UNIVERSITY OF MICHIGAN

THE BRAND.
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Brand Identity Style Guide

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Style Guide

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What is a style guide?

A well-developed style guide is an essential tool for establishing a brand's identity. It acts as a key document that helps designers and content creators communicate consistently with our audiences, so it's a great asset for creating the most effective, on-brand content.

This brand style guide outlines U-M's design standards for professionals (both on and off campus) who do marketing and communications work for university schools, colleges, departments and programs. It includes guidelines for the applications and variations of our logos, color palettes, typography (font families, sizes, kerning and line height/spacing) and photography.

Why is it important?

Having a document to reference for expected standards makes the lives of designers and developers much easier and gives them a solid framework to use for their work. Providing and following brand standards ensures that all of our content distinguishes the U-M brand from its competitors across the board. This cohesion helps establish a strong brand identity that resonates with our audiences — reinforcing both brand awareness and loyalty.

University Logos/Marks

University Logos/Marks

University of Michigan has four official marks — the primary logo, the horizontal logo, the secondary mark and the University Seal. The primary and horizontal logos — which clearly spell out "University of Michigan" — are used for marketing/communicating to general audiences. The secondary mark (the Block M) is reserved for internal audiences or those already familiar with the university. The University Seal is strictly reserved for presidential and regental use.

HORIZONTAL LOGO

PRIMARY LOGO

SECONDARY MARK
(AKA: BLOCK M)

UNIVERSITY SEAL
(FOR PRESIDENTIAL &
REGENTAL USE ONLY)

The primary logo is the main identifier for the University of Michigan. The primary logo, horizontal logo or a unit logo must appear on all publications, websites and other visual communications developed by U-M for external audiences.

The University of Michigan logo was carefully designed based on the proportions of the copyrighted Block M. Each element was sized, placed and colored for maximum visibility and legibility.

- Do not modify the size, position, color or relationship of any of these elements.
- Use only official, unaltered university logos/marks and unit logos designed to approved specs. Do not recreate logos/marks.
- Only use University of Michigan logos/marks on official communications, partnerships and sponsorships. U-M does not generally allow use of its logos/marks for projects not affiliated with the university, other than commercial products licensed through IMG Licensing, U-M's licensing partner.

SCHOOL/COLLEGE NAME
INDIVIDUAL UNIT NAME
UNIVERSITY OF MICHIGAN

UNIT LOGO

The university's unit logo generator allows designated U-M employees to create unit logos for their school, college, or department. Unit logos are made up of the Block M (the "secondary mark") and the individual unit name.

Contact your unit's "logo gatekeeper" to request logo files, or email idstandards@umich.edu for help.

U-M Logo Guidelines

Maintaining Clear Space

Always position the logo for maximum impact and give it plenty of room to help to ensure visibility and legibility.

The minimum clear space for the University of Michigan logo is defined as twice the height of the block serif. Understanding the clear-space rule is essential, as it is also the standard for logo position and scale on most printed communications. In that regard, the clear space rule should be maintained as the logo is proportionately enlarged or reduced in size.

A note about taglines. A tagline or other messaging may be placed near the logo as long as the clear-space guidelines are upheld. Taglines or additional messaging may not be "locked up," or attached, to a logo.

x = internal breathing space based on the size of the serif

2x = external safe space to aid readability and ensure no other graphic becomes visually attached to the official identity
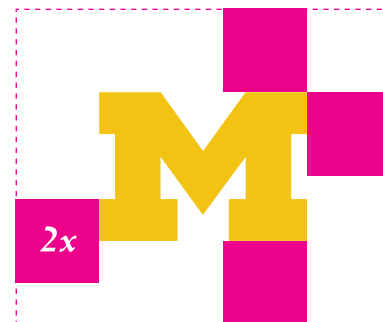
2x = external safe space to ensure nothing comes close enough to make the Block M look like part of a larger graphic

Minimum Sizes

When reproducing the primary logo, be conscious of its size and legibility — a signature that is too small doesn't serve any useful communication function. The primary logo should never appear less than 3/4" tall in printed materials, and no less than 75 px tall in the digital realm. A logo signature may be reduced 3/8" tall in print, and 36 px digitally.

Print: 3/4"
Web: 75 px

Print: 3/8"
Web: 36 px

SCHOOL/COLLEGE NAME
INDIVIDUAL UNIT NAME
UNIVERSITY OF MICHIGAN

Logo Downloads

We're proud of our primary logo and secondary mark and want to ensure that they are used appropriately. There are various logo/mark kits available for download on the brand website, as well as guidelines for their use.

For more information, contact **idstandards@umich.edu**.

Primary Logo Kit

What's included: Six versions of the logo, each one provided in three formats:
A CMYK eps for print, a PMS eps for print, and a HEX png for digital. You can also download each file individually.

Primary Logo: Use this version of the primary logo for 4-color applications (or 2-color printing on white).

Primary Logo with outline: This primary logo has a thin white rule around the edge. Use it when placing the logo on a dark background.

Blue Logo: This blue-and-white version of the primary logo should be used when only one of the university's primary colors is available.

Blue Logo with outline: This blue-and-white version of the primary logo should be used when only one of the university's primary colors is available and placing the logo on a dark background.

Black Logo: This black-and-white version of the primary logo is used for applications like newspaper advertising.

Black Logo with outline: This black-and-white version of the primary logo is used for applications like newspaper advertising and placing the logo on a dark background.

Logo Downloads

Horizontal Logo Kit

What's included: Four versions of the logo, each one provided in three formats:
A CMYK eps for print, a PMS eps for print, and a HEX png for digital. You can also download each file individually.

Full Color: The horizontal logo is for use only when vertical space is at a premium and horizontal layout fits better with design.

Reversed: The reversed versions of the horizontal logo is for use on dark backgrounds.

Black: This black-and-white version of the horizontal logo is used for applications like newspaper advertising.

Secondary Mark (AKA: Block M) Kit

The secondary mark kit includes a CMYK eps for print, a PMS eps for print and a HEX png for digital.

The secondary mark, or Block M, is for non-retail use only.

Logo Downloads

Examples of the Primary Logo in Use

Primary Logo

Primary Logo with Outline

Black Logo

Black Logo with Outline

Logo Infractions

Guidelines: Primary Logo

You may not alter the logo in any way. Specifically:

DO NOT modify, redesign, redraw, animate, distort or alter the proportions of the logo

DO NOT add words, images, or other design elements or effects to the logo, or add the logo to another graphic

DO NOT modify the size or position relationship of any element within the logo

DO NOT replace the official typeface with any other

DO NOT rotate or render the logo three-dimensionally

Guidelines: Secondary Mark (Block M)

You may not alter the mark in any way. Specifically:

DO NOT modify, redesign, redraw, distort or alter the proportions of the mark

DO NOT add words, images, or other design elements or effects to the mark, or add the mark to another graphic

DO NOT use any part of the mark as part of another word*

DO NOT rotate or render the mark three-dimensionally

*A single exception was made for the use of the Block M in the word "home" in the phrase "welcome hoMe"

Reproducing Logos with Limited Color

Ideally, logos would always be reproduced in full color. But when that's not possible, maintaining adequate contrast between logo and background is paramount. When working against a light background, one-color logos may be reproduced in Michigan Blue or black. Dark backgrounds can support Michigan Maize or white logos to maintain acceptable contrast.

Guidelines: Blue Block Ms

Blue Block Ms are allowed, but are not recommended: the preferred colors for the Block M are maize, black and white. Email idstandards@umich.edu for more information.

Logos vs. Graphics

Most official schools, colleges and units of U-M are eligible for branded unit logos.

Using non-branded graphics is only allowable for limited-time purposes such as one-time conferences or other events, or for specific time-limited initiatives (eg the university's Bicentennial mark).

It's important to use branded logos in all marketing communications materials, including but not limited to websites and other digital media, signage, ads and print collateral. Leveraging U-M's trademarks strengthens marketing outreach efforts, and helps ensure that institutional messaging is cohesive.

No other graphic should ever replace an official branded logo.

Co-Branded Logos

Occasionally, the university partners with outside entities, creating a need for a "co-branded" logo presence.

The following guidelines have been developed for this situation.

For general use:
- The U-M primary logo should be positioned first, followed by the partner logo
- There must be clear space equaling the width of the logo between the U-M and partner logo
- There should not be any graphic elements in the clear space between the two logos

For use where space is limited:

- The Block M should be positioned first, followed by the partner logo
- There must be clear space equaling the width of the Block M between the Block M and the partner logo
- There should not be any graphic elements in the clear space between the two logos

Unit Logos

The University of Michigan's identity system is designed to create and maintain unity — to ensure that no matter what campus, college or unit is issuing the communication, it is properly and strongly branded.

U-M units and external vendors are not authorized to create or modify university logos.

Formal Unit Logo

In this most formal signature, the top line identifies the unit to which the featured unit reports. This is typically used in formal communications when this institutional hierarchy is important.

Marketing Unit Logo

In situations where internal hierarchy is not important to the audience, this unit logo helps schools, colleges and other U-M units stand out.

Informal Unit Logo

As the title suggests, this mark is intended for informal representation of a unit. Linking the unit directly to the Block M without the addition of "University of Michigan" should be reserved for internal communications or for outreach to stakeholders who are already familiar with the unit.

Stacked Unit Logo

This log is typically reserved for settings in which there is limited space and the preferred horizontal logo would be less legible. This signature may mimic the hierarchy of the formal unit logo or the familiarity of the marketing unit logo.

Reproducing Logos with Limited Color

Ideally, logos would always be reproduced in full color. But when that's not possible, maintaining adequate contrast between logo and background is paramount. When working against a light background, one-color logos may be reproduced in Michigan Blue or black. Dark backgrounds can support Michigan Maize or white logos to maintain acceptable contrast.

Student Use Guidelines

Individual Students

Use of U-M marks by individual students is prohibited, with a few exceptions:

Current students and recent graduates may:

- use U-M marks on posters or presentations for conferences, as long as the work being presented was conducted at U-M
- order templated, pre-designed business cards produced by U-M Print Copy Mail or any Ann Arbor FedEx/Kinko's locations

Students may not:

- create their own business cards, nor may they use the logo in their email signatures
- use the marks on resumes, cover letters or custom apparel

Sponsored Student Organizations (SSOs)

May:

- use the Block M as a standalone graphic
- use their sponsoring unit's logo signature
- design their own logos employing Michigan Maize & Blue, but not the Block M or any other U-M registered trademarks
- All use of U-M trademarks need to comply with the logo guidelines on the brand site

May Not:

- use the Block M as part of their logo
- use a slab serif letter "M" as a standalone letter

Voluntary Student Organizations (VSOs)

May:

- design their own logos employing Michigan Maize & Blue, but not the Block M or any other U-M registered trademarks

May Not:

- use university trademarks or logos
- use a slab serif letter "M" as a standalone letter

There is an exception for events covered by a University Event Sponsorship Agreement. With this limited sponsorship, a VSO may be granted permission to use university trademarks through their sponsoring unit for official business relating to the event.

For more information, contact the Center for Campus Involvement at 734-763-5900 or uminvolvement@umich. edu, or read more about student org policies and copyright and trademarks on the CCI website.

Ad Hoc Student Groups

In addition to organizations registered through CCI, some schools and colleges also allow their students to form and join informal groups based within the s/c/u. The policies for these groups are similar to the policy for voluntary student orgs, above.

University Seal

University Seal

The Seal of the University of Michigan is used as a formal insignia on official university documents and on materials produced for the U-M Regents and President. Each of the three campuses has its own seal.

The Seal is not a marketing logo. Use of the Seal for any purpose other than those listed below must be approved by the ID Standards team and the VP/Secretary of the University.

The seal is reserved for:

Regental/Presidential Materials
Stationery products, business cards, etc.
Colors: PMS 8640 (Metallic Gold) + 282 (Blue)

Official Documents
Diplomas, transcripts, certificates and similar materials related to official university business
Colors: PMS 8640 (Metallic Gold) + 282 (Blue)
(diploma printers, who use engraving inks, will match the PMS colors as closely as possible)

Public Safety & Security
DPSS badges, apparel, vehicles, signage, etc.
Colors: PMS 7406 (Maize) + 282 (Blue)

Commencement Materials
Commencement and Honors Convocation programs, signage, lecterns and podiums, university academic flags, etc.
Colors: PMS 7406 (Maize) + 282 (Blue)

Licensed Merchandise
Gifts and apparel offered commercially through the U-M's licensing partner, IMG Licensing

A one-color version of the seal is available for special printing processes (e.g., embossing).
Contact: **idstandards@umich.edu**.

The seal may not be used:

- for non-regental or -presidential stationery products
- for printed or digital marketing materials
- on websites (except regents.umich.edu)
- in social media messaging
- by students

PLEASE NOTE: The outdated 3-color Seal (with red detailing) should NOT be used.
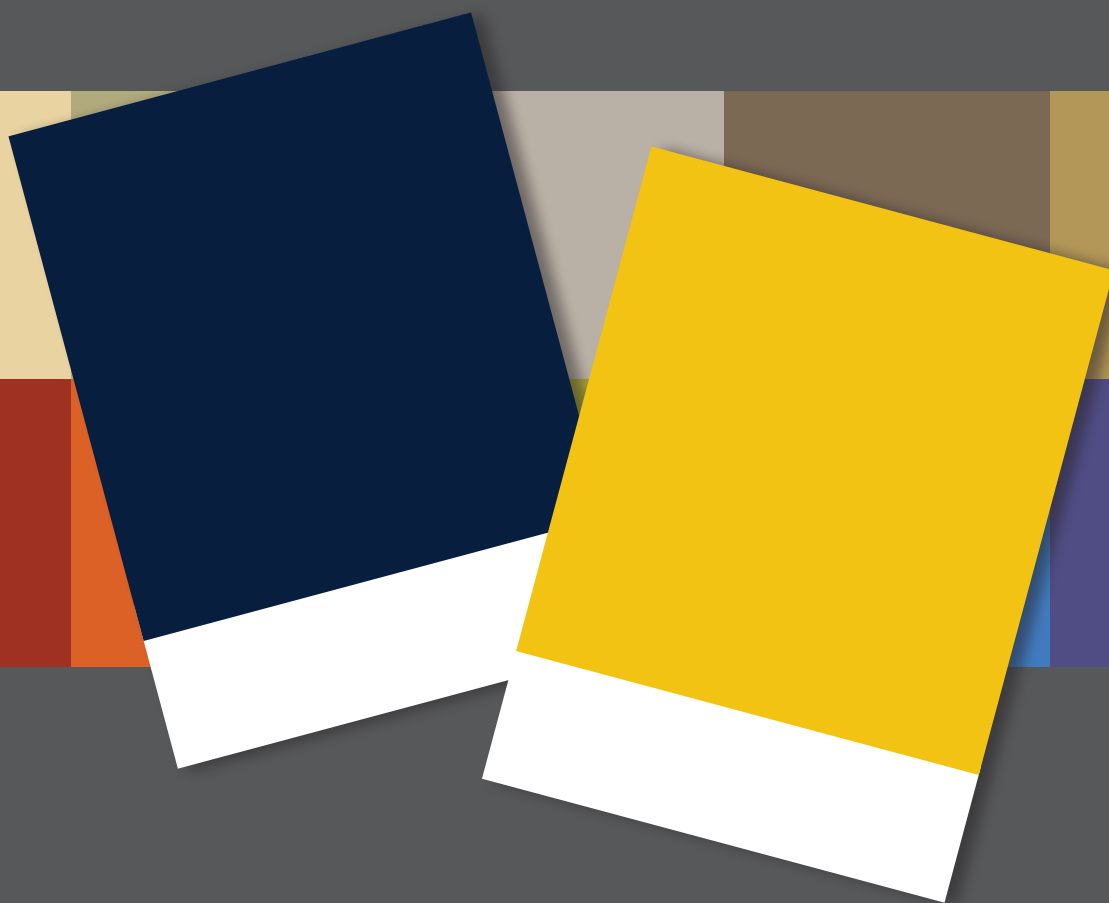
Color Palettes

Color Palettes

PMS: 282   **PMS:** 7406

One Maize. One Blue. One Brand.

Maize and blue play a vital role in establishing a clear and powerful image and in defining the University of Michigan brand identity.

Accessibility Requirements
When designing for the web, all content must conform to the accessibility standards set by the university's ITS accessibility team.

Based on Web Content Accessibility Guidelines (WCAG 2.1), the criteria for level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for larger text, greater than 24px or 19px and bold. The chart below provides approved brand color combinations that meet WCAG 2.1 level AA standards.

This quick-reference chart shows which colors provide enough contrast to be used as text against a light background, and which colors don't have enough contrast to be readable as text but could be used as a background.

Primary Palette — Signature Colors
Our signature color palette of Michigan Maize and Blue creates a powerful differentiator for our brand. Using this palette appropriately and consistently creates an additional layer of distinction.

Signature colors may be used extensively both for large areas of color and as accent colors.

COLOR	PRINT		WEB		WEB ACCESSIBLE COMBINATION		
Maize		**PMS:** 7406 **CMYK:** C0, M18, Y100 K0		#FFCB05	Aa	Aa	Blue (#00274C)
Blue		**PMS:** 282 **CMYK:** C100, M60, Y0 K60		#00274C	Aa	Aa	Yellow (#FFCB05)
					Aa	Aa	White (#FFFFFF)

COLOR PALETTES

Secondary Palette — Supporting Colors

The colors in our supporting palette were chosen to complement our primary palette of maize and blue, providing additional range to the brand experience. They work well as accent colors or as backgrounds behind typography or graphics, but should never replace the primary palette as the main color(s) of a design. **NOTE:** While these colors are recommended rather than mandated, we strongly encourage you to use them.

Painting your office? Download a PDF of Sherwin-Williams paint colors corresponding to the U-M color palette from the brand site.

COLOR	PRINT	WEB	WEB ACCESSIBLE COMBINATION
Tappan Red	**PMS:** 484 **CMYK:** C8, M92, Y100, K33	#9a3324	White (#FFFFFF)
Ross Orange	**PMS:** 1595 **CMYK:** C0, M71, Y100, K3	#d86018	Black (#000000)
Wave Field Green	**PMS:** 398 **CMYK:** C14, M6, Y100, K24	#a5a508	Black (#000000) Blue (#00274c)
Rackham Roof Green	**PMS:** 5565 **CMYK:** C44, M12, Y34, K24	#75988d	Black (#000000) Blue (#00274c)
Taubman Teal	**PMS:** 326 **CMYK:** C81, M0, Y39, K0	#00b2a9	Black (#000000) Blue (#00274c)
Arboretum Blue	**PMS:** 660 **CMYK:** C88, M50, Y0, K0	#2f65a7	White (#FFFFFF)
A2 Amethyst	**PMS:** 2603 **CMYK:** C72, M99, Y0, K3	#702082	White (#FFFFFF) Maize (#FFCB05)
Matthaei Violet	**PMS:** 668 **CMYK:** C70, M77, Y7, K23	#575294	White (#FFFFFF) Maize (#FFCB05)

Color Palettes

Secondary Palette — Neutral Colors

The colors in our supporting palette were chosen to complement our primary palette of maize and blue, providing additional range to the brand experience. They work well as accent colors or as backgrounds behind typography or graphics, but should never replace the primary palette as the main color(s) of a design. **NOTE:** While these colors are recommended rather than mandated, we strongly encourage you to use them.

COLOR	PRINT	WEB	WEB ACCESSIBLE COMBINATION
UMMA Tan	**PMS:** 7502 **CMYK:** C6, M14, Y39, K8	#cfc096	Aa Aa — Black (#000000) Blue (#00274c)
Burton Tower Beige	**PMS:** 451 **CMYK:** C21, M15, Y54, K31	#9b9a6d	Aa Aa — Black (#000000) Blue (#00274c)
Angell Hall Ash	**PMS:** PANTONE Warm Gray 6 **CMYK:** C14, M19, Y21, K39	#989c97	Aa Aa — Black (#000000) Blue (#00274c)
Law Quad Stone	**PMS:** PANTONE Warm Gray 11 **CMYK:** C26, M36, Y38, K68	#80764b	Aa Aa — White (#FFFFFF)
Diag M Metallic	**PMS:** 872		
Puma Black	**PMS:** PANTONE Black 6 **CMYK:** C100, M79, Y44, K93	#131516	Aa Aa — White (#FFFFFF) Maize (#FFCB05)

Typography and Fonts
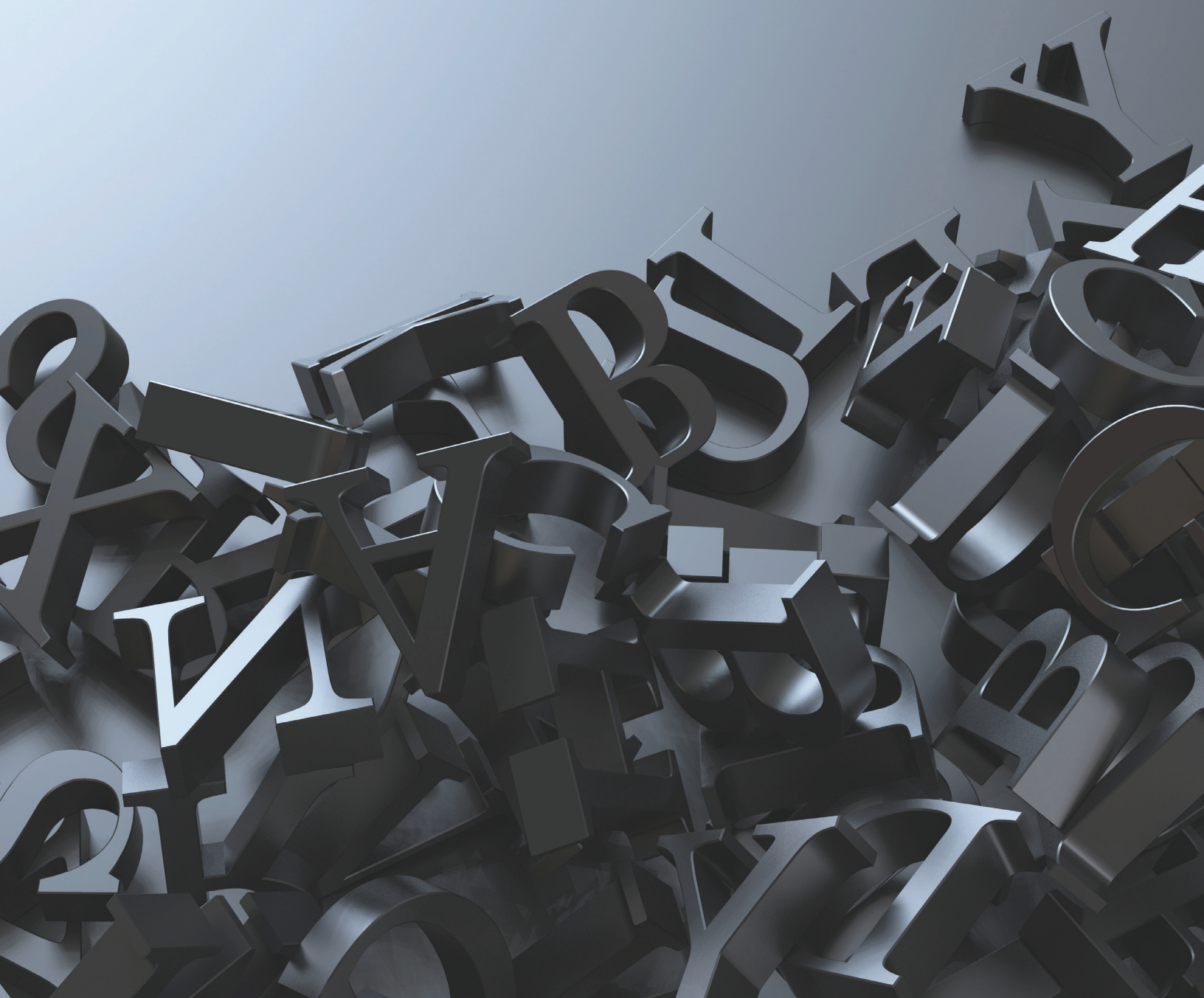
Typography

Typography is a powerful tool. When used effectively, the right font commands attention, elicits emotions and above all creates a voice. It's why typography is such an essential component of our brand's visual identity.

A note about "Victors": The proprietary Victors font, which was developed by Michigan Creative, was specifically optimized for the words "University of Michigan"; it was not designed for long-form reading and therefore is not available for general use.

How to Choose a Typeface

Legibility

Legibility refers to the design of the typeface — the width of the strokes, whether or not it has serifs, the presence of novel type design elements, etc. It is easy to tell one letterform from another in a legible typeface.

- Choose typefaces with conventional letterforms.
- Choose typefaces with generous spacing.
- Choose typefaces with a tall x-height (the height of lowercase letters in relation to uppercase).

Readability

How your type is set, combined with the overall legibility of the font, yields a certain level of readability. In most cases, communication comes before style — form follows function — so resolve readability first.

- Choose typefaces that were designed for your purpose. If a typeface was designed for signage, it may not work well as the body copy in a book.
- Align text to "ragged right" for comfortable word spacing online to avoid "rivers."
- Make sure the leading (the amount of space between lines of text) is greater than the point size of your typeface.

Fonts

Font Recommendations

New: Atkinson Hyperlegible is the Braille Institute's new typeface for the visually impaired.

Named after the founder of the Braille Institute, Atkinson Hyperlegible was developed specifically for readers with low vision. Read more about it in Print Magazine.

Atkinson Hyperlegible   The quick brown fox jumps over the lazy dog

fonts.google.com/specimen/Atkinson+Hyperlegible

General Use typefaces:

IBM Plex super family   The quick brown fox jumps over the lazy dog

fonts.google.com/?query=ibm

Montserrat   The quick brown fox jumps over the lazy dog

fonts.google.com/specimen/Montserrat

Nunito Sans   The quick brown fox jumps over the lazy dog

fonts.google.com/specimen/Nunito+Sans

Merriweather   The quick brown fox jumps over the lazy dog

fonts.google.com/specimen/Merriweather

Display Typefaces:

Playfair Display   The quick brown fox jumps over the lazy dog

fonts.google.com/specimen/Playfair+Display

Oswald   The quick brown fox jumps over the lazy dog

fonts.google.com/specimen/Oswald

PLEASE NOTE: The fonts listed here are all available free of charge. The University of Michigan does not have licensed fonts for use campuswide, so any additional typefaces desired must be purchased by the individual units.

Accessibility

Accessibility

"Accessibility" is the inclusive practice of designing so people with disabilities can engage equitably. That's a large slice of the population: according to Census Bureau data, nearly 30% of people in the United States and about one in 6 worldwide have a disability.

As a public institution, the University of Michigan must comply with the accessibility standards set by WCAG 2.1 (Web Content Accessibility Guidelines). But making content accessible is also an essential part of our culture of inclusion at U-M, and another example of our commitment to diversity, equity and inclusion.

Digital Accessibility

Accessible technology has led to innovations like Siri, speech-to-text dictation, touchscreen devices and much more. It's helped increase usability and user experience, and improved the quality of code. And accessible design often breeds innovative technology.

If you have digital accessibility questions, please contact accessibility staff via the accessibility help form or check the Information and Technology Services (ITS)'s Accessibility webpage for Content Creators & Presenters. If you would like to stay current on disability initiatives, there is a self-register digital accessibility community on campus you can contact. To register yourself for the group, please use the MCommunity web application.

Some content in this section was adapted from the ITS Accessibility website.

Print Accessibility

Most people think of websites when they think of accessibility. However, we believe printed materials should also be created with accessibility in mind. And there are things U-M communicators can and should be doing to achieve that objective. Since the ADA does not yet provide guidance about print, the recommendations below are based on the best-practices of U-M accessibility and design experts'.

Overall, we aim to create attractive, legible and readable materials to engage the widest range of users. This means considering accessibility throughout the design process and being open to requests for alternative versions.

The best way to ensure accessible print materials is to offer alternate modalities — electronic files, audio versions, Braille, large-print or alternate-contrast versions (such as low-contrast versions or reverse-contrast type versions) — and advertise the availability of those alternatives.

U-M has partnered with Allegra Marketing, Print, Mail to establish a process for creating accessible print documents. For guidance on preparing print files for conversion to pdf, refer to Allegra's tip sheet for print accessibility. (Link to pdf)

You can also improve your print materials by following these guidelines:

FONTS

With so many different font styles, it's impossible to pick a minimum size to ensure readability. However, the following general principles can guide choices and implementation of fonts that promote accessibility:

NEW: See the typography page of this website for information about Atkinson Hyperlegible, the Braille Institute's new typeface for the visually impaired. You can also download the font for free from Google Fonts.

Legibility.

Sans serif is more readable: Use a sans serif font for the main body of text whenever possible. Serif fonts may be used sparingly, but avoid those with dramatic thicks and thins and exaggerated serifs. Fonts with large x-heights are easier to read. (X-height refers to the height of the lowercase x for a typeface. Typefaces with tall x-heights have better legibility at small sizes, because the white space within each letter makes it more legible.)

Minimum text size:
- **Body text:** Use at least 12-point type for body copy when possible. If you must use smaller type, make sure it has a large x-height.
- **Footnotes and photo credits** should be no smaller than 8-point.
- **Leading:** Set the space between lines of text (also known as 'leading') to at least 20-25% greater than the font size. If you use a 10 point font, the space between the lines should be at least 12 points. Extra leading helps readers maintain their place and move smoothly through content.

Avoid italics and all caps. Be sure underlining does not connect with the bases of letters.

Avoid hyphenation. While primarily an issue for people with cognitive impairments, hyphenation can also be an issue for those with low vision.

Simplicity.

Number of fonts: A maximum of 2-3 fonts per page or document is recommended. Standardize the style of headings, subheadings, etc. For example, all headings should be in the same font, size, and color. All subhead level 1 should be the same. This makes it easy to identify sections of the document at a glance.

Set type flush-left/ragged-right, since using justified text can decrease readability. Optimum line length is 8–12 words (approximately 60 characters).

Contrast.

In general, use dark foreground text on a light background, or vice versa. Some studies have shown that legible white type with ample leading on a dark background makes for a more comfortable read. Either way, there should be at least a 70% difference in color value between background and text.

Colors behind dark type should be no stronger than 20%.

Use color contrast checking tools to test contrast against common standards like the Web Content Accessibility Guidelines 2.X Success Criteria 1.4.3 Contrast (Minimum). **Do not rely on color as the only means of communicating information.** Be sure to use alternative options as well, like symbols, patterns or additional text identifiers.

ACCESSIBLE DATA VISUALIZATION

When designing accessible data visualizations, many only think of red-green colorblindness; but there are many types of colorblindness, including monochrome and low vision. The color palettes below (nearly) meet the needs of all.

To create relatively-accessible charts and graphs, where color rather than pattern is necessary, the following data visualization palettes have a contrast ratio of at least 3:1 among adjacent colors, as described in success criterion 1.4.11 Non-text contrast in WCAG 2.1.

The Equity, Civil Rights, and Title IX Office (ECRT) has already made available downloadable template files in both Microsoft Office and Google Suite for four common graph/chart types using these data visualization color palettes.

Qualitative Data Visualization Palette

This palette is designed for data visualization that is categorical in nature. Each color will represent one category in a set with no inherent order, such as race or gender.

- Using the Color Contrast Analyser, contrast was tested between adjacent colors using Coblis
- The "Recommended Sequence" is the most ideal order to ensure all colors have sufficient contrast with neighboring colors. Sequences may be slightly adjusted if the pairs of colors in the "Contrast Errors" column are not adjacent.
- The "Contrast Errors" list bad pairings.

6-Color Data Visualization Palette (Recommended Sequence)

| Tappan Red C8 M92 Y100 K33 Hex #9a3324 | Michigan Maize C0 M18 Y100 K0 HEX #ffcb05 | Michigan Blue C100 M60 Y0 K60 HEX #00274c | Angell Hall Ash C14 M19 Y21 K39 HEX #989c97 | A2 Amethyst C72 M99 Y0 K3 HEX #702082 | Wave Field Green C14 M6 Y100 K24 HEX #a5a508 |

Contrast Errors (Avoid using these colors next to each other)
- Tappan Red / Angell Hall Ash
- Michigan Maize / Angell Hall Ash / Wave Field Green
- Michigan Blue / Tappan Red / A2 Amethyst
- Angell Hall Ash / Wave Field Green
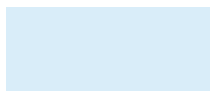
Sequential Data Visualization Palettes

Sequential charts are used for inherently ordered or numeric values.

These colors do not reach the 3:1 contrast ratio with their neighbors. However, overemphasis on contrast can cause accessibility issues when reading inside the visualization itself. Therefore, a higher range of shades used within a single-hue palette may be more accessible (Source: Accessibility and The Sequential Palettes, A Case Study on IBM's Color Palettes).

The blue palette is better suited for white backgrounds. The maize is better on black. Use a white or black background versus color to increase contrast with most shades in the sequential palettes.

These sequential palettes were validated to be colorblind-friendly with Chroma.js.

| C100 M60 Y0 K60 HEX #00274c | C90 M75 Y31 K16 HEX #2f4972 | C73 M56 Y19 K2 HEX #576e9a | C52 M36 Y4 K0 HEX #7f95c4 | C31 M19 Y0 K0 HEX #a9bfef | C13 M2 Y0 K0 HEX #d8edff |

| C M18 Y100 K0 HEX #ffcb05 | C20 M34 Y100 K1 HEX #d0a200 | C34 M46 Y100 K11 HEX #a27c00 | C42 M57 Y100 K31 HEX #785700 | C47 M67 Y97 K56 HEX #523300 | C50 M80 Y76 K76 HEX #380900 |

Diverging Data Visualization Palette

Diverging visualizations represent two extremes that meet in the middle at a neutral or meaningful value, or acceptable threshold (e.g. zero, passing, etc.)

Diverging visualizations represent two extremes that meet in the middle at a neutral value.

This diverging palette was created and validated to be colorblind-friendly with Chroma.js.

C M18 Y100 K0	C1 M11 Y61 K0	C0 M4 Y27 K0	C34 M25 Y15 K0	C71 M57 Y31 K9	C100 M60 Y0 K60
HEX #ffcb05	HEX #ffde7c	HEX #ffefc1	HEX #aab0c0	HEX #5a6784	HEX #00274c

Other Recommendations to Consider

Divider Lines
Use divider lines between colors to help define their shape.

Labels Directly on Chart
Label charts near the category rather than solely on a legend.
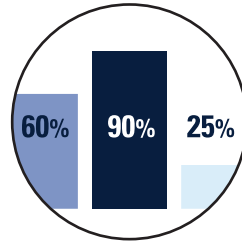
Textures and Patterns
Textures and patterns increase accessibility of data visualizations.
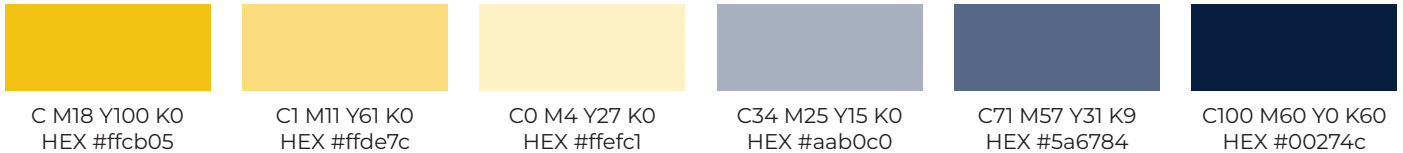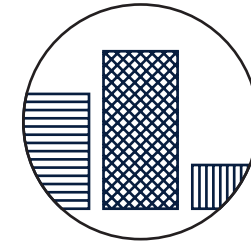

DESIGN

Readability.

Paper choice: Bright white paper can produce excessive glare. Choose a dull-finish, smooth paper heavy enough to prevent showthrough if your piece is two-sided.

Limit decorative fonts and type-on-path text elements. Make sure any words treated decoratively are repeated within the main body of text.

Try to avoid placing text over photographs, illustrations or other busy backgrounds. It can be difficult to ensure enough contrast against non-solid backgrounds.

Simplicity.

If folds are necessary, they should be simple and intuitive, like the popular folds shown here.

Content organization and structure: Keep the organization of content straightforward. Use headings to break up copy and enhance comprehension. Make sure headings are descriptive of the text following them.

Ensure paragraphs have consistent letter spacing and word spacing. Set type flush-left/ragged-right; justified text can decrease readability. Optimum line length is 8–12 words (approximately 60 characters).

Avoid visual clutter and maximize white space. People with low vision and those with cognitive disabilities benefit from ample white space.

LANGUAGE

Read more about language on the brand site's editorial resources page.

Simplicity.

Know your audience. Write for them, not for the experts. There are many resources that can help, including Writing Clearly and Simply by WebAIM. In general:

- Keep the message short and simple.
- Use short sentences, paragraphs and sections.
- Avoid complex words and sentences.
- Avoid acronyms entirely, but if that's not possible, define and/or spell them out at least once in the content, generally at the first mention.
- Steer clear of "internal speak" and confusing jargon. Use words your audience will understand and relate to.
- Shorten and clarify complex material.
- Add white space. People with low vision and those with cognitive disabilities benefit from ample white space.

Break up copy using headings to help readers navigate through content. Headings should be descriptive of the text that follows them.

Use the active voice instead of the passive.

PLANNING

Welcome Accessibility.

The University of Michigan values diversity in all forms. It is up to us to create a culture of caring and accountability around accessibility. Create plans for providing alternatives, and processes that members of the community can follow to request accessible materials.

Increased Budget.

Plan for adequate paper size and stock, high-quality images, alternate formats and the extra time and funding needed for creating additional formats.

Extended Schedule.

Allow sufficient time for the creation of alternate formats — including proofing and review by an accessibility expert.

Photography

Photography

A picture is worth—well, you know the rest.

Good photography is an integral part of our visual style. Photographs should embody our brand personality, capturing the University of Michigan spirit and the prestigious nature of the university. Photos should be expressive, evocative and compelling, communicating our creativity, diversity and commitment to global outreach.

Michigan Photography is dedicated to capturing the essence of U-M through the people, the events and the spirit that make Michigan great. Contact them today at 734-764-9217, umphotography@umich.edu or visit their website at photography.umich.edu to schedule a shoot.

Note: External businesses may not use photos of Michigan Stadium in their advertising without obtaining permission from Learfierld, our media rights holder, as the use of Michigan Stadium photos can create an implied association with Michigan Athletics. For more information, contact the U-M's Licensing Office

Reinforcing Safety in Photos

Safe Research, Smart Research:
Reinforcing a culture of safety in media

In 2015, President Mark Schlissel introduced a plan to enhance the culture of safety in research at the University of Michigan. One area of focus in the plan is appropriate use of personal protective equipment such as safety glasses, gloves, and lab coats while in the laboratory. Continual visual reminders of best practices in the use of this equipment help to promote safe behavior in labs and other research settings, such as field research.

When filming or taking photos of researchers at work, please be attentive to this concern. You can help to ensure the safety of researchers, others in the lab/field, and the work they are doing by:

- Reminding faculty, students and staff to wear their personal protective equipment, just as they would when working.
- Setting shots so that the use of this equipment is visible, helping audiences to see it as a standard part of the research process.
- Moving outside of the lab when you want shots such as portraits or informal groups, where the protective equipment would be a hindrance.

Depicting Safety: What to Expect

Safety is everyone's responsibility — this includes those behind the lens as well.

Basic considerations for research and laboratory spaces with chemical or physical hazards present:

Laboratories

- All individuals should be wearing safety glasses, whether doing work or not, when the setting depicts a laboratory environment or a situation where a hazard is present.
- Gloves and a lab coat should be worn by anyone handling chemicals.
- No food or drink should be present.
- Everyone in the shoot should be using personal protective equipment.

Other Locations

- Appropriate personal protective equipment must be worn and protective barriers set in place when photos are taken in non-laboratory locations such as field work settings or "digs" that involve human/animal remains.
- Appropriate equipment and barriers are required in many settings to:– Prevent falls– Protect people in or near trenches that are not properly sloped   or shored– Protect people around hazardous equipment, on boats, on   roofs, and in similar situations

For general media-related safety questions or clarification about research safety images and videos, contact **imagesafety@umich.edu**.

When in Doubt…

The Environment, Health & Safety team at the University of Michigan is available to provide advice and review materials for individuals across campus.

Visit ehs.umich.edu to learn more.

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