Today’s Agenda

- **Featured Event**: A Conversation with President Schlissel
- **Updates**: Welcome New Hires
- **Show & Tell**: Redesigned Brand Website
A CONVERSATION WITH PRESIDENT MARK SCHLISSEL
AND KALLIE BILA MICHELS, VICE PRESIDENT FOR COMMUNICATIONS
A CONVERSATION WITH PRESIDENT SCHLISSEL
UPDATES
UPDATES: Welcome to...

Eric Anderson
Marketing Content Strategist
Office of Enrollment Management

Alex Bienkowski
Writer
School of Nursing

Deborah Bracken
Web and CRM Administrator
Office of Enrollment Management

Bob Cameron
Multimedia Designer
Office of Enrollment Management

Mario Channey
Digital Marketing Designer
Michigan Creative

Erica Colaianne
Public Engagement Communications Manager
Public Engagement/UM Social
UPDATES: Welcome to…

Destiny Cook  
PR Specialist  
School of Public Health

Adam Fisher  
Sustainability Communications Manager  
Office of the Vice President of Communications

Lyndsey Glaze  
Communications Specialist  
Penny W. Stamps School of Art & Design

Emelia Hennessy  
Content Specialist  
Division of Public Safety and Security

Mark James  
Web and CRM Administrator  
Office of Enrollment Management

Jesse Johnston  
Associate Director for Information Strategy and Research Development  
Mcubed in the UM Office of Research
UPDATES: Welcome to...

Drew Moser
Marketing Communications Specialist
School of Kinesiology & Michigan Concussion Center

Jana Navratilova
Marketing Communications Project Manager
SEAS

Nargis Oskui
Instructional Learning Specialist Senior
ITS Teaching & Learning

Elisabeth Paymal
Center for RNA Biomedicine
Public Relations Specialist

Mackenzie Schondelmayer
Coordinator of Social Media, and Website
LSA Museum of Paleontology

Katie Steeb
Digital Marketing Specialist
Michigan Creative
UPDATES: Welcome to...

Colleen Stone
Digital and Communications Strategist
Department of Surgery
REFRESHED BRAND WEBSITE
BRAND TEAM
Colors

ONE MAIZE, ONE BLUE, ONE BRAND.

Maize and Blue are the official colors and are the cornerstone of defining the University of Michigan brand, but there’s so much more to consider when establishing our brand identity.

ACCESSIBILITY REQUIREMENTS

When designing for the web, all content must conform to the accessibility standards set by the university’s IT accessibility team.

Based on Web Content Accessibility Guidelines (WCAG 2.0), the criteria for level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for larger text, greater than 24px or 19px and bold. The chart below provides approved brand color combinations that meet WCAG 2.0 level AA standards.

<table>
<thead>
<tr>
<th>COLOR</th>
<th>PRINT</th>
<th>WEB</th>
<th>WEB ACCESSIBLE COMBINATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maize</td>
<td>PMS 7406</td>
<td>#FF4500</td>
<td>Aa Blue (R00274C)</td>
</tr>
<tr>
<td></td>
<td>CMYK C0, M33, Y100, K0</td>
<td>#FF4500</td>
<td></td>
</tr>
</tbody>
</table>
ON-CAMPUS ADVERTISING

Selected advertising opportunities on the U-M campus

There are many ways you can raise awareness about your school, college or unit. Get more details on digital banners, bus signs, print ads, Diag boards and much more below.

BUS SIGNS

Advertising on the blue campus buses is an effective and inexpensive way to convey your message to campus commuters. Ad space is available on a week-by-week basis. Minimum reservation is one week; maximum reservation is one semester.

DIAG BOARDS

Despite their name, Diag boards are not limited to the Diag. These plywood ad boards can be found in over 70 different locations on campus, from the Arch to the Hill Area to North Campus. Advertisers can reserve Diag board locations on a week-by-week basis during the academic year (month-by-month in summer). The minimum reservation is one week; the maximum reservation is one semester.

Due to high demand for Diag boards, a lottery is conducted each semester. Contact SORC staff for more information.

DIAG BANNERS

Due to high demand for Diag banners, a lottery is conducted each semester. Contact SORC staff for more information.

There are 9 banner pole locations on the Diag. Advertisers can reserve them on a week-by-week basis during the academic year (month-by-month in summer). Advertisers create their designs and submit them to SORC staff; SORC drivers install the banners.

DIGITAL SIGNAGE
Style Guide
U-M Brand Workplace
Brand Tip No. 1 (video)

Available on U-M Brand Workplace & YouTube
THANK YOU