



UNIVERSITY *of* MARYLAND



## VISUAL IDENTITY AND BRANDING INITIATIVE

University of Maryland and the University of Maryland Medical Center

### BACKGROUND

Over the years, a wide variety of logos have been used to represent the University of Maryland in Baltimore (“University”), its six professional schools, its Graduate School, and the departments, programs, centers, institutes, and other academic and research units. Likewise, as the University of Maryland Medical Center (“UMMC”) has grown since its establishment in 1984 as the University of Maryland Medical System Corporation, programs at UMMC have developed independent logos and visual identifiers. As a result of these evolutions, the visual image presented to the public by the units of the University and UMMC often is confusing, cluttered by numerous logos, and not consistent with the collaborative nature in which the University and UMMC operate.

UMMC historically was owned and operated by the University. Today UMMC is a licensed hospital operated by the University of Maryland Medical System Corp., a tax-exempt entity legally separate from the University. Many students and faculty from the University learn, carry out research, and provide clinical care in UMMC facilities. The facilities of UMMC and the University are physically connected in numerous locations throughout the campus.

The University and UMMC agree to unify the organizations’ public image under a cohesive, easily recognized visual identity that relies upon a common graphic (example attached) as part of each institution’s logos, and through use of a common style for developing logos that use the graphic along with appropriate names and other wording. Consistency will be achieved through a common graphic and a common style for wording associated with the graphic. A style guide developed by the University and UMMC will be used by each institution.

The new visual identity will anchor the University and UMMC in the deep historical tradition of the University campus as it moves toward the 200th anniversary, in 2012, of the naming of the University of Maryland and the building of Davidge Hall, the signature building on the University/UMMC campus. The new brand identity provides a simplified and consistent external public image to students, faculty, staff, alumni, patients, referring physicians, donors, and the community that is easy to recognize and is visually unifying.

The president of each organization will communicate these guidelines and guiding principles to all leadership within their respective organizations no later than May 11, 2011, and will introduce the new visual identity to the campus community (University & UMMC) and the public on May 12, 2011.

## UNIVERSITY AND UMMC VISUAL IDENTITY PRINCIPLES

Guiding principles when applying the new brand identity are as follows:

- Logos, marks, seals, colors or other visual identity markers that have been used in the past for the University and its components, as well as UMMC and the various programs within UMMC, will be phased out and the new visual identity and logos will be used starting May 12, 2011. The changes in brand identity are to occur in two phases. Phase I will involve changes to “non-capital” items, including but not limited to paper, newsletters, websites, and letterhead. Phase II will involve changes to “capital” investments, including but not limited to larger signage. The changes should be made as promptly as practical, subject to reasonable economic considerations. Both organizations will work to implement Phase I changes by Sept. 1, 2011, and all Phase II changes by Jan. 1, 2012.
- All new printed and electronic materials that go into production after May 12, 2011, shall conform to the new brand or as soon thereafter as practical without cancellation of contracts and orders.
- Only one logo will appear on any given communication. The logo should always use the standard graphic (as attached). Accompanying words that, with the graphic, comprise the specific logo, will differ depending on the audience and the sponsoring entity (i.e.: the University, or a school, program, institute, center or department of the University; or UMMC or one of its units, programs, centers or departments).
- When deciding which logo is best suited for a particular communication, the guiding principle should be first to identify the primary audience for the communication and what logo will most readily be identified by that audience. This will be done through applying the lens of the ‘customer’ or public, not as a result of personal preference or historical usages. For example, clinical research often involves persons who are ill, and cared for as UMMC patients. In those cases, the logo for the University of Maryland Medical Center would be used, rather than the University of Maryland School of Medicine logo.
- A foundation, alumni association, or affiliated business entity of the University or UMMC will be encouraged to use its respective organization’s graphic and logo style, and, if required by law and/or policies of any governing board involved, will adopt wording that clearly indicates its separate corporate status.
- If multiple entities are involved in a particular project, the broadest and most inclusive logo/wording combination will be used.
  - The ‘Master Brand’ University of Maryland will be used only for programs or projects that encompass the University and UMMC.
  - University of Maryland, The Founding Campus will be used as the ‘Master Brand’ when referring to the University’s physical campus in Baltimore and/or programs/projects that encompass more than one school or entity within the University.
  - University of Maryland Medical Center will be used to represent the collective patient care and clinical research activities that take place within the UMMC setting and/or any of its facilities, programs, centers or departments. The name of a school or administrative unit at the University (e.g., University of Maryland School of Nursing; University of Maryland Office of Academic Affairs) will be used in combination with the standard graphic in logos for signage, stationery, and communications related to student and alumni affairs, academic programs, and basic science research activities.
  - The logo for programs, centers and departments within UMMC (e.g., Cancer Center, Heart Center, and Shock Trauma) will be used when the intended audience is specific to that one center, otherwise the University of Maryland Medical Center logo will be used.

## ENTITY BREAKOUT



### **University:**

- University of Maryland, The Founding Campus
- University of Maryland, School of Social Work
- University of Maryland, School of Medicine
- University of Maryland, School of Dentistry
- University of Maryland, Francis King Carey School of Law
- University of Maryland, School of Nursing
- University of Maryland, School of Pharmacy
- University of Maryland, Graduate School

### **Medical Center:**

- University of Maryland, Medical Center
- R Adams Cowley Shock Trauma Center, University of Maryland
- University of Maryland, Children's Hospital
- University of Maryland, Marlene and Stewart Greenebaum Cancer Center

## Color Palette

There are three primary colors that make up the University of Maryland logo. When printing in full color, please use the color breaks listed here as these color breaks are based on the most current Pantone Color Bridge System® 2010. The RGB and hex code values are also listed for any digital or web applications.



### PMS 186

CMYK coated - 2.100.85.6  
CMYK uncoated - 1.91.72.3  
RGB - 200.16.46  
Hex Code - #C8102E



### PMS 116

CMYK coated - 0.14.100.0  
CMYK uncoated - 0.19.100.0  
RGB - 255.205.0  
Hex Code - #FFCD00



### Black

CMYK coated - 0.0.0.100  
CMYK uncoated - 0.0.0.100  
RGB - 44.42.41  
Hex Code - #2C2A29

## Fonts

There are two fonts used to create the University of Maryland logo. Trajan Pro - Regular and Times New Roman - Italic.

In certain applications, an additional font of Gotham - Book will be used.

Additional information about fonts can be found on page 7.

### TRAJAN PRO - REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### *Times New Roman - Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

### Gotham - Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Secondary Color Palette

There are eight colors that make up the University of Maryland secondary color palette and neutral color palette. When printing in full color, please use the color breaks listed here as these color breaks are based on the most current Pantone Color Bridge System® 2010. The RGB and hex code values are also listed for any digital or web applications.

## Secondary Color Palette

**PMS 7449 U**

CMYK coated  
72.100.77.40  
CMYK uncoated  
72.100.77.40  
RGB  
73.24.45  
Hex Code  
#49182d

**PMS 5743 U**

CMYK coated  
33.0.85.82  
CMYK uncoated  
33.0.85.82  
RGB  
51.70.13  
Hex Code  
#33460d

**PMS 7540 U**

CMYK coated  
0.0.0.72  
CMYK uncoated  
0.0.0.72  
RGB  
105.106.109  
Hex Code  
#696a6d

**PMS 634 U**

CMYK coated  
100.0.9.40  
CMYK uncoated  
100.0.9.40  
RGB  
0.118.152  
Hex Code  
#007698

## Neutral Color Palette

**PMS 7503 U**

CMYK coated  
0.12.35.25  
CMYK uncoated  
0.12.35.25  
RGB  
200.177.139  
Hex Code  
#c8b18b

**PMS 577 U**

CMYK coated  
24.0.46.10  
CMYK uncoated  
24.0.46.10  
RGB  
180.204.149  
Hex Code  
#b4cc95

**PMS 7544 U**

CMYK coated  
10.1.0.40  
CMYK uncoated  
10.1.0.40  
RGB  
149.160.169  
Hex Code  
#95a0a9

**PMS 5415 U**

CMYK coated  
42.8.0.40  
CMYK uncoated  
42.8.0.40  
RGB  
93.135.161  
Hex Code  
#5d87a1

# Graphic Standards

## Primary Fonts

There are three primary fonts in the University of Maryland style guide—one serif font and two versions of the same sans serif font.

Trajan Pro – Regular  
Gotham – Book  
Gotham Narrow – Book

## Secondary Fonts

There are two secondary fonts in the University of Maryland style guide—one serif font and one sans serif font. When the primary fonts are not available, please use the secondary fonts.

Calisto – Regular  
Franklin Gothic – Book

## Tertiary Fonts

There are two tertiary fonts in the University of Maryland style guide—one serif font and one sans serif font. When both the primary and the secondary fonts are not available, please use the tertiary fonts.

Times New Roman – Regular  
Arial – Regular

TRAJAN PRO - REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Gotham - Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Gotham Narrow - Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

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Calisto - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Franklin Gothic - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

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Times New Roman - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Arial - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## University of Maryland

There are three main logos, shown at right.

### Fonts

The font used to create the University of Maryland logo is Trajan Pro - Regular with the "of" being typeset in Times New Roman - Italic.

### Uses

Use this logo when referring to both the University and the Medical Center.



UNIVERSITY *of* MARYLAND

Use this logo when referring to only the University.



UNIVERSITY *of* MARYLAND  
THE FOUNDING CAMPUS

Use this logo when referring to only the Medical Center.



UNIVERSITY *of* MARYLAND  
MEDICAL CENTER

## University of Maryland

There are seven logos for each of the schools, shown at right.

### Uses

Use the appropriate logo for a specific school when referring to events or programs within only one school.

When referring to more than one school, use The Founding Campus logo, shown on the previous page.



UNIVERSITY *of* MARYLAND  
SCHOOL OF MEDICINE



UNIVERSITY *of* MARYLAND  
SCHOOL OF DENTISTRY



UNIVERSITY *of* MARYLAND  
FRANCIS KING CAREY  
SCHOOL OF LAW



UNIVERSITY *of* MARYLAND  
SCHOOL OF NURSING



UNIVERSITY *of* MARYLAND  
SCHOOL OF PHARMACY



UNIVERSITY *of* MARYLAND  
SCHOOL OF SOCIAL WORK



UNIVERSITY *of* MARYLAND  
GRADUATE SCHOOL

## University of Maryland

An example of the use of the logo when referring to a center is shown at right.

## Logo Requests

If your department or program needs a dedicated logo, visit [www.umaryland.edu/branding](http://www.umaryland.edu/branding) to fill out a logo request form. Someone from the Office of Communications and Public Affairs will contact you about your request.

Do NOT create a logo on your own. the Office of Communications and Public Affairs will ensure your logo remains consistent with the University branding.

## Which logo should I use?

If you have questions or concerns about which logo should be used in a particular instance, please contact the Office of Communications and Public Affairs for clarification.

## Approval of Logo Use

Until further notice, the Office of Communications and Public Affairs must approve all uses of the logo before a piece is printed.

## Downloading Logos

The 3 main logos, and the 7 school logos are available for download at [www.umaryland.edu/branding](http://www.umaryland.edu/branding).



## Stand Alone Icon

The logo type (University of Maryland text) can never appear by itself without the icon lock up. However, the University of Maryland icon can stand on its own in certain applications (see favicon and social media uses on page 14).



## Vertical Logo

When there are space constraints, you may use the vertical versions of the University of Maryland logo, as shown.



## One Color Logo Options

In addition to the logo being printed in full color, the logo may also appear in 100% black or white (reversed). It is always recommended to use the full color logo when possible.



## Overall Logo Size Constraints

The horizontal logo should never be reproduced smaller than 1.75" wide and the vertical logo should never be reproduced smaller than 1.03125" wide.

The icon when used by itself should never be reproduced smaller than .1875" wide.



Actual Size 1.75"



Actual Size 1.03125"

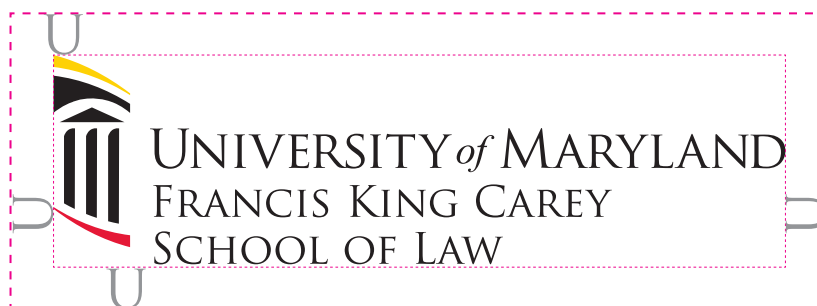


Actual Size .1875"



## Clear Space / Safety Zone

When placing the University of Maryland logo next to copy or other logos please use the recommended safety zone around the perimeter of the logo. The safety zone is based on the height of the “U” in the word University.



## Clear Space/Safety Zone When Using the Logo With a Department Name

When a department name needs to be visible along with the University of Maryland logo (ie, for a tablecloth), the department name cannot be locked up with the logo.

To preserve the correct clear space in this instance, the recommended safety zone is two times the height of the “U” in the word University between the lowest text in the logo and the department name.



## Fonts Used For Department Name

On professionally printed pieces, the department name should be listed in Gotham – Book, all caps.

For internally printed documents using Microsoft Word, the secondary font of Franklin Gothic – Book may be used.

## Favicon

If you would like a favicon to show up in the title of your URL, you may use the mark as a favicon, as shown here. It is available for download at [www.umaryland.edu/branding](http://www.umaryland.edu/branding).



## Social Media Sites

You may also use the mark as a profile picture for social media sites, such as Twitter or Facebook. It is available for download at [www.umaryland.edu/branding](http://www.umaryland.edu/branding).



## Email Signature

If you would like to use the logo in your email signature, please download it from the downloads section of the branding website: [www.umaryland.edu/branding](http://www.umaryland.edu/branding).

### Instructions to create a signature in Outlook:

1. From the Tools menu, select Options. The Options dialogue will appear.
2. Click the Mail Format tab.
3. Click the Signatures button at the bottom on the dialogue.
4. In the Create Signature dialog, click the New button.
5. Type a name for your new signature.
6. Click the Next > button.
7. Right-click in the Signature text box.
8. Select Insert Image from the pop-up menu.
9. In the Picture dialogue, click the Browse button.
10. In the Picture files dialogue, navigate to the image file you would like to use.
11. Highlight the image file and click Open.
12. In the Picture dialogue, click the OK button. Your image will appear.
13. Add any other text as needed.
14. Click the Finish button.
15. Click the OK button.



Your signature is created and you should be back at the Options dialogue. If you look in the signatures section, you'll see Outlook has assigned your new signature to new messages. This means each time you create an email, this signature will appear at the bottom of the email.



Your Name Here  
Title Here  
Department or Center or Program  
University of Maryland

Street Address  
Baltimore, MD 21201  
410.706.xxxx  
410.706.xxxx fax



## Anniversary Logos

When your department reaches a milestone anniversary, the anniversary logo may be used in certain applications. Please contact the Office of Communications and Public Affairs for more details on how to incorporate the anniversary logo into your materials.



# Brand Standards

## Stationery Templates with Printers

The approved printers listed below have the design templates for business cards, letterhead, and envelopes. You do NOT need to provide the printers with any templates. Please be ready with the following information when placing your print orders:

- School or Center if applicable
- Name and Degrees
- Job Title (maximum of two titles)
- Department, Office, or Program
- Office, Fax, and/or Cell Numbers
- Email Address
- Physical Address
- URL

### PRINTERS:

#### Webb Mason

10830 Gilroy Road Hunt Valley, MD 21031  
Direct: 443.589.2386 | Fax: 410.584.7777

Contact: Rebecca Douglass  
Sr. Client Services Coordinator  
[RDouglass@webbmason.com](mailto:RDouglass@webbmason.com)

#### Ridge Printing Corp.

8900 Yellow Brick Road Baltimore, MD 21237  
Cell: 443-807-0036 | Office: 410-668-4780

Contact: Will Gohlinghorst  
Senior Sales Representative  
[willg@ridgeprinting.com](mailto:willg@ridgeprinting.com)

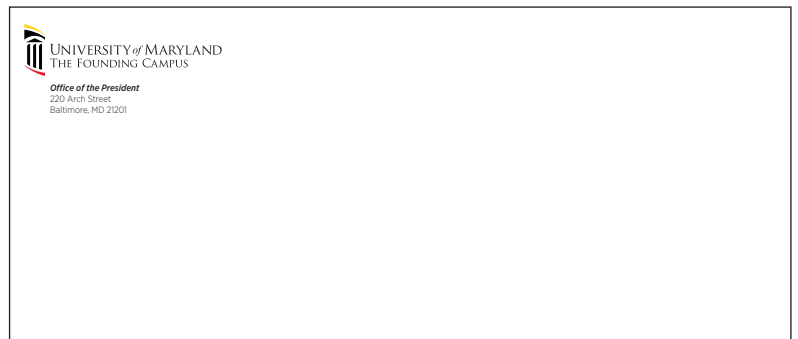
**The Office of Communications and Public Affairs must approve all University uses of logos and templates before a piece is printed or published.** Send pdf proofs to Laura Kozak, interim assistant vice president of communications and public affairs, at [lkoza001@umaryland.edu](mailto:lkoza001@umaryland.edu).



Business card | Actual size: 3.5"x2"



Letterhead | Actual size: 8.5"x11"



#10 Envelope sample | Actual size: 9.5"x4.125"

# Brand Standards

## Stationery Templates with Printers

In addition to business cards, letterhead, and envelopes, there are several other templates available with the approved printers. These templates include the following:

Monarch Size Letterhead

Envelopes

#10

9"x12"

10"x13"

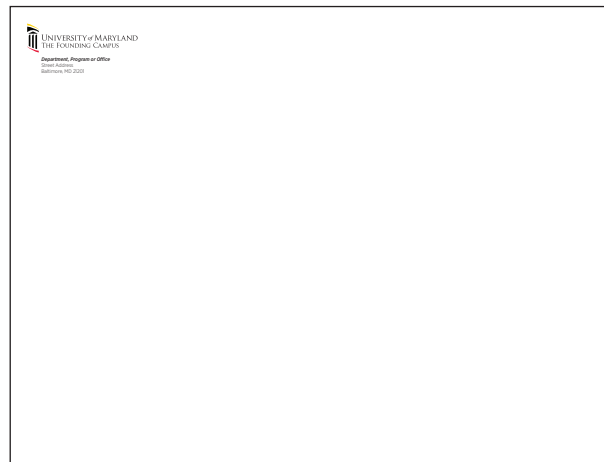
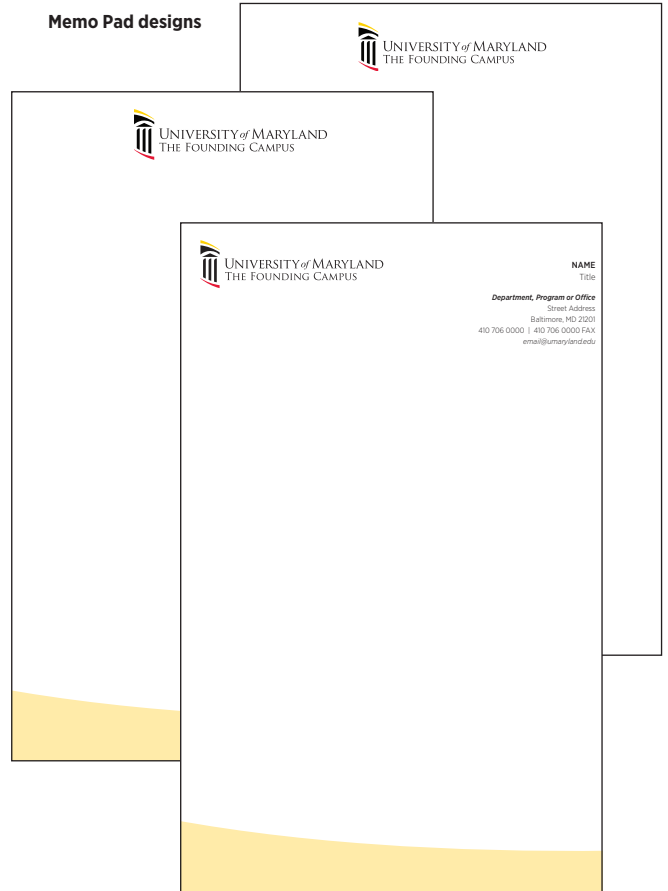
Campus Mail

Memo Pads

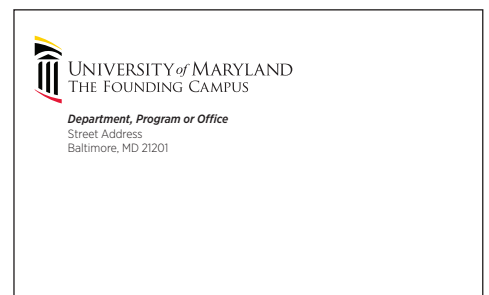
Mailing Labels

If there is a specific item that you need printed, please contact the Office of Communications and Public Affairs.

### Memo Pad designs



10"x13" Envelope



Mailing label

## Templates Available Online

There are several templates available online at <http://www.umaryland.edu/branding/downloads>.

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The electronic letterhead is intended to be used ONLY electronically. For printed pieces, please contact one of the approved printers directly.

### UNIVERSITY OF MARYLAND

- JPG Horizontal Logos | EPS Horizontal Logos | EPS Vertical Logos
- Electronic Letterhead
- Word Flyer Template
- Certificates
- PowerPoint Templates
- Fax Cover Sheet

### THE FOUNDING CAMPUS

- JPG Horizontal Logos | EPS Horizontal Logos | EPS Vertical Logos
- Electronic Letterhead
- Word Flyer Template
- Word News Template
- PowerPoint Templates
- Certificates
- Scientific Posters
- Avery Shipping Label
- Fax Cover Sheet

### SCHOOL OF DENTISTRY

- JPG Horizontal Logos | EPS Horizontal Logos | EPS Vertical Logos
- Electronic Letterhead
- Word Flyer Template
- Word News Template
- PowerPoint Templates
- Scientific Posters
- Certificates
- Fax Cover Sheet

### SCHOOL OF LAW

- JPG Horizontal Logos | EPS Horizontal Logos | EPS Vertical Logos
- Electronic Letterhead
- Word Flyer Template
- Word News Template
- PowerPoint Templates
- 2x3 Posters
- Certificates
- Fax Cover Sheet

### SCHOOL OF MEDICINE

- JPG Horizontal Logos | EPS Horizontal Logos | EPS Vertical Logos
- Electronic Letterhead
- Word Flyer Template
- Word News Template
- PowerPoint Templates
- Scientific Posters
- Certificates
- Fax Cover Sheet

*Branding materials for a specific center within the School of Medicine is also available to download.*

## Templates Available Online

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### SCHOOL OF NURSING

- JPG Horizontal Logos | EPS Horizontal Logos | EPS Vertical Logos
- Electronic Letterhead
- Word Flyer Template
- Word News Template
- PowerPoint Templates
- Scientific Posters
- Certificate
- Fax Cover Sheet

### SCHOOL OF PHARMACY

- JPG Horizontal Logos | EPS Horizontal Logos | EPS Vertical Logos
- Electronic Letterhead
- Word Flyer Template
- Word News Template
- PowerPoint Templates
- Scientific Posters
- Certificates
- Fax Cover Sheet

*Branding materials for a specific center within the School of Pharmacy is also available to download.*

### SCHOOL OF SOCIAL WORK

- JPG Horizontal Logos | EPS Horizontal Logos | EPS Vertical Logos
- Electronic Letterhead
- Word Flyer Template
- Word News Template
- PowerPoint Templates
- Scientific Posters
- Certificate
- Fax Cover Sheet

### GRADUATE SCHOOL

- JPG Horizontal Logos | EPS Horizontal Logos | EPS Vertical Logos
- Electronic Letterhead
- Word Flyer Template
- Word News Template
- PowerPoint Templates
- Scientific Posters
- Certificate
- Fax Cover Sheet

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The electronic letterhead is intended to be used ONLY electronically. For printed pieces, please contact one of the approved printers directly.

## GPILS

- JPG Logos | EPS Logos
- Word Flyer Template
- Word News Template
- PowerPoint Templates
- Scientific Posters
- Certificates
- Fax Cover Sheet

## DONALDSON BROWN CONFERENCE CENTER

- JPG Logos | EPS Logos
- Electronic Letterhead
- Fax Cover Sheet

## HUMAN RESOURCES

- Electronic Letterhead\*

*\*This letterhead is only to be used by Human Resources, as it contains a necessary legal statement for HR purposes.*

## HS/HSL

- JPG Logos | EPS Logos
- Electronic Letterhead
- Fax Cover Sheet

## SMC CAMPUS CENTER

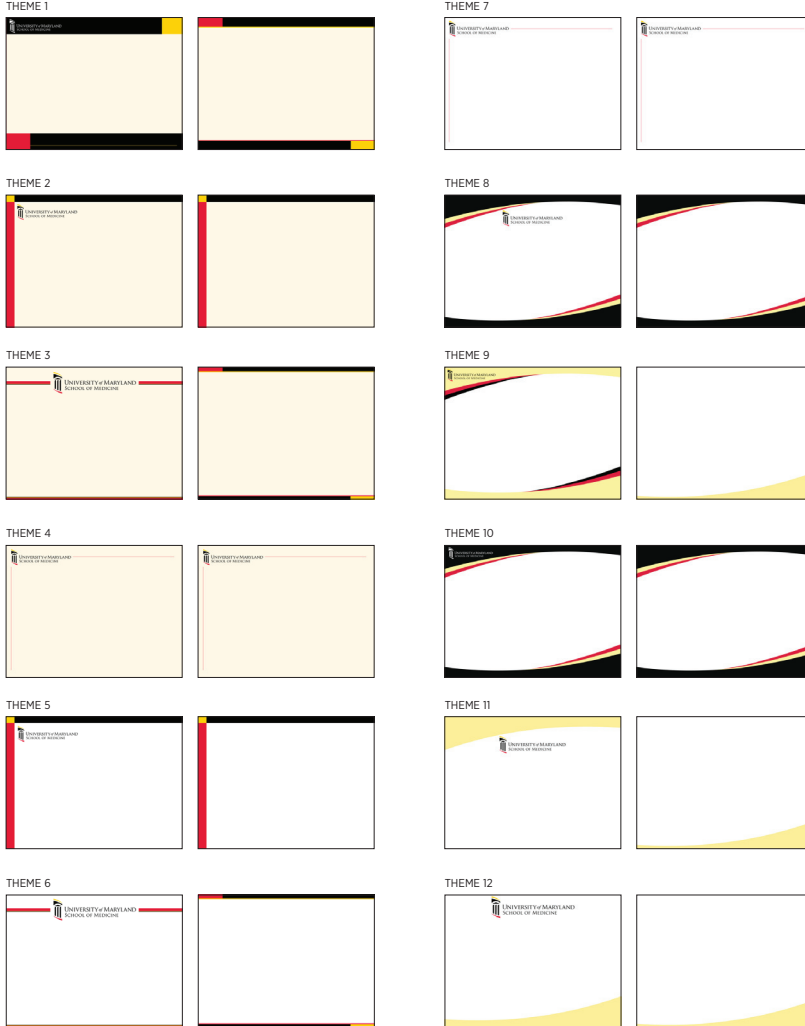
- JPG Logos | EPS Logos
- Electronic Letterhead
- Fax Cover Sheet

# Brand Standards

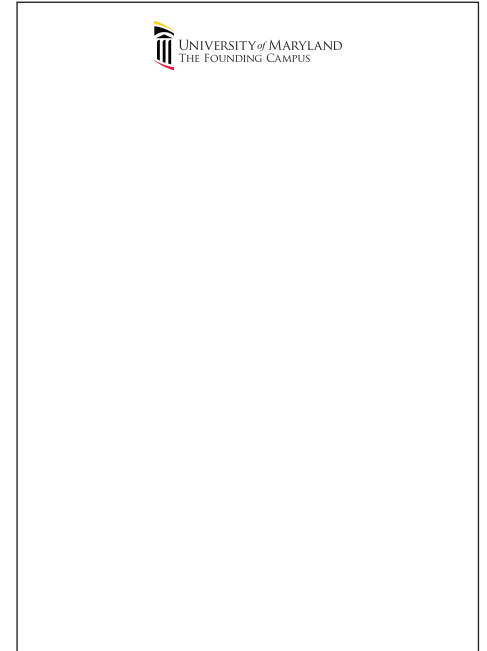
## Templates available online

Below are just a few examples of templates currently available online.

### Powerpoint Templates



### Word template sheet



### Certificate



### Scientific Poster



## Tablecloths

If you need to order a tablecloth for your department, please use the following guidelines:

- White tablecloth with full color logo
- Black tablecloth with all white logo
- Red tablecloth with all white logo
- Yellow tablecloth with all black logo

These are the only four approved tablecloth colors. Do not place a white box around the color logo and try to put it on a different color tablecloth.



## Brand Logotype - Incorrect Usage

To the right are just a few examples of incorrect usage of the logo.

1. DO NOT distort the logo or change its shape.
2. DO NOT modify the type font.
3. DO NOT multiply the logo in a pattern.
4. DO NOT combine the logo with any other graphic elements.
5. DO NOT introduce color change.
6. DO NOT "screen" the logo or make it lighter. Maintain clear contrast between it and the field on which it appears.
7. DO NOT dissect parts of the icon for separate use.

14

## Invalid Logotypes

Below are some of the previously used logos for different entities and locations. These are no longer to be used.

