks some amazing Persian food. I've had it several times."

Ensaifi brings a unique, non-Western perspective to her pioneering work, revealing her cross-cultural perspective around the world. Her research, her research doesn't just happen from government labs, but in unexpected ways and places, in U.S. and Europe.

"Censorship can happen here too," she says. "It's a mission particularly important now, as censorship is proliferating, as it has become expensive to deploy filtering technologies to internet access."

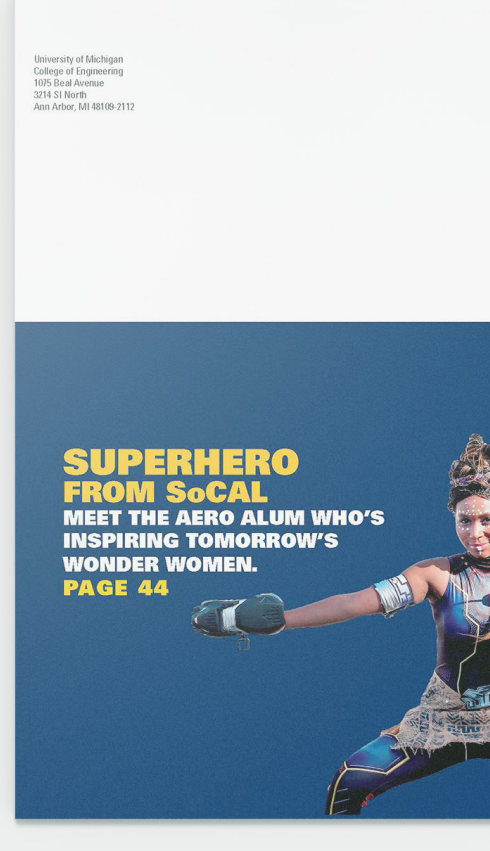
She explains that cultural developments, changes in the U.S., such as the spread of an election in which internet use can easily interfere with a citizen's vote. "I subscribe to greater censorship and we all worried about heading down a slippery slope."

Ensaifi was motivated to enter her area of growing up in a country that routinely censored. "I was a student and still working on my PhD in Iran, but she knew she couldn't thrive in its gender-segregated system. There were vast restrictions on information from both the Iranian government and from the West, which blocks Iranians from accessing much educational resources."

"The world decides for you that you can't reach your potential. I could not accept that," she said. "Coming to the U.S. was my own dream. It's a place of unparalleled freedom and opportunity and of course, the center of global science."

The pleasure of plans that line the ceiling and walls of her office date from the early, difficult days when she first arrived here. They became crucial companions when she left Iran to attend graduate school.

"I didn't have anybody," she said. "I basically had to have people to talk to and plants are the best."



MARKETING LANGUAGE

Marketing language expresses our brand values and differentiators to influence an audience's attitude or impression about Michigan Engineering. Any marketing materials that represent Michigan Engineering should thoughtfully and consistently incorporate our key messaging points.

Good marketing language finds the intersection between our brand voice and the audience's expected formality or rigor. For example, we talk differently to our undergrads than we do to our major donors.

In practical terms, our marketing language should be affinity- or awareness-building, and focus not just on where Michigan Engineering is today, but where it's headed – both who we are now, and where we aspire to go. We use the College of Engineering Style Guide, found on the C&M website, for grammar or style questions. This is based on rules found in the Associated Press Stylebook.

TONE

In marketing materials, your language should:

- Be conversational but correct
- Aim for brevity and scanability
- Invite exploration
- Express empathy, inclusivity and authenticity

TENSE

To create engaging and action-oriented content:

- Use present tense (unless past tense is important for understanding)
- Include a blend of first person ("we") and second person ("you") perspective
 - At Michigan Engineering, we build and rebuild...
 - Our campus has unparalleled resources, facilities and perspectives...
 - As a student, you will be able to...

OUR NAME

Third-party research confirms that "Michigan Engineering" is the best way for the College to refer to itself. Use this whenever possible (and in particular when used externally). These alternatives are not recommended:

- "U-M Engineering"
- "Engineering at the University of Michigan"
- "CoE"

