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OVERVIEW

The University of Miami Leonard M. Miller School of Medicine Graphic Identity Standards manual has been prepared and distributed to ensure the success of our visual identity through consistency of use. Please adhere to these guidelines when developing communications materials related to the Miller School of Medicine.

This manual contains approved treatments of the logo when used with or without the University of Miami logo; however, most usages include both logos used in relationship to one another. The guidelines presented here are fundamental yet flexible enough to allow for individual expression.

This Graphic Identity Standards manual is a supplement to, and component of, the University of Miami Editorial and Visual Standards Style and Usage Guide, which provides guidelines for the University’s overall identity system. It is available online at www.miami.edu/styleguide

TECHNICAL INFORMATION

This identity manual takes the form of an Adobe Acrobat file that can be printed through a Postscript compatible printer on 8 1/2” X 11” paper for distribution or reference.

Supplemental files included:
• QuarkXPress templates of all stationery system components.
• Symbol, logo, and signature files in Adobe Illustrator 6.0 encapsulated Postscript (eps) format.
IDENTITY ELEMENTS
FORMAL LOGOS

CENTERED LOGO
Common usage:
• envelopes (all sizes)
• brochures
• folders
• pledge cards
• invitations
• advertisements
• banners/flags

FLUSH-LEFT LOGO
Common usage:
• advertisements
• web site home page banner graphic
• promotional items
• banners/flags

USAGE GUIDELINES
This is the standard version of the Miller School of Medicine logo, which includes “University of Miami” in the design and has been designed for vertical and horizontal applications. Whenever possible, it should be used in conjunction with the UM logo, i.e., in brochures, on the web site, on forms. However, in certain instances, where space is limited or using two logos is ungainly, this logo will serve as a standalone logo, without the UM logo, i.e., in advertisements, promotional items, on banners.
IDENTITY ELEMENTS
ALTERNATE LOGO (WITHOUT UNIVERSITY OF MIAMI)

ALTERNATIVE LOGO

Common usage:
- letterhead
- business cards
- any application where the UM logo is visible on the same page

USAGE GUIDELINES

This is an alternative version of the Miller School of Medicine logo, which does not include “University of Miami” in the design. This version of the logo must always appear in conjunction with the UM logo, i.e., on letterhead and on business cards. This logo should never be used as a standalone logo.
USAGE GUIDELINES
The coloration for two-color printing is shown here. No other PMS colors are permissible. No screens or tints are permissible. No variations on the color breaks are permissible.
USAGE GUIDELINES

The coloration for one-color printing is shown here. No other PMS colors are permissible. No screens or tints are permissible.
Common usage:
• 4-color process advertising
• banners

Usage Guidelines
The coloration for four-color printing is shown here. No other CMYK variations or combinations are permissible.
USAGE GUIDELINES

The coloration for web applications is shown here. No other RGB variations or combinations are permissible.
IDENTITY ELEMENTS

MINIMUM SPACE REQUIREMENTS

USAGE GUIDELINES

The minimum space requirements for use of the logo are shown here, regardless of which version of the logo is used. In order to maintain the dignity and stature of the logo, no other elements such as type or artwork may appear within these minimum boundaries.
USAGE GUIDELINES
The minimum size restrictions for use of the logo are shown here, regardless of which version of the logo is used. This is the minimum preferred size at which the logo is still recognizable and readable.
There are some color treatments of the logo that are not permissible. Such treatments create inconsistency and limit legibility.

Do not reverse the signature to white from a light background.

Do not print the signature over a dark background.

Do not change or exchange colors of the signature.

Usage Guidelines
There are some color treatments of the logo that are not permissible. Such treatments create inconsistency and limit legibility.
Never reconfigure the identity elements to form a new signature.

Do not distort the identity elements.

Do not repeat any elements to create a pattern.

Never surround any identity element with another shape.

Do not retypset the logo.

Usage guidelines

There are some design treatments of the logo that are not permissible. Such treatments create inconsistency and limit legibility. The type elements of the logo must always appear in the same relationship to each other; therefore, it is not permissible to retypset the logo or its elements.
The Miller School of Medicine logo was designed to fit within the University of Miami’s identity system and does not replace the standard UM identity. It must be used in conjunction with the UM logo except in limited applications as outlined elsewhere in this manual. All Miller School of Medicine materials should incorporate the UM standard logo as part of the design and layout. Position the UM logo well removed from the Miller School of Medicine logo identity—typically at the bottom or back of printed materials. In some instances, it may be necessary to “stack” the logos. In this usage, adhere to the minimum space requirements outlined in section 2.7.
IDENTITY ELEMENTS
USE OF UNIVERSITY OF MIAMI INSTITUTIONAL IDENTITY

FRONT OF BROCHURES
Miller School of Medicine logo can appear on the front cover as identification for the school.

BACK OF BROCHURES
When Miller School of Medicine logo is used on the front cover of a brochure, the University of Miami logo can be placed on the back cover.

USAGE GUIDELINES
It is important to incorporate the Miller School of Medicine and University of Miami logos on all publications.
IDENTITY ELEMENTS
USE OF UNIVERSITY OF MIAMI INSTITUTIONAL IDENTITY

FRONT OF BROCHURES
It is permissible to typeset the name of the school and university on the cover, rather than using the logo. Please be careful not to create a treatment that could be perceived as an alternate logo.

BACK OF BROCHURES
When the Miller School of Medicine logo is NOT used on the front cover, the two logos may be stacked.

USAGE GUIDELINES
It is important to incorporate the Miller School of Medicine and University of Miami logos on all publications.
APPLICATIONS
STANDARD LETTERHEAD

Size
8½” x11”

Type
Department/Office:
AGaramond semibold,
9.5 pt. on 11.5

School name:
AGaramond, 9.5 pt. on 11.5

Address:
AGaramond, 9.5 pt. on 11.5

Dividing square:
Zapf dingbats, 3.5 pt. on 11.5

Color
PMS 349 and black

Printing Method
Offset printing is recommended.

Paper Stock
Domtar Solutions,
Natural, Wove finish
60# text

A template in
QuarkXPress 6.5 accompanies
this manual.

Electronic templates
are provided for all stationery materials.

USAGE GUIDELINES
The Miller School of Medicine logo (alternate version) is used
in conjunction with the UM logo on medical school
letterhead. Do not change the relationship, placement, size,
or coloration of the logos on the letterhead. Note that
division, department, or unit
names are typeset in bold in
the first line of the address at
the bottom followed by the full
name of the school, Leonard
M. Miller School of Medicine,
in regular weight text. The
University of Miami maintains
contracts with specific vendors
for letterhead production and
printing, and approved vendors
maintain current letterhead
templates.
APPLICATIONS
PERSONALIZED LETTERHEAD

Type

Personalization:
AGaramond,
9.5 pt. over 11.5, and
AGaramond italic,
8 pt. over 11

USAGE GUIDELINES

The letterhead may be personalized for senior members of the Miller School of Medicine administration. No other placement of the individual’s name or title on the page is permissible. A template for listing names of groups or committees is also available.
APPLICATIONS
OTHER CENTERS LETTERHEAD

Type
School name:
AGaramond semibold,
ALL CAPS
9.5 pt. on 11.5

USAGE GUIDELINES
On letterhead for other branded areas of the medical school (Bascom Palmer Eye Institute, UM/Sylvester Comprehensive Cancer Center, Miami Project to Cure Paralysis, Diabetes Research Institute, etc.), the logo of that unit replaces the Miller School of Medicine logo and the text “Leonard M. Miller School of Medicine” appears in color, bold text, and all caps, in the first line of the address.
APPLICATIONS

#10 ENVELOPE

Size
9¾" x 4½"

Color
PMS 349 and Black on front, Black only on flap.

Printing Method
Offset printing is recommended.

Paper Stock
Domtar Solutions, Natural, Wove finish 60# text

A template in QuarkXPress 6.5 accompanies this manual.

Note
This envelope design conforms to all USPS regulations.

USAGE GUIDELINES
The Miller School of Medicine logo (formal logo) is used in conjunction with the UM logo on medical school envelopes. Only the Miller School of Medicine logo appears on the front of the envelope. The UM logo and return address information are on the back flap of the envelope. Do not change the relationship, placement, size, or coloration of the logos on the envelope.
APPLICATIONS
STANDARD BUSINESS CARD

Size
3½" x 2"

Color
PMS 349 and black

Printing Methods
Offset printing is recommended.

Paper Stock
Fox River Select
Bright White
Wove Finish
80# Cover
25% Cotton

A template in QuarkXPress 6.5 accompanies this manual.

Logo Art:
Alternate logo (without UM) and UM logo in fixed position on template.
2 color, PMS349 and Black

Type:
Name:
AGaramond Semibold 11pt/11pt
Centered 0.75” from top

Title:
AGaramond 8.5pt/9pt
Centered directly below name.
Titles may go to 2 lines maximum

Rule:
0.75 pt and 50% Black
0.25” from left and right, 1.2” from top

 USAGE GUIDELINES
The Miller School of Medicine logo (alternate version) is used on the medical school business card, which coordinates with the medical school stationery. It must appear in conjunction with the UM logo, which is always placed in the lower right. Do not change the relationship, placement, size, or coloration of the logos on the business card.

School, Department and/or Office:
Department or Office would appear first in AGaramond Semibold 6.5pt/8pt, followed by 2 spaces in AGaramond 6.5pt/8pt and a bullet, Zapf Dingbats (n character) 3.1pt, with a baseline shift of +1pt, in the color PMS349.
Followed by 2 more spaces and the school name, Leonard M. Miller School of Medicine in AGaramond 6.5pt/8pt

Mailing address, location, phone, fax, and e-mail information:
AGaramond 6.5pt/8pt for a maximum of 4 lines
Address information shall be separated from city, state, and zip by the same method/style as before when appearing on the same line.
A bullet should not appear at the end of a line

If space allows avoid abbreviations i.e. Post Office Box or Florida.
APPLICATIONS
OTHER CENTERS BUSINESS CARD

USAGE GUIDELINES
On business cards for other branded areas of the medical school (Bascom Palmer Eye Institute, UM/Sylvester Comprehensive Cancer Center, Miami Project of Cure Paralysis, Diabetes Research Institute, etc.), the logo of that unit replaces the Miller School of Medicine logo and the text “Leonard M. Miller School of Medicine” appears in color in the first line of the address. This version of the business card must include the UM logo in the lower right. Do not change the relationship, placement, size, or coloration of the logos on the business card.

Type:
When the Miller School of Medicine logo does not appear on the business card, then the full name of the school should appear in ALL CAPS, AGaramond Semibold, 7pt/8pt, as the first line under the rule.
A variety of speciality applications are available through University Communications.
Size

8½" x 11"

Color

Typography: black
Logos: black

Printing Methods

Photocopying is recommended

Note

These examples are not to scale.

A template in QuarkXPress 6.5 accompanies this manual.
Guidelines on the use of the new School of Medicine name

- The new official name of the University’s medical school is the:
  
  Leonard M. Miller School of Medicine

- The full name of the school should always be used in official documents such as diplomas, formal invitations, proclamations, legal documents, formal correspondence, contracts, etc.

- In first usage in stories in publications, news releases, web sites, etc., the full name—Leonard M. Miller School of Medicine—is used. In the event that it also is the first reference to the University—particularly in a document to an external audience—refer to it as the:

  University of Miami Leonard M. Miller School of Medicine

- On second reference, you may use the shortened versions of the:

  Miller School of Medicine
  or
  Miller School
  or
  medical school

- DO NOT refer to the unit solely as the School of Medicine.
The University of Miami maintains contracts with specific vendors for letterhead production and printing, and approved vendors maintain current letterhead templates.

JET GRAPHICS
305-264-4333
CONTACT: TERI GARCIA

PRINT FARM (PREVIOUSLY GALAXY)
305-592-2895
CONTACT: ALBERT ALVAREZ

PRECISION PRINTING
305-949-3133
CONTACT: DUDLEY BUCKLAND

GREEN LIGHT PRINTING, INC.
305-576-5858
CONTACT: MERCY GUANCH