

Guidelines for Use of CURA's Visual Identity

Center for Urban and
Regional Affairs (CURA)

UNIVERSITY OF MINNESOTA

Driven to DiscoverSM

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Introduction

The visual identity that is associated with the Center for Urban and Regional Affairs is a significant element in CURA's communication efforts, both inside and outside the University of Minnesota community. It is a shorthand way of linking CURA and its associated programs with the work we do. It is also an important part of how others recognize and perceive CURA. As such, CURA's visual identity is a valuable resource that must be carefully managed and protected to ensure its integrity. Consistent and liberal use of the visual identity will help to maintain and reinforce its value.

Questions or comments regarding any of the guidelines established in this style manual should be addressed to the CURA editor at curaedit@umn.edu or 612-625-7501.

Elements of the Identity

The Logo

The CURA logo—the acronym “CURA” in a stylized, block, sans-serif type—was originally created by Neil Gustafson, CURA’s first editor. The font, the sizing of the letters, and the way the letters are placed form a very specific image that has come to symbolize the Center for Urban and Regional Affairs since the logo was first introduced in the Summer 1971 issue of the *CURA Reporter*.

In December 2010, University Relations required that the use of all unit logos be discontinued. However, they do permit unit logos to be "repurposed" as graphic elements. Although the stylized, block CURA still appears in various forms—for example, on the CURA website, and as part of the masthead on the *CURA Reporter* and the *CURA Policy Brief*—it may no longer be used as a standalone logo to represent the Center for Urban and Regional Affairs.



The Logotype

The CURA logotype consists of the text “Center for Urban and Regional Affairs” in the sans-serif font Calibri.

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The University of Minnesota Wordmark

The wordmark is the official logo of the University of Minnesota. It is required on all publications and other visual communications developed by and for the University. The U of M wordmark is separated from the CURA logotype by a vertical rule. For guidelines on use of the U of M wordmark, visit www1.umn.edu/brand/requirements-and-guidelines/logos/index.php

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The Driven to Discover Tagline

The Driven to Discover (D2D) tagline is an optional element of the identify. For guidelines on use of the D2D tagline, visit www1.umn.edu/brand/requirements-and-guidelines/discover/index.php

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Use of the Identity

When to Use the Identity

The CURA identity is a shorthand way of linking CURA and its associated programs with the work we do. Consequently, the identity should appear on **all** of the following:

- ▶ **Published CURA Reports.** These are official publications about CURA-supported programs or projects. These publications are reviewed and edited by CURA editorial staff, receive a CURA publication number (e.g., CURA 03-1), and are copyrighted. Most published CURA reports are printed through a small press run (100 to 500 copies) for wider distribution to the public.
- ▶ **Unpublished Project Reports.** These are unofficial reports about CURA-supported projects, often written by a student research assistant. Examples include project reports written by NPCR and CAP students. Unpublished project reports are not reviewed or edited by CURA editorial staff, do not receive a CURA publication number, and are not copyrighted by CURA. Generally they are not printed for wider distribution, although they may be available on the CURA Web site in PDF format.
- ▶ **CURA Websites.** This includes all Websites that are affiliated with CURA or its programs and that are maintained by CURA staff. It **does not** include Websites that are associated with CURA-supported projects unless the CURA editor has granted permission in writing for such use.
- ▶ **CURA promotional materials.** This includes CURA-produced brochures, program evaluations or updates, and other materials used to promote CURA, its programs, or its projects.

The CURA identity may also appear on materials promoting conferences, forums, or other events that CURA has officially sponsored or funded.

Requests for any other use not listed here should be directed to the CURA editor (curaedit@umn.edu) and will be considered on a case-by-case basis.

Use of the Identity—*continued*

Graphic Styles

All elements of the CURA visual identity, as shown at right, **must** be included (Driven to Discover tagline is optional). Do not use portions of the visual identity.

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Size

The minimum reproduced size for the visual identity is 40% of the JPG or TIF file's screen size. There is no maximum size.

Placement

The CURA identity should appear on the cover or title page of print publications, and on the home page of CURA-affiliated Websites.

Color

The identity may be reproduced in any color or on any color background as long as the contrast is above 30% (i.e., black and outline versions should be placed on lighter colors and white on darker colors).

With the University Wordmark

The University of Minnesota requires that the University's wordmark appear on **all** publications or Web sites produced by CURA.

File Formats

Versions of the CURA identity are available as **JPG**, **TIF**, or **EPS** files on the CURA shared drive (accessible to CURA staff). *Only TIF or EPS versions of the CURA identity should be used for printed materials.* For Web or PowerPoint applications, use the JPG version.

Students preparing project reports should contact Jeff Corn (curacbr@umn.edu, 612-625-0744) to request files. All other requests for use of the logo should be directed to the CURA editor (curaedit@umn.edu, 612-625-7501).

Misuse of the Identity

Using on Non-CURA Publications or Materials

Unless prior permission has been granted by CURA, the CURA identity should **never** appear on publications or other materials not produced by CURA, nor should CURA's name appear on such materials in a way that suggests CURA's tacit approval, support, or review of the material. Examples of non-CURA publications and materials include:

- ▶ **Reports Published Elsewhere.** A report about a CURA-supported project written or published by an agency or organization other than CURA. These publications are not reviewed or edited by CURA. In such cases, CURA's assistance with or contribution to a publication should appear on the acknowledgements page or in the foreword of a print publication.
- ▶ **Non-Supported Materials Produced by CURA Staff.** This includes papers, reports, PowerPoint presentations, Websites, or other materials that are written or produced by CURA staff, but that are unrelated to a project or event that CURA has officially funded or sponsored. Instead of using the CURA identity on such materials, consider listing your affiliation with CURA (see example at right).
- ▶ **Non-Supported Materials Produced by Students or Faculty.** This includes publications or other materials written or produced by students or faculty who are currently working with CURA, but that are unrelated to a project or event CURA has officially funded or sponsored.

CURA Staff: Please note that it is **your responsibility** to inform the partners, community organizations, students, and faculty you work with of the proper guidelines for use of the CURA identity. If you or they are uncertain whether a particular use of the identity is appropriate, please contact CURA's editor at curaedit@umn.edu or 612-625-7501.

The Minnesota Child Welfare System

by

Esther Wattenberg
Professor, School of Social Work
Associate, Center for Urban and Regional
Affairs (CURA)

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Advanced Studies in Child Welfare

Misuse of the Identity—*continued*

Placing Near Other Graphic Elements or Type

Avoid placing the CURA identity in close proximity to other graphic elements or text.

Placing on or in a Shape

Do not place the CURA identity inside a border or shape.

Distorting the Identity

Do not curve, warp, or break up the CURA identity.

Changing the Typeface

Do not recreate the CURA identity using a different font, or add additional text to the identity.

Using in Text

Do not incorporate any element of the identity in running text. Instead, use the acronym “CURA” in capital letters in the same type style and size as the surrounding text.

Using with Other Identities

Establish a clear hierarchy when using the CURA identity in combination with other identities. It is preferable that the CURA identity be the most prominent visual element.

Imaging Resources

Availability of CURA Identity

Files for use of the CURA identity are available on the CURA shared drive, which is accessible to all CURA staff. The identity is available in JPG format (for Web applications), as well as TIF and EPS format (for print publications). Students preparing project reports should contact Jeff Corn (curacbr@umn.edu, 612-625-0744) to request files. All other requests for use of the logo should be directed to the CURA editor (curaedit@umn.edu, 612-625-7501).

Notes on Image File Formats and Sizing

The most important issues to consider in selecting which logo file to use are *compatibility* and *resolution*.

- ▶ **Compatibility.** Generally files submitted for printing on press will only be accepted if graphic elements are in TIF or EPS formats. For print purposes, TIFs must have at least 300 dpi (dots-per-inch) of *real resolution*. Use JPG format for Web or PowerPoint applications only. The nature of the JPG file format makes it inappropriate for print purposes. Note that saving a JPG image as a TIF or EPS file will **not** render the image usable for print purposes.
- ▶ **Resolution.** An image in a bitmapped file format (JPG, TIF, GIF, etc.) is best thought of in terms of the number of pixels it contains in its original state. The relationship between its actual dimensions in inches and its resolution (dots-per-inch, or dpi) is entirely relative. A file of 600 x 400 pixels, viewed at 300 dpi, will have a real size of 3 inches by 2 inches. Viewed at 150 dpi, the image will be larger —6 inches by 4 inches—but grainier. Image editing programs allow people to manipulate the scale and resolution of images, but unless they are familiar with graphic design principles, they often accidentally add duplicate pixels or lose resolution in the process. Be careful when making any such adjustments. For an overview of the issues involved in manipulating images, visit <http://www.scantips.com/basics09.html>.