CEO

BRAND BOOK

Compiled by the CEO Marketing & Communications Team
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CENTER FOR EDUCATIONAL OUTREACH
UNIVERSITY OF MICHIGAN

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CEO BRAND

PROPERTY OF:

The Center for Educational Outreach

INTRODUCTION ABOUT OUR BRAND

As a community of outreach professionals we are continually producing materials connected with our activities, programs, and website. However, without unifying visual guidelines the materials can appear disconnected and can confuse audiences. CEO wants to ensure our brand is recognizable and clear.

This style guide has been prepared by the Center for Educational Outreach (CEO) Marketing and Communications team. It provides guidelines for using the key graphic elements of the CEO visual identity: the CEO logos, typefaces, and colors. It also includes guidelines for using the CEO Inform, Engage, Inspire logo, typeface, graphic elements, and colors.

While it focuses primarily on print, the following materials are a guide to ensure all CEO related items communicate who we are to our audiences —internal and external and to ensure consistent usage of key graphic elements. Guidance is also provided for the use of the CEO name in text.

In addition, these materials provide a foundation for our visual identity—along with a strong connection to the University of Michigan—without constraining the range of graphic possibilities.

CEO LOGOS

CEO LOGO & VARIATIONS

RECOMMENDED SIZES

ALIGNMENT

CEO INFORMAL LOGOS & VARIATIONS

COLOR GUIDE

MCAC LOGOS & VARIATIONS

MCAC LOGO RECOMMENDED SIZES

MCAC LOGO ALIGNMENT

CEO FORMAL LOGO & VARIATIONS

PURPOSE

The CEO logo is designed to achieve a number of goals:

1. To support a bold and consistent visual identity across all CEO programs and initiatives
2. To highlight and leverage CEO's relationship to the Larger University
3. To compliment the University's brand.

Please follow the following guidelines to ensure that the logos retain their impact as the official marks of CEO. It should be used as the mark of CEO in publications, print materials, websites and at public events that visually represent CEO. Using the CEO logo in non-CEO publications or event displays **must be approved** by the Project Manager for Communications and Technology at CEO. Links to the CEO logos are provided on page 34.

PRIMARY LOGO

Best when used on website headers or footers, letterheads, business cards, mailers, flyers, etc.

COLOR VARIATIONS	
Black	
White	
Maize	
Blue	

CEO FORMAL LOGO RECOMMENDED SIZES

SIZE

In print, the CEO logo should be large enough to ensure legibility and a proper hierarchical relationship to other typographic elements. On the web, the CEO logo should be no smaller than shown at the bottom of this page.

If the CEO logo is on the same page or item as another U-M unit logo, both block **M's must be the same size**.

Recommended Print

Height: 3.25 in, Width: 0.4375 in

Minimum Web Size

Height: 2.5 in, Width: 0.3365 in

SCALING

Do not horizontally or vertically scale the CEO logo.

CEO FORMAL LOGO ALIGNMENT

PLACEMENT

When appearing above and below text, the CEO logo looks best aligned with the left edges of the text. Be sure to leave white space between the logo and the text.

Logo Above Text

EDUCATIONAL OUTREACH
UNIVERSITY OF MICHIGAN

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porta malesuada mollis. Mauris blandit augue molestie nisi sagittis facilisis. Nunc ut felis urna. Donec vestibulum vitae quam id elementum.

Logo Below Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porta malesuada mollis. Mauris blandit augue molestie nisi sagittis facilisis. Nunc ut felis urna. Donec vestibulum vitae quam id elementum.

EDUCATIONAL OUTREACH
UNIVERSITY OF MICHIGAN

CLEARANCE

When using the CEO logo make sure that you are leaving white space around the logo. The height of the block M is the minimum amount of white space you should leave around the logo.

NO BUILDING

The CEO logo should never be used as the foundation to construct a new logo. If you are interested in developing a new logo please contact the CEO Marketing & Communications team.

CEO FORMAL LOGO EXAMPLES OF USE

CEO INFORMAL LOGOS & VARIATIONS

INFORMAL LOGOS

The **Informal** logo should be used only for swag or other promotional items where the **Formal** logo will not fit. It should not be used on external communications unless approved by the Marketing & Communications team. Links to the informal CEO logos are provided on page 34

Vertical Informal Logos

Horizontal Informal Logo

COLOR VARIATIONS

Black			
White			
Maize			
Blue			

CEO INFORMAL LOGO EXAMPLES OF USE

MCAC LOGOS

CEO houses The Michigan College Advising Corps (MCAC) is a diverse group of recent University of Michigan graduates working full-time as college advisers in under-served high schools throughout Michigan. MCAC has its own logo that should be used in conjunction with CEO branding or on its own. Please follow these guidelines to use it appropriately. Links to the MCAC logos are provided on page 34

Horizontal Logo

Vertical Logo

COLOR VARIATIONS

Black	
White	
Maize	
Blue	

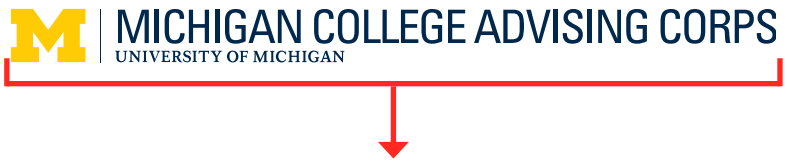
MCAC LOGO RECOMMENDED SIZES

SIZE

In print, the MCAC logo should be large enough to ensure legibility and a proper hierarchical relationship to other typographic elements. On the web, the MCAC logo should be no smaller than shown at the bottom of this page.

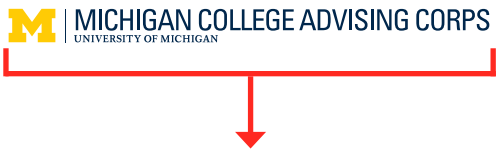
If the MCAC logo is on the same page or item as another U-M unit logo, both block **M's must be the same size**.

Recommended Print



Height: 0.2802 in, Width: 3.9829 in

Minimum Web Size



Height: 2.5 in, Width: 0.3365 in

SCALING

Do not horizontally or vertically scale the MCAC logo.

MCAC LOGO ALIGNMENT

PLACEMENT

When appearing above and below text, the MCAC logo looks best aligned with the left edges of the text. Be sure to leave white space between the logo and the text.

Logo Above Text

MICHIGAN COLLEGE ADVISING CORPS
UNIVERSITY OF MICHIGAN

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porta malesuada mollis. Mauris blandit augue molestie nisi sagittis facilisis. Nunc ut felis urna. Donec vestibulum vitae quam id elementum.

Logo Below Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porta malesuada mollis. Mauris blandit augue molestie nisi sagittis facilisis. Nunc ut felis urna. Donec vestibulum vitae quam id elementum.

MICHIGAN COLLEGE ADVISING CORPS
UNIVERSITY OF MICHIGAN

CLEARANCE

When using the MCAC logo make sure that you are leaving white space around the logo. The height of the block M is the minimum amount of white space you should leave around the logo.

NO BUILDING

The MCAC logo should never be used as the foundation to construct a new logo. If you are interested in developing a new logo please contact the CEO Marketing & Communications team.

MCAC LOGO EXAMPLES OF USE

CENTER FOR EDUCATIONAL OUTREACH
UNIVERSITY OF MICHIGAN

MICHIGAN COLLEGE ADVISING CORPS
UNIVERSITY OF MICHIGAN

College Advising Corps

CENTER FOR EDUCATIONAL OUTREACH
UNIVERSITY OF MICHIGAN

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CEO FORMAL LOGO PALETTES

COLORS

For the CEO Formal Logo standard the standard U-M color palette is used.

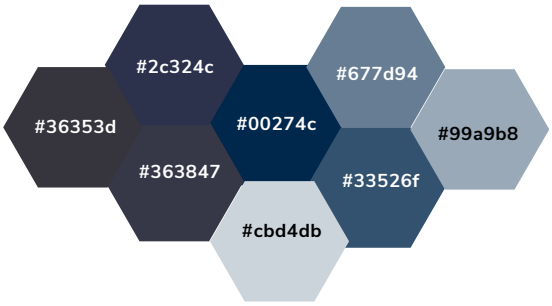
Blue

CMYK: C100, M60, Y0, K60
HEX: #00274c

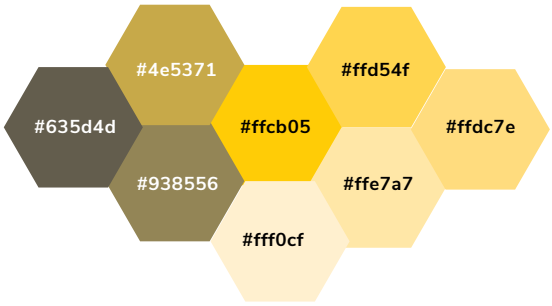
Maize

CMYK: C0, M20, Y100, K0
HEX: #ffcb05

Tints & Shades
Hex Codes



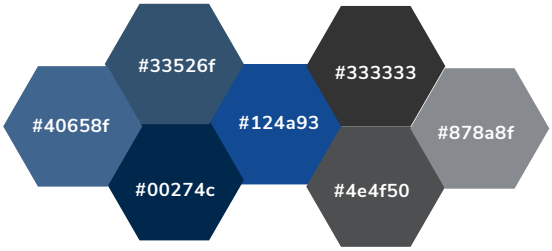
Tints & Shades
Hex Codes



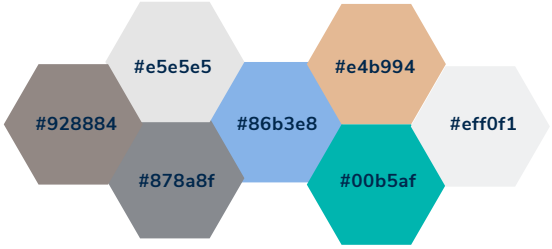
ADDITIONAL COLORS

When designing materials where you will be using the formal CEO logo, there are secondary colors you can use for backgrounds and accent shapes, etc. Below is a break down of what colors work best with the formal CEO logo as backgrounds. All colors are taken from the official secondary palette of the University of Michigan.

Best Backgrounds for Logo With White Text



Best Backgrounds for Logo With Blue Text



INFORM, ENGAGE, INSPIRE (IEI) WORDMARK

USAGE

COLOR GUIDE

IEI WORDMARK PRIMARY & VARIATIONS

PRIMARY WORDMARK

CEO has a secondary wordmark - Inform, Engage, Inspire (IEI) we use to add a fun feel to our external audiences. The wordmark is not typically used in internal communications to faculty or staff. It works best when used on website headers or footers, letterheads, business cards, mailers, flyers, etc. Links to the IEI wordmarks are provided on page 34,

Horizontal

inform.engage.inspire.

Vertical

inform.
engage.
inspire.

COLOR VARIATIONS		
Black	inform.engage.inspire.	inform. engage. inspire.
White	inform.engage.inspire.	inform. engage. inspire.
Maize	inform.engage.inspire.	inform. engage. inspire.
Blue	inform.engage.inspire.	inform. engage. inspire.

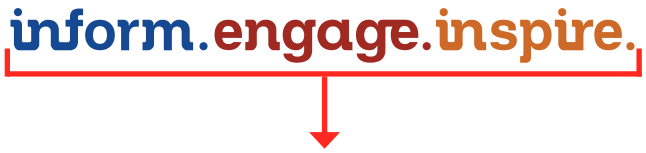
IEI WORDMARK RECOMMENDED SIZES

SIZE

In print, the Inform, Engage, Inspire wordmark should be large enough to ensure legibility and a proper hierarchical relationship to other typographic elements. On the web, the Inform, Engage, Inspire wordmark should be no smaller than shown at the bottom of this page.

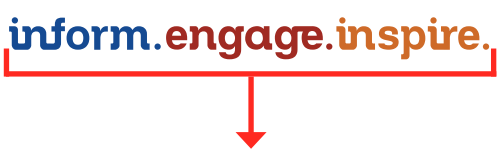
If the IEI Wordmark appears on a page with other logos, the IEI logo should be approximately the same size as the other logos.

Recommended Print



Height: 3.25 in, Width: 0.4375 in

Minimum Web Size



Height: 2.5 in, Width: 0.3365 in

SCALING

Do not horizontally or vertically scale the Inform, Engage, Inspire wordmark.

IEI WORDMARK ALIGNMENT

ALIGNMENT

When appearing above and below text, the Inform, Engage, Inspire wordmark looks best aligned with the left edges of the text. Be sure to leave white space between the logo and the text.

Logo Above Text

inform.engage.inspire.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porta malesuada mollis. Mauris blandit augue molestie nisi sagittis facilisis. Nunc ut felis urna. Donec vestibulum vitae quam id elementum.

Logo Below Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porta malesuada mollis. Mauris blandit augue molestie nisi sagittis facilisis. Nunc ut felis urna. Donec vestibulum vitae quam id elementum.

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CLEARANCE

When using the Inform, Engage, Inspire wordmark make sure that you are leaving white space around the logo. The height of the block M is a good way to measure the minimum amount of white space you should leave around the logo.

NO BUILDING

The Inform, Engage, Inspire wordmark should never be used as the foundation to construct a new logo. If you are interested in developing a new logo please contact the CEO Marketing & Communications team.

IEI WORDMARK COLOR PALETTE

COLORS

The Inform, Engage, Inspire wordmark is designed to coordinate with the official U-M Color

IEI Blue

CMYK: C100, M81 Y11, K1
HEX: #124a93

IEI Red

CMYK: C25, M95, Y100, K20
HEX: #a02921

IEI Orange

CMYK: C15, M69, Y100, K3
HEX: #cf6a28

Tints & Shades
Hex Codes

#4e5371 #4a62a2 #484a57 #124a93 #9ba0c8 #435386 #727db3 #c8cae1

Tints & Shades
Hex Codes

#4e1714 #b4534d #280e0d #a02921 #d9a9a5 #771e1a #c67c79 #ecd4d2

Tints & Shades
Hex Codes

#673616 #d88752 #331b0f #cf6a28 #e1a67e #9d5024 #ebc3aa #f4e1d3

ADDITIONAL COLORS

When designing materials where you will be using the Inform, Engage, Inspire wordmark, there are secondary colors you can use for backgrounds and accent shapes, etc. Below is a break down of what colors work best with the Inform, Engage, Inspire wordmark as backgrounds. All colors are taken from the official secondary palette of the University of

Best Backgrounds for Full Color, Maize or White Wordmark

#33526f #333333 #40658f #124a93 #878a8f #00274c #4e4f50

Best Backgrounds for Blue or Black IEI Wordmark

#e5e5e5 #e4b994 #928884 #FFCB05 #eff0f1 #878a8f #00b5af

SAVE THE DATE
Summer Programs Summit
JANUARY 30, 2020
Presented By
CENTER FOR EDUCATIONAL OUTREACH
UNIVERSITY OF MICHIGAN
Henderson Room
Michigan League
12:00 - 2:00 pm
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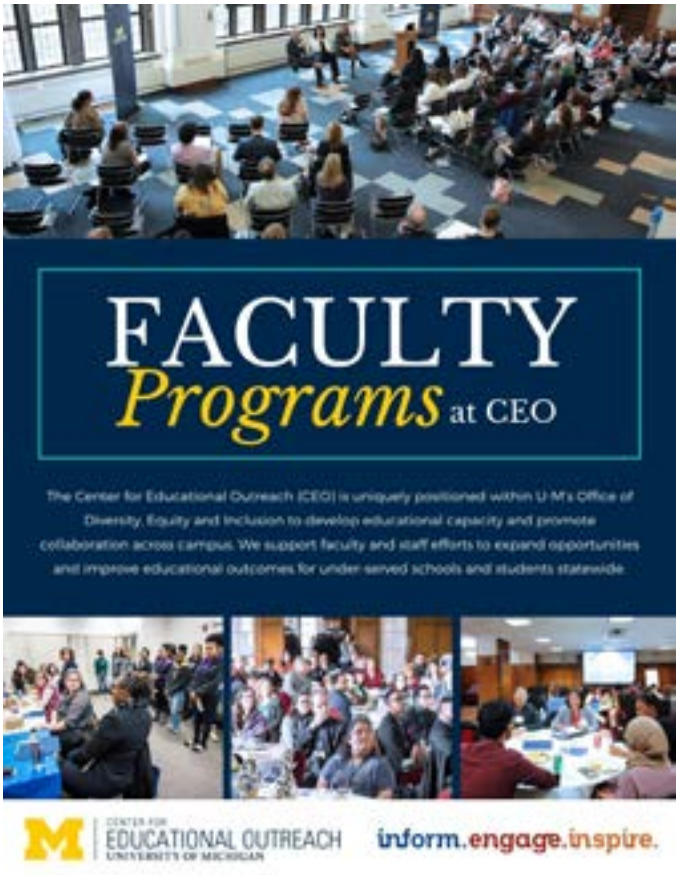
FACULTY
Programs at CEO
The Center for Educational Outreach (CEO) is uniquely positioned within U-M's Office of Diversity, Equity and Inclusion to develop educational capacity and promote collaboration across campus. We support faculty and staff efforts to expand opportunities and improve educational outcomes for under-served schools and students statewide.
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UNIVERSITY OF MICHIGAN
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TYPOGRAPHY

U-M OFFICIAL FONTS

CEO FREQUENTLY USED FONTS

UNIVERS

EXAMPLES OF UNIVERS

LIGHT
CENTER FOR EDUCATIONAL OUTREACH

ITALIC
CENTER FOR EDUCATIONAL OUTREACH

BOLD
CENTER FOR EDUCATIONAL OUTREACH

ROMAN
CENTER FOR EDUCATIONAL OUTREACH

BLACK
CENTER FOR EDUCATIONAL OUTREACH

BENTON SANS

EXAMPLES OF BENTON SANS

REGULAR
CENTER FOR EDUCATIONAL OUTREACH

BOLD
CENTER FOR EDUCATIONAL OUTREACH

BOOK
CENTER FOR EDUCATIONAL OUTREACH

MEDIUM
CENTER FOR EDUCATIONAL OUTREACH

BLACK
CENTER FOR EDUCATIONAL OUTREACH

GEORGIA

EXAMPLES OF GEORGIA

REGULAR
CENTER FOR EDUCATIONAL OUTREACH

ITALIC
CENTER FOR EDUCATIONAL OUTREACH

BOLD
CENTER FOR EDUCATIONAL OUTREACH

BOLD ITALIC
CENTER FOR EDUCATIONAL OUTREACH

CEO FREQUENTLY USED FONTS

CALIBRI

A good body font, easy to read.

EXAMPLES OF CALIBRI

REGULAR
CENTER FOR EDUCATIONAL OUTREACH

BOLD
CENTER FOR EDUCATIONAL OUTREACH

ITALIC
CENTER FOR EDUCATIONAL OUTREACH

BOLD ITALIC
CENTER FOR EDUCATIONAL OUTREACH

RALEWAY

A font that can be used as a body font or a header font.

EXAMPLES OF RALEWAY

REGULAR
CENTER FOR EDUCATIONAL OUTREACH

BOLD
CENTER FOR EDUCATIONAL OUTREACH

ITALIC
CENTER FOR EDUCATIONAL OUTREACH

MEDIUM
CENTER FOR EDUCATIONAL OUTREACH

AVENIR NEXT

A good header font.

EXAMPLES OF AVENIR NEXT

REGULAR
CENTER FOR EDUCATIONAL OUTREACH

BOLD
CENTER FOR EDUCATIONAL OUTREACH

ITALIC
CENTER FOR EDUCATIONAL OUTREACH

CONDENSED
CENTER FOR EDUCATIONAL OUTREACH

GLACIAL INDIFFERENCE

A font that works well as body and header.

EXAMPLES OF GLACIAL INDIFFERENCE

REGULAR
CENTER FOR EDUCATIONAL OUTREACH

BOLD
CENTER FOR EDUCATIONAL OUTREACH

ITALIC
CENTER FOR EDUCATIONAL OUTREACH

NARROW
CENTER FOR EDUCATIONAL OUTREACH

IMAGES

U-M Stock Photos

CEO Photos

IEI Graphic Elements

CEO Graphics

U-M STOCK PHOTOS

The University of Michigan periodically provides the campus design community with free stock photos from around campus. CEO has copies of all of these photos.

Do not search google for a U-M campus photo, always use the stock photos provided to us by U-M. If you use a photo downloaded from Google there is a risk of copyright infringement (see the Design Basics Toolkit - Copyright). A link to a U-M photo bank is provided on page 34.

EXAMPLES OF U-M STOCK PHOTOS

CEO PHOTOS

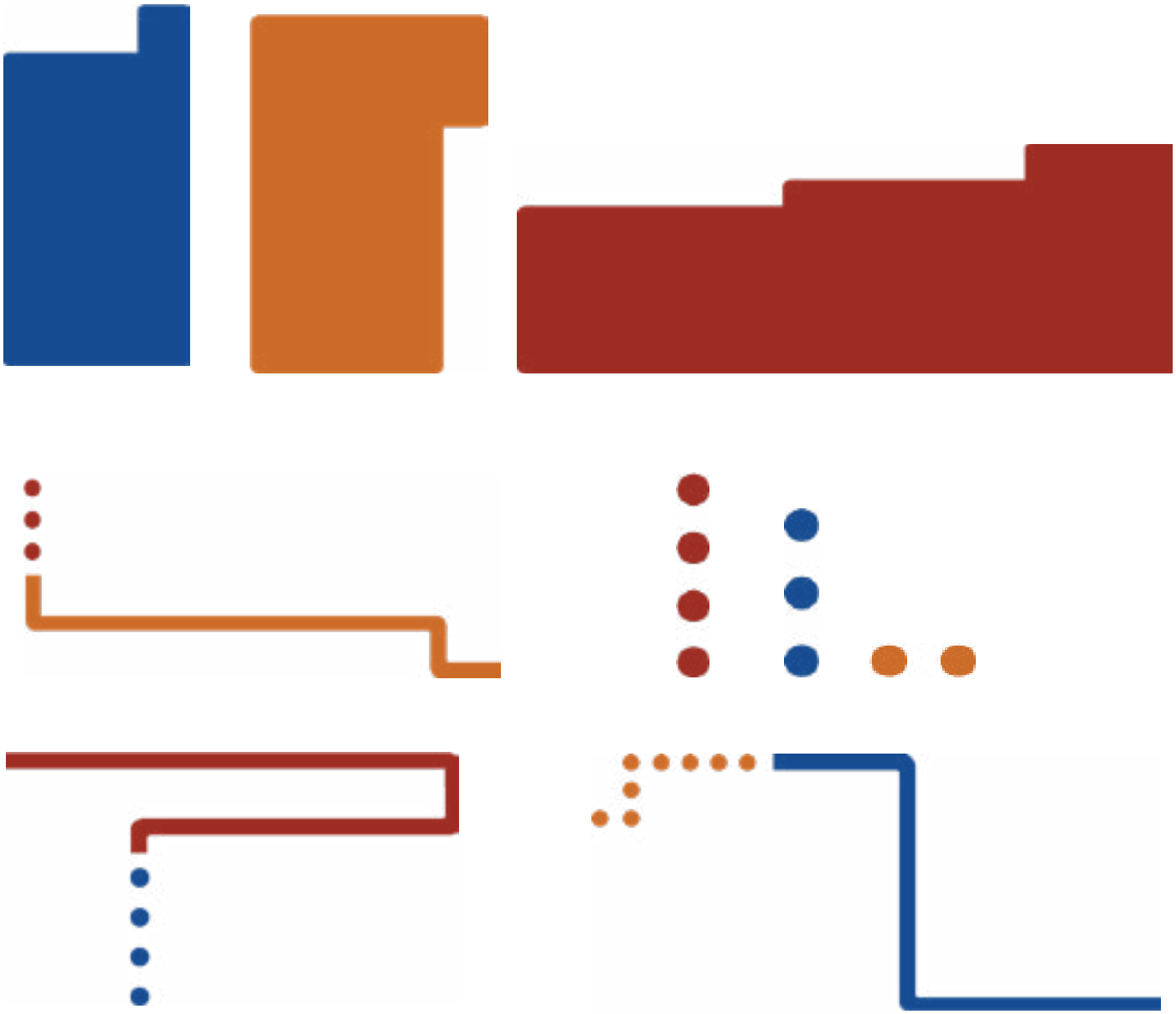
CEO has an extensive library of images from our various events and programs that can be used in design work. It is recommended to use CEO images in work as we are promoting our programs and what better way to do that than with images from them! Use U-M stock photos to supplement CEO photos if needed. A link to a CEO photo bank is provided on page 34.

EXAMPLES OF CEO PHOTOS

IEI GRAPHIC ELEMENTS

Since CEO works with young people we have a set of graphics as part of the IEI brand that can be used to enhance designs if desired. These graphics are best used as accent pieces in addition to photographs, infographics, etc. These graphic elements can be altered by cropping, resizing, or rotating. Please do not stretch these elements. You can use shades of the official IEI colors if the elements are not showing up on the design well (see example of use). A link to a folder with the graphics is provided on page 34.

THE IEI GRAPHICS



What Does CEO Offer?
Campus Visits
U-M Student Training
Pre-College & Youth Outreach Conference
K-12 Outreach Consulting
Youth Hub
Wolverine Express
SOS Grants
Michigan College Advising Corps
Faculty Forum
Want to learn more?
ceo.umich.edu
umceo@umich.edu
EDUCATIONAL OUTREACH
inform.engage.inspire.

Admissions Updates
Jody Gore
Admissions Assistant Director
U-M Admissions
CENTER FOR
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CEO GRAPHICS

CEO often has need for custom graphics for a special program or event. The Marketing & Communications team has several ways of creating these graphics but the most common are original graphics (created by a CEO member) or a modified graphic from a royalty free site like Vecteezy.com.

Infographics are another type of graphic often created and distributed by CEO. For infographics and accents to some materials, CEO currently uses hexagons or triangle shapes.

SAMPLE CEO GRAPHICS

Hand drawn graphic by Amanda Hudeck

What is Youth Hub?
Youth Hub was started by the Center for Educational Outreach to help K-12 students find opportunities at U-M. You can find something fun to do on campus during the summer and throughout the school year. Check it out!
Okay, I will!
Concerned about COST?
Youth Hub offers the Watson A. Young Scholarship A need-based scholarship to support Michigan middle and high school students participating in summer opportunities.
The application opens February 1 and will be awarded on a rolling basis.
Questions? Email umceo@umich.edu
APPLY EARLY!
YOUTH HUB
UNIVERSITY OF MICHIGAN
youthhub.umich.edu

YOU'RE INVITED TO JOIN
COLLEGE MADE
STEP BY STEP APPLICATION PREP
Powered by GradeCraft
The college application process can be challenging, but we are here to help. Let us show you how to prepare a strong application from beginning to end. Take the first step toward your college dreams and try College Made today!
Learn more about how to:
Start the College Application Process
Make Your College Application Stand Out
Write an Essay that Tells Your Story
Apply to Selective Institutions like U-M
Access U-M Virtual Events & Experiences
Compete With Your Peers For a Chance to Win a Laptop Computer!
Link: myumi.ch/DEgon
QUESTIONS?
Name: xxxxxxxxxxxxx
Email: xxxxxxxxxxxxx
EDUCATIONAL OUTREACH
MICHIGAN COLLEGE ADVISING CORPS

Wolverine Express 2.0
I don't know what I want to study in college..
I know! It's so hard to decide!
I like science..but I really like art too..

DOWNLOAD LINKS

CEO LOGOS

MCAC LOGOS

IEI WORDMARK

U-M STANDARD LOGOS

U-M STOCK PHOTOS

CEO PHOTOS

U-M BRANDING GUIDE

DOWNLOAD LINKS

LOGOS

CEO Logo
- » CEO Logo Black
- » CEO Logo White
- » CEO Logo Maize
- » CEO Logo Blue

CEO Vertical
- » CEO Vertical Black
- » CEO Vertical White
- » CEO Vertical Maize
- » CEO Vertical Blue

CEO Informal Horizontal
- » CEO Informal White
- » CEO Informal Black
- » CEO Informal Maize
- » CEO Informal Blue

CEO Informal Vertical
- » CEO Informal Vertical Black
- » CEO Informal Vertical White
- » CEO Informal Vertical Maize
- » CEO Informal Vertical Blue

MCAC Logo
- » MCAC Logo Black
- » MCAC Logo White
- » MCAC Logo Maize
- » MCAC Logo Blue

MCAC Informal Vertical
- » MCAC Informal Vertical Black
- » MCAC Informal Vertical White
- » MCAC Informal Vertical Maize
- » MCAC Informal Vertical Blue

The Block M
- » The Block M - Maize
- » The Block M - Blue

U-M Standard Vertical
- » U-M Standard Vertical Black
- » U-M Standard Vertical Blue

U-M Standard Horizontal
- » U-M Standard Horizontal Black
- » U-M Standard Horizontal White
- » U-M Standard Horizontal Blue

GRAPHICS

- » IEI Graphics

IEI WORDMARK

IEI Wordmark Horizontal
- » IEI Wordmark Horizontal Black
- » IEI Wordmark Horizontal White
- » IEI Wordmark Horizontal Maize
- » IEI Wordmark Horizontal Blue

IEI Wordmark Vertical
- » IEI Wordmark Vertical Black
- » IEI Wordmark Vertical White
- » IEI Wordmark Vertical Maize
- » IEI Wordmark Vertical Blue

FONTS

CEO
- Avenir Next
- Calibri
- Glaical Indifference
- Raleway

U-M Official
- Benton Sans
- Georgia
- Univers

PHOTOS

- U-M Stock Photos
- CEO Photos

UM BRAND

- U-M Brand Guide