Overview
About UMFK

The University of Maine at Fort Kent was founded in 1878 as the Madawaska Training School. The school’s purpose was to train bilingual teachers for the schools of the St. John Valley. The school became a four-year college in 1961, and in 1970 the school changed its name to University of Maine at Fort Kent. While UMFK started out as a teaching school, the University now offers a wide array of programs, including Applied Forest Management, Public Safety Administration, Biology, English, Nursing, and more.

UMFK’s mission is to nurture and engage a diversity of learners and aspiring professionals in Maine’s rural communities and beyond through affordable, technologically-enhanced, and professionally-focused educational programs.
Brand Positioning

The University of Maine at Fort Kent is the only institution in the U.S. situated at the heart of French culture in northern Maine, northern New Brunswick, and Québec. UMFK aims to provide educational opportunities and support academic success for those in rural communities by offering affordable baccalaureate and associate degrees, as well as several certificate programs. UMFK’s Nursing Program is highly regarded in the New England region and draws students nationwide due to its flexibility and affordability.

As a rural university, UMFK offers a close-knit community, a low student to faculty ratio, and a high level of student support from faculty and staff. Despite its rural location, UMFK has a more diverse student body than many larger universities in the state. UMFK not only prepares its students to lead in rural communities, but to make an impact globally as well.
Using this Guide

The following pages serve as a guide for all marketing and communications materials for University of Maine at Fort Kent. Consistent and unified brand messaging and visuals will strengthen UMFK’s identity and ensure materials reflect a high-quality standard this guide sets forth.

Contact

If there are questions regarding the use of UMFK’s visuals or communications materials, please contact the UMFK Director of Marketing and Communication at (207) 834-7558.
Visual Design
Our Logo

The University of Maine at Fort Kent logo emphasizes the university's academic mission as well as its rural setting. The logo's unique icon features the sun on the horizon and a bridge symbolizing the connection between the United States and Canada over the St. John River.

The primary version of the logo is horizontal and includes the French translation of University of Maine underneath a yellow dividing line. The French translation represents the local culture; however, you may omit the French line when used on materials targeting a larger audience.
Secondary Logo

The secondary version of the logo is vertical and should be used when the primary version is not ideal, such as when the logo is placed on narrow width pieces or tall, portrait oriented applications. For example, the vertical logo could be used on hanging banners where the logo is to be displayed as the focal point. Similarly the vertical logo could be used for smaller applications such as bookmarks, pens, or vertical online ads.

Tertiary Logo

The tertiary version of the logo contains only the icon only and should be used sparingly. When used, it should be clear that the message is coming from the University of Maine at Fort Kent.
UMFK Athletics

The official University of Maine at Fort Kent Athletics logo includes the Bengal mascot. No other variations may be used without prior approval from the Director of Marketing and Communication.
Do’s and Don’ts

Aspect Ratio
Always place the UMFK logo according to its correct aspect ratio. Never “stretch” or “squish” the logo to resize it.

Transparency
Use a transparent version of the logo when placing it over color/photo (active) backgrounds.
**Effects & Filters**

Do not change the opacity or add a filter or drop shadow to the logo without approval from the contact within this guide.

**Color Contrast**

When using the single-color version of the logo, use the color which offers higher contrast against the image background.

Do not use logo with Bengal and mountains.
Display Minimum

Do not display this logo any smaller than a width of 1.25” when using the horizontal logo and a height of 1.5” when displaying horizontally. The "Fort Kent" text should not be smaller than the body copy of the piece.

Clearspace

When placing the logo inline with other logos or elements be conscious of the clear space around the logo to avoid confusion with the logo merging with adjacent elements or text. The optical margin around the logo should be no smaller than the width the of the "NT" characters in the word "Kent".
## File Formats

Use the following formats and descriptions as a guide to ensure you are using the best quality version of the UMFK logo for the intended placement.

<table>
<thead>
<tr>
<th>Adobe Illustrator (.AI)</th>
<th>Encapsulated Postscript (.EPS)</th>
<th>Portable Document Format (.PDF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>This file is an infinitely-scalable version of the logo that is suitable for use in professionally printed pieces.</td>
<td>This file is another scalable vector version of the logo that is suitable for professional printing.</td>
<td>This file is the third scalable version of the logo that is suitable for professional printing.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>High Resolution Raster (.TIF)</th>
<th>High Resolution Raster (.JPG)</th>
<th>Low Resolution Raster (.JPG)</th>
</tr>
</thead>
<tbody>
<tr>
<td>This is a transparent, high-resolution version of the logo for use in professional printing situations where vector is not desirable. This file format can also hold layer information.</td>
<td>This file is suitable for printing on internal documents that require high-resolution, but are produced in common software. (e.g. Microsoft Word)</td>
<td>This file is suitable for online use in situations where transparency is not required.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>High Resolution Transparent (.PNG)</th>
<th>Low Resolution Transparent (.PNG)</th>
</tr>
</thead>
<tbody>
<tr>
<td>This is a transparent, high-resolution version of the logo for use in professional printing and video situations where vector is not desirable.</td>
<td>This file is suitable for online use in situations where transparency is required.</td>
</tr>
</tbody>
</table>
Color Palettes

Primary Color Palette

Color is an important identifier of the University of Maine at Fort Kent brand. The primary UMFK colors separate the university from other institutions and reinforce its history and the rural community it was founded in.

UMFK Gold

R: 243  G: 207  B: 30
C: 6    M: 15   Y: 97   K: 0
HEX: #F3CF1E

UMFK Green

R: 0    G: 89   B: 65
C: 100  M: 0    Y: 69   K: 60
HEX: #005941
Secondary Color Palette

The following colors should be used to accent the primary colors in marketing materials. In addition, black and white may also be used.

<table>
<thead>
<tr>
<th>HEX</th>
<th>R</th>
<th>G</th>
<th>B</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>#B19D14</td>
<td>177</td>
<td>157</td>
<td>20</td>
<td>7</td>
<td>13</td>
<td>98</td>
<td>30</td>
</tr>
<tr>
<td>#C6AE18</td>
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<td>174</td>
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<td>7</td>
<td>13</td>
<td>98</td>
<td>20</td>
</tr>
<tr>
<td>#E6DDB3</td>
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<td>221</td>
<td>179</td>
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<td>9</td>
<td>33</td>
<td>0</td>
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<td>233</td>
<td>178</td>
<td>7</td>
<td>3</td>
<td>37</td>
<td>0</td>
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<td>58</td>
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<td>1</td>
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<td>20</td>
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<td>16</td>
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<td>158</td>
<td>158</td>
<td>41</td>
<td>33</td>
<td>33</td>
<td>1</td>
</tr>
</tbody>
</table>
## Typography

### Print Typography

<table>
<thead>
<tr>
<th>Avenir</th>
<th>Karla</th>
<th>Helvetica</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avenir is a geometric sans-serif font that offers the flexibility of multiple weights for use as headings, statistics, and call out copy.</td>
<td>Karla is a grotesque sans-serif font that's best suited for body copy in print materials.</td>
<td>If Avenir and Karla are not available, Helvetica, a standard Mac OS sans-serif font can be used.</td>
</tr>
<tr>
<td>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz</td>
<td>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz</td>
<td>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz</td>
</tr>
</tbody>
</table>

**Cheltenham**

The University of Maine at Fort Kent logo uses the typeface ITC Cheltenham, which represents the strong, traditional aspect of the UMFK brand. Cheltenham should not be used in any other material with the exception of the logo.
Web Typography

Museo Sans

The University of Maine at Fort Kent’s online presence requires a strong brand identity with the flexibility to span multiple digital channels. The UMFK web typeface is Museo Sans. Headings and important type should use Museo Sans 700, while body content should use Museo Sans 300. If Museo Sans is unavailable, Arial may be used as a substitute typeface on web media.

Aa BbCc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Photography

Imagery Usage

The imagery used to represent the University of Maine at Fort Kent should always be high resolution. Full-color images better reflect UMFK’s natural landscape and diverse environment; however, monochrome images may be used with prior permission.
Photos should include:

**Our Diversity**

Use imagery that features the diversity of learners at UMFK, the diverse programs offered, and the diverse climate of the university’s location. Highlight UMFK’s hands-on learning as well as the opportunity for online learning.

**Our Brand Positioning**

Use imagery that shows the benefits of the university’s rural campus by highlighting the campus both inside and outside. Photos should feature students congregating in common campus areas or in the classroom environment interacting with faculty.
Photos should avoid:

**Clip Art**

Don’t use animated graphics created outside of the brand colors and guidelines, such as clip art found within word processing programs.

**Stock Photography**

Stock imagery should be used sparingly to ensure UMFK’s materials are authentic and representative of its student body and environment.
Photo Release Guidelines

Consult with the UMFK Director of Marketing and Communication for permission to use UMFK images found on the website, social media, or other archive not listed as free for personal use.

Ensure all images in UMFK's print or web media are used according to their licensing agreement (if applicable).

All non-university personnel must have a signed release before taking photos that include UMFK students and/or faculty.
Seal

The University of Maine at Fort Kent Seal should only be used for official purposes in its full opacity. The seal may be used as a watermark in marketing publications, but should never be the focal point. The seal may be rotated slightly to give a “stamped” appearance.
Co-branding

When using the University of Maine at Fort Kent logo alongside another brand, use the following guidelines:

Always place the UMFK logo first. This applies to affiliated logos, including Acadian Archives and UMFK Athletics.

Give the logos adequate spacing in-between so they aren’t crowded. You may use a 1pt. line in a UMFK brand color to divide the logos for better separation.

Make sure the logos are the same height. You may use UMFK’s vertical logo version to ensure all text within the logo can be easily read.
Stationery

The University of Maine at Fort Kent letterhead consists of the horizontal UMFK logo, watermarked seal, and branded swoosh that extends across the top of the page in the UMFK primary colors. The swoosh signifies the bridge from the UMFK logo and adds interest to the letterhead.
Communications
Our Brand

Naming Conventions

The official name of the institution is The University of Maine at Fort Kent. The abbreviated version "UMFK" may be used on second reference. The following naming conventions should never be used to reference the university:

- UMaine Fort Kent
- University of Maine – Fort Kent

Voice and Personality

The University of Maine at Fort Kent has a voice and personality that best depicts its culture: a warm, relaxed atmosphere with a friendly and inclusive environment for all who interact with the UMFK community. While UMFK’s voice is friendly, it is never unprofessional.
Our Audiences

The University of Maine at Fort Kent speaks primarily to the following audiences:

Traditional students
UMFK connects with traditional students years before they graduate high school. UMFK aims to reach those both in and outside of the state, with Maine being the primary target area and California being secondary. What draws these students to UMFK is affordability, community, and strong programs, including nursing and natural science. UMFK's unique location along the St. John River and near the northern Maine woods offers students the opportunity to learn in a pristine environment.

Non-traditional students
UMFK's non-traditional students include those looking to earn their degree later in life. This audience includes a growing veteran population—those who use their GI Bill to earn a degree—who are predominantly males age 35+. Another large segment of non-traditional students includes nurses in the workforce who are looking to earn a Bachelor of Science in Nursing (BSN). UMFK appeals to non-traditional nursing students primarily because of the fully online RN to BSN program, which offers the same tuition rate for in-state and out-of-state residents and flexibility with asynchronous learning and course length options (8-week or 15-week). In addition to avoiding a long wait list for nursing school, on campus students from California can oftentimes enjoy a lower tuition than at colleges and universities in their home state.

Parents
Parents of traditional students often play a more active role in their teen's postsecondary education. Parents are looking for a supportive and safe environment that offers affordable high-quality education.
Key Messages

The University of Maine at Fort Kent’s key message "UMFK: Preparing You for LIFE" should be included on all marketing materials, either explicitly or implied through content, imagery, and voice. The LIFE acronym stands for Learn, Innovate, Find, Engage and focuses on student success:

Learn.

UMFK’s quality programs can take you where you want to go. Study Biology for a head start to a career in Pre-Med, or enter the Cybersecurity program that can lead to a fascinating career in a growing field. No matter the area of study, you can feel confident knowing that 100% of UMFK’s programs are accredited.
Innovate.

UMFK keeps students at the cutting edge of technology to prepare them for the highly technological demands in today's industries. From state-of-the-art labs, to the expert faculty you’ll learn from, UMFK turns today's learners into tomorrow's innovators.
UMFK is a community that goes beyond the classroom. With area events that encourage student volunteerism, and a variety of campus clubs and organizations, there’s something for everyone at UMFK.
Engage.

UMFK prepares you for success academically and as you enter the workforce by offering a number of Student Support Services, an affordable tuition rate and financial aid opportunities. At UMFK, you'll be ready to hit the ground running without the worry of long-term debt when you graduate.
Non-discrimination Statement

The short version of the University of Maine at Fort Kent non-discrimination policy, the Equal Opportunity Policy, can be found online at:

www.umfk.edu/policies/?policy=72

The long version of the University of Maine at Fort Kent non-discrimination policy is available in the Title IX policy found online at:

www.umfk.edu/academics/title-ix/policy