

VISUAL IDENTITY GUIDE



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OVERVIEW

A clear and consistent visual identity is key to maintaining a strong image for the University of Maryland. The identity connects and leverages the university's many parts, and is easily recognized and understood by its wide-ranging publics.

Through consistent use of the identity, rather than rigid requirements for the design of all University of Maryland publications and web sites, our graphic standards provide the means to create a family look for print and online collateral through unifying elements. The constant use of the logo, wordmark typefaces, photographs and color palette all reinforce a strong and positive image of our institution. This consistency also associates the university with its brand values of quality, discovery, impact and momentum.

BASIC CONSIDERATIONS

All print and web communications should clearly be identified as originating from the University of Maryland through the use of the logo.

All college, school or departmental identifiers should work within the system for unit-level identity and prominently display the university logo.

The wordmark and logo (available in a variety of layout formats on the identity web site at **www.trademarks.umd.edu**) must be reproduced from these authorized graphics and cannot be redrawn, reportioned, embellished, or modified in any way.

For additional guidance or assistance, contact University Marketing and Communications at 301.405.4615.

USING THE STYLE MANUAL

This manual will help you use the visual identity guidelines easily and accurately. Your careful attention to these specifications will ensure consistent quality.

File formats are provided for use in commercial printing, desktop publishing, electronic presentations and Internet communication. For more information about the identity guidelines, contact:

Office of University Marketing
2101 Turner Hall
University of Maryland
College Park, Maryland 20742-5411
301.405.1011 [T]
301.314.9344 [F]
identity@umd.edu

To place stationery orders, contact:

University Printing Services
1122 Lee Building
University of Maryland
College Park, Maryland 20742-6717
301.405.9500 [T]
301.314.9322 [F]

Guidelines for Vendors

Contents of this manual are protected by copyright. All restrictions apply. Design or color alterations to the specifications in this manual are prohibited without the consent of the Office of University Marketing. The university reserves the right to reject delivery of materials containing unauthorized or incorrect use of the enclosed guidelines.

For more information about the identity program, or to receive reproductive artwork and digital files, contact the Office of University Marketing. For copyright, trademark and licensing information, contact:

Office of Governmental and Legislative Affairs
2101 Main Administration
University of Maryland
College Park, Maryland
20742-5025
301.405.1990 [T]
301.314.9395 [F]

IDENTITY TERMINOLOGY

Visual Identity Program

A system of visual communications, graphically coordinated in such a way that the public easily identifies the University of Maryland, its constituent parts and its activities.

Symbol

A graphic identifier—one which reflects the organization’s spirit and philosophy—that promotes immediate identification by the public.

Wordmark

The institution’s name, designed in a unique and individual style.

Logo

Often referred to as the “signature,” the logo is the official graphic combination of the symbol and wordmark.

CMYK

Four-color printing process that uses cyan, magenta, yellow and black inks to create other colors including photos.

Copy

Words used in communications encompassing headlines, paragraphs (body copy) and more.

Pantone Matching System (PMS)

Specific color inks.

RGB

The color scale used in Web and interactive design.

Resolution

Refers to the number of pixels in an inch of a digital image. A high-resolution image, 300dpi or greater, is recommended for all printed material.

Vector Artwork

Artwork created using mathematically plotted points instead of pixels, allowing it to be reproduced at any size without distortion to the image.

Compatible Typography

Typefaces that complement the signature used for supplementary copy, such as address blocks, signage and advertisements.

Zymology—the art or practice of expression by means of symbols—is the oldest form of visual communication. More than 30,000 years ago, humans expressed ideas with simple marks chiseled into cave walls. In medieval times, potters marked their pots and herders branded their cattle. The heraldic forms used on shields and banners by the knights of old were a type of visual identity. In the industrial age, logos and marks created recognition for commercial goods. Some of these early trademarks evolved into corporate identifiers still in use today.

VISUAL IDENTITY ELEMENTS

Primary Logo

The logo consists of two parts: the symbol and the wordmark. It is preferred application in most instances.

Secondary Logo

These configurations may be used as alternatives to the primary logo in formats where a vertical or centered design is preferable.



As the size of the logo is reduced, the proportions of the symbol and wordmark shift to maintain clarity. The symbol should not be reproduced smaller than 3/8" in width.

THE UNIVERSITY SEAL

Informal Seal

This adaptation of the symbol and university name may be substituted for the signature when space is limited. The informal seal is used with unit identities as shown on pages 14.

Formal Seal

The formal seal has been created to reflect visual identity, and to distinguish the University of Maryland from governmental and public agencies that use the Maryland State Seal. The formal seal is reserved for ceremonies, presidential communications, diplomas and certificates.



To maintain clarity, the informal seal should not be reduced below 5/8".



SPECIAL CIRCUMSTANCES

These logos may be used only under special specific circumstances with the permission of University Publications [301.405.4615].

Symbol Only



Symbol with wordmark



One line wordmark



COLOR USAGE

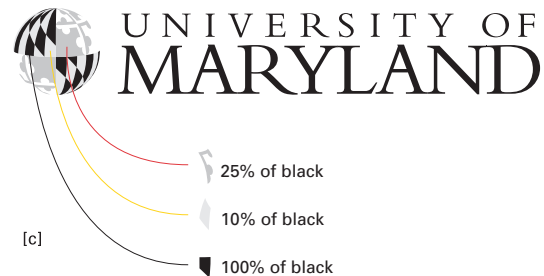
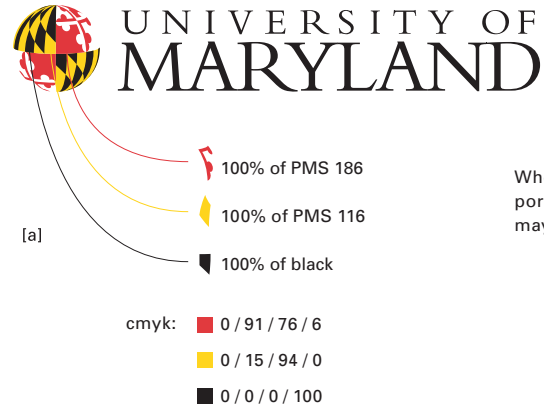
The state colors express our role as Maryland's flagship university. Strategic use of color creates powerful visual impact and is an immediate signal of quality. Since advancements in technology have made color reproduction more cost effective than it was just a few years ago, the university encourages use of the three colors in the identity program whenever possible. [a]

The official colors in the University of Maryland visual identity program are Pantone 186 (red), Pantone 116 (gold) and black. [a]

Use the wordmark only when reproducing the logo in PMS colors. [b]

Reproducing the Symbol in Black and White

Screen values may be adjusted for various printing techniques to maintain tonal differentiation. The example shown here is most widely used. Additional variations are available from the Office of University Marketing. [c]



PRINTING ON COLOR BACKGROUNDS

When printing the logo on light backgrounds, use the standard artwork. [a]

When reversing out of dark backgrounds, the wordmark should appear in white. [b]

Reproduction in two colors

The wordmark may be used without the symbol. When printing on colored paper, use the wordmark without the symbol. [c]

Specialized Reproduction Requirements

Reproduction of the symbol by screen process, enameling, etching, blind-embossing, foil stamping, etc., requires specialized treatment to differentiate the flag elements within the globe. [d]

Work with a qualified vendor and feel free to consult the Office of University Publications (301.405.4615) for production advice.

[a]



[b]



[c]

UNIVERSITY OF
MARYLAND

[d]



REPRODUCTION

The University of Maryland logo should be reproduced from digital files provided by the Office of University Marketing.

INCORRECT USAGE

The wordmark, although based on a typeface, has been customized and handset. Do not use any other typeface to spell out University of Maryland. [a]

Do not substitute the wordmark with the name of a department or unit. [b]

The size and relationship of the elements should not be changed. [c]

Do not combine the wordmark with other marks. [d]

Do not crop into pieces of the symbol. [e]

Do not use the symbol as a substitute in copy. [f]

Do not alter the colors or use an outline of the logo. [g]

Do not screen back the logo. [h]

Do not blur, skew or distort the logo. [i]

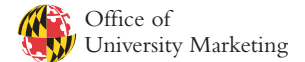
Do not apply effects, including drop shadow or glow. [j]

Do not use a pixilated form of the logo. [k]

Do not obscure or hide parts of the logo. [l]



[a]



[b]



[c]



[d]



[e]



[f]



[g]



[h]



[i]



[j]



[k]



[l]

TYPOGRAPHY

Typefaces have unique characteristics that help communicate specific messages. The official serif typeface of the university is Adobe Bembo, which was chosen for its combination of traditional and contemporary styling. The official sans-serif typeface of the university is Univers. These are not required for correspondence and other desktop documents. Editorial instances may arise where other fonts are called for, and you must secure permission from University Communications to use them.

A university license for Adobe Fonts (Bembo and Univers) is available through the Office of Information Technology Software Licensing at www.oit.umd.edu/units/slic/products/adobe/fonts.html or call 301.405.2986.



Bembo, 7.5pt

Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover. —Mark Twain

Univers, 6.5pt

Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover. —Mark Twain

Bembo Bold, 7.5pt

Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover. —Mark Twain

Univers Bold, 6.5pt

Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover. —Mark Twain

Bembo Italic, 7.5pt

Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover. —Mark Twain

Univers Oblique, 6.5pt

Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover. —Mark Twain

STATIONERY APPLICATIONS

Letterhead

University letterhead (shown at right) is to be used by all departments, institutes, centers, colleges and schools for all official university communications. The signature, unit and sub-unit names appear at the top left as shown. Postal and electronic addresses, telephone and fax numbers are placed at the top right. Suggested format for letter is described in the body of the sample letter.

There are some instances when personalization of stationery is appropriate. Such cases include correspondence by the president, vice presidents, deans, directors, department heads, distinguished university professors, holders of endowed chairs and others authorized by unit heads. A line of personalization appearing under the unit name is acceptable in such cases. Since smaller quantities of personalized letterhead are more costly to produce than standard departmental stationery, discretion by unit heads is to be encouraged.

Mailing Label



Set the top margin at 1 3/4" and the left margin at 1"

Business Card

Two styles of business cards have been designed, and either may be used. Style B (single column) is designed to accommodate longer names, multiple phone numbers or long e-mail addresses.

Additional Stationery Items

Name tags, certificates, pocket folders, invitations, note cards and other items may be ordered from University Printing Services in compliance with our branding standards.

1"	Bembo Italic 9.5 / 10pt	Bembo Semibold 9.5 / 10pt small caps	2 3/4"
 UNIVERSITY OF MARYLAND UNIVERSITY MARKETING AND COMMUNICATIONS Office of Publications		3100 Terrace Hall Building College Park, Maryland 20742-5411 P: 301.405.3384 F: 301.314.9344 www.marketing.umd.edu	
Date Name Title Company Address City, State, Zip Country		Address Bembo 8.5 / 10pt	
Salutation: This letter illustrates the suggested typing format for correspondence using the University of Maryland letterhead. The text here is for example only.			
Testudo is the centerpiece of our campus, and the act of rubbing his nose for good luck is our most-enduring tradition, going strong since 1933! Since the early 1990s, students have left Testudo offerings of any imaginable kind: food, cigarettes, soda, beer, poems, computer disks, candy flowers, coins—hoping that Testudo will bring them luck at final exam time. Replicas of Testudo can be found at three locations on campus: Comcast Center, Cole Student Activities Building, and Byrd Stadium, where there are two.			
The 16 feet by 250 feet McKelvin Mall fountain honors members of the campus chapter of the Omicron Delta Kappa honor society. Each fountain tier represents one of the leadership qualities found in ODK members. Engravings around the fountain include quotations from Franklin Delano Roosevelt and Martin Luther King, Jr., the symbol of ODK, and a listing of fraternity members from the university. This installation also features a plaque honoring donors who contributed to the building of the fountain.			
Complimentary close,			
Name of Sender Title Writer's or administrator's initials Encl. cc:		 3 1/2"	
1 1/2"		Name Organization Address City, State, Zip Code	

THE LOGO IN PUBLICATIONS

The primary mark should appear prominently on all university communications in a size appropriate to the overall piece.

In addition, the logo/wordmark should be placed on the back of all communications and it is required when using a publication as a self-mailer. The signature and address block must be placed in the upper left-hand corner on the mailing address side.

THE LOGO IN ADVERTISEMENTS

The signature should be displayed in all public advertisements promoting university-sponsored programs and events. Care should be taken to leave adequate blank space surrounding the signature. For advertisements in publications that are printed on newsprint, a special version of the symbol has been prepared.

University Human Resources has specifications for employment ads in *The Washington Post*, the *(Baltimore) Sun* and *The Chronicle of Higher Education* that present the university and its identity in a consistent format.

See trademark webpage for examples.



WEBSITE GUIDELINES

University Design Standards have been developed with the goal of providing a standardized look for University of Maryland Web sites. (www.umd.edu/web_guidelines/)

As of May 7, 2008, it is University of Maryland policy that any university Web site being redesigned or newly developed will be identified by the University of Maryland “Web page wrap,” with the goal that eventually all university Web pages will adopt the wrap when redesigned. The wordmark in the wrap will always link back to the University of Maryland home page (www.umd.edu). (This does not apply to personal student pages.)

Design or color alterations to the Web wrap and the University of Maryland wordmarks are prohibited by copyright and trademark.

All uses of university marks must comply with University Design Standards.

University marks may not be modified in any way without prior University approval.

University Signature Mark



Web Wrap Example



WEB RESTRICTIONS

University marks may not be used in conjunction with the name or marks of any other entity without the prior written permission of University Marketing and Communications and that entity. If permission is granted to use both the university mark and another party's mark, the marks must be distinct and separate from one another and neither mark may dominate the other in order to protect the integrity of both marks.

No university mark may be used in any manner that suggests or implies university endorsement of products, services, political parties or views, or religious organizations or beliefs.

No one other than the university may claim copyright or trademark rights in or seek to register any design that uses university marks.

The University will not approve the use of its marks in connection with alcoholic beverages, inherently dangerous products (firearms, explosives), illegal drugs, tobacco, gambling, sexually suggestive products or language, or any health-related product.

For additional guidance or assistance, contact the Office of Internet Communications at 301.405.4615.

UNIT IDENTITY

Consistency is important to the success of the identity program and overall brand recognition. The guidelines in this manual should be used by all departments and units to identify their programs and services. Using the official university letterhead for all correspondence and including the signature in printed and electronic communications will enhance both individual and collective efforts to improve the university's image and reputation.

A complementary system of unit identification has been designed for each of the colleges and schools and the Maryland Alumni Association. The informal seal is centered over the unit's name, presented in Adobe Bembo typeface. These designs may be used in signs, banners, publications, Web sites and other materials. For formal correspondence by deans of colleges and schools, executive stationery that displays unit identity has been developed.

See trademark Web page for more examples.

University Divisions:

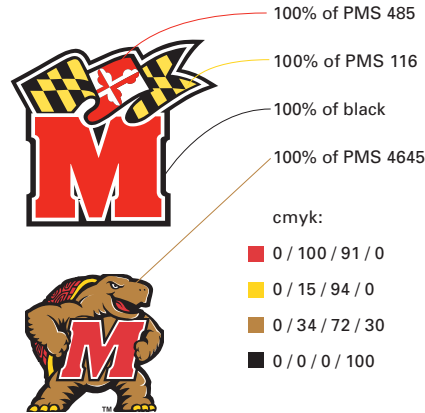


For more examples of vertically orientated logos see the trademark Web page.

ATHLETIC IDENTITY

The Maryland Terrapin is an important university “brand.” When appealing to an audience with an athletic message or purpose, the University of Maryland Terrapin logo should be used. The Department of Intercollegiate Athletics will continue to be the primary user of these marks, but occasional use by units working with alumni and other groups is permitted.

The typography is consistent with the university identity program, which will further enhance recognition. These images are licensed to selected vendors for use in retail products, such as apparel, gifts and other merchandise. No alterations of these graphics are permitted. (www.trademarks.umd.edu)



ATHLETIC COLORS

The official colors in the Maryland Terrapin marks are Pantone 485 (red), Pantone 116 (gold), Pantone 4645 (brown) and black.

Terps

Alternate athletic logos:



VISUAL IDENTITY

Visual identity has become a powerful positioning tool. Successful identity programs get to the heart of an organization's uniqueness and express it across the full range of visual communications.

As the University of Maryland assumes its place among the nation's prestigious public research universities, it reinforces its growing reputation with a visual identity that conveys our excellence, energy and global influence.

The university's identity on brochures, Web pages, advertisements and other materials reflects our values, purpose and vision. A cohesive identity program conveys an image of distinction and strength, building awareness and pride among those connected to the university.

In addition to its image-enhancing value, a carefully managed visual identity program ensures that the university invests its resources in communications that work toward strategic goals. Applying these simple guidelines enables decisions to be made quickly, efficiently and cost-effectively.