



MIAMI UNIVERSITY

IDENTIFICATION AND STANDARDS MANUAL:

*Requirements and Guidelines for Branding, Style,
Identity, Web Content, and Athletics Marketing*

REVISED 04/2014

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MIAMI UNIVERSITY

Introduction

After researching our identity with key audiences, it became clear that our traditional beveled-M logo is our most beloved and recognizable university mark.

And no wonder! The original M logo first appeared in academic material some one hundred-plus years ago, symbolizing the academic prestige of the institution, and soon afterward the M was ‘earned’ as a letter for outstanding athletic accomplishment. The mark evolved over the years to its beveled-M form to remain distinct from the more commonly used block letters at other collegiate institutions.

Today, the beveled-M stands for Miami’s excellence in all its endeavors, in and out of the classroom, in scholarship, and on and off the field, so it only makes sense that we make it official: the beveled-M is now our official university signature for Miami University as a whole.

Because a unified University identity is crucial in enhancing and expanding visibility, it is more important than ever that we unite ourselves visually behind the symbol most widely known by all of our audiences.

The University Communications and Marketing team and other divisional communications professionals have helped to shape and refine this visual identity and graphic standards manual for our M so that its value is enhanced through consistent usage. This identity and these standards should now replace all independent logos, graphic signatures and other “marks” that compete with Miami University’s identity and weaken our presence.

Adhering consistently to these standards will help Miami achieve a stronger identity and greater recognition, increase the prominence of our programs and units by visually aligning them with our most recognizable mark, make a stronger impression on prospective students and their parents, and ensure that our varied and diverse constituencies appreciate all that Miami has to offer.

The beveled-M bridges our past, present, and future. It is a symbol of our pride and our success. Use it well!

Sincerely,



Dr. David C. Hodge



The Miami University Vision

Our vision is to provide the best undergraduate experience in the nation, enhanced by superior and select graduate programs.

Our Brand Promise

At Miami, we live for moments that transform students. A 200+ year culture of **vigorous academics** thrives in a **stunning, classic, collegiate setting** where **faculty scholars** inspire ambitious students to become **successful graduates** and lifelong leaders through **intensely personalized** living and learning experiences.

Why We Have Identity Standards

Miami University has achieved a distinctive position as one of America's top undergraduate institutions. To maintain and grow that distinction, presenting a clear identity to the world becomes especially important. We amplify our voice when speaking as one interconnected university and ultimately, we give Miami University a visual representation that more people can recognize and value, and create an emotional connection with them.

Universities nationally have begun embracing the importance of image consistency, implementing cohesive standards to protect their images, enhance the value of their names, and build a foundation for successful branding. Successful branding can only occur when an entity presents itself consistently over time.

While logos and symbols are not the sole elements of a "brand," they are its visual representation and extension. A proliferation of independent, decentralized identities and symbols creates confusion in the minds of audiences whose support we seek: students, prospective students, parents, alumni, legislators, and donors, as well as faculty, staff, board members, and other internal audiences.

By ensuring that all marketing funding spent by the university promotes a unified mark – rather than supporting many different and less recognized identities – we are better stewards of those funds and enable every area to receive more prominence through strongly aligning itself with Miami. The saying "a rising tide lifts all boats." is apt when it comes to university identity.

By adopting a common graphic identity system, we reinforce the breadth of our teaching, research, and engagement, visually linking all aspects of this incredible institution. Our wordmark, logo, university seal, and mascot connect Miami's notable past with our vision for the future. Thank you for bearing them proudly.

How to Use These Guidelines

Every communication from Miami University contributes to the university's reputation, and the most basic component of a strong institutional image is a unified visual presentation. Our name and logo(s) stand as the symbols of the institution's many parts.

Each area of the university has different needs and applications for print, electronic, and other types of media. This manual includes sections addressing the use of visual elements and styles across these media and it also contains examples of commonly used materials, appropriate colors, logos and marks, fonts, and inappropriate visual elements. It also contains information about accessing the logos and marks, and provides contact information and other resources.

We hope to have created a comprehensive manual that makes it easier to follow design and logo standards, but we know questions will arise. Please call University Communications and Marketing with questions or concerns. This office has been charged with developing and supporting the university's graphic standards, and our staff can provide approvals, resources, and answers to any questions not specifically outlined in the guidelines.

This manual is also available online, where any updates will also be included. The Web address is **MiamiOH.edu/UCM**. Downloadable logos are available at **WebDam.MiamiOH.edu**.

Any special circumstances that may require a deviation from the standards outlined in this guide should be approved by University Communications and Marketing.

University Communications and Marketing
513-529-7596
ucm@MiamiOH.edu

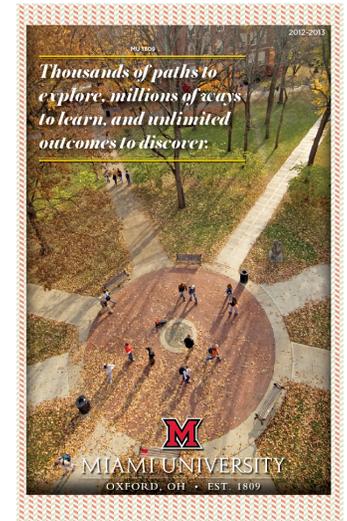
Minimal Design Standards Required for Publications

The following requirements are necessary for a publication or item intended to promote Miami University to its publics and for use of the M logo. Please contact University Communications and Marketing if you have questions.

1. Miami University should be prominently identified on the front cover or panel of each publication with an official Miami mark as identified in this guide. As a general rule of thumb, the wordmark portion of the logo should be no smaller than 2" wide on a standard 4" x 9" brochure, and proportionally larger for bigger publications. The beveled-M can appear in combination with a department or unit name, or separately from it, depending on what best suits the design of the piece.
2. A current year should be on the front cover of a publication containing content pertinent only to that year, or a publication that will be updated in subsequent versions. Otherwise, the production date should appear on the back cover to easily determine if information is current.
3. To promote a consistent visual identity, Miami University logos can vary in size, but cannot otherwise be altered, modified, or overprinted. Some examples of incorrect usage are provided in this manual. Independently created logos conflict and compete with institutional identity and should not be used, except for rare situations where partnerships or contracts require additional marks.

NOTE: Spirit-wear merchandise available in retail outlets – and athletics/spirit material such as game schedules, buttons, or posters used by Intercollegiate Athletics – may feature creative variations of the beveled-M. It may, for example, appear overprinted, juxtaposed with other graphic elements, or other altered form based on competitive, national fashion trends. Such uses are approved on a case-by-case basis for licensed vendors and manufacturers at the retail level ONLY, and not for official university, student or academic publications or material.

4. The university seal should be used by the president's office for ceremonial or official documents, and on certain items of distinction. It should be used only in approved versions as demonstrated in this guide, and should not be used in marketing or promotional material. UCM can help you determine if an item is appropriate for use of the seal.
5. The back panel or cover of a publication should contain an appropriate Miami University logo combined with the department name, the equal opportunity statement (Miami University is an equal



opportunity educational institution and employer), a university website address/URL, the date the publication was produced, and by whom. This information ensures the “stamp” of the university is utilized, conveying that it is an official university publication, and enables it to be archived and tracked as needed for future updates and use.

6. In textual content, the full name Miami University should be used on first reference, with Miami being the preferred additional reference.
7. Please submit designs in advance to ucm@MiamiOH.edu for approval. We will also be happy to assist in helping you review for grammatical or typographical errors. Assuming appropriate guidelines are followed, and depending on size of project, turn-around for approval should be within 48 hours.

Note: These minimum standards apply for most externally-oriented campus publications and materials. We encourage anyone marketing to external groups to also follow the brand guidelines in this manual, which are more broad and are intended to help us create not just a unified identity, but to convey unified messages appearing throughout a publication.

Communications electronically and in print form are constantly evolving, so special circumstances or new types of concepts may lead to rare exceptions for logo use. Examples include a sponsorship or contractual partner with a separate logo requirement, a “reveal” creative concept or advertisement, items intended only for internal audiences such as special event flyers, very small designs for a lapel pin or patch, hardcover book designs, or formal invitations. When questions arise, please contact UCM at 513-529-7596. Often, we can work with you to help you achieve your needs while still following design protocol.

UCM and the University Logo Review/Brand Identity Committee reserve the right to disallow publications or other items that might meet the standards minimally, but do not reflect the institution in a professional manner or are inconsistent with branding tenets. In such cases, we will work with units to assist in re-design. We encourage you to show us your designs as they progress so that last minute delays do not occur.



MIAMI UNIVERSITY

Identity Elements

THE UNIVERSITY MARK: The Beveled-M



Only for use on red background.

The Miami University mark is what is known as a beveled-M. Typically depicted in red with a black border to set it apart, Miami's "M" is its most recognized symbol on campus and beyond.

At all times, the center portion of the beveled-M mark must be either red or white.

For on-campus/local use, and certain retail, event, and student applications, it can be used alone.

WORDMARK

MIAMI
UNIVERSITY

MIAMI
UNIVERSITY

OXFORD, OH • EST. 1809

MIAMI UNIVERSITY

MIAMI UNIVERSITY

OXFORD, OH • EST. 1809

MIAMI
UNIVERSITY

MIAMI
UNIVERSITY

OXFORD, OH • EST. 1809

The Miami University wordmark is a unique typographic treatment of the University name.

Do not attempt to recreate the wordmark or any part thereof through typesetting. There is no comparable font available and spacing letters correctly is difficult.

The wordmark should be combined with the Miami beveled-M in most instances; the elements can be separated or the wordmark can appear alone in complex or busy designs.

The preferred use for external audiences is with the date.

Wordmarks can be downloaded at **MiamiOH.edu/UCM**

FORMAL SIGNATURES WITHOUT CAMPUS DESIGNATION AND FOUNDING YEAR



The mark and the logotype are combined into the signatures shown on this page to be the formal institutional signatures in flush-left, centered, and stacked versions as shown above.

These examples are shown in two spot colors, PMS 186 plus 100% black. Additional color treatments are possible. See pp 2.13 - 2.15.

The signature with the beveled-M to the left of the words Miami University is the preferred version when possible. The centered and stacked versions are provided for more vertical formats.

In most external audience usages, logos with the founding date are preferred. (See following page.)

FORMAL SIGNATURES WITH CAMPUS DESIGNATION AND FOUNDING YEAR



This is the full, formal version of the Miami University logo, and it is preferred for publications and sites to convey the historical prestige and location of the university. The founding date and campus designation are shown in flush left, centered, and stacked.

These examples are shown in two spot colors, PMS 186 and 100% black. Additional color treatments are possible. See pp 2.13 - 2.15.



PRIMARY LOGO TYPOGRAPHY

Adobe Bembo Small Caps – For use with academic division name

ABCDEFGHIJKLMN OPQRSTUVWXYZABCDEFGHIJKLMN OPQRSTUVWXYZ 1234567890

Adobe Bembo Semibold Italic – For use with department name

ABCDEFGHIJKLMN OPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

The primary typeface complementing the signature and used on all fundamental communications, such as stationery, is Adobe Bembo.

ACADEMIC DIVISION AND DEPARTMENT SIGNATURES – COLLEGE OF ARTS AND SCIENCE

FORMAL DIVISION



DEPARTMENTS



- The version with the beveled-M on the left is preferred.
- Academic division name can be separated from the logo on a publication, but must appear in Bembo Small Caps font to show its connection to the university.
- Departmental names can be included beneath the division name with the use of the font Bembo Medium Italics.
- Departmental names are not required, and can be separated from the logo.
- UCM will provide all academic division logos with proper spacing requirements.
- UCM can provide wordmarks for academic divisions upon request.

All academic division logos are available for download at webdam.MiamiOH.edu.

ACADEMIC DIVISION AND DEPARTMENT SIGNATURES – SCHOOL OF CREATIVE ARTS

FORMAL DIVISION



DEPARTMENTS



- The version with the beveled-M on the left is preferred.
- Academic division name can be separated from the logo on a publication, but must appear in Bembo Small Caps font to show its connection to the university.
- Departmental names can be included beneath the division name with the use of the font Bembo Medium Italics.
- Departmental names are not required, and can be separated from the logo.
- UCM will provide all academic division logos with proper spacing requirements.
- UCM can provide wordmarks for academic divisions upon request.

All academic division logos are available for download at webdam.MiamiOH.edu.

**ACADEMIC DIVISION AND DEPARTMENT SIGNATURES –
SCHOOL OF EDUCATION, HEALTH AND SOCIETY**

FORMAL DIVISION



DEPARTMENTS



- The version with the beveled-M on the left is preferred.
- Academic division name can be separated from the logo on a publication, but must appear in Bembo Small Caps font to show its connection to the university.
- Departmental names can be included beneath the division name with the use of the font Bembo Medium Italics.
- Departmental names are not required, and can be separated from the logo.
- UCM will provide all academic division logos with proper spacing requirements.
- UCM can provide wordmarks for academic divisions upon request.

All academic division logos are available for download at webdam.MiamiOH.edu.

ACADEMIC DIVISION AND DEPARTMENT SIGNATURES – FARMER SCHOOL OF BUSINESS

FORMAL DIVISION



DEPARTMENTS

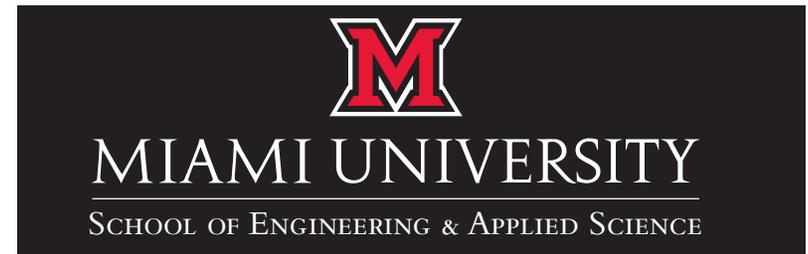


- The version with the beveled-M on the left is preferred.
- Academic division name can be separated from the logo on a publication, but must appear in Bembo Small Caps font to show its connection to the university.
- Departmental names can be included beneath the division name with the use of the font Bembo Medium Italics.
- Departmental names are not required, and can be separated from the logo.
- UCM will provide all academic division logos with proper spacing requirements.
- UCM can provide wordmarks for academic divisions upon request.

All academic division logos are available for download at webdam.MiamiOH.edu.

ACADEMIC DIVISION AND DEPARTMENT SIGNATURES – SCHOOL OF ENGINEERING AND APPLIED SCIENCE

FORMAL DIVISION



DEPARTMENTS



- The version with the beveled-M on the left is preferred.
- Academic division name can be separated from the logo on a publication, but must appear in Bembo Small Caps font to show its connection to the university.
- Departmental names can be included beneath the division name with the use of the font Bembo Medium Italics.
- Departmental names are not required, and can be separated from the logo.
- UCM will provide all academic division logos with proper spacing requirements.
- UCM can provide wordmarks for academic divisions upon request.

All academic division logos are available for download at webdam.MiamiOH.edu.

SIGNATURES FOR CENTERS, INSTITUTES, AND SPECIAL PROGRAMS

OFFICES & CENTERS



CENTER DESCRIPTOR



- The version with the beveled-M on the left is preferred.
- Area name can be separated from the logo on a publication, but must appear in Bembo Small Caps font to show its connection to the university.
- Departmental names and descriptors can be included beneath the division name with the use of the font Bembo Medium Italics.
- Departmental names are not required, and can be separated from the logo.
- UCM will provide all division logos with proper spacing requirements.
- UCM can provide wordmarks for areas upon request.

**Many logos can be downloaded at
webdam.MiamiOH.edu.**

INFORMAL SIGNATURES



The mark and the logotype are combined into the signatures shown on this page to be the informal institutional signatures in centered versions as shown above.

By abbreviating the institutional name, the informal signature offers more flexibility in application while reinforcing the identity established in the formal signatures.

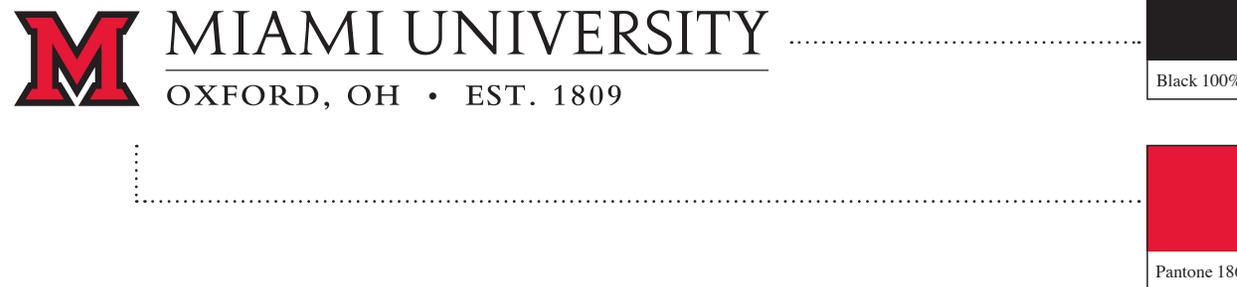
This option should only be used on campus when the word “university” is already assumed (for example, campus signage and vehicles) or as outlined/approved for uniforms and/or retail purposes.

These examples are shown in two spot colors, PMS 186 plus 100% black.

The beveled-M may be used alone for on-campus events or promotion, and for certain merchandise items.

OFFICIAL UNIVERSITY COLORS

University colors are red and white. For the formal logo, we incorporate the use of black to set it apart and make it "pop." You will see all color variations of the logo on the following pages.



When printing with Pantone 186 and black, the logotype should print black, and the center of the M mark should only appear red or white, as shown on the following pages.

The formal signature with a campus designation has been used as an example. These guidelines apply to all the signature treatments.

COLORATION FOR 1-COLOR PRINTING



For use on red background only.



When one-color printing is necessary, the entire signature may be printed in one of the Miami colors: Pantone 186, white, or 100% black.



REVERSING THE MARK AND SIGNATURES TO WHITE

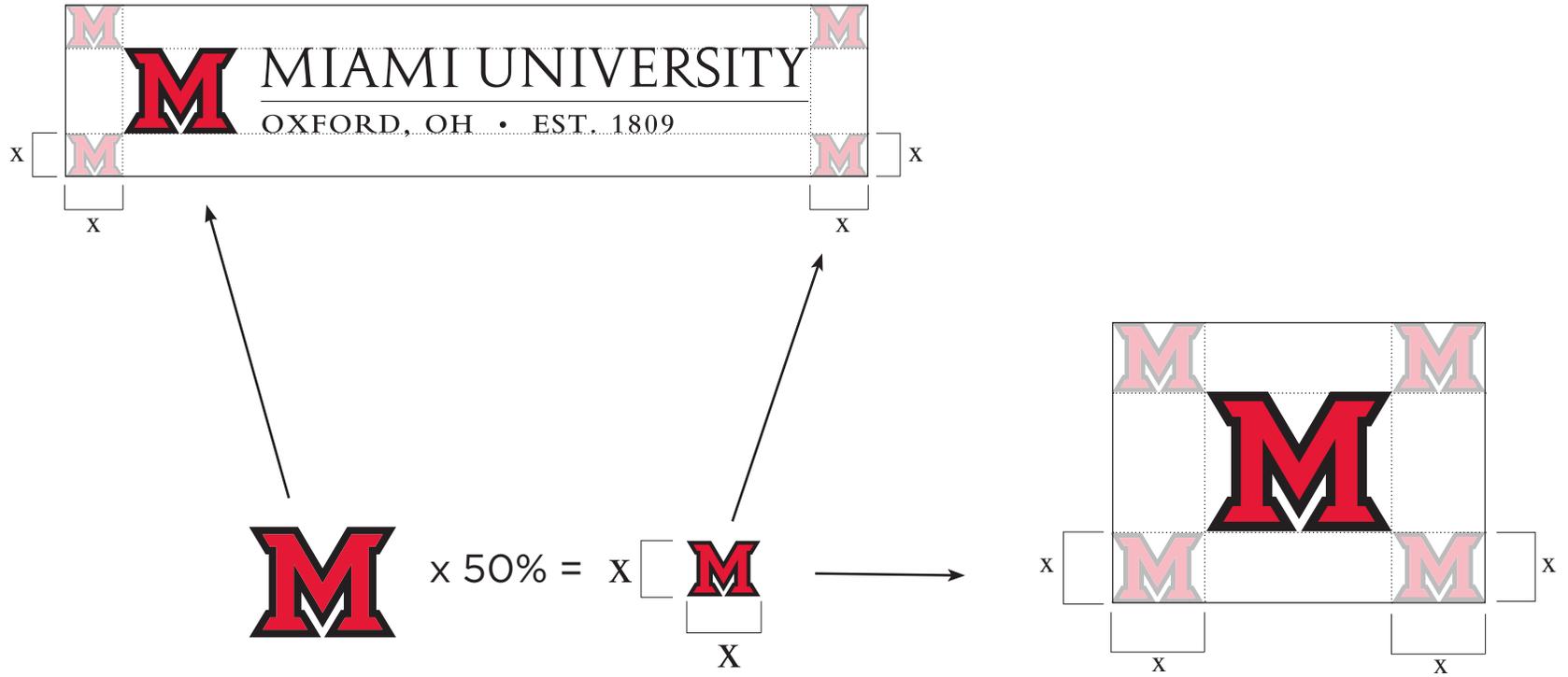


For use on red background only.



When reversing the logo to white or when printing it in white ink over a dark or black background, use the alternative mark provided for such purposes as shown above. The center of the M should only appear as white or red.

MINIMUM SPACE REQUIREMENTS



When using any version of the Miami logo/signature with other elements, spatial integrity must be maintained. To accomplish this, create a border surrounding all parts of the signature to separate it from other elements, as well as the edge of the page. This border should always measure a minimum distance equal to 50% of the Miami mark.

MINIMUM SIZE RESTRICTIONS



1/2 in.



3/8 in.



1 1/2 in.



X = X

The Miami mark should never appear smaller than 1/2 inch across on a standard 4"x9" brochure, and should be more prominent in publications of larger size.

The Miami mark without the words "Miami University" or "Miami" should never appear smaller than 3/8 inch across.

The word "University" in the Miami wordmark should never appear smaller than 1 1/2 inches.

UNACCEPTABLE SIGNATURE COLOR TREATMENTS



 Do not reverse the signature on a light background.



 Do not change or exchange colors of the signature. (Some exceptions for retail fashion trends may be allowed for limited time periods and use, based on Logo Review/Brand Identity Committee review).

 Do not print the signature over a dark background.

UNACCEPTABLE SIGNATURE TREATMENTS



 Never reconfigure the identity elements.



 Do not distort the identity elements.



 Do not repeat an identity element to create a pattern.



 Never surround the identity elements with another shape in a way that can constitute another logo.



 Do not crop or truncate the mark.

Miami Landmarks:

-  Beta Bell Tower
-  Tri Delta Sundial
-  Upham Arch

 Do not use the logo for bullet points.



 Do not use the identity elements as part of another word.



 Do not put the mark next to a one line version of the wordmark.



MIAMI UNIVERSITY

Applications & Electronic Artwork

LETTERHEAD



Size
8.5"x11"

Color
Typography: Black
Logo: Pantone 186 and Black

Printing Methods
Offset printing is recommended.

Letter Margins
Top: 2.5 in.
Left: 1 in.
Right: 1 in.

To order:
MiamiOH.edu/PrintOrderForm

IT Services Print Center
317 Hughes Hall, west wing • 513-529-6065
printcenter@miamiOH.edu

Paper Stock
Protocol 100 Wove,
100% Cotton,
Warm White, 24 lb.
Laser Compatible

Note
These examples are not to scale.

A template in InDesign 7.0.4 accompanies this manual.

Eliminate the address block on the second sheet.

#10 ENVELOPE



Size

9.5" x 4.125"

Color

Typography: Black

Logo: Pantone 186 and Black

Printing Methods

Offset printing is recommended.

Note

These examples are not to scale.

This envelope design conforms to all USPS regulations.

To order:

MiamiOH.edu/PrintOrderForm

IT Services Print Center

317 Hughes Hall, west wing • 513-529-6065

printcenter@MiamiOH.edu



BUSINESS CARD



Size

3.5" x 2"

Color

Typography: Black

Logo: Pantone 186 and Black

Printing Methods

Offset printing is recommended.



Using the reverse side of business cards at Miami is discouraged except for multilingual use. Other logos from outside entities can not be used on Miami business cards unless a formal contract or relationship with that entity is established that requires it.

To order:

MiamiOH.edu/PrintOrderForm

IT Services Print Center

317 Hughes Hall, west wing • 513-529-6065

printcenter@MiamiOH.edu

MAILING LABEL



Size

5.25" x 4"

Color

Typography: Black

Logo: Pantone 186 and Black

Printing Methods

Offset printing is recommended.

Note

These examples are not to scale.

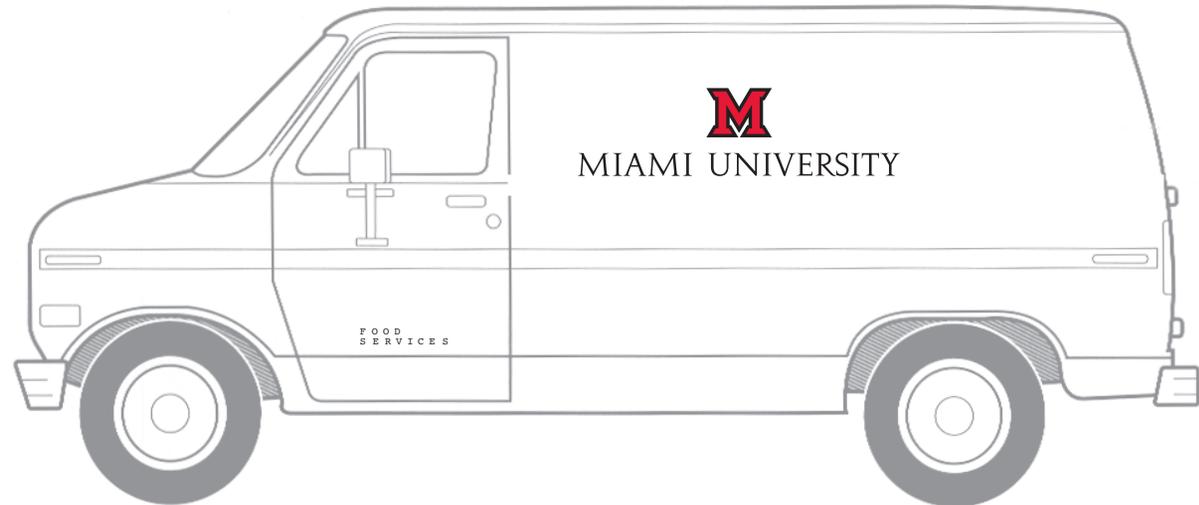
This label design conforms to all USPS regulations.

Art is available at:

webdam.MiamiOH.edu.



VEHICLES



MARK



M_186_K.EPS



M_K.EPS



M_REV.EPS



M_REV_186.EPS



M_186_KW.EPS



M_REV_W.EPS

Electronic artwork for all the identity elements and signatures in many color combinations accompanies this document. The artwork is suitable for Macintosh-based or PC-based operating systems.

Art is available at:
webdam.MiamiOH.edu.

The file names are given on this page and on subsequent pages. The following abbreviations were used in naming the files:

F	Formal
I	Informal
M	Mark
D	Date
L	Left
V	Vertical or Stacked
C	Centered
U	University Descriptor
O	Oxford Designation
186	Pantone 186
K	Black
REV	Reverse
W	White

FORMAL LOGOTYPE

MIAMI UNIVERSITY

WordC_186.EPS

MIAMI
UNIVERSITY

WordL_186.EPS

MIAMI UNIVERSITY

WordC_K.EPS

MIAMI
UNIVERSITY

WordL_K.EPS

MIAMI UNIVERSITY

WordC_REV.EPS

MIAMI
UNIVERSITY

WordL_REV.EPS

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186	Pantone 186
K	Black
REV	Reverse
W	White

FORMAL SIGNATURES



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C	Centered
U	University Descriptor
O	Oxford Designation
186	Pantone 186
K	Black
REV	Reverse
W	White

INFORMAL SIGNATURES



ISC_186.EPS



ISC_186_K.EPS



ISC_186_KW.EPS



ISC_K.EPS



ISC_REV_W.EPS



ISC_REV.EPS

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U	University Descriptor
O	Oxford Designation
186	Pantone 186
K	Black
REV	Reverse
W	White



MIAMI UNIVERSITY

Procedures, Resources and Examples

Procedures

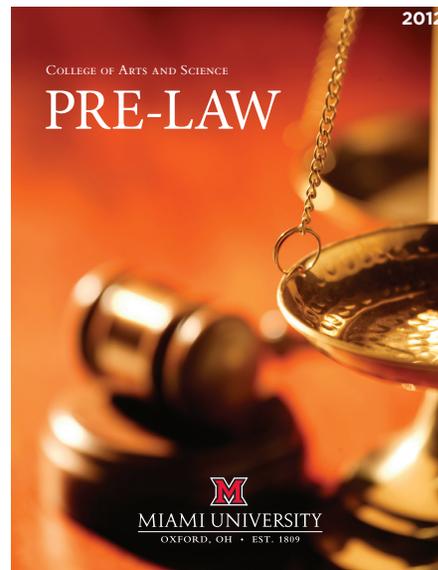
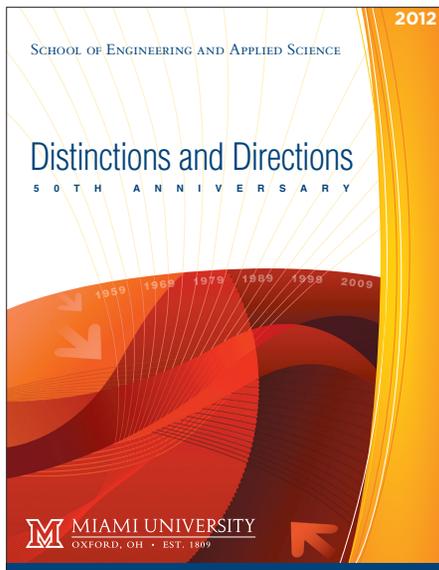
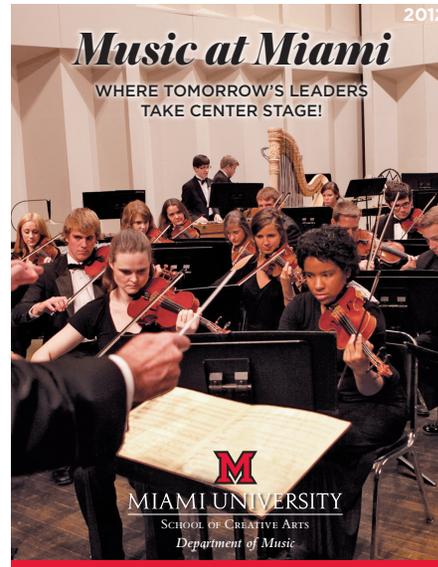
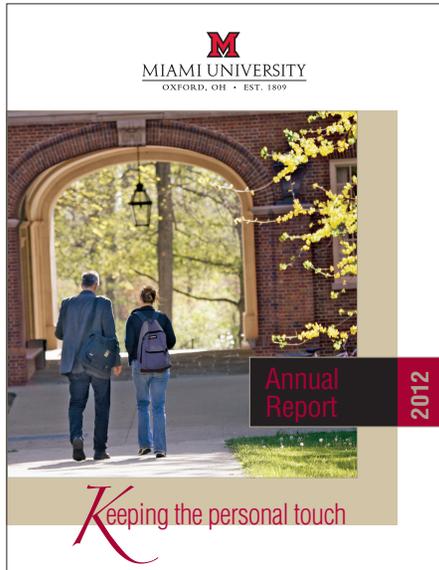
Submit items for print approval in PDF form to UniversityCommunications@MiamiOH.edu. If using the Print Center for design, no additional approval is needed.

Resources

Visit MiamiOH.edu/UCM for downloadable PowerPoint templates, a fax cover sheet, and more.

Visit webDAM.MiamiOH.edu for downloadable logos.







MIAMI UNIVERSITY

Brand Guidelines

Brand Guidelines

Branding guidelines differ from identification standards/style guidelines in that they encompass the distinctive ways Miami talks with its audiences. For many organizations, such guidelines can be extensive. However, here we are highlighting only key areas to help those who may be producing text or other material independently for specific external audiences such as prospective students and alumni, and want to connect with Miami’s key messages and style of writing/talking. Not all publications need to follow strict branding guidelines: academic texts and reports, business-to-business and targeted donor publications might strike a different tone, and should follow logo usage and minimum design standards as defined in this manual.

Most audiences, however, have responded very well to the “look and feel” of the consistently branded pieces that have been developed for major external audiences (alumni, prospective students/parents, donors) since 2009. Those areas that work directly with University Communications and Marketing or the IT Print Center will automatically find that projects are done “in brand.”

Producing a publication or any communication “in brand” simply means that we talk and visually represent Miami in a way that is authentic to our brand image and promise. Miami’s brand promise says that we live for moments that transform student’s lives, so we try to share as many stories as we can, often through the voice of our students or faculty, to demonstrate this passion. Our promise also indicates we are “intensely personal,” therefore our communications and marketing material tends to be worded in an approachable, informal and conversational style. And our commitment to undergraduate student experience and success is conveyed in a variety of ways and in a variety of mediums through the written word, video, photography, stories and profiles of dedicated faculty, staff, students, and alumni.

Brand Promise

A brand promise is what we promise to provide. Most organizations do not use their brand promises “verbatim” in promotional material, but find creative and memorable ways to get the messages across. At Miami, our brand promise is:

At Miami, we live for moments that transform students. A 200+ year culture of vigorous academics thrives in a stunning, classic collegiate setting where faculty scholars inspire ambitious students to become successful graduates and lifelong leaders through intensely personalized living and learning experiences.

Brand Tenets

Our brand tenets extend our brand message by calling out important points of our promise; in publications, video and other promotional materials, we strive to demonstrate these tenets in varying ways - in text, photography, storytelling, or in the voice of an individual.

VIGOROUS ACADEMICS led by ENGAGED, INNOVATIVE FACULTY SCHOLARS

INTENSELY PERSONALIZED EXPERIENCE

HIGHLY SUCCESSFUL GRADUATES

STUNNING, CLASSIC COLLEGIATE SETTING

GLOBAL CONNECTIONS and MULTICULTURAL COMPETENCE

IMMERSIVE AND TRANSFORMATIVE LIVING, LEARNING, AND LEADERSHIP EXPERIENCES

Text & Typefaces

We strive to use a confident, friendly, and personal tone in our communications, talking “with” our audiences as opposed to “at” them. It is our goal to be approachable in tone of voice, and to provide relevant information. So, first-person is desirable, and conversational style preferred. (See samples in this section).

Our typefaces that have been chosen to reflect this style of speaking, and which have had good feedback from our audiences for their readability and distinctiveness, are Austin (serif) and Gotham (sans serif). Alternative Web-friendly typefaces that are similar are Georgia (serif) as an alternative to Austin, and Helvetica (sans serif) in place of Gotham.

Body copy should be set in either Minion Pro (a serif alternative to Austin for small type readability) or Gotham Book, and should never be smaller than 7 points.

MINION PRO:

At Miami University, we’ve been teaching for more than 200 years, so it’s only fitting that we’ve learned a little something ourselves. Sure, the methods have changed. Chalkboards have given way to computers. Schoolrooms to symposiums. But strip away all the fancy technology, and teaching comes down to one professor, one student, and a dynamic worth celebrating. And this dynamic is at the core of who we are.

PREFERRED:

AUSTIN:

Austin Light
Austin Light Italic
 Austin Roman
Austin Italic
Austin Semibold
Austin Semibold Italic
Austin Bold
Austin Bold Italic
Austin Extrabold
Austin Extrabold Italic
Austin Ultra
Austin Ultra Italic

OPTIONAL/WEB FRIENDLY:

GEORGIA:

Georgia Regular
Georgia Italic
Georgia Bold
Georgia Bold Italic

GOTHAM BOOK:

At Miami University, we’ve been teaching for more than 200 years, so it’s only fitting that we’ve learned a little something ourselves. Sure, the methods have changed. Chalkboards have given way to computers. Schoolrooms to symposiums. But strip away all the fancy technology, and teaching comes down to one professor, one student, and a dynamic worth celebrating. And this dynamic is at the core of who we are.

GOTHAM:

Gotham Light
Gotham Light Italic
 Gotham Book
Gotham Book Italic
Gotham Medium
Gotham Medium Italic
Gotham Bold
Gotham Bold Italic

MINION PRO:

Regular
Italic
Semibold
Semibold Italic
Bold
Bold Italic

HELVETICA:

Helvetica Light
Helvetica Light Oblique
 Helvetica Regular
Helvetica Oblique
Helvetica Bold
Helvetica Bold Oblique

Text & Typefaces

Headlines are typically set in varying boldness of Austin italic to distinguish them from body copy. Austin and Gotham can be combined to create “big type moments,” when typography is used as a graphic to highlight specific text. This treatment should be used sparingly, but can be very effective.

GOTHAM LIGHT & AUSTIN BOLD ITALIC:

IF YOU DESIRE
TO DEVELOP YOUR

*talent
& character*

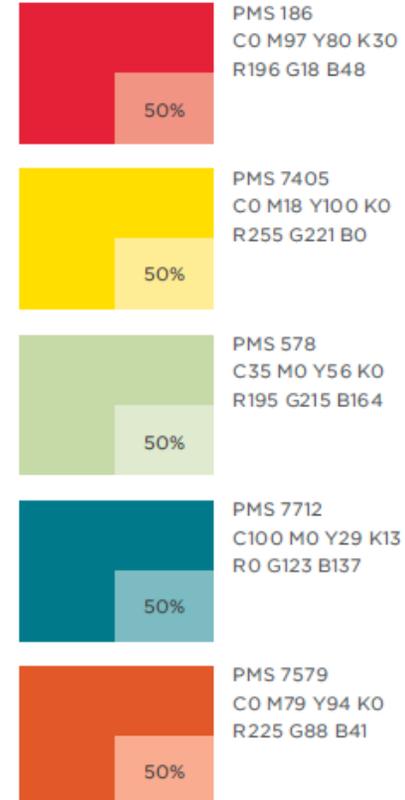
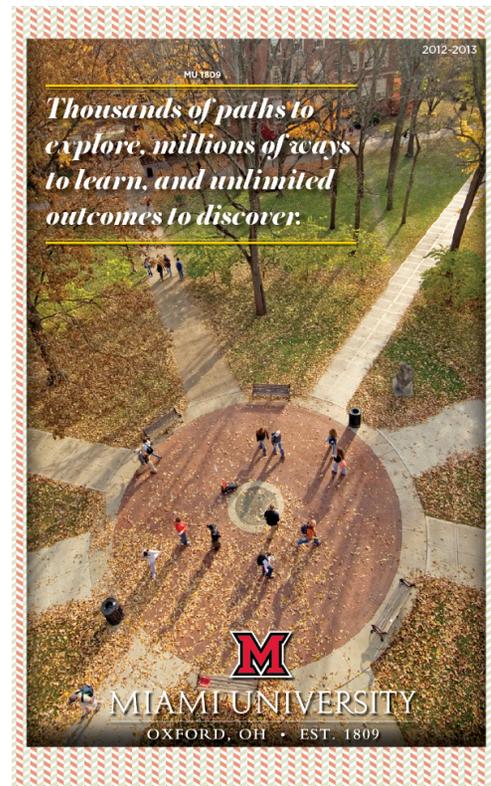
UNDER A CAPABLE
FACULTY WHO WILL BE
PERSONALLY INTERESTED
IN YOUR SUCCESS,
THEN MIAMI UNIVERSITY
INVITES YOU TO CONSIDER
THE OPPORTUNITIES
SHE AFFORDS.

EXAMPLE IN LAYOUT:



Color

Miami often uses vibrant colors with complementary palettes to convey an engaged, vibrant university environment. We also find the palette provides a great deal of flexibility and customization for a wide variety of subject matter. We also use a pattern accent on some pieces as a border, background, or call-out element - to help a piece stand out in a mailbox, for example.



Video & Photography

Mobile devices and social media (Instagram, iPhone cameras, Facebook, Pinterest, YouTube) have greatly changed what most audiences want to see in terms of visual engagement. Posed, formal, or professionally “polished” video and photography does not, in general, find a receptive audience. Photography and video should feel genuine, energetic and “in the moment,” using as much natural light as possible to capture the “natural moments” that define the Miami experience. Scripted video or posed photography is avoided unless absolutely necessary.

We also strive to incorporate the way Miami advocates multicultural understanding and global involvement by reflecting diverse individuals in our visual material.



Social Media

Miami's "voice" in social media environments is similar to its style in publications: conversational, friendly, approachable. Often, we ask for audience reaction, and find that this style helps us in interacting with our audiences and encourages their response and involvement.

Key Descriptors

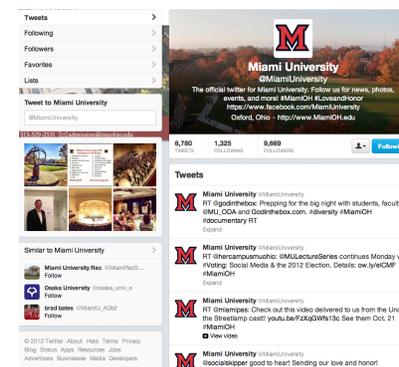
Miami tests audiences periodically to see what their perceptions are, and common adjectives or descriptors seem to occur that we strive to reference in varying ways in our promotional material:

Smart, prestigious, Ohio location, beautiful/stunning campus, undergraduate focus, student success, extensive study abroad opportunities, Midwest values, residential, Public Ivy, successful graduates, community service, strong academics, excellence, impressive.

Miami's Facebook page



Miami's Twitter page



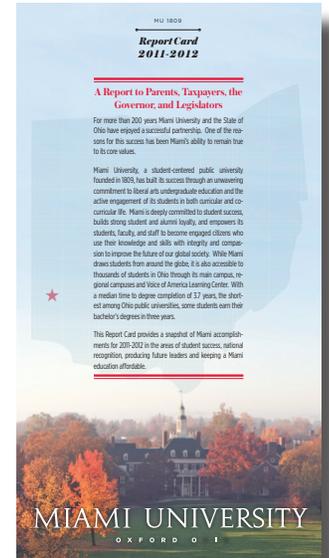
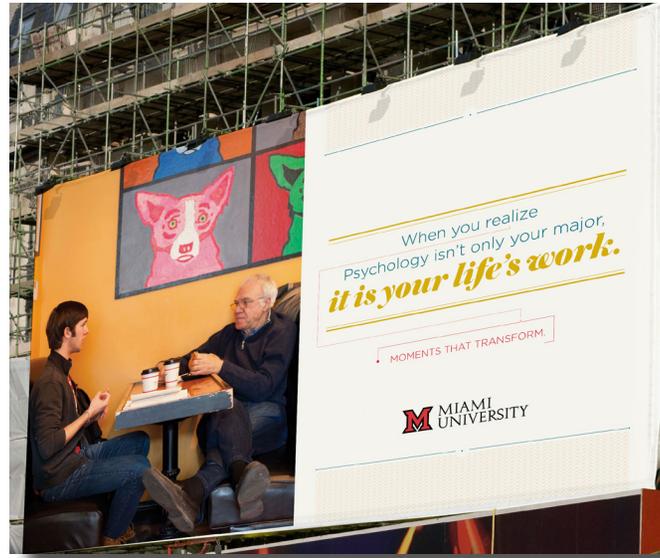
Key Rankings and Outcomes “Brag Points”

Rankings change frequently, but certain consistent rankings that provide third-party corroboration of our commitment to undergraduate teaching and student success have been called out by parents, students and other audiences as very important to them. Since data frequently changes, it is best to check with UCM to make sure you have updated information annually.

- Undergraduate teaching ranking: within the top three in the nation for the past three years
- Outcomes rankings: Forbes and Payscale.com have repeatedly cited Miami for its “ROI,” as has SmartMoney
- Graduation rates: typically above 80% and the highest among Ohio public universities
- Acceptance rate into law school: 92%, compared to 78% nationally
- Acceptance rate into medical school: 61.3%, compared to 45% nationally
- College/school/program specific rankings
- The Princeton Review consistently ranks Miami in its top institutions; The Fiske Guide identifies Miami for providing an excellent education with a “picture perfect campus”

EXAMPLES

Following are samples of look and conversational style from different types of promotional material designed for various types of audiences that demonstrate “in brand” concepts:



**Opportunity knocks
a little more loudly at Miami.**

Ranked among the
TOP PUBLIC UNIVERSITIES
IN THE NATION
for
BEST SALARY POTENTIAL
AFTER GRADUATION.
BY PAYSCALE.COM

899
MIAMI ALUMS HAVE SERVED
IN THE *peace corps* SINCE 1961.

} PUTTING MU 7TH AMONG
MEDIUM-SIZED
SCHOOLS FOR VOLUNTEERS }

AMONG A SELECT
GROUP OF UNIVERSITIES
IN THE NATION
TO HAVE PRODUCED A
**Rhodes, Truman,
&
Goldwater Scholar**
IN THE SAME ACADEMIC YEAR.

92%
acceptance rate of Miami students
into law school compared to a
78% national average.

Graduation rates
among the highest nationally, in
**the top 10 among
public universities**
(excluding military academies), and
first in Ohio.

334 } Companies represented at
Miami University Career Fairs

M
MIAMI UNIVERSITY
OXFORD, OH • EST. 1809

MI / 1
Examples

**A campus
worth
talking
about.
Assuming it
hasn't
left
you
speechless.**

A STUDENT IN MIAMI CAN FIND A PLACE to live. It's where you'll find a hardship for making lifelong friends. For opening your eyes and your mind. For shared experiences. For stories worth repeating, and stories you'll never tell anyone. For learning what it's like to be away from home, and learning what it's like for a whole new place to feel like home.

AND THE MIAMI CAREER PROVIDES the perfect setting, where classic Georgian architecture and beautiful courtyards house progressive methods of learning. It's a place that has produced 200 years worth of scholars, thinkers, and success stories. But don't take our word for it. Come and see for yourself!



MIAMI UNIVERSITY

Athletics Identity Standards

OVERALL USAGE GUIDELINES

- No mark should be distorted, stretched, rotated, or drop-shadowed at any time.
- The wordmark “RedHawks” is one word and must have the “H” capitalized.
- The Logo must be front facing with nothing appearing over the top of the mark.
- Any variations of these marks for special use such as retail, promotion, fashion trends or other unique circumstances must be reviewed and approved in writing by the university.
- The official colors of Miami University are RedHawk Red and White.

PRIMARY MARKS



VERBIAGE

Miami™

Miami University®

RedHawks™

Miami RedHawks®

Miami University RedHawks®

Love and Honor™

COLOR INFORMATION

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions© Pantone, Inc., 2013.

UNIVERSITY COLORS PANTONE® COLORS PROCESS COLORS

RedHawk Red

For RedHawk Red, use PANTONE® 186

C:0% M:100% Y:81% K:4%

RedHawk Black

For RedHawk Black, use PANTONE® Process Black

K:100%

Reproduction of any logos or wordmarks is prohibited without the approval of
Miami University and the Licensing Resource Group, Inc.
For licensing information, please contact LRG at (616) 395-0676.
Miami University
college.trademarxonline.com



ATHLETIC MARKS



Usage Guidelines:

This is a stand-alone mark. When using the colored version no color substitutions may be made to the mark's colors in place of the original and intended colors.



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UNIVERSITY COLORS PANTONE® COLORS PROCESS COLORS

RedHawk Red	For RedHawk Red, use PANTONE® 186	C:0% M:100% Y:81% K:4%
RedHawk Black	For RedHawk Black, use PANTONE® Process Black	K:100%

Reproduction of any logos or wordmarks is prohibited without the approval of Miami University and the Licensing Resource Group, Inc. For licensing information, please contact LRG at (616) 395-0676. Miami University college.trademarksonline.com

ATHLETIC MARKS (CONTINUED)



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UNIVERSITY COLORS PANTONE® COLORS PROCESS COLORS

RedHawk Red	For RedHawk Red, use PANTONE® 186	C:0% M:100% Y:81% K:4%
RedHawk Black	For RedHawk Black, use PANTONE® Process Black	K:100%

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WORDMARKS



MIAMI[™]



MIAMI[™]



Note:

The Primary Mark and Wordmarks are reserved for the use by intercollegiate athletics and may not be used by other University clubs or organizations unless approval is granted by the Director of Licensing. University Clubs and Organizations may use the beveled Miami 'M' to promote their

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UNIVERSITY COLORS PANTONE® COLORS PROCESS COLORS

RedHawk Red	For RedHawk Red, use PANTONE® 186	C:0% M:100% Y:81% K:4%
RedHawk Black	For RedHawk Black, use PANTONE® Process Black	K:100%

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SPORT SPECIFIC MARKS



Note:

There are two versions of sport specific marks, one with the hawk head, and one without. Above are examples of all of the color variations of the Sport specific marks. A downloadable packet of all the sport specific marks is available on our Trademarx page. Sports included in the packet: Baseball, Basketball, Cheerleading, Cross Country, Football, Golf, Field Hockey, Ice Hockey, Skating, Soccer, Softball, Swimming & Diving, Tennis, Track & Field, and Volleyball.

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UNIVERSITY COLORS PANTONE® COLORS PROCESS COLORS

RedHawk Red	For RedHawk Red, use PANTONE® 186	C:0% M:100% Y:81% K:4%
RedHawk Black	For RedHawk Black, use PANTONE® Process Black	K:100%

Reproduction of any logos or wordmarks is prohibited without the approval of Miami University and the Licensing Resource Group, Inc. For licensing information, please contact LRG at (616) 395-0676. Miami University college.trademarxonline.com



MIAMI UNIVERSITY

Merchandising/Retail

TRADEMARK LICENSING & RETAIL INFORMATION

What is the purpose of the Trademark Licensing Program?

The Department of University Communications and Marketing at Miami University regulates the commercial use of the university's name and all identifying marks, both on and off campus, to ensure the protection of Miami's excellent reputation and maintain high standards of use. Campus departments, student organizations and external groups frequently purchase merchandise that use university symbols, logos, and marks. These items range from lapel pins, backpacks, photo frames, and mugs to types of clothing and even high-end merchandise for special occasions. Since each of these is an extension of the university's image, and just as there are standards for print material, there are standards for items available for retail sale or for use by organizations.

Only campus departments and student organizations that are officially recognized by or are part of the university are allowed to use Miami logos, symbols and marks (trademarks) in conjunction with their name, and in doing so, must have approval prior to use.

Miami products can be made only by licensees who are under contract with LRG, the university's licensing agency. The licensing program through LRG protects Miami's name and image and is critical to ensure the appropriate visibility of the university, and earned licensing fees benefit student scholarships. It is to a department's or group's advantage to use licensees registered with LRG as they are most familiar with what is allowed, can save areas time, money, and effort due to the expertise, and can help expedite approvals and details. Miami licensees pay for the right to produce Miami items, so they carry appropriate liability insurance, know our policies concerning appropriate use of trademarks, can often create designs that will be approved, know whom to contact at Miami regarding questions and approvals, and take care of submitting royalties for scholarships.

Who participates in the Trademark Licensing Program? How does it help?

All manufacturers of products bearing the trademarks of Miami University must enter into a nonexclusive Trademark License Agreement with the university. The Licensing Resource Group (LRG) administers Miami's Licensing Program. Information and an application for licensing are available at the LRG website, <http://www.lrgusa.com>. Once a licensing agreement has been signed, camera-ready artwork and electronic files of university and intercollegiate athletics trademarks are submitted for approval by the Office of University Trademarks and Licensing.

What kind of merchandise requires a trademark license agreement?

All items for resale/retail and merchandise-type items that are imprinted with a Miami University trademark require licensing, or working with a licensed vendor. Print material that is not for resale such as stationery, note cards, banners,

ads or brochures do not require licensing, although a separate approval process is required for any use of marks or logos in those items (that process is managed through University Communications and Marketing or IT Print Services). The symbols and trademarks included as part of Miami's licensing program include the name of the university, the university seal, the intercollegiate athletics logos and wordmarks, including "RedHawks," and all other identifying marks of the university. This also includes the athletics logos of the Hamilton and Middletown campuses. Licensing is required regardless of whether the material is produced for resale or for use by units of the university.

Trademark Infringement

Trademark infringement is a violation of the exclusive rights attaching to a trademark without the authorization of the trademark owner or any licensees (provided that such authorization was within the scope of the license). Infringement may occur when one party, the "infringer", uses a trademark which is identical or confusingly similar to a trademark owned by another party, in relation to products or services which are identical or similar to the products or services which the registration covers. An owner of a trademark may commence legal proceedings against a party that infringes its registration.

Departments and student organizations are encouraged to contact the Manager of University Trademarks and Licensing if they wish to use a slogan, or any graphic elements from a logo that have the potential to be trademarked already. The Manager of University Trademarks and Licensing will assist with the investigation of whether your slogan or logo could be infringing on another entity's trademarks.

Design Parameters

Spirit-wear merchandise available in retail outlets – and athletics/spirit material such as game schedules, buttons, or posters used by Intercollegiate Athletics – may feature creative variations of the beveled-M. It may, for example, appear overprinted, juxtaposed with other graphic elements, or other altered form based on competitive, national fashion trends. Such uses are approved on a case-by-case basis for licensed vendors and manufacturers at the retail level ONLY, and not for official university, student or academic publications or material.

Miami reserves the right to request changes or disallow designs that 1) do not adhere to standards, 2) that may conflict with current symbols or marks, 3) that might be seen as offensive or in poor taste, and 4) do not reflect a level of quality and design appropriate for Miami. Note that sometimes there is no firm standard and a design

falls into a 'gray area'; however, Miami again must reserve the right to request changes and will work with areas to address any concerns or recommend an alternative.

Independently created logos for official Miami departments, divisions, or offices, including student organizations that are officially financed as a department or office within student affairs, are not permitted, although certain symbols used nationally for certification purposes may be used to establish such affiliation if used separately from Miami marks. The Miami logo must be prominent and aligned visually with official department/area/division names. All areas should follow the guidelines in this manual for print material to ensure approval.

Information for Vendors

Overview

The name, seal, and most recognized logos associated with Miami University are registered with the State of Ohio or the U.S. Government as service marks or trademarks, and are the exclusive property of the University. Reproduction of these marks for resale or other commercial purposes must have University authorization. The University is responsible for protecting these service marks and licensing commercial use of the marks.

Standard Licensing Agreement

Any person, organization, or corporation manufacturing a product or providing a service bearing or containing any of the marks of the University, or applying the marks to merchandise manufactured by others, must, prior to the use of such marks, enter into a license agreement with the University. The standard license agreement is a royalty-bearing agreement, providing for a payment to the University of 10% of the wholesale price of the completed merchandise, unless an exemption is granted as indicated below. Royalties are paid quarterly per the terms of the agreement, and funds raised are used to provide undergraduate scholarships through the Office of Student Financial Assistance and the Department of Intercollegiate Athletics. Limited licensing agreements are available for one-time production, or for production of items provided directly to the University for internal use and not for resale.

Any company that manufactures products containing the registered names and logos of the University, affixes the marks on merchandise manufactured by others, must be licensed. Individuals or companies that do neither of the above, but simply resell merchandise produced by others, do not need to be licensed, but must purchase merchandise bearing University marks from manufacturers or producers who are licensed.

Administration

Miami's licensing program is administered by:

The Licensing Resource Group (LRG), 442 Century Lane, Suite 100, Holland, MI 49423.
Telephone (616) 395-0676 Facsimile: (616) 395-2517, Web: www.lrgusa.com.

LRG is responsible for: a) issuing and processing license applications; b) issuing license agreements and providing art slicks of University marks; c) new product approvals; d) collection of royalties; and e) compliance and auditing. LRG also provides marketing assistance to the University. For questions on or assistance with the above, or to inquire whether a supplier offering merchandise to resellers is licensed with the University, contact the manager of University Trademarks and Licensing at 513-529-8332.

Product Approval

To ensure that products offered are of a level of quality consistent with the goals of the University for merchandise bearing its marks, pending licensees are required to submit representative product samples to LRG for approval. Licensees are likewise required to seek approval from LRG for additional product lines introduced over the life of the agreement.

All items produced under the licensing agreement and offered for resale must bear the name of the licensee, and must be tagged or labeled with the independent "collegiate licensed product" sticker.



Artwork Approval

Prior to the production of any merchandise containing Miami University marks, licensees must submit artwork through the Miami University trademark online site at MiamiOH.edu/trademark for approval. Artwork approval is required for each new design or application produced, regardless of who orders it. This includes merchandise ordered by University departments and student groups/organizations, and is in addition to any approval that is required by the individual orderer. Artwork approval is not required for re-orders of previously approved designs.

The requirement for artwork approval is to ensure that the marks of the University are correctly presented and do not reflect unfavorably on the University in the context which they will be used. The University will attempt to provide as much design latitude as possible, keeping in mind the intended consumers; however, designs for events that promote alcoholic beverages or drinking will not be approved. All designs submitted are held in confidence, and are not shared with nor made available to other licensees, retailers, or University departments for copying.

Graphic standards are available in our Usage Guide. All use of Miami names, wordmarks and symbols/logos on merchandise or items intended for retail/resale MUST use a copyright or TM designation.

Exemptions

Under certain conditions, the University grants exemptions from the payment of royalties for merchandise bearing University marks. These conditions include:

1. Non-commercial in-house use - University departments and registered student organizations (including fraternities and sororities) may use service marks on posters, signs, banners, etc. dealing with on-campus activities of the organization, provided such use reflects positively on the University, and logos are reproduced accurately. Such use does not require licensing, royalty payment, prior approval, or artwork submission; however, the University licensing manager may require removal of University marks if the usage is deemed inappropriate. This non-commercial exemption is extended to party or event favors/souvenirs for student organizations if all of the following conditions are met: the item is a favor for a dated party or event sponsored by the organization; the item will be given to or sold at cost to members/guests by the organization; the only use of University marks is “Miami” or “Miami University” as a location designation on the chest print or similar location. If any one of the above conditions are not met, the non-commercial exemption does not apply, artwork approval is required, and royalty is due unless an exemption is applied for and granted as a student organization fundraiser, below.
2. Student Organization Fundraisers -
 - a. Registered student organizations may sell or give away products (such as t-shirts) bearing service marks of the University combined with the names and logos of their organization or activity without payment of royalties if such merchandise relates directly to an on-campus activity sponsored by that organization. Examples of such projects or events include: Homecoming weekend, Greek week, Kidsfest, etc. The merchandise must be purchased from a licensed manufacturer/vendor and is subject to approval.
 - b. Student organization exemptions will not be granted for merchandise with a general theme or for university-wide events/activities and containing University marks that compete for sales with licensed, royalty-bearing merchandise offered by local or campus retailers. Such merchandise may be produced by licensees and sold by student organizations; however, royalties are due the University per the licensing agreement.

If any one of the above conditions are not met, the non-commercial exemption does not apply, and artwork approval is required.

Short-Term and Limited Licensing Agreements

1. Where the University desires to permit a producer to use University marks for commercial purposes for a special event or other short-term need, a “Short-Term Non-exclusive License” may be issued. The Miami University licensing manager writes this agreement. The agreement requires payment of the standard 10% royalty, to be made in a single payment at the expiration of the agreement. The license is for a maximum period of one year from the date of issuance.
2. The University also may issue a “Limited Non-Exclusive License” to companies that manufacture products containing names, wordmarks, and logos of the University supplied exclusively to the University and not for resale. The Miami University licensing manager writes this agreement. Items produced under the Limited Agreement and sold to the University for its use are exempt from payment of royalties. The Limited License expressly prohibits the licensee from producing products containing University marks for sale to any customer other than the University, or for sale to the University when such items are intended for resale. Where the Licensee desires to conduct such activity, they shall enter into a standard License Agreement with Miami University through LRG, which agreement provides for both royalty-bearing and exempt sales of licensed products depending upon the purchaser and the intended use. The signing of the standard License Agreement by any licensee shall supersede and replace the Limited Agreement, and render this agreement immediately terminated.

Other Uses

1. Registered marks of Miami University may not be used for any commercial purpose, including advertising, without the approval of the University. Generally, approval will only be granted for use of the marks in conjunction with the sale of licensed products. In no case may the marks of the University be used by a commercial entity for any purpose without prior written permission. This restriction applies to all applications in print or electronic media.
2. University service uniforms may not be used for any commercial purpose, or resold for personal gain.

University Marks, Usage

1. Current registered wordmarks of the University available for use by licensees include: “Miami,” “Miami University,” “Miami University RedHawks,” “Miami RedHawks,” “RedHawks,” and “Love and Honor.”
2. Registered logos of the University available for use by licensees include: the distinctive “Beveled-M”, the Miami seal with rope edge, the Miami seal with scalloped edge, the Hawk head on top of “Miami RedHawks” text, the Hawk head alone, and the Hawk head with “Beveled-M”.
3. The Miami University Bookstore has exclusive rights to reproduce and sell any items with the Cradle of Coaches logo, and the licensing fee is 15% for use of said logo.

4. Registered wordmarks of the University previously used but for which our permission to use has been withdrawn effective Oct. 31, 1996, include: “Miami University Redskins” and “Miami Redskins.” The University no longer permits the use of “Redskins” in association with the University.
5. Registered logos of the University previously used but for which our permission to use has been withdrawn include: the lantern hanging in an arch, the Indian Head, the RedHawk standing in an arch with wings spread along with the words “Miami University RedHawks,” the RedHawk with landing wings spread, the RedHawk head, and a youthful RedHawk with a smile, standing with wings spread over a banner reading “RedHawks.”
6. The Miami University Bookstore has exclusive rights to reproduce and sell one item per year in each category that we have registered the Indian Head with Block M logo, and the licensing fee is 15% for use of said logo.
7. The official Miami sports nickname is the RedHawks (capital R, small e-d, capital H, small a-w-k-s, all one word). Depending upon the graphic, it may also be used all caps, but must be used in the plural form. The nickname can be used by itself, with “Miami,” or with “Miami University.” RedHawks should not be used in conjunction with the Indian Head, Indian Head with Block M, or University seal; nor will the University permit the nickname to be used with any unofficial bird or hawk renditions. RedHawk logos may not be altered in any way.
8. The University’s official colors are red (PMS 186) and white. However, the University generally does not restrict color usage with its wordmarks and logos, leaving the selection up to the producer and reseller. All colors should be shown on the artwork approval request, and are subject to University approval.

Compliance and Enforcement

1. Compliance with the University’s licensing program is necessary to protect the name, wordmarks, and logos of Miami University, and to protect the integrity of the program and the interests of the licensees who support the program. Ensuring compliance is a shared responsibility of Miami and LRG.
2. University and LRG representatives will shop local and regional retailers on a regular basis to ensure that products bearing our registered service marks are licensed, and that proper approvals have been solicited for merchandise offered. In addition, University representatives will monitor on-campus sales and watch for new merchandise that appears on campus or within the community to ensure it is licensed. Finally, LRG will conduct compliance audits of licensees on a recurring basis in accordance with the licensing agreement to ensure that royalties due on products sold are being properly paid to the University through LRG.
3. The production, sale or other distribution for commercial purposes of unlicensed products containing Miami University marks violates the University’s license agreement, and may violate state, federal, civil and criminal laws. In addition to the producer, a retailer and/or seller may be held equally liable for infringement. Upon the

discovery of unapproved or unlicensed merchandise, the seller will be requested to remove products from sale until the source can be determined, the merchandise licensed, the design approved, and past royalties due determined and collected. Where University officials deem the merchandise unacceptable, the seller will be requested to turn over the merchandise to the University for destruction.

4. Should voluntary compliance fail, the University will take whatever legal steps necessary to protect the use of its marks and collect royalties due. Actions contemplated may include, but not be limited to, cancellation of a license agreement, seizing and destroying counterfeit goods, an injunction against further production and sale, and recovering damages, expenses, attorney's fees, and other costs.

A list of approved licensees/vendors is at
MiamiOH.edu/trademark



MIAMI UNIVERSITY

Student Organizations

STUDENT ORGANIZATIONS & CLUB SPORTS

Use of beveled-M logo:

The name, seal, and recognized logos associated with Miami University are registered trademarks or service marks and are the exclusive property of Miami University. Student organizations and sports clubs often seek to use the name and/or logos of the University or affiliated organizations on various types of merchandise, for use by the group, as favors/souvenirs for their members, or for fundraising activities. While most of this usage is exempt from the payment of royalties, licensing policies require that:

- The merchandise be produced only by manufacturers or suppliers licensed through the University
- The manufacturer or producer (licensee) must either pay the royalty or seek a specific royalty exemption on each item from the university licensing manager
- Artwork must be approved by the licensing manager prior to production

Use of the beveled-M logo requires appropriate usage as defined for the beveled-M in this manual.

Use of the term RedHawk and RedHawk logos

Student organizations and sports clubs may use the “RedHawk” name for on-campus, registered and approved events. Otherwise, the RedHawk logo is used to officially designate ICA-affiliated sports and any other use of the “RedHawk” logo (except for the club sports exception as indicated below) requires prior approval from the Department of Intercollegiate Athletics (ICA). Student organizations that are not affiliated with ICA may not use “RedHawk” in their organization name and are encouraged to use “Miami” instead.

Club Sports

Recognized club sport teams are required to use either the Club Sports M or Club Sports RedHawk logos (as to the right) on any item bearing the name of Miami University or using the M logo. In extenuating circumstances, jerseys may be exempt from this policy but will be handled on a case-by-case basis; Jerseys that do not include the name of the sport will not require the logo. The approved Miami Club Sports Logo must appear on all print advertising, website, and apparel designs.



General Prohibitions

While the University does not wish to interfere with creative student activities, the University is committed to protecting its name, wordmarks, and logos, ensuring that the marks are correctly displayed and that they do not reflect unfavorably on the University in the context presented. University marks may not be used to promote use of alcohol, tobacco, controlled substances, sexually oriented products, religious products, bathroom articles, or games of chance. The University is also committed to protecting the integrity of the licensing program and licensees who support it, and must expect compliance with the licensing policy from all individuals and organizations. All printed and electronic materials must be produced in good taste and reflect socially acceptable standards. Printed materials that use any university trademark (not limited to but including t-shirts, promotional flyers, and websites) must be approved prior to distribution and be printed by a licensed vendor. Use of logos or wording regarding “Redskins” is prohibited. Promotion of the use of alcohol or tobacco on printed materials is prohibited. Sponsorship or advertising associated with vendors that directly sell alcohol or tobacco is also prohibited.

All print advertising, website and apparel designs must be approved by the Director of Club Sports, 108 Rec Center, (513) 529-8179, arnosmp@muohio.edu. The director of club sports may need to obtain further approval by the university licensing manager.

A copy of the Student Organization Licensing Request Form is available at MiamiOH.edu/trademark



MIAMI UNIVERSITY

University Website Policies and Guidelines

MIAMI WEBSITE POLICIES & GUIDELINES

Miami's website plays a key role in the University's image, reputation, and delivery of important information to all its main audiences.

Role of University Communications and Marketing

Miami's Office of University Communications and Marketing (UCM) oversees Miami's official web presence, driven by the Cascade Server Content Management System (CMS). Oversight includes CMS functionality, all of the system assets, and user access.

In collaboration with UCM, Miami's IT Services hosts the CMS web content. As host, IT is responsible for all aspects of web server management, including technology, network connectivity, and security. UCM partners with Hannon Hill (Cascade's creator) for system support and upgrades.

UCM assumes responsibility for web page template design and maintenance, establishing goals and standards for graphics, photography, and content. Content requirements must be followed to ensure that standards of quality information, current information, consistency, usability, and branding are being met. Beyond legal ramifications, oversight of content is necessary in order to ensure that outdated or misleading information does not negatively affect a visitor's perception of Miami University.

UCM also works collaboratively to establish web strategy and priorities based on University goals, directs the research, analysis, and advancement of new media technologies, and trains web publishers to work in the CMS.

Role of Department Heads, Division Leaders, Directors, and Publishers

Departmental/area website content is the responsibility of the head of that department or area and ultimately, the division head. Established website policies, as defined in the next section, must be followed.

Website Policies

Branded CMS templates provided by UCM are used for all official Miami websites. The branded template options facilitate web development by ensuring consistent, simplified navigation, providing instant identification as a Miami website (with the correct use of the Miami logo and official colors), enhancing search capabilities across all University sites, and establishing standard footers with required links and legal elements.

Website content should meet accessibility standards as outlined in Web Content Accessibility Guidelines (WCAG) 2.0 (<http://www.w3.org/TR/WCAG20/>). These standards are part of the Web Accessibility Initiative (WAI), a working group of World Wide Web Consortium. Many elements built into the CMS facilitate this accessibility, including heading styles, ALT tags for image description, and color contrast for color-blindness. However, proper application remains the responsibility of the individual website owners, including correct use of heading styles and the inclusion of alternate text for all images, tables, and infographics that the CMS does not already require. In addition, all videos accessed from a site (both embedded and those leading to YouTube.com) must be accurately closed-captioned. For more information see Website Accessibility (<http://miamioh.edu/ucm/web/reference/accessibility/>).

Web pages must be regarded in the same light as publications and written communication. As such, all pages will abide by the federal copyright laws and applicable laws and University policies relating to written expression. All website content must be consistent with policy regarding Miami's Responsible Use of Computing Resources at Miami University.

Any collection of personal information and/or identifiers via a webform, survey, or other feedback tool remains in compliance with Miami's Web Privacy Policy (<http://miamioh.edu/about-miami/pubs-policies/privacy-statement/index.html>).

Department heads are responsible for the content of departmental pages. Departmental pages should not attempt to duplicate official sites or information but should link readers to the correct page, so that information is easily updated at a single site.

WordPress is recommended for the development of websites for student organizations, as UCM cannot support those websites within the Cascade Server CMS. This allows student organizations to use independent designs and logos that do not conform to Miami's branding standards and guidelines. It should be noted, however, that if a student organization uses any official Miami marks, they must adhere to all standards and guidelines.

Websites should be reviewed as needed within a minimum period of six months so that outdated information is removed or updated, and fresh content is in place.

All official pages should follow the University's Style Guide & Identification Standards Manual to maintain consistency in the use of punctuation, capitalization, grammar, professional presentation, titles, the University seal, and logo. Questions should be addressed to UCM.

Colors

The official University colors are red (PMS 186) and white. These should be the most prominent colors across all pages. Secondary colors can be used as accents and to emphasize pieces of content.

Fonts

The official University web fonts are Georgia, for use in headings, and Helvetica, for body copy. Division, department, office, and organization wordmarks use the Bembo font.

Styles

College, school, department, and unit sites should use official colors and fonts in headers, footers, banners, and other page regions to maintain consistency with the Miami homepage and ensure ease of navigation for visitors.

Logo Usage

The Miami University logo should be included in the header on every page of every site. It should always link to the Miami University homepage, MiamiOH.edu. It should appear above any other wordmark, imagetype, or logo on the page. The version and placement of the logo must conform with the University Brand Standards Guide.

Subsite Wordmark Usage

Subsites of Miami University should include their wordmark below the Miami University logo. Miami wordmarks use the Bembo small caps font for division names and the Bembo italic font for naming departments, offices, organizations, programs etc. In some special cases the wordmark can contain alternative fonts that compliment the brand. Contact UCM for wordmark approval prior to use.

For more details on Miami University's web colors, fonts, and styles, see the Design Standards Guide (<http://miamioh.edu/ucm/web/reference/design-standards-guide/>).

Resources

The official Miami website resides at MiamiOH.edu on a server running Apache server software. The material on the primary University web server is freely accessible by anyone connected to the Internet. Secure Socket Layer (SSL) is available on this server. PHP/MySQL is available for web scripting and database development.

The tools listed below are available for use by web editors maintaining official Miami University sites or by faculty and students for academic purposes.

Primary Web Tools

- Cascade Server - Content Management System
- Formstack - Robust web forms to add to your websites
- Qualtrix - Surveys
- 25Live - Events Calendar and Room Scheduling tool

Secondary Web Tools

- WordPress, Blogger, Drupal, YouTube or Kaltura for video hosting

Removal of Information

Miami reserves the right to remove web editing/publishing access to groups or individuals who do not follow the guidelines or violate acceptable use policies as defined. Miami also reserves the right to remove content that is outdated, incorrect, or violates standards.