Introduction

The UMass Lowell brand standards promote an instantly recognizable identity for our university in New England and throughout the world. The success of our brand is the product of years of disciplined effort and significant investments in marketing and media.

The purpose of this guide is to ensure consistency in the look, feel and messaging of the university’s official communications. By adhering to these standards—in publications, letterhead, business cards, websites, newsletters, social media and more—you increase the reach and power of our brand.

Need help with an upcoming project?

The Office of University Relations is here to help. Please visit uml.edu/university-relations and fill out a request form or submit a web ticket for self-service projects. If you have a branding question or concern, please give us a call at 978-934-3224 or contact us at university_relations@uml.edu.
One University, One Brand

UMass Lowell has risen on the strength of a “one university, one brand” strategy. The university does not permit departments, centers, units or research groups to brand independently of the university and these standards. By collecting our many strengths under one banner, we build long-term value and recognition for every stakeholder of UMass Lowell.

Brand Elements

We employ several common brand elements:
- The positioning statement is for internal use. It defines our competitive niche, our institutional persona and our value proposition.
- The messaging system includes intentional concept and language choices, specific talking points, a general description of the university and the tag line.
- The visual standards specify the proper use of the university logo, colors and typefaces.

Standards Matter

Great brands are built on consistency. Standards make this possible.

The UMass Lowell brand standards are developed and implemented by the Office of University Relations, in consultation with the 2020 Marketing Committee and the executive cabinet. They are based on extensive market research, focus testing and industry best practice.

The standards are not optional or open to creative interpretation. If you are in doubt about how to fit your communications into these guidelines, please contact University Relations. We are here to help you.

THE UNIVERSITY’S BRAND

POSITIONING STATEMENT

The positioning statement distills the essential components of our brand: what we do, who we are for and why we are special. Although the positioning statement is not used publicly, it points toward the “true north” for our brand. It is the foundational statement on which the rest of the brand elements are built.

“For students who take a purposeful approach to their lives and the world, UMass Lowell is a public research university that works as hard as they do, providing them with a 21st century blend of challenging academics, learning beyond the classroom and career preparation at an accessible price.”
MESSAGING SYSTEM

The messaging system establishes a coherent theme for storytelling and marketing messages about UMass Lowell. This allows for consistency in the broad sense but also adaptability for specific audiences and situations.

Our new topline themes, adopted in 2017:
• The World in Your Hands for students and prospective students.
• The World in Our Hands for any other audience.

This message system emphasizes:
• Hands-on applied skills, experiential learning and the social good.
• Wisdom as a companion to knowledge.
• Perspective beyond self-interest.
• Showing concrete examples of UMass Lowell and its people—especially students—physically touching the world and taking its future into their hands.

This message system leans toward specific examples, which illuminate the larger theme. This new messaging evolved directly from the “World Ready” portion of the university’s previous messaging, and it responds to insights gained through extensive research and stakeholder discussions.

Time and again, focus group participants have pointed to UMass Lowell as a place where students come to make a better future for themselves through arduous study and achievement, entrepreneurship, research and even hands-on applied skills, experiential learning and scholarship. Students (including online students) remain at the center of our messaging, yet there is room for faculty and administrative stories under this theme.

We preserve the university’s existing tag line, Learning with Purpose. It should be used as a graphic element in conjunction with the university logo, not as a headline or in marketing text.
UMass Lowell is among the most innovative universities of the 21st century. Our students fit the public university ideal: Hardworking, curious and determined to make a better future for themselves and their communities. Our academic programs—mixing the best of hands-on and classroom education—are designed to produce skilled graduates who are leaders and innovators. Our accessible price enables every driven, talented student to realize their full potential. That’s learning with purpose.

Field study: Antarctica

ANTARCTICA IS SMOTHERED UNDER GLACIERS, but a protective ring of mountains has preserved a patch of open ground in the McMurdo Dry Valleys. Field study: Antarctica

Field study: Antarctica

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Department, Center, Laboratory and Research Group Logos
The development or use of customized and special purpose logos (as detailed on the previous page) must conform to a standardized format, which combines the name of the entity with the UMass Lowell logo. This ensures branding integration and avoids any appearance of the university branding against itself. Unity, not uniqueness, across sub-brands is the university’s strategy. Exceptions to this policy are rare and generally are made only when a sub-entity of the university has a compelling reason, such as a partnership with another institution. Please consult with University Relations for assistance with any department, center, laboratory and research group logo requests.

Color Palette
A variety of complementary colors, included but not limited to the ones shown here, may be used in conjunction with the logo to enhance visual interest.

Sample of complementary accent color treatment

We exceeded all expectations!
In just 48 hours, a total of 2,286 River Hawks made gifts in support of UMass Lowell, more than four times the original goal of 480! You showed your pride and helped us soar past the goal—thank you for the difference you are making for hardworking students.

Dollars Raised
$288,729
2,286
37%
alumni
33%
Students
8%
FRIENDS
8%
staff
9%
PARENTS
5%
faculty

Complementary Colors
TYPOGRAPHY

Sabon and Frutiger are the typefaces of UMass Lowell and the UMass System. Open Sans is the approved web font.

Serif type family, Sabon

Sabon
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $@%

Sabon Bold
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $@%

Sabon Italic
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $@%

Sabon Bold Italic
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $@%

Sans serif type family, Frutiger

Frutiger Light
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $@%

Frutiger Roman
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $@%

Frutiger Bold
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $@%

Frutiger Roman Italic
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $@%

Frutiger Bold Italic
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $@%

Open Sans for web use only

Open Sans Light
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $@%

Open Sans Regular
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $@%

Open Sans Bold
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $@%

Open Sans Italic
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $@%

DOWNLOADS

Fonts are available through University Relations. Please call 978-934-3224 or contact us at university_relations@uml.edu.
POWERPOINT

Slide presentations prepared by or for the university should reflect UMass Lowell branding. University Relations has prepared templates to make this easier.

DOWNLOADS

A template with multiple page style options can be downloaded. The template is optimized for widescreen monitors and will work on Mac or PC platforms.

BUSINESS CORRESPONDENCE

Materials used in official university business and correspondence must conform to standardized templates created by University Relations. These materials include stationery, letterhead, envelopes, thank you cards and note cards.

Please contact University Relations for assistance with letterhead and envelopes.

Please contact UMass Lowell Office Services, 978-934-2598, for assistance with business cards.

OFFICIAL UNIVERSITY LETTERHEAD

4 1/8” 2 5/8”

1 1/8”

2 1/8”

1 1/2”

.5”

4”

1.5”

Text 8/9.25 Sabon

11pt Sabon

9.75pt Sabon Italic

Downtown UMass Lowell, 50 acid-free letterhead, 20% recycled stock, 60 lb. 100% cotton"
Letter Text Format

The text of a formal letter written on university stationery should follow the format shown.

Date
Addressee’s Name
Addressee’s Title
Company Name
Street Address
City, State, Zip Code

Salutation,


Nunc lorem ligula, ultricies ac, convallis a, gravida at, urna. Ut sagittis magna. Nam lacinia.


Closing,

Sender’s Name
Sender’s Title

P.S. Any postscript text should be placed one line space below the sender’s printed name and title.

Laser printed letter shown at 65% actual size.

One line space

Three line spaces

Two line spaces

One line space

One line space

One line space

One line space

Two line spaces

One line space

One line space

One line space

Three line spaces

Font: Times Roman or Sabon Roman 10/12

University Relations
One University Avenue
L owell, Massachusetts 01854
tel. 978.934.3224
fax: 978.934.3033

Official email signature

Employee Name
UNIVERSITY DEPARTMENT

c: Employee_Name@uml.edu
t: 978-654-1234
c: 978-654-4321

Email Signatures

Email is the dominant medium of business communication. Therefore, the look and feel of UMass Lowell emails must be standardized, professional and properly branded.

Official email signature

Employee Name
UNIVERSITY DEPARTMENT

TIPS for the university’s official email signatures go to uml.edu/university-relations. Email signatures should be consistent and follow the instructions. Email signatures should be retired from use immediately unless special exception is made by University Relations.

Athletics staff may use an alternative signature.

Advancement staff may use an alternative signature.
The writing, editing, design and production of printed collateral is coordinated through University Relations on a daily basis. Part of what we do is to help you produce your own print materials—brochures, posters, flyers—customizing them to meet your needs and helping you reach your target audience in an effective manner. We work with you in preparing your copy, designing your product and coordinating its production with outside vendors. Please contact University Relations for assistance with your print project.

A NOTE ABOUT PRINTERS

University Relations maintains a list of approved print vendors (see page 21) to ensure that your department or research specific news consume a great deal of department or research specific news. It is an enduring legacy nurtured, enriched and passed on to the next generations.

LET'S BUILD ON THE LEGACY—FOR TODAY AND TOMORROW.

The university was awarded a grant in 2012. As part of the new greenhouse project, the greenhouse, which was constructed over the summer behind the campus has laid out a clear vision to build on the legacy by helping put into place the infrastructure for hands-on faculty interdisciplinary research programs. The Center for Sustainability Research focused on the needs of 21st-century artists and designers, the Art & Design has 5 priorities, each equally important:

1. Pursue the Degree that’s Right for You
2. Growing Job Opportunities
3. Interdisciplinary Graduate Degrees
4. State-of-the-art Research Facilities
5. Pursue the Degree that’s Right for You

By 2020, the campus will:

• Increase the number of faculty members to 2,000
• Increase the number of students to 25,000
• Increase the number of research dollars to $1 billion
• Increase the number of publications to 10,000

The legacy’s return:

As an alternative, University Relations recommends:

• Keeping your website fresh and updated, adding department page news to your website
• Sending newsletters electronically to your list of interested news to your list of interested news
• Utilizing the newsletter through university and college publications and email
• Using Twitter, Facebook and LinkedIn

Mary Ann Cavallaro Cote ’64, ’69
Roberta Murray Boyd ’62
Patricia Apostolakos Mahoney ’64
Pauline Golec ’62
Jane Markiewicz Duffley ’65
Likewise, River Hawks coach Norm Bazin ’94, ’99 followed his
It was technically Wilson’s second straight Stanley Cup with the
“IT was pretty cool to see three River Hawks hoist the Cup
Ruhwedel made hockey news in more ways than one by
Eight former River Hawks played in the NHL last season,
7. Forward C.J. Smith (2014-17) - Buffalo Sabres
helping lead the team to the Frozen Four in 2013. Ruhwedel
It was pretty cool to see three River Hawks hoist the Cup
It was technically Wilson’s second straight Stanley Cup with the
Wilson, who credits Hainsey for keeping the team
including two—C.J. Smith and Michael Kapla—who made the
A university-wide template has been designed with the flexibility to organize information in a variety of ways. The template works on all devices, meets federal accessibility standards and is optimized for search engines. Each site can be customized with photos, graphics and other content to maximize impact.

If your department has specific pictures or images, the designer will make every effort to incorporate them into your page design. The designer may use stock photography if images from your department are not available. Clip art is not acceptable for website use.

To eliminate confusion and optimize search engine rankings, Web Services does not grant new subdomains (anyname.uml.edu). Aliases are appropriate for print publications and advertising. They can be set up at the discretion of Web Services. Aliases should be intuitive and follow the traditional format, www.uml.edu/anyname. Web Services staff can help you determine the best alias for your project. Please alert Web Services prior to referencing an alias in print materials or advertising to ensure that the alias is working and does not already point to a different location.

For more information and additional policies, visit uml.edu/university-relations/help/web-services.
SOCIAL MEDIA

Social media platforms provide invaluable tools for building community and promoting the university. However, their strengths—easiness of use, interactivity, immediacy—can also create vulnerabilities for the university unless care and coordination are exercised.

University Relations maintains the official institutional accounts of UMass Lowell on all major social platforms: Facebook, Twitter, LinkedIn, Instagram, Snapchat and others. It also maintains the chancellor’s official Facebook page.

Offices and departments are generally empowered to create their own social media presences and are responsible for the content therein.

Getting Started

1. Define your goal. What do you want to accomplish, with what audience, over what timeframe? The answers to these questions will help you choose a platform. If your need is temporary—a, e.g., to promote a single event—ask for support from the university’s official accounts.

2. Develop a long-term strategy and make it someone’s job to see it through.

3. Set up your account and provide at least two people with administrative privileges or password access. This prevents accounts getting locked out if the account creator leaves the university.

4. Add the UMass Lowell logo. The logo should not be altered. Backgrounds are also available for download.

5. Link back to the university or your department website.

6. Use discretion. The university reserves the right to remove any content posted on a blog or social network that violates university policy or the law.

7. Plan for criticism. Avoid engaging with negative comments except to correct inaccurate information. Steer dissatisfied commenters toward offline conversations or to people who can solve their problem. In extreme cases, hide, block or delete inappropriate content.

8. Have a plan to promote your presence and build up your audience. Social media success depends upon followers, likes, shares, retweets and connections.

9. Delete any account you can no longer maintain. Abandoned accounts reflect poorly on the university.

DO’S & DON’TS

When posting or responding on behalf of UMass Lowell on social media, please follow these guidelines:

DO:

• Keep your personal account and professional accounts separate.
• Share or retweet/regram posts from the university accounts.
• Post content fulfilling the university’s mission, educational and public service goals.
• Ensure that shared content is legal and that any image or video permissions have been explicitly obtained from the copyright owner.
• Conduct all the work of the university you are using.

DON’T:

• Post university news before it has been made public on official accounts.
• Post any kind of announcement during a university emergency.
• Post materials that contain offensive, profane, culturally insensitive or defamatory content.
• Use university accounts to promote a personal or business gain.
• Sell advertising or sponsorship announcements on university-controlled profiles or accounts.
• Endorse goods or services unaffiliated with UML.
PHOTOGRAPHY

Photographs are used in virtually all university communications. Care must be taken in their composition and the selection of subjects.

**CORRECT USAGE**
- People in the photos should appear upbeat and engaged, and students in informal settings should look happy and enthusiastic. Preference will be given to photos that communicate people in action, in hands-on or collaborative settings. Photos should celebrate and reveal UMass Lowell’s naturally diverse community.

**INCORRECT USAGE**
- Although the university does not have a full-time staff photographer, University Relations staff are available to consult with you about photography and to assist with booking a qualified commercial photographer who can meet your need.

**REQUIREMENTS**

Digital photos taken for use in print or on the web must be shot at high resolution, 300 dpi and above.

**DOWNLOADS**

High-resolution images are available for download at uml.edu/campus-pics.

**TIPS**

Settings should be chosen that reflect the best of UMass Lowell. Avoid, for example, outdated, dim or cluttered spaces. In lab photography, all safety requirements must be observed to the letter. It is unnecessary and undesirable to artificially compose images specifically to increase the appearance of diversity.
Videos produced to market the university must meet a professional standard. Official university-branded videos should be produced by the University Relations staff or by qualified external vendors. The work of students or interested amateurs is not permissible unless supervised by University Relations or a qualified professional videographer.

Videos can create immediacy and connection in ways that other forms of storytelling cannot. However, video projects are often more expensive and time-consuming than people expect, and their shelf life is often short.

Before you decide to pursue a video project, ask yourself these questions:

• What story do I want to tell?
• Why would my audience want to watch it?
• Do I have the time, budget and expertise to proceed with confidence?
• How will I promote my video?
• Do I expect something to change in the next year (e.g., a department name or program) that would make my video obsolete?

Promotional items should bear the university logo. Depending upon the nature and color of the item, the logo may be black and blue, solid black or white reversed out of a blue or black background. On certain special items, such as university chairs, it is permissible to use the university seal.

Requirements

• Videos must be shot in 16:9 aspect ratio in HD resolution.
• The UMass Lowell logo should appear at the beginning or end of the video, and a "logo bug" should appear in the lower right corner throughout the production. Both graphics can be provided by University Relations.
• University videos may not incorporate any material of any kind without written permission or license from the copyright holder.
• University videos must be closed-captioned in accordance with federal accessibility requirements.
• All videos embedded on uml.edu pages must be approved by University Relations.

Tips

University Relations has an approved stable of marketing specialist vendors, all of which have been vetted for quality, cost and dependability. Please contact University Relations for recommendations for a vendor that can best meet your needs.

Rachel Miller ‘13, Civil Engineering

2012 Miss Massachusetts Eta Sigma Tau Contendant

Example of branded video template

Example of promotional logo applications
APPAREL
University Relations staff can recommend outside vendors who will work with your budget, providing a variety of quality and styles and delivering your merchandise when you need it. The staff can provide an approved official department logotype.

EVENTS
Signs and exhibits at university events should prominently display the university identity. This is particularly important in the case of banners, posters, signage and lecterns used at news conferences, convocations, symposia and major events. The University Relations staff can assist in creating specific sizes, materials, fabrication and installation for all event materials.
Indoor Displays
Branded displays (pop-up banners, tabletop signage, tablecloths) may be used at conferences, seminars, public meetings and other occasions involving both university personnel and external audiences. Contact University Relations for assistance with your display.

Outdoor Signage—Permanent
The university worked with Cambridge-based specialists Roll Barresi & Associates Inc. to establish standards and requirements for all exterior and interior permanent signage. All new signs must adhere to our wayfinding standards and must be approved by the Facilities Department. For help with signage, call Facilities at 978-934-2601.
Outdoor Signage—Temporary
Temporary signage on buildings, light poles and other fixtures is sometimes appropriate in the promotion of high-visibility university events and priorities. University Relations and Facilities work together to plan and execute all large-scale temporary signage programs.

Vehicle Identification
The UMass Lowell vehicle fleet represents the university to the public. The vehicle's department may be identified in a line next to the logo.

Affixing the logo on an oddly shaped surface may pose a challenge. University Relations designers are able to offer solutions, up to and including full vehicle wraps for buses and large vehicles.
ATHLETICS BRANDING

Through the years, UMass Lowell has changed its athletics nickname and logos several times. Past nicknames include the Lowell Tech Terriers, the Lowell State Indians and the University of Lowell Chiefs. The current university nickname is the River Hawks, and the River Hawk mascot’s name is Rowdy.

The River Hawk nickname and logo were selected in the spring of 1994 following a lengthy process, a contest and a final vote by the UMass Lowell student body. Not representative of any specific bird, the River Hawk is envisioned as a mythical bird of strength, speed and courage. It soars to great heights but never loses its connection to the river and the land below. Straddling both sides of the Merrimack River, UMass Lowell has been a thriving educational and research center for over a century with strong ties to the river and to the industries that line its banks.

Use of the nickname, logo and all marks must be consistent with university licensing and reproduction guidelines.

REQUIREMENTS

Spirit identifiers, such as Rowdy the River Hawk, are used in connection with club and varsity sports and spirit-centered events such as homecoming. Spirit marks are not acceptable substitutes for the university logo and should never be used in connection with academic or administrative activities.

Alteration to the logo for any use must receive advance approval of the Athletics Marketing Office.

The university’s athletic colors:
• Blue (PMS 293) and white
• Red (PMS 186) may only be used as an accent color with the use being minimal.

For further information about UMass Lowell athletics graphics standards, contact the Athletics Department at 978-934-2337.

The above logos are registered trademarks of the University of Massachusetts Lowell.