The use of the Medical School Wordmark helps our audiences to quickly see that it is a University communication. All Medical School offices, departments, centers, and affiliated units should utilize the Medical School wordmark. The Medical School wordmark can not be modified in any way and should only be used in in strict accordance with University of Minnesota policy and the graphics requirements.

Official University logos include the Wordmark, Driven to Discover, Block M, Unit/Wordmark combination, Goldy Gopher, and Regents Seal. These logos have specific uses and are not interchangeable. The guidelines below explain when and how to use each of the University’s logos:

• Units may not develop new logos or alter existing logos. All Medical School-affiliated departments, units, centers and offices should use the official University of Minnesota Medical School wordmark.

• The Medical School wordmark may not be used in the profile image or other graphics created for use on social media.

• Third party logos may only be used in conjunction with University marks if a signed agreement between the University and the outside vendor or company has been executed. To use any logos on merchandise or apparel, see Trademark Licensing guidelines.

• The wordmarks can appear in either primary maroon or gold. Examples are located on the following page.
WORDMARKS

Figure 1:

MEDICAL SCHOOL
University of Minnesota
Driven to Discover®

Figure 2:

MEDICAL SCHOOL
University of Minnesota
Driven to Discover®

Figure 3:

MEDICAL SCHOOL | University of Minnesota

Figure 4:
WORDMARKS

These are the wordmarks for our Duluth campus. Either of the stacked logos may be used (Figure 1 & Figure 2) where the Medical School needs explicit mention.

Figure 1:

MEDICAL SCHOOL

University of Minnesota

Driven to Discover®

DULUTH CAMPUS

Figure 2:

MEDICAL SCHOOL

University of Minnesota

Driven to Discover®

DULUTH CAMPUS
TYPE

Neutraface Text: Title font
• There are several different acceptable variations
• These include: Light, Book, Demi, and Bold

Neutraface Text: Body copy
• Commonly used text for body copy
• The only version of Neutraface that should be used for body copy is Neutraface Book.

Other acceptable body copy fonts include:
• Helvetica Neue
• Hoefler
• Times New Roman
• Calibri
• Cambria
Below are basic style/type and elements utilized in our Medical School marketing materials:

- **Headlines:** Neutraface Bold
- **Sub-headlines:** Reklame, Sign Painter, Neutraface
- **Body text:** Hoefler Text
- **Sub-text:** Hoefler Text
- **Numbers:** Times New Roman
- **Body copy font size:** No smaller than 12pt and no larger than 14pt
- **Gold bar:** similar to the example on the side of this slide, this is often incorporate on our website and social assets. It can be on either the left side or across the bottom, and while there isn’t an exact size it needs to be, it needs to look proportionate.
- **Maroon or gold border:** this can be seen on the website, on various buttons. The line weight should be roughly 2 pixels, depending on the size of the file.
Website style elements such as buttons and other design elements can be found via this link: https://www.med.umn.edu/med-refresh-styles
Main Slider Image
- Size: 1920px by 640
- Resolution: 72 dpi
- Format: PNG
Featured News Image
• Size: 1280px by 620
• Resolution: 72 dpi
• Format: PNG

HEADLINES

Understanding Glioblastoma
Researchers believe recent high-profile cases are no coincidence and have a common link.

11th Annual David A. Rothenberger Lecture
Dan Buettner, an explorer, National Geographic Fellow, award-winning journalist, and producer, will be presenting the 11th annual David A. Rothenberger Lecture on September 27.

Dr. Sayeed Ikramuddin Appointed Head of the Department of Surgery
As interim head, he has increased research support for faculty, increased the department's collaboration efforts, and maintained the strength of our residency program.
WEBSITE: DEPARTMENTS

Department Homepage Slider
- Size: 1920px by 640
- Resolution: 72 dpi
- Format: PNG
WEBSITE: LANDING PAGES

Full-Width Banner Image
- Size: 1920px by 640
- Resolution: 72 dpi
- Format: PNG
WEBSITE: GENERAL INTERIOR

Top Banner Image
- Size: 1920px by 640
- Resolution: 72 dpi
- Format: PNG
WEBSITE: MEDICAL SCHOOL

Cardbox Image
• Size: 1000px by 560
• Resolution: 72 dpi
• Format: PNG

BLOOD AND MARROW TRANSPLANT
Dating back to the world’s first successful bone marrow transplant in 1968, the Medical School is a leader in stem cell research and regenerative medicine.

CANCER
From cancer prevention to clinical trials and treatment, our strong tie into the National Cancer Institute-designated Masonic Cancer Center allows research to transition from the lab to real-world use in record time.

CARDIOLOGY
Recognized for our pioneering series of firsts for heart research, we continue to make major advancements in transplants, biomedical devices, and other techniques for the treatment and prevention of cardiovascular defects and disease.
ACTIVE LEARNING MODEL
Engaging, interactive classes foster creative problem-solving skills and teamwork. Clinical opportunities are available throughout Minnesota, preparing you for medical practice in rural or urban settings and to care for a diverse array of patients. Our graduates stand out as leaders prepared to manage and leverage expertise on cross-disciplinary teams—a signature of today’s healthcare environment.

REAL-WORLD EXPERIENCE
Our MD program is flexible and designed to accommodate your unique interests and goals. Whether you know your calling already or need more time to decide which kind of doctor you’ll be, we have a supportive faculty and a variety of real-world experience options to help make you a competitive residency candidate—and get you to where you need to be.

DRIVEN TO DISCOVER
Our students are encouraged to explore research opportunities and remain curious—never practicing medicine by rote—but staying active and engaged with the care they provide each day.
*additional secondary colors can be used, provided they do not mimic the colors of other Big Ten schools. For more information, visit brand.umn.edu.
Secondary Colors:

- 167C 23/84/54/68
- 137C 0/38/95/0
- 309 C 100/24/20/77
- 145 C 0/56/100/8
- 385 C 22/14/92/56
- Cool Gray 10C 38/59/20/58
- Cool Gray 5C 15/39/82/22

Primary Colors:

- 202C 0/100/81/43
- 136C 0/27/16/6
- 306 C 79/0/6/3
- 144 C 0/52/100/0
- 382 C 28/0/92/0
- Cool Gray 4C 12/76/17
- 7502C 0/6/33/10

- 167C 5/100/71/22
- 134C 0/11/56/0
- 304 C 36/0/6/0
- 141 C 0/11/62/0
- 379 C 10/0/54/0
- Cool Gray 3C 8/5/6/3
- Cool Gray 1C 3/34/5
- 7499C 1/2/20/0
DIGITAL COLORS

Primary Gold
R:255 G:204 B:51

Secondary Blue
R:0 G:61 B:76

Dark Gray
R:97 G:99 B:101

Primary Maroon
R:122 G:0 B:25

Cool Gray
R:235 G:235 B:235

Black
R:0 G:0 B:0
90% Opacity

*additional secondary colors can be used, provided they do not mimic the colors of other big ten schools. For more information, visit brand.umn.edu.
These secondary colors and tints work well with the University of Minnesota's primary colors: maroon and gold. Feel free to use these for inspiration—or make up your own!
Proposed colors and approach for Drupal Theme

**Maroons and golds: use prominently**

- Dark maroon (#550012)
- Official maroon (#77001f)
- Light maroon (#950022)
- Dark gold (#f6571e)
- Official gold (#ffcc33)
- Light gold (#ffec7a)

**Neutral blue and grays for text**

- Darker gray (#633333)
- Stormy gray (#42465b)
- Dark gray (#666666)
- Medium gray (#979797)
- Light gray (e9e9e9)
- Lighter gray (e4e4e4)
- Off-white (f6f6f6)

**Neutral grays for backgrounds**

**Optional accent colors: choose one set, limit use, should not overpower maroon and gold**

- Maroons: #433333, #577858, #a4203b
- Golds: #a91757, #f7f550, #52231d
- Darker blues: #0b4d7b, #857575, #1b5b66
- Brighter blues: #6a7abf, #a8a8a8, #ababab
- Greens: #75be44, #a0a03b, #90905a, #20c931
Social Cover Photos: Social media sites often change the layout of their cover photos. Please be mindful of these changes and update cover photos as needed. Also, please keep cover photos consistent between channels and is viewable on both desktop, tablet, and mobile. It may be necessary to shift the layout of the image slightly so that the proper portion of the image is in focus.

**Facebook:**
- Size: 850 x 315 pixels
- Resolution: 72 dpi
- Format: JPEG

**Twitter:**
- Size: 1500 x 500 pixels
- Resolution: 72 dpi
- Format: JPEG
SOCIAL MEDIA

Social Assets are created for specific posts to social media channels. They must include, at the least, the “block M” in the lower right-hand corner. The sizes and their respective channels are below:

- **Facebook**: 940 x 788 pixels
- **Twitter**: 1024 x 512 pixels
- **Instagram**: 1080 x 1080 pixels

For each of these assets, the resolution should be 72 dpi, and they should be saved in JPEG format.
FB PROFILE IMAGES

It is important to ensure that all department pages separate from the main Medical School page use this template for their profile photo. The template is located in “Social Media Assets.”
EMAIL HEADERS

These are two examples of different email headers-- one for a department (Figure 1), and one for a program within a department (Figure 2). These email headers are to be used across all departments at the Medical School. The editable templates can be found in the “Email Headers” folder in Google Drive.

Figure 1:
[Image: Medical School - Department of Emergency Medicine]

Figure 2:
[Image: Medical School - Center of Women in Medicine & Science]
DIGITAL AD SPECS

Google Display Network (GDN):

• Sizes: 336 x 280 pixels, 300 x 250 pixels, 728 x 90 pixels, 300 x 600 pixels, 320 x 100 pixels
• Format: PNG

Facebook:

• Size: 1200 x 680 pixels
• Format: PNG
TRADITIONAL AD SPECS

Twin Cities Metro Poster Size Billboard:
- Size: 5.25” x 11.375” inches (this is 1/2” scale)
- Format: High resolution PDF
- Resolution: 300 dpi

Twin Cities Metro Full Size Billboard:
- Scale 1/4” = 1 foot
- Live Area H 3.5” x W 12”
- Bleed H 3.75” x W 12.25”
- Images should be 600 dpi at 1/4” scale.

Light Rail:
- Size: 11.5” x 10.5” inches (this is 1/2” scale)
- Format: High resolution PDF
- Resolution: 300 dpi
INTERNAL POSTER SPECS

Small Poster:
- Size: 8.5” x 11” inches
- Format: High resolution PDF

Large Poster (Mayo Elevators):
- Size: 11” x 17” inches
- Format: High resolution PDF

Ensure posters are formatted and edited before sending them to the printer- forgetting to double-check can lead to costly mistakes.