

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.

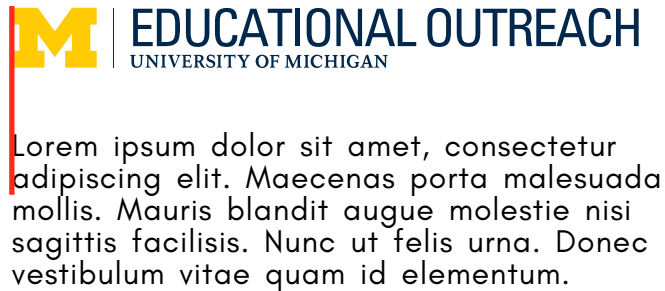


CEO FORMAL LOGO ALIGNMENT

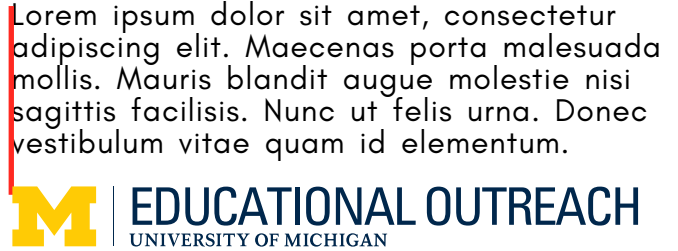
PLACEMENT

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



Logo Below Text



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



VIRTUAL PROGRAMS HIGHLIGHTS + LESSONS LEARNED

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 LOGO & VARIATIONS

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	 The horizontal logo in black, featuring a large black 'M' followed by a vertical line, then 'MICHIGAN COLLEGE ADVISING CORPS' in black, and 'UNIVERSITY OF MICHIGAN' in smaller black text below it.	 The vertical logo in black, featuring a large black 'M' at the top, with 'MICHIGAN COLLEGE ADVISING CORPS' in black below it, and 'UNIVERSITY OF MICHIGAN' in smaller black text at the bottom.
White	 The horizontal logo in white, featuring a large white 'M' followed by a vertical line, then 'MICHIGAN COLLEGE ADVISING CORPS' in white, and 'UNIVERSITY OF MICHIGAN' in smaller white text below it.	 The vertical logo in white, featuring a large white 'M' at the top, with 'MICHIGAN COLLEGE ADVISING CORPS' in white below it, and 'UNIVERSITY OF MICHIGAN' in smaller white text at the bottom.
Maize	 The horizontal logo in maize, featuring a large maize 'M' followed by a vertical line, then 'MICHIGAN COLLEGE ADVISING CORPS' in maize, and 'UNIVERSITY OF MICHIGAN' in smaller maize text below it.	 The vertical logo in maize, featuring a large maize 'M' at the top, with 'MICHIGAN COLLEGE ADVISING CORPS' in maize below it, and 'UNIVERSITY OF MICHIGAN' in smaller maize text at the bottom.
Blue	 The horizontal logo in blue, featuring a large blue 'M' followed by a vertical line, then 'MICHIGAN COLLEGE ADVISING CORPS' in blue, and 'UNIVERSITY OF MICHIGAN' in smaller blue text below it.	 The vertical logo in blue, featuring a large blue 'M' at the top, with 'MICHIGAN COLLEGE ADVISING CORPS' in blue below it, and 'UNIVERSITY OF MICHIGAN' in smaller blue text at the bottom.

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



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.



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





M | MICHIGAN COLLEGE ADVISING CORPS
UNIVERSITY OF MICHIGAN

University of Michigan	MCAC Advisers
Ottawa Hills High School	Abbie Barondess
Jalen Rose Leadership Academy	Aliya Spotts
Holland High School	Angelo Vozza
Battle Creek Central High School	Breanna Gilland
Cesar Chavez Academy High School	Christopher Gamacho
Flinn Southwestern Classical Academy	Christine Rogers
Western International High School	Daniel Vargas-Leon
Ypsilanti Community High School	Dasha Peppard
Saginaw High School	Greg Lockett
Eastern High School	Kim Truong
Jackson High School	Kawel Asotbel
Oxandler Park Academy High School	Tiffany Hackett
J.W. Sexton High School	Victoria Thach
Pontiac High School	Williamena Kwapo



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CEO FORMAL LOGO PALETTES

COLORS

For the CEO Formal Logo standard the standard [U-M color palette](#) is used.

Blue

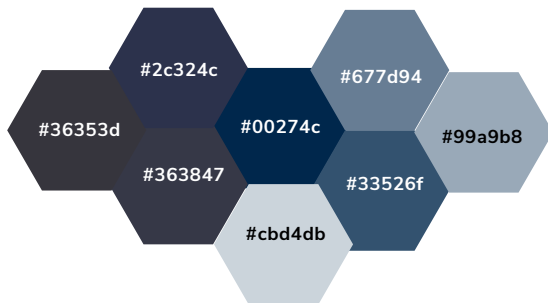


Maize



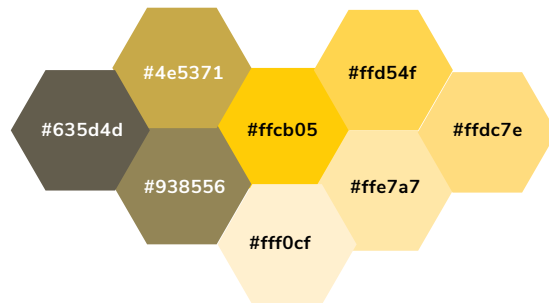
Tints & Shades

Hex Codes



Tints & Shades

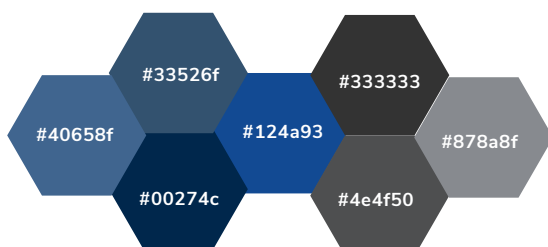
Hex Codes



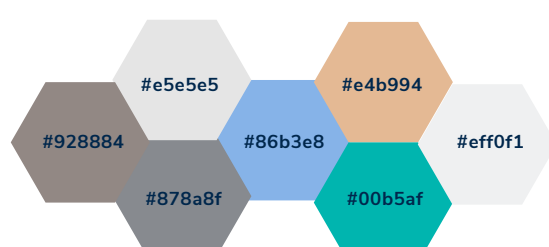
ADDITIONAL COLORS

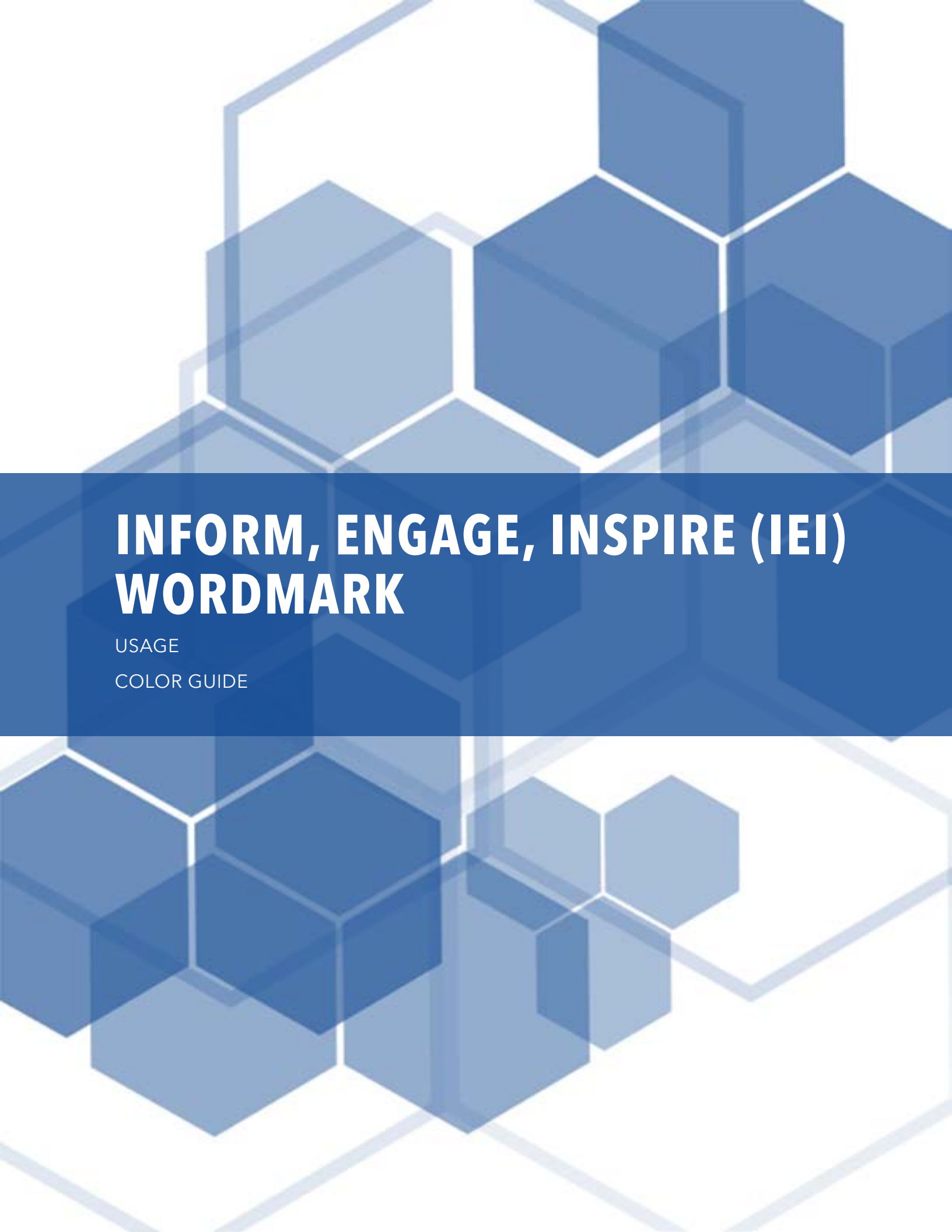
When designing materials where you will be using the formal CEO logo, there are [secondary colors](#) you can use for backgrounds and accent shapes, etc. Below is a break down of what colors work best with the formal CEO logo as backgrounds. All colors are taken from the official secondary palette of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

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

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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

inform.engage.inspire.



Height: 3.25 in, Width: 0.4375 in

Minimum Web Size

inform.engage.inspire.



Height: 2.5 in, Width: 0.3365 in

SCALING

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

~~inform.engage.inspire.~~ ~~inform.engage.inspire.~~



inform.engage.inspire.

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.

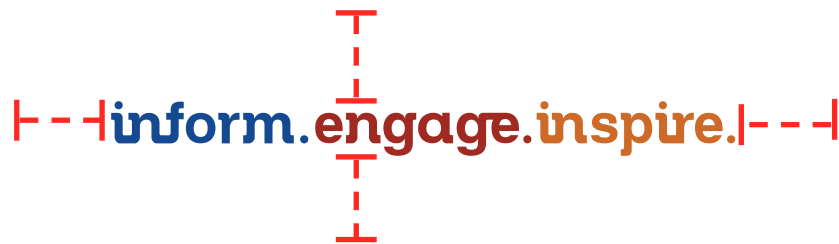
Logo Below Text

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.

inform.engage.inspire.

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



IEI Red

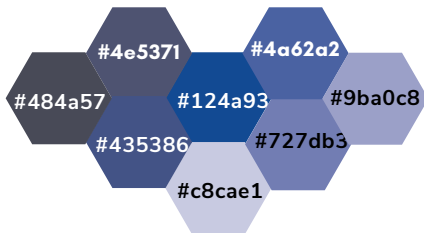


IEI Orange



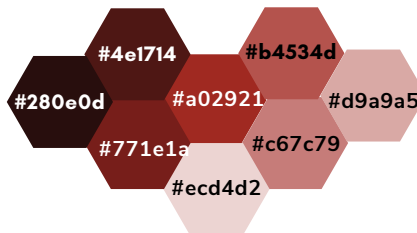
Tints & Shades

Hex Codes



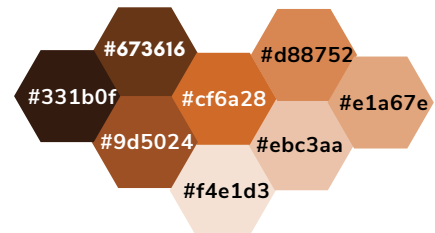
Tints & Shades

Hex Codes



Tints & Shades

Hex Codes



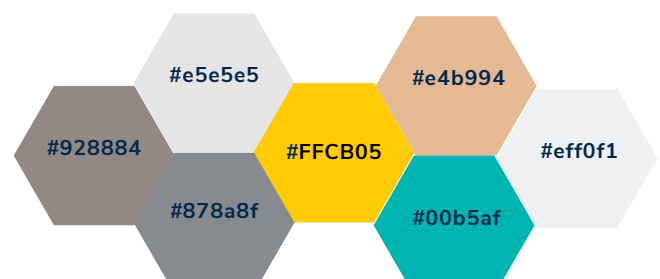
ADDITIONAL COLORS

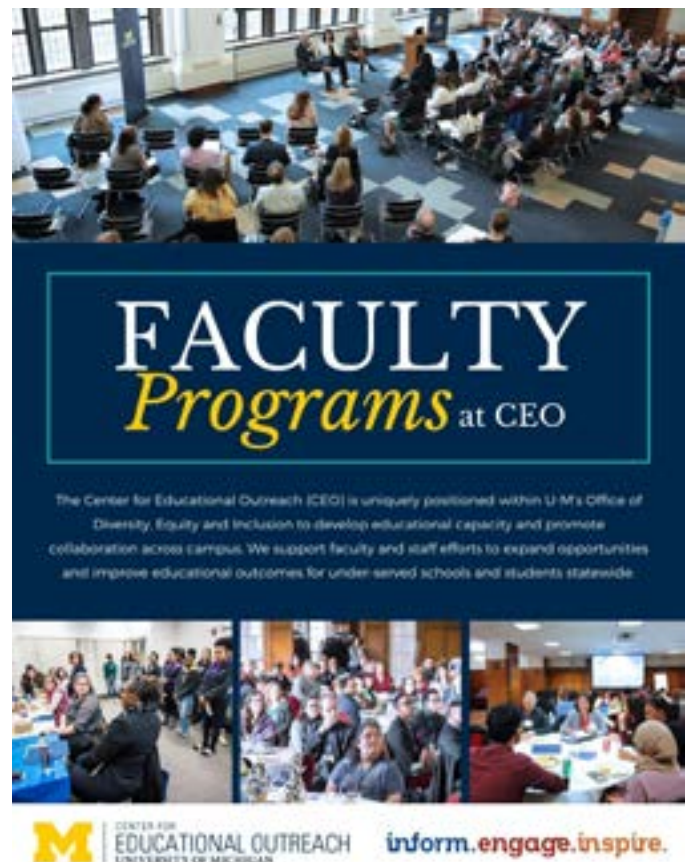
When designing materials where you will be using the Inform, Engage, Inspire wordmark, there are secondary colors you can use for backgrounds and accent shapes, etc. Below is a break down of what colors work best with the Inform, Engage, Inspire wordmark as backgrounds. All colors are taken from the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

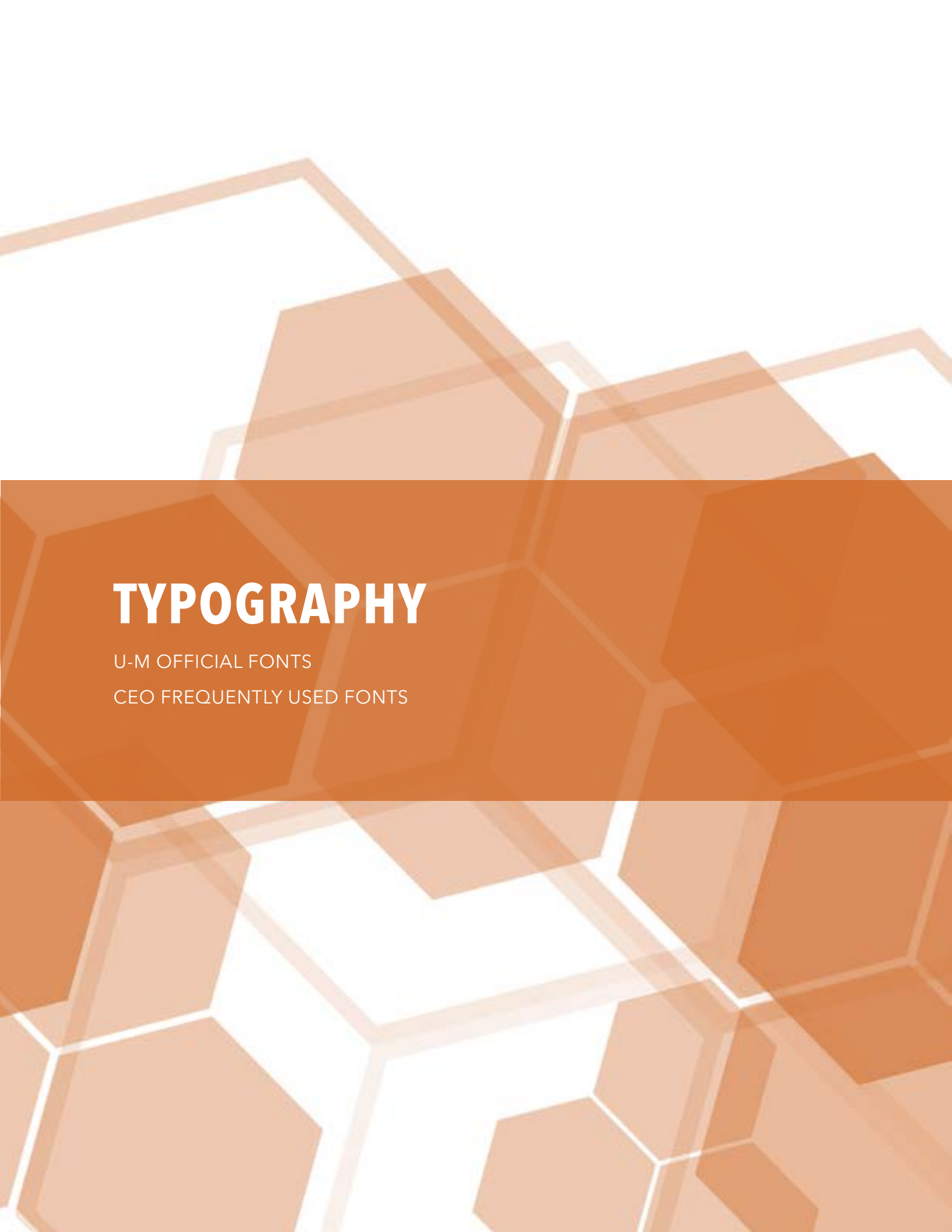
Best Backgrounds for Full Color, Maize or White Wordmark



Best Backgrounds for Blue or Black IEI Wordmark







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

ITALIC
CENTER FOR EDUCATIONAL OUTREACH

BOLD
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

ITALIC
CENTER FOR EDUCATIONAL OUTREACH

BOLD
CENTER FOR EDUCATIONAL OUTREACH

MEDIUM
CENTER FOR EDUCATIONAL OUTREACH

AVENIR NEXT

A good header font.

EXAMPLES OF AVENIR NEXT

REGULAR
CENTER FOR EDUCATIONAL OUTREACH

ITALIC
CENTER FOR EDUCATIONAL OUTREACH

BOLD
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

ITALIC
CENTER FOR EDUCATIONAL OUTREACH

BOLD
CENTER FOR EDUCATIONAL OUTREACH

NARROW
CENTER FOR EDUCATIONAL OUTREACH



IMAGES

U-M Stock Photos

CEO Photos

IEI Graphic Elements

CEO Graphics

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 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

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Admissions Updates

Jody Gore
Admissions Assistant Director
U-M Admissions

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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





DOWNLOAD LINKS

CEO LOGOS

MCAC LOGOS

IEI WORDMARK

U-M STANDARD LOGOS

U-M STOCK PHOTOS

CEO PHOTOS

U-M BRANDING GUIDE

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](#)