Wordmark and unit combination for use in print or website footer. Not for use in web header. Use z.umn.edu/template builder for web.

A.

"N" space between

Block M and unit name are aligned vertically

PLACE UNIT NAME

University of Minnesota

Driven to Discover®

"N" space between

"N" SPACE
A space equal to or greater than the height of the letter "N" in the wordmark (.1013"as shown here). If you use the block M, allow an "N" space between the M and the combination.

B.

"N" space between

Block M and unit name are centered vertically. Note: this version is reserved for short unit names

UNIT NAME

University of Minnesota

Driven to Discover®

C.

"N" space between left edge of ® and unit name

UNIT NAME

RESTRATION MARK
A registration mark ® must appear with Driven to Discover. If the unit combination does not use Driven to Discover, the block M must use the registration mark.

DEPARTMENT NAME

University of Minnesota

Driven to Discover®

DEPARTMENT NAME

University of Minnesota

Driven to Discover®

DEPARTMENT NAME

University of Minnesota

DEPARTMENT NAME

University of Minnesota

Driven to Discover®

DEPARTMENT NAME

University of Minnesota

DEPARTMENT NAME

DEPARTMENT

University of Minnesota

Driven to Discover®

DEPARTMENT NAME

Fonts, sizes, and styles

FONTS
Suggested fonts: Neutraface, Helvetica Neue, Corbel, or other simple sans serif in all caps or upper/lower case.

SIZES
Choose a font style and size that looks balanced with the wordmark—not too small or too big. Units may choose to use a uniform size, even if the type is not as wide as the wordmark.

DEPARTMENT NAME
UNIVERSITY OF MINNESOTA
Driven to Discover®

Name in Neutraface
UNIVERSITY OF MINNESOTA
Driven to Discover®

NAME IN NEUTRAFACE
UNIVERSITY OF MINNESOTA
Driven to Discover®

Neutraface Department
UNIVERSITY OF MINNESOTA

NEUTRAFACE
UNIVERSITY OF MINNESOTA
Driven to Discover®

Helvetica Neue Name
UNIVERSITY OF MINNESOTA

CORBEL TYPEFACE NAME
UNIVERSITY OF MINNESOTA

NAME IN NEUTRAFACE

These units all report to the same office. The decision was to make all the type a uniform size.

DEPARTMENT OF EMERGENCY MANAGEMENT
UNIVERSITY OF MINNESOTA
Driven to Discover®

EMERGENCY MEDICAL SERVICES
UNIVERSITY OF MINNESOTA
Driven to Discover®

UNIVERSITY SERVICES HUMAN RESOURCES
UNIVERSITY OF MINNESOTA
Driven to Discover®

FACILITIES MANAGEMENT
UNIVERSITY OF MINNESOTA
Driven to Discover®

PLANNING, SPACE, AND REAL ESTATE
UNIVERSITY OF MINNESOTA
Driven to Discover®

1. Copy/type the unit name into a text box on page 1. Suggested fonts: Neutraface, Helvetica Neue, Corbel or other simple sans serif.

    a. Outline all fonts (Type --> Create Outlines) and group any loose pieces (Object --> Group).

2. Make the unit name the same width as the wordmark.

    In the Transform palette (Window --> Transform)

    a. Lock proportions; make sure the chain icon is linked, as shown here.

    b. Select the unit name and enter **2.0769 in** in the **W:** field for templates A and C. Enter **1.4722 in** in the **W:** field for template B. Hit enter or return. The unit name should now have scaled proportionally to 2.0769" wide.

3. Center (A) or left align (B and C) the unit name in one of the turquoise boxes, aligning it on the bottom edge. **The unit name may not drop below or be wider than the turquoise box.**

    a. Place the unit name somewhere above and to the right of the turquoise box.

    In the Align palette (Window --> Align)

    b. Select the unit name and the turquoise box. Choose Align To: Selection, then click the align left and align bottom buttons (shown above).

4. Copy the combination into a new document and save as EPS for print. For Word, Powerpoint, or digital, choose Export As under the File menu. Export as PNG at 600 ppi.
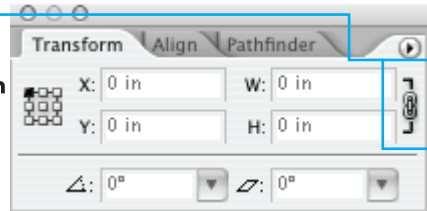
USING THE BLOCK M
Optional: Use the block M centered on the top, or placed to the left, of the wordmark and unit combination.

1. An "N" space separates all elements of the wordmark and unit combination. The "N" space is equal to or greater than the height of the letter "N" in the wordmark (.1013" in this template).

2. Square rule: The combination of unit name, block M, and wordmark may be no taller than it is wide. In this template, it may not be taller than 2.0769".

3. For one-line unit names, the block M on the left should be the same height as the wordmark and unit combination. For multiple lines, extend the block M to the top of the last line of the unit name. Use your best judgement. The block M should not overpower the combination.

    In the Transform palette

    a. Select the wordmark and unit logo and see what the **H:** field reads.

    b. Deselect the combination and select only the block M. With the "transform from" area selected on the bottom right (shown here), enter the height found above into the **H:** field.

SIZE
The word Minnesota in this template measures .875". Per wordmark minimum size guidelines, **the wordmark in this template is as small as it can appear on anything 3" x 5" and larger.** For items smaller than 3" x 5", the word Minnesota must measure at least .625".

FOR WEB AND DIGITAL
The wordmark and unit combination is for use in print or the website footer—not for use in the web header. Use z.umn.edu/template builder for web.

To create a web version of the wordmark and unit combination, follow the guidelines above with these additional instructions.

1. Add a .2px stroke to the wordmark so that it will show up better on the web.

    a. Ungroup the wordmark, Driven to Discover, and line by selecting the group and ungrouping (Object --> Ungroup)

    b. Select the wordmark only. (Window --> Stroke) Under Weight: type.2px and press return.

2. Copy combination into a new document. Change the size of the combination so that the wordmark is 220 px wide for web and no smaller than 180 px wide for mobile. Save as SVG or choose Export As under the File menu. Export as PNG at 72 ppi.