Brand Style Guide

Taubman College

TAUBMAN COLLEGE

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TAUBMAN COLLEGE

The mission of the Taubman College of Architecture and Urban Planning is to shape education and research in pursuit of a more beautiful, inclusive, sustainable, and just world. We foster a collaborative culture that is infused with energy, an experimental mindset, and interdisciplinary pursuits.

The Taubman College brand embodies a sophisticated, modern visual identity that reflects our leadership in architecture, urban planning, and the built environment. With a forward-thinking, design-focused aesthetic, we prioritize innovation, creativity, and collaboration in all visual and written communication. Our messaging highlights design expertise, student engagement, and a vibrant sense of community, demonstrating our dedication to excellence and our commitment to shaping environments — guided by people, place, and purpose in everything we do.

The Taubman College brand leverages vibrant colors and ample whitespace, allowing content and imagery to stand out. A secondary palette complements the signature University of Michigan colors of maize and blue, reinforcing a strong and recognizable brand identity. This color strategy establishes a distinctive, contemporary look that aligns with the aesthetics of a design-focused institution while clearly signaling our connection to the University of Michigan.

2.1 **Color Palette**
Primary, Secondary

Taubman College

Primary

MAIZE

BLUE

MICHIGAN BLUE

Secondary

LIGHT GREY

GREY

WHITE

BLACK

SKY

LILAC

MOSS

RED

GREEN

PINK

PETROL

Neutrals

BEIGE

LIGHT GREY

GREY

SWAMP LIGHT

SWAMP

2.2 **Color Palette**
Hex + CMYK

Taubman College

CMYK blends inks for printing, while Hex uses RGB for digital screens. Because mixing inks and light are distinct processes, colors appear differently between print and digital formats.

Primary

MAIZE #FFCB05
MAIZE 0/18/100/0

MICHIGAN BLUE #00274C
MICHIGAN BLUE 100/60/0/60

BLUE #0E83F7
BLUE 78/33/0/0

LIGHT GREY #EFEFEF
LIGHT GREY 0/0/0/15

GREY #CECECE
GREY 0/0/0/30

WHITE #FFFFFF | 0/0/0/0

BLACK #000000 | 0/0/0/100

Secondary

SKY #42C1FA
SKY 65/3/0/0

LILAC #D27CFF
LILAC 23/49/0/0

MOSS #A5A521
MOSS 26/0/76/28

RED #FC6066
RED 0/75/48/0

GREEN #23EB96
GREEN 64/0/71/0

PINK #FFB4B7
PINK 0/34/20/0

PETROL #00B2A9
PETROL 81/0/38/0

Neutrals

BEIGE #FFF3CB
BEIGE 1/1/29/0

LIGHT GREY #EFEFEF
LIGHT GREY 0/0/0/15

GREY #CECECE
GREY 0/0/0/30

SWAMP LIGHT #9C9475
SWAMP LIGHT 28/31/48/13

SWAMP #80764B
SWAMP 28/36/63/29

2.3 **Color Palette**
Text Color and Legibility

Taubman College

Below are recommended text and background color combinations (this applies to both Hex and CMYK) tested for contrast, which is essential for legibility. High contrast ensures that text stands out clearly and is easy to read, especially for people with visual impairments.

MAIZE BLACK MICHIGAN BLUE	BLUE WHITE (LTO) MICHIGAN BLUE (LTO) BLACK LIGHT GREY (LTO) BEIGE (LTO)	SKY BLACK MICHIGAN BLUE
MOSS BLACK MICHIGAN BLUE	GREEN BLACK MICHIGAN BLUE	PETROL BLACK MICHIGAN BLUE
LILAC BLACK MICHIGAN BLUE	RED WHITE (LTO) BLACK MICHIGAN BLUE	PINK BLACK MICHIGAN BLUE

LTO = Large Text Only

BEIGE BLACK BLUE (LTO) MICHIGAN BLUE SWAMP (LTO)	LIGHT SWAMP WHITE (LTO) BLACK MICHIGAN BLUE	SWAMP WHITE MICHIGAN BLUE (LTO) BLACK LIGHT GREY (LTO) BEIGE (LTO)
LIGHT GREY BLACK BLUE (LTO) MICHIGAN BLUE SWAMP (LTO)	GREY BLACK MICHIGAN BLUE	

MICHIGAN BLUE

WHITE, MOSS, RED, MAIZE, GREEN, PINK, SWAMP (LTO), BLUE (LTO), PETROL, BEIGE, LIGHT GREY, SKY, LILAC, LIGHT SWAMP, GREY

WHITE

BLACK, RED (LTO), MICHIGAN BLUE, LIGHT SWAMP (LTO), BLUE (LTO), SWAMP

BLACK

WHITE, GREEN, BEIGE, MAIZE, PETROL, LIGHT SWAMP, BLUE, LILAC, SWAMP, SKY, RED, LIGHT GREY, MOSS, PINK, GREY

Typography is a vital component of the Taubman College visual identity, supporting clear communication and a contemporary aesthetic. Helvetica Neue was selected for its readability, versatility, and modern appeal, reinforcing our forward-thinking and design-focused brand. Thoughtful use of typography helps our messaging stand out while maintaining a cohesive and sophisticated look that reflects the creative spirit of Taubman College.

Helvetica Neue LT Pro Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue LT Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Use Roman for most instances, including headers, subheaders, body copy, and captions.

Helvetica Neue LT Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue LT Pro Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Use Bold only to empasize words or phrases, or to highlight a section header within body copy.

Example:

OVIT VENDUCIPIS SECUS ET HARUM EXCEPELIT
Omniende pedigenim qui omnisquo quas eos es utem quid quam as esequi dolenda ereium harum facius utem quid quis ea num sandam nus elia ex et volores temque reium venis doluptur as es as qui cus et, incit il is aut quaecuptam harchil **issum as millecatio** mi, ut fugiant quam eosanda mendia vellatia con nempos mi, cusantias derum dem facere officid **eum que ducid** que voluptio omni acit quatur audae.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Consistent typographic hierarchy — including purposeful use of headings, subheadings, and body text—ensures that information is organized, accessible, and visually engaging across all platforms.

Headline →

Apis Ilibus Ad Moluptatium Expla

Subheader →

Nam, autem de sae volupta voluptature nim doloreiur?
Core nim sant repudic te di officip ienimint vel incte cusa

Body Copy →

Ga. Et re, quas nos im venderis simolor umetur? Nis aliat atiame as nossimp orisini hilisi quam, sum rehentotas debis everum laccatem aut fugitasi doluptata que sam ut lab ilit fugitatius est volorem expelibus et min esequi sitate necepudam est arum et exerrovit perio. Itae si incte quiae nissum eossi beribusam volupiet aut ut aut molorrum nis aut aliquam usamend estius simolup tatem. Nequi commodis sequatur, sed quidentotate plaudae rehent ea venditiandae plaut eos consequatus si nulparum hillitat eaturerit et, con pelesci andistrum dolectae eaquat latusap erciist dolecearum quis doluptatecti que delis ellit quundunt.

Oluptate nobitat. Rovid quasit omnitib usciat omnit et adia volessinis ulles acia sitate as volupis dolut es as assum fugia num sedione mquasse quodio. Berci dolorrovid magnatem reratiisquam natem quiasi vel es vero torrovitas ilique optaquam et et entiae consed quis.

Et ad ma pa voluptatibus et aut de esed ut etur, suntiis alitatus re prem que volut poriand isquide que prore, cuptae voluptur, que optatquam vidistrum at debis maximen dipicip itatur?

Sunt ut ommodia illorendi conem. Nequaestio doluptam, aliquis sinimi, simusan turemolorum aut quod quaecus as quid ullis vidus ea conet, ipiciet repuda quideli genemporias rem quis adit, cor mincili genihil icimustio. Nam, voloreptus a desGitia voloriam invellab incti ab ipicto cus iur maiore di blaccum quidendaera vel maior acepudam quiatem ad mi, verumquo volorat ibusdam con.

Sum dia iume num re maximaio. Neque dolupta tesciti atin cora ipietur, solorro blab id et raecume sum, quia ea nus, ulpa verio. Iditis ipis volor rehenienis eos volendus aut pla voluptatur aut odicaborum intibusda nos eum restiorem velignienis et evenemo il eaquia dipsand emporib.

Typography is bold, modern, and easy to read, featuring a hierarchy that guides users naturally from larger headlines to clear, concise body text.

For InDesign Use:

Headline Title Case

Kerning = Optical
Tracking = 0

HEADLINE UPPERCASE

Kerning = Metrics
Tracking = 0

All other formatting (subheads, body copy, captions, etc.):
Kerning = Metrics
Tracking = 0

Header Descriptor (Optional):
Helvetica Neue LT Pro Roman
Uppercase

Header:
Helvetica Neue LT Pro Roman
Uppercase or Title Case

Body Copy:
Helvetica Neue LT Pro Roman
Title Case

Subheader (and callouts):
Helvetica Neue LT Pro Bold
Title Case

Footer Descriptor (Optional):
Helvetica Neue LT Pro Roman
Title Case

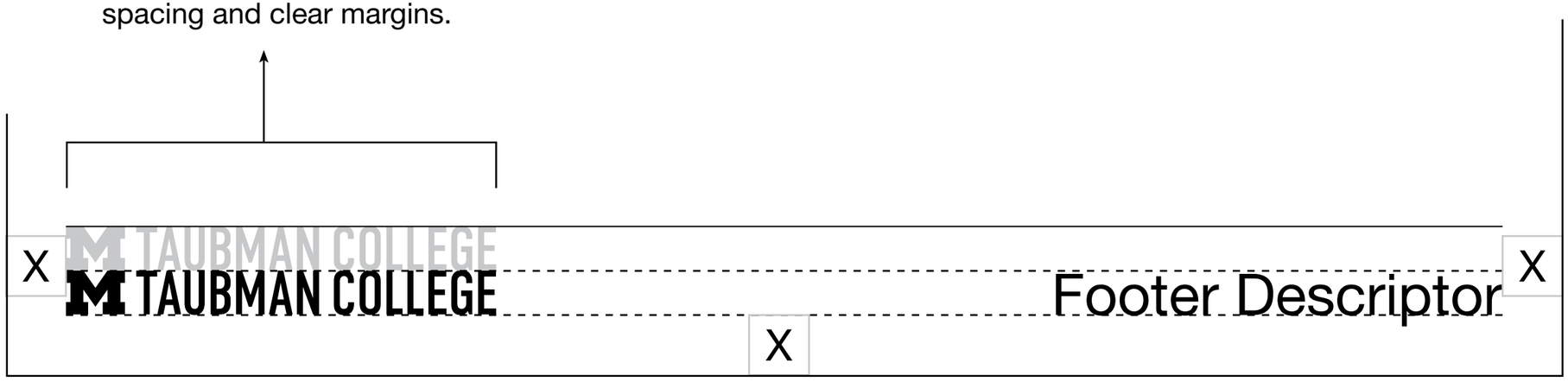
Note:
Header and Footer Descriptors should match in font size for visual consistency.

The inclusion of a header or footer is optional. If a footer is not used, a version of the logo must be included in the design.

HEADER DESCRIPTOR

Header and Footer Descriptors should match in font size for visual consistency.

A good rule of thumb is to use the logo about 20%-30% of the page's width for placement, maintaining proportional spacing and clear margins.



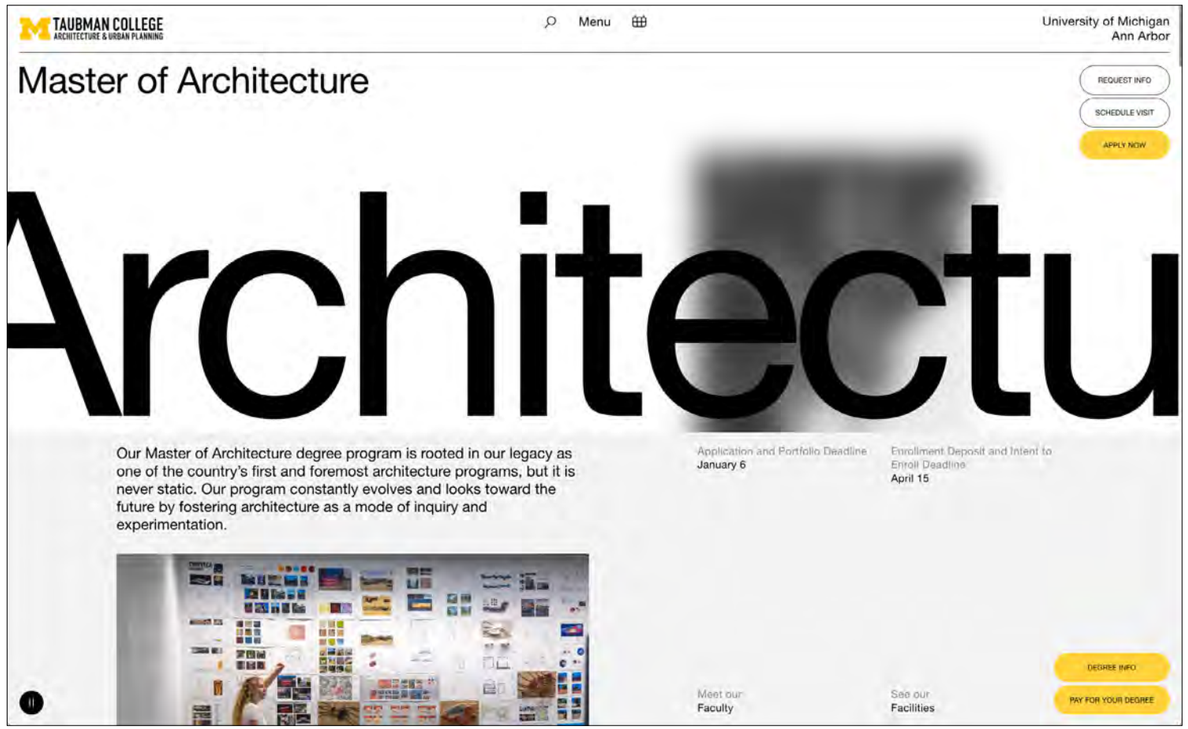
Line spacing from the Taubman College logo is the height of the logo.

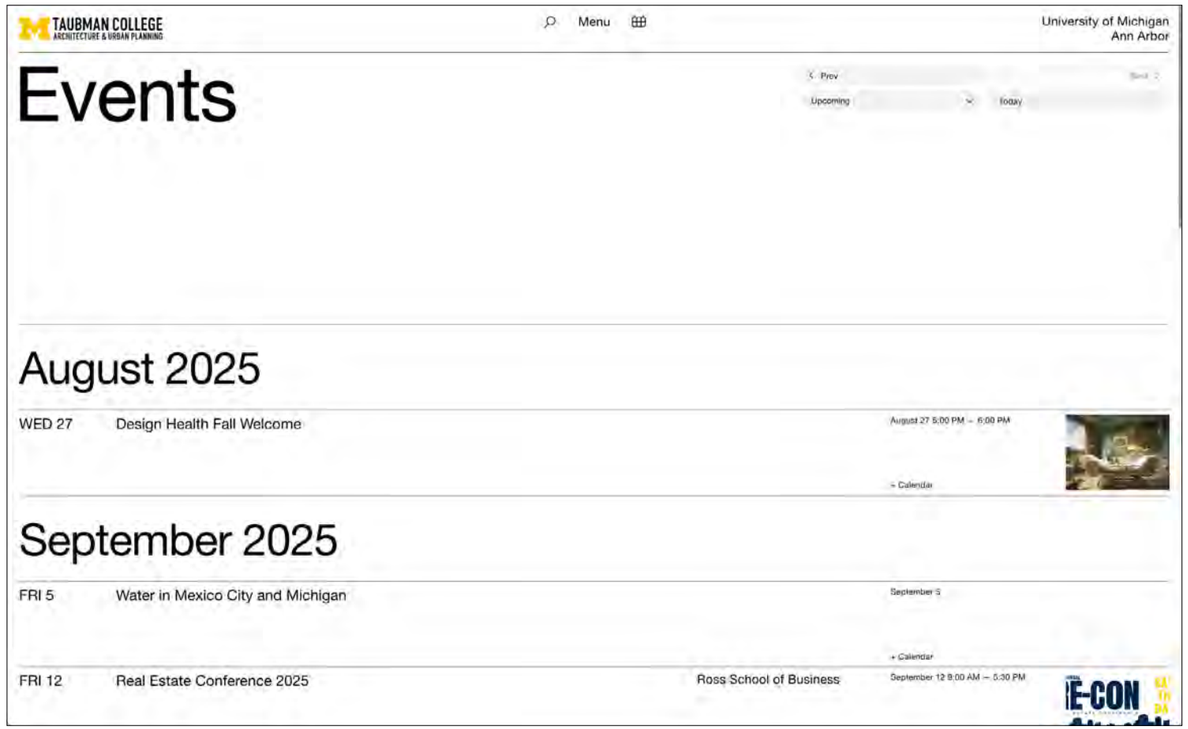
Margins are equal on both sides and bottom of the footer.

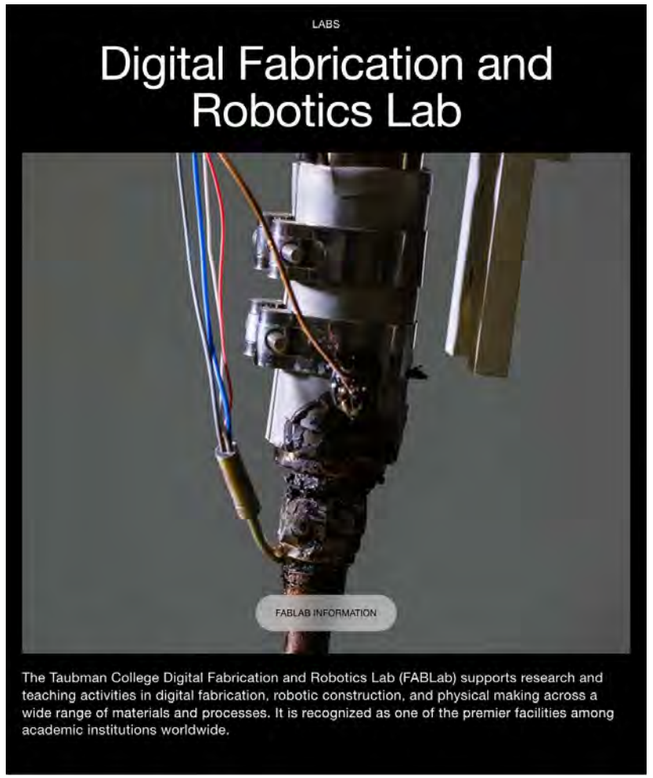
Footer Descriptor is slightly smaller than the height of the logo for visual balance.

3.7 **Typography**
Type Treatments

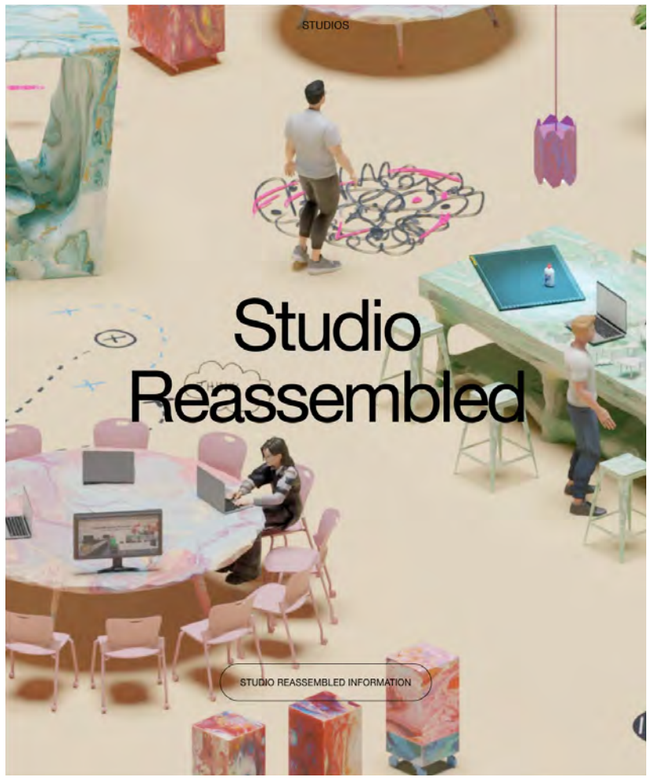
Taubman College

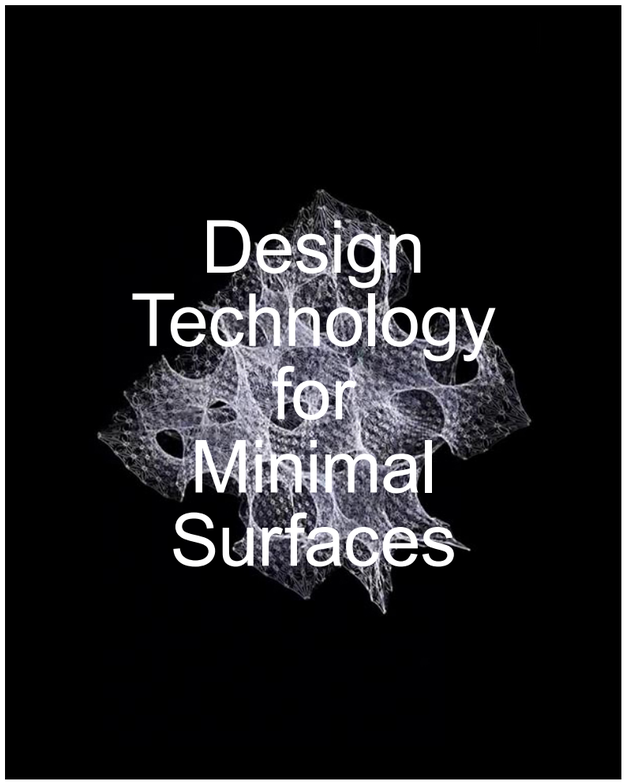





LABS
Digital Fabrication and Robotics Lab
FABLAB INFORMATION
The Taubman College Digital Fabrication and Robotics Lab (FABLab) supports research and teaching activities in digital fabrication, robotic construction, and physical making across a wide range of materials and processes. It is recognized as one of the premier facilities among academic institutions worldwide.

LABS
Taubman Visualization Lab
TVLAB INFORMATION


STUDIOS
Studio Reassembled
STUDIO REASSEMBLED INFORMATION


Design
Technology
for
Minimal
Surfaces

DESIGN
AND
HEALTH
AT
TAUBMAN
COLLEGE

BUILD
BUILT
BUILT

Headline

Headli

Headline

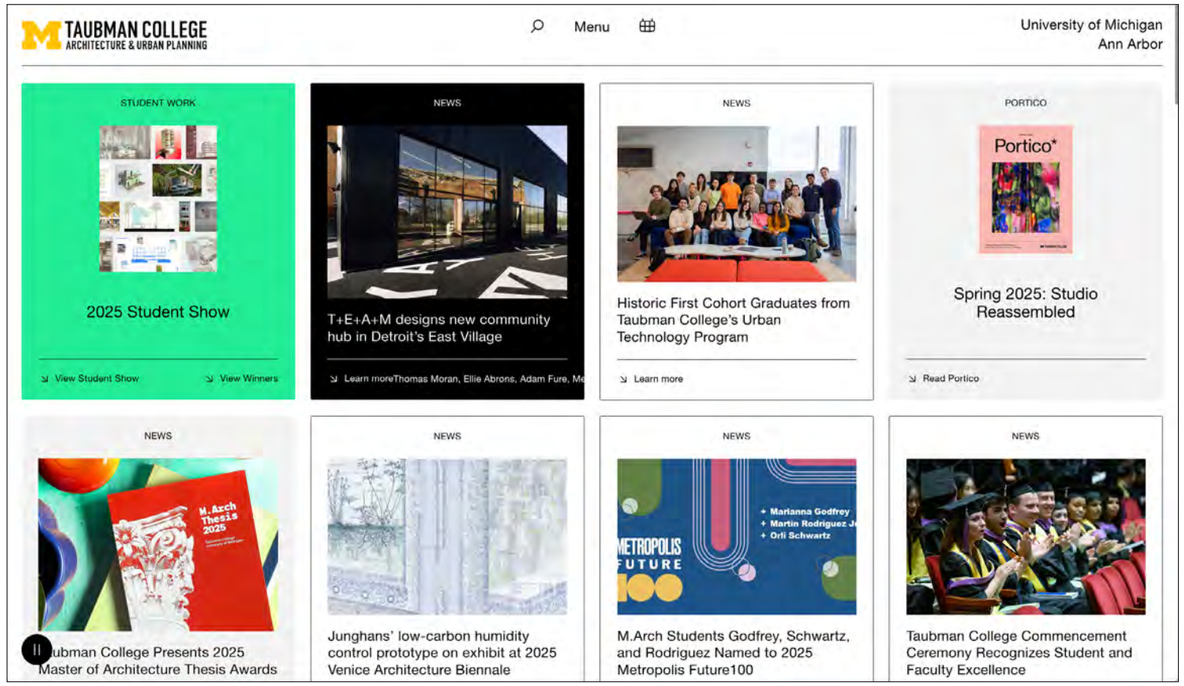
Headline

Headline

Hea

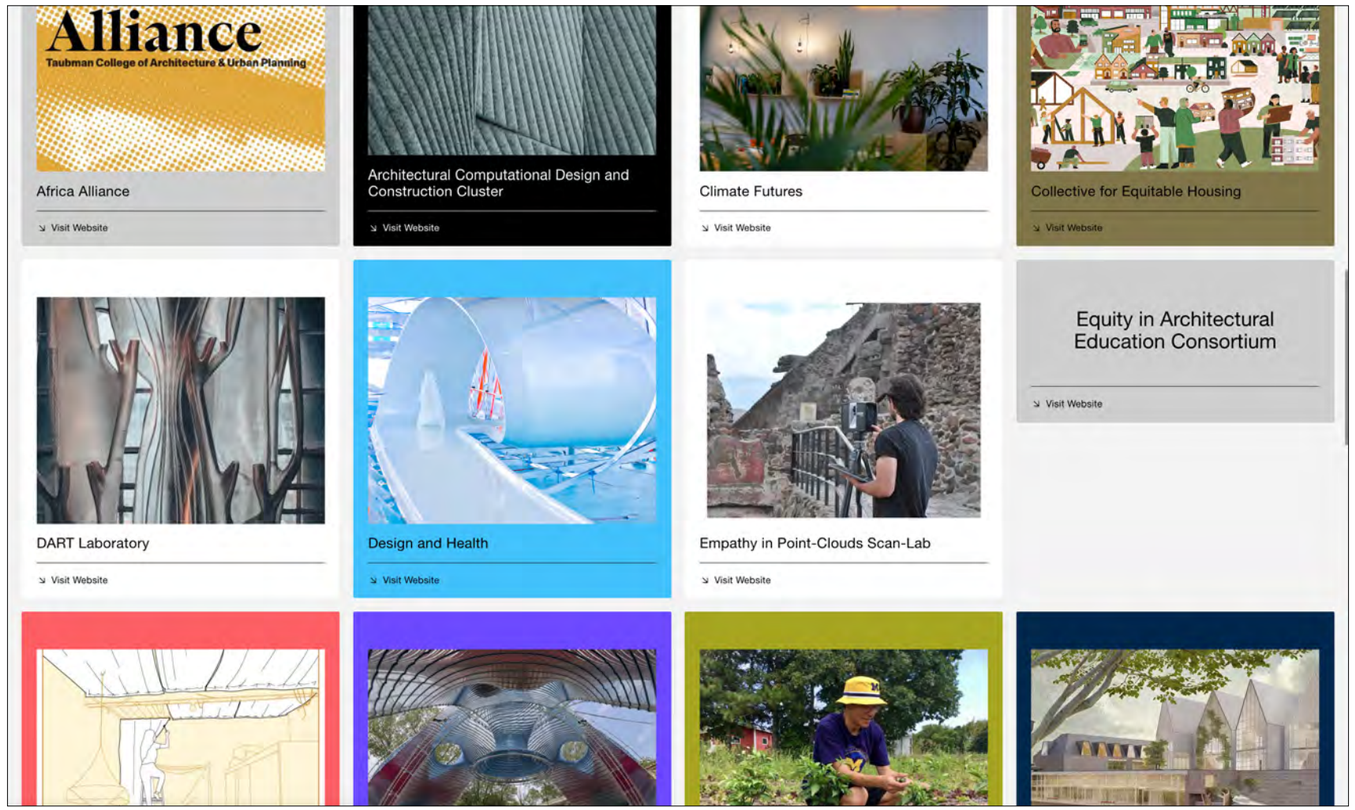
4.0 **Layout and Graphic Elements**
Overview

Taubman College layouts utilize balanced, grid-based designs and strong composition. Generous use of negative space establishes clear visual hierarchy and a visually engaging experience. Visual elements are thoughtfully arranged to prioritize content clarity and visual interest.



4.1 **Layout and Graphic Elements**
Color Blocks

Color blocks are a key visual element of the Taubman College brand, used to create structure, highlight content, and add visual interest across both digital and print materials. These fields of color help organize information, differentiate sections, and reinforce a sense of energy and modernity. Color blocks should be used thoughtfully, following the college's approved color palette, to support content hierarchy and enhance the overall clarity and sophistication of the design.



4.2 **Layout and Graphic Elements**
Lines

Lines are used to show direction, division, or emphasis. Lines are thin and minimal to convey a clean, contemporary aesthetic. ***Note:*** *This also includes underlined text.*

Recommended Line Weights

1 pt

.5 pt

.25 pt

Headline → Headline

Default Underline

4.3 **Layout and Graphic Elements**
Arrows

Arrows are used to show direction, but they can also function as an ornamental graphic. They can appear at large and small sizes, and may be rotated at any 45-degree angle. Arrows can be used before or after text.

Arrow Size = X-Cap Height

5.0 **Photography**
Overview

At Taubman College, photography is a standout element, with large, high-quality images that convey a sense of place, creativity, and engagement. The imagery often highlights students, faculty, projects, and the environment, supporting an authentic, human-centered brand story.

Our photography approach is organic, human-centered, and photojournalistic. Photos are often candid and captured in the moment, featuring scenes of hands-on work, collaboration, and experiential learning. Specific moments are orchestrated to capture a certain look or feel. Often, these include portraits or staged space reveals, which portray a friendly and inviting aesthetic. Most images are taken in natural light and edited with a lighter, slightly warmer tone.

It is important to note that architecture and urban planning have different approaches for authentically telling their stories. Architecture leans more into the process of making and visualization of work, while urban planning is more analytical, data-driven, and experiential, but still focuses on Taubman's collaborative, communal nature.

Our photography includes seven main categories: Architecture Process, Architecture Work, Urban Planning Process, Urban Planning Work, Portraits, Student Experience, and Building and Facilities.

5.1 **Photography**
Architecture Process

The photos in this category show how Taubman College's students, faculty, and staff work and learn, including shots of studios, reviews, pin-ups, discussions, and works in progress. It's best to show a mix of all of these to tell the full story. It's also important to use shots of both detailed moments and wide environments. A balanced selection of images will illustrate the full experience, including interactions between humans and interactions with materials and the work.

5.2 **Photography**
Architecture Work

To show student and faculty work in the Architecture Program, we must rely on more than just shots of finished models and renderings. A comprehensive selection of images includes shots of reviews, pin-ups, and discussions as well. Photos in this category should focus on the efforts of the process, but still portray all the human interactions that are part of it.

5.3 **Photography**
Urban Planning Process

For students, faculty, and staff in the Urban Planning Program, the process looks different from their architecture counterparts. To tell the urban planning story, look for photographs of studios, lectures, and discussions, as well as shots of urban planners in the community and surrounding cities. Images in this category should pay special attention to human interactions and interactions with how cities function.

5.4 **Photography**
Urban Planning Work

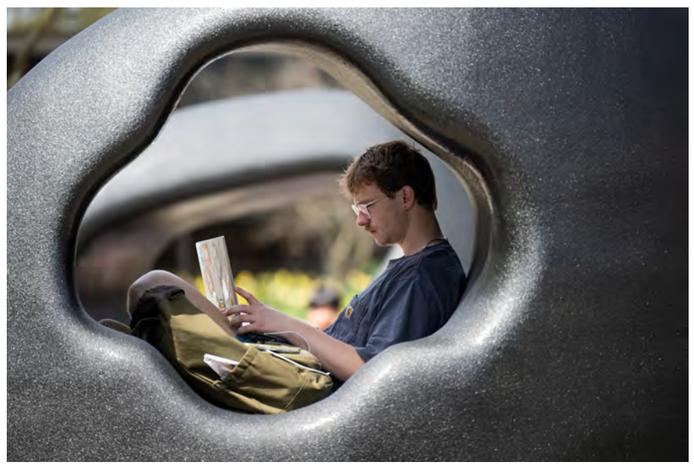
Photos of urban planning work are also very different from those in architecture. The work is more often a presentation of research than of a map or model. But note that it’s also more than just the final presentation or research; it’s the discussions and conversations that happen between peers.

5.5 **Photography**
Portraits

In this category, we take a few different directions depending on the subject and intended use. This can range from dramatic lighting to simple one-light or natural light setups. Our photography in general features a lot of action and information, so we aim to balance those images with cleaner studio portraits, when possible. These types of shots are ideal for alumni, faculty, and staff. It is best to capture these shots in spaces where the subject feels most comfortable, whether that is in the studio, their workspace, or outside on North Campus; their personality should shine through. Just make a note of the weather, lighting conditions, and backgrounds so the subject is well lit and has a subdued background. Subjects don’t have to be making eye contact or even smiling, as long as they look like themselves.

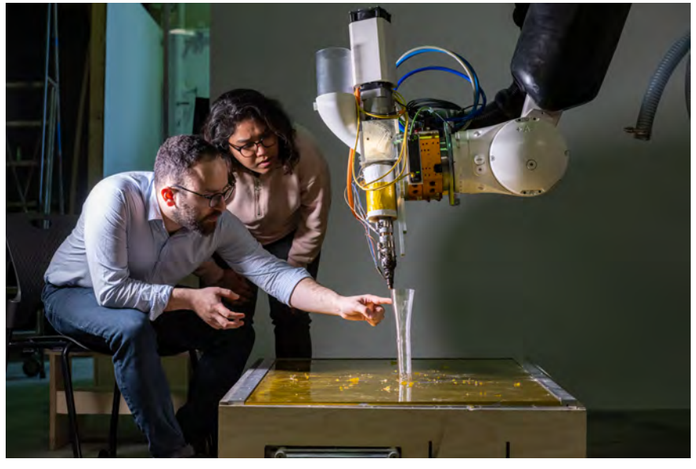
5.6 **Photography**
Student Experience

The student experience is in the moments between the learning, presenting, and teaching. These are the moments that give a sense of place and can range from images around the college to events and symposia. Photographs of the student experience showcase what life is like as a student at Taubman College, the University of Michigan, and in Ann Arbor and surrounding cities.



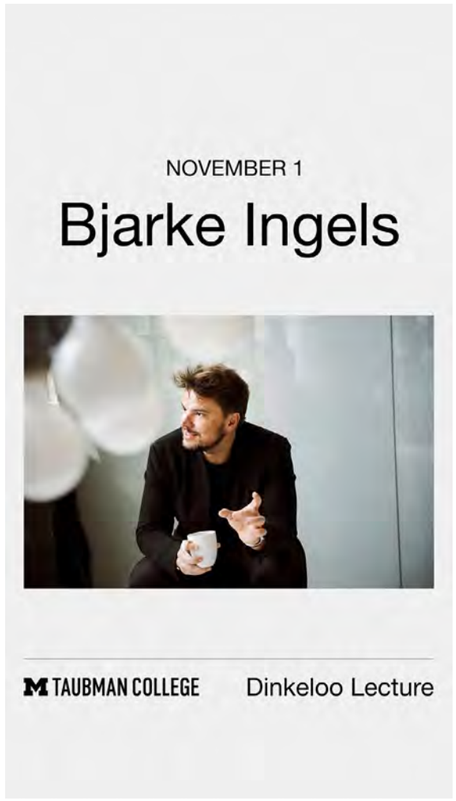
5.7 **Photography**
Building and Facilities

We are fortunate to offer world-class facilities and building spaces for our community. Capturing the equipment, amenities, and resources in locations such as the FABLab, TVLab, Studio Reassembled, and Liberty Research Annex is key to showcasing what students and faculty can experience at Taubman College.

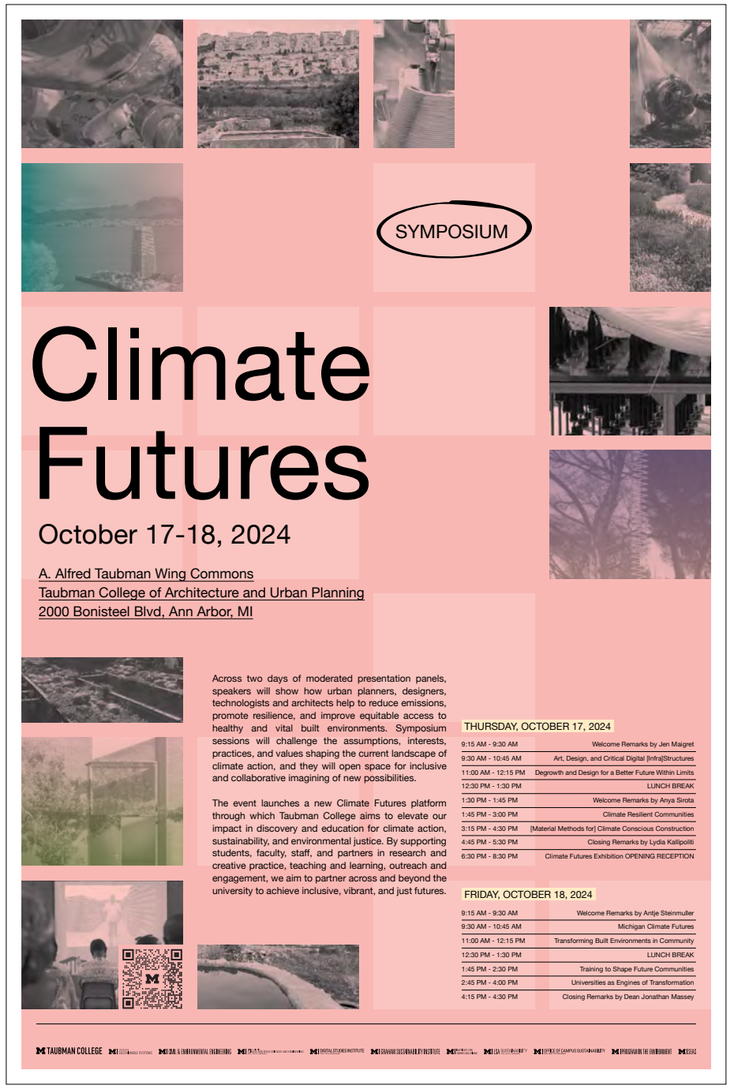


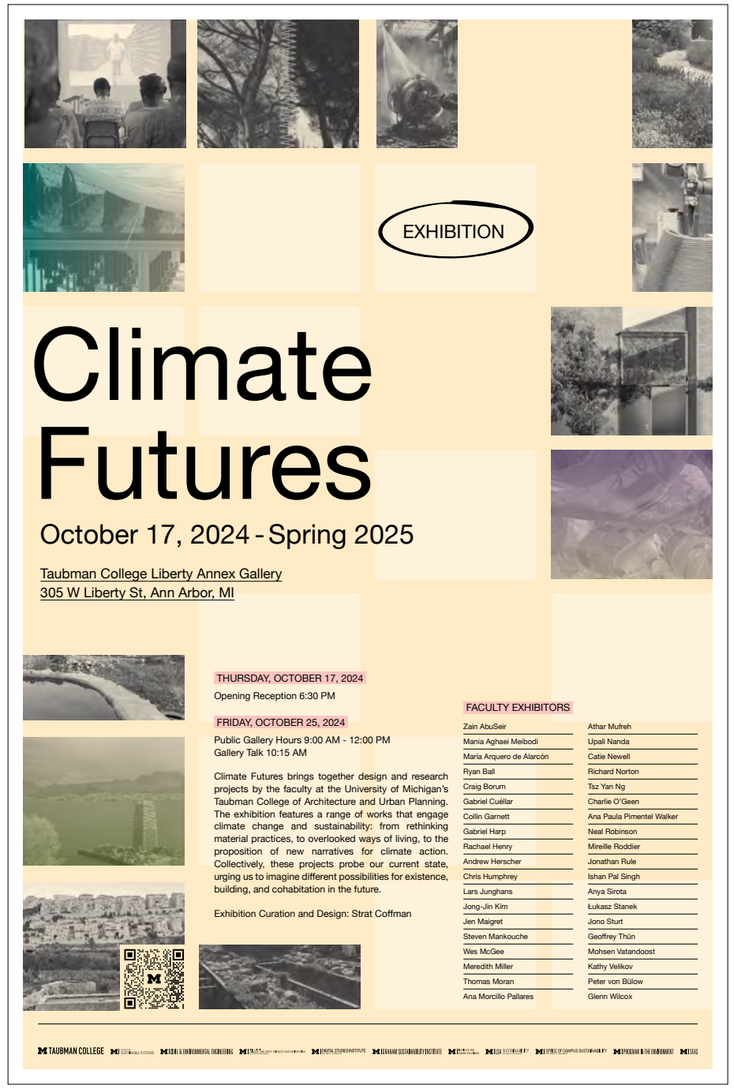
6.0 **Examples**
Public Programming Posters

6.1 **Examples**
Lecture – Posters + Social

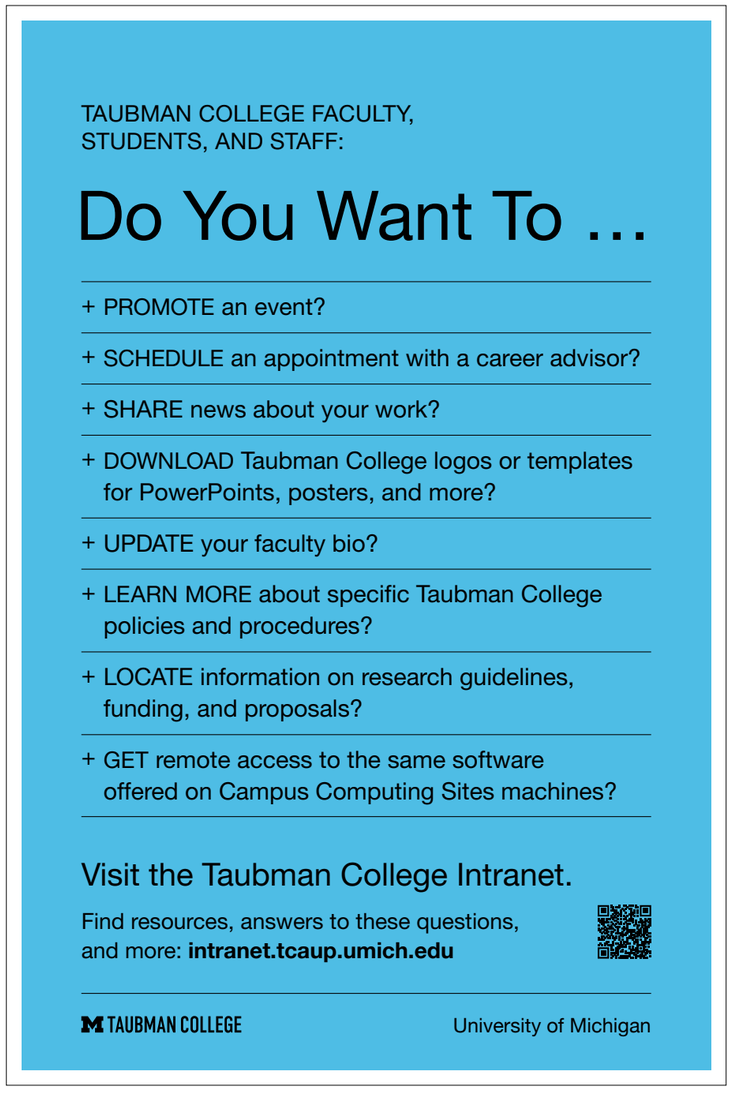


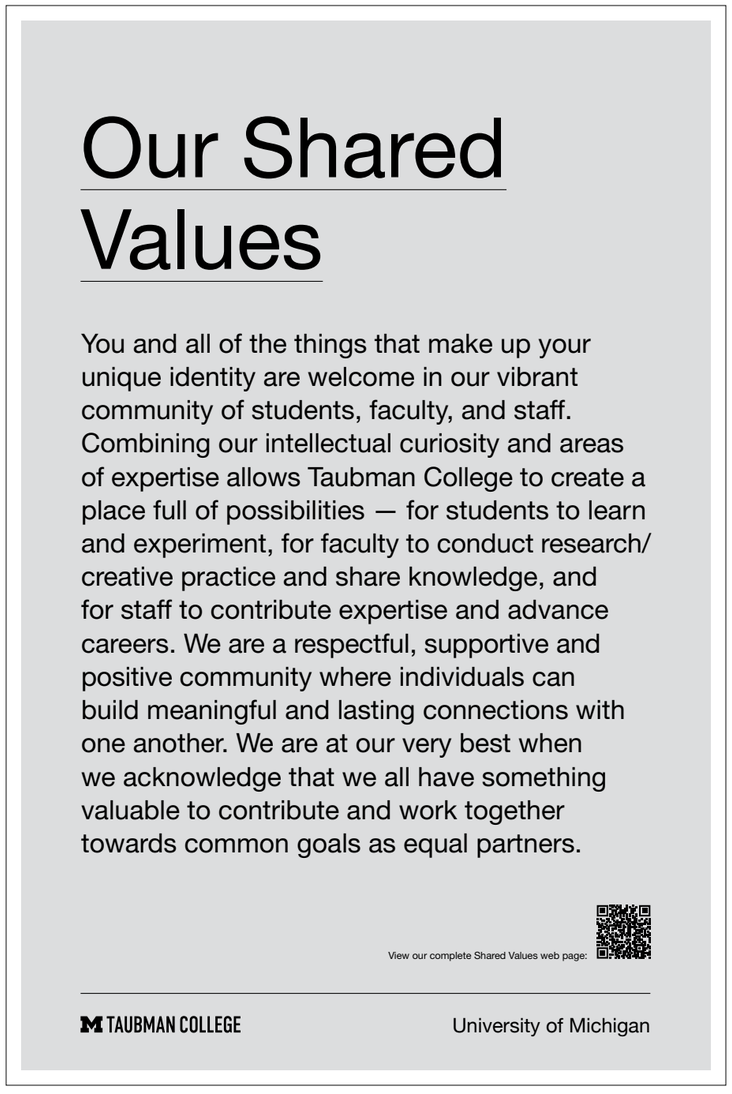
6.2 **Examples**
Symposium Posters



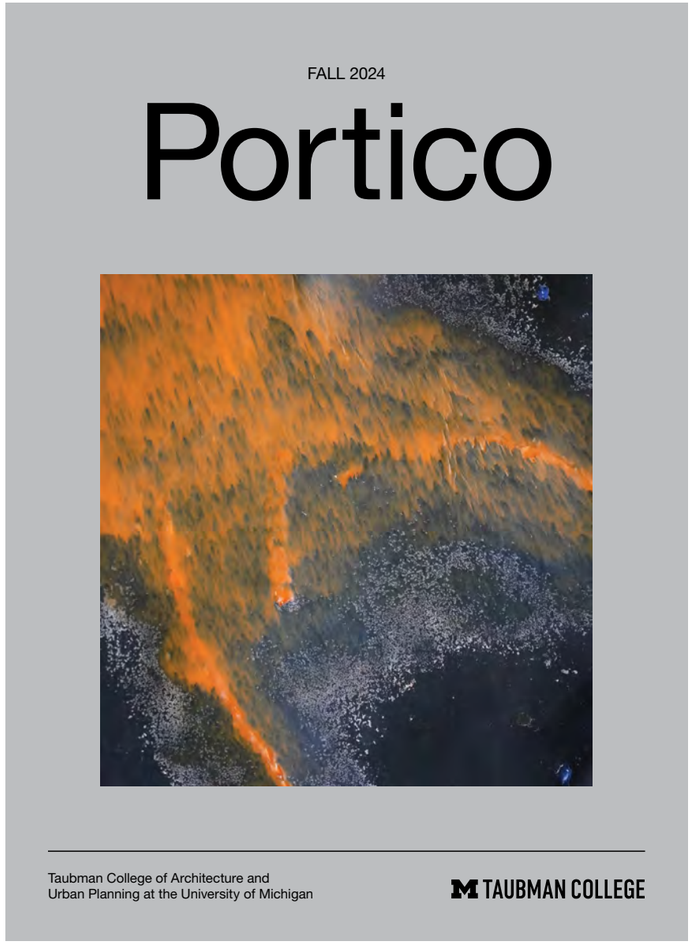


6.3 **Examples**
College Posters





6.4 **Examples**
Portico



6.5 **Examples**
Admissions Materials

UNIVERSITY OF MICHIGAN
TAUBMAN COLLEGE OF ARCHITECTURE AND URBAN PLANNING

MASTER OF URBAN DESIGN

Call for Applications
Deadline: January 15, 2025

The Master of Urban Design (M.U.D.) is a one-and-a-half year post-professional degree invested in the conceptualization of the complex global processes of urban transformation. The degree is open to students with professional degrees in architecture, landscape architecture, and urban and regional planning.

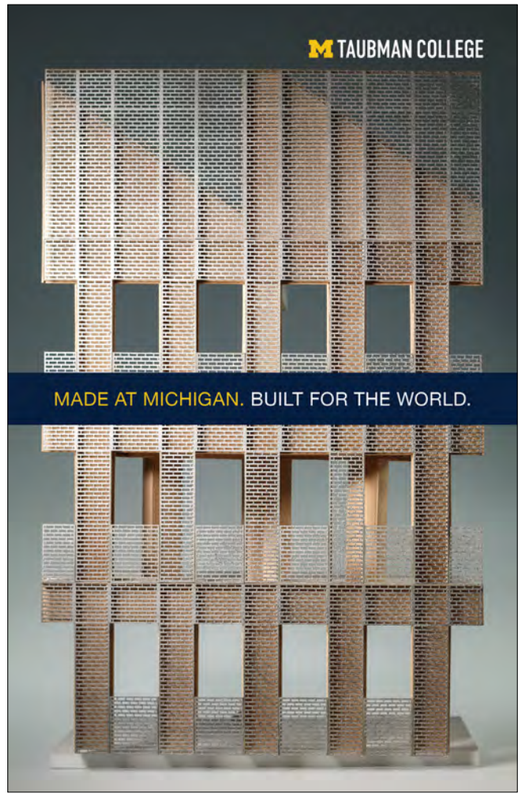
The M.U.D. is a breeding ground for urban design experimentation, approaching urbanism through multiple scales of inquiry with studio projects prompting both analytical and speculative design work related to regional infrastructure and territory, urban housing, public-private development, urban governance, landscape processes, urban technologies, climate change, resilience, and civic space.

The studio-based curriculum consists of the following consecutive and thematized studios: Technology (Fall) – Justice (Winter) – Climate (Fall). This set of three urban design studios positions design as the central discipline of urban transformations.

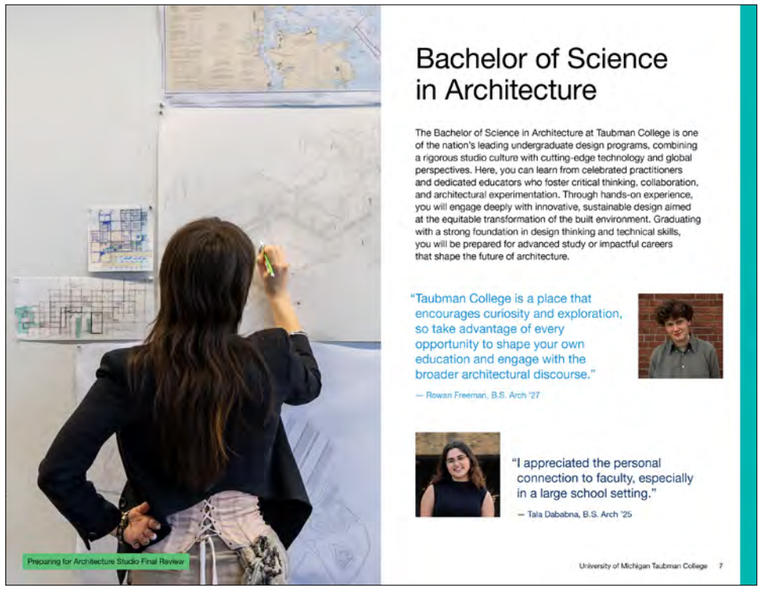
Research in urbanism is a core focus of the program. A seminar on urban research introduces research methodologies and prepares students to opt for a thesis track, consolidating their own research profiles.

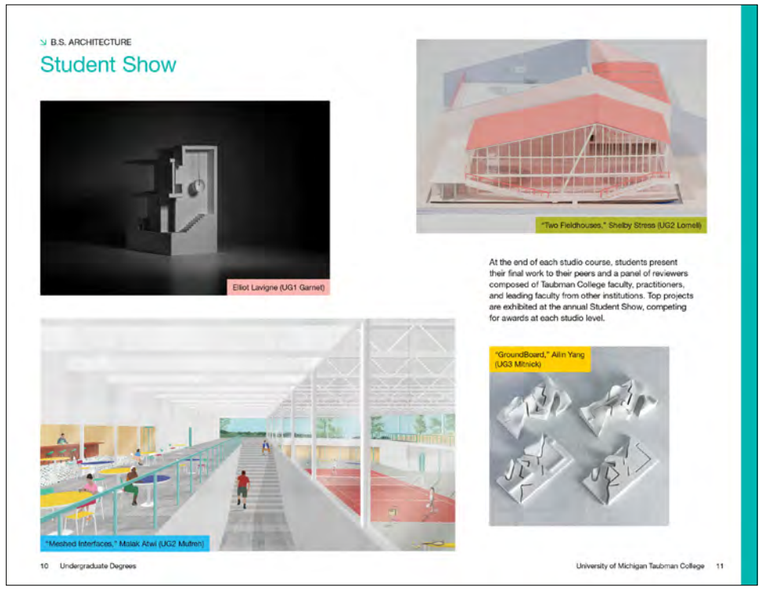
TAUBMAN COLLEGE

taubmancollege.umich.edu

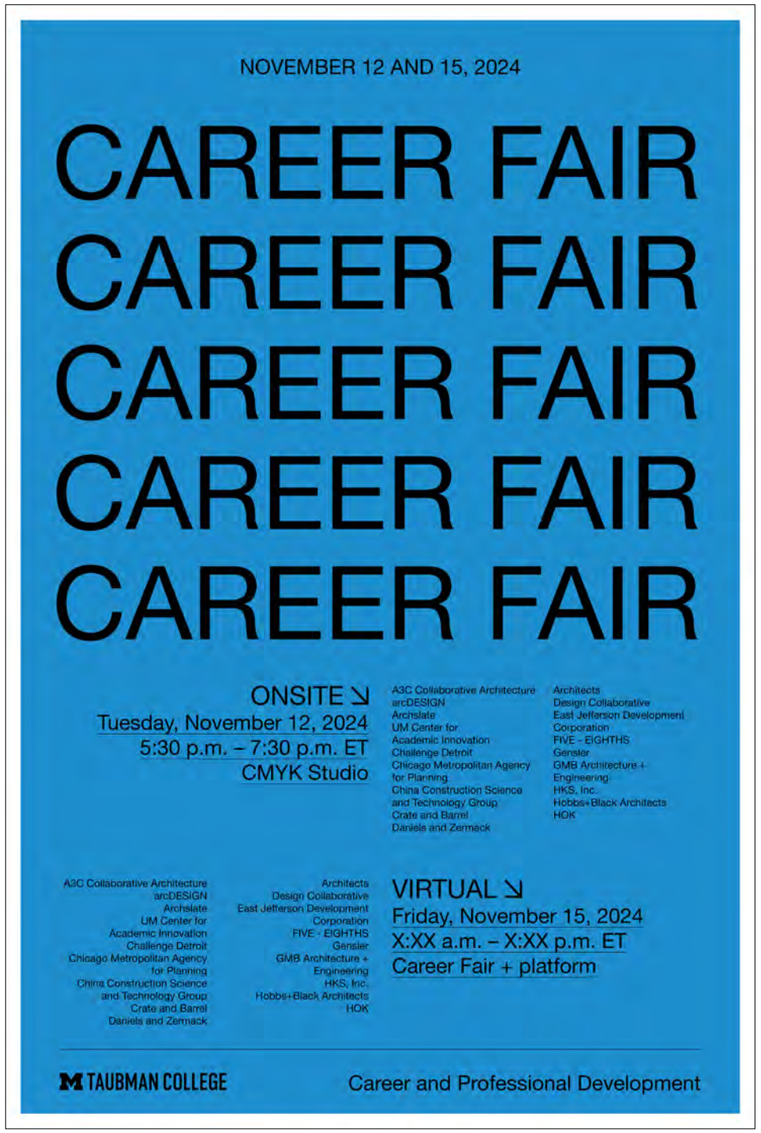


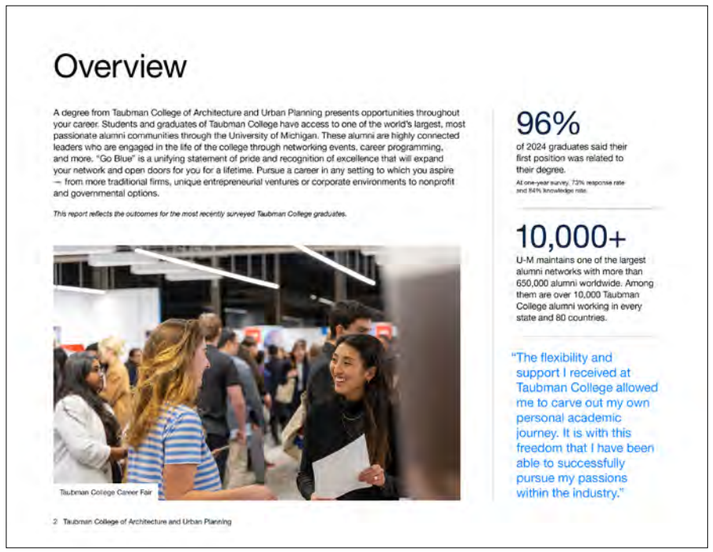
6.6 **Examples**
B.S. Booklet

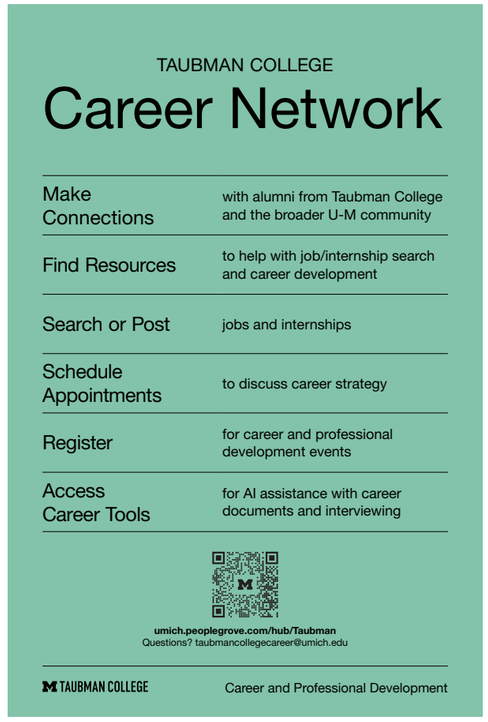




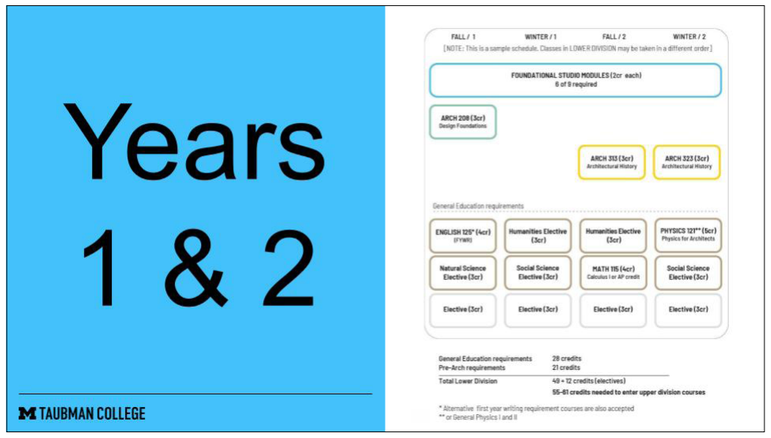
6.7 **Examples**
Career Assets

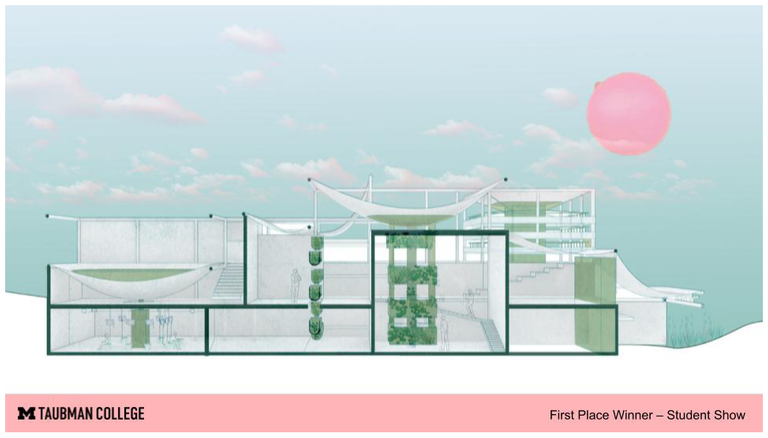






6.8 **Examples**
Presentations





6.9 **Examples**
Video Animation

7.0 **Resources**
Logos + Templates

Logos

Logo Guidelines

11 x 17 Poster Templates

Google Presentation Templates

Letterhead Templates

Zoom Backgrounds

Email Signatures