



**CENTRAL**  
MICHIGAN UNIVERSITY

---

We do.

**Brand Training -  
Graphics**

# Welcome to Brand Training



**CENTRAL**  
MICHIGAN UNIVERSITY





## Section 1

# IDENTITY

## Signature Marks

Central Michigan University's marks represent us at the very highest level. They act as our signature and stamp of quality. They are, and should always be, the most consistent element in our communications.



### 1. ACTION C COMBINATION



**CENTRAL**  
**MICHIGAN UNIVERSITY**

### 2. CMU WORDMARK

**CMU**  
CENTRAL MICHIGAN  
UNIVERSITY

### 3. ACTION C



### 4. OFFICIAL CMU SEAL



## Action C Combination

The Central Michigan University Action C Combination mark represents us at the very highest level. It acts as our signature and stamp of quality. It is, and should always be, the most consistent element in our communications.



OUR MARK



**CENTRAL**  
**MICHIGAN UNIVERSITY**

## Variations



### STACKED



**CENTRAL**  
MICHIGAN UNIVERSITY



**CENTRAL**  
MICHIGAN UNIVERSITY

### HORIZONTAL



**CENTRAL**  
MICHIGAN UNIVERSITY



**CENTRAL**  
MICHIGAN UNIVERSITY



# Color Variations



## STACKED COLOR VARIATIONS



If mark is placed on a black or gray background, the two-color mark must be in CMU maroon with a gold shadow.



## HORIZONTAL COLOR VARIATIONS



# Incorrect Use

Please avoid these common violations to ensure the mark is used consistently across all platforms.



✘ **DO NOT** tilt the mark



✘ **DO NOT** change the color of the mark from one of the approved variations



✘ **DO NOT** apply drop shadows or other special effects to the mark



✘ **DO NOT** stretch or distort the mark



✘ **DO NOT** modify the mark. Mark must be used in its entirety



✘ **DO NOT** rearrange the mark



✘ **DO NOT** lower the opacity of the mark



✘ **DO NOT** outline text in the mark



✘ **DO NOT** place the mark over a busy or competing background



## Incorrect Use

Please avoid these common violations to ensure the mark is used consistently across all platforms.



✘ **DO NOT** rearrange the mark



✘ **DO NOT** modify the mark.  
Mark must be used in it's entirety



✘ **DO NOT** tilt the mark



✘ **DO NOT** place the mark over a competing pattern



✘ **DO NOT** change the color of the mark from one of the approved variations



✘ **DO NOT** stretch or distort the mark



## Color Variations



### COLOR VARIATIONS



## Incorrect Use & Color Variations

Please avoid these common violations to ensure the mark is used consistently across all platforms.



### INCORRECT USE

✘ **DO NOT** combine the mark to form other words or phrases



✘ **DO NOT** modify the mark. Mark must be used in its entirety



✘ **DO NOT** tilt the mark more than 17 degrees



✘ **DO NOT** fill the mark with photos or textures



✘ **DO NOT** change the color of the mark from one of the approved variations



✘ **DO NOT** stretch or distort the mark



## Color Variations



### COLOR VARIATIONS



If mark is placed on a black or gray background, the two-color mark must be in CMU maroon with a gold shadow.



## Official CMU Seal

The formal university seal is reserved for official documents, diplomas and communications from the President's Office and should not be used in publications or other visual materials produced by other university units without prior written approval from University Communications.

Please note that photos of the CMU seal in Warriner Mall may be used in your communications.



### COLOR VARIATIONS

## Color Variations



## CMU Lockups

CMU's lockup system combines two of our signature marks with CMU unit names to provide a consistent look and strengthen our brand. To strengthen CMU's identity, units across campus will be phased out of the CMU wordmark lockups and gradually start using the Action C Combination lockup.

Lockups must be used to represent the following CMU areas:

- Colleges
- Schools
- Departments
- Offices
- Centers
- Divisions
- Institutes
- Service units
- Student support services or programs
- Academies
- Collaboratives
- CMU locations/facilities



### ACTION C COMBINATION LOCKUP



THE HERBERT H. &  
GRACE A. DOW COLLEGE OF  
**HEALTH  
PROFESSIONS**  
CENTRAL MICHIGAN UNIVERSITY



THE HERBERT H. &  
GRACE A. DOW COLLEGE OF  
**HEALTH  
PROFESSIONS**  
CENTRAL MICHIGAN  
UNIVERSITY

### CMU WORDMARK LOCKUP



*The Herbert H. &  
Grace A. Dow College of*  
**Health Professions**



*The Herbert H. &  
Grace A. Dow College of*  
**Health  
Professions**

## CMU Lockups

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- Student support services or programs
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- CMU locations/facilities



COLLEGE OF THE  
**ARTS & MEDIA**  
CENTRAL MICHIGAN UNIVERSITY



COLLEGE OF THE  
**ARTS & MEDIA**  
CENTRAL MICHIGAN  
UNIVERSITY



OFFICE OF  
**INFORMATION  
TECHNOLOGY**  
CENTRAL MICHIGAN UNIVERSITY



OFFICE OF  
**INFORMATION  
TECHNOLOGY**  
CENTRAL MICHIGAN  
UNIVERSITY



**VETERANS'  
RESOURCE CENTER**  
CENTRAL MICHIGAN UNIVERSITY



**VETERANS'  
RESOURCE  
CENTER**  
CENTRAL MICHIGAN  
UNIVERSITY

## Spirit Marks

Spirit marks are only permitted under specific circumstances and must be approved and created by University Communications' campus partner, Media Graphix, before implementation.

**Do not attempt to develop a unique mark or any other mark.** Developing your own unique unit mark causes confusion for those interacting with the university and undermines our visual identity overall. Therefore, creating your own mark is strictly prohibited. All pre-existing custom marks must be retired.

Specific-use cases not within a lockup category:

- CMU signature events
- Campus initiatives
- Registered student organizations
- Donor/membership groups
- Academic societies
- Grant-funded projects
- Camps and conferences





# Student organizations

With more than 350 student organizations at Central Michigan University, the following have been created to assist in understanding the ways to affiliate with the university:

- Groups identify as a student-based organization not to be confused with a University department, program or initiative;
- The student group identity conforms to the guidelines herein and does not infringe on Central Michigan University registered marks, athletic brand or intellectual property.

Student organizations may use an identifier as part of their name to help associate as a student-based group.

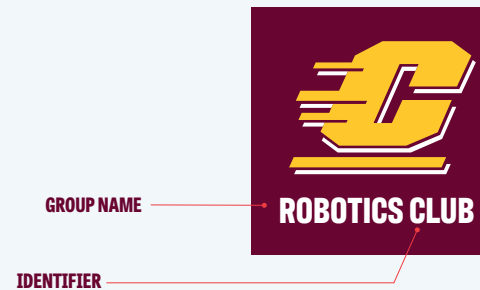
Identifiers may include:

- Club
- Society
- Association
- Chapter



## ACTION C + IDENTIFIER

The Action C can be used by itself, but an identifier must be present if you want to use the club name with it.



✗ **DO NOT** use without an identifier



## ACTION C + AT CMU

Use the official CMU Action C with the organization name below in Antartican.

- Organization name and an identifier should be included underneath the Action C.
- If an identifier is not used, "at CMU" should be included in the title.



✗ **DO NOT** use CMU before or after. Must be "at CMU"



## NONCMU AFFILIATED

These marks do not use any registered CMU marks of Central Michigan University. You may choose to include an identifier such as club, society, association, etc.



✗ **DO NOT** use a registered CMU mark



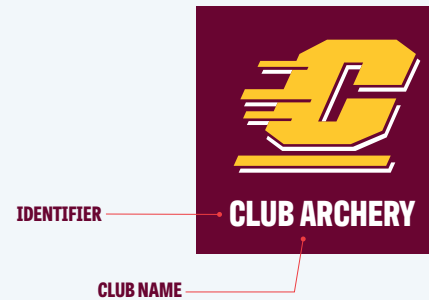
## Club Sports

Whenever your sports name is being used, the word club **MUST** be placed before the sport unless the word club is incorporated into the sport name.

Examples:

- Men's Club Soccer
- Club Archery
- Club Disc Golf
- Women's Club Ultimate Frisbee

You **MUST** place the word club before the sport whenever it is used on apparel, posters, graphics/social media platforms, etc.



### IDENTIFIER + CLUB NAME + ACTION C

The Action C can be used by itself, but an identifier must be present if you want to use the club name with it.



✘ **DO NOT** use without an identifier



## We Do Taglines

The role of a tagline is to create a quick and memorable phrase that reinforces and supports the tone and message of the brand. The tagline is required on all recruitment pieces, advertisements and all large communications. Because of that role, taglines must not be changed, and should be used alongside the brand identity.



ACTION C  
COMBINATION  
MARK

**CENTRAL**  
MICHIGAN UNIVERSITY

/ We do.

TAGLINE



**CENTRAL**  
MICHIGAN UNIVERSITY

—  
We do.

# Color Variations



## HORIZONTAL COLOR VARIATIONS



## STACKED COLOR VARIATIONS







## Section 2

# VISUAL LANGUAGE

## Color Palette

Beyond our mark, color is the most recognizable aspect of our visual brand identity. Using our primary palette appropriately is one of the easiest ways to make sure our materials reflect a cohesive Central Michigan brand.



### PRIMARY PALETTE

#### **PMS 209 COATED**

#### **PMS 216 UNCOATED**

CMYK COATED: 20 97 40 58

CMYK UNCOATED: 20 97 40 58

RGB: 106 0 50

HEX: #6A0032

#### **PMS 123 COATED**

#### **PMS 109 UNCOATED**

CMYK COATED: 0 22 91 0

CMYK UNCOATED: 0 15 95 0

RGB: 255 200 46

HEX: #FFC82E

# Color Palette

Our secondary palette serves to accent our primary colors and should be used sparingly.

**Color combinations to avoid:**

- Gold and black
- Gold and red
- Gold and Dark Blue



## SECONDARY PALETTE

### RED ACCENT 1

PMS 032 C  
CMYK: 0 90 76 0  
RGB: 239 51 64  
HEX: #EF3340

**Red Accent 2**  
50% Opacity on PMS 209 C  
CMYK: 0 97 43 33  
RGB: 179 43 62  
HEX: #B32B3E

**Red Accent 3**  
25% Opacity on PMS 209 C  
CMYK: 1 94 61 12  
RGB: 147 40 62  
HEX: #93283E

### LIGHT BLUE ACCENT 1

PMS 550 C  
CMYK: 44 10 6 0  
RGB: 141 185 202  
HEX: #8DB9CA

**Light Blue Accent 2 (70% Tint)**  
CMYK: 35 6 4 0  
RGB: 175 205 218  
HEX: #AFCDDA

**Light Blue Accent 3 (50% Tint)**  
CMYK: 25 4 1 0  
RGB: 196 219 228  
HEX: #C4DBE4

**Light Blue Accent 4 (30% Tint)**  
CMYK: 10 2 0 0  
RGB: 219 232 238  
HEX: #DBE8EE

**Light Blue Accent 5 (10% Tint)**  
CMYK: 5 1 0 0  
RGB: 243 246 247  
HEX: #F3F6F7

### DARK BLUE ACCENT 1

PMS 5463 C  
CMYK: 99 31 34 90  
RGB: 7 39 45  
HEX: #07272D

**Dark Blue Accent 2**  
(85% Tint)  
CMYK: 96 26 35 76  
RGB: 38 67 72  
HEX: #264348

**Dark Blue Accent 3**  
(65% Tint)  
CMYK: 68 49 43 38  
RGB: 85 107 111  
HEX: #556B6F

# Color Use Ratios by Audience



## UG STUDENTS (PROSPECTIVE & CURRENT)



## GRAD STUDENTS (PROSPECTIVE & CURRENT)



## ALUMNI, DONORS & "SPIRIT" MATERIALS



## Typography

Just as we choose different words to convey different messages, the typeface we use can have a profound effect on our communications. Consistently using the official fonts selected for CMU strengthens and reinforces the brand.

Antarctican Headline is available as an Adobe Font and can be used through an Adobe Creative Cloud subscription. To activate, visit [fonts.adobe.com/fonts/antarctican](https://fonts.adobe.com/fonts/antarctican)



### HEADERS

# Antarctican Headline

#### BLACK

**AaBbCcDdEeFfGgHhIiJjKk  
LlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz0123456789**

#### BOLD

**AaBbCcDdEeFfGgHhIiJjKk  
LlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz0123456789**

DESKTOP SYSTEM ALTERNATIVE  
**Franklin Gothic Demi Cond**

GOOGLE ALTERNATIVE  
**Anton**

## Typography

Just as we choose different words to convey different messages, the typeface we use can have a profound effect on our communications. Consistently using the official fonts selected for CMU strengthens and reinforces the brand.

Tablet Gothic Condensed is available as an Adobe Font and can be used through an Adobe Creative Cloud subscription. To activate, visit [fonts.adobe.com/fonts/tablet-gothic](https://fonts.adobe.com/fonts/tablet-gothic)



### HEADERS, SUBHEADS

# Tablet Gothic Condensed

#### EXTRABOLD

**AaBbCcDdEeFfGgHhIiJjKk  
LlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz0123456789**

#### BOLD

**AaBbCcDdEeFfGgHhIiJjKk  
LlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz0123456789**

#### SEMIBOLD

**AaBbCcDdEeFfGgHhIiJjKk  
LlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz0123456789**

#### DESKTOP SYSTEM ALTERNATIVE

**Franklin Gothic Med Condensed**

#### GOOGLE ALTERNATIVE

**Fjalla One**

## Typography

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Henriette Compressed is available as an Adobe Font and can be used through an Adobe Creative Cloud subscription. To activate, visit [fonts.adobe.com/fonts/henriette](https://fonts.adobe.com/fonts/henriette)



### SUBHEADS, INTRO COPY

# Henriette Compressed

#### BOLD

AaBbCcDdEeFfGgHhIiJjKk  
LlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz0123456789

#### MEDIUM

AaBbCcDdEeFfGgHhIiJjKk  
LlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz0123456789

#### REGULAR

AaBbCcDdEeFfGgHhIiJjKk  
LlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz0123456789

#### DESKTOP SYSTEM ALTERNATIVE

Georgia

#### GOOGLE ALTERNATIVE

Slabo 27px

## Typography

Just as we choose different words to convey different messages, the typeface we use can have a profound effect on our communications. Consistently using the official fonts selected for CMU strengthens and reinforces the brand.

Tablet Gothic is available as an Adobe Font and can be used through an Adobe Creative Cloud subscription. To activate, visit [fonts.adobe.com/fonts/tablet-gothic](https://fonts.adobe.com/fonts/tablet-gothic)



### BODY COPY

# Tablet Gothic

#### BOLD/BOLD OBLIQUE

**AaBbCcDdEeFfGgHhIiJjKk  
LlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz0123456789**

#### SEMIBOLD/SEMIBOLD OBLIQUE

**AaBbCcDdEeFfGgHhIiJjKk  
LlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz0123456789**

#### REGULAR/OBLIQUE

**AaBbCcDdEeFfGgHhIiJjKk  
LlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz0123456789**

#### LIGHT/LIGHT OBLIQUE

**AaBbCcDdEeFfGgHhIiJjKk  
LlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz0123456789**

#### DESKTOP SYSTEM ALTERNATIVE

Franklin Gothic Book

#### GOOGLE ALTERNATIVE

Archivo



## Type Hierarchy Examples

These examples are meant only to provide a starting point; they are not prescriptive.



---

**Tablet Gothic Condensed  
Extrabold**  
30 pt. type / 33 pt. leading  
+25 tracking

---

**Antarctican Headline Black**  
70 pt. type / 64 pt. leading

---

**Henriette Compressed  
Regular**  
16 pt. type / 19 pt. leading

---

**Tablet Gothic Light**  
9.5 pt. type / 12 pt. leading

---

**Tablet Gothic Condensed  
Extrabold**  
24 pt. type / 26 pt. leading

# What will your degree DO FOR YOU?

---

Da is rehenih ilique simus eos et quas dolorio  
ruptatur aborem quis volum quist dolor aliquis  
vendit difas eosa as ex et officillatur mosse.

Eligenia volor rehenim agnatemque isint. Ducid moluptatibus el  
iuscid eume disciet dolores tinciis uta accae. Nam endendis a verio  
dolum suntur as magnim escipsum sitibusam nem. Ut dolorit apel  
ipis qui berum amet eaquist quamus utem simoles ediorehenis  
quibus, con pectem que videremod qui voluptati imagnis inum  
ene nonsermatem. Nam sedist, eume pos estor reperferum qui  
beaqui beritatia voluptum se magnati orianti onsecus, vollore eos  
eos ullia por am voluptat.

Ut dolorit apel ipis qui berum amet eaquist quamus utem simoles  
ediorehenis quibus, con pectem que videremod qui voluptati  
imagnis inum ene nonsermatem.

## See what you can do at CMU.

## Type Hierarchy Examples

These examples are meant only to provide a starting point; they are not prescriptive.



---

**Henriette Compressed  
Medium**  
32 pt. type / 38 pt. leading  
-10 tracking

---

**Tablet Gothic Condensed  
Extrabold**  
44 pt. type / 47 pt. leading  
-10 tracking



In the time it takes you  
to walk from Campus  
Martius to Jefferson,

**we've discovered  
a genetic marker  
that could slow  
down Alzheimer's.**

## Typography Tips

Follow these best practices when working with Central Michigan University's typefaces.



### LEADING

Line spacing, called leading, should be set tight, but not too tight. For body copy, try leading that's two or three points higher than the type size.

Leading that's too tight leaves too little pause between the lines.

✘ **TOO TIGHT** 15 pt. type / 14 pt. leading

Leading that's too loose leaves too much pause between the lines.

✘ **TOO LOOSE** 15 pt. type / 26 pt. leading

When leading is correct, the reader won't even notice.

✔ **JUST RIGHT** 15 pt. type / 19 pt. leading

### TRACKING

The space between letters is referred to as tracking. As a rule, set tracking slightly looser for captions, and slightly tighter for headlines.

Tracking that is too tight leaves too little space between letters.

✘ **TOO TIGHT** 15 pt. type / -40 tracking

Tracking that is too loose leaves too much space between letters.

✘ **TOO LOOSE** 15 pt. type / 40 pt. tracking

When tracking is correct, the reader won't even notice.

✔ **JUST RIGHT** 15 pt. type / default tracking

## Graphic Elements Overview

A number of the graphic elements outlined in this section were informed by the angle found in our Action C.



## Circle Elements

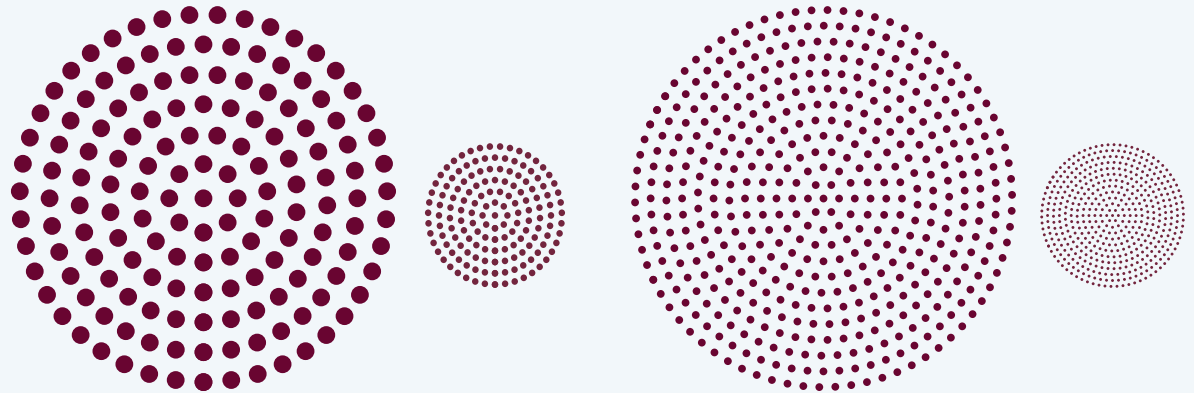
Use design elements to add visual interest and to help tell stories from Central Michigan University. When used consistently, these elements create continuity in our family of materials.

It is important to note that when using the dot circles large on the page, you should use the smaller dot pattern.

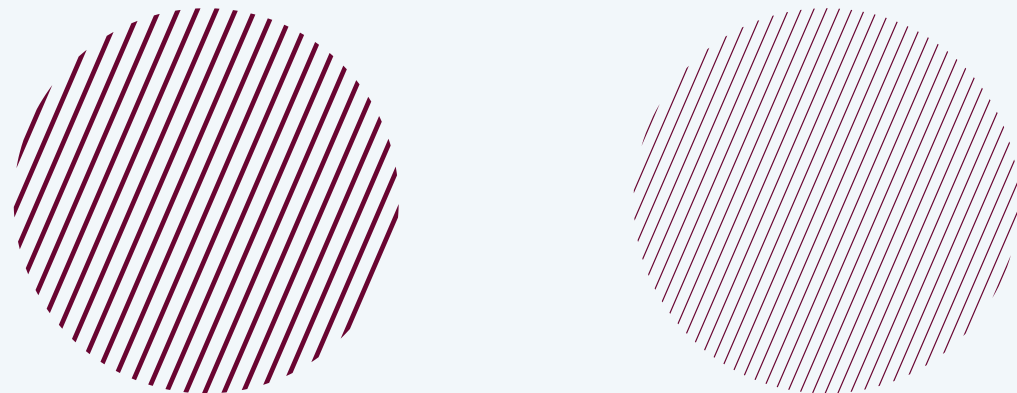
Take care not to overuse these elements; while they can and should be used to add energy to layouts, they should not compete with the primary content. Along the same lines, do not use every element at once. See pages 35-36 for suggested combinations.



### DOT CIRCLES



### HASH CIRCLES



# Chevrons

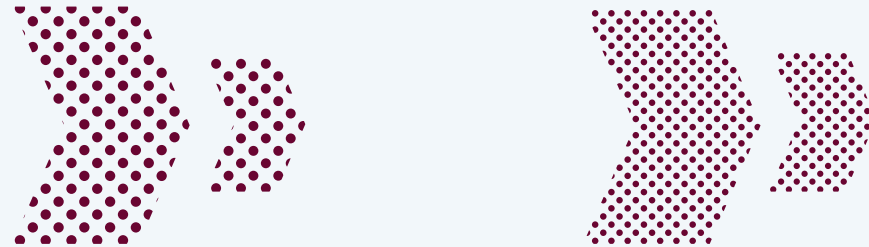
Graphic elements can be used in any of the color palette options.

It is important to note that when using the dot circles large on the page, you should use the smaller dot pattern.

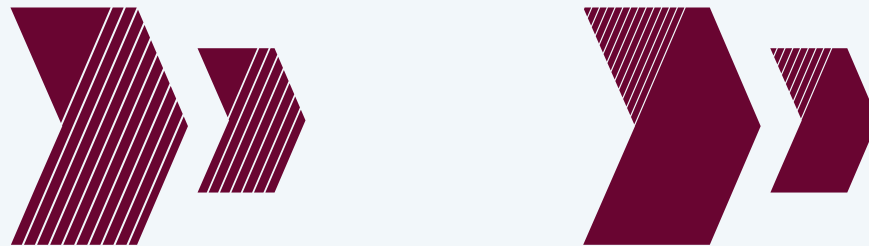
Do not use more than 3 chevrons in a single grouping. See pages 35-36 for suggested combinations.



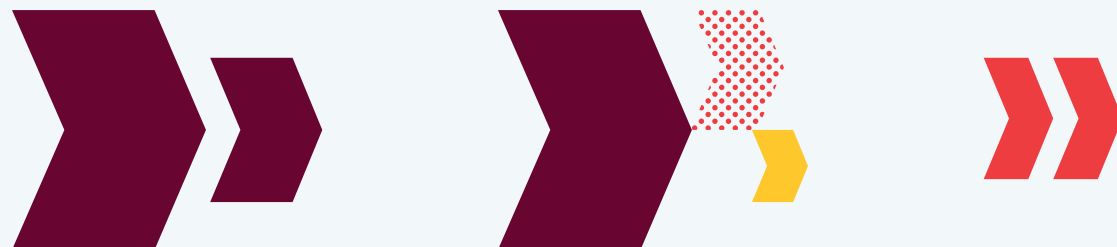
## DOT CHEVRONS



## HASH CHEVRONS



## SOLID CHEVRONS AND CHEVRON COMBINATIONS



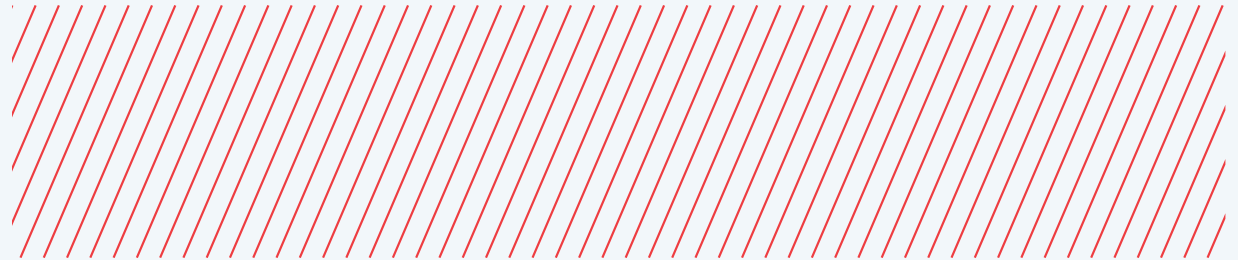
## Hash marks

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Take care not to overuse these elements; while they can and should be used to add energy to layouts, they should not compete with the primary content. Along the same lines, do not use every element at once. See pages 35-36 for suggested combinations.



### HASH PATTERN



## Maroon texture

To add more depth to your maroon color swatch use the CMU Maroon texture. This texture is to be placed on maroon color blocks **ONLY**.

Place the texture over 100% maroon color block and add the **Soft Light effect at 70%**



### CMU MAROON BACKGROUND TEXTURE

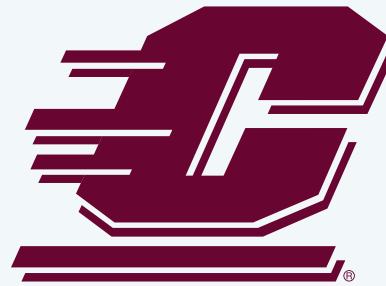




## Action C Watermark

To further reinforce the CMU brand in our materials, we can crop our Action C graphic and screen it back as a watermark.

Preferred placement is in the corner of a solid color block. Do not layer additional graphic elements over the watermark.



White / 30% opacity  
on PMS 123 C

White / 15% opacity  
on PMS 209 C



## Combining Graphic Elements

Follow the tips outlined on this page to build endless dynamic compositions using our graphic elements.



Layer dot and hash circles over photos

Use duotones inside chevron shapes

When layering chevrons on top of another object, an edge of one chevron should be adjacent to the background object

## Combining Graphic Elements

Follow the tips outlined on this page to build endless dynamic compositions using our graphic elements.



Group chevrons with different colors, patterns, and sizes. **No more than 3 chevrons placed together.**

Layer slightly offset solid color blocks for text



# Photography

## ACTION

The most dynamic and exciting images are those that depict movement. Express Central Michigan University's 'can do' spirit and hands-on approach to learning by showing students and faculty members in action.

## ENVIRONMENTALS WITH ACTION

Adding a sense of place into your photography can help the reader to imagine themselves in that situation. Use CMU's picturesque location to your advantage by incorporating images of students interacting with the local environment.

## CLOSE-UP PORTRAITS

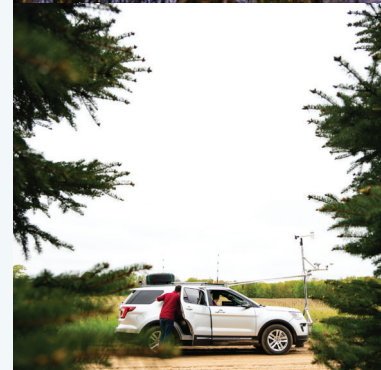
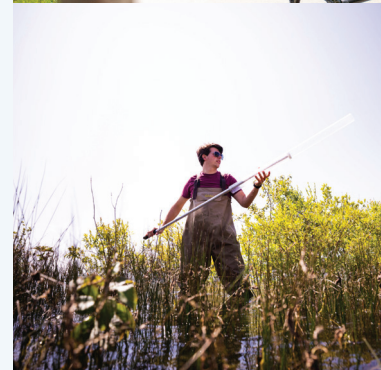
Although it shouldn't be used as the default photo style, portraiture can be useful for encouraging the audience to engage and connect with individual student or faculty stories.



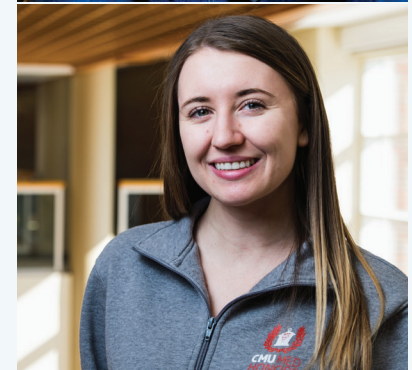
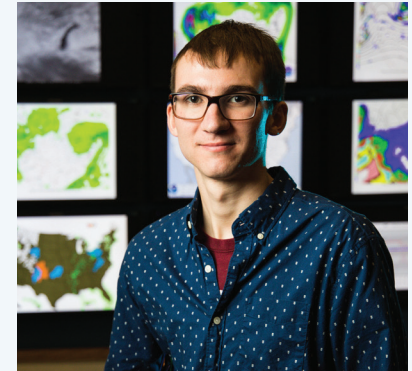
### ACTION



### ENVIRONMENTALS WITH ACTION



### CLOSE-UP PORTRAITS

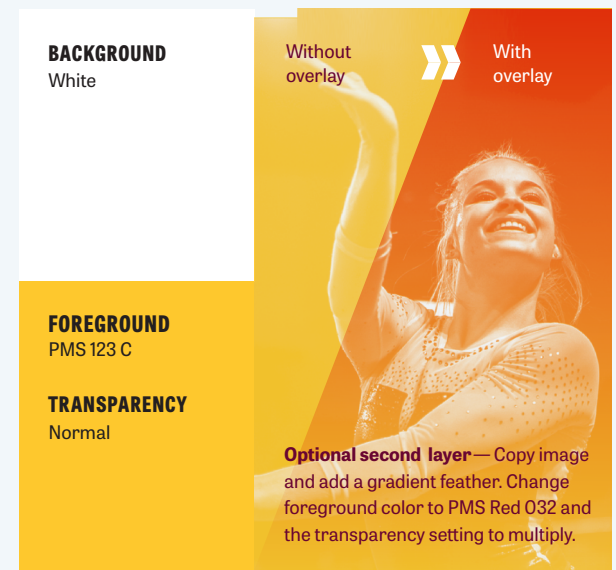
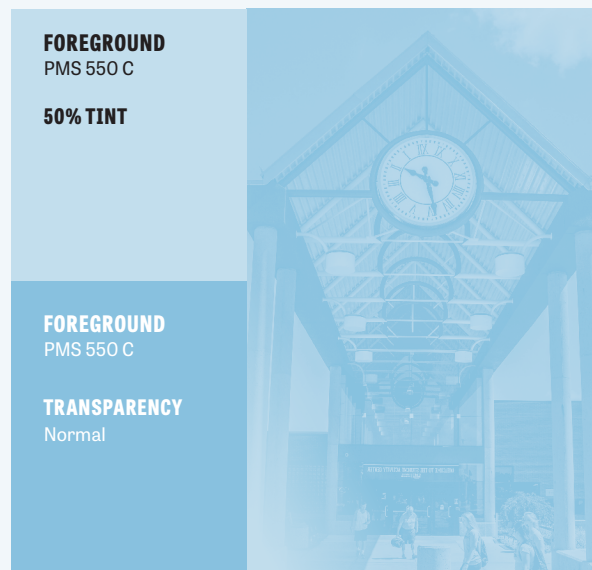




## Duotones

Color duotones are an effective way to add color and create a neutral backdrop for text and graphics.

To make a photograph into a duotone, open the image in Photoshop. In the top menu, select **Image > Mode > Grayscale**. Save the image as a TIFF or jpeg, and import into InDesign. Click once on the image to change the background color. Click twice to change the foreground color.







## Section 3

# BRINGING IT TO LIFE

# I Can Brochure



**»» I CAN \_\_\_\_\_.**  
You fill in the blank. We'll help make it happen.

 **CENTRAL**  
MICHIGAN UNIVERSITY / We do.

# I Can Brochure



## » Reaching up... **ACCEPTING CHALLENGES**

### » I can help save the last wild places on our planet

Five weeks in the Amazon, then 10 weeks in the Galápagos; Carson Pakula, biology major from metro Detroit, assisted researchers in tropical ecology and preserving rare species in these remote areas.

### » I can share the stage with the world's best

Creating, rehearsing and dancing onstage in Nagoya Japan with other CMU students and the acclaimed Masashi Action Machine was a major confidence booster for dance student Jasmine Banks.

### » I can become a global citizen

Fresh from her student teaching in Michigan, Meghan Dyer, secondary English education major and Fulbright grant recipient, will fly to India to teach English and experience all the culture has to offer.



# Fall Visit Postcard

Front



Back



# Transfer Visit Postcard

Front



Back





# Visit Guide

## » COLLEGE OF BUSINESS ADMINISTRATION

Work with faculty who are established entrepreneurs, legal experts and industry leaders. Learn in a business-connected environment to prepare for a career in the world of business.

[cba.cmich.edu](http://cba.cmich.edu)



## » COLLEGE OF LIBERAL ARTS AND SOCIAL SCIENCES

Become a more effective, informed and compassionate person, and effect change in communities at the regional, national and international levels. Develop the critical thinking, research, analytical and communication skills necessary for living and working in our ever-changing world.

[class.cmich.edu](http://class.cmich.edu)

## » COLLEGE OF EDUCATION AND HUMAN SERVICES

Lead the way in serving and inspiring others as a teacher. Grow as an active professional, critical thinker and a lifelong learner. Be a proactive force in improving the quality of life for everyone.

### Did you know?

We have the first accredited recreation, parks and leisure services administration program in Michigan.

[ehs.cmich.edu](http://ehs.cmich.edu)



## » COLLEGE OF THE ARTS AND MEDIA

All the world is your stage and your classroom. Get the hands-on experience and professional know-how needed for a career in the arts and media fields. Immerse yourself in a supportive community of students and expert faculty with small class sizes.

[cam.cmich.edu](http://cam.cmich.edu)





# Visit Guide

## » COLLEGE OF SCIENCE AND ENGINEERING

Go from the depths of the Great Lakes to the farthest corners of the universe. Participate in cutting-edge research. Design projects that lead the way for technological advances. Intern with world-leading engineering firms.

[se.cmich.edu](http://se.cmich.edu)



## » THE HERBERT H. AND GRACE A. DOW COLLEGE OF HEALTH PROFESSIONS

Go beyond the textbook in the simulation labs and with clinical experience. Contribute to an inclusive, healthy society through research with faculty, and get hands-on experiences in clinical and professional practices.

[chp.cmich.edu](http://chp.cmich.edu)

## » COLLEGE OF MEDICINE

Work with community and public health organizations to address Michigan's most significant health and wellness issues. Improve community access to quality health care services with Michigan's newest medical school.

[med.cmich.edu](http://med.cmich.edu)

### Did you know?

We have 227 laboratory spaces on campus, so students can get hands-on experience in a real lab before they graduate.



# Viewbook





## Viewbook



**Doing**  
**IS IN OUR**  
**DNA.**

We're all about doing what we love, doing it best, and making a living doing it.

Our students, faculty and alumni are known for finding innovative solutions to problems.

Right now, our students are working side by side with their professors to find new ways to prevent and treat neurological diseases such as Alzheimer's and Parkinson's, to improve health care systems, and to better understand the connection between global warming and the rise in severe storms.

At the same time, they're sharing their passions and expanding their skills through our nearly 400 student organizations, competing as part of our 16 Division I sports teams, and volunteering across the country as one of the nation's leaders in Alternative Breaks participation.

Our constant drive to better ourselves and make a difference in the world isn't just something we talk about. It's built into who we are.

We were the first public university in the Midwest with a MakerBot Innovation Center 3D printing lab. We also were the first public university in the state to offer a leadership minor.

In 2010, we opened the state's newest College of Medicine, aimed at serving underserved populations in Michigan and beyond.

Through active learning experiences, internships and research opportunities, you'll begin to apply your knowledge as soon as you step onto campus. Because when we see an opportunity to make a difference, we don't wait for someone else to step up.

**We do.**

**2,500+** students participate in leadership programming each year.

**\$14 million** for research and scholarly activity in 2019-20.

**50,000** student volunteer hours each year, valued at more than **\$1 million** of service to our communities.

# Viewbook

## What can you do AT CMU?

Don't wait for your first job  
to start doing what you love.  
That starts day one.



### I CAN ...

» **Improve recovery time from spinal cord injuries.**

Lateef Shafau teamed up with his professor, Dr. Ute Hochgeschwender, to look at certain proteins as a way to stimulate neurons in spinal cords to promote recovery in lower limbs after an injury.

» **Start my own business.**

From an app for off-road enthusiasts to a microfishing e-commerce solution, pitch your big idea at our New Venture Competition and earn the startup money you need to make it a reality.

» **Protect the Great Lakes from an oil spill.**

Our student and faculty researchers are finding ways to decompose oil in the Great Lakes in the case of a spill by increasing the number and strength of the natural microbes to "eat" the oil.

» **Perform onstage with the world's best.**

Eight theatre and dance students were personally invited to Japan by world-renowned dance company Masashi Action Machine to dance alongside them at the group's holiday shows.

» **Develop renewable fuel sources.**

Dr. Yousef Haseli and a team of six student researchers are converting wood to a clean, efficient, renewable fuel by removing its moisture and transforming it into a gas through a gasifier built by engineering students.

» **Inspire the next fashion trend.**

Designed, produced, choreographed, promoted and modeled by our students, the Threads Fashion Show has put student talent at center stage for more than 20 years.

### » THE CMU STUDENT BODY

**21.8%**

of the student body is composed of ethnic minorities and international students.

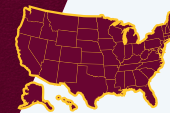
TOTAL  
**19,431**

GRADUATE  
**4,759**

UNDERGRADUATE  
**14,672**



89% of on-campus students are from Michigan and represent 82 of the 83 counties in the state.



Our students come from 47 states, as well as Washington, D.C., and the U.S. Virgin Islands.

### » GRADS ON FIRE

Take your experience here,  
and turn it into a career.



**Autumn Fuchs, '10**  
Interior designer,  
owner, Fuchsia Design



**Jeffrey Steigerwald, '10**  
Vice president of private-duty nursing and home rehabilitation, Centria Healthcare



**Danielle Leone, '10**  
Director of branding and communications for North America, Faurecia Clean Mobility, a global leader in automotive technologies.



**Alesia Younes-Cooper, '12**  
Regional program manager, American Red Cross Service to the Armed Forces department at Kadena Air Base, Okinawa, Japan



**Ahmad Bajjey, '15**  
Meteorologist, WVEY NBC 25 and WSMH FOX 66

# Viewbook

ADMISSIONS OFFICE  
WARRINER HALL 102  
CENTRAL MICHIGAN UNIVERSITY  
MOUNT PLEASANT, MI 48859

Nonprofit Organization  
U.S. Postage  
**PAID**  
Mount Pleasant, MI 48859  
Permit No. 93



Central Michigan University is accredited by the Higher Learning Commission ([www.hlcommission.org](http://www.hlcommission.org)), a regional accreditation agency recognized by the U.S. Department of Education. CMU, an AA/EO institution, strongly and actively strives to increase diversity and provide equal opportunity for all individuals, irrespective of gender identity or sexual orientation and including but not limited to minorities, females, veterans and individuals with disabilities. See [http://www.cmu.edu/office\\_of\\_diversity](http://www.cmu.edu/office_of_diversity). LIC# 001121-16-000 (07/2020) FSP#046444





**CENTRAL**  
MICHIGAN UNIVERSITY

Mt Pleasant, MI 48859

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**University Communications**

989-774-3197

[univcomm@cmich.edu](mailto:univcomm@cmich.edu)



**CENTRAL**  
MICHIGAN UNIVERSITY

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We do.

**Brand Training -  
Voice**

# Brand Basics

» Before we dig in...





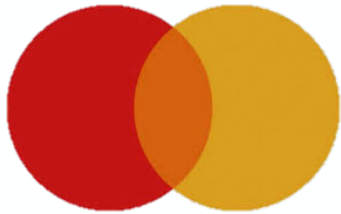
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# What is brand?



# What is brand?

## Logos?



# What is brand?

---

## Taglines?

I'm lovin' it

A Diamond is Forever

Can you hear me now?

The Quicker Picker Upper

Betcha Can't Eat Just One

The Best a Man Can Get



# What is brand?

## Communications?



At Central Michigan University, we see things in a different light. A seemingly impossible problem is a challenge accepted. A leap of faith is a confident step forward. When we see an opportunity to make a difference, we don't wait for someone else to step up.

We do.

Visit us on campus or during one of our virtual events and see what your future can be. Then we'll get to work on making it happen.

Schedule your visit at [admissions.cmich.edu/visit](https://admissions.cmich.edu/visit)

CMU is an EEO/AAEEO institution. Through our policies and practices, we promote diversity and provide equal opportunity within the community. CMU does not discriminate against persons based on race, color, ethnicity, gender, gender expression, gender identity, genetic information, height, marital status, national origin, political persuasion, citizenship, disability or veteran status, sexual orientation, sex, religion, sex role, marital status, sexual orientation, transgender status, veteran status, or weight. Copyright ©2023

Admissions Office  
Warrior Hall 102  
Central Michigan University  
Mount Pleasant, MI 48859

## A view through the MAROON AND GOLD LENS.

Come take a look.  
[admissions.cmich.edu/visit](https://admissions.cmich.edu/visit)

**CENTRAL MICHIGAN UNIVERSITY**  
We do.



### JEREMIAH + CMU = ENDLESS OPPORTUNITIES

Hi Jeremiah,

At Central Michigan University, doing is in our DNA.

We find new solutions to problems by rolling up our sleeves and getting to work. We fight invasive species in the Great Lakes. We find new ways to prevent and diagnose diseases like cancer, Alzheimer's and Parkinson's. We launch startups aimed at bettering the lives of others.

What can you do at CMU? Everything.

Let us know you're interested in learning more, and we'll mail you a guide to everything you can do at CMU.





# What is brand?

## Interactions?

← **Tweet**

 **Chad**  
@CABrownTV

Move in day at @CMUniversity I've been here for about 20 minutes and have had at least 5 people say "fire up Chips". I have no idea what that means 🤔



12:39 PM · Aug 13, 2020 from Mount Pleasant, MI · Twitter for Android



# What is brand?

## Interactions?



# What is brand?

## Interactions?



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# So, really, what is brand?

ALL  
THE THINGS



# Why is brand important?

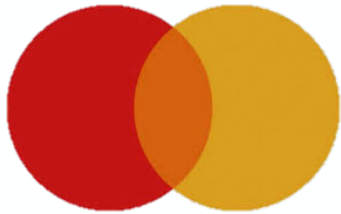
---

- » Builds trust and awareness
- » Ensures consistency of messaging
- » Amplifies individual area messaging
- » Built on research to achieve specific goals



# What is brand?

## Logos?



# What is brand?

## Taglines?

I'm lovin' it

A Diamond is Forever

Can you hear me now?

The Quicker Picker Upper

Betcha Can't Eat Just One

The Best a Man Can Get



# Why is brand important?

---

- » Builds trust
- » Ensures consistency of messaging
- » Amplifies individual area messaging
- » Built on research to achieve specific goals



# How is brand most successful?





# The We Do Brand

» Brand Narrative, Tone  
and Voice Overview



# Brand Strategy

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- » Our modern approach to academics
- » Value of our **emphasis on leadership**
- » Balance our **supportive community** with **accountability**
- » Convert **internal pride** to engagement
- » Our hands-on approach to **active learning**
- » **Authentic relationships** between faculty and students
- » **Outcomes** of a CMU education



# Brand Pillars

## » Pillar 1

### We Exemplify a Fired-Up Attitude

Students look to us to teach them how to do what they love - how to do it better. And how to make a living doing it for life. We will demonstrate a spirit of continuous self-improvement, empowerment and action in every endeavor. Because we are always looking at novel ways to better ourselves for the betterment of society.

## » Pillar 2

### We Lift Each Other Up

We will be known for our student-first approach. We are a student's family during their time here, and every new day is an opportunity to positively impact the life of a student, to inspire them - and our campus - to greatness. Because students everywhere are CMU Chippewas forever.

## » Pillar 3

### We Set the Leadership Standard

The world needs leadership of every discipline. We will provide them. But we will do much more than simply prepare students for successful careers; we will also educate them to be informed and active citizens. Because you don't get to where you want to go by following in the footsteps of others.

## » Pillar 4

### We Focus on Real-World Results

Career preparation and placement are paramount to students and parents. It's literally why we do what we do. Successful student outcomes matter just as much to us. Because we take a student's professional goals personally.

# Brand Pillars

## » Pillar 1

We Exemplify a Fired-Up Attitude

## » Pillar 2

We Lift Each Other Up

## » Pillar 3

We Set the Leadership Standard

## » Pillar 4

We Focus on Real-World Results



# Brand Platform

Brand Promise

## You Will Learn to Lead in Life

### » Pillar 1

We Exemplify a Fired-Up Attitude

### » Pillar 2

We Lift Each Other Up

### » Pillar 3

We Set the Leadership Standard

### » Pillar 4

We Focus on Real-World Results

### » Personality

Authentic

Accountable

Impassioned

Involved

Innovative

### » Foundation

Flexible Delivery Modes  
Large University/Small college feel

Strong Alumni Network  
A Valuable Education

### » Our Tagline

We do.



# What We Sound Like

---

## Doing is in our DNA

We're all about doing what we love, doing it best, and making a living doing it.

Right now, our students are working side by side with their professors to find new ways to prevent and treat neurological diseases such as Alzheimer's and Parkinson's, to improve health care systems, and to better understand the connection between global warming and the rise in severe storms.





# What We Sound Like

---

## Reaching Up...Accepting Challenges

I can help save the last wild places on our planet.

Five weeks in the Amazon, then 10 weeks in the Galápagos; Carson Pakula, biology major from metro Detroit, assisted researchers in tropical ecology and preserving rare species in these remote areas.

## Working Together...Making It Happen

I can take on 10,000 competitors from around the world, and win.

Support from CMU faculty, alumni and administration gave finance majors Jake Aymen and Eric Scott the skills and confidence to win first place at the National Investment Banking Competition of Canada.





# Messaging



# Concept Statement

---

- » At CMU, we pride ourselves on our tireless dedication to our students, and our propensity for action. Our faculty, staff, and students start every task with a Fired Up attitude, and when we're not living, learning, collaborating, debating, developing and experiencing together – we're thinking of how we can do all of these things even better. Then we get to work.



# Concept Statement

- » At CMU, we pride ourselves on our tireless dedication to our students, and our propensity for action. **Our faculty, staff, and students start every task with a Fired Up attitude,** and when we're not living, learning, collaborating, debating, developing and experiencing together – we're thinking of how we can do all of these things even better. Then we get to work.



# Concept Statement

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# Concept Statement

- » At CMU, we pride ourselves on our tireless dedication to our students, and our propensity for action. Our faculty, staff, and students start every task with a Fired Up attitude, and when we're not living, learning, collaborating, debating, developing and experiencing together – we're thinking of how we can do all of these things even better. **Then we get to work.**



# Before you write, consider...

## »» Be Clear and Concise

The most effective messages are uncomplicated.

## »» Make it all about "you"

This is a conversation. It should sound like it.

## »» Say One Thing Well

Everything we write should have one distinct message

## »» Focus on Doing

Express our Fired-Up attitude by speaking in an active voice

## »» Avoid Clichés

We want to be clever, not cliché.

## »» Be Confident, Not Cocky

We have a lot to be proud of – and it's okay to tout our successes

## »» Back it up

Our storytelling should feature relevant points of pride, statistics, testimonials and emotion.

## »» Be Human

Highlight our students, faculty and alumni stories, their wins, and their challenges.

# Shaping the Message

- » Go beyond the feature. Talk about the benefit.
- » Show. Don't tell.
- » If you haven't answered, "So what?", you're not done.



# Shaping the Message

---

- » You'll gain confidence as you participate in engaged learning opportunities through curricular and co-curricular activities starting your very first semester on campus.
- » Start doing what you love from your very first moment on campus. Build confidence in your skills as you participate in hands-on learning in the classroom and beyond.
- » Don't wait for your first job to start doing what you love. That starts day one. Dig in. Explore. Get to work.



# Shaping the Message

- » Where and to whom will the message be delivered?
- » What do you want the audience to come away with?
- » What pillars fit with the message? And how?



# Your turn! Shape this Message

Central Michigan University has a distinctive role among the nation's colleges and universities in the way we successfully blend faculty teaching and student learning.

Offering degrees in more than 200 programs, many nationally recognized, CMU gives undergrads many opportunities to work with senior faculty on research projects and to participate in trend-setting international programs.

In all we do, we never lose sight of our focus – the growth and success of our students.

**Cue the Jeopardy theme song.**



# Message Shaped

---

We're not your traditional learners at CMU. We think outside the lecture hall. We dig in. We explore.

Each of our approximately 200 undergraduate programs are packed with opportunities to put what you learn to the test. Refine it. Make it better. And test it again.

Our professors are more than teachers. They're industry pros. Our classes are intentionally small and mostly taught by our full-time professors — some Ph.D.s are teaching intro courses.

So, when graduation comes, you'll have more than a foot in the door. You'll step into your career with experience, an unmatched drive and confidence knowing when a problem needs to be solved, it's you who'll figure it out.





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# Messaging Elements

»» We do. I can.



# Brand Element - We do

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- » We do statements are declarative first-person, plural statements from the perspective of the university community.
- » Speak to the impact we have as a campus community on our students' lives, in Michigan, in the Midwest and beyond.
- » Describe the action we take for our community and our dedication to our students.
- » Primarily used as a headline in marketing pieces.



# We Do

## We do SMALL IN A BIG WAY

You'll quickly get to know our big, little campus. On one end you'll find the 175,000-square-foot Student Activity Center. On the other you'll find hammocks strung between trees in a quiet Warriner Mall. The best part? It's only a 15-minute walk in between.



[go.cmich.edu/LifeOnCampus](https://go.cmich.edu/LifeOnCampus)

## We do learning in **ACTION**

### » WE WALK THE TALK

Sure, we do theory. But what makes us different is putting that theory into practice. Each of our approximately 200 undergraduate programs are packed with opportunities to put what you learn to the test. Refine it. Make it better. And test it again.

**5,200+**  
internship  
opportunities

**227**  
laboratories  
on campus

### » WE PRACTICE WHAT WE TEACH

Our professors are more than teachers. They're industry pros. Our classes are intentionally small and mostly taught by our full-time professors. We have Ph.D.s teaching some intro courses. Why? Because our focus is on you from day one.

**10:1** student/faculty ratio

**Nearly 90%** of our classes  
have fewer than 40 students

## We do MOMENTS AND MEMORIES

Living on campus is about more than a place to rest your head. It's about connection. It's where friends from college become friends for life. Where fleeting moments become lasting memories. Where finding help becomes a trip down the hall. Oh yeah, and great food that you don't have to make!



# Brand Element - I Can

---

- » Declarative first-person singular statements from the point of view of our students.
- » Evoke wonder, excitement and interest.
- » Exhibit the confidence of doing.
- » Gets to the essence of a student's learning.



# I Can

## » Reaching up... **ACCEPTING CHALLENGES**

### » I can help save the last wild places on our planet

Five weeks in the Amazon, then 10 weeks in the Galápagos; Carson Pakula, biology major from metro Detroit, assisted researchers in tropical ecology and preserving rare species in these remote areas.



### » I can share the stage with the world's best

Creating, rehearsing and dancing on-stage in Nagoya Japan with other CMU students and the acclaimed Masashi Action Machine was a major confidence booster for dance student, Jasmine Banks.

### » I can become a global citizen

Fresh from her student teaching in Michigan, Meghan Dyer, secondary English education major and Fulbright grant recipient, will fly to India to teach English and experience all the culture has to offer.





# I Can



## » I can present my research to the world

While still a junior, family studies major Andrea Miller channeled her compassion for the elderly into research on aging stereotypes, presenting her work in Hong Kong and being published in a top journal.



## » I can work toward a greener future for us all

Erick Urbaniak rolled up his sleeves and dug into garbage to help the Seginaw Chippewa Indian Tribe's Continuing Care Community work toward a zero-waste kitchen.

## » Finding your voice ... TAKING THE LEAD

### » I can be the first NAACP Youth Activist of the Year

Seeing an issue and taking action is what keeps Australyiah Coleman, psychology major, winning national awards as she drives diversity and inclusion on and off campus.

AUSTRALYAH  
WINNER  
YOUTH ACTIVIST OF THE YEAR



# We do NOT

» We do NOT use it for transactional purposes

**I Can Apply**

**I Can Transfer Credit**

**I Can Study Abroad**

If the statement isn't a powerful message about our academic prowess, choose another phrase.

» We do NOT leave power on the table

**I Can Study Abroad**

**I Can Do Real-World Research**

**I Can Perform on Stage**

The statement shouldn't leave any doubt of the impact of the work, or the confidence of the student or faculty. If there's doubt, keep digging

» We do NOT frame an "I Can" statement from a different perspective

**I Can Help You Apply**

**I Can Review Your Credits**

**I Can Answer Your Questions**

While each seem like kind offers to prospective students (and they most certainly are), we know there's more power in "I Can."



# I Can/We Do Relationship

- » We do culture  
I can perform on stage with the world's best.
- » We do innovation  
I can develop renewable fuel sources.
- » We do ground breaking research  
I can improve recovery time from spinal cord injuries.





# Let's Practice



# Digging Deeper

---

- » I can study abroad.
- » I can swim with sea turtles.
- » I can help save the last wild places on our planet.



# Digging Deeper

- » We do a big university with a small feel
- » We do best of both worlds
- » We do small in a big way



# Fashion Merchandising and Design

## » Situation

Fashion Merchandising and Design students Deana Lalonde, Joshua Golden and Emily Doyle upholstered chairs with fabrics they designed and printed for a regional textile print competition, winning first, second and third places.

## » We Do

## » I Can

# Fashion Merchandising and Design

## » Situation

Fashion Merchandising and Design students Deana Lalonde, Joshua Golden and Emily Doyle upholstered chairs with fabrics they designed and printed for a regional textile print competition, winning first, second and third places.

## » We Do

Award-Winning Style

## » I Can

I can see MY fabrics sweep awards

# Your turn - Who has an example?

» Situation

» We Do

» I Can





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# Wrapping up

»» But before we go...

