

# University of Massachusetts Medical School Word Marks

\* PLEASE DO NOT COPY & PASTE THESE LOW-RESOLUTION IMAGES, ASK FOR VECTOR FORM MARKS TO ENSURE QUALITY \*



UMMS 1 - UMass Medical Formal Logo

\* For any additional marks or the UMass Medical School Seal, please email  
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**University of Massachusetts**  
**Trademark and Licensing Administration**  
RM 920, Campus Center  
1 Campus Center Way, Amherst MA 01003

## **Official Fonts:**

To obtain fonts or help installing fonts, please email or call the UMass Worcester Help Desk at umwhelpdesk@umassmed.edu or 508-856-8643.

**(SEE NEXT PAGE FOR FONTS & OFFICIAL COLORS)**

For additional UMASS logos, special formats, color matching, and information on using University-owned marks please contact The University Trademark and Licensing Administration: dpcurley@umass.edu & eszymbor@umass.edu or 413-577-8125



UMMS 2 - UMass Medical Informal Logo

**You may also refer to UMass Medical School's Office of Communication for Logo download at:**

[http://www.umassmed.edu/oc/faculty\\_staff/tools\\_resources/](http://www.umassmed.edu/oc/faculty_staff/tools_resources/)  
UMass Medical School Office of Communications Email:  
[UMMScommunications@umassmed.edu](mailto:UMMScommunications@umassmed.edu)

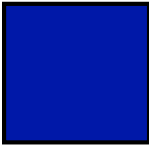



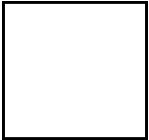






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Two primary typefaces have been selected for print materials for UMass Medical School:

- Sabon (serif) ABCDEFGHIJKLMNOPQRSTUVWXYZ
- Frutiger (sans serif) ABCDEFGHIJKLMNOPQRSTUVWXYZ

University Color (University Colors)	Pantone® Colors	Thread Colors: Madeira Polyester	Thread Colors: RA Super Brite Polyester	Thread Colors: RA Super Strength Rayon
<b>University Color 1 (BLUE)</b> PMS: 072 RGB: R63 G67 B173 CMYK: C78 M62 Y0 K0 HEX: #3F43AD	<b>Pantone 072</b> 	#40-1767 	#122-5737 Empire Blue 	#122- 2210 Royal 
<b>University Color 2 (White)</b> PMS: White RGB: R255 G255 B255 CMYK: C0 M0 Y0 K0 HEX: #FFFFFF	<b>Pantone White</b> 	#40- 1801 	#122-5597 Snow White  (Acceptable: 9174 Ultra Brite)	#122-2297 Snow White 
<b>University Color 3 (Black)</b> PMS: Pantone Black RGB: R0 G40 B0 CMYK: C0 M0 Y0 K100 HEX: #000000	<b>Pantone Black</b> 	#40- 1800 	#122-5596 Black 	#122-2297 Black 