

Visual Identity Guidelines

THE COLLEGE OF
NATURAL
SCIENCES

CNS Wordmark

The CNS wordmark is the primary graphic element of the College's branding program. Consistent application and precise production of the wordmark will identify and reinforce public awareness of the College. When the wordmark is used properly with the other elements of the branding program (fonts, color, full name), a unique and effective visual style can be established. The impact of any wordmark depends on consistent use resulting in a large number of impressions over a long period of time. The best wordmarks are not "read" as words, but act as visual stimuli, automatically triggering a complex series of associations. Any changes to the shape and color of a wordmark reduce its impact and can, over time, defeat the entire purpose of a branding program.

Featuring the College name in a design must be done in a consistent and thoughtful manner. The guidelines that follow provide rules and recommendations for use of the primary visual identity program. They have been designed to be easy to use and provide a consistent integrated look throughout all promotional materials.

To ensure that all uses of the wordmark are consistent in quality, do not attempt to create your own logo. For digital wordmark files, or for questions about these guidelines, please contact cnscomm@cns.umass.edu.

CNS Wordmark | Stacked

In print,* the wordmark uses the official UMass Amherst fonts:

“THE COLLEGE OF” in Frutiger Light

“NATURAL SCIENCES” in Sabon

All three lines of the wordmark must be typeset in capital letters.

Letter spacing for the first line (“THE COLLEGE OF”) should be even, with the “T” of “THE” aligning with the vertical descender of the capital “N” on the second line and the “F” of “OF” centered in the serif of the capital “L” on the second line.

The second line “NATURAL” and third line “SCIENCES” should be justified with evenly spaced kerning throughout.

Leading space between the three lines of text should be equal, shown here as approximately 1/8” from the bottom of the first line to the top of the second line.

The image shows the official wordmark for The College of Natural Sciences. It consists of three lines of text stacked vertically. The top line reads "THE COLLEGE OF" in a light red, sans-serif font. The second line reads "NATURAL" in a dark red, serif font. The third line reads "SCIENCES" in the same dark red, serif font. The text is right-aligned, with the "T" of "THE" on the top line aligned with the vertical descender of the "N" on the second line, and the "F" of "OF" centered under the "L" of "NATURAL".

*For web usage, alternate wordmark fonts have been adopted by Creative Communications. They are: “NATURAL SCIENCES” in Minion and “THE COLLEGE OF” in Myriad.

CNS Wordmark | Horizontal

When using the College name in a horizontal text format, it must be typeset in capitals and in the wordmark fonts (“THE COLLEGE OF” in Frutiger Light and “NATURAL SCIENCES” in Sabon) at a size to correspond to the text surrounding it, and in the appropriate color (maroon or black):

THE COLLEGE OF NATURAL SCIENCES

THE COLLEGE OF NATURAL SCIENCES

CNS Wordmark | Text Usage

The full name of the College should always be used:
The College of Natural Sciences.

CNS Wordmark | Photo Usage

Certain images are to be used exclusively for college-focused documents, and cannot be used for other purposes (departmental newsletters, invitations, etc.). These images will be marked “CNS branding exclusively” in the photo archives, and will require permission to be used.

CNS Wordmark | Colors

The wordmark uses UMass Amherst's official preferred color of maroon — PANTONE 201 or PANTONE 202.



PANTONE
Coated = 201C
Uncoated = 201U

THE COLLEGE OF
NATURAL
SCIENCES



PANTONE
Coated = 202C
Uncoated = 202U

THE COLLEGE OF
NATURAL
SCIENCES

Black is the preferred alternate when maroon is not used.



100% BLACK

THE COLLEGE OF
NATURAL
SCIENCES

CNS Wordmark | Colors

The letters of the wordmark should always be printed in one of three colors: maroon, black, or white.

The only acceptable color backgrounds for the wordmark are white, maroon, black, or gray.

The wordmark should not be screened in any other color other than 35% black.

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CNS Wordmark | Incorrect Usage

To ensure that all uses of the wordmark will be consistent in quality, do not attempt to recreate or manipulate the mark in any way. Do not attempt to create your own logo.

~~THE COLLEGE OF
NATURAL
SCIENCES~~

DO NOT ALTER FONT WEIGHT

~~THE COLLEGE OF
NATURAL
SCIENCES~~

DO NOT ALTER FONT ALIGNMENT

~~THE COLLEGE OF
NATURAL
SCIENCES~~

DO NOT ADD DROP SHADOWS

~~THE COLLEGE OF
NATURAL
SCIENCES~~

DO NOT USE DIFFERENT FONTS

~~THE COLLEGE OF
NATURAL
SCIENCES~~

DO NOT MIX COLORS

~~THE COLLEGE OF
NATURAL
SCIENCES~~

DO NOT ALTER COLORS

~~THE COLLEGE OF
NATURAL
SCIENCES~~

DO NOT ALTER SPACING BETWEEN
LETTERS OR WORDS

~~THE COLLEGE OF
NATURAL
SCIENCES~~

DO NOT STRETCH OR DISTORT
LETTERS OR WORDS

~~THE COLLEGE OF
NATURAL
SCIENCES~~

DO NOT CONDENSE SPACING
BETWEEN LETTERS OR WORDS

CNS Wordmark | Incorrect Usage

To ensure that all uses of the wordmark will be consistent in quality, do not attempt to recreate or manipulate the mark in any way. Do not attempt to create your own logo.



DO NOT PLACE ON
PATTERNED BACKGROUND



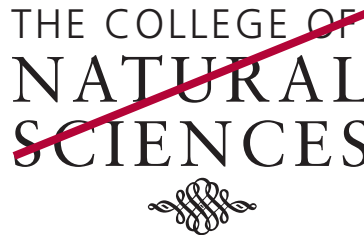
DO NOT ADD BACKGROUND
PATTERNS



DO NOT PLACE ARTWORK OR
PATTERNS INSIDE WORDMARK



DO NOT ADD ANY TYPE TO
OR AROUND THE WORDMARK



DO NOT ADD DESIGN ELEMENTS



DO NOT PLACE INSIDE SHAPES



DO NOT PLACE INSIDE SAME COLOR
SOLID BACKGROUND AND USE
WHITE OUTLINE



DO NOT OUTLINE FONT



DO NOT ALTER ORIENTATION