



Logo Usage Guidelines
August 2019

Prepared by Binocular Design Ltd



Block M

Taubman College Signature



3-tier logo



2-tier logo



1-tier logo



Stacked



Stacked / Square

Logo is centered in the square.



Stacked / Circle

Note: The center line of the Stacked Logo (A) is slightly above the center line of the circle (B).









Use the Stacked / Circle logo for social media



Note! The square PNG asset intended for social media is not the same as the standard Stacked / Square logo. It is identifiable by chamfered corners.

Logo colors

Taubman College logos are in the official University of Michigan identity colors: Michigan Blue and Michigan Maize.

	Pantone	RGB	HEX	CMYK
Michigan Maize	 Pantone 7406	 255-203-5	ffcb05	 0/18/100/0
Michigan Blue	 Pantone 282	 0-39-76	00274c	 100/60/0/60

Logo typography

Lettering in the Taubman College Signature was drawn from
(but is not identical to) DIN Condensed by Paratype.

TAUBMAN COLLEGE

ABCDEFGHIJKLMNOPQRSTUVWXYZ







Logo on non-UM-color backgrounds

In cases where the background color is predetermined, use the monochrome logo (black for pale backgrounds, white for strong backgrounds).



Do not use the 2-color logo on colored backgrounds.



Logo for photographic backgrounds

If placing the logo over a photograph, use the white logo.
Do not place it over a busy area of the image.
Do not use the color logo over a photograph.



Avoid using the 2-color logo
on top of color images.



Avoid placing the logo
over busy areas.

Recommended size

Minimum size advisable



Recommended size



Minimum size advisable



Clear space around the logo

Maintain a generous amount of clear space around the logo.

The minimum amount of clear space required on each side of the logo is shown in this diagram.



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Clear space on printed collateral



When placing the logo near the corner or edge of a printed document, the logo should not be positioned closer to the edge of the page than the height of the Block M. For larger logos, maintain a minimum 1/2" of clear space.



Logo alignment with text blocks

The logo works best aligned asymmetrically, preferably along the left. Depending on the context, text can be aligned to the Block M or Taubman College Signature. The logo may also be right-aligned to a hard text edge or centered.



This style guide will help you share the Taubman College story in a consistent, compelling way. Our brand is how we Communicate the important role we serve as educators and leaders in our disciplines. It's how we differentiate ourselves from our peers, and ensure that we deliver on the promise we're making to those we engage with, every day.



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Integrity of the logo

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

Do not stretch or distort the logo.



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



Do not change the colors of the logo.



Do not outline the logo.



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



Do not reconfigure the logo.



Do not use a drop shadow.



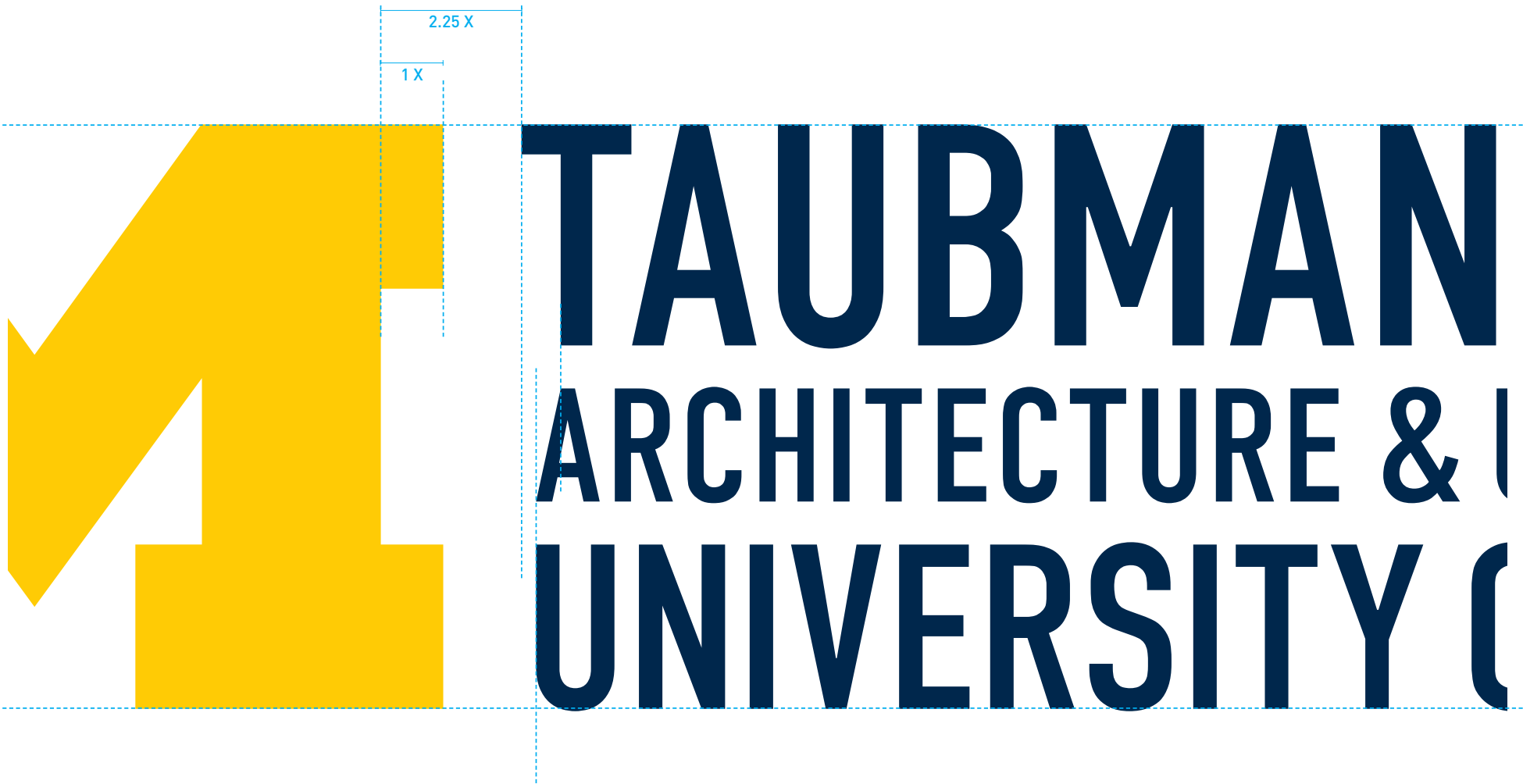
Logo details

The Block M aligns to the typographically-defined cap height and baseline of the Taubman College Signature. The graphic boundaries of the lettering are thus slightly higher and lower than the Block M.



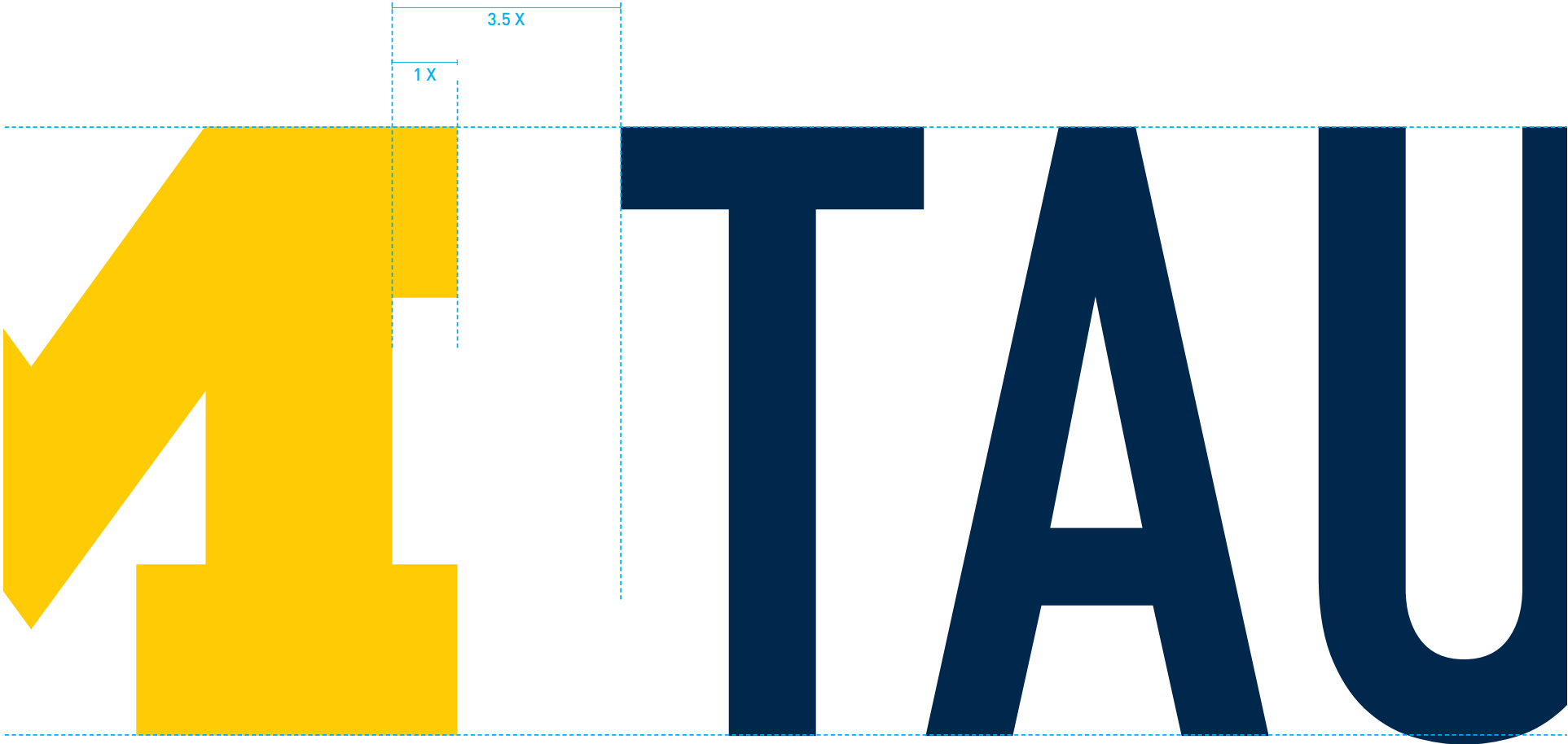
Logo details

Space between the Block M and the Taubman College Signature
(3-tier and 2-tier)



Logo details

Space between the Block M and the Taubman College Signature
(1-tier)



Graphic file assets

File format and color space selector

Intended purpose or method	Use file with this color space:	Use file in this format:
Viewed on screen only	RGB-Pantone	PNG
Viewed on screen and printed by end-user	RGB-Pantone	PNG
Offset lithography in spot Pantone inks	RGB-Pantone	EPS
Offset lithography in four-color process	CMYK	EPS
Digital printing in four-color process	CMYK	EPS
Office documents for color laser printer	CMYK	EPS
Specialized printing technique	Black only	EPS

Assets are provided in two color-spaces: RGB-Pantone and CMYK.

In RGB-Pantone EPS files, color swatches are specified as Spot Ink plates defined with RGB values. These files may be used for offset printing or for generating other digital (RGB) assets.

