



QUICK STYLE GUIDE

The following is an updated and abridged version of the Taubman College Style Guide, focusing on the the brand's design principals of typography, color, and graphic elements.



OVERVIEW

GENERAL GUIDELINES

1. **Morganite**, **DIN Pro**, and **Georgia** are the primary brand fonts. Morganite is to be used as only a display font.

2. When our typefaces are unavailable, use these font alternatives:

DIN Pro > Bahnschrift (Microsoft) or Arial (Apple)

Morganite > There is no substitute for Morganite – use the other typeface substitutes as a headline typeface

Georgia > Georgia

3. There are 4 categories for the brand colors:

Primary Color Palette – Maize and Blue

Supporting Color Palette – Canham Pool 2

Accent Color Palette – Cobalt, Chartreuse, Coral

Expanded Color Palette – Cyan, Light Cyan, Magenta, Cool Gray 7, Pink, Light Pink, Green, Light Green

INTERNAL/EXTERNAL FONT AND COLOR USAGE

External Communications: Only use the fonts and color palettes as outlined in the style guide.

Internal Communications: Fonts and colors are flexible.

4. Graphic elements of the brand include: **bar, rule line, grid, color blocks, arrows, and white space**. Graphic elements should add:

Meaning: They should be rooted in significance.

Hierarchy or Wayfinding: They should help a user navigate the communication or make it easy to use.

Interest: They should add to the communication and make it entertaining to use.

These considerations are listed in strict order of importance. Graphic elements add visual interest to a communication but should always be useful, not merely decorative.

5. General rules of thumb for design layouts:

- **Use whitespace** as an integral element of layout composition

- Ensure that all **text is legible**

- Include the **Taubman College logo** and adhere to the **logo usage guidelines** (logo quick reference guide is on page 16 or see the complete Taubman College Logo Guidelines).

TYPOGRAPHY

DISPLAY TYPEFACE

Morganite is the primary display typeface for our brand. It is an all-caps typeface that we use primarily for headlines. Morganite should be incorporated into layouts at larger sizes, and although it's an option for subheads and callouts, it should never appear as the smallest typeface in a communication.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789,.,!?\$%

Because Morganite is tight and tall, we sometimes set it vertically in our communications.

MORGANITE
MORGANITE

MORGANITE

Semi-Bold

MORGANITE

Bold

MORGANITE

Do Not Use – Book

MORGANITE

Do Not Use – Medium

MORGANITE

Do Not Use – Extra Bold

MORGANITE

Do Not Use – Black

SUPPORTING TYPEFACES

DIN Pro is used primarily as a small-scale typeface for body copy. It is also used for callouts and statistics, often with an underline. DIN Pro can be set in all-caps or mixed case, depending on the hierarchy of the layout. Always use DIN Pro for extremely small type.

*DIN Pro can also be used as an alternate headline font in place of Morganite.

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
123456789, . ! ? \$ % &

As sintia dolorer aturit
laborpo repelit iumqui
necesti reiciat dolupta
siminte nimusam eturent
iantis ut expliquam quo
militem olupta postium
natqui recus doloreptae.

Do Not Use - Light

As sintia dolorer aturit
laborpo repelit iumqui
necesti reiciat dolupta
siminte nimusam eturent
iantis ut expliquam quo
militem olupta postium
natqui recus doloreptae.

Regular

As sintia dolorer aturit
laborpo repelit iumqui
necesti reiciat dolupta
siminte nimusam eturent
iantis ut expliquam quo
militem olupta postium
natqui recus doloreptae.

Medium

<u>DIN</u>	<u>56%</u>	DIN FACT	Regular
<u>DIN</u>	<u>2065</u>	DIN FACT	Medium
<u>DIN</u>	<u>#56</u>	DIN FACT	Bold
<u>DIN</u>	<u>124</u>	DIN FACT	Black
<u>DIN</u>	<u>201</u>	DIN FACT	Do Not Use - Light

As sintia dolorer aturit
laborpo repelit iumqui
necesti reiciat dolupta
siminte nimusam eturent
iantis ut expliquam quo
militem olupta postium
natqui recus doloreptae.

Bold

As sintia dolorer aturit
laborpo repelit iumqui
necesti reiciat dolupta
siminte nimusam eturent
iantis ut expliquam quo
militem olupta postium
natqui recus doloreptae.

Black

SUPPORTING TYPEFACES / CONTINUED

Due to issues with legibility, Monarcha is no longer used — the alternate font Georgia is to be used instead.

Monarcha

Do Not Use

Monarcha

Do Not Use

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
123456789, .!?\$%&

Asfas sintia dolorer aturit laborpo repelit iumqui necesti reiciat dolupta siminte nimusam eturent iantis ut expliquam quo militem olupta postium natqui recus doloreptae.

Do Not Use

Asfas sintia dolorer aturit laborpo repelit iumqui necesti reiciat dolupta a nimusam eturent iantis ut expliquam quo militem olupta postium natqui recus doloreptae.

Do Not Use

Georgia

Regular

Georgia

Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
123456789, .!?\$%&

Asfas sintia dolorer aturit laborpo repelit iumqui necesti reiciat dolupta siminte nimusam eturent iantis ut expliquam quo militem olupta postium natqui recus doloreptae.

Regular

Asfas sintia dolorer aturit laborpo repelit iumqui necesti reiciat dolupta siminte nimusam eturent iantis ut expliquam quo militem olupta postium natqui recus doloreptae.

Bold

ALTERNATE FONTS

Our brand typefaces might not always be available for every communication, specifically online and on computers not loaded with the full suite of fonts.

When our typefaces are unavailable, use these suggested alternatives:

DIN

Microsoft

Bahnschrift

AaBbCcDdEeFfGg
HhIiJjKkLlMm
NnOoPpQqRrSs
TtUuVvWwXxYyZz
123456789,!.?%&

Apple

Arial

AaBbCcDdEeFfGg
HhIiJjKkLlMm
NnOoPpQqRrSs
TtUuVvWwXxYyZz
123456789,!.?%&

Georgia

Microsoft

Georgia

AaBbCcDdEeFfGg
HhIiJjKkLlMm
NnOoPpQqRrSs
TtUuVvWwXxYyZz
123456789,!.?%&

Apple

Georgia

AaBbCcDdEeFfGg
HhIiJjKkLlMm
NnOoPpQqRrSs
TtUuVvWwXxYyZz
123456789,!.?%&

MORGANITE

Microsoft

There is no substitute for Morganite. Use the other two typeface substitutes as a headline typeface.

Apple

COLOR

COLOR

Color is an important way that Taubman stays anchored in the University of Michigan master brand. Our color palette is anchored in Michigan Blue and Maize, and all of our palette colors support these two.

Primary Palette

Our primary color palette consists of Michigan's two main colors, Maize and Blue. Together, these two colors tie the Taubman College to the University of Michigan, they should be present and prominent in any communication we publish.

White is a third primary color. Our communications lean heavily on the color white and white space.

Supporting Palette

With our supporting palette, we can create more balance and harmony in our compositions. These colors come from the university's master color palette, but we elevate them to a secondary role in representing Taubman College.

Accent Palette

Our accent palette consists of bold and bright colors that should appear sparingly in our communications. These colors are excellent as tertiary options; we use them almost exclusively as accents.

Retired Colors

Orange and Michigan Metallic are no longer used.

Primary Palette

Blue

INCLUDES TINTS

PMS: 282C | 282U
CMYK: 100 / 60 / 0 / 60
RGB: 0 / 39 / 76
HEX: 00274C

Maize

INCLUDES TINTS

PMS: 7406C | 7406U
CMYK: 0 / 18 / 100 / 0
RGB: 255 / 203 / 5
HEX: ffc005

Supporting Palette

Canham Pool 2

INCLUDES TINTS

PMS: 660C | 660U
CMYK: 80 / 61 / 25 / 6
RGB: 64 / 101 / 143
HEX: 40658F

Accent Palette

Cobalt

INCLUDES TINTS

PMS: 072C | 072U
CMYK: 100 / 100 / 0 / 12
RGB: 15 / 26 / 151
HEX: 0F1A97

Chartreuse

PMS: 809C | 809U Neon
CMYK: 15 / 0 / 100 / 0
RGB: 232 / 247 / 38
HEX: e8f726

Coral

INCLUDES TINTS

PMS: 2017C | 2017U
CMYK: 7 / 45 / 68 / 0
RGB: 230 / 153 / 97
HEX: e69961

COLOR / CONTINUED

*NEW Expanded Palette

Additional colors have been added to the Taubman College branding in order to incorporate colors that are more vivid and energetic.

These are primarily used, but not limited to, architecture degree communications.

The new colors can be used for both INTERNAL and EXTERNAL communications.

Cyan

INCLUDES TINTS

PMS: Process Cyan
CMYK: 100% Cyan
RGB: 0 / 170 / 255
HEX: 00AAFF

Light Cyan

PMS: 7457 C | 7457 U
CMYK: 18 / 0 / 5 / 0
RGB: 229 / 246 / 255
HEX: E5F6FF

Magenta

INCLUDES TINTS

PMS: Process Magenta
CMYK: 100% Magenta
RGB: 255 / 0 / 255
HEX: FF00FF

Cool Gray 7

INCLUDES TINTS

PMS: COOL GRAY 7 C | COOL GRAY 7 U
CMYK: 20 / 14 / 12 / 40
RGB: 255 / 203 / 5
HEX: 636668

Pink

INCLUDES TINTS

PMS: 708 C | 708 U
CMYK: 0 / 53 / 17 / 0
RGB: 253 / 145 / 150
HEX: FD9196

Light Pink

PMS: 705 C | 705 U
CMYK: 0 / 11 / 3 / 0
RGB: 255 / 244 / 245
HEX: FFF4F5

Green

INCLUDES TINTS

PMS: 354 C | 354 U
CMYK: 81 / 0 / 92 / 0
RGB: 96 / 194 / 91
HEX: 60C25B

Light Green

PMS: 351 C | 351 U
CMYK: 27 / 0 / 23 / 0
RGB: 239 / 249 / 239
HEX: EFF9EF

GRAPHIC ELEMENTS

OVERVIEW

Within our visual language, our graphic elements stand out as dynamic and differentiating. This is true in part because they are all built on interplay with white space.

White space doesn't have to be literally white. It can be a color field with no typography, graphic elements, or photography. Our layouts are strengthened by a balance between bold and chaotic elements and simple and clean elements. The easiest way to balance out the stronger elements is with white space.

GRAPHIC ELEMENTS SHOULD ADD:

1. Meaning

They should be rooted in significance.

2. Hierarchy or Wayfinding

They should help a user navigate the communication or make it easy to use.

3. Interest

(They should add to the communication and make it entertaining to use.)

These considerations are listed in strict order of importance. Graphic elements add visual interest to a communication but should always be useful, not merely decorative.

a = Bar

b = Rule Line

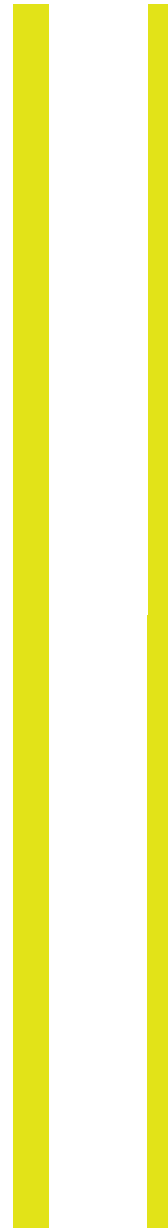
c = Grid

d = Color Block

e = Arrow

f = White Space

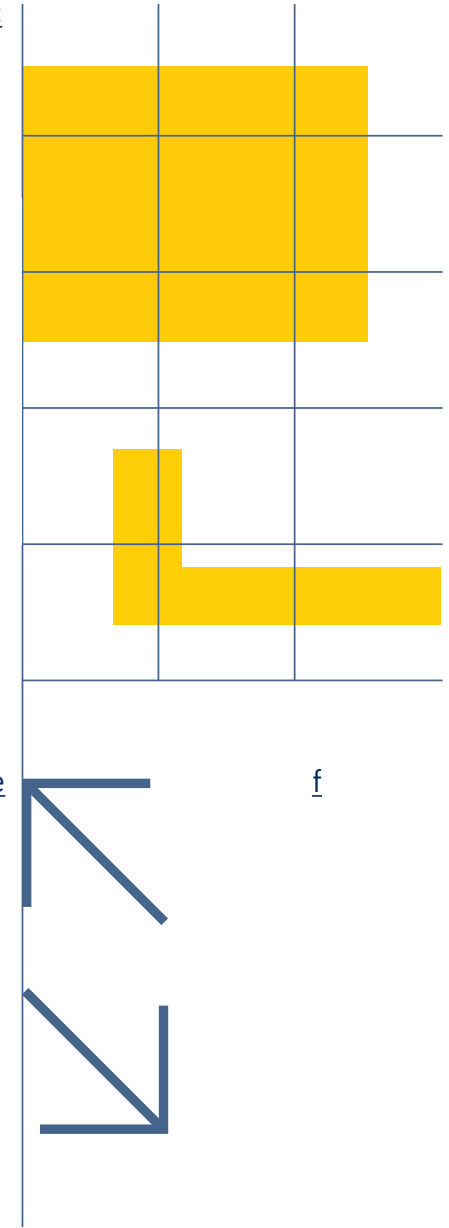
a



b



c



e



f



COLOR BLOCK SHAPES



Color blocks are inspired by the rectangular shapes that make up the Block M. They reflect the geometry and weight of the letter. None of these elements should be placed in a way as to appear to be the Block M (or a deconstruction of) the Block M or used at a small scale where it might be interpreted as a unique logo or mark.

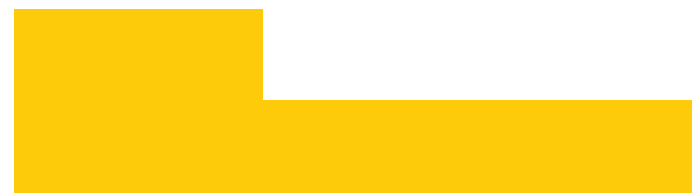


COLOR BLOCK SHAPES / CONTINUED

Color blocks are comprised of rectangular shapes. Color blocks are to be used as simplified geometric shapes to create clean and impactful compositions. Color blocks can be used with a color fill, outlines/strokes, or as negative/subtractive shapes. Photos can also be placed within the shapes.



Do Not Use – Complex Block Shapes



Minimal Rectangular Blocks
(Positive/Negative Space)

LOGOS

QUICK REFERENCE GUIDE

COLOR

2-color



1-color



Note: The background colors shown represent the logo on top of the solid color of a poster, webpage, or other asset. The logo does not contain a color background or shape.

Logo on U-M-color backgrounds



Note: The background colors shown represent the logo on top of the solid color of a poster, webpage, or other asset. The logo does not contain a color background or shape.

3-TIER LOGO



3-TIER LOGO / CLEARSPACE



3-TIER LOGO / PRINT SIZE

Recommended size



Minimum size advisable



3-TIER LOGO / SCREEN SIZE

Recommended size



Minimum size advisable



STACKED LOGO



STACKED LOGO / CLEARSPACE



STACKED LOGO / PRINT SIZE

Recommended size



Minimum size advisable



STACKED LOGO / SCREEN SIZE

Recommended size



Minimum size advisable



INTEGRITY OF THE BLOCK M AND LOGO

Use the logo with consistency. Do not manipulate or alter the Block M or logo any way.

Do not stretch or distort the logo.



Do not change the colors of the logo.



Do not attempt to re-create or type out the logo.



Do not use a drop shadow.



Do not use the logo inside of a contained shape (exceptions are social media icons).



Do not bleed the logo. Always ensure there is a clear space around the logo.



Do not outline the logo.



Do not reconfigure the logo.



Do not add perspective or alter as 3-D



Do not use the acronym "TCAUP" as a logo, within text/copy, or artwork. The college name must be used in its entirety (ie. Taubman College, or Taubman College of Architecture and Urban Planning).

