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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.
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.
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**

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.
<table>
<thead>
<tr>
<th>FILE TYPE</th>
<th>EPS</th>
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<th>JPG</th>
<th>PNG</th>
<th>PNG</th>
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<tr>
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<td>N/A</td>
<td>Pixels</td>
<td>Inches</td>
<td>Pixels</td>
<td>Inches</td>
</tr>
<tr>
<td>Resolution</td>
<td>N/A</td>
<td>72 ppi (web/low-res)</td>
<td>300 dpi (print/high-res)</td>
<td>72 ppi (web/low-res)</td>
<td>300 dpi (print/high-res)</td>
</tr>
<tr>
<td>Background</td>
<td>Transparent</td>
<td>White (#000000)</td>
<td>White (#000000)</td>
<td>Transparent</td>
<td>Transparent</td>
</tr>
<tr>
<td>Color Modes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CMYK</td>
<td>(professional print)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>RGB</td>
<td>(web and MS Office)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>K</td>
<td>(black only)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Reverse</td>
<td>(white only)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>PMS</td>
<td>(professional print)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Usage</td>
<td>Professional design programs (e.g., InDesign), MS Office (can scale with no loss of clarity)</td>
<td>Web (when logo is being used on a white background)</td>
<td>Desktop publishing, MS Office (when high-res is not required)</td>
<td>Web (PNG is the preferred file type for logos online)</td>
<td>Desktop publishing, MS Office (when high-res is required)</td>
</tr>
</tbody>
</table>
**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.

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**USES**

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

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**EXAMPLE**

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

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Logo</th>
</tr>
</thead>
<tbody>
<tr>
<td>100% WHITE</td>
<td><img src="logo1.png" alt="University System of Maryland" /></td>
</tr>
<tr>
<td>5% BLACK</td>
<td><img src="logo2.png" alt="University System of Maryland" /></td>
</tr>
</tbody>
</table>

### REVERSE LOGO USAGE

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Logo</th>
</tr>
</thead>
<tbody>
<tr>
<td>30% BLACK</td>
<td><img src="logo3.png" alt="University System of Maryland" /></td>
</tr>
<tr>
<td>50% BLACK</td>
<td><img src="logo4.png" alt="University System of Maryland" /></td>
</tr>
<tr>
<td>75% BLACK</td>
<td><img src="logo5.png" alt="University System of Maryland" /></td>
</tr>
<tr>
<td>100% BLACK</td>
<td><img src="logo6.png" alt="University System of Maryland" /></td>
</tr>
</tbody>
</table>
**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.

<table>
<thead>
<tr>
<th>Logo Version</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>100% WHITE</td>
<td><img src="image1" alt="Logo" /></td>
</tr>
<tr>
<td>50% COOL GRAY 2</td>
<td><img src="image2" alt="Logo" /></td>
</tr>
<tr>
<td>100% COOL GRAY 2</td>
<td><img src="image3" alt="Logo" /></td>
</tr>
<tr>
<td>30% BLACK</td>
<td><img src="image4" alt="Logo" /></td>
</tr>
<tr>
<td>50% BLACK</td>
<td><img src="image5" alt="Logo" /></td>
</tr>
<tr>
<td>75% BLACK</td>
<td><img src="image6" alt="Logo" /></td>
</tr>
<tr>
<td>100% BLACK</td>
<td><img src="image7" alt="Logo" /></td>
</tr>
</tbody>
</table>
**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*

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

**UNACCEPTABLE ALTERATIONS**

- Do not rearrange the logo in any way
- Do not reduce the size of the logo beyond the minimum approved dimensions
- Do not stretch or shrink the logo
- Do not change the colors of the logo
- Do not alter the font of the logo
- Do not alter any of the proportions of the logo

This is the correct and approved USM logo.
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.

<table>
<thead>
<tr>
<th>Primary</th>
<th>Cool Gray 2</th>
<th>Pantone Black 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 1805</td>
<td>CMYK: 5-96-80-22</td>
<td>CMYK: 100-79-44-93</td>
</tr>
<tr>
<td></td>
<td>HEX: #AF272F</td>
<td>HEX: #101820</td>
</tr>
<tr>
<td>PMS 124</td>
<td>CMYK: 0-30-100-0</td>
<td></td>
</tr>
<tr>
<td></td>
<td>HEX: #EAAA00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>RGB: 234-170-0</td>
<td></td>
</tr>
</tbody>
</table>
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
```

**ADOBE GARAMOND SEMI BOLD**
Typical uses: Headlines, subheads, body text

```
Aa
```

**ADOBE GARAMOND BOLD**
Typical uses: Headlines, subheads, body text

```
Aa
```
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.

**SECONDARY FONT: PRINT**

GILL SANS LIGHT
Typical uses: Headlines, subheads, body text

GILL SANS REGULAR
Typical uses: Headlines, subheads, body text

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

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

**LOGO**

<table>
<thead>
<tr>
<th>ICON</th>
<th>WORDMARK</th>
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<tbody>
<tr>
<td><img src="image" alt="Icon" /></td>
<td><img src="image" alt="Wordmark" /></td>
</tr>
</tbody>
</table>

**LOGO VERSIONS**

- **FULL COLOR**
  - University System of Maryland
- **ONE COLOR**
  - University System of Maryland
- **GRAY SCALE**
  - University System of Maryland
- **REVERSE**
  - University System of Maryland

**COLORS**

- PMS 1805
  - CMYK: 5-96-80-22
  - HEX: #AF272F
  - RGB: 175-39-47
- Cool Gray 2
  - CMYK: 5-3-5-1
  - 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

**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.

**SIZING**

Minimum size 1.5" wide or 108 pixels wide
### COMMON LOGO FILE CONFIGURATIONS: FILE TYPES, SIZES, AND COLOR MODES

<table>
<thead>
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<th>FILE TYPE</th>
<th>EPS</th>
<th>JPG</th>
<th>JPG</th>
<th>PNG</th>
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<tbody>
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<td>N/A</td>
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<td>300 dpi (print/high-res)</td>
<td>72 ppi (web/low-res)</td>
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<td>Resolution</td>
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<tr>
<td>Background</td>
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<td>White (#000000)</td>
<td>White (#000000)</td>
<td>Transparent</td>
<td>Transparent</td>
</tr>
<tr>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
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<td>RGB (web and MS Office)</td>
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</tr>
<tr>
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</tr>
<tr>
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<td>Reverse (white only)</td>
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<tr>
<td></td>
<td>PMS (professional print)</td>
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</tr>
<tr>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
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