December 2021

Design Overview

Overview

1. Introduction
2. Color
3. Typography
4. Badges
5. Icons
6. Design Guidelines
7. Review Process
8. Resources

Introduction

Power users

Color

Presented by Jessica Staubach

Color Palette

Primary

Secondary

Tertiary

Text and icons only

Love and Honor

Color

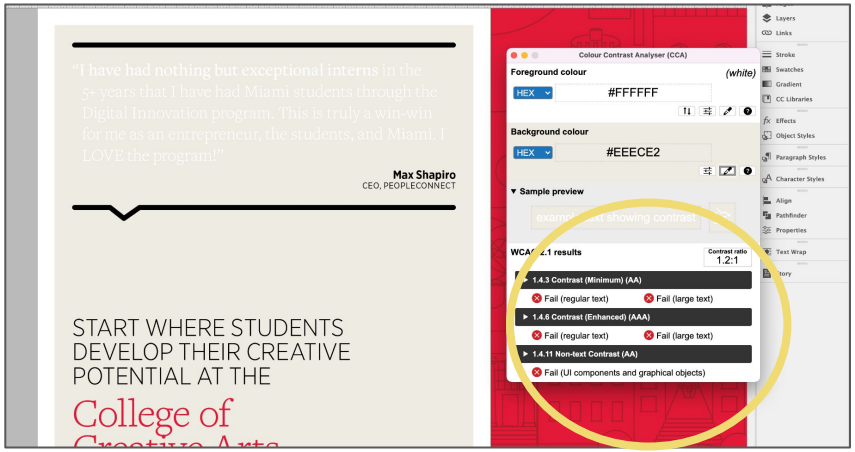

A LIFETIME OF SUCCESS
The foundation upon which you can build your wildest dreams
Go anywhere, everywhere
Est. 1809
Prepare to take on adventures anywhere in the world — both close to home and far away. Wherever the opportunity for a promising career or internship lies, you'll be ready to get started.
OUR GRADUATES WORK IN CITIES ALL OVER THE WORLD
CHICAGO
SAN FRANCISCO
BOSTON
DENVER
NEW YORK
WASHINGTON, D.C.
LOS ANGELES
DALLAS
LONDON
BERLIN
ROME
DUBAI
SHANGHAI
MUMBAI
SINGAPORE
LUANDA
SAO PAULO
PERTH
Return on Investment
TRACKING THE VALUE OF A MIAMI EDUCATION
*$244,000 higher than median ROI of all colleges
$967,000* 40 years
$728,000 30 years
$438,000 20 years
$270,000 15 years
$84,000 10 years
Source: Georgetown University analysis of U.S. Department of Education data
GRADUATES FROM 2019-2020 ACCEPTED JOBS IN
47
STATES + D.C.
15+
COUNTRIES

Color


GREAT MINDS
DEVELOP
Advanced
Technology
DISCOVER MORE »
MIAMI UNIVERSITY

Color Contrast

Don’t



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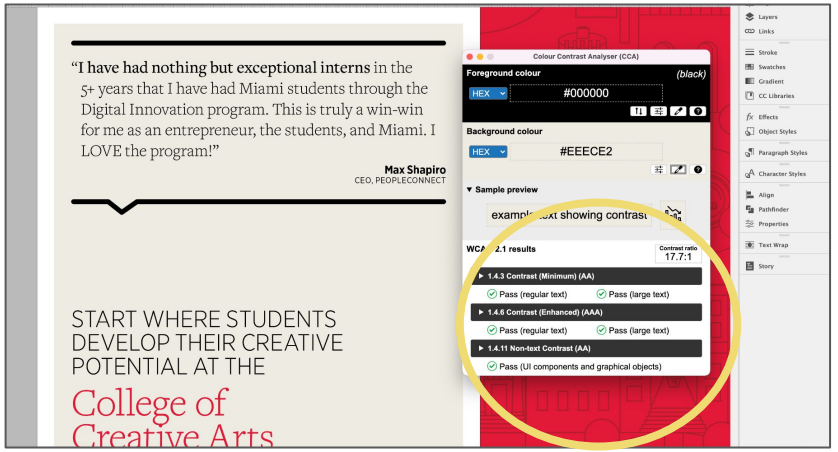
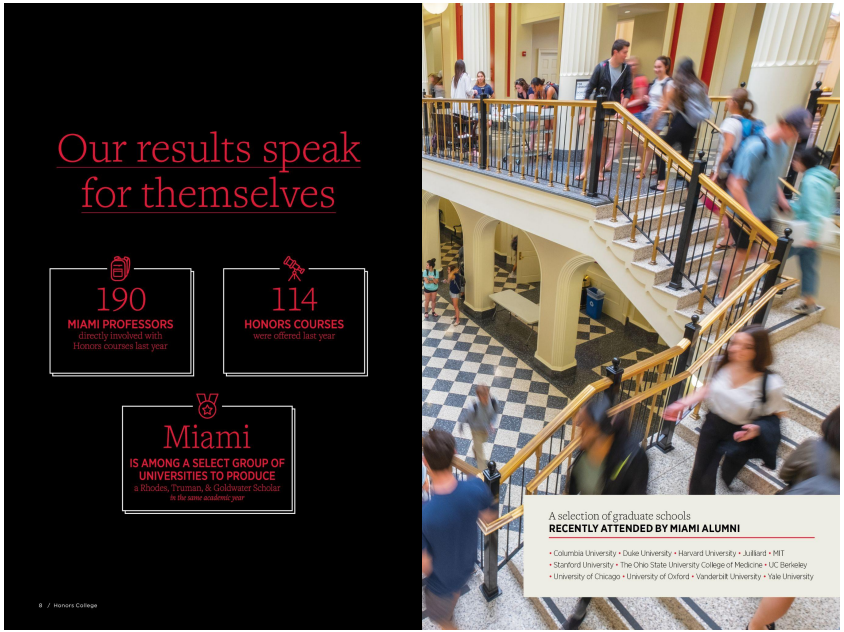


Test the contrast between two colors at **TPGi.com/color-contrast-checker**

Color usage

Don’t

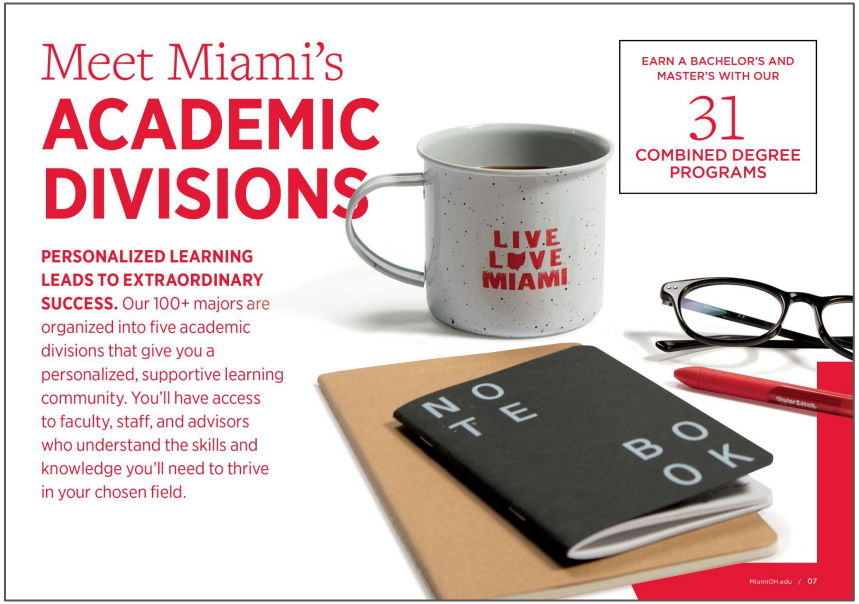


Do



Color usage

Don’t



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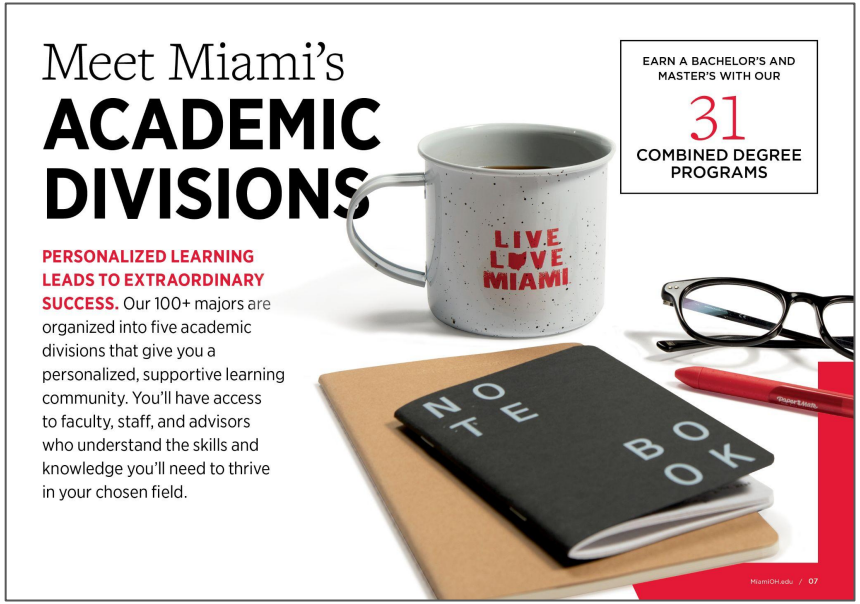


Color usage

Don’t



Do



Typography

Presented by Jessica Staubach

Font Licenses

- A font license is required for Gotham, Freight, and Brushability prior to use.
- UCM manages the font licenses for all of the institution's brand fonts.
- After you have completed the required training sessions, you will receive your font license.
- Do not distribute the fonts to anyone else.

  Direct them to UCM at brand@MiamiOH.edu
- Do not use Adelle and Bembo

  The university no longer has a license for them

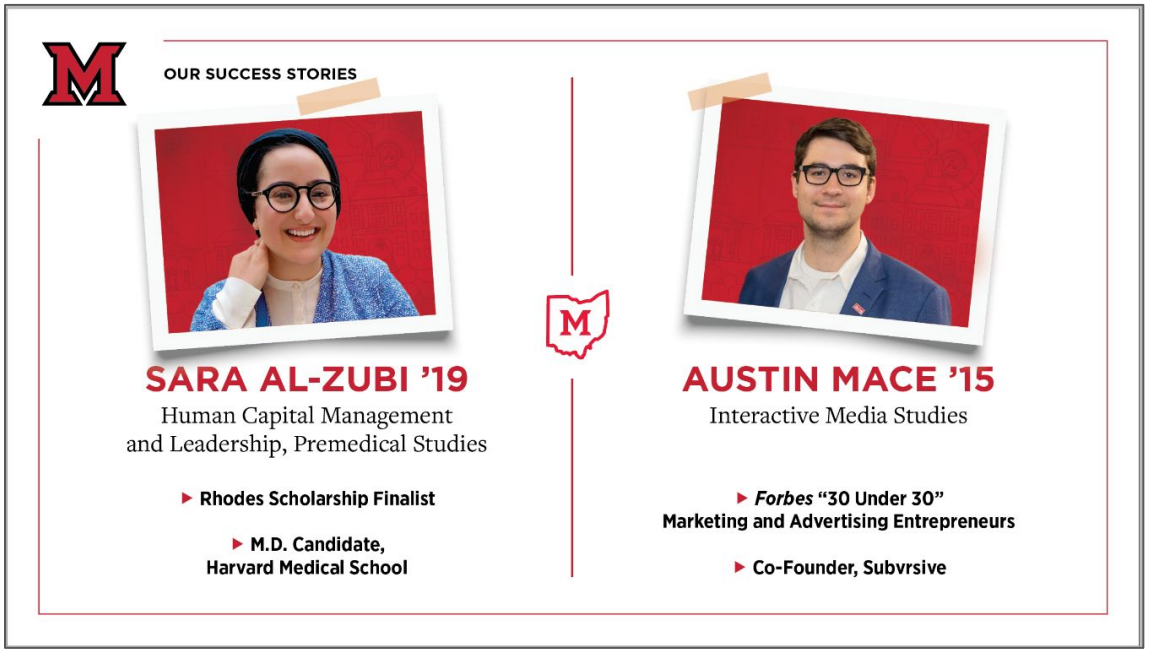
Brand Typefaces



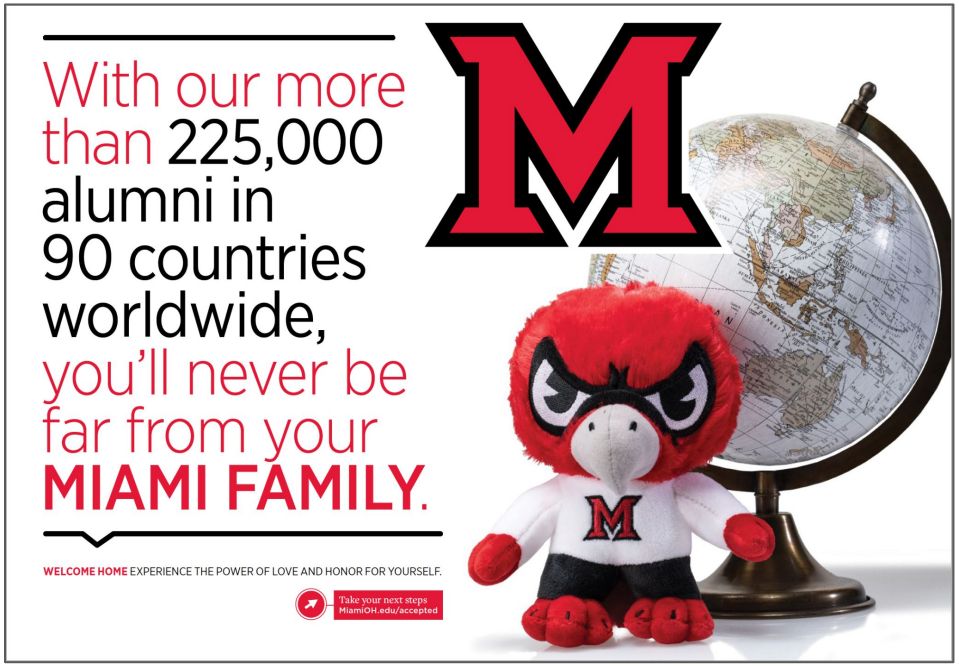
Brand Typefaces



Brand Typefaces



Brand Typefaces



Brand Typefaces



MIAMI UNIVERSITY

COLLEGE OF EDUCATION,
HEALTH, AND SOCIETY
Doris Bergen Center for Human
Development, Learning, and Technology
T: 513-529-6317 | M: 513-529-6317
YourEmail@MiamiOH.edu
MiamiOH.edu/CustomURL

Dear Person,

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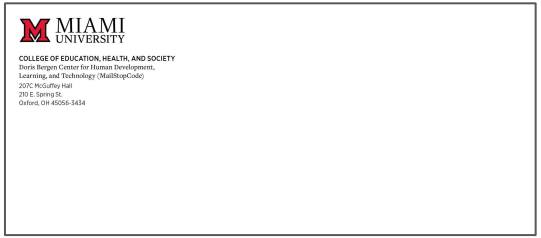
Sincerely,
Your Name
Your Full Title

Building Name, Room Number | Street Address | Oxford, OH 45056



MIAMI UNIVERSITY

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Doris Bergen Center for Human Development,
Learning, and Technology (MailStopCode)
207C McGuffey Hall
210 E. Spring St.
Oxford, OH 45056-3434



MIAMI UNIVERSITY

Jane Doe
(she/her/hers)
Assistant Director, Opening Minds Through Art (OMA)

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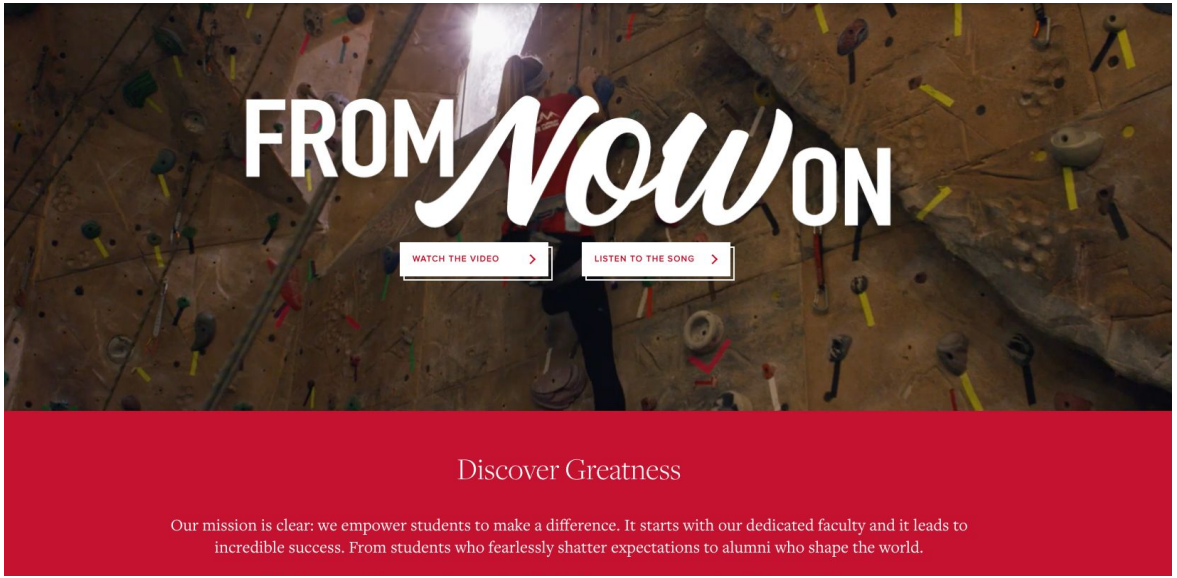
COLLEGE OF EDUCATION,
HEALTH, AND SOCIETY
Doris Bergen Center for Human
Development, Learning, and
Technology

Brand Typefaces





Badges

Presented by Paige Hake

Badge Development Process

Highlight rankings and statistics that are:

- Are relevant to your audience
- Align with Miami's brand pillars
- Call attention to Miami's greatest strengths

Badge Development Process

Before

#2 for percentage of students with at least one internship among public universities.

-Poets & Quants

After

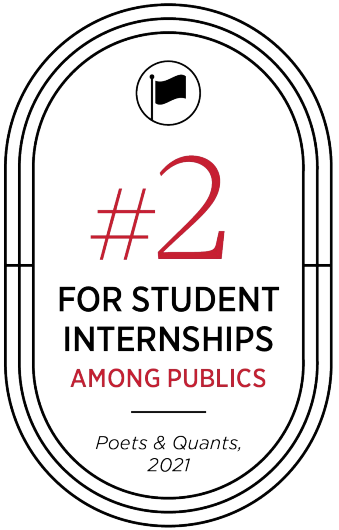
#2 for student internships among publics

-Poets & Quants

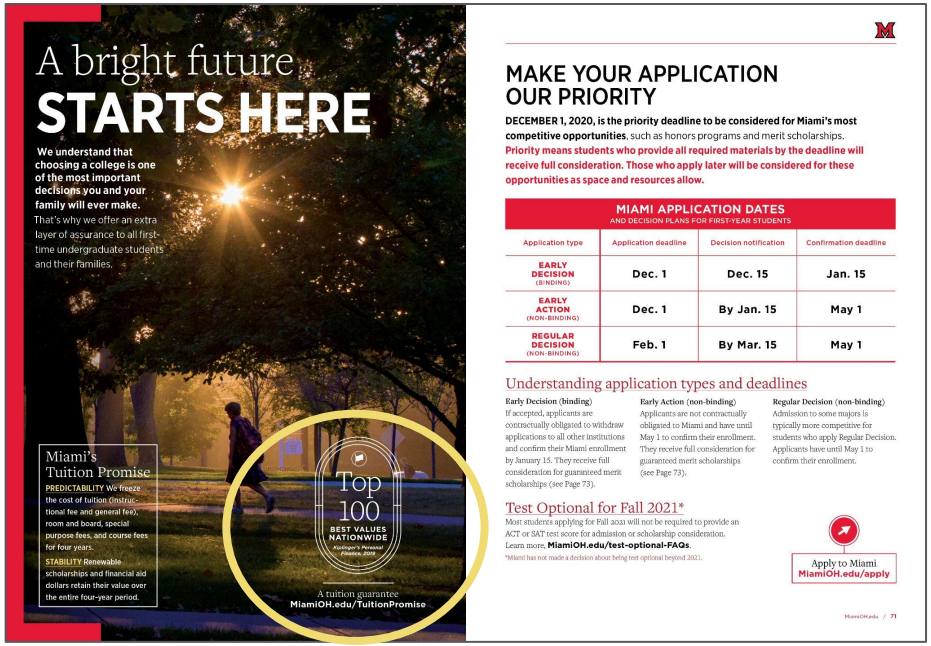
Badge Development Process







Badge Development Process



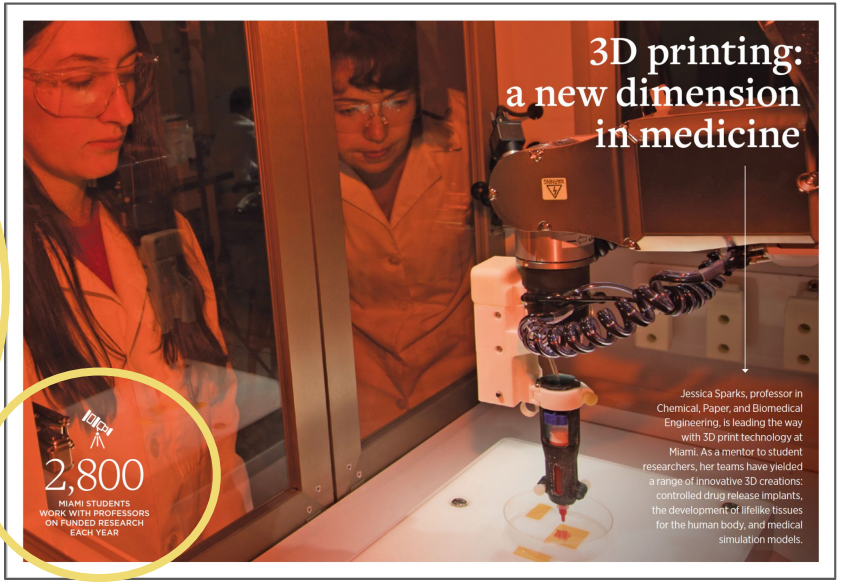


Badge Approach

Old



New



Badge Citations

No Citation (Incorrect)



Citation (Correct)



Badge Approval Process

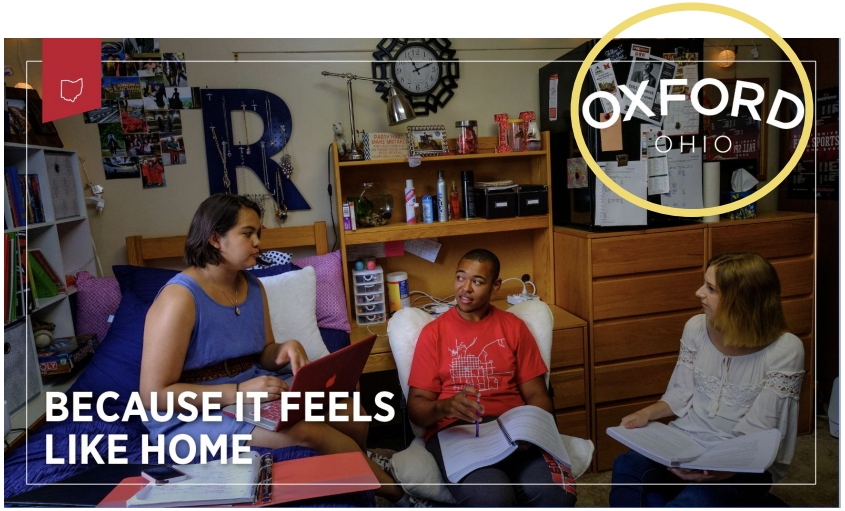
- Reach out to UCM to see if a badge exists for a ranking/stat, and to get approval to develop a badge.
- Submit all badges for review and approval to brand@MiamiOH.edu prior to use.

Icons

Presented by Jessica Staubach

Icons

Don’t



Do



Icon Request Process

- Submit icon request through the Creative Services form
  https://miamioh.formstack.com/forms/marketing_creative_services_request
- 3-4 weeks turn around
- Once approved, we will add the icon to the Brand Assets drive, Adobe CC library, and Canva.

Design Guidelines

Presented by Paige Hake

Digital Ads







Digital Ads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GREAT MINDS INSPIRE
Social
Change
DISCOVER MORE »


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GREAT MINDS INSPIRE
Social Change
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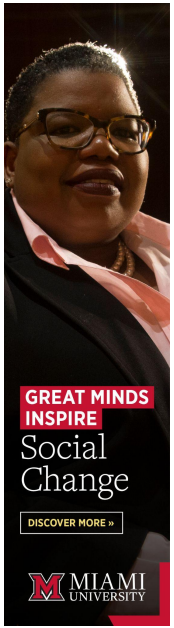
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Change
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Social Change
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Digital Ads

Frame 1



Frame 2



Polaroid-style Photography





Still-life Photography





Review Process

Presented by Laura Driscoll

Submission Process

When to Submit

- Submit all recruitment materials for review and approval during the concept stage and again as a final draft.
- All other materials should be submitted as a final draft.

How to Submit

- Materials created in the university's Canva enterprise, should be submitted through the Canva review process.
- All other materials must be be submitted through the Brand Review Request form for power users outside of UCM.
- Power users within UCM, should follow the creative review process for all materials created outside of the Canva enterprise account.

Minimum Standards

Brand Guidelines	External Materials	Internal Materials	Event Materials	Student Organization Materials
University Logo/Lock-Up	All materials must include either an official university logo or lock-up.	All materials must include either an official university logo or lock-up.	All materials must include either an official university logo or lock-up.	Logo use not required. May use logo in secondary location, with approval.
Brand Pillars	At least one of the university's brand pillars must be portrayed in all materials.	At least one of the university's brand pillars must be portrayed in all materials.	At least one of the university's brand pillars must be portrayed in all materials.	N/A
Typography (font)	Official brand typefaces or an alternate digital typeface must be used.	Official brand typefaces or an alternate digital typeface must be used.	Official brand typefaces or an alternate digital typeface must be used.	N/A
Color	Brand color [alette used according o the color ratio guide.	Brand color palette used.	Brand color palette encouraged but not required.	N/A
Editorial Standards	Editorial style guide must be followed.	Editorial style guide must be followed.	Editorial style guide must be followed.	N/A

Resources

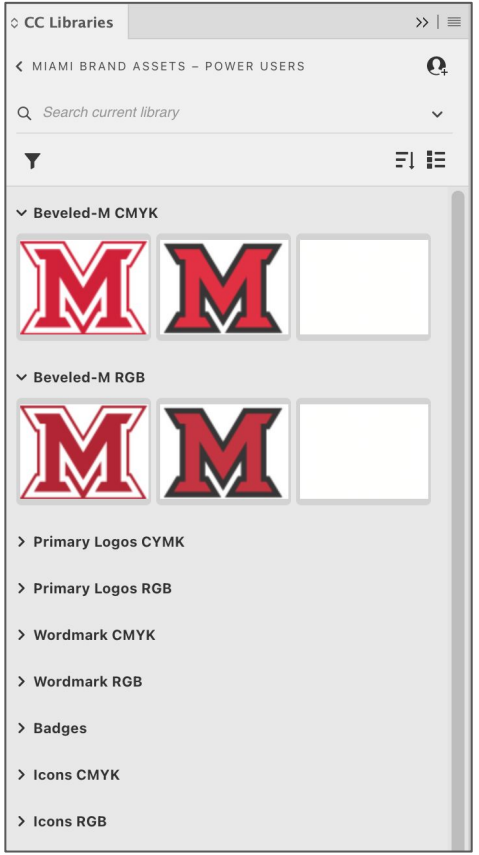
Presented by Laura Driscoll

Power User Google Shared Drive

- Typefaces
- Icons
- Badges
- Still-life photography
- Paragraph and Character Styles

Adobe Resources

- Creative Cloud library
  Includes Miami logos, icons, color swatches, etc.
- Paragraph and character styles



Brand Training Sessions

Presented by Laura Driscoll

Brand Training Sessions

- Brand Overview Training
  - Yesterday
- Design Overview Training
  - Today
- Canva Training
  - Wednesday, Dec. 15, 3-4 p.m.
- Vendor Overview Training
  - Thursday, Dec. 16, 2-3 p.m.

Thank You!