UNITY
ENVIRONMENTAL
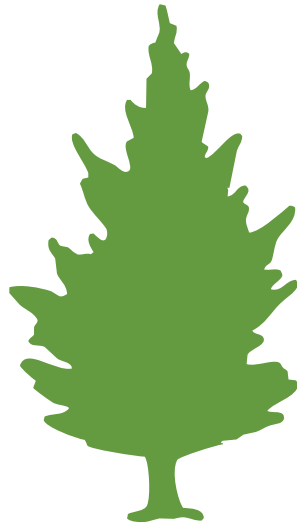# UNIVERSITY

BRANDING & IDENTITY GUIDELINES

TABLE OF CONTENTS

BRAND

Our brand reflects the Unity spirit and upholds our mission to protect our environment.

BRAND STRATEGY

Our brand strategy focuses our message and highlights our strengths. These guiding fundamentals are the foundation for all brand communications and design.

Brand Promise
Unity focuses on promoting sustainability through education, empowering communities to take action, minimizing our environmental footprint, and inspiring a greener future.

Brand Positioning
Unity Environmental University is the experiential education leader for our environmentally conscious future, implementing innovative teaching approaches so students and learners can apply their education in real world contexts.

Unique Value
- Leaders and innovators in modality agnostic, experiential learning
- Global presence
- Experienced faculty brings real-world knowledge and expertise
- Commitment to sustainable education

BRAND IDENTITY ELEMENTS

The elements below are used to create the core and expanded visual identity of Unity Environmental University. Reference each section below to learn more about proper usage and application in order to ensure the brand is applied consistently across all University materials.

University Logo
How to use the official Unity logo for the University

University Seals
When and how to use the Unity and Presidential seals

SEBU Logos
How to use the official SEBU logos

Color Palette
Color breakdowns and how to use the primary and accent color palettes

Typography
How to use the official University typefaces and acceptable substitutes

BRAND CONSISTENCY

Brand consistency is essential for building a strong and recognizable brand. Consistency in branding means that our brand's visual identity, messaging, tone, and values are aligned and communicated consistently across all platforms and touch-points. Consistent visual identity is important for a number of reasons, including:

Recognition
Consistency helps audiences recognize our brand easily.

Trust
Having a consistent brand image and message creates trust in our audience. The same logo, message, and tone of voice, establishes more confidence in your brand as reliable and professional.

Differentiation
Consistency sets your brand apart from competitors. By consistently communicating our brand's unique value proposition, we will differentiate Unity and create a distinct identity.

Loyalty
A consistent brand experience creates a sense of loyalty and emotional connection with our audience.

UNIVERSITY LOGO

The Unity logo is the cornerstone of our visual identity. This logo, or a secondary University logo as described in the branding & identity guidelines, should be used on all communications materials. Using the logo consistently will enhance the brand recognition of the University. The primary logo is a simpler mark while the extended logo spells out the full name.

The **extended logo** should be the first choice when the University logo is used.

Permission from the Marketing Department is required for the usage of the primary logo in any situation.

PRIMARY

EXTENDED

UNIVERSITY LOGO

PROPER LOGO USES

- The logo must be reproduced from high-resolution digital artwork.
- As the primary visual identity for the University, the logo (or designated secondary logos) must appear on ALL communications.

IMPROPER LOGO USES

- The logo may NOT be reconstructed or altered in any way. Do not create unique secondary logos. Any secondary logo must be created by the Marketing Department and approved by the Senior Staff team. Non-established logos create confusion to audiences and weakens our goal of creating a strongly recognizable reinforced image.
- Do not configure the elements into a different logo.
- Do not crop or remove any part of the logo.
- Do not distort the logo.
- Do not tilt the logo in any direction.
- Do not add any shadows, effects or other styling elements to the logo.
- Do not alter the proportions of the logo.
- Do not recreate the type or substitute another typeface.
- Do not surround logo with other competing shapes.

UNIVERSITY LOGO

Color Options

The logo can be used in the following three color options:
- Black lettering with the green tree
- White lettering with the green tree
- White lettering with a white tree

PRIMARY

EXTENDED

UNIVERSITY LOGO

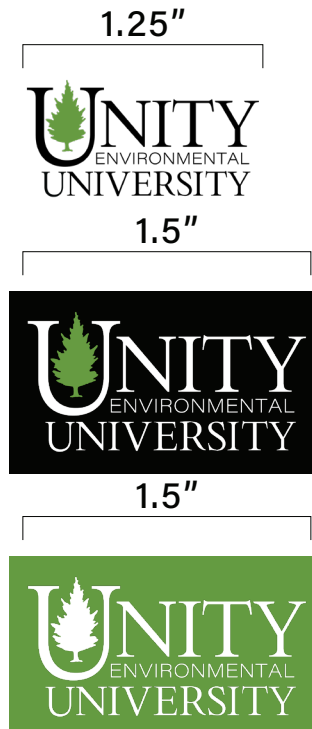## Size Requirements

- The logo must be resized proportionally in its entirety.
- The size of the primary and extended logo when using the black text iteration must never be smaller than 1.25" wide.
- The size of the primary and extended logo when using either of the white text iterations must never be smaller than 1.5" wide.

PRIMARY

1.25"

1.5"

1.5"

EXTENDED

1.25"

1.5"

1.5"
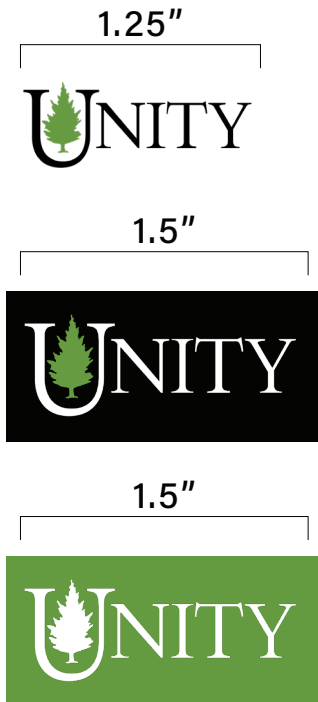
UNIVERSITY LOGO

Safe Space Requirements

A clear area or "safe space" free of copy, graphic elements, inset imagery, or color must be maintained around the Unity logo. No visual elements may violate the safe space.

An area around the Unity logo equal to the height of the letter "N" from the word UNITY in the logo, is the minimum required safe space.

PRIMARY

EXTENDED

UNIVERSITY LOGO

Unity Horizontal Logo

You should always use the extended logo version whenever possible. If there is not enough space to meet the minimum size requirement for the extended logo, you may use the horizontal logo. The horizontal logo should be at least 3/8 inch in height.

0.375"

UNIVERSITY LOGO

Logo Mark

The Unity Tree is one of two acceptable logo marks. It may not be reconstructed or altered in any way. This logo mark may be used as a design element separate from the formal logo only if the formal logo appears elsewhere on the printed or digital piece. The only exception to this is if the medium where a logo is needed is too small to allow for the primary logo to be used.

UNIVERSITY LOGO

The second acceptable Unity logo mark is the U and the tree. This can be used alone or in branding expressions. The U and the Tree should only be used in the following color iterations; black U and green tree, white U and green tree, or white U and white tree.

EXAMPLES OF BRANDING EXPRESSIONS

UNIVERSITY TAG LINE

The Unity Environmental University tag line "Education where you are" speaks to our future as an institution. We will deliver high quality education meeting students where they are.

The logo and tagline lock-up should not be altered. They are locked into a specific relationship to one another and form a single unit. The elements may not be rearranged or the relationship altered in any way to change the logo's graphic integrity.

UNIVERSITY SEALS

The Unity Environmental University seal is used for only the most formal occasions, appearing on University diplomas, formal invitations, and ceremonial documents deemed appropriate by the Office of the President. The University seal should never be substituted for the Unity logo. There are two authorized versions of the seal, the Unity Seal and the Presidential Seal. The Presidential Seal should only be used by the Office of the President. Neither of these seals may be used as a graphic element without permission from the Marketing Department.

UNIVERSITY

PRESIDENTIAL

SEBU LOGOS

Every SEBU will have a logo that follows a consistent lock-up that should be used on all official communications. There is a horizontal and a vertical iteration for every SEBU. Each Unity SEBU has been assigned a designated accent color that should be used as the primary color in all SEBU marketing materials to visually differentiate from the other SEBUs. However, the Unity Tree should always be either the Official Unity Green or white.

SOCIAL   VERTICAL   HORIZONTAL

SEBU LOGOS

SOCIAL   **VERTICAL**   **HORIZONTAL**

UNITY
ENVIRONMENTAL
UNIVERSITY
TECHNICAL INSTITUTE FOR
ENVIRONMENTAL PROFESSIONS

U | TIEP

SOCIAL   **VERTICAL**   **HORIZONTAL**

UNITY
ENVIRONMENTAL
UNIVERSITY
AT PINELAND

U | AT PINELAND

SOCIAL   **VERTICAL**   **HORIZONTAL**

UNITY
ENVIRONMENTAL
UNIVERSITY
SUSTAINABLE VENTURES

U | SUSTAINABLE VENTURES

CO-BRANDING & PARTNERSHIP LOGOS

When it comes to co-branding logo standards, it is crucial to ensure that both brands' visual identities are aligned and harmonized to create a cohesive look and feel. By following these guidelines, co-branded logos can effectively communicate the partnership's message and build a strong visual identity for the collaboration.

If pairing a secondary logo with Unity, the only accepted placement is to position the secondary logo to the right of Unity's Primary logo, separated by a black divider line, with half the width of the U from the Unity logo. Care should be taken to balance the secondary logo and Unity's so that neither visually dominates the other.

SPACING EXAMPLE

CO-BRANDED LOGO

CO-BRANDING & PARTNERSHIP LOGOS

Before any co-branded materials or assets can be developed, you must provide:

- Explicit approval from the external partner(s) to use their logo.
- The external partner logo in .eps format with fonts outlined. (raster logos (.jpg, .png, .pdf, etc.) are not acceptable and cannot be used)
- The external partner brand guide.
- Explicit approval from the appropriate division head, VP or leadership team.
- An outline including the partnership goals.

COLOR
PALETTE

Official Unity Green

Always make sure to incorporate the Official Unity Green into all of our marketing materials. With the only exception being on black and white marketing materials.

Color is a strong identifier in visual identity. Using the Official Unity Green is distinctive of our brand and will ensure connection across all communications.
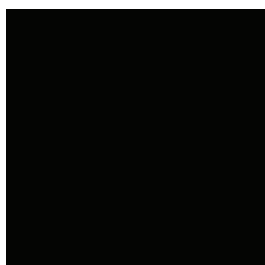
OFFICIAL UNITY GREEN
PMS 576
C: 100 M: 0 Y: 49 K: 39
R: 92 G: 135 B: 39
#669933

To ensure consistency, below are the Official Unity black and gray.

BLACK
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0
#000000

GRAY
C: 0 M: 0 Y: 0 K: 40
R: 167 G: 169 B: 171
#A7A9AB

COLOR PALETTE

Accent Color Palette

All Unity communications can use the entirety of the accent color palette. Additionally, each Unity SEBU has been assigned a designated accent color that should be used as the primary color in all SEBU marketing materials to visually differentiate from the other SEBUs.

HYBRID LEARNING
C: 2 M: 38 Y: 100 K: 0
R: 247 G: 167 B: 0
#F7A700

DISTANCE EDUCATION
C: 100 M: 20 Y: 0 K: 0
R: 0 G: 149 B: 217
#0095D9

TIEP
C: 19 M: 83 Y: 100 K: 9
R: 189 G: 70 B: 0
#BD4600

AT PINELAND
C: 83 M: 96 Y: 16 K: 4
R: 82 G: 50 B: 126
#52327e

SUSTAINABLE VENTURES
C: 100 M: 65 Y: 37 K: 21
R: 0 G: 79 B: 110
#004F6E

COLOR PALETTE

GREEN ACCENT
C: 87 M: 0 Y: 70 K: 0
R: 0 G: 176 B: 124
#009966

PURPLE ACCENT
C: 0 M: 67 Y: 33 K: 40
R: 153 G: 51 B: 102
#993366

Interior Wall Paint

To ensure consistency when painting interior walls, please use the color "Salamander" by Behr Paint for Unity green.

SALAMANDER
P370-6
LRV: 32 R: 137 G: 164 B: 87
Salamander is a rich, vivid green that embodies the diversity and dynamic energy of the great outdoors.

BRAND

TYPOGRAPHY

The official University typefaces used in the logo are Thyromanes Normal and Acumin Variable Concept.

Thyromanes Normal should not be used in communications or design outside of the logo.

Acumin Variable Concept should be used as the primary typeface used in communications. This typeface has 90 weights and variations. Any of which can be used in communications. However, no more than 3 variations should be used in a single communication or design piece.

ACUMIN VARIABLE CONCEPT

EXTRA CONDENSED LIGHT
EXTRA CONDENSED MEDIUM
EXTRA CONDENSED BLACK
EXTRA CONDENSED ULTRA BLACK

CONDENSED LIGHT
CONDENSED MEDIUM
CONDENSED BLACK
CONDENSED ULTRA BLACK

LIGHT
MEDIUM
BLACK
ULTRA BLACK

WIDE LIGHT
WIDE MEDIUM
WIDE BLACK
WIDE ULTRA BLACK

CONDENSED MEDIUM
CONDENSED MEDIUM ITALIC

MEDIUM
MEDIUM ITALIC

WIDE MEDIUM
WIDE MEDIUM ITALIC

TYPOGRAPHY

Roboto is the typeface that should be used for web ,email, and digital purposes. This typeface should be used in external facing communications. Roboto has 12 variations all of which can be used. No more than 3 variations should be used on any communication.

ROBOTO

Roboto Thin
Roboto Thin Italic
Roboto Light
Roboto Light Italic
Roboto Regular
Roboto Regular Italic
Roboto Medium
Roboto Medium Italic
Roboto Bold
Roboto Bold Italic
Roboto Black
Roboto Black Italic

SHAPES & PATTERNS

The Unity Tree can be used to represent Unity. It can be used in the Official Unity Green, white, and black. The Unity Tree can be used to create a repeat pattern. Additionally the U and the Unity Tree can be used to create a repeat pattern. The white iteration of both patterns can be laid on top of any color in the Unity color palette. The white texture should always be used at 10% opacity.

GUIDELINES FOR USAGE

Do:
- Use .eps files for print and .png files for web.
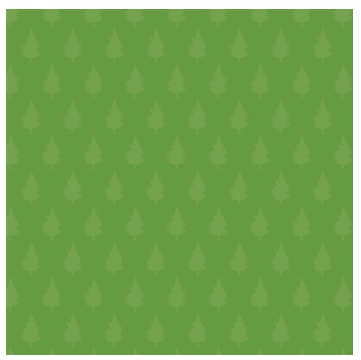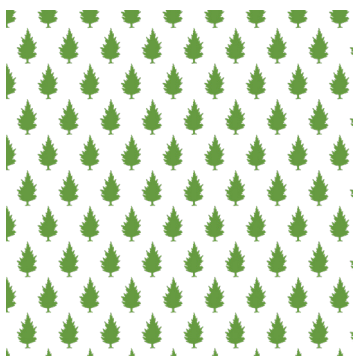- Crop or zoom into the shapes and patterns proportionally when necessary.

Don't:
- Edit the layout of the patterns.
- Use the shapes to create custom logos.
- Overlay the shapes and patterns on top of a clashing background.
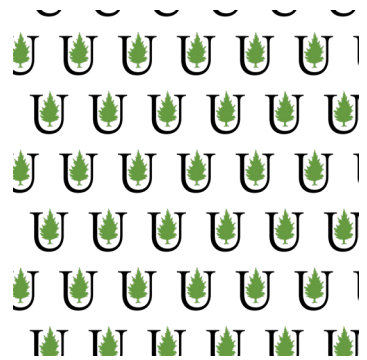- Use patterns behind body copy.

SHAPES & PATTERNS

UNITY TREE PATTERN

U + TREE PATTERN

TEXTURES

The tree ring texture can be added to designs to add a visual depth. The white tree rings texture can be layered over any of the colors in the Unity color palette. The white texture should always be used at 10% opacity.
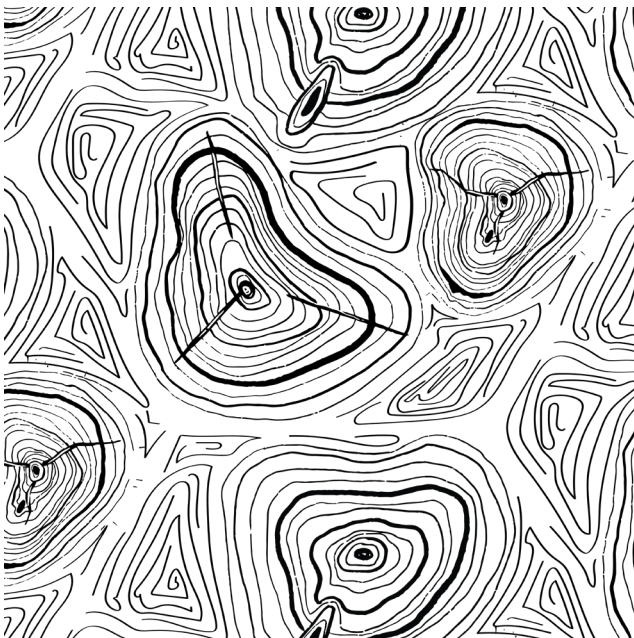
GUIDELINES FOR USAGE

Do:

- Use .eps files for print and .png files for web.
- Crop or zoom into the textures proportionally when necessary.

Don't:

- Edit the layout of the textures.
- Use the textures to create custom logos.
- Overlay the textures on top of a clashing background.
- Use textures behind body copy.

TREE RINGS PATTERN

STATIONARY SYSTEM

The University has created a standard stationery template for letterhead and envelopes. The University templates may not be altered in any way, including rearranging information, changing colors and adding additional design elements. In order to maintain consistency, logo usage is limited to the main University logo and SEBU logos. Groups with department logos may use the main University logo or their overarching group's SEBU logo. Sustainable Ventures will use SV blue with the address of the individual business.

ENTERPRISE LETTERHEAD

70 Farm View Drive, Suite 200
New Gloucester, ME 04260
207-509-7100
info@unity.edu
unity.edu

UNITY
ENVIRONMENTAL
UNIVERSITY

For any additional stationary, contact the Marketing Department.

ENTERPRISE ENVELOPE

UNITY
ENVIRONMENTAL
UNIVERSITY

70 Farm View Drive, Suite 200
New Gloucester, ME 04260

STATIONARY SYSTEM

HL LETTERHEAD

90 Quaker Hill Road
Unity, Maine 04988
1-800-624-1024
hybrid@unity.edu
unity.edu/hl

UNITY
ENVIRONMENTAL
UNIVERSITY
HYBRID LEARNING

DE LETTERHEAD

70 Farm View Drive, Suite 200
New Gloucester, ME 04260
207-509-7155
online@unity.edu
unity.edu/de

UNITY
ENVIRONMENTAL
UNIVERSITY
DISTANCE EDUCATION

HL ENVELOPE

HYBRID
LEARNING

90 Quaker Hill Road, Unity, Maine 04988

DE ENVELOPE

DISTANCE
EDUCATION

70 Farm View Drive, Suite 200, New Gloucester, ME 04260
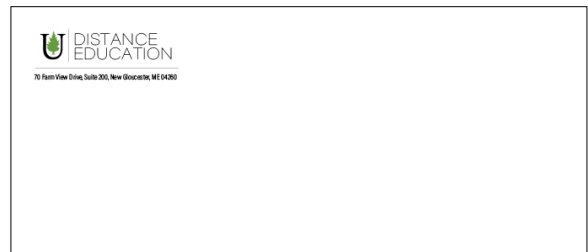
STATIONARY SYSTEM

TIEP LETTERHEAD

70 Farm View Drive, Suite 200
New Gloucester, ME 04260
207-616-6004
tiep@unity.edu
unity.edu/tiep

UNITY
ENVIRONMENTAL
UNIVERSITY
TECHNICAL INSTITUTE FOR
ENVIRONMENTAL PROFESSIONS

AT PINELAND LETTERHEAD

70 Farm View Drive, Suite 200
New Gloucester, ME 04260
207-509-7100
UnityPineland@Unity.edu
unity.edu/pineland

UNITY
ENVIRONMENTAL
UNIVERSITY
AT PINELAND

TIEP ENVELOPE

U TIEP
70 Farm View Drive, Suite 200
New Gloucester, ME 04260

AT PINELAND ENVELOPE

U AT PINELAND
70 Farm View Drive, Suite 200, New Gloucester, ME 04260

STATIONARY SYSTEM

SV LETTERHEAD

70 Farm View Drive, Suite 200
New Gloucester, ME 04260
207-509-7100
sv@unity.edu
unity.edu/sv

UNITY
ENVIRONMENTAL
UNIVERSITY

SUSTAINABLE VENTURES

SV ENVELOPE

SUSTAINABLE
VENTURES

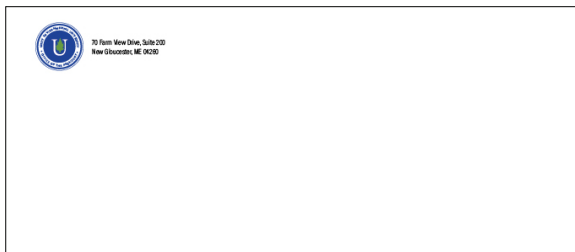70 Farm View Drive, Suite 200, New Gloucester, ME 04260

STATIONARY SYSTEM

PRESIDENTIAL LETTERHEAD

The Presidential letterhead and envelope are only to be used by official communications from the Office of the President.

PRESIDENTIAL ENVELOPE

STATIONARY SYSTEM

The Unity business card template is a 2-sided design with individual information on the front and the University logo and URL on the back. The accent color on each business card aligns with the designated SEBU color. Please do not attempt to format customized business cards.

ENTERPRISE BUSINESS CARD

KELLY SCHNECK
Associate Director of SEBU Communications
Enterprise

207-509-7100

70 Farm View Drive, Suite 200
New Gloucester, ME 04260

kschneck@unity.edu

unity.edu

UNITY ENVIRONMENTAL UNIVERSITY
America's Environmental University™

HL BUSINESS CARD

KELLY SCHNECK
Associate Director of SEBU Communications
Hybrid Learning

207-509-7100

70 Farm View Drive, Suite 200
New Gloucester, ME 04260

kschneck@unity.edu

unity.edu/hl

UNITY ENVIRONMENTAL UNIVERSITY
America's Environmental University™

STATIONARY SYSTEM

DE BUSINESS CARD

KELLY SCHNECK
Associate Director of SEBU Communications
Distance Education

207-509-7100

70 Farm View Drive, Suite 200
New Gloucester, ME 04260

kschneck@unity.edu

unity.edu/de

America's Environmental University™

TIEP BUSINESS CARD

KELLY SCHNECK
Associate Director of SEBU Communications
Technical Institute for Environmental Professions

207-509-7100

70 Farm View Drive, Suite 200
New Gloucester, ME 04260

kschneck@unity.edu

unity.edu/tiep

America's Environmental University™

STATIONARY SYSTEM

AT PINELAND BUSINESS CARD

KELLY SCHNECK
Associate Director of SEBU Communications
At Pineland

207-509-7100

70 Farm View Drive, Suite 200
New Gloucester, ME 04260

kschneck@unity.edu

unity.edu/pineland

SV BUSINESS CARD

KELLY SCHNECK
Associate Director of SEBU Communications
Sustainable Ventures

207-509-7100

70 Farm View Drive, Suite 200
New Gloucester, ME 04260

kschneck@unity.edu

unity.edu/sv

STATIONARY SYSTEM

Unity employees are encouraged to use the Popl digital business card. Digital business cards offer convenient sharing of contact information with a tap, eliminating physical cards, and reducing waste. They seamlessly integrate with digital platforms, enabling instant connections to social media profiles and websites for enhanced networking.

Employees are encouraged to customize their apps on their business card. When adding social media apps, employees should use the Unity accounts, except for Linkedin where they should use their personal accounts.

ENTERPRISE DIGITAL BUSINESS CARD
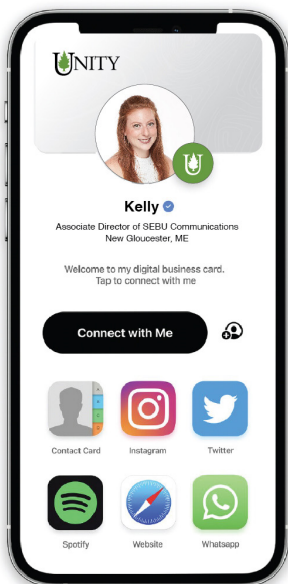
STATIONARY SYSTEM

HL DIGITAL BUSINESS CARD

DE DIGITAL BUSINESS CARD

TIEP DIGITAL BUSINESS CARD

SV DIGITAL BUSINESS CARD

VIDEO CALL BACKGROUNDS

Consistency in branding video call backgrounds is crucial as it helps establish a professional and cohesive image that reinforces the brand identity and creates a memorable impression on participants. By maintaining consistent backgrounds, it ensures a visually unified experience, minimizes distractions, and allows the focus to remain on the content and communication during video calls.
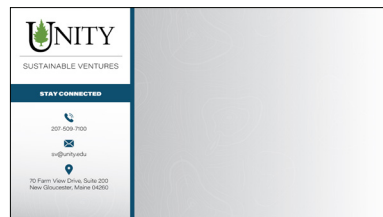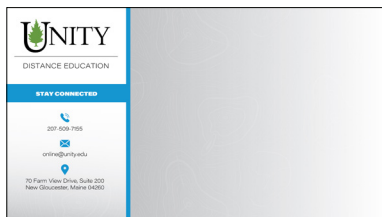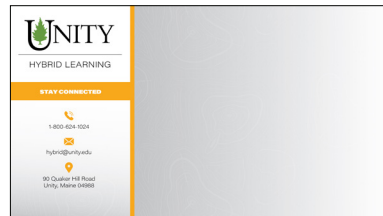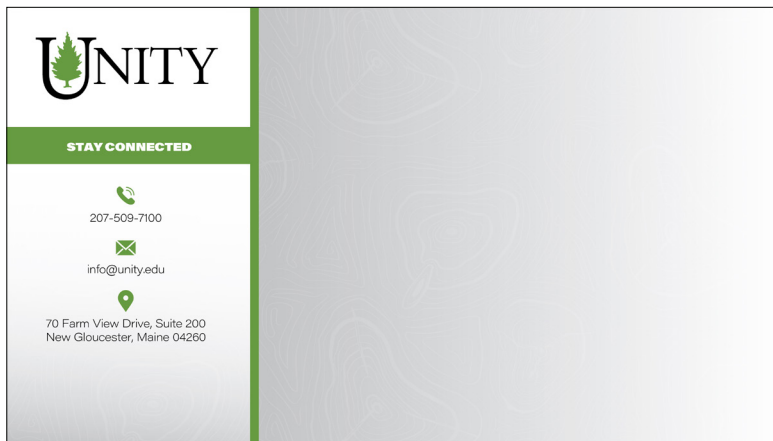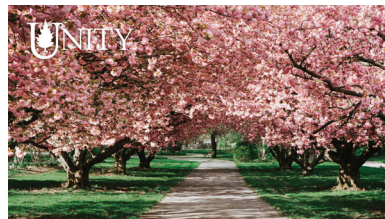
SOLID SEBU COLORS BACKGROUND

VIDEO CALL BACKGROUNDS

CONTACT SEBU BACKGROUND

VIDEO CALL BACKGROUNDS

ENVIRONMENTAL UNITY BACKGROUND

TEMPLATES

Maintaining consistency in templates is important as it provides a unified and recognizable structure for various documents or designs, enhancing brand recognition and professionalism. Consistent templates streamlines workflows, improves efficiency, and facilitates easier updates and scalability across multiple projects or team members.

For any additional templates, contact the Marketing Department.

POWERPOINT TEMPLATE

EMAIL SIGNATURES

The Unity email signature features the SEBU logo at the top, with the social links below linking to the specific SEBU social accounts. Do not alter the format of the email signature in anyway. Any alterations should be presented to the Marketing Department for approval.

ENTERPRISE EMAIL SIGNATURE

Kelly Schneck
Associate Director of SEBU Communications
Unity Environmental University
70 Farm View Drive, Suite 200
New Gloucester, ME 04260

Cell: 207-555-5555
Office: 207-555-5555

Instagram | Facebook | LinkedIn | Twitter

Confidentiality Notice: This e-mail message, including any attachments, is for the sole use of the intended recipient(s) and may contain confidential and privileged information. Any unauthorized review, use, disclosure, or distribution is prohibited. If you are not the intended recipient, please contact the sender by reply e-mail and destroy/delete all copies of the original message.

EMAIL SIGNATURES

HYBRID EMAIL SIGNATURE

Kelly Schneck
Associate Director of SEBU Communications
Unity Environmental University
90 Quaker Hill Road
Unity, Maine 04988

Cell: 207-555-5555
Office: 207-555-5555

Instagram | Facebook | LinkedIn | Twitter

Confidentiality Notice: This e-mail message, including any attachments, is for the sole use of the intended recipient(s) and may contain confidential and privileged information. Any unauthorized review, use, disclosure, or distribution is prohibited. If you are not the intended recipient, please contact the sender by reply e-mail and destroy/delete all copies of the original message.

DISTANCE EDUCATION EMAIL SIGNATURE

Kelly Schneck
Associate Director of SEBU Communications
Unity Environmental University
70 Farm View Drive, Suite 200
New Gloucester, ME 04260

Cell: 207-555-5555
Office: 207-555-5555

Instagram | Facebook | LinkedIn | Twitter

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EMAIL SIGNATURES

TIEP EMAIL SIGNATURE

Kelly Schneck
Associate Director of SEBU Communications
Unity Environmental University
70 Farm View Drive, Suite 200
New Gloucester, ME 04260

Cell: 207-555-5555
Office: 207-555-5555

Instagram | Facebook | LinkedIn | Twitter

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SUSTAINABLE VENTURES EMAIL SIGNATURE

Kelly Schneck
Associate Director of SEBU Communications
Unity Environmental University
70 Farm View Drive, Suite 200
New Gloucester, ME 04260

Cell: 207-555-5555
Office: 207-555-5555

Instagram | Facebook | LinkedIn | Twitter
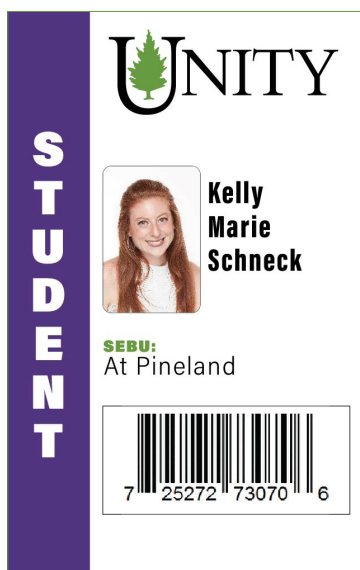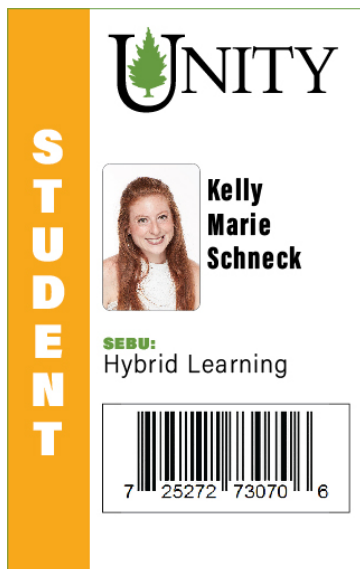

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ID CARD

All students and employees have designated ID cards with their respective SEBU colors.

STUDENT ID CARDS

STUDENT

UNITY

Kelly Marie Schneck

SEBU:
Hybrid Learning

7 25272 73070 6

STUDENT

UNITY

Kelly Marie Schneck

SEBU:
Distance Education

7 25272 73070 6

STUDENT

UNITY

Kelly Marie Schneck

SEBU:
Technical Institute

7 25272 73070 6

STUDENT

UNITY

Kelly Marie Schneck

SEBU:
At Pineland

7 25272 73070 6

ID CARD

EMPLOYEE ID CARDS

EMPLOYEE

U̇NITY

Kelly Marie Schneck

SEBU:
Hybrid Learning

7 25272 73070 6

EMPLOYEE

U̇NITY

Kelly Marie Schneck

SEBU:
Distance Education

7 25272 73070 6

EMPLOYEE

U̇NITY

Kelly Marie Schneck

SEBU:
Technical Institute

7 25272 73070 6

EMPLOYEE

U̇NITY

Kelly Marie Schneck

SEBU:
At Pineland

7 25272 73070 6

EMPLOYEE

U̇NITY

Kelly Marie Schneck

SEBU:
Sustainable Ventures

7 25272 73070 6

EMPLOYEE

U̇NITY

Kelly Marie Schneck

Enterprise

7 25272 73070 6

MERCHANDISE

Branded merchandise plays a critical role in establishing and promoting brand awareness, as it serves as a tangible representation of Unity Environmental University. It not only creates a lasting impression but also serves as a powerful marketing tool, spreading the brand's message and values to a wider audience, thereby increasing brand visibility and loyalty.

For any additional designs, contact the Marketing Department.

MERCHANDISE EXAMPLES