

The Signature - Stationery Options and Visual Samples

Info derived from pages 13 -15 of the UMass Boston Brand Manual, 2009.

A “signature” is the combination of the visual identifier with the full name of the university OR the combination of the visual identifier with the name of an element of the university, such as a college, department, or center. A signature is used to establish the source of the particular piece of communication.

The appropriate hierarchy of organizational names for any given piece of communication should be determined not by the administrative hierarchy but by the needs of the particular audience to whom the piece is addressed.

The accompanying diagrams define the relationship between the UMass Boston visual identifier and the adjacent administrative names.



UNIVERSITY SIGNATURE

University-wide administrative units are identified with the full name of the university in the primary position and the administrative unit in the secondary position.



COLLEGE-LEVEL SIGNATURE

In the case of colleges, graduate schools, and other large units such as major institutes and centers, the name of the unit is in the primary position, and the university is identified in the secondary position.



SUB-COLLEGE-LEVEL SIGNATURE

The name of the department, program, or center is in the primary position, while the name of the college or school is in the secondary position and the name of the university is at the bottom.