THE UNIVERSITY WORDMARK

A wordmark used consistently and prominently can help establish an entity’s identity and build and maintain its brand image. That is why the University of Minnesota wordmark graphic is required on all visual communications by all University departments.

The University of Minnesota wordmark is a clean, classic design, chosen to communicate the University’s prestige, quality, and tradition.

UNIVERSITY OF MINNESOTA

Although the wordmark is based on a standard font (Times Roman) the wordmark is a customized graphic created by

- compressing the width of the letters
- thickening the letters and the serifs
- adjusting the spacing between each letter (kerning)

Do not attempt to create the wordmark by typing a Times font.

The University of Minnesota wordmark should be easy to see and noticeable. The wordmark should be used in a size large enough to ensure legibility. To help ensure that the wordmark stands out, allow sufficient buffer space around it. The standard amount of buffer space is the height of the letter “N” in the wordmark. This applies to other graphic elements and the edge of the paper in printed documents.

Adapted from the University of Minnesota's Marks of Excellence. For details, see the online version at http://www1.umn.edu/tc/marks/marks.html.
Using the wordmark, the Academic Health Center’s schools and colleges can claim the strength of their University of Minnesota identity. In the environments in which we work—in the Twin Cities, in health professions, and in higher education—the University offers more than 150 years of history and prestige upon which our schools, departments, and centers may draw.

Connecting with the U connects us with an institution that is well-known, considered credible, and seen as worthy of public and private investment.

There is also a value in visually connecting the health professional schools with one another. With a family look created by adopting a unified wordmark approach—and combining this unified look with the powerful University of Minnesota wordmark—we proclaim to the wider world the connections between our health professional schools. This is key in an era in which interdisciplinary and interprofessional approaches are increasingly important to providing the best care, studying the best practices, and disseminating the best research.

Using the existing AHC logo and its Franklin Gothic Standard Condensed typeface as a springboard, these are the wordmarks we recommend:

School of Public Health  
UNIVERSITY OF MINNESOTA

College of Pharmacy  
UNIVERSITY OF MINNESOTA

College of Veterinary Medicine  
UNIVERSITY OF MINNESOTA

School of Dentistry  
UNIVERSITY OF MINNESOTA

School of Nursing  
UNIVERSITY OF MINNESOTA

Medical School  
UNIVERSITY OF MINNESOTA
FLEXIBILITY IS KEY

These proposed wordmarks are flexible, but should be consistent in highlighting the University.