



Why do we need a policy?

The goal of the policy is to unify and strengthen the University's brand in all forms of official communication. Under the policy, the University demonstrates responsible management of financial resources by eliminating the costs of managing multiple brands and by aligning all communications efforts. Specifically, the policy addresses the use of the University's brand—Driven to Discover—and the brand elements: wordmark, block M, mascot marks, regents seal, University colors, and stationery.

What are the benefits of the policy?

- Consistent usage helps unify and strengthen the University's brand.
- Aligning our efforts eliminates costs and increases efficiency.
- Instant brand recognition helps our audiences cut through the thousands of messages they get every day.
- A strong presence helps us gain support from all of our stakeholders.

What is expected of University communications?

All University communications are expected to look like University communications. The appropriate use of University marks, colors, and Driven to Discover creates a family resemblance across the University. When producing University communications, units are expected to answer yes to the following three questions:

- Does this convey a unified University brand?
- Does this uphold University graphic standards?
- Does this clearly connect my unit's work to the University?

What remains the same?

- Graphic standards.
- Wordmark usage (required on all official University communications).
- Stationery standards.
- Driven to Discover as the official brand of the University.

What is new?

- Guidelines are now policy.
- Units are expected to use Driven to Discover.
- Maroon and gold and/or branded elements are required and need to appear prominently.
- All umn.edu Web sites are to use official headers and footers.
- Individual logos for colleges, departments, and other units are to be phased out or repurposed as graphic elements.
- Individual taglines for college, departments, and other units are to be eliminated or moved to headlines or themes.

Implementation

- Units are expected to use up their inventory of materials that do not comply and to implement the policy with new projects. All print materials and Web sites are expected to meet the policy's standards by the end of 2010.