

To establish and protect the democratic system for undergraduate university governance; to promote the general welfare of university undergraduate students. To create strong lines of communication between students and university administrators; to ensure greater transparency in administrative decisions.



Student Government Association

To protect the accessibility and affordability of the university for all students. To work to acknowledge, appreciate, and expand the diversity of the student body, including socioeconomic, racial, religious, cultural, gender, sexual orientation, and political characteristics.

To provide leadership opportunities and

UMass SGA

Graphic & Typography Branding Guide

(updated Fall 2020)

development for all undergraduate students and to set the standards which other schools strive to uphold when leading their students into the future.

Introduction

This branding guide for the UMass Student Government Association promotes a recognizable identity for our student government and strengthens our ability to communicate.

As the legal governing structure of the undergraduate student population at the University of Massachusetts Amherst, we have a unique responsibility to represent students. The purpose of this guide is to promote consistency in the look and feel of our communications, in print, social, and web formats.

Logo

Our official logo is set in UMass Maroon, depicting the dynamic skyline of UMass Amherst. The primary logo should be used wherever possible/practical.

Compact variations may be used in situations where the logo is close to our full name (Student Government Association), or in cases where the primary logo will be too small to read:

Primary Logo

Compact Variations



Colors

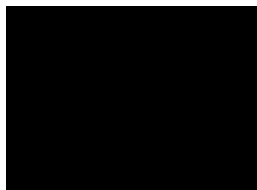
Our primary organizational color is UMass Maroon. We also use several accent colors throughout our communications that complement well. As the primary visual link with the university and the students that we represent, UMass Maroon should be appropriately applied across all media.



UMass Maroon

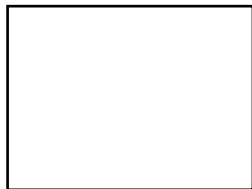
Print: Pantone 202 C

Web: Hex: **#881c1c** RGB: (136, 28, 28)



Black

Web: Hex: **#000000** RGB: (0, 0, 0)



White

Web: Hex: **#ffffff** RGB: (255, 255, 255)



Dark Maroon

Web: Hex: **#600000** RGB: (38, 0, 0)



SGA Gray

Web: Hex: **#474747** RGB: (71, 71, 71)

Wordmark and Typography

Typography is a key aspect of our graphic identity. As student government representatives, we can use fonts strategically:

Using fonts that are part of the University's official brand guidelines gives us a degree of legitimacy and institutionality that represents the responsibility we hold to the student body, and how we can help students by building a better UMass.

Simultaneously, by not strictly following the University's brand guidelines, using different font weights or widths, we can forge our own identity that symbolizes our independence from administration and willingness to advocate for students.

Wordmark

Our wordmark can be used as a substitute for our circular "medallion" logo in certain situations. The wordmark is set in Minion Pro Regular, the same font as UMass Amherst's institutional wordmark.

Student Government Association

Student Government Association

This wordmark should be used sparingly. It is visible in the header of our website, as well as our official UMass letterhead template:



Typography

Our usage of typography derives from the official UMass style guide, with a few key twists.

Our four primary typefaces are **Minion Pro** (serif), **Frutiger** (sans-serif), **Lora** (serif), and **Open Sans** (sans-serif).

Minion Pro and Frutiger are non-free licensed fonts, meaning they are restricted to institutional use, and only available to university employees, as the university holds a license for these fonts.

Lora and Open Sans are both available through an open font license, meaning they are freely available and should be used as a substitute wherever Minion Pro and Frutiger are not available.

Serif

Minion Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Minion Pro is our official serif typeface, used in our wordmark. Minion Pro may also be used as a headline font, wherever it feels appropriate to do so.

Lora

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Lora is our secondary serif typeface, and can be used wherever Minion Pro is not available, when it feels appropriate to do so.

Typography (cont.)

Sans Serif

Frutiger 77 Black Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Frutiger 77 Black Condensed is our sans serif heading typeface. It may be used **exclusively** as a headline typeface, and may not be used for body/paragraph text.

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Open Sans is our sans serif typeface, primarily used for body/paragraph text. Open Sans can also function as a headline typeface, wherever Frutiger 77 is not available.

Examples



Usage of a serif font, such as Minion Pro or Lora.



The Executive

The Executive Branch consists of President, and their appointed C

Every spring, students elect the Pre popular, campus-wide, online vote. and Vice-President create an applic them to hire a well-rounded, engag serves the many needs of students

Usage of Frutiger 77 for heading and Open Sans for body/secondary text.

Looking for courses to add to your schedule?

Check out our new Social & Racial Justice Course List!

VISIT bit.ly/sga-courses