Graphic Identity and Style Guide

Revised: February 2018

[changes made to page 13, 'Colors for Digital']

for downloads and more information

unh.edu/cpa
To understand the function and value of the UNH graphic identity, it is important to recognize that every organization has a specific public identity — an identity partly formed by the look of its printed materials, stationery, website, etc. When an organization’s identification program is coordinated, it helps project a unified image that works effectively to reinforce its brand.

**What’s New**

Our current UNH graphic identity system was introduced in 2014. Since its introduction, the shield logo has become the recognized symbol of the University of New Hampshire. We can now move into a new phase where the use of the shield to represent a broader set of the university community may now be implemented. A new abbreviated department logo treatment is now available as are secondary logo options with the University of New Hampshire wordmark. These were previously reserved for the colleges and schools only.

Additionally, we offer new monogram treatments of “UNH” which may be used on apparel and promotional items.

unh.edu/cpa
Outline Version

This version of the logo with a white outline around the emblem is to be used in cases when the logo appears on a colored background or over a photo. The version without the outline should be used when the logo appears on white or a very light background.

Clear Space

To ensure its integrity and visibility, the UNH emblem should be kept clear of competing text, images and graphics.

Minimum Size

The UNH emblem should never appear smaller than 0.3” when used in print materials, or 30 pixels when used in digital formats.

UNH Emblem

Always reproduce the logo from original artwork and avoid the improper color usage illustrated here. These examples apply to all logo varieties.

Download logos at unh.edu/cpa/diy.
Outline Versions

Logo Variations
Outline versions of the logos should be used in most cases unless the background is white or similar light color.

for downloads and more information unh.edu/cpa
Clear Space and Minimum Size

**Clear Space**
To ensure its integrity and visibility, the logo should be kept clear of competing text, images and graphics. It must be surrounded on all sides by adequate space.

**Minimum Size**
The logo should never appear smaller than 0.3” when used in print materials, or 30 pixels when used in digital formats.
Sub-Brand Logos

Sub-Brand logos are available for all business units, departments and programs on campus. Request a logo set for your unit at cpa@unh.edu

for downloads and more information
unh.edu/cpa
Improper Use of the Logo

for downloads and more information
unh.edu/ CPA
Abbreviated Unit Logos

An abbreviated style logo is available for all units on campus for communication primarily within the university community where the shield logo is familiar. Request a logo set for your unit at cpa@unh.edu

for downloads and more information unh.edu/CPA
Registered Trademark Designation

Logo sets with the ® should be used everywhere. The only exceptions are on university webpages, stationery and business cards, and placements where the ® cannot be rendered effectively as on embroidered merchandise.

Where the logo is rendered in large format the ® can be adjusted to be aesthetically pleasing.
NEW! Monogram

These variations are available for use on promotional materials, apparel and other items. Please contact clc.com at unh. trademarks@unh.edu for more information.
The University Seal

The seal is for use on diplomas and other designated official university documents. As with the logo and wordmark, the University seal may not be altered in any way. The seal may only be used with prior approval from Communications and Public Affairs at cpa@unh.edu.
Basic Elements for Print

Blue (Pantone 661) and white are the official school colors of UNH.

**Accent Colors**

Pantone 661 should be the prominent color of any publication. Accent colors should be used sparingly.
Color for Digital

Blue has been the University color for over a century, and blue and white continue to be the official school colors. Navy blue, powder blue, dark orange, light orange and various shades of gray make up our accent color palette, and should only be used in supporting elements. Fonts should always be navy blue, a shade of gray, or white.
Print Typefaces

Myriad Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@$%&

Minion Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@$%&

Digital Typeface

Source Sans Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@$%&

Type

Myriad Pro is the primary typeface and should be used on all UNH printed communications.

In publications where there is considerable text, the classic font Minion Pro can be substituted for improved readability.

Source Sans Pro is available for use in digital media.

Glypha is reserved for the University wordmark and selected special projects executed by CPA.
Imagery

Imagery should be powerful, in the moment and should create an emotional impact on the target audience. Avoid using posed and planned shots. Images should fill up the entire canvas when possible. Text overlays can with be directly on images with an outer glow, or within boxes with a slight opacity. Approved shots can be found in the CPA DIY photo gallery.
Spacing

Spacing between visual elements should be equal and consistent. Avoid over-crowding. Layouts should always have a clean look and feel. Line height in text elements wrapped onto two lines should always be greater than font size. Be mindful of how visual elements are grouped together, to ensure the audience is easily able to understand the information presented.
University policy requires that all offices and departments use the standard stationery formats available through UNH Printing Services. The office or department name, location and telephone number are generally included, along with the university’s logo.

Additional logos or graphic marks are not allowed.
Salutation:

Arial Regular 11pt/13pt (14pt/16pt on Mac) is used for the body of the email. The email begins two spaces below the salutation, using single spacing between lines and double spacing between paragraphs. There are no indentations.

A double space separates the body of the email from the complimentary close, with another double space to the start of the signature.

Complimentary close,
Name

Melina Elwy
Employment Compliance Coordinator
V: 603.862.1234 | F: 603.862.5678
M: 603.987.6543 | TTY 7-1-1 (Relay NH)

University of New Hampshire
Office of International Students
& Scholars
Thompson Hall, 105 Main Street
Durham, NH 03824-3547
melina.elwy@unh.edu

Email

Font

University email should be written in standard sans serif fonts such as Arial.

Signature

Logos and graphics should not be used in university emails because some email systems register them as attachments. Format signatures as shown.
Email Newsletters

Newsletters from UNH should be consistent in look and feel. They should have images and teaser text linking to full stories on UNH.edu and not full stories.
Social Media Images

Secondary social media accounts should have the name of the entity displayed in Myriad font below the emblem. The name of the unit should be sufficiently abbreviated to remain legible when the image is displayed at a small size. An approved color from the digital color guide may be chosen as a background.

Secondary avatars may utilize a solid colored background as long as the outline version of the emblem is used.