

During 2010, the University of Minnesota, Morris celebrates its 50th birthday. To honor this milestone, a commemorative tagline has been added to the campus’s identity.

The 2010 tagline should be used on materials that are promotional in nature that do not have a “shelf-life” that extends beyond December 31, 2010. It should not be used on more permanent campus materials such as signage, diplomas, contracts, or published academic materials.

The examples on this page show the proper placement, proportions, and typographic style for the tagline that is part of the Morris signature configuration. The 2010 tagline is set in Mrs Eaves Italic, and it always assumes the coloration of the Morris wordmark when shown with it.

Signatures may never be re-created or re-drawn. Never change the component spacing of the signature. Always use the approved electronic art, available through the Office of University Relations or its Web site—please see page 1.2 for contact information.

All signature files, for Mac and PC are available at morris.umn.edu/urelations/graphicid. These files include PNG and EPS formats.



UNIVERSITY OF MINNESOTA
MORRIS

2010 Celebration

Primary Signature 1 with 2010 Tagline

2010Mor_sig1-tag_min_3C-coat.eps



UNIVERSITY OF MINNESOTA
MORRIS

2010 Celebration

Primary Signature 2 with 2010 Tagline

2010Mor_sig2-tag_min_3C-coat.eps



UNIVERSITY OF MINNESOTA MORRIS

2010 Celebration

Secondary Signature with 2010 Tagline

2010Mor_sigH-tag_min_3C-coat.eps



How to measure X



How to measure Z

Maintain a minimum distance between any part of the signature or symbol or wordmark and any other elements appearing with it.

When the 2010 tagline is added to the signature, the clear space requirement has to be enlarged respectively.

Note that X, as a unit of measurement, is the distance between the baselines within the wordmark. Z is the height of the symbol. Z is only used as a unit of measure for the secondary signature because the secondary signature does not have two baselines from which to measure.

Exceptions to clear space requirements:

- When address block is added to the signature or the wordmark, the clear space requirements can be reduced by half (see example on page 5.1).
- In advertising (see example on 5.13).



Minimum Clear Space is 1 1/2 X



Minimum Clear Space is X



Minimum Clear Space is Z

For optimal legibility, minimum size requirements have been established for the University of Minnesota, Morris signatures with the 2010 tagline.

The minimum size for the University of Minnesota, Morris signature with the 2010 tagline is determined by the legibility of the tagline. The minimum size for the 2010 tagline is 9.75 point Mrs Eaves Italic font.

The examples on this page are shown in the actual size.



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2010 Celebration

Primary Signature 1 with 2010 Tagline

2010Mor_sig1-tag_min_3C-coat.eps



UNIVERSITY OF MINNESOTA
MORRIS

2010 Celebration

Primary Signature 2 with 2010 Tagline

2010Mor_sig2-tag_min_3C-coat.eps



UNIVERSITY OF MINNESOTA MORRIS

2010 Celebration

Secondary Signature with 2010 Tagline

2010Mor_sigH-tag_min_3C-coat.eps