



OPPORTUNITY HUB
UNIVERSITY OF MICHIGAN



BRAND IDENTITY GUIDELINES

A guide to the LSA Opportunity Hub voice, these pages outline the visual communication and editorial style of the Hub to help create a consistent tone that expresses not only what to say, but how to say it.



VALUE PROPOSITION

The Hub is a career exploration center that connects LSA undergrads with alums, employers, internships, jobs, and transformative career-learning opportunities to nurture students' deep and broad discovery of the liberal arts, ultimately positioning students to pursue meaningful careers after graduation and throughout their professional lives.

BRAND PILLARS

FIND PURPOSE AND MEANING THROUGH THE LIBERAL ARTS

The LSA Opportunity Hub supports students in connecting the liberal arts to purposeful work and meaningful lives. We provide resources for students to identify interests they're passionate about and convert those interests into action. Part of this work is learning how to articulate the value of an LSA degree and relating the knowledge, skills, and abilities acquired through a liberal arts education to future educational or career goals.

CREATE PARTNERSHIPS

Partnerships with alums and employers are some of our greatest assets. The Hub works together with alums and employers to advocate for the liberal arts broadly and LSA students specifically. The Hub connects alums and employers with students to bring LSA talent to their organizations and industries. Employers partner with the Hub to advocate for the recruitment of liberal arts students, and showcase the impact liberal arts graduates have on their work.

ELEVATE THE LSA DEGREE

The Hub was integrated into the college in recognition of the importance of career exploration to a liberal arts education. We champion the liberal arts degree with students, alums, and employers to recognize and promote its value in the workplace or in pursuit of an advanced degree. Through the support of the Hub, LSA students are empowered to define and determine their next steps, confident that their degree has prepared them well.

SELF-ACTUALIZATION THROUGH EXPLORATION

Guided exploration and lifelong learning are central to how the Hub approaches career development. We encourage a learning mindset that is deeply rooted in the educational foundations of the liberal arts, where a major is not a path, but a gateway to frame learning. Career interests and possibilities are born out of the whole of the liberal arts degree, a student's engagement with it, and the active application of what they learn to their life choices.

FOSTER SOCIAL CAPITAL

All LSA students should have access to people, resources, and opportunities in an equitable and just way. A crucial part of our work involves identifying and taking action on inequalities of access and opportunity. To deliver on our mission, we create programming; mobilize alums, employers, and donors; and identify resources and funding to ensure that all students have a level playing field when accessing opportunities.



KEY DIFFERENTIATORS

STUDENT-DRIVEN PARTNERSHIP

The path to purposeful work and a personally meaningful life requires broad exploration, discovery, and self-actualization, which must be driven by students. We engage with students in this important work through coaching, and fostering connections to professional experiences, employers, and alum networks. Through this students gain clarity on where their interests lie, what they want to pursue, and, just as importantly, what they don't want to pursue.

A LARGE AND ENGAGED NETWORK

The Hub connects LSA students to eager alums and employers, offering access to information, interviews, and opportunities just for them. Alums have opportunities to get more involved with students and to network with other alums. The facilitation of quality engagement between members of the LSA community at the college and around the world, particularly between students, alums, and employers, is unique to the Hub.

A LIBERAL ARTS APPROACH

The Hub embraces a broad, experiential, exploratory approach to career development. Our self-directed, discovery-oriented, and generative process positions students to decide their next steps. The Hub's approach actively partners with students to foster their knowledge, skills, and perspectives gained from their liberal arts education to inform their choices for graduate study, jobs, and career paths. The Hub works with students to combine their unique desires, experiences, and talents with their holistic liberal arts education, and not just their major, to drive their career exploration and decision-making.

ACCESS TO TRANSFORMATIVE EXPERIENCES AND CONNECTIONS

The Hub is committed to providing access to opportunities for all students, with a deep commitment to those who have been underserved and underrepresented. Internships make it possible for a student to engage in life-changing experiences that matter to them; funding makes it possible for all students to pursue these opportunities. The Hub also connects students with alums and employers to facilitate the professional connections and mentoring that are crucial to creating access and opportunity.



EXPLORATORY

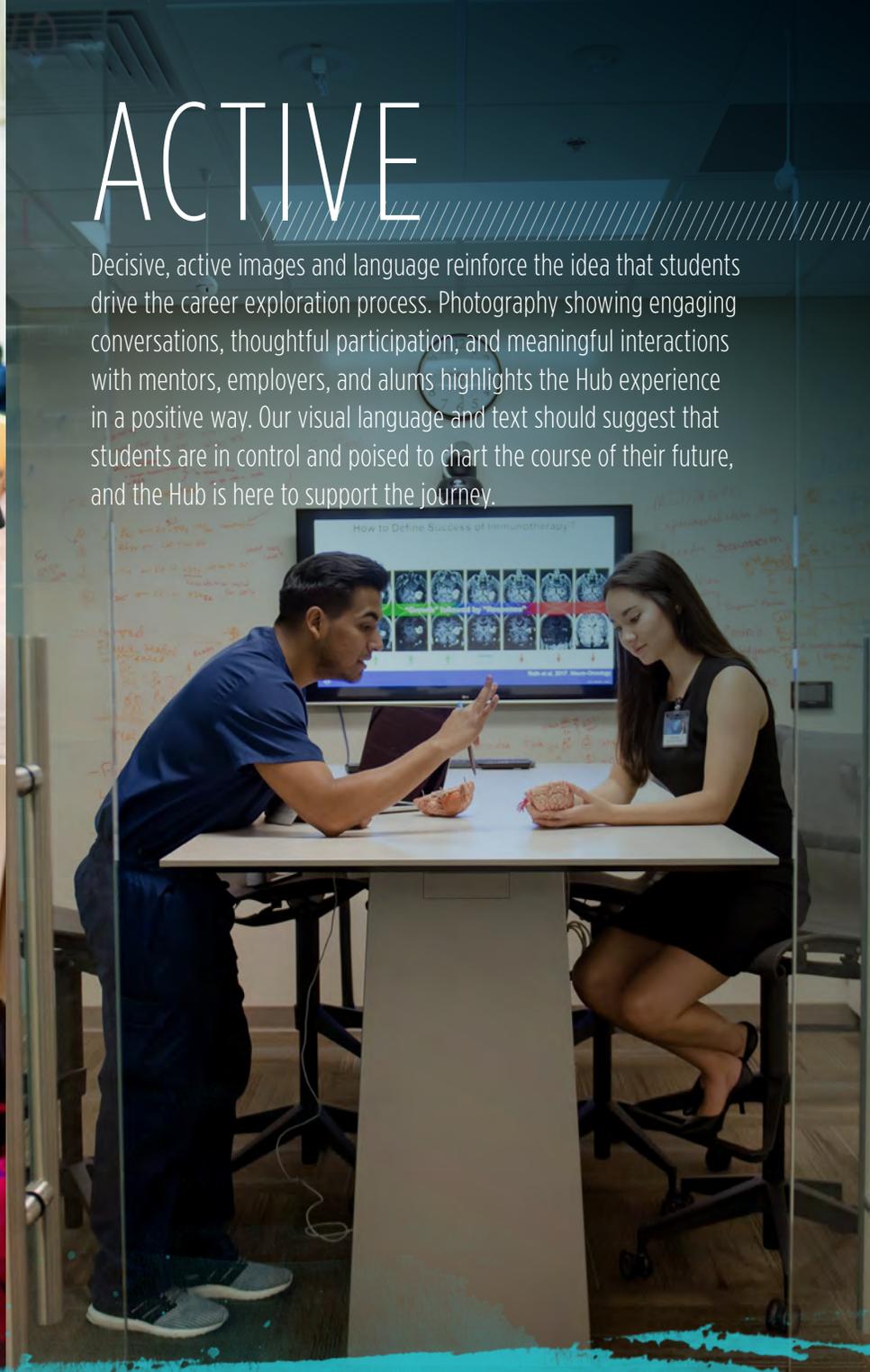
The joy of exploration and discovery should be reflected in Hub visuals, evoking the thrill of an adventurous journey. While a successful brand is consistent, it doesn't need to be predictable. Photos should showcase the wide variety of career possibilities that students can explore through the liberal arts. Our creative work should make students feel optimistic, like the sky's the limit.





ACTIVE

Decisive, active images and language reinforce the idea that students drive the career exploration process. Photography showing engaging conversations, thoughtful participation, and meaningful interactions with mentors, employers, and alums highlights the Hub experience in a positive way. Our visual language and text should suggest that students are in control and poised to chart the course of their future, and the Hub is here to support the journey.



APPROACHABLE

First impressions are everything, and some students, alums, employers, and donors will be introduced to the Hub through our marketing collateral. The materials we create should be as friendly as our people, with authentic images and copy that is engaging to read and an appropriate length and tone for the desired audience. We want to reinforce the idea that the Hub is accessible and welcoming.



PROFESSIONAL

The Hub's identity should give students, alums, and employers confidence in our expertise and guidance. Polished, crisp, authentic photography of students and alums in natural settings, representing a broad expression of professionalism, leaves a positive impression of LSA students, encourages them to show up as themselves, and positions the Hub as experienced and trustworthy.





PURPOSEFUL

Hub visuals should convey a sense of purpose and intentionality, and the satisfaction that comes in setting and achieving personal and professional goals. A meaningful life and purposeful work looks different to everyone, but we can share stories and photos that are inspiring, aspirational, and motivational.



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HOLISTIC

Photography showing warm connections between people reinforces the message that well-being is at the forefront, and everyone at the Hub truly cares about students as individuals. A feeling of mutual trust and rapport should be evident through Hub visuals. We also want to highlight the comprehensive support offered to students and the full arch of career learning experiences available through the Hub.





DYNAMIC

Each career exploration journey is as unique as the student who navigates it. While everyone's journey is different, twists, turns, and surprises are often part of the process. Hub visuals and copy should reflect these waves of activity with a liveliness and energy that is reflective of the joy of discovery and enthusiasm for new possibilities.



AUDIENCES



The Hub communicates with many constituents so it's best to keep in mind who you're speaking to and tailor your language and visual imagery accordingly. When implementing the Hub brand, most communications pieces should need to cater to one of the two audience categories below:

BUSINESS PROFESSIONALS (ALUMS AND EMPLOYERS)

Only use Gotham fonts

Adhere to a darker color palette

More conservative use of watercolor swashes as points of emphasis

Images should focus on interaction of professionals with students

Include color-rich backgrounds in images

STUDENTS

Use Gotham fonts, along with the OH! font, which should be used selectively for titles and subtitles only.

Use hand-drawn icons

Use brighter color palette, utilizing teal and aqua more prominently

Images focus on students, often with backgrounds primarily white

Incorporate more loosely watercolor backgrounds and textures

OPPORTUNITY HUB LOGO

The LSA Opportunity Hub's formal and informal logos are valuable assets that communicate the distinction and tradition of U-M. They should be positioned for maximum impact and adhere to U-M brand guidelines. The primary colors for all university logos, including the Opportunity Hub and all LSA departments and units, are Pantone 7406 (Maize) and Pantone 282 (Blue).

The Opportunity Hub brand is about achieving a common look and feel. About speaking with one voice. It reflects the academic preeminence, core values, and dedication to leadership that form the fabric of our 200-year heritage.

FORMAL LOGO:

In this most formal signature, the 'hero' is featured in the marquee location, making it the most visually prominent element of the mark. Both formal logos are the primary logos used for external audiences and official communications.



FORMAL STACKED:

This logo is typically reserved for settings in which there is limited space and the preferred horizontal mark would not be legible.



FOR SOCIAL ONLY:



INFORMAL:

This mark is intended for informal representation of the Hub. Linking directly to the Block M and LSA without the addition of "University of Michigan" should be reserved for internal communications or for outreach to students who are already familiar with the Hub.



INFORMAL STACKED:

This logo is typically reserved for settings in which there is limited space and the preferred horizontal informal mark would not be legible.



OPPORTUNITY HUB LOGO

the clear-space rule:

Always give the logo plenty of room to breathe to ensure visibility and legibility. The clear space rule applies both to the formal and informal logo. The minimum clear space is defined as the height of the Block M.



minimum size:

Be conscious of the logo's size and legibility. The logo should not appear less than 3/8" tall on printed materials, and no less than 36px tall on-screen.



print: 0.375"
web: 36px



LOGO USE:

The Opportunity Hub logo should not be altered in any way. These examples illustrate how NOT to use the logo, but do not include all instances of misuse.

DO NOT:

- alter the marks in any way
- use any part of the marks, including the Block M, as part of another word
- redesign, redraw, modify, distort, or alter the proportions of the logo
- surround the marks with—or place in the foreground over—a pattern or design
- rotate or render the logo three-dimensionally
- add any other new elements to the marks
- replace the approved typeface with any other typeface
- enclose the marks in a shape or combine it with other design elements or effects
- modify the size or position relationship of any element within the marks
- add additional copy to the marks



REVERSED OPPORTUNITY HUB LOGO



The Opportunity Hub logo can be reversed out of a field of Michigan Blue or reversed out from a watercolor texture or from a photo that provides contrast in the ways shown below.

on a field of Michigan Blue:



on a watercolor textured background:



on a photograph:



PHOTOGRAPHY

Photographs should tell the story at a glance, capturing authentic moments, never posed. They should be emotionally resonant, connecting to and embodying the Opportunity Hub brand tone words:

Exploratory (*adventurous, optimistic*)

Active (*engaged, impactful*)

Approachable (*welcoming, inviting*)

Professional (*composed, expert*)

Purposeful (*inspired, intentional*)

Holistic (*connected, balanced*)

Dynamic (*energetic, lively*)



IMAGE TREATMENT

The Opportunity Hub uses watercolor paint brush textures to enhance images and create intentional focal points, especially on student-facing materials as a way to bring impactful focus to the student. Watercolor brushes should be added to the backgrounds of images and not to the subjects themselves, revealing parts of the environment.



IMAGE USAGE

Examples of stylized image treatment applied to a design.

A liberal arts education is a journey toward discovering how you want to contribute to the world. LSA grad Kirsten Kortebein took a winding path to identifying and fulfilling her goals. The Hub can help you too as you pursue your aspirations.



KIRSTEN KORTEBEIN

PHOTOGRAPHER
FROM ST. JOSEPH, MI

As a child, dreams of being an artist.

In high school, considers pursuing a dental or medical career.

"Physicians made the most money and they looked the most successful."

Admitted to the University of Michigan.

Meets with adviser who suggests she explore classes that interest her, rather than what she thinks she should take.
"In high school you kind of have these expectations about what you're supposed to study. She taught me to enjoy the process of exploring different fields."

Has several great meetings with head of German Department.

Discovers love for German, and finds interactions with department fulfilling; declares it her major.

Takes business and economics classes.

Joins Phi Chi Theta business fraternity.

Interns as assistant to a photographer in Ireland.

Discovers a journalism study abroad program in Morocco; applies and is accepted.

"By now I was pretty sure I would work as a consultant or project manager."

Gets involved with Michiganensian Yearbook as a photographer.

"Throughout high school I was really interested in photography, but I never had access to equipment. At the yearbook I was able to practice with professional cameras and receive feedback."

Returns to U-M; applies for consultant jobs.

While interviewing for consultant jobs, *GQ* magazine calls and asks her to cover another marathon; realizes photography is the career she really wants.

Withdraws consultant applications; **graduates and moves to Berlin.**

Works odd jobs while pitching stories to media outlets.

**Now a successful sports photographer published in *Outside*, *Runner's World*, and *The Washington Post*.
Current location: Lyon, France**



Watercolor swashes have been applied to the background of this image to give it movement and artistically integrate it smoothly into the composition of the design. The subject in the image remains at the center and in focus.

COLORS



The primary color palette of Michigan Maize and Blue adheres to the powerful differentiator of the U-M brand. Using this palette appropriately and consistently creates distinction that, along with the secondary palette, imparts a feeling of professionalism, warmth, and energy. When creating digital media files we aim to meet or exceed the level AA standard for contrast ratio.

PRIMARY COLORS

The primary color palette is intended for use in headlines and other graphic elements in print and on the web.



MICHIGAN BLUE : PMS 282
CMYK : 100, 60, 0, 60
HEX : 00274c



MAIZE : PMS 7406
CMYK : 0, 18, 100, 0
HEX : ffc005

SECONDARY COLORS

The secondary color palette is intended for accent colors and to bring depth and texture to imagery. Aqua should be primarily used for student-facing materials.



TEAL : PMS 7701
CMYK : 100, 47, 33, 34
HEX : 00526b



AQUA : PMS 631
CMYK : 69, 0, 24, 0
HEX : 28bec8

TYPOGRAPHY - PRINT AND WEB USAGE

Blue text on white

Blue text on maize

Maize text on blue

White text on blue

Teal text on white

White text on teal

Aqua should only be used for large text against Michigan Blue in print and on the web to be AAA compliant.

Aqua text on teal

FONTS



Gotham is the primary font for the Hub. Straightforward and professional, it's an ideal choice for communications with alums, employers, and donors, and it can also dress down for students when paired with the OH! font. All fonts used for the Hub should be in strict alignment with LSA brand fonts, such as the following:

Gotham Condensed Medium

used for subheads or to **set apart text**

Gotham Condensed Light

used for body copy with special emphasis in **Gotham Condensed Medium**

Gotham Condensed Book Italic

used for pull-quotes and to *draw special attention to text*

GOTHAM CONDENSED MEDIUM

used for large **title text**

GOTHAM CONDENSED EXTRA LIGHT

used for large alternate title text

WEB FONTS:

Gotham Narrow Bold

used for headers and subheads

Gotham Narrow Medium

used for subheads

Gotham Narrow Book

used for body copy at a minimum size of 16px

You can purchase **Gotham Condensed Bundle** (includes 18 styles) and **Gotham Narrow Bundle** (includes 16 styles) directly from **Hoefler&Co.**

OH! FONT

The **OH!** font is a custom, hand-drawn font created specifically for the LSA Opportunity Hub. It was designed to speak to the individual, human connection the Hub provides. It should only be used on student-facing materials for titles and subtitles. The friendly OH! font is used to capture the reader's attention in headlines, inviting them to continue reading the body copy set in Gotham. Words displayed using the OH! font need to be in ALL CAPS. The OH! font should only be used in print materials and never on the web.

OH! FONT

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890?!%&@#



SUPPORTING ART

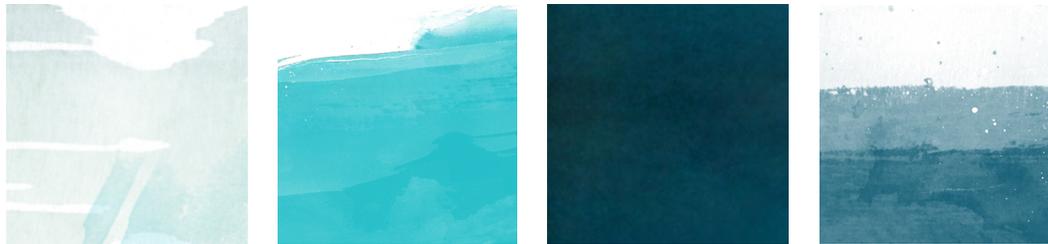


Some supporting graphics for the Opportunity Hub visual identity include hand drawn elements and icons (see next page) to represent the different types of opportunities/events put on by the Opportunity Hub. Textures should be made with real brushes and watercolor paint or can be simulated with Photoshop brushes. Two Photoshop brush sets specifically for the Opportunity Hub have already been created and are available for use.

SAMPLE BRUSHES:



WATERCOLOR
BACKGROUNDS
AND TEXTURES:



DIAGONAL
LINES:

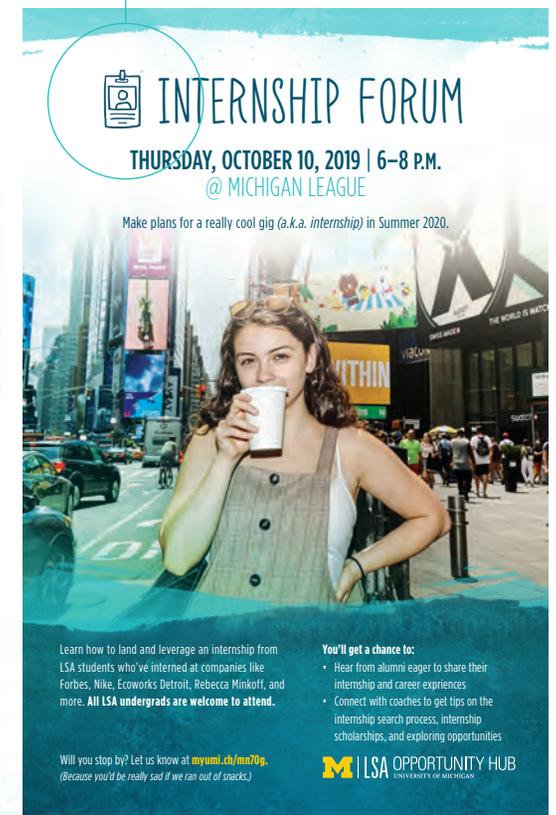


ICONS

Icons can be used to represent signature events, used in infographics, and/or used to call attention to information pertaining to the Hub. Icons used need to be in a hand-drawn style similar to the OH! font, with rounded edges and loose lines, and should be used for student-facing materials. Below are examples of icons that adhere to a hand-drawn style. Some icons have been created specifically for the Hub, however, the library of icons should be expanded on and added to as new icons are used.



ICONS IN USE:



STUDENT-FACING USAGE EXAMPLES



Use of OH! font



Use of hand-drawn icons



Use of informal logo

NON-STUDENT-FACING USAGE EXAMPLES

Use of formal logo

LSA OPPORTUNITY HUB
UNIVERSITY OF MICHIGAN

WHAT DOES THE OPPORTUNITY HUB DO?

WE HELP STUDENTS TURN THEIR EDUCATION INTO EXPERIENCE.

- We **cultivate** LSA alumni-hosted internships around the world.
- We **provide** funding so all students can have access to those internships.
- We **connect** LSA students to alumni, employers, and mentors.
- We **coach** liberal arts students to be ready to put the skills they have to work.

HOW CAN PARENTS CONTRIBUTE?

- 1 PROVIDE AN INTERNSHIP**
Host an intern at your organization. Use an existing opportunity or allow us to help you create one.
- 2 SHARE YOUR EXPERIENCE OR INSIGHTS WITH STUDENTS**
We often find parents of our students have some of the best advice related to professional life experiences. Share your tips with us, which we'll post on our social media channels, where we communicate with our 11,000 LSA students regularly.
- 3 FUND A STUDENT'S INTERNSHIP**
Host an intern at your organization. Use an existing opportunity or allow us to help you create one.

TO SHARE YOUR WISDOM.
Fill out a short online form: bit.ly/2f5w6f0. To provide or fund an internship, join our network: umichlsa-csm.symbility.com.
734-763-4624 | lsa-opp@umich.edu | www.lsa.umich.edu/opportunityhub

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HOW CAN YOU CONTRIBUTE?

- 1 PROVIDE AN INTERNSHIP**
Host an intern at your organization. Use an existing opportunity or allow us to help you create one.
- 2 VOLUNTEER TO MENTOR**
Become a member of the mentor network, where you can guide students one-on-one.
- 3 VISIT CAMPUS AND SHARE YOUR EXPERTISE**
Share your story and inspire an LSA student. Present at an event on campus, or join us for Football Fridays in the hub.
- 4 HOST A REGIONAL NETWORKING EVENT**
Gather and connect with LSA students and alumni in cities where students are interning.
- 5 PROVIDE A FLASH INTERNSHIP EXPERIENCE**
Host a 1-2 day intense site engagement where students gain deep insight into your organization.
- 6 FUND A STUDENT'S INTERNSHIP**
By contributing to the LSA Internship Scholarship, you make it possible for students to gain crucial experience.

TO SHARE YOUR WISDOM. Fill out a short online form: bit.ly/2f5w6f0. To provide or fund an internship, join our network: umichlsa-csm.symbility.com.
734-763-4624 | lsa-opp@umich.edu | www.lsa.umich.edu/opportunityhub

LSA OPPORTUNITY HUB
UNIVERSITY OF MICHIGAN

WHAT IS THE LSA OPPORTUNITY HUB?

We are a career exploration center for the University of Michigan's undergraduate liberal arts and sciences (LSA) students. Together, we innovate ways for students to explore their career interests and develop their professional skills. By partnering with employers like you, we help students unleash the power of their liberal arts education so they can find career clarity while empowering your team to successfully recruit LSA students into internships and jobs that matter to them.

WHY PARTNER WITH US? TO RECRUIT THE BEST TALENT, OF COURSE.

- 1 WE PROVIDE ACCESS TO OVER 18,000 EMERGING YOUNG PROFESSIONALS**
The University of Michigan's LSA college has over 45 majors and 100 minors across 75 academic departments with graduates who go on to pursue careers as consultants, community organizers, bankers, scientists, computer programmers, doctors, and so much more.
- 2 LSA STUDENTS ARE ADAPTIVE AND AGILE CRITICAL THINKERS PROMPTED TO GROW INTO LEADERS**
What distinguishes liberal arts students from others is the breadth and scope of their learning, making LSA students better equipped to come work with you. Where's the proof? 60% of CEOs and product engineering leads earned a humanities degree*.
- 3 WE PROVIDE AN IDEAL ENVIRONMENT FOR VIRTUAL AND ON-CAMPUS RECRUITMENT CONNECTIONS**
With over 10 interview rooms reserved for coffee chats, interviews, or information sessions, the Hub's newly renovated space was designed with recruitment in mind.

HOW DOES THE HUB WORK WITH EMPLOYERS LIKE YOU? THROUGH A CO-CREATIVE, "LIBERAL ARTS" APPROACH.

- 1 TOGETHER, WE HELP STUDENTS TURN THEIR EDUCATION INTO EXPERIENCE**
We partner with employers like you to co-create immersive learning opportunities for students that translate their liberal arts education into purposeful and meaningful work.
- 2 WE POSITION EMPLOYERS AS A KEY PART OF THE CAREER EXPLORATION JOURNEY**
Where can students get first-hand knowledge about the working world? How do they break into a specific industry? How do they find and secure real career opportunities? Meaningful engagement with employers is the answer to questions like these.
- 3 YOUR TIME AND EXPERIENCE IS WHAT STUDENTS NEED**
As industry experts, you hold the subject matter authority to provide accessible insights on an organizational and functional level, that can help hone their career interests.

HOW DO I CONNECT WITH THE HUB?

The starting point is connecting with the Hub's Employer Engagement team. By learning more about your commitment to the liberal arts, we can tailor an engagement strategy optimized to finding students best suited to your organization.

TO CONNECT WITH THE LSA OPPORTUNITY HUB, SIGN UP TO JOIN OUR OPPORTUNITY NETWORK AT UMICHLSA-CSM.SYMBILITY.COM and a member of our Employer Engagement team will be in touch to explore ways of engaging with LSA students.

Use of Gotham Condensed Extra Light for title text, set in ALL CAPS

LANGUAGE



EDITORIAL STYLE GUIDE

The [Editorial Style Guide](#) contains additional, current guidelines on how to write for the Opportunity Hub.

WRITING STYLE

Although not official, the Hub's written word tends to lean on the guidelines and rules of AP Style. To reference an external source, visit [Purdue OWL](#).

REFERRING TO THE OPPORTUNITY HUB

Formal name and use on first reference:

LSA Opportunity Hub

Second or informal reference:

the Hub

the Opportunity Hub

Capitalization:

"The Hub" and "the Opportunity Hub," are acceptable, capped in the same way we treat other campus landmarks like the Diag and the Cube.

"Hub" is not an acronym, so the Hub should never be written in all caps as the "HUB", unless "OPPORTUNITY HUB" is in all caps, as sometimes happens in headlines or on swag.

AUDIENCES

- *LSA student body (over +17,000 undergraduate students)*
- *Parents*
- *Academic departments and units*
- *LSA alum network (over +225,000 alums)*
- *Employer partners and internship hosts*
- *Founders and donors*