**MnDRIVE BRANDING GUIDELINES**

**BACKGROUND**

MnDRIVE (Minnesota’s Discovery, Research and Innovation Economy) is a landmark partnership between the university and the state of Minnesota.

By aligning areas of the university’s strengths with opportunity and need, MnDRIVE fosters innovation, cultivates strategic business collaborations that advance Minnesota’s economy, and enhances the university’s ability to produce breakthrough research that addresses our state’s and society’s greatest challenges.

In 2013, the Minnesota Legislature authorized an $18 million annual investment in four core research areas, reflecting a marriage of the U’s distinctive strengths with the state’s key and emerging industries.

- Robotics, sensors and advanced manufacturing
- Global food ventures
- Advancing industry, conserving our environment
- Discoveries and treatments for brain conditions

**IMPORTANT TALKING POINTS**

Minnesota’s Discovery, Research and Innovation Economy, or MnDRIVE, is a landmark partnership between the university and the state of Minnesota.

By aligning areas of the university’s strengths with opportunity and need, as well as Minnesota’s most vital industries, MnDRIVE advances Minnesota’s economy and enhances the university’s ability to produce breakthrough research that addresses our state’s and society’s greatest challenges.

The Minnesota Legislature’s authorization of $18 million in annual investment is critically important to keep Minnesota and our research enterprise competitive.

While the original legislation authorizes $36 million over two years for MnDRIVE, there is no end date if the program is a success. We must, however, demonstrate results and progress that meet the spirit and criteria of the law.

Four core areas of research and partnership supported through MnDRIVE include:

- Robotics, sensors and advanced manufacturing
- Global food ventures
- Advancing industry, conserving our environment
- Discoveries and treatments for brain conditions

The Office of the Vice President for Research was charged by the university’s president to implement the program and provide oversight and measures for the initiative.

The process is governed by a strategic advisory board comprised of representatives from industry, academia, and the business community.

Design and implementation of MnDRIVE programs are determined by a set of criteria, and specific research and programs conducted under MnDRIVE are held accountable by metrics developed and implemented by the OVPR.

As we continue to develop the program at the university, we will grow our leadership, enhance our capacity to innovate, and build out key transdisciplinary partnerships.

Working closely with our partners throughout the state and the university, we will develop a solid framework that rewards discovery and enhances partnerships to drive results.
MnDRIVE BRANDING GUIDELINES

BRANDING
Clearly identifying content as MnDRIVE highlights the University of Minnesota’s partnerships with business and industry and the State of Minnesota to advance goals outlined in the legislation passed in 2013, including advancing research and the state’s economy, as well as improving the lives of Minnesotans.

The visual branding assets offered here convey the university’s role in MnDRIVE.

Branding opportunities are available when money is allocated to the colleges to execute proposals included under the MnDRIVE initiative. The university and its colleges can also brand events and opportunities that address the goals, objectives, and criteria of MnDRIVE. For example:

• Projects that address a real-world “grand challenge” of critical social need, within the four MnDRIVE core areas
• Areas where university-based scholarship could make a real difference in addressing these challenges
• Projects/initiatives that have strong partnerships with businesses, NGOs, agencies, and other organizations, from day one
• Projects that have a strong business plan for achieving their social impact and have a long-term plan for sustainability in funding/operation/impact
• Projects that have a strong narrative and communications plan, so their impacts can be shared with the larger world
• Projects that support Minnesota industries’ employment, technology, and business needs

When you brand content as MnDRIVE, please consult/notify the OVPR communications office so that we might update our content or link to your content on the MnDRIVE website as well.

If you have any questions about whether content should be branded MnDRIVE, please contact OVPR at ovprcomm@umn.edu.

TEMPLATES AND MESSAGES
This style guide includes graphic elements and standards, as well as talking points on page one, to ensure MnDRIVE content is branded consistently. Please use these graphic elements on all materials used to communicate about any MnDRIVE-related project or initiative.

Alway use MnDRIVE branding along with the university trademarks, as permitted by the Branding Policy and in accordance with requirements on the Our Brand website: www.ur.umn.edu/brand

STATEMENTS FOR CORE AREAS
Use these initiative titles. When further context is needed, use these preferred statements without modification.

Discoveries and treatments for brain conditions
Partnering with industry to develop new treatments for brain conditions that improve human health and quality of life.

Advancing industry, conserving our environment
Research-based solutions to environmental challenges in support of sustainable economic growth.

Global food ventures
Partnering research, agriculture, and industry to develop sustainable solutions for securing the global food supply.

Robotics, sensors and advanced manufacturing
Leveraging strengths in STEM fields to develop innovations and industries that propel the state’s economy forward and fulfill workforce needs.

CONTACT INFORMATION
Questions about when it is appropriate to use these MnDRIVE assets: Office for Vice President of Research: ovprcomm@umn.edu

Questions about using the MnDRIVE brand: University Relations: brand@umn.edu
MnDRIVE STYLE GUIDELINES AND REQUIREMENTS

USAGE GUIDELINES
The requirements outlined here are for units conducting official university business: meaning the majority of the unit’s projects or activities are funded by the U of M, staff or students are employees of the U of M, and activities take place in U of M buildings using U of M resources.

The MnDRIVE campaign, used in conjunction with the University of Minnesota’s Driven to Discover brand, is meant to communicate the landmark partnership between the university and the state of Minnesota.

The visual identity guide for MnDRIVE is an effective tool for communicators to create unique, customized messages that will foster innovation, cultivate strategic business collaborations that advance Minnesota’s economy, and enhance the university’s ability to produce breakthrough research that addresses our state and society’s greatest challenges.

COLORS
MnDRIVE Blue is the color of the campaign.

Note: University wordmarks and graphics must use official colors or black-and-white. And maroon and gold must be prominent in all designs for print or the web.

Electronic Colors
- MnDRIVE Blue: RGB: 0 85 129 (#005581)
- Gold: RGB: 255 204 51 (#ffcc33)
- Maroon: RGB: 122 0 25 (#7a0019)

Print Colors
Uncoated Paper
- MnDRIVE Blue: PMS 307U or CMYK: 93 48 19 1
- Gold: PMS 166U or CMYK: 0 18 100 0
- Maroon: PMS 201U or CMYK: 0 100 63 29

Coated Paper
- MnDRIVE Blue: PMS 302C or CMYK: 98 69 27 9
- Gold: PMS 136C or CMYK: 0 27 76 0
- Maroon: PMS 202C or CMYK: 0 100 61 43

LEGIBILITY AND CONTRAST
Color and black-and-white versions of each MnDRIVE graphic are provided. Use depends on the color of the background. Use light-colored graphics on dark-colored backgrounds and vice-versa.
TYPOGRAPHY
The MnDRIVE typeface is Neutraface Text Book and Bold.

If you do not have access to Neutraface, contact University Relations at brand@umn.edu with a font request.

FORMATTING IN TEXT
When the acronym MnDRIVE is used, all letters except for the n are capitalized.

NAMING PROTOCOLS
Text-Only
The text-only versions of these names should be used for narrative purposes and never as a title.

- Minnesota’s Discovery, Research and InnoVation Economy
- MnDRIVE
- Any of the MnDRIVE core areas

Titles
When a title is needed, use one of the MnDRIVE branded elements or icons.

Formal Names
The formal names for each core area should be used in university publications and websites:

- Robotics, sensors and advanced manufacturing
- Global food ventures
- Advancing industry, conserving our environment
- Discoveries and treatments for brain conditions

Short-Hand Titles
In speeches or responsive email headers, this shorthand version may be used:

- Robotics
- Global food
- Environment
- Brain conditions

Events
When the university is one of several sponsors:
“This event is funded in part through the University of Minnesota’s MnDRIVE initiative.”

When the university is the only sponsor:
“This event is sponsored by the University of Minnesota’s MnDRIVE initiative.”

Tweets
When tweeting about a MnDRIVE-related topic, use #MnDRIVE.
GRAPHICS AND COMBINATIONS
MnDRIVE graphics should always be used in conjunction with the university wordmark/Driven to Discover combination or unit/wordmark combinations.

The MnDRIVE graphic combinations collection is a mix and match system, which can be customized depending on use. For example, print, web, email, PowerPoint, social media, and video.

When graphics are used online, please link the graphic to the MnDRIVE site: www.MnDRIVE.umn.edu.

SIZE REQUIREMENTS
Minimum size for horizontal-oriented MnDRIVE graphics:
3.6” (print) or 345.6 px (web)

Minimum size for vertical-oriented MnDRIVE graphics:
2.4” (print) or 230.4 px (web)
MnDRIVE icons
Icons can be used by themselves when featured with the name of the initiative.

MnDRIVE icons + initiative
Option 1 (horizontal alignment)
Use with MnDRIVE banner.
Minimum size: 2.4” (print) or 230.4 px (web)

Advancing industry, conserving our environment
Robotics, sensors and advanced manufacturing
Discoveries and treatments for brain conditions
Global food ventures

MnDRIVE icons + initiative
Option 2 (vertical alignment)
Use with MnDRIVE banner.
Minimum size: 1.5” (print) or 144 px (web)

Advancing industry, conserving our environment
Robotics, sensors and advanced manufacturing
Discoveries and treatments for brain conditions
Global food ventures
MnDRIVE all-initiatives graphics
These graphics offer two options as a way to collectively represent all four research areas.
Minimum size: 3.6" (print) or 345.6 px (web)

MnDRIVE all-initiatives banners
Banners can be used as a page header for print or a subheader for web. Print and web banners include MnDRIVE acronym + descriptor.

Responsive email banners should be used in conjunction with the U of M email header, which can be downloaded on the Our Brand website. Responsive email banners include only MnDRIVE.
Initiative-specific banners
Banners can be used as a page header for print or a subheader for web. Print and web banners include MnDRIVE acronym + core areas.

Responsive email banners should be used in conjunction with the U of M email header, which can be downloaded on the Our Brand website. Responsive email banners include only MnDRIVE + abbreviated core areas.

WEB OR PRINT

MnDRIVE
Discoveries and treatments for brain conditions

MnDRIVE
Advancing industry, conserving our environment

MnDRIVE
Global food ventures

MnDRIVE
Robotics, sensors and advanced manufacturing

EMAIL

MnDRIVE
BRAIN CONDITIONS

MnDRIVE
ENVIRONMENT

MnDRIVE
GLOBAL FOOD

MnDRIVE
ROBOTICS
MnDRIVE + initiative-specific combinations
Option 1 (vertical alignment)

Minimum size for vertical-oriented MnDRIVE graphics: 2.4” (print) or 230.4 px (web)
MnDRIVE + initiative-specific combinations
Option 2 (horizontal alignment)

Minimum size for horizontal-oriented MnDRIVE graphics: 3.6" (print) or 345.6 px (web)
Robotics, sensors and advanced manufacturing

KICK-OFF EVENT

• Thursday, April 17, 2014
• 8 AM—5 PM
• Walter Library, room 401

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www. url.umn.edu
**Email sample**

**University of Minnesota**

**Government and Community Relations**

**MnDRIVE**

**LEGISLATIVE STAFF DAY AT THE UNIVERSITY OF MINNESOTA TWIN CITIES CAMPUS**

The Office of Government and Community Relations invites federal and state legislative staff to tour facilities where groundbreaking research is taking place.

**TUESDAY, SEPTEMBER 17, 2012**

8:30 a.m., Load buses at Capitol front steps
9:00 a.m.–12:30 p.m., Tours of health sciences research facilities
12:30–1:30 p.m., Lunch and appearance by Goldy Gopher
1:30–4:00 p.m., Tours of plant and animal science research facilities
4:00 p.m., Return to Capitol

To attend, please reply by September 6.

[Reply here]

Sent by the Office of Government and Community Relations to select federal and state legislative staff.

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**Social media example**

**MnDRIVE**

Minnesota’s Discovery, Research and InnoVation Economy

**Advancing industry, conserving our environment**

All Facebook graphics should include the block M.
Examples
Not to scale

Presentation sample

The MnDRIVE Initiative: A Partnership
Dr. Jane Doe, presenter

Video sample

U of M wordmark should appear on all materials

MnDRIVE banner used as Powerpoint footer

MnDRIVE

Minnesota's Discovery, Research and Innovation Economy

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