™ UNIVERSITY SYSTEM
of MARYLAND

LOGO USAGE GUIDELINES

CONTENTS

ABOUT THIS GUIDE

These guidelines detail proper use of the University System of Maryland (USM) logo, as approved by USM leadership.

Everyone who communicates on behalf of USM and/or uses the logo shall be aware of and adhere to these guidelines. The purpose of the guidelines is to maintain a consistent visual appearance throughout all USM materials and to ensure the logo's integrity.

Please follow them carefully.

LOGO

The logo is the graphic
representation of USM.
Do not use the logo without
official permission. Any alterations,
distortion, re-creation, or misuse
is strictly prohibited. Use only
the official files provided. Do not
recreate the logo or change the
colors under any circumstances.

LOGO

The USM logo is composed of two parts: the icon and the word mark. These elements may be split up and used individually in special cases only (please see next page for examples).

ICON   WORDMARK

ICON

The icon consists of a four-color shield with a simplified, stained glass-style design and uses recognizable elements of the Maryland flag.

WORDMARK

USM's name is presented in bold, uppercase serif letters that complement the modernized mark with classic and traditional type from the Garamond font family.

LOGO ORIENTATION

When used together as a unit in either of the following arrangements, the size of the icon in relation to the word mark should be maintained as shown in these standards. Whenever possible, use the full version of the horizontal logo.

HORIZONTAL LOGO

Unless otherwise specified, the official USM logo is to be used on all documents and approved collateral.

STACKED LOGO

A stacked and centered version of the logo may be used for large-scale signage and other approved collateral for which the horizontal logo may not be the best fit.

ICON ONLY

The icon of the logo may be used under certain circumstances, such as for use on promotional pieces, e.g., pins, buttons.

SPECIALTY LOGO: ROUND SEAL

The USM round seal should only be used in special situations where size and shape restrictions prohibit the use of other permitted versions of the logo.

Examples include promotional items such as lapel pins, buttons, and badges. Use must be reviewed and approved by the Office of Communications.

LOGO FORMATS

COMMON LOGO FILE CONFIGURATIONS: FILE TYPES, SIZES, AND COLOR MODES

FILE TYPE		EPS	JPG	JPG	PNG	PNG
Unit of Measurement		N/A EPS is a scalable vector graphic	Pixels	Inches	Pixels	Inches
				(Scaling JPGs or PNGs up or down will result in loss of clarity)		
Resolution		N/A	72 ppi *(web/low-res)*	300 dpi *(print/high-res)*	72 ppi *(web/low-res)*	300 dpi *(print/high-res)*
Background		Transparent	White *(#000000)*	White *(#000000)*	Transparent	Transparent
Color Modes	**CMYK** *(professional print)*	✔				
	RGB *(web and MS Office)*	✔	✔	✔	✔	✔
	K *(black only)*	✔	✔	✔	✔	✔
	Reverse *(white only)*	✔			✔	✔
	PMS *(professional print)*	✔				
Usage		**Professional design programs (e.g., InDesign), MS Office** *(can scale with no loss of clarity)*	**Web** *(when logo is being used on a white background)* **MS Office** *(when high-res is not required)*	**Desktop publishing, MS Office** *(when high-res is required)*	**Web** *(PNG is the preferred file type for logos online)* **MS Office** *(when high-res is not required)*	**Desktop publishing, MS Office** *(when high-res is required)*

SIZING

To maintain maximum clarity, the logo should not be produced or displayed smaller than 1.5" wide x 0.31" tall in print, or 108 pixels wide x 22 pixels tall on screen.

USES

Agency documents, stationery, promotional collateral, signage, etc.

Minimum size 1.5" wide x 0.31" tall or 108 pixels wide x 22 pixels tall

EXAMPLE

Below is an example of the USM logo being used at minimum size on a pen

LOGO VERSIONS

The USM logo has four approved color options: Full Color, Gray scale, One Color, and Reverse.

These approved variations ensure that the logo appears properly in print documents and on-screen presentations.

Whenever possible, use the Full Color logo, including the icon and wordmark.

FULL COLOR

 UNIVERSITY SYSTEM *of* **MARYLAND**

GRAY SCALE

 UNIVERSITY SYSTEM *of* **MARYLAND**

ONE COLOR

 UNIVERSITY SYSTEM *of* **MARYLAND**

REVERSE

 UNIVERSITY SYSTEM *of* **MARYLAND**

LOGO VERSIONS: BACKGROUND COLORS

The USM logo may be placed on photos and color backgrounds as long as the logo is clearly legible and the background is an approved color.

PMS 1805

PMS 124

PMS Cool Gray 2

PMS Black 6

LOGO VERSIONS: REVERSE LOGO

As a general rule, the full color version of the logo should be used whenever possible. When the logo is used on a dark background, reverse the logo to white. The following is a guideline of when to switch from the full color logo to the reverse logo.

The full color logo may be used on backgrounds as dark as 5% black, and the reverse logo may be used on backgrounds 30% or darker.

When using the reverse logo, do not place it on a background between 5% and 30% black, as these shades may clash with the hues of the full color logo, and are too light to be placed behind the reverse logo.

FULL COLOR LOGO USAGE

100% WHITE	™ UNIVERSITY SYSTEM *of* MARYLAND
5% BLACK	™ UNIVERSITY SYSTEM *of* MARYLAND

REVERSE LOGO USAGE

30% BLACK	™ UNIVERSITY SYSTEM *of* MARYLAND
50% BLACK	™ UNIVERSITY SYSTEM *of* MARYLAND
75% BLACK	™ UNIVERSITY SYSTEM *of* MARYLAND
100% BLACK	™ UNIVERSITY SYSTEM *of* MARYLAND

LOGO VERSIONS: REVERSE LOGO

For the one-color black version of the USM logo, use the reverse white version on all backgrounds darker than 30% black.

100% WHITE

UNIVERSITY SYSTEM
of **MARYLAND**

50% COOL GRAY 2

UNIVERSITY SYSTEM
of **MARYLAND**

100% COOL GRAY 2

UNIVERSITY SYSTEM
of **MARYLAND**

30% BLACK

UNIVERSITY SYSTEM
of **MARYLAND**

50% BLACK

UNIVERSITY SYSTEM
of **MARYLAND**

75% BLACK

UNIVERSITY SYSTEM
of **MARYLAND**

100% BLACK

UNIVERSITY SYSTEM
of **MARYLAND**

CLEAR ZONE

The area surrounding the logo must be kept clear of any other typography or graphic elements, such as illustrations, patterns, or the trim edge of a printed piece. For the best visibility, allow more than the minimum clear zone.

The minimum clear zone on all sides of the logo is equal to the height of the bottom black diamond shape in the shield.

Examples are shown on this page. Additional clear space is recommended when co-branding materials with other logos.

GUIDELINE

Height of the bottom black diamond shape in the shield

UNIVERSITY SYSTEM *of* MARYLAND

UNIVERSITY SYSTEM *of* MARYLAND

When placing the logo inside a shape, be mindful of the clear zone.

UNACCEPTABLE ALTERATIONS

The logo has been designed to provide flexibility for a variety of designs and media.

Use only the official files provided. Logo artwork should never be recreated, edited, or recolored. This page illustrates some, but not all, of the possible misuses.

If you have questions regarding use of the logo, contact the brand manager:

Jennifer Rose
Public Relations Specialist

301.445.2756
jrose@usmd.edu

✔

This is the correct and approved USM logo

✘

DO NOT *stretch or shrink the logo*

✘

DO NOT *alter any of the proportions of the logo*

✘

DO NOT *change the colors of the logo*

✘

DO NOT *rearrange the logo in any way*

✘
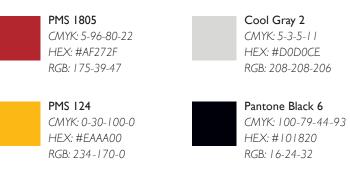
DO NOT *alter the font of the logo*

✘

DO NOT *reduce the size of the logo beyond the minimum approved dimensions*

COLOR PALETTE

The USM color palette ensures that all materials have a consistent, branded appearance. When using the colors, be sure to use the correct builds (CMYK, RGB, HEX).

At this time, the colors to the right are the only colors approved for use on USM materials.

PRIMARY

PMS 1805
CMYK: 5-96-80-22
HEX: #AF272F
RGB: 175-39-47

Cool Gray 2
CMYK: 5-3-5-11
HEX: #D0D0CE
RGB: 208-208-206

PMS 124
CMYK: 0-30-100-0
HEX: #EAAA00
RGB: 234-170-0

Pantone Black 6
CMYK: 100-79-44-93
HEX: #101820
RGB: 16-24-32

PRIMARY FONT: PRINT

Adobe Garamond is a classic serif typeface with a professional presence. Easily accessible on all Mac/PC platforms and web-friendly, this versatile typeface can be used in large-scale headlines and short titles, as well as in lengthy bodies of text.

ADOBE GARAMOND REGULAR

Typical uses: Headlines, subheads, body text

Aa

abcdefghijklmnopqrstuvwxyz | *abcdefghijklmnopqrstuvwxyz*
ABCDEFGHIJKLMNOPQRSTUVWXYZ | *ABCDEFGHIJKLMN*
1234567890-!@#$%^&*(){};_"<>?

ADOBE GARAMOND SEMI BOLD

Typical uses: Headlines, subheads, body text

Aa

abcdefghijklmnopqrstuvwxyz | ***abcdefghijklmnopqrstuvwxyz***
ABCDEFGHIJKLMNOPQRSTUVWXYZ | ***ABCDEFGHIJKLMN***
1234567890-!@#$%^&*(){};_"<>?

ADOBE GARAMOND BOLD

Typical uses: Headlines, subheads, body text

Aa

abcdefghijklmnopqrstuvwxyz | ***abcdefghijklmnopqrstuvwxyz***
ABCDEFGHIJKLMNOPQRSTUVWXYZ | ***ABCDEFGHIJKLMN***
1234567890-!@#$%^&*(){};_"<>?

SECONDARY FONT: PRINT

The Gill Sans typeface pairs well with the Garamond font family.

Much like Garamond, Gill Sans is classic, clean, professional, and versatile. It reads well as body text, can be used in titles and headlines, and easily crosses over to web use due to its widespread availability on both Mac and PC platforms.

GILL SANS LIGHT

Typical uses: Headlines, subheads, body text

Aa

abcdefghijklmnopqrstuvwxyz | *abcdefghijklmnopqrstuvwxyz*
ABCDEFGHIJKLMNOPQRSTUVWXYZ | *ABCDEFGHIJKLMN*
1234567890-!@#$%^&*(){};_''<>?

GILL SANS REGULAR

Typical uses: Headlines, subheads, body text

Aa

abcdefghijklmnopqrstuvwxyz | abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ | *ABCDEFGHI-
JKLMN*1234567890-!@#$%^&*(){};_''<>?

GILL SANS SEMI BOLD
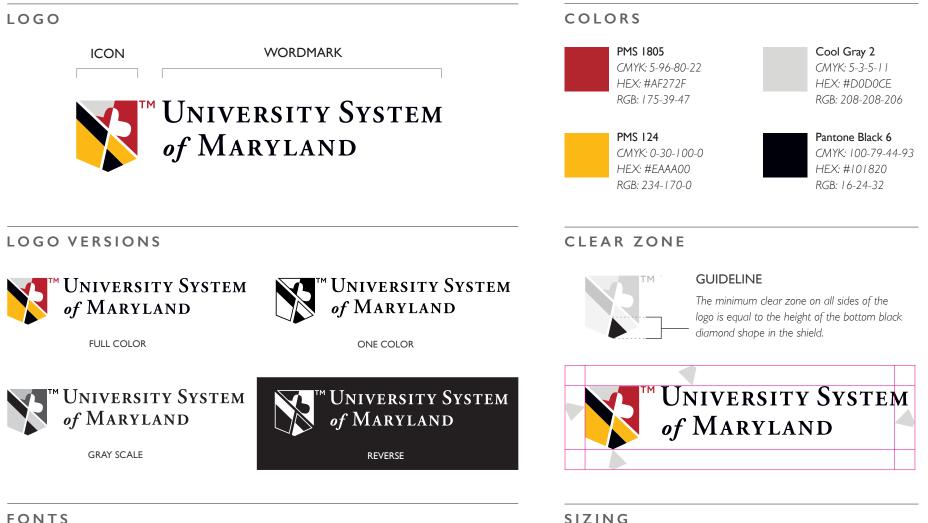
Typical uses: Headlines, subheads, body text

Aa

abcdefghijklmnopqrstuvwxyz | *abcdefghijklmnopqrstuvwxyz*
ABCDEFGHIJKLMNOPQRSTUVWXYZ | *ABCDEFGHIJKLMN*
1234567890-!@#$%^&*(){};_''<>?

GILL SANS BOLD

Typical uses: Headlines, subheads

Aa

abcdefghijklmnopqrstuvwxyz | abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ | *ABCDEFGHIJKLMN*
1234567890-!@#$%^&*(){};_''<>?

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LOGO

ICON   WORDMARK

COLORS

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LOGO VERSIONS

FULL COLOR

ONE COLOR

GRAY SCALE

REVERSE

CLEAR ZONE

GUIDELINE

The minimum clear zone on all sides of the logo is equal to the height of the bottom black diamond shape in the shield.

FONTS

The primary font is Adobe Garamond. The logo uses Adobe Garamond bold and bold italic.

Aa abcdefghijklmnopqrstuvwxyz | *abcdefghijklmnopqrstuvwxyz*
ABCDEFGHIJKLMNOPQRSTUVWXYZ | *ABCDEFGHIJKLMN*

SIZING

Minimum size 1.5" wide or 108 pixels wide

COMMON LOGO FILE CONFIGURATIONS: FILE TYPES, SIZES, AND COLOR MODES

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Background		Transparent	White *(#000000)*	White *(#000000)*	Transparent	Transparent
Color Modes	**CMYK** *(professional print)*	✔				
	RGB *(web and MS Office)*	✔	✔	✔	✔	✔
	K *(black only)*	✔	✔	✔	✔	✔
	Reverse *(white only)*	✔			✔	✔
	PMS *(professional print)*	✔				
Usage		**Professional design programs (e.g., InDesign), MS Office** *(can scale with no loss of clarity)*	**Web** *(when logo is being used on a white background)* **MS Office** *(when high-res is not required)*	**Desktop publishing, MS Office** *(when high-res is required)*	**Web** *(PNG is the preferred file type for logos online)* **MS Office** *(when high-res is not required)*	**Desktop publishing, MS Office** *(when high-res is required)*

*If you have questions regarding use of the logo, contact the brand manager, **Jennifer Rose** (Public Relations Specialist) at **301.445.2756** or via email at **jrose@usmd.edu***