To ensure that all uses of the wordmark and graphic elements are consistent in quality, do not attempt to create your own versions.

For digital wordmark and graphic element files, or for questions about these guidelines, please contact engincomm@umass.edu.
The letters of the wordmark should always be printed in one of three colors: maroon, black, or white. The only acceptable color backgrounds for the wordmark are white, maroon, black, or gray.
To ensure that all uses of the wordmark will be consistent in quality, do not attempt to recreate or manipulate the mark in any way. Do not attempt to create your own logo.

- Do not alter font weight.
- Do not alter font alignment.
- Do not add drop shadows.
- Do not use different fonts.
- Do not alter colors.
- Do not alter colors.
- Do not alter spacing between letters or words.
- Do not stretch or distort letters or words.
- Do not condense spacing between letters or words.
- Do not place on patterned background.
- Do not place artwork or patterns inside wordmark.
- Do not add type inside the wordmark.
- Do not add non-approved design elements.
- Do not place inside solid background and use outline around same color text.
- Do not outline font.
- Do not place inside shapes.
- Do not alter orientation.
The two primary UMass Amherst College of Engineering typefaces for print are Minion Pro (serif) and Frutiger (sans serif).

University Relations has a limited number of font licenses to distribute to employees who regularly create communications materials. Contact urcommunications@umass.edu to request one.

Minion Pro Regular
Minion Pro Display
Minion Pro Italic
Minion Pro Medium
Minion Pro Medium Italic
Minion Pro Semi-bold
Minion Pro Semi-Bold Italic
Minion Pro Bold
Minion Pro Bold Italic

Frutiger 45 Light
Frutiger 45 Light Italic
Frutiger 45 Roman
Frutiger 45 Italic
Frutiger 45 Bold
Frutiger 45 Bold Italic

Open Sans and Lora are the official university web fonts because of their clean lines and readability. They have versatile weights and styles available and they complement the UMass print typefaces.

Open Sans and Lora fonts are licensed through Google and free to use. Visit https://fonts.google.com

Open Sans Light
Open Sans Light Italic
Open Sans Regular
Open Sans Italic
Open Sans Semi-Bold
Open Sans Semi-Bold Italic
Open Sans Bold
Open Sans Bold Italic

Lora Regular
Lora Italic
Lora Bold
Lora Bold Italic
ENGINEERING BRAND » COLORS

UMass Maroon

Maroon plays a major role in establishing our identity and is a key factor in our branding efforts. UMass Maroon should be implemented consistently across all media.

WEB:
Hex: #881c1c
RGB: 136 28 28

PRINT:
Pantone 202
CMYK: 9 100 64 48

Secondary Colors

To make our branding distinct from UMass’s branding efforts, College of Engineering branding makes generous use of four of UMass Amherst’s secondary colors: plum, gold, green, and blue

Accent Colors

A 70% tint of the secondary colors, along with black and white, are used as accent colors.
Shapes

Accents

Lines
Lines should be between 6 and 8 points and dashes in a “4 and 4” pattern (long space long dash).

Line Icons
STUDENT GROUPS

Lorem ipsum dolor lolli amet artemis rhubarb marshmallow etcetera.

#1 in New England
public university graduate engineering program

Among Massachusetts colleges and universities, UMass Amherst ranks third in research grants from the National Science Foundation, behind only MIT and Harvard.
“Lorem ipsum dolor amet amoros artemis rhubarb marshmallow etcetera.”
ENGINEERING BRAND » IMAGES IN LAYOUT

We prefer photos be positioned together in a mosaic or in relation to other graphic elements.

Example 1: photo mosaic

Example 2: Coupled with other graphic element

Example 3: As part of an infographic mosaic