

CREATING A WORDMARK AND UNIT COMBINATION: Unit name above wordmark

TEMPLATE

“N” space

A space equal to or greater than the height of the letter “N” in the wordmark (.1013" as shown here).

*Optional:* Use the block M centered on the top, or placed to the left, of the wordmark and unit combination.

If you use the block M on the side of the workmark and unit combination, allow an “N” space between the M and the combination.

Register mark

A register mark ® must appear with Driven to Discover. If the combo does not use Driven to Discover, the block M must have a register mark.



If you use the block M at the top of the combination, allow an “N” space in between it and the unit logo.

INSTRUCTIONS

1. Copy/type the unit logo/name into this document. Suggested fonts: HoeflerText, Helvetica Neue, Frutiger, or Neutraface.
2. Make the unit logo (proportionally) the same width as the wordmark.
3. Center the logo in the turquoise box, aligning it on the bottom edge. **The logo may not drop below or be wider than the turquoise box.**
4. Copy the combination into a new document (CMYK mode) and save.
5. Size requirments—The word Minnesota in this template measures .875". Per minimum size guidelines, **the wordmark is as small as it can appear on anything 3" x 5" and larger.**

For detailed instructions, exceptions and options, view page 3.

EXAMPLES

Name in Neutraface

UNIVERSITY OF MINNESOTA  
**Driven to Discover®**



Helvetica Neue Name

UNIVERSITY OF MINNESOTA  
**Driven to Discover®**



BLOCK M ABOVE

UNIVERSITY OF MINNESOTA  
**Driven to Discover®**



Hoefler Text Name

Block M on the Side

UNIVERSITY OF MINNESOTA  
**Driven to Discover®**



TWO-LINE NAME

BLOCK M ON TOP

UNIVERSITY OF MINNESOTA  
**Driven to Discover®**

CREATING A WORDMARK AND UNIT COMBINATION, M and unit name on same line

TEMPLATE

“N” space

A space equal to or greater than the height of the letter “N” in the wordmark (.1013" as shown here).

Allow an “N” space between the M and the combination. If the combo mark does not include Driven to Discover, make sure there is a ® mark on the block M, as shown.



INSTRUCTIONS

1. Copy/type the unit logo/name into this document. Suggested fonts: HoeflerText, Helvetica Neue, Frutiger, or Neutraface.
  2. Make the unit logo (proportionally) the same width as the wordmark.
  3. Center the logo in the turquoise box, aligning it on the bottom edge. **The logo may not drop below or be wider than the turquoise box.**
  4. Copy the combination into a new document (CMYK mode) and save.
  5. Size requirements—The word Minnesota in this template measures .875". Per minimum size guidelines, **the wordmark is as small as it can appear on anything 3" x 5" and larger.**
- For detailed instructions, exceptions and options, view page 3.**

EXAMPLES



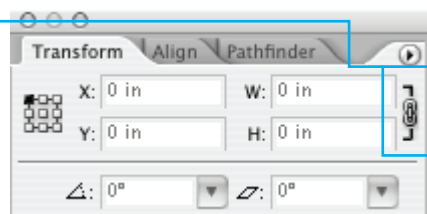
## DETAILED INSTRUCTIONS: CREATING A WORDMARK AND UNIT COMBINATION

1. Copy/type the unit logo/name into this document. Suggested fonts: HoeflerText, Helvetica Neue, Frutiger, or Neutraface.
  - a. Make sure to outline all fonts (Type --> Create Outlines) and group any loose pieces (Object --> Group).

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

In the Transform palette (Window --> Transform)

- a. Lock proportions by making sure the chain icon is linked, as shown here.



- b. Select the unit logo and enter **2.0769 in** in the **W:** field. Hit enter or return. The logo should now have scaled proportionally to 2.0769" wide.

3. Center the logo in the turquoise box, aligning it on the bottom edge. **The logo 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 logo and the turquoise box. Click the align left and align bottom buttons (shown here).



4. Copy the combination into a new document and save. For print, make sure the new file is CMYK color.

### LOGOS WITH A HARD EDGE

If the unit logo has a hard edge (a box or a line), it may align to the rule above the wordmark. In this case only, you may delete the rule.

### USING THE BLOCK M OR AN ICON

*Optional:* Use the block M or an icon, but not both, 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 logo, block M or icon 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 logos, the block M on the left should be the same height as the wordmark and unit logo combination. For multiple lines, extend the block M to the top of the last line of the logo. 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".

If you need to present the unit logo smaller than wordmark minimum-size guidelines permit, do not use this template.