



Included in this download:

## Wordmarks

### Print

Place or insert EPS files into layout programs, such as InDesign. File > Place.

### Word-PPT

Insert RGB PNG files into Microsoft Word and PowerPoint. Insert > Photo > Picture from File.

### Digital

Photoshop file includes several Wordmark combinations placed as smart graphics. See instructions in file.

The Wordmark should be used with Driven to Discover on all visual communications, when space permits. The Wordmark may be used in combination with the Block M in either a horizontal or vertical orientation. The Wordmark, Block M, and Driven to Discover must only appear once on University websites—in an approved header.

See [guidelines](#) for more information about the use of the Wordmark.

## Block M

### Print

Place or insert EPS files into layout programs, such as InDesign. File > Place.

### Word-PPT

Insert RGB PNG files into Microsoft Word and PowerPoint. Insert > Photo > Picture from File.

The Block M should always appear in combination with the wordmark in digital applications. Contact University Relations if you need to use the Block M without the wordmark.

See [guidelines](#) for more information about the use of the Block M.

## Goldy Gopher

### Print

Place or insert EPS files into layout programs, such as InDesign. File > Place.

## Word-PPT

Insert RGB PNG files into Microsoft Word and PowerPoint. Insert > Photo > Picture from File.

## Digital

Use PNG files for digital publications, or create your own by exporting PNGs or GIFs from Illustrator EPS file.

Use Goldy in addition to the Wordmark, not as a substitute for it. Goldy may be used as a design element by incorporating it into a pattern, cropping, or screening. Any use of Goldy in this manner requires review and approval by University Relations. Include a ® in all uses, except when the size of the ® renders it illegible.

See [guidelines](#) for more information about the use of Goldy Gopher.

## System Wordmark

### Print

Place or insert EPS files into layout programs, such as InDesign. File > Place.

## Word-PPT

Insert RGB PNG files into Microsoft Word and PowerPoint. Insert > Photo > Picture from File.

Use only in instances when a communication needs to represent the entire University system. Campus designations should only be used with the Wordmark and not with any unit combination marks.

See system identity style guide for more information about the use of the System Wordmark.

## Unit Wordmark Combination Template

Official University units may connect their name to the Wordmark and Block M in multiple ways. Create your unit Wordmark combination using this Illustrator template file (AI, EPS, PDF).

Contact University Relations for approval and to request digital versions.

See [guidelines](#) for more information about the use of the Unit Wordmark Combination.