TYPOGRAPHY
The Research Ethics typeface is Neutraface bold and regular.

FORMATTING IN TEXT
When referring to Research Ethics in text, capitalize the first letter in each word.

MARK
The Research Ethics mark should be used with the block M and in its relative size and, when appropriate, with the accompanying color blocks containing the three core commitments.

NOTE: The mark is best represented on UMN maroon background. See example below.

SIZE REQUIREMENTS
Minimum size: 4" wide
IMAGE SELECTION
Images for the Research Ethics campaign are of three kinds:
• Research-related
• People
• U of M campus

IMAGE USE
• For print pieces, use high-resolution images (300 dpi)
• No borders or strokes between images
• Use images in sets of 3 (see template examples)
COLOR SELECTION
We use the official University of Minnesota maroon and gold as anchor colors to emphasize our core identity. And we use three highlight colors to represent our core commitments.
EVENT POSTCARD

- Use high-resolution images (300 dpi)
- Follow images-use guidelines
- Gold headlines in all caps

NOTE: You are not expected to use all the template elements represented here. Only include the elements that make sense for your design. For example, if your postcard does not include a subtitle, then simply skip it.
EVENT POSTER

- Use high-resolution images (300 dpi)
- Follow image-use guidelines
- Gold headlines in all caps

Heading:

Subtitle:

Date:

Subhead 2:

Subhead 3:

URL:

Speaker:

Body text: