MIAMI UNIVERSITY

IDENTITY AND USAGE STANDARDS

BRAND GUIDE

v.2

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The Miami University brand standards define a flexible, yet consistent identity that allows both internal and external partners to develop Miami branded materials.

Questions? Contact Brand Management and Strategy at **Brand@MiamiOH.edu**

enagages, reassures, and helps navigate.

Miami University's brand extends far beyond the logos, wordmarks, symbols, and images seen throughout our marketing and communications materials. The brand is a complex system driven by the emotions of our audiences, who connect their personal experiences to Miami. The institution's positioning, voice, and visual identity outlined in these brand standards are a comprehensive reflection of brand research, academic excellence, and a shared student experience.

Consistent standards set clear expectations for the appearance of branded materials and grant brand communicators the flexibility they need to meet the needs of diverse audiences. A unified and consistent brand image allows for broader awareness of the institution and a stronger Miami identity.

Brand Foundation

The fundamental elements
that differentiate Miami University

Brand Pillars

Brand pillars are the foundation of the Miami brand.

Brand pillars express the essential truths about Miami University — what sets us apart from our competitors and how we provide value to the world. Brand pillars provide a guide for all of your communications. When you're creating copy or designing visuals, bring at least one of these pillars to life. As you're communicating with audiences, keep the following in mind.

- Align your style, tone, and messaging to at least one brand pillar.

- Convey Miami's purpose and key differentiators based on the pillars.

- Do not use brand pillars as taglines.

LEARN BROADLY

UNDERSTAND DEEPLY

THINK ENTREPRENEURIALLY

REACHING GLOBALLY TO IMPACT PERSONALLY
The distinct attributes that distinguish Miami University reveal an institution that is unlike any other in the world. These wide-ranging brand traits combine to formulate an uncommon recipe for success.

SERVE PURPOSEFULLY

CONNECT INTENTIONALLY
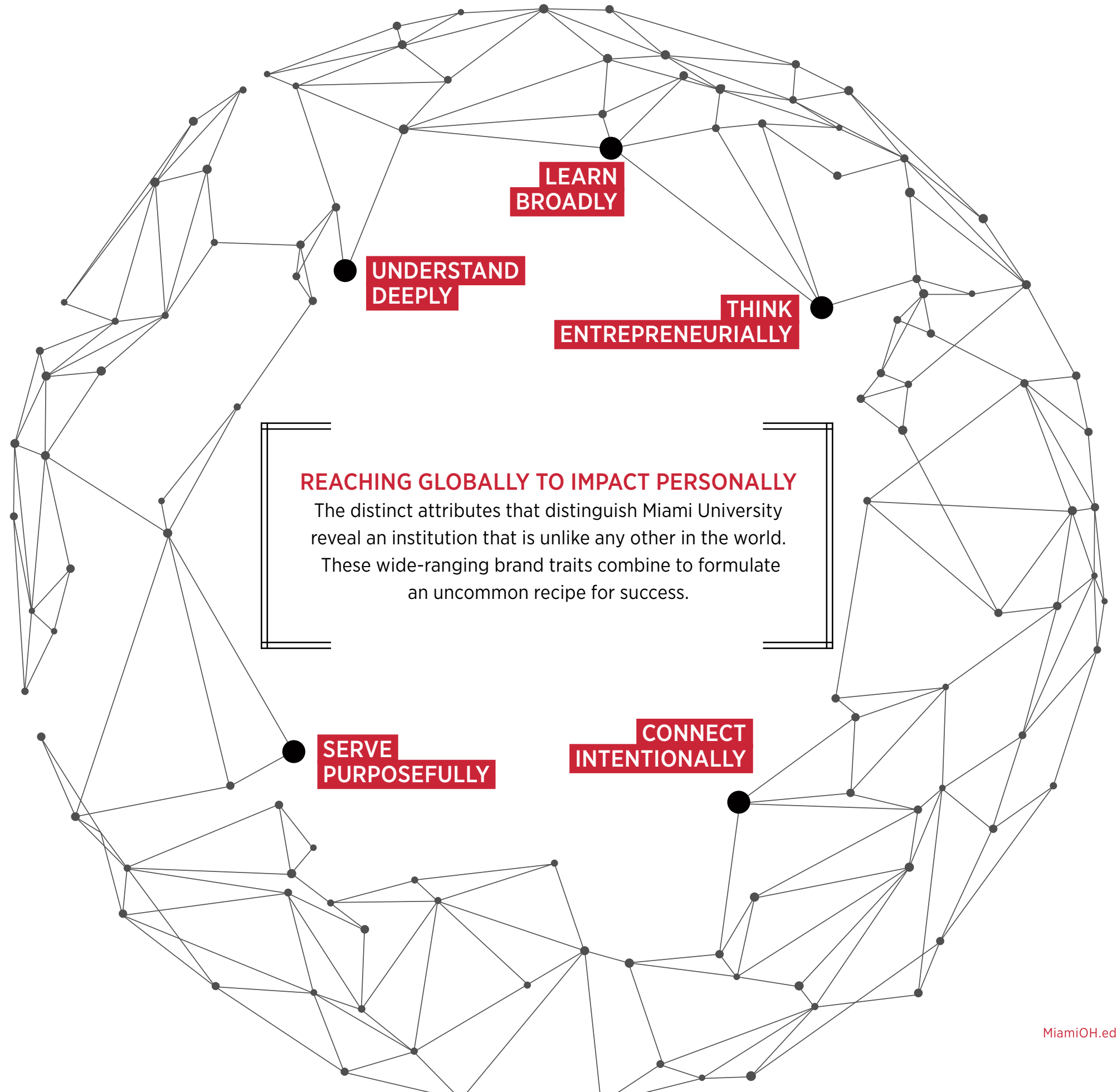
Brand Pillars

1 UNDERSTAND DEEPLY

Brand characteristics:
Timeless yet inspired

Miami strives to forge a bold future built upon the foundation of our rich history.

We have a fundamental need to understand — ourselves, each other, and the universe around us. Even the most inspired innovation relies on the timeless methods of inquiry developed centuries ago. As a public university with a global reach, we champion what's next — cutting-edge research, essential partnerships, and the life-changing experiences that produce trailblazing thinkers. We commit to providing these meaningful experiences to all students — not merely a select few.

2 LEARN BROADLY

Brand characteristics:
Comprehensive yet precise

Miami provides expertise that is informed by the most comprehensive range of knowledge and yet relies on the most precise level of skill.

To open new paths of discovery and creativity, our research and scholarship must first transcend the boundaries between disciplines. Our breadth of knowledge strengthens our ability to explore and specialize in emerging fields. We commit ourselves to a transdisciplinary approach to education, collaborating across subject areas and producing well-rounded scholars who can apply their knowledge in multiple fields.

3 THINK ENTREPRENEURIALLY

Brand characteristics:
Driven yet perceptive

Miami empowers people in each field of study and every line of work to lead, learn from setbacks, and change the status quo.

A complex world requires the ability to think in unconventional ways. The entrepreneurial mindset — resilient, adaptive, tolerant of risk — thrives within all types of organizations. With our hands-on, innovative approach to education, we help others create successful outcomes beyond their dreams. With our emphasis on transformational leadership, we develop intellectual pioneers who will shape the future.

4 SERVE PURPOSEFULLY

Brand characteristics:
Ambitious yet generous

Miami harnesses the diverse intellect and capabilities of a world-class institution and directs its energy toward solving the world's greatest problems.

Knowledge and expertise are most valuable when they're shared with others and used to impact the greater good. Humility tempers our ambition. A clear sense of purpose guides our generosity. Our passion for discovery in our fields of inquiry is equaled only by our desire to improve life for all. An investment in Miami produces returns not only for our graduates but for our community and our world.

5 CONNECT INTENTIONALLY

Brand characteristics:
Interconnected yet distinct

Miami nurtures interconnected partnerships and celebrates the distinct value brought by each person.

Collaboration and inclusion are catalysts for critical thinking. Our global network of learners, thinkers, and achievers works together to open a universe of possibilities. Diverse viewpoints and identities strengthen everything we do. Our commitment to equity demands that we break down barriers to learning while seeking opinions that may challenge our own. We empower every member of our community by recognizing that the depth of our connection relies on our willingness to transform — and be transformed by — our university.

Brand System

High-level overview
of Miami's key brand elements

Identity Overview

The Miami University logo is a powerful and recognizable symbol of the university.

It unites all Miami constituents — students, faculty and staff, alumni, partners, and the broader community.

Our logo includes two key elements: the Beveled-M and the "Miami University" wordmark.

BEVELED-M

WORDMARK

LOGO

Key Logos
Overview

BEVELED-M

PRIMARY LOGO

HORIZONTAL STACKED

VERTICAL STACKED

HORIZONTAL

SECONDARY LOGO

HORIZONTAL

VERTICAL

WORDMARK

Primary Logos

The logo is the fundamental visual expression of the identity.

Miami University's primary logos are the official logos of the university and are presented in three formats — horizontal stacked (top), vertical stacked (middle), and horizontal (bottom).

Use the primary logos when communicating to external audiences.

Beveled-M

The Beveled-M is the most recognized symbol on campus and beyond.

It is typically depicted in red with a black border and white outline to set it apart.

At all times, the center portion of the Beveled-M mark must be either red or white (except as noted).

FULL-COLOR ON RED BACKGROUND

FULL-COLOR ON WHITE OR LIGHT BACKGROUNDS

ONE-COLOR MIAMI RED

ONE-COLOR WHITE

ONE-COLOR BLACK

Use the full-color version of the Beveled-M for most applications. The one-color red and one-color white versions should only be used for monochromatic applications or certain merchandise applications. The one-color black version should be used in situations in which printing color options are limited. The colors of the Beveled-M should not be altered from these versions, nor should it be used as a frame for a texture, photo, or other visual elements. Don't stretch, condense, or otherwise abstract it. Do not use the Beveled-M as part of a word. Any modifications to the Beveled-M can confuse its meaning or diminish its impact.
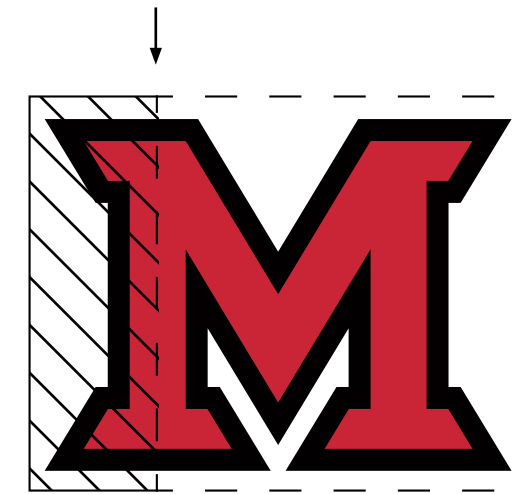
Supergraphic

The Beveled-M may be used in certain instances as a supergraphic.

When communications need to convey boldness and could benefit from a larger-scale design element, the Beveled-M may be used as a supergraphic. Only use the Beveled-M as a supergraphic on a piece when it uses the following criteria: 1) the Beveled-M has prominent size and placement, 2) "Miami University" is explicitly spelled out on the same page or spread, 3) another version of the logo/Beveled-M is not present on the same page or spread, and 4) the size of the Beveled-M is not obscuring or overlapping other major design elements. The Beveled-M must be cropped vertically to bisect through one stem and must not be cropped at the top or bottom.

EXAMPLE LEFT CROP
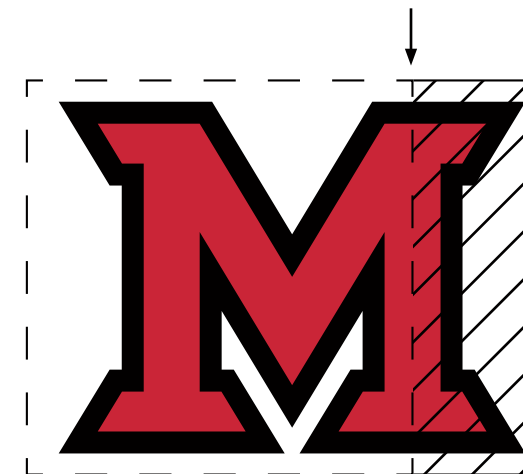
EXAMPLE RIGHT CROP

The Beveled-M may only be cropped vertically as shown. Do not crop the Beveled-M horizontally. A supergraphic should only be used sparingly and not more than once per piece. Do not use the single-color versions of the Beveled-M as supergraphics. Traditional safe space may be condensed in some instances to allow for a supergraphic of the Beveled-M.

Wordmarks

Miami's official wordmark is typeset in Freight Display Pro. The wordmark cannot be recreated by typing it out as the letters are typeset with specific spacing and weighting. When the wordmark appears as part of the logo, always use the official artwork. The wordmark should only be used in limited situations or when a supergraphic is in use on a piece. The primary logo is always preferred.

MIAMI
UNIVERSITY

MIAMI UNIVERSITY

Primary Alternate Logos

Primary alternate logos incorporate Oxford, OH and the institution's year of establishment of 1809.

Use the primary alternate logos when there is a need to call attention to Miami University's geographic location and rich history.

Secondary Logos

Secondary logos are simplified versions of the primary logos.

These logos can be used on platforms where it is clear that Miami University is the creator of content, such as social media or internal communications.

Use these simplified logos in communications to internal audiences, such as students, alumni, faculty, and staff.

Use the full-color version for most color applications. The one-color versions should only be used on monochromatic applications, certain merchandise applications, or when printing limitations apply.

FULL COLOR

ONE-COLOR WHITE

ONE-COLOR BLACK

Lockups

Lockups identify official areas within the university — divisions, centers, departments, and offices.
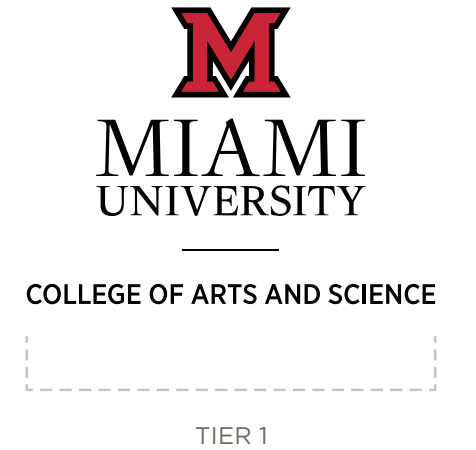
Area names are prominently identified in each lockup using the horizontal stacked and vertical stacked primary logos.

Divisions are assigned a **Tier 1** lockup. Centers, departments, and offices within a division receive a **Tier 2** lockup. Tier assignment is based on the university's organizational structure.

The President's Executive Cabinet must approve all tier assignments. All new lockups or updates to existing ones should go through University Communications and Marketing (UCM).

To apply for an official lockup, contact Brand Management and Strategy at **Brand@MiamiOH.edu**

MIAMI UNIVERSITY | COLLEGE OF ARTS AND SCIENCE

TIER 1

MIAMI UNIVERSITY

COLLEGE OF ARTS AND SCIENCE

TIER 1

MIAMI UNIVERSITY | COLLEGE OF ARTS AND SCIENCE
Department of Political Science

TIER 2

MIAMI UNIVERSITY

COLLEGE OF ARTS AND SCIENCE
Department of Political Science

TIER 2

Secondary Lockups

These logos can be used on platforms where it is clear that Miami University is the creator of content.

Use these simplified lockups in communications to internal audiences, such as students, alumni, faculty, and staff.

COLLEGE OF ARTS AND SCIENCE

TIER 1

COLLEGE OF ARTS AND SCIENCE

TIER 1

COLLEGE OF ARTS AND SCIENCE
Department of Political Science

TIER 2

COLLEGE OF ARTS AND SCIENCE
Department of Political Science

TIER 2
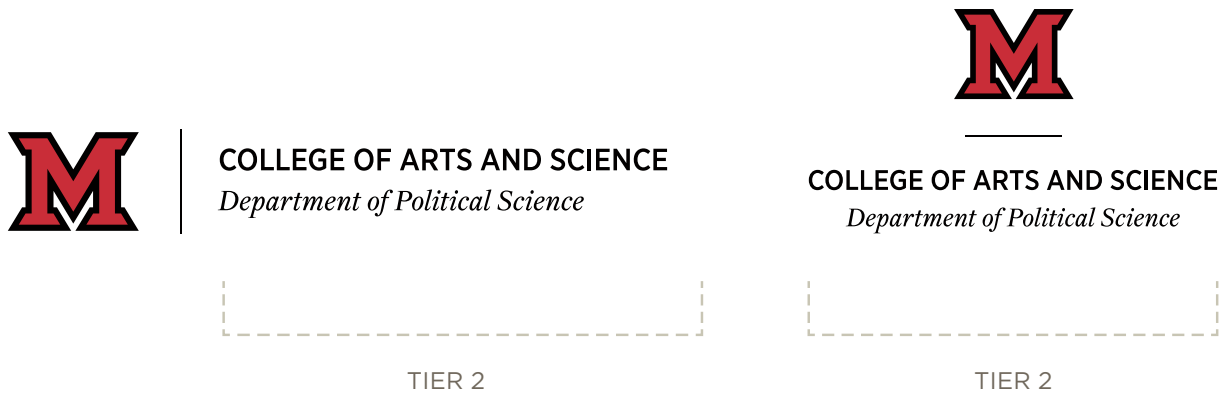
Logo Safe Space

**To maintain the integrity of our logos, safe space must surround all parts of the logo.**

This space provides separation from other elements, as well as the edge of the page. This border should always measure half the height of the logo at minimum.

Safe space may only be lessened in certain instances where space is limited, such as social media avatars or when using the supergraphic.

x 50% =

SAFE SPACE
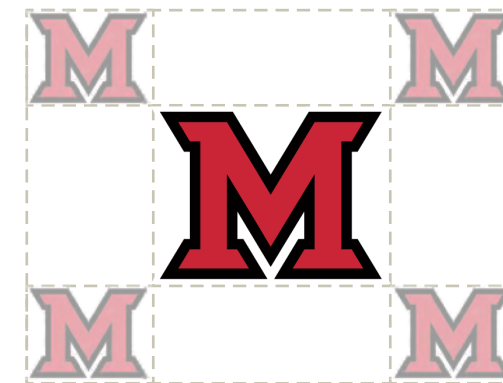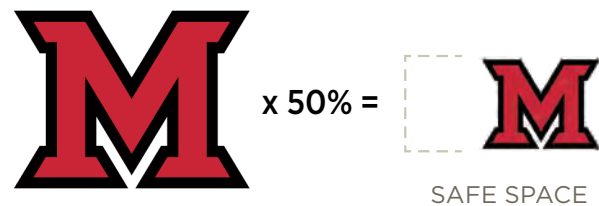
Logo Color Variations

Ensure there is enough contrast between the logo and the background. Select the correct version of the logo to ensure optimal legibility.

▲ Use the full-color version whenever possible.

▲ Use the white type version on darker backgrounds.

▲ Use the one-color versions when only
▼ one color is permitted.

Minimum Logo Size

When reproducing the logo, be conscious of its size and legibility. To ensure quality reproduction, follow these guidelines for approximate sizing. Use judgment on each application to ensure the best legibility within existing size limitations.

Print: 0.54"
Digital: 40px

Print: 1.125"
Digital: 80px

Print: 1.75"
Digital: 126px

Print: 1.125"
Digital: 88px

Print: 4.25"
Digital: 338px

Logo Misuse

Becoming familiar with the correct use of the logo also means understanding what not to do with the logo. Don't re-color, stretch, condense, morph, or otherwise manipulate or alter the logo. Any modification to the logo could diminish its impact. The examples here are not an exhaustive list but help to outline what not to do to the logo, lockups, or Beveled-M.

Don't alter

Don't stretch

Don't rotate

Don't add a drop shadow

Don't add a pattern

Don't change the text color

Don't add to a sentence or use the Beveled-M as part of a word

Don't use as bullet points

Don't surround by a shape

Don't use Beveled-M without white outline

Don't use a line with another logo unless an official partnership is approved by General Counsel/UCM

Don't attach to another logo

Presidential Seal

The presidential seal is a time-honored mark that dates back to 1826.

Three elements make up the seal: an open book, a globe of the Earth, and a telescope (representing the past, present, and future, respectively).

Within the seal are the three Latin words "Prodesse Quam Conspici." These words are the Miami motto: "to accomplish without being conspicuous."

The seal is reserved for use by the Office of the President for ceremonial purposes and official documents, including diplomas, presidential and trustee materials, legal and official university documentation, and the highest awards and certificates. Additionally, the seal may be used for formal occasions or on items of distinction, including commencement items, high-end gifts, and university chairs.

The Office of the President must approve all uses of the seal.

ONE-COLOR MIAMI RED

ONE-COLOR BLACK

ONE-COLOR WHITE

Co-Branding

Miami forges strategic partnerships with other organizations.

These relationships benefit the university, our community, and the world by creating innovation and efficiency. When working on co-branded communications:

- Partnerships must be approved by General Counsel in order to receive a lockup, and all official partnerships must use the language provided in the agreement.

- The co-branded logo should be separated from the Miami logo with a stroke.

- Maintain the safe space as outlined on Page 16 for both logos (half the height of the logo at minimum).

- In partnership lockups, Miami's logo should appear first unless otherwise stated.

- Both logos should be visually balanced to have equal weight on the page or screen.

- Do not incorporate a partner's mark into the Miami logo.

- Relationships that are not official partnerships must keep the Miami lockup separated from the collaborator logo.

- Collaborators that utilize Miami content can use "fueled by Miami University," "brought to you by Miami University," or "in collaboration with Miami University."

- Do not use a partner's or collaborator's mark on Miami business cards or stationery.

All partnership lockups must be created by UCM.

APPROVED PARTNERSHIP LOCKUP EXAMPLE
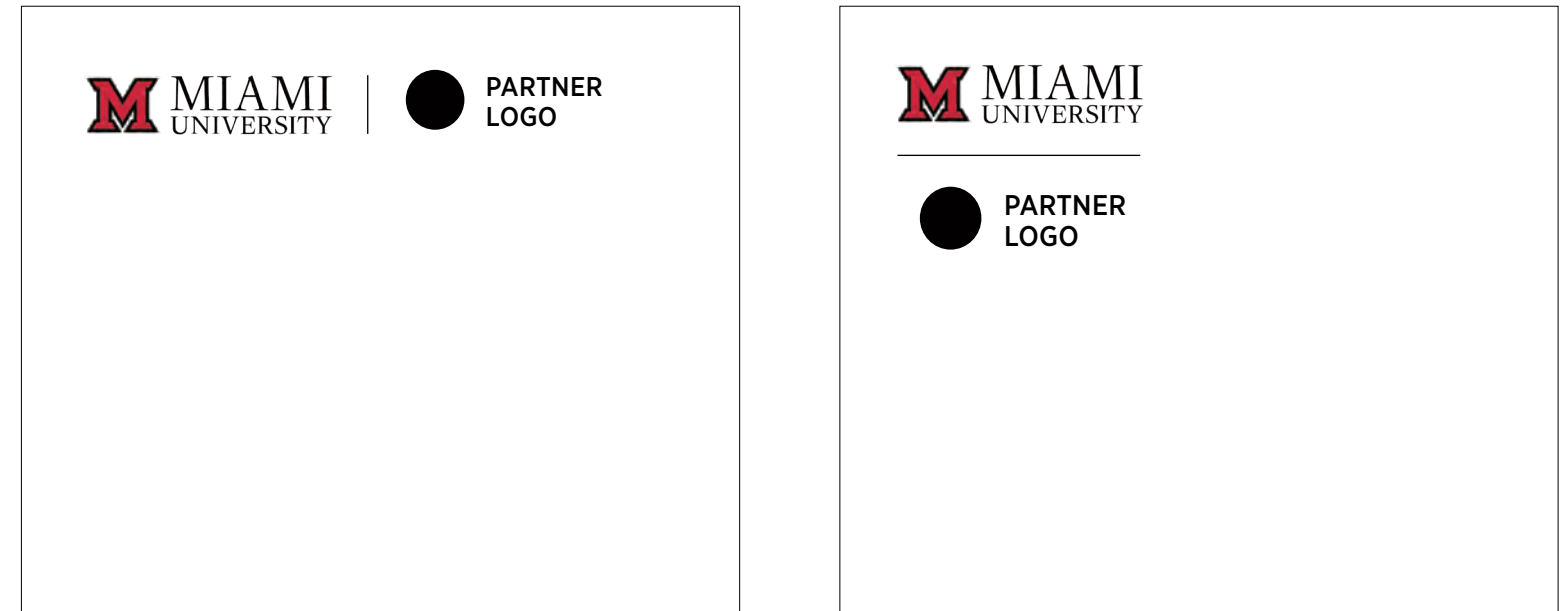
APPROVED COLLABORATIONS, ASSOCIATIONS, AND FUELED BY EXAMPLES

Student Groups

Student organizations and club sports teams that wish to use the university's brand must be officially registered through the Office of Student Activities, the Office of Fraternity and Sorority Life, or the Club Sports Office and receive approval from University Communications and Marketing to use the brand. The following requirements apply:

- Student groups must receive approval from University Communications and Marketing for any use of the university's logos.

- The university's logos may not be a part of the student group's logo.

- The university's wordmarks (e.g., Miami University, Miami, Miami RedHawks, RedHawks, Love & Honor) may be incorporated into the student group's logo with approval from University Communications and Marketing.

- Club sports teams are required to use the club sports logo or the official team name (e.g., Club Softball) on all materials in order to differentiate the teams from the university's Division I teams.

STUDENT ORGANIZATION NAME/LOGO

CLUB SPORT NAME
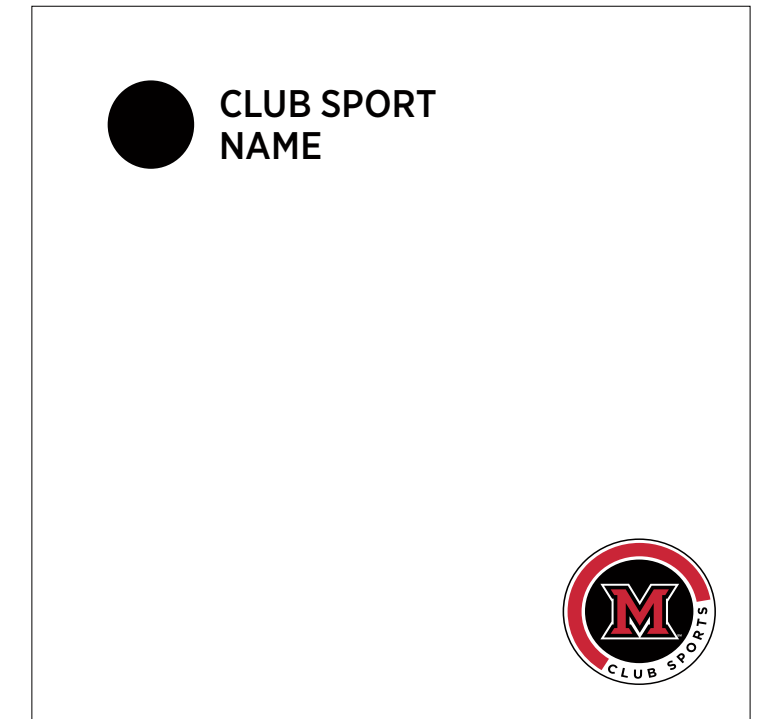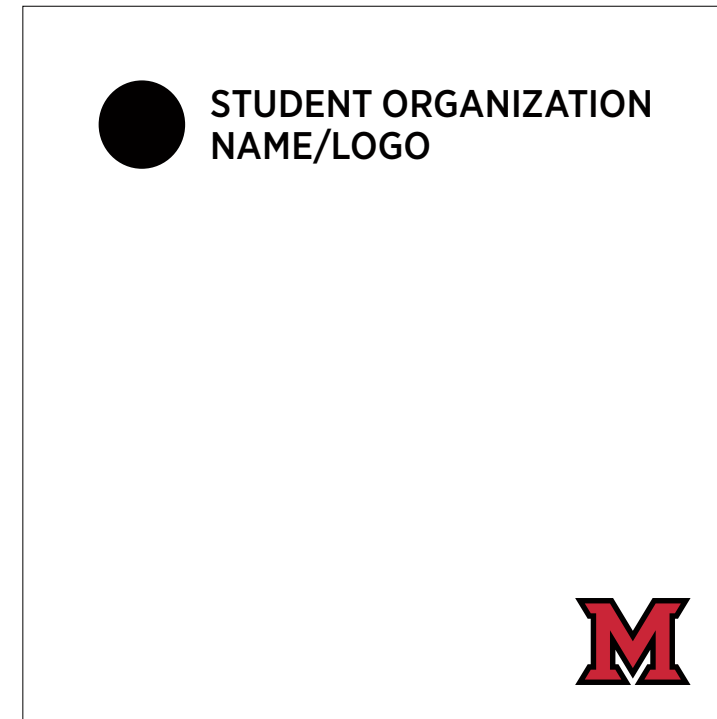
Expanded Branding

Programs led by faculty, staff, or offices that pertain to an academic department or connected area may use identifying marks. Adhere to brand guidelines as closely as possible to visually connect the academic program to Miami University. The following requirements apply:

- Program logo has the highest priority on the design, with the college's lockup as secondary (follow co-branding guidelines in Section 3.3 of the Brand Identity Guide).

- The official typefaces that are listed on the Brand Identity Guide are recommended.

- Use official Miami colors. Refer to the colors in the Brand Identity Guide.

- Any academic program marketing should be created with the Miami brand and brand pillars in mind.

- UCM **must** approve any logos, wordmarks, or otherwise identifying marks **before** usage.

Events

Most event marketing occurs outside of UCM, so following the brand guidelines is of utmost importance when creating materials for any event to keep it within the brand standards. Events that are conducted by the university should be approved by UCM before usage. The following requirements apply:

- Event logo has the highest priority on the design, with the Miami logo as secondary (follow co-branding guidelines on page 23 of the Brand Identity Guide).

- Use the official typefaces that are listed on the Brand Identity Guide.

- Official Miami colors are strongly recommended but not required for internal events.

- External-facing events must use Miami colors. Use the colors and color ratios defined in the Brand Identity Guide when using Miami colors.

- Any event marketing should be created with the Miami brand and brand pillars in mind.

EVENT LOGO

REDHAWK
Venture Pitch Competition

Brand Styles

Using visuals to convey
Miami's brand expression

Primary Color Palette

Color is the foundation of a focused and unified brand. Color is an essential part of the visual identity.

Together with our logo, color is an identifying feature of our brand. We own red and white.

Brand colors are one of the main ways the brand is expressed. Bold and distinctive, the colors should be used consistently across all branded materials and assets.

In print, Miami Red (PMS 186) is always preferred. When PMS colors cannot be used, use the CMYK equivalent. For digital applications, use the RGB/HEX values.

Use the colors at 100 percent opacity. The use of shades or tints is not permitted.

PRIMARY COLORS
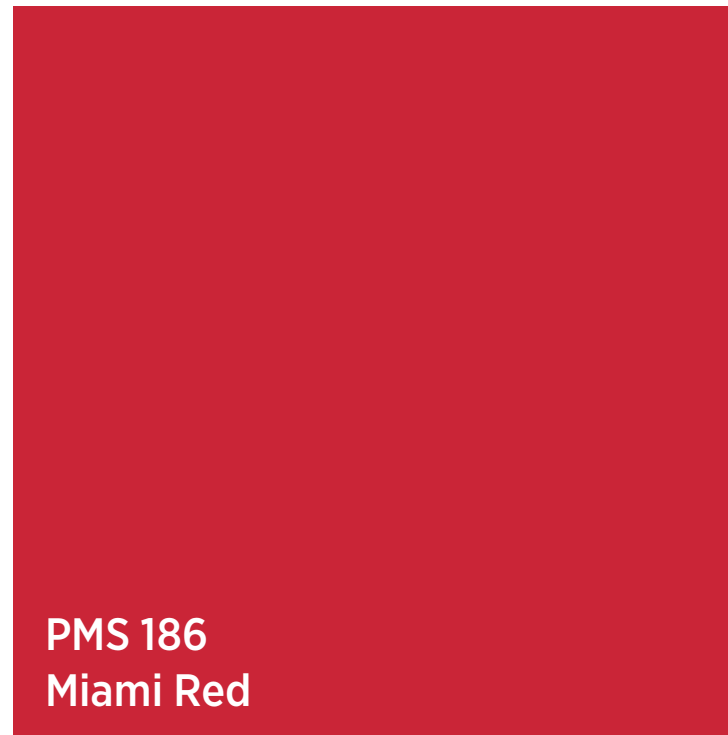
**PMS 186
Miami Red**

CMYK   0 100 81 4
RGB   196 18 48
HEX   C41230

White

CMYK   0 0 0 0
RGB   255 255 255
HEX   FFFFFF

Expanded Color Palette

A subtle yet reliable color palette gives range to our visual identity.

The expanded color palette extends the brand in a balanced yet flexible way. The secondary colors provide flexibility for content frames and callout areas. These colors should always appear with and in support of the primary colors and provide visual relief from the boldness of the Miami Red when necessary.
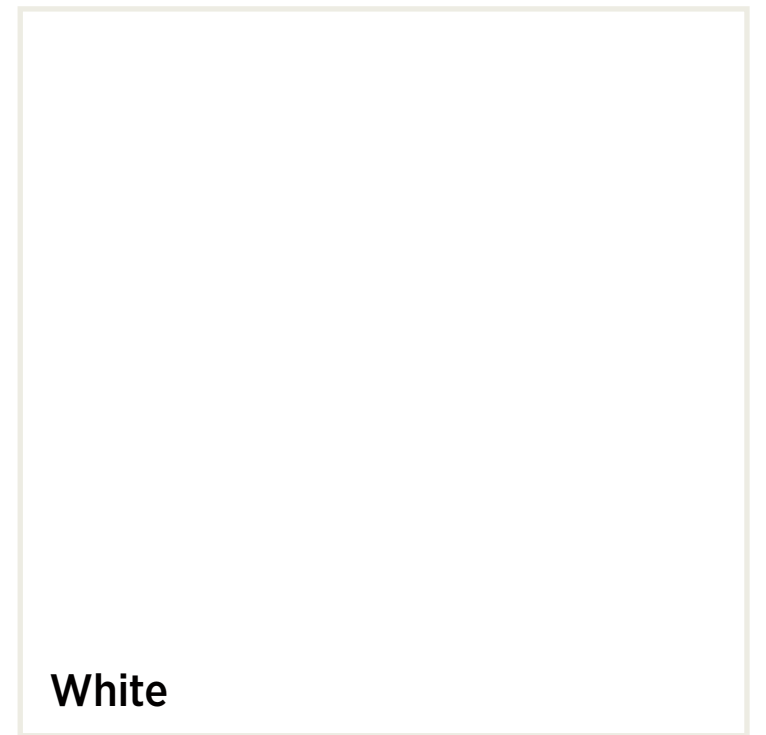
Neutral colors should be used sparingly in relation to the primary or secondary colors. Black should be reserved primarily for text.

Tertiary or "accent" colors can be used for emphasis, but should be used sparingly. Tertiary colors should be used primarily to delineate names or highlight content in messaging, infographics, or data visualization.

Overuse of the neutral or tertiary colors would dilute and confuse brand visuals. Only use neutral or tertiary colors in support of the primary and secondary colors.

SECONDARY COLORS
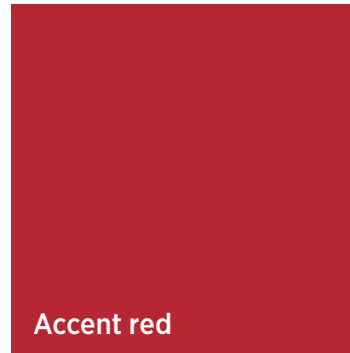
Accent red
CMYK 0 91 76 32
RGB 173 16 42
HEX AD102A
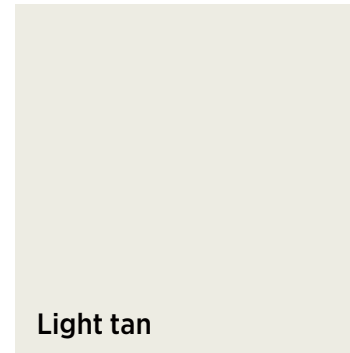
Light tan
CMYK 0 0 5 7
RGB 237 236 226
HEX EDECE2
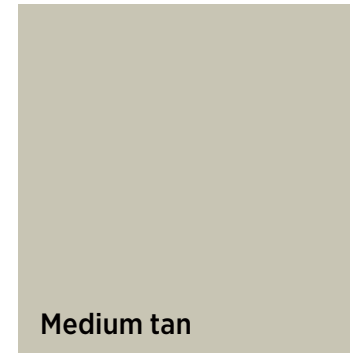
Medium tan
CMYK 0 1 10 20
RGB 204 201 184
HEX CCC9B8
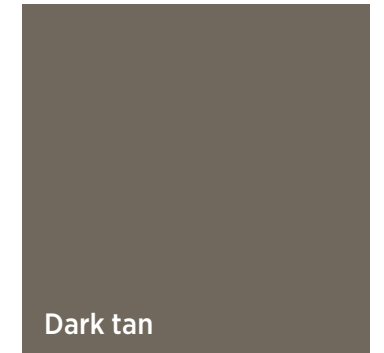
Dark tan
CMYK 53 50 59 20
RGB 112 104 92
HEX 70685C

NEUTRAL COLORS
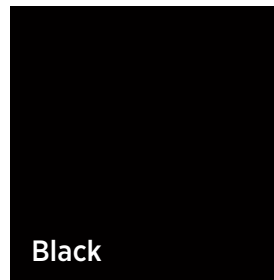
Black
CMYK 0 0 0 100
RGB 0 0 0
HEX 000000

Medium Gray
CMYK 0 0 0 60
RGB 102 102 102
HEX 666666
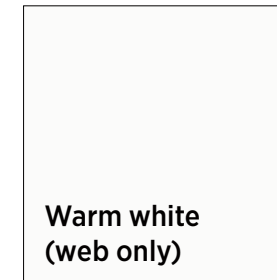
Warm white (web only)
RGB 250 249 247
HEX FAF9F7

TERTIARY COLORS

Corn Yellow
CMYK 2 5 65 5
RGB 239 219 114
HEX EFDB72

Slate Blue
CMYK 79 61 42 23
RGB 62 84 104
HEX 3E5468

Color Ratio

Red and white should be the predominant colors.

Never use secondary colors as if they were primary colors. Emphasizing red and white indicates that the communication is coming from Miami University.

The use of white space in layouts not only conveys one of Miami's primary brand colors, it also helps focus attention on the most important elements in the layout. Use the neutral and tertiary colors sparingly.

Use the ratios on this page to balance red and white with the rest of the color palette.

Miami Red

White

Accent Red

Dark Tan

Medium Tan

Black

Medium Gray

Corn Yellow

Slate Blue

Light Tan

Warm White

Color Combinations

We love all of the colors in our palette.

When selecting colors for a design, ensure that the materials are presented in an accessible way for everyone.

This color guide gives best practices for optimal color contrast. Ensure that text over images passes color contrast best practices.

The TPGi website offers a free tool to test the contrast between two colors to ensure that they are accessible. The color combinations shown pass the color contrast/accessibility test (WCAG 2.1 AA).

See Web Content Accessibility Guidelines (WCAG) for the latest information about creating accessible web design.

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

	White background	Miami Red background	Accent Red background	Warm White background	Light Tan background	Medium Tan background	Dark Tan background	Slate Blue background	Medium Gray background	Corn Yellow background
Black	LOVE AND HONOR			LOVE AND HONOR	LOVE AND HONOR	LOVE AND HONOR				LOVE AND HONOR
White		LOVE AND HONOR	LOVE AND HONOR				LOVE AND HONOR	LOVE AND HONOR	LOVE AND HONOR	
Miami Red	LOVE AND HONOR			LOVE AND HONOR	LOVE AND HONOR					
Accent Red	LOVE AND HONOR			LOVE AND HONOR	LOVE AND HONOR					LOVE AND HONOR
Warm White		LOVE AND HONOR	LOVE AND HONOR				LOVE AND HONOR	LOVE AND HONOR	LOVE AND HONOR	
Light Tan		LOVE AND HONOR	LOVE AND HONOR				LOVE AND HONOR	LOVE AND HONOR	LOVE AND HONOR	
Medium Tan								LOVE AND HONOR		
Dark Tan	LOVE AND HONOR			LOVE AND HONOR	LOVE AND HONOR					
Slate Blue	LOVE AND HONOR			LOVE AND HONOR	LOVE AND HONOR					LOVE AND HONOR
Medium Gray	LOVE AND HONOR			LOVE AND HONOR	LOVE AND HONOR					
Corn Yellow			LOVE AND HONOR							

Brand Typefaces

The Miami University brand uses FreightText Pro, FreightDisplay Pro, Gotham, Gotham Narrow, and Brushability.

- Headlines, section headers, statistics, and callouts can be set in Gotham Narrow Book, Medium, or Bold and FreightText Pro Light or Book.

- URLs and social media handles in calls to action must use Gotham Bold.

- Use Gotham and Gotham Narrow in uppercase or title case. Set in uppercase for ribbon text.

- FreightText Pro should be used only in title case, never all caps.

- FreightDisplay Pro is used only in the logo, official lockups, and stationery and should not be used in standard layouts.

- Brushability should only be used sparingly in headlines. It must be used in title case or lower case (never all caps) and with metric kerning.

- Use optical kerning when available (except for Brushability).

Combining different treatments can establish messaging hierarchy by differentiating the most prominent text from supporting copy (see page 34).

Brand typefaces can be requested at
Brand@MiamiOH.edu

ABCDEFGHabcdefghijklmnopqrstuvwxyz

▲ FreightText Pro Book 30pt

ABCDEFGHabcdefghijklmnopqrstuvwxyz

▲ **Gotham Bold 20pt**

PRIMARY

SERIF TYPEFACES

FreightText Pro

Light | Book | Medium | **Bold**

SANS-SERIF TYPEFACES

Gotham Narrow

Light | Book | **Medium** | **Bold** | **Black**

Gotham

Light | Book | **Medium** | **Bold** | **Black**

OFFICIAL LOGOS AND LOCKUPS

FreightDisplay Pro

Book | Medium | **Bold** | **Black**

ACCENT

SCRIPT TYPEFACE

Brushability

Alternate Digital Typefaces

When Miami's official typefaces aren't available, we use approved substitute typefaces. These typefaces are available on any computer/device or downloadable at no cost.

Use Proxima Nova in place of Gotham when designing Miami websites. It's available in Cascade, the university's website content management system.

Arial and Georgia may be used on common applications when brand fonts are not available (e.g., Microsoft PowerPoint or Google Docs).

Note: Proxima Nova is cleared for commercial use if licensed through Adobe or another licensed vendor. Source Serif Pro is available through Google Fonts. Arial and Georgia should be available on most systems.

Alternate digital typefaces available at
fonts.google.com

ABCDEFGHabcdefghijklmnopqrstuvwxyz
▲ **Georgia Book 30pt**

ABCDEFGHabcdefghijklmnopqrstuvwxyz
▲ **Proxima Nova Bold 20pt**

ALTERNATE TYPEFACES

SERIF TYPEFACES

Georgia
Regular | **Bold**

Source Serif Pro
Light | Regular

SANS-SERIF TYPEFACES

Arial
Regular | **Bold**

Proxima Nova
Regular | Medium | **Bold** | **Extra Bold**

Typography Examples

Note: When typesetting ribbon text, add an extra space at the front and back of the text to allow for more red space at both the beginning and end of the text area. Headlines can be one font or a combination of FreightText Pro and Gotham/Gotham Narrow.

EXAMPLE

TEXT

SPACE   SPACE
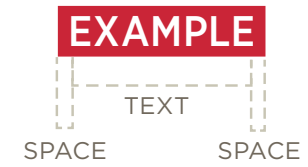
HEADLINE ─────────────────

Access Limitless Opportunities

SUBHEAD ─────────────────

THAT LEAD TO YOUR CAREER GROWTH

RIBBON TEXT ─────────────────

LAUNCH A FULFILLING CAREER IN YOUR FIELD

INTRO TEXT ─────────────────

You're looking for practical experiences that increase your ability to get a job or get into graduate school and ultimately make a difference in the world. Our strong connections

BODY COPY ─────────────────

provide you with career-boosting experiential learning opportunities in a variety of fields. Whether you intern with a professional sports team, live and teach in Cincinnati with Miami's Urban Cohort, or spend a summer researching, you'll gain the experience you need to stand out and make an impact.

SMALL TITLE ─────────────────

Where innovation is valued, leaders are born, and change is made.

ACCENT TEXT ─────────────────

A strong student-centered focus is a big part of life in EHS.

ALT BODY COPY ─────────────────

You'll arrive as a knowledge seeker but graduate as a knowledge producer.

CALL TO ACTION AND URL ─────────────────

↗ Visit Miami
MiamiOH.edu/MakeItMiami

No. 9

IN LEARNING COMMUNITIES

U.S. NEWS & WORLD REPORT, 2022-2023

Rankings and Statistics

Rankings are decided externally and give us a chance to show off.

Rankings are defined as any kind of messaging with "Top X," "No. X," "X[th]," etc., where "X" is a number. Rankings **must** have a citation (typeset in all caps Gotham Italic).

Frames/shapes should be used to enclose rankings, with minimal exceptions (must be approved by UCM). Frames/shapes are reserved only for rankings. Icons may be used in conjunction with rankings as a supporting element.

Statistics are based on facts and contain information that is easy to verify.

Statistics are defined as any numeric callout that is not a ranking. They can take the form of percentages, facts, or other whole numbers. Decimals must be rounded to the nearest whole number.

The "+" sign may be used in conjunction with a number if it is needed to convey "more than." For example: "120+ Majors." Do not use the plus sign in place of "and."

Statistics should not be enclosed in a frame but may utilize the angled ribbon to increase readability and to create contrast from the background.

UCM will oversee and approve the creation of all new rankings or statistics for digital and print communications.

RANKINGS

STATISTICS

No. 9
IN LEARNING COMMUNITIES

U.S. NEWS & WORLD REPORT, 2022-2023

Top 10
College

for producing
Fortune
500 CEOs

MONEY MAGAZINE, 2023

21st
AMONG NATIONAL PUBLIC UNIVERSITIES FOR 4-YEAR GRADUATION RATE

THE CHRONICLE OF HIGHER EDUCATION ALMANAC

MIAMI HAS
236K+
ALUMNI LIVING IN
100+
COUNTRIES

93%
LAW SCHOOL ACCEPTANCE COMPARED TO 80% NATIONALLY

70%
MEDICAL SCHOOL ACCEPTANCE*
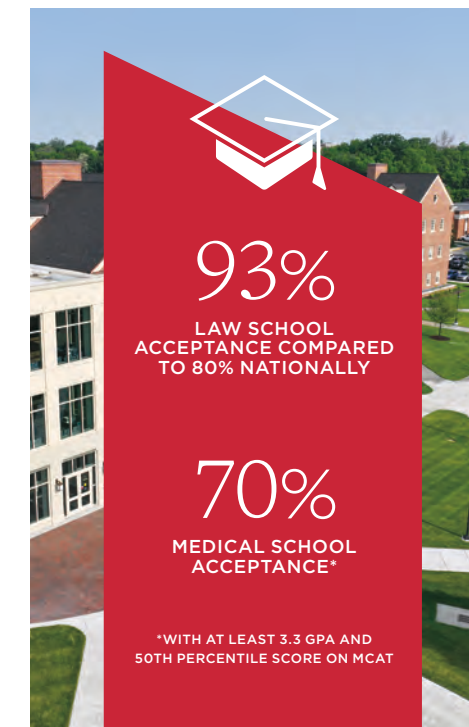
WITH AT LEAST 3.3 GPA AND 50TH PERCENTILE SCORE ON MCAT

26
ON-CAMPUS DINING OPTIONS

47
RESIDENCE HALLS

30+
LIVING LEARNING COMMUNITIES

Anniversary Seals and Public Ivy Badge

Anniversary Seals

Anniversary seals are optional, temporary marks, approved for one year of use. Seals should only exist for milestone years, which typically end in zero (0) or five (5).

Anniversary seals should follow the format shown. Department names (as defined by the President's Executive Cabinet) will be used, with the exception of dropping "Department of" in specific cases when it is necessary.

Anniversary seals must be approved by UCM.

Public Ivy Badge

The Public Ivy badge should be used as created. Do not modify in any way. The Public Ivy badge should only be used in the two-color or one-color formats as shown.

ANNIVERSARY SEALS
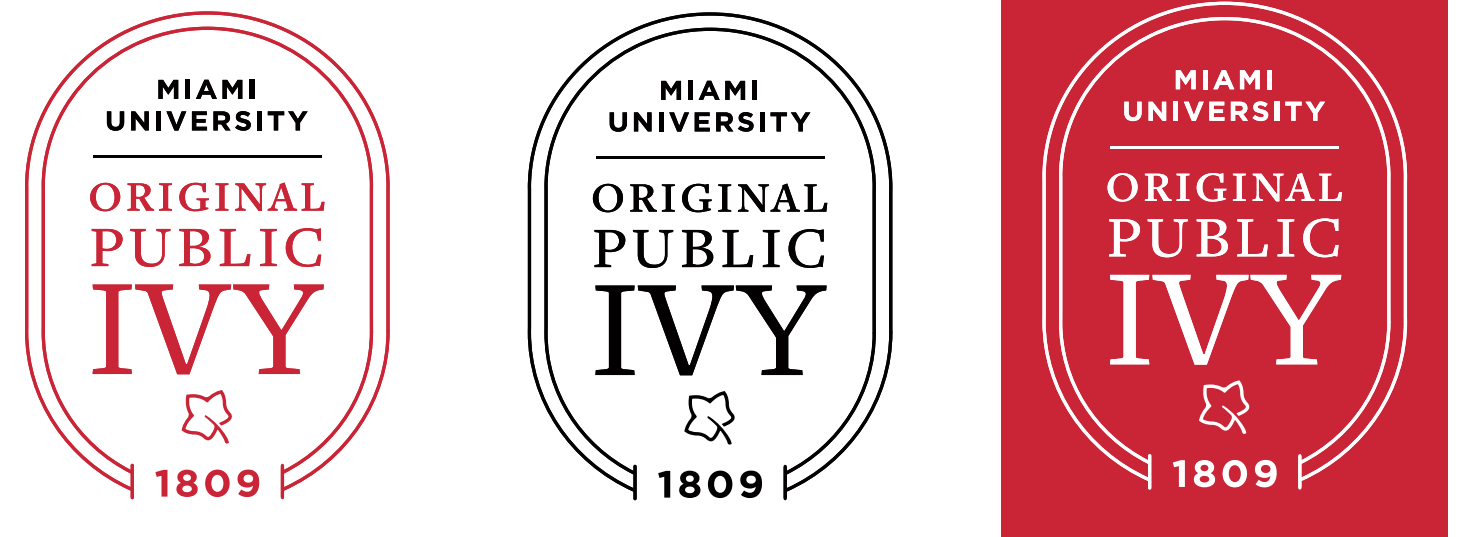
PUBLIC IVY BADGE

Icons

Icons relate to our campus, culture, classrooms, and traditions.

If icons are used in an overly crowded design or rendered at too small a size, they can become unrecognizable. Follow these guidelines when designing with icons:

- Icons should be one of the smallest design elements in a layout and typically take up no more than 5 percent of the layout.

- Icons should not be stacked, clustered, or arranged in rows (yes, we're breaking this rule on this page, but that's for demonstration purposes only).

- Icons must be used in a brand color, and there must be proper contrast between the color of the icon and the background. All icons are single-color except for "established date" icons.

- Icons are not logos and should not be treated as such.

University Communications and Marketing will oversee and/or approve the creation of all new icons to ensure that the distinct style of the icons is maintained.

Photography Overview

Our brand photography should reflect our story.

We are a community that is ambitious yet generous, comprehensive yet precise, driven yet perceptive, timeless yet inspired, and interconnected yet distinct. Photographs taken and selected should be representative of these ideals.

Authenticity is at the heart of Miami University photography. All photos should be real and not overly manipulated or created through AI. Minimal editing is acceptable.

Follow these guidelines when selecting photographs:

- Avoid images and portraits that appear heavily edited or overly staged like stock images.

- Ensure that photos do not perpetuate stereotypes. Be intentional about using photo compositions and subjects that ensure we're telling our inclusive brand story.

- Avoid using photos with visible labels or brands and clothing that display the logos or colors of other universities.

Visit the digital photo archive
MiamiOH.photoshelter.com

People and Portraits

The Miami University community is made up of diverse individuals united by their extraordinary drive. Portraits should demonstrate the genuine, authentic humanity of these individuals and celebrate the diverse identities (race, gender, age, ability, body type, socioeconomic status, etc.) that are part of our community.

All images of Miami University community members should communicate confidence, positivity, focus, and studiousness.

Set profile images on light tan, medium tan, or red backgrounds with the background removed when possible.
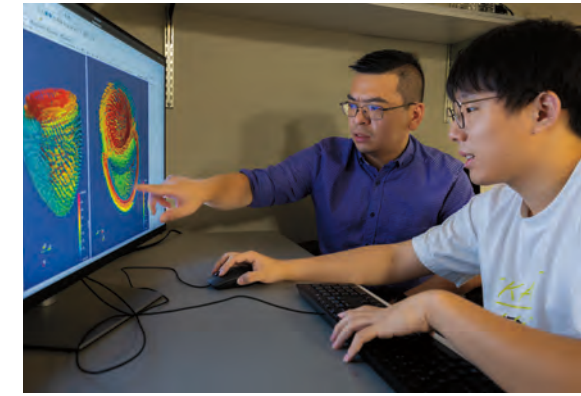
Campus and Environment

The environment of Miami University is our community's main source of social interaction, activity, and excitement. Energy, radiance, and dynamic compositions should pervade our approach to capturing Miami University's sense of place.

Details

Photos that focus on detail should add visual interest and context to design layouts. Detail photos should relate closely to the written text.
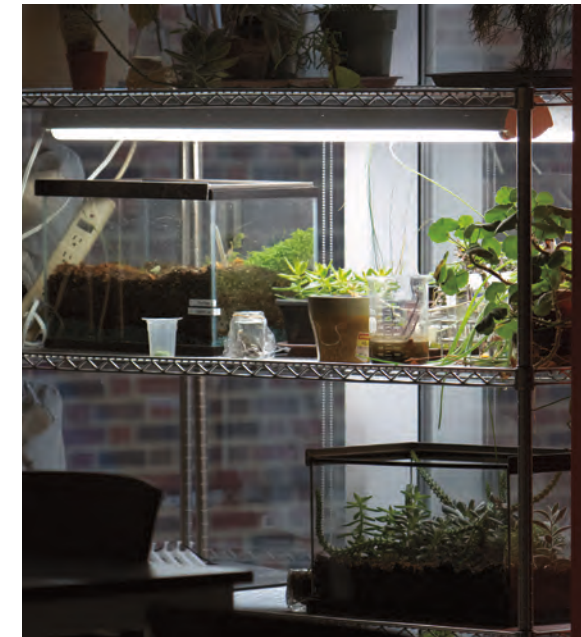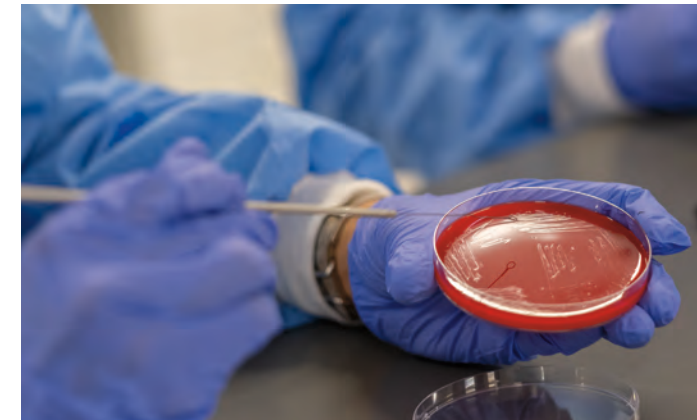
Studio Still-life Photography

Still-life photography includes inanimate objects that are staged on a white or plain background and typically carry the Miami brand or colors. Still-life photos do not include people or landscapes. Examples include Miami branded coffee mugs, signs, and writing utensils.

Stock Photography

Stock photography may be used on a limited, as-needed basis when authentic Miami photography is not available or applicable. Submissions for stock photo approval can be submitted to **Brand@MiamiOH.edu** and will be reviewed on a case-by-case basis.

Stock photos should adhere to the imagery guidelines and should only be submitted for approval if a photo that is needed does not exist within Miami's assets. Examples could be destinations, tabletop photos, and religious representations.
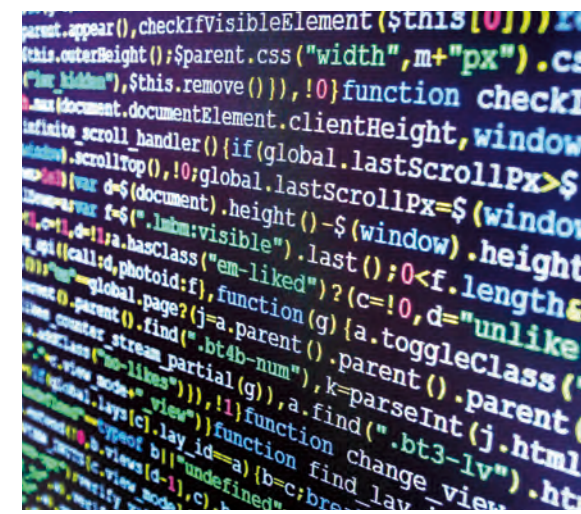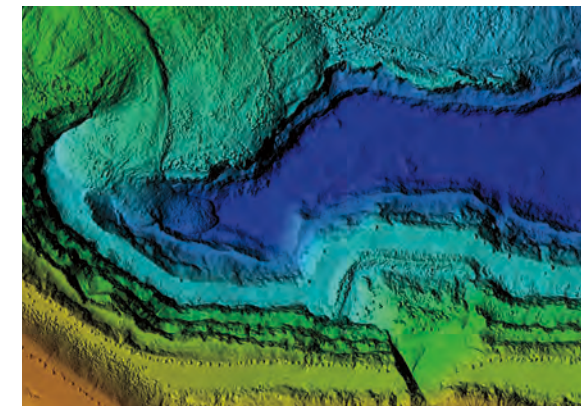
Common Elements

The consistent use of common elements ensures that materials produced by Miami University are familiar and unified in aesthetic.

Pull quotes are generally surrounded by a framing mechanism and can use hanging punctuation.

"I hire Miami graduates because they are technically prepared, job ready, and have strong transferable skills to contribute at high levels and help Lilly accelerate life-saving medicines to patients."

Charlie Haddad '92
SR. DIRECTOR,
ELI LILLY AND COMPANY

Icons can be used to support "You Will" messaging. Must follow the same guidelines as branded icons.

AT MIAMI
YOU WILL

Calls to action (CTAs) are surrounded by a red box. The "action" is set in FreightTextPro and the "destination" is set in Gotham Bold, usually in red.

Brand typefaces can be requested at **Brand@MiamiOH.edu**

Alternate CTAs with Instagram handle and icon.

Experience the world **@MiamiOHAbroad**

Alternate CTA with no icon (used when space is limited).

Take your next steps **MiamiOH.edu/congrats**

"You Will" wedge can be used in various formats (tan for reference only).

Tuition and fees for Pathways students

(Based on 2022–2023 academic year. These amounts are estimates pending the approval of the Miami University Board of Trustees in late spring/early summer.)

Utilize tables with open sides when possible.

	First semester (Fall 2023) OHIO RESIDENTS	First semester (Fall 2023) NON-OHIO RESIDENTS
Hamilton Tuition (Instructional Fee)	$3,200	$8,762 (total includes out-of-state surcharge)
Oxford General Fee (Basic + Other)	$1,561	$1,561

Health insurance is $1,596 annually unless waived. You must provide proof of health insurance. If you are not covered by another policy, you must purchase the university-sponsored coverage.

Common Elements

The consistent use of common elements ensures that materials produced by Miami University are familiar and unified in aesthetic.

Double lines can act as a frame for featured content.

MAJORS

Political Science (B.A.)
A working knowledge of the U.S political system, introducing various subfields within the discipline

Diplomacy and Global Politics (B.A.)
Designed for those interested in comparative and international politics and considering international careers

Public Administration (B.A.)
Understanding issues of governance and management of the public sector

Public Health: Health Policy and Administration (B.A.)
How public policy and administrators impact the public health delivery system

Data Analytics: Social Data (B.A.)
How data is manipulated, contextualized, and applied to the problems of today

Adding a 1-pt. vertical line underneath an icon draws the reader's eye down to the text.

A selection of graduate s
recently attended by Mia

Columbia University / Duke University / Harvard
MIT / The Ohio State University College of Medi
University of Chicago / University of Oxford / Va

A location-based line art map can be used as a background element.

A red corner frame adds visual interest and solidifies the brand through color and the wedge shape (it's also in the corner of this page!).

Proud Family
GUIDE

Table of contents

Get excited about your future
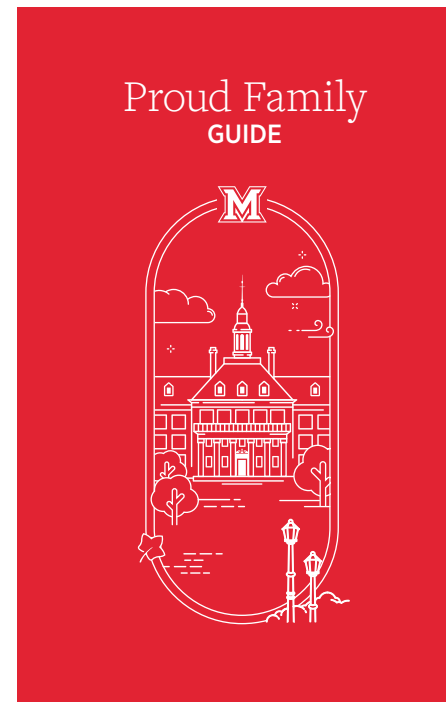
Polaroid-style photos with tape add a fun, authentic element to the layout.

Design Layouts

Congratulations on your acceptance to the **College of Engineering and Computing!**

Let me be the first to congratulate you on your acceptance into the College of Engineering and Computing! You have earned the opportunity to join an incredibly diverse and talented group of students who epitomize our tagline of I3 – Imagination, Ingenuity, Impact.

I believe our faculty are some of the best teachers and researchers in the nation. You will work alongside them on hands-on projects and in laboratories doing research. You may participate in our Socially Engaged Engineering and Computing (SEEC) programs. You will have mentors dedicated to supporting our diverse student body and ensuring your success.

Our Global Miami plan sets us apart from our peers and allows you to personalize your experience through coursework, study abroad, research, and extracurricular activities. Join us and learn what a difference a personalized, technical education that is grounded in liberal arts will do to prepare you for the technological challenges of the 21st century.

Beena Sukumaran, Ph.D.
Dean
College of Engineering and Computing

Icons should enhance the content, acting as a supporting element

Using different weights of the same font can create hierarchy and visual interest

Large paragraphs of text should always be in black

Page backgrounds can be Miami Red, white, or light tan

Use gold highlight sparingly

Design Layouts

Freight headlines are set in title case

The number or fact is the largest piece of information in a statistic callout in Freight Text Light or Book

THE NATIONAL AVERAGE ANNUAL SALARY IN SPORT ANALYTICS POSITIONS IS

$93,110

GLASSDOOR.COM LISTS THE AVERAGE SALARY OF A SPORT DATA ANALYST AT

$62,453

UP TO

$113,000

Master of Sport Analytics (MSA)

Offered as a collaboration between the department of Sports Leadership and Management and the department of Information Systems and Analytics, the MSA program combines the academic strength of Sport Management and Business Analytics and equips students with cutting-edge analytics knowledge in both sport performance and sport business.

The U.S. Bureau of Labor Statistics predicts that job growth in several sport fields will grow faster than average through 2028. Listed among the skills needed for the future is Sports Analytics, the ability to create statistical models to evaluate and assist with decision making for player and team success. Our Master of Sport Analytics degree specifically targets these career opportunities in sport performance (e.g., coaching) and sport business (e.g., administration/management, marketing/communication, economics) fields.

- 30 credit hours to be completed within 9 to 12 months (or longer if needed).
- On campus instruction with the option for some online courses.
- Flexible timeline for course completion (August to May or August to July).
- Cutting-edge knowledge and techniques instructed by leading scholars.
- A graduate certificate in data analytics from the Farmer School of Business is embedded in the Masters.

TARGETED CAREERS

Professional teams, intercollegiate athletic departments, varsity teams, professional teams, consulting firms, corporate companies, etc. have an increasing demand for sports analytics talent.

"Analytics is completely transforming the way we watch and play sports. It's the future within the industry—both on the player personnel side and on a business side."

Adam Beissel
SLAM ASSISTANT PROFESSOR

MIAMI UNIVERSITY | COLLEGE OF EDUCATION, HEALTH, AND SOCIETY

Learn and discover
MiamiOH.edu/sportanalytics

Blocks of text should always be in black

Use of framed image

Call to action (CTA) lockup

Mixed-weight headlines

CTAs in Gotham Bold

Use of pull quotes with top and bottom framing element

Certain images can pop out of frame for extra emphasis

Knowledge

College of Creative Arts

THERE'S AN ART TO WHAT WE DO.

When you graduate with a degree from the College of Creative Arts, you'll be ready to succeed, compete, and create anywhere. That's because of our faculty's fine-tuned, cross-disciplinary approach to art. An approach that's nationally accredited and prepares you for new and emerging creative industries.

LEARN MORE
MiamiOH.edu/CCA
@MiamiOHCCA

Find inspiration
#ThrivingArtists

38%
OF CCA'S FALL 2022 UNDERGRADUATES HAVE AT LEAST TWO MAJORS

ALUMNI PROFILE
Emerson Adams '23
Majors: Theatre, Media and Culture
What Emerson appreciated most about studying the arts at Miami was the opportunity to try a little of bit of everything and make valuable connections with people working in the industry. Through Miami's Inside Hollywood program, she traveled to Los Angeles with students and faculty, meeting entertainment professionals at companies such as Netflix, NFL Network, and Creative Artists Agency.

SMALE INTERACTIVE VISUALIZATION CENTER
Want to get real with the largest virtual reality system of its kind in the world? Done. How about a four-wall, reconfigurable display system with a projected 3D floor? We can do that. At Miami, you'll find yourself immersed in virtual environments with plenty of real opportunities to work alongside industry partners.

16 / MIAMI UNIVERSITY

MiamiOH.edu / 17

Icons are small, one-color elements (usually in red or white). Icons can be used sparingly with headlines or for a section callout

Profiles are framed within circles. Use a tan or red background when possible

Design Layouts

Headlines should be short (less than 10 words) and ahould be placed over photos in ways that don't compromise readability

Use badges sparingly (one–two per page max) to support the copy or imagery

CTAs use Gotham Bold for URLs and FreightText Pro Book for the introduction text

Use graphic elements and boundaries to emphasize a pull quote. Always include an attribution in a smaller font

No. 3
COLLEGE TOWN IN THE U.S.
YAHOO!

When the red brick road leads you Uptown, you'll discover a quaint college town brimming with metropolitan ideas.

OXFORD IS ABOUT 35 MILES NORTH OF CINCINNATI, meaning it's near enough for last-minute adventures in the city, but far enough away to feel like a world apart.

Go to town
@enjoyoxford

38 / MIAMI UNIVERSITY

Legendary college
TOWN

"All roads don't lead to Oxford. To get here, you have to want to get here. But once you're here, you never want to leave."

– Phillip R. Shriver
President, Miami University,
1965–1981

Design Layouts

Images and backgrounds can use a 15-point white border

CTAs use a rectangle, FreightText Pro Book, and Gotham Bold

Large callouts use FreightText Pro Book and Semibold

This campus will inspire and motivate you to live your dreams.

◄ **MacCracken Hall**
Arguably the most iconic building on campus, MacCracken Hall is home to newly renovated rooms.

▲ **Recreational Sports Center**
Swim a few laps in the Olympic-sized pool, climb a giant rock wall, hit the gym, or get your blood pumping with a group fitness class.

PLACES YOU'LL CALL HOME
With our modern facilities, award-winning dining, and a friendly community, you'll find comfort and connection here.

Check out the latest happenings
@MiamiOH_studentlife

▲ **Western Dining Commons**
Enjoy international flavors, comfort foods, and allergy-free choices in this LEED-certified dining hall overlooking the natural landscape.

▶ **Off Campus** Naming off-campus houses is a long-standing tradition for upperclass students. Some names are clever, some funny, some... well, you'll see.

◄ **Uptown** With a huge variety of shops, restaurants, and events, Uptown is a must stop for your week.

Subheadings that lead into Gotham Narrow body copy should be in a larger-sized, all-caps Gotham Narrow

Polaroid-style images add texture and emphasis

Polaroid-style image

Design Layouts

Images with one or two people and a simple background are best for outdoor advertising

Best practices for outdoor advertising recommend using seven words or less

Ready to change your world?

AT MIAMI, YOU WILL.

MiamiOH.edu/PowerOfWill

MIAMI UNIVERSITY

OXFORD, OH • EST. 1809

Image overlaps wedge and "jumps out" of the frame

Concise, simple URLs for outdoor advertising help viewers remember the URL more easily. Avoid lengthy, complicated URLs and request short URLs from the web team if needed.

Use the primary lockup with location when advertising in other cities to help create recognition and awareness of Oxford, Ohio.

Design Layouts

Avoid filling negative space with decorative design elements

Text can be added to the negative space of a photo composition

Icons should be used sparingly — they should be indicative of the subject matter being communicated

Supergraphic style Beveled-M should be fairly large on the page to establish brand recognition

Teacher-scholar images include both students and instructors in active learning-style situations

Use "You Will" wedge when images cannot be used (typically in small spaces)

Display ads should contain 10 words or less

Avoid using the full logo when using the supergraphic — use the wordmark only

Fonts can be mixed to create hierarchy and a unique visual presentation

Calls to action should be highly visible. Buttons tend to increase clickthrough rates

Editorial Style

Establishing brand voice
and ensuring consistency

Editorial Overview

To establish a strong brand, Miami needs to use a consistent voice when speaking to all its audiences.

Readers more easily comprehend text that is direct and precise. Therefore, writers should use the active voice, choosing strong verbs to convey enthusiasm and positivity. When possible, use the authentic voices of Miami's students, faculty, staff, and alumni to tell our story.

- Align content with Miami's brand pillars (see Pages 7–9).

- Write in a voice that is helpful, confident, optimistic, and inclusive.

- Use the appropriate writing style for the medium in which you're writing.

- Follow our editorial style guide so that audiences recognize Miami's consistent voice.

Find the full editorial style guide at
MiamiOH.edu/UCM/Miami-brand/editorial

Brand In Use

Tools and resources
that bring the brand to life

Approval Process

University Communications and Marketing reviews all branded materials to ensure that communications are consistent across the university. We've created three separate approval processes based on the user's knowledge of design principles and the institution's brand.

All Miami branded materials must be submitted to University Communications and Marketing for review and approval prior to distribution.

It is important to note that Miami University owns its brand. If you wish to use any of the elements of the university's brand, you agree to follow the terms outlined in these brand guidelines.

See Page 56 to learn about the three types of users.

POWER USERS

- UCM will work with each power user to establish a review process.

- Submit all designs to UCM for review and receive feedback within two–three business days.

NOVICE USERS

- Canva will direct you to submit designs to UCM for review. You must create all branded materials through Miami's Canva account.

- Freelance designers must submit their design to UCM for review before sharing it with their client.

- UCM will review all Canva and freelance designs within two–three business days.

EXTERNAL USERS

- Designs must be reviewed and approved prior to distribution.

- Submit all designs to UCM for review and receive feedback within two–three business days.

Submit all designs for approval to
MiamiOH.Formstack.com/forms/brand_approval_request

Types of Users

POWER USERS

Who is a power user?

● Formally trained designers employed by Miami University. It is expected that power users are well versed in Adobe Creative Suite and design principles.

What type of training is needed?

● Power users must attend or view a brand presentation that provides an in-depth review of how to design within the university's brand. After attending a brand presentation, the power user will receive a brand toolkit, which includes all elements necessary to effectively design within the brand.

NOVICE USERS

Who is a novice user?

● Individuals employed by Miami University who are not formally trained designers.

What type of training is needed?

● Novice users must attend or view a brand presentation that provides an overview of how to use the university's brand. In addition, they will receive an overview of the resources available to them.

EXTERNAL USERS

Who is an external user?

● Anyone who is not employed by Miami University. This includes, but is not limited to, agencies, vendors, and community partners.

What type of training is needed?

● Before an external user can receive access to the university's brand, an agreement that outlines external usage must be established. UCM must review and approve all agreements that incorporate this language.

● Once an agreement is in place, external users must view a brand presentation that provides an in-depth review of how to design within the university's brand. After viewing the presentation, the external user will receive a brand toolkit, which includes all elements necessary to effectively design within the brand.

Inclusive Branding

We strive to foster a community in which all cultures and identities are celebrated — a place where ideas can be freely exchanged, can be modified, and can evolve.

We know that new perspectives and experiences make us better, not only as individuals but as a university community.

Our actions to become a diverse, equitable, and inclusive community extend to the university's brand. How we communicate about diversity, equity, and inclusion matters, not just in a diversity-focused communication but across every communication we create.

AS BRAND COMMUNICATORS:

- We must question bias.

- We must eradicate stereotypes of Miami constituents in the marketing and communications materials that we create.

- We must engage all of our audiences to understand their identities and experiences and ensure that we are representing them in the way that they want to be represented.

- We must be aware that people's reactions to communications are as varied as their life experiences and points of view.

- We must incorporate diversity, equity, and inclusion in everything we do.

- We must integrate diversity at the beginning of the creative process and not relegate it to a checkbox at the end of development.

Through these actions, we can begin creating an inclusive brand. Throughout this guide, you will find communications best practices. We are all still learning, and these resources are not meant to be exhaustive or final.