# Table of Contents

- About This Guide 2
- Wordmarks 3
  - Wordmark Variations 4
  - Wordmark Size & Spacing 5
  - Wordmark Misuse 5
- Binary Tree Spirit Mark 6
- Brand Colors 7
- Referencing the College in Text 8
- Email Signatures 9
- Templates 10

**cics.umass.edu**

College of Information and Computer Sciences
University of Massachusetts Amherst
140 Governors Dr.
Amherst, MA 01003-9306
About this Guide

Telling the College of Information and Computer Sciences (CICS) story consistently and in one voice helps to enhance our college’s reputation, building a foundation to attract students, faculty, and resources to CICS.

This document serves as a map to appropriately incorporate the CICS name and wordmark into materials — print, web, swag, signage and more — in the interest of unifying and clarifying who we are and to help to build momentum and awareness.

CICS is part of the larger UMass Amherst brand; our guidelines follow the UMass Amherst Brand Guide (umass.edu/brand). Changes in university branding will be reflected in this document.

For questions about using the CICS branding elements or if you need assistance implementing these guidelines, please email communications@cics.umass.edu.
Wordmarks

UMass Amherst University Relations has developed a tiered, university-led brand architecture that helps CICS and our associated centers, institutes, and programs clearly identify their visual relationship with UMass Amherst.

All wordmarks, logos, or other visual identities that were used prior to Summer 2018 are now void and are not be used. For more information about the UMass Amherst brand architecture, see: umass.edu/brand/brand-elements/brand-architecture-guidelines.

Tier 1 Example
UMassAmherst

Tier 2 Example
UMassAmherst College of Information & Computer Sciences

Tier 3 Example
UMassAmherst College of Information & Computer Sciences Center for Intelligent Information Retrieval

Wordmarks for the following CICS “Tier 3” entities are currently available: Cybersecurity Institute, Center for Data Science, Center for Intelligent Information Retrieval, Center for Smart and Connected Society, Information Technology Program.

Note:
The package contains versions of the wordmark for white and maroon/black backgrounds in both EPS and PNG formats. EPS files are recommended because they can be scaled to any size. PNG versions are provided for programs that do not support EPS files.

Download the CICS wordmark package at: cics.umass.edu/brand.
Wordmarks

Variations

Vertical

UMassAmherst
College of Information & Computer Sciences

UMassAmherst
College of Information & Computer Sciences
Center for Data Science

UMassAmherst
College of Information & Computer Sciences
Center for Intelligent Information Retrieval

Horizontal

UMassAmherst | College of Information & Computer Sciences

Black & Maroon

UMassAmherst | College of Information & Computer Sciences

Reverse White
Wordmarks

Size and Scaling

- Maintain the minimum width (2 inch for horizontal wordmark and 1 inch for vertical wordmark).
- Maintain the minimum margin around the wordmark (.25 inch).
- Maintain the aspect ratio (length to width).
- Do not distort, compress, stretch, or skew the wordmark.
- Do not separate the UMass Amherst wordmark from the CICS wordmark — they must be used together.

Minimum Sizing

<table>
<thead>
<tr>
<th>UMassAmherst</th>
<th>College of Information &amp; Computer Sciences</th>
</tr>
</thead>
<tbody>
<tr>
<td>.25” margin</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>UMassAmherst</th>
</tr>
</thead>
<tbody>
<tr>
<td>.25” margin</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>College of Information &amp; Computer Sciences</th>
</tr>
</thead>
<tbody>
<tr>
<td>1” min.</td>
</tr>
</tbody>
</table>

Workmark Misuse

- Do not distort

<table>
<thead>
<tr>
<th>UMassAmherst</th>
<th>College of Information &amp; Computer Sciences</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Do not change colors

<table>
<thead>
<tr>
<th>UMassAmherst</th>
<th>College of Information &amp; Computer Sciences</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Do not use old logos

<table>
<thead>
<tr>
<th>College of INFORMATION AND COMPUTER SCIENCES</th>
</tr>
</thead>
<tbody>
<tr>
<td>UMASSCS 50 years</td>
</tr>
</tbody>
</table>
The College of Information and Computer Sciences binary tree can be used in informal applications including apparel, stickers, and other promotional giveaways. It cannot be used on official, CICS-branded materials or communications.

The binary tree was designed by David McGavern (BS ’11) and is used with his permission.

To request to use the CICS binary tree image, please email communications@cics.umass.edu.
Brand Colors

Primary Colors

Secondary Colors (must be used with primary colors)

To differentiate our materials, CICS uses the following subset of the official secondary colors outlined in the UMass Amherst brand guidelines.

For the full list of colors, see: umass.edu/brand/elements/color.
Referencing the College of Information and Computer Sciences in Text

Help us keep the College of Information and Computer Sciences’ identity strong by using the naming conventions below.

For additional editorial guidelines, refer to the UMass Amherst Editorial Style Guide: umass.edu/brand/elements/editorial

1. When referring to the college, use the College of Information and Computer Sciences (CICS) initially; CICS thereafter.

2. When referring to the college with UMass Amherst, use College of Information and Computer Sciences, UMass Amherst initially, CICS, UMass Amherst thereafter.

3. When introducing one of our centers, institutes, or programs, use the following order:
   E.g., Center for Data Science at the College of Information and Computer Sciences initially; Center for Data Science at CICS or Center for Data Science thereafter

4. When combining a center/institute/program, our college, and UMass Amherst, the order should be: (1) center/institute/program (2) College of Information and Computer Sciences (3) UMass Amherst.
   E.g., Center for Data Science at the College of Information and Computer Sciences, UMass Amherst

5. Uppercase College when used as part of our proper name; lowercase when used with our unofficial name. Lowercase college when used alone.

   They enrolled in the College of Information and Computer Sciences.
   Phoebe was most interested in the computer science college.
   The college offered a number of data science courses.

6. When spelling our formal name 1) use the plural of science, Sciences  2) use “and”, never an ampersand (&).

Note: CICS uses the Chicago Manual of Style for its marketing and communications materials and the Associated Press Stylebook and Briefing on Media Law for its news and media releases.
Email Signatures

All CICS employees are strongly encouraged to maintain an up-to-date email signature. Use the guidelines below to present a unified, professional appearance for official College of Information and Computer Sciences email communications.

Do’s and Don’ts

• Do use common fonts such as Times New Roman, Calibri, or Arial, sized 12–14 points; other fonts may not display correctly.

• Do use a single color, such as black or dark gray.

• Do include simple URLs (without “http://www”) for the CICS website (cics.umass.edu) or a faculty (e.g., people.cs.umass.edu or github.com) website.

• Do include social media links in plain text without icons.
  Facebook: facebook.com/umasscics, Twitter: twitter.com/umasscs,
  Instagram: instagram.com/umasscics, LinkedIn: linkedin.com/umass

• Don’t include logos or graphics; they increase file size and appear as attachments.

• Don’t include tag lines or quotes; they may be perceived as endorsed college/university statements.

Simple Signature
Grace Hooper
Manager of Email Signatures
College of Information and Computer Sciences
University of Massachusetts Amherst
Computer Science Building, Rm. 412
ghooper@cs.umass.edu | cics.umass.edu
413-545-1111

Follow us: Facebook | Twitter | Instagram | LinkedIn

Signature with Multiple Phone Numbers & Address
Grace Hooper
Manager of Email Signatures
College of Information and Computer Sciences
University of Massachusetts Amherst
Computer Science Building, Rm. 412
140 Governors Drive
Amherst, MA 01003 - 9306
ghooper@cs.umass.edu | cics.umass.edu
413-545-1111 (Office)
413-545-9999 (Mobile)

Follow us: Facebook | Twitter | Instagram | LinkedIn
Templates

The CICS Office of Communications and External Relations has developed several easy-to-use templates to make it easy for members of our community to develop documents and assets that are professional, unified, and on brand.

Downloads include Powerpoint, handouts, custom backgrounds, and digital signage templates.