

# HOMECOMING

## CREATIVE STYLE GUIDE

### AT A GLANCE

**DATES** OCTOBER 15-21, 2017

**THEME** TRADITION NEVER GRADUATES

**OFFICIAL HOMECOMING EMAIL** HOMECOMING@UMN.EDU

**OFFICIAL WEBSITE** HOMECOMING.UMN.EDU

### SOCIAL MEDIA

**STUDENT UNIONS & ACTIVITIES SOCIAL MEDIA PAGES**

Please like, share, retweet and/or follow us for Homecoming updates:

**FACEBOOK** FACEBOOK.COM/UMNSUA

**TWITTER** TWITTER.COM/UMNSUA

**INSTAGRAM** INSTAGRAM.COM/UMNSUA

**OFFICIAL HASHTAG** #UMNHC

### LANGUAGE

**VOICE:** The language used to speak about and promote Homecoming should be informal. It should be casual, simple, and inviting. Keep in mind, while our primary audience is the student body, Homecoming appeals to the entire campus community (students, faculty, staff), as well as the surrounding community and visitors.

**GENERAL SENTENCE FORMAT**

UNIVERSITY OF MINNESOTA HOMECOMING

OR

HOMECOMING 2017: TRADITION NEVER GRADUATES

### QUESTIONS

**KATIE ALVINO** Marketing Director - kalvino@umn.edu

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**JODY MAHAFFEY** Graphics Manager - mahaf001@umn.edu



*primary graphic - for black/dark background pieces*

## IDENTIFYING GRAPHIC

A graphic has been created to brand all assets associated with the university of minnesota homecoming celebration.

### GRAPHIC USAGE

Only the original high resolution or vector graphic files should be used - graphics should not be taken from this document.

### VARIATIONS ARE PROVIDED

The homecoming graphic is provided in both black-and-white and color variations, and in PNG and EPS vector formats.

### DO NOT ALTER

This graphic must be used consistently and appropriately. Do not manipulate, distort, add to or subtract from, edit colors or shapes, recreate, or use the graphic multiple times in the same design piece.



*primary graphic - for white/light background pieces*

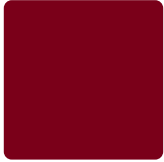



*primary graphics - for black & white pieces*



## COLORS

University marks and campaign graphics must use official colors (or black and white). Maroon and gold must be prominent in all designs created around the Homecoming celebration.

		PANTONE	CMYK coated	CMYK uncoated	RGB	HEX
MAROON		PANTONE 202C PANTONE 201U	0 / 100 / 61 / 43	0 / 100 / 63 / 29	122 / 0 / 25	#7A0019
GOLD		PANTONE 136C PANTONE 116U	0 / 27 / 76 / 0	0 / 16 / 100 / 0	255 / 204 / 51	#FFCC33

## TYPOGRAPHY

DISPLAY FONT: **BIGNOODLE TILTING**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@£\$%&()€#-\_=+;:\@©

DOWNLOAD AT [DAFONT.COM/BIGNOODLETITLING.FONT](https://dafont.com/bignoodletitling.font)

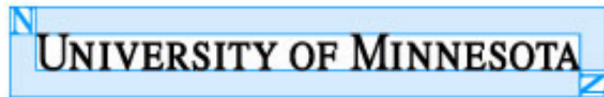
BODY FONT: **OPEN SANS**

abcdefghijklmnopqrstuvwxyz  
1234567890 !@£\$%&()€#-\_=+;:\@©

DOWNLOAD AT [FONTS.GOOGLE.COM/SPECIMEN/OPEN+SANS](https://fonts.google.com/specimen/open+Sans)

# UNIVERSITY OF MINNESOTA

## Driven to Discover<sup>SM</sup>



## UNIVERSITY OF MINNESOTA BRANDING

The creative identity of homecoming lives within the broader university of minnesota brand and must follow university guidelines. To access images, wordmarks, and logos. Visit [brand.umn.edu](http://brand.umn.edu) for resources.

**BUFFER SPACE:** Leave a buffer space the height of the capital letter “N” between the wordmark or wordmark combination and other graphic elements or the edge of the page/screen.

**PLACEMENT:** Place the wordmark (or wordmark/unit combination) at the top or bottom of the page/screen, where the wordmark isn’t overshadowed by other elements. When using the wordmark and a unit name but not combining them, remember: The wordmark and unit name must be far enough apart so as to not appear grouped.

**USE IN PRINT:** Minimum size of the word “Minnesota”:

7/8” (.875”): for paper sizes 3” x 5” and larger.

(.625”): for paper sizes smaller than 3” x 5”.

On larger pieces (i.e. banner), the wordmark should be legible and prominent.

### REMEMBER

Please place logo where it will be visible

Do not integrate the logo into text or a header

If you must scale, please scale proportionally

Do not alter the color, shape, or elements of the logo

Please refrain from screening logo or incorporating into any other imagery.

**ADDITIONAL INFO:** For more in-depth information about the above guidelines and the additional requirements for print and electronic communications, visit [brand.umn.edu](http://brand.umn.edu).