You are the keeper of our brand. The outstanding work you deliver daily makes our brand flourish, but there is still more to be done. By following the guidelines in this book, you’ll be doing your part to protect and strengthen the University of Memphis. Inside you’ll find simple directions on how to use our visual identity correctly, while always capturing the unique spirit of our institution.

Why branding is important. Inconsistent use of a brand is the number one factor that reduces the strength of a brand. By consistently putting forth a unified image to the public, we are bringing value, prominence and awareness to our University. This increased visibility helps the University prosper in admissions/recruiting, fundraising and other areas of growth.

Access to artwork. To help you develop effective marketing materials, we made the process of accessing all the U of M brand images simple. The design elements, artwork and most up-to-date information are easily accessible by visiting our brand standards Web site. www.memphis.edu/logo

When in doubt, call. These standards were carefully developed by experienced professionals in the marketing and communications office in conjunction with esteemed colleagues, both on and off campus. Should you have any questions, please do not improvise solutions without first consulting the marketing and communications office.
Correct software is key. Before getting into the details of design graphics, let’s address the means by which we create our graphics. The use of industry-standard software for designing print materials is essential to ensuring the highest quality. Such applications allow for strict control of color, typography and images for print and web-based use.

Software considered industry standard:

**LAYOUT**
Quark XPress; Adobe InDesign or PageMaker

**VECTOR GRAPHICS**
Macromedia FreeHand; Adobe Illustrator

**RASTER IMAGES/PHOTOGRAPHY**
Adobe Photoshop

*Applications such as Microsoft Word, Microsoft Publisher, PrintShop, and Corel Draw do not conform to industry standards, and therefore, should not be used for print design.*