



Visual

Identity:
Branding our Institution



UNIVERSITY OF MARYLAND EASTERN SHORE

OFFICE OF THE PRESIDENT

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To the Campus Community:

The visual identity, or logo, of an institution reflects the quality of its products or services and represents the reputation and values for which an institution stands.

Our logo is our brand, and our brand is academic excellence.

As part of our ongoing strategy to accelerate learning, inquiry and engagement and to pursue public and private support of the University's many programs, I am pleased to introduce the University's first-ever *Visual Identity Program*.

The *UMES Visual Identity Program* not only introduces a new academic logo that is demonstrative of our commitment to the continued pursuit of academic excellence, but it also provides guidance for consistent application of the University's logos, colors, mascot and seal throughout the entire campus community.

Our brand is an essential element for effective communication of the achievements of our Institution, our students and our alumni, and consistent use and application of that brand will increase distinctive recognition of our University and will further enhance its reputation.

While the new logo reflects our University's commitment to academic excellence, our University's mascot, *the Hawk*, remains a symbol of strength and affinity that binds our students and alumni to their alma mater.

The *Visual Identity Program Style Guide* has been developed so that you may utilize the University's various logos in a manner that allows not only for consistency throughout the University's external publications, but also encourages flexibility to suit the needs of each individual department and division. This Guide, and all logos, will be available for download through our website.

The Division of Institutional Advancement and the Hawk Copy Center will oversee adherence to the provisions of the Style Guide. I encourage you to contact Kimberly Conway Dumpson, Esq. at (410) 651-7686, for additional information regarding use and application of the logos, mascot and/or seal.

The *growth* of our University and the distinctive *excellence* of our programs demand a brand that reflects the legacy of learning and leadership of our Institution. I thank you in advance for your support of this worthwhile effort.

Sincerely,

Thelma B. Thompson, Ph.D.
President



BRANDING UMES

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Branding UMES

The **visual identity** of any institution reflects the quality of its products or services. It is the signature of an institution, and it represents the reputation and values for which that institution stands.

A trademark is the “**intellectual property**” of an institution and is as valuable, if not more valuable, as real property.

A **singular mark**, or **family of marks**, may be protected by federal trademark registration, which will prevent the unauthorized use of an institution’s visual identity.

A registered trademark may be licensed for use on only the highest quality merchandise, which will not only **enhance the reputation** of the institution, but also **generate revenue** when merchandise bearing the mark is purchased by consumers.

Repetitive use of an institution’s marks increases distinctive recognition of that institution and further enhances its reputation.

Consistent application and visual consistency of an institution’s marks, including consistent use of color and placement on the institution’s materials, further increases the branding of the institution among its constituents.

The **growth** of our University and the **excellence** of our programs demands a brand that reflects the legacy of learning and leadership of our Institution.

Trademarks are any words, phrases, symbols, seals, designs, insignias, mascots, colors, or any combination thereof, which are used to identify goods or services distinguishable from the goods and services provided by others.

For more information on our identity branding guidelines, call The Division of Institutional Advancement at **(410) 651-7773**.

University Seal and Mascot

University Seal >>

The University Seal shall be preserved for all ceremonial and presidential purposes. It is to be utilized exclusively for Presidential stationary, including, but not limited to letterhead, envelopes, business cards, etc. The Seal shall also be used in conjunction with such ceremonial occasions as Commencement, Convocation and the conferring of Presidential Citations, certificates, and the like. Use of the University Seal on merchandise and apparel shall be limited to those items distributed by the Office of the President.



Hawk Mascot >>

The University's Mascot, the "fighting Hawk," shall be used in conjunction with the promotion of University Athletics and may, among its purposes, be used on University merchandise and apparel.





Academic Logo

There are **five** different variations of the UMES logo. Please see below for recommended usage.

Premiere University Logo >>

The premiere University logo is that logo with the Rotunda and fully spelled out name of the University of Maryland Eastern Shore. This logo shall be used for all University stationery, including but not limited to letterhead, business cards, note cards, envelopes, etc. This logo will be used for all fliers, posters, billboards, websites and general University communications.



Secondary University Logo >>

The secondary University logo is that logo with the Rotunda and the UMES acronym, which may be used throughout in the local and regional (MD-DE-DC-VA) area, where the familial name of the University is easily recognized as “UMES.” In the regional area, it may be used in the same manner as the Premiere University Logo.



Rotunda >>

The rotunda, alone, is best utilized as a watermark or as an icon in printed materials for added effect.



University Nameplates >>

University Nameplates (logo absent the rotunda) may be utilized in those instances where the Premiere or Secondary University logos are inappropriate due to size restrictions, or other such restrictions that prevent the use of the Premiere or Secondary logos.





Academic Logo with Department ID



SCHOOL *of* AGRICULTURAL AND NATURAL SCIENCES
Department of Physical Therapy

- The “SCHOOL *of*...” line should be maroon to match the maroon in the logo. Use the font **Palatino Linotype**.
- The word “*of*” should be lowercase and italicized in the “SCHOOL *of*” line. All other words in this line should be uppercase.
- The “Department of...” line should be black **Palatino Linotype** in Upper/Lowercase.
- The height of the “SCHOOL *of*” or “Department of” text should be the same as the height of the UNIVERSITY of MARYLAND text in the logo. (See the diagram below.)



Athletic Logo

Hawk Mascots >>

The University's Mascot, the "fighting Hawk," shall be used in conjunction with the promotion of University Athletics and may, among its purposes, be used on University merchandise and apparel.



Incorrect Usage

How we are perceived by our audience is key to our success. If we allow our logo to be misused, then our credibility and perception will soon begin to diminish. How we manage our visual identity sends a signal that we have a keen awareness of how we present ourselves and strive to be consistent in all we do. The following are examples of incorrect use of our logo.

Do not:

- Create your own logos. The UMES logo has been specially drawn and approved.
- Use unauthorized artwork .
- Change or redraw any logo elements.
- Change the typeface in the logo.
- Add other colors to the logo.
- Print the logo in unapproved colors.
- Print the logo in a screen or tint.
- Use the logotype without the logomark lines.
- Use only one of the logomark lines.
- Scale the logo inappropriately.
- Reproduce the logo smaller than the minimum size or create repeating patterns with any of the logo variations.
- Add any graphics, taglines or phrases within the clear area, or incorporate the logo into a sentence.
- Place the logo at random angles.
- Apply distortion effects.
- Outline the logo elements.
- Add gradations, 3D effects, drop shadows, sparkles or other graphic effects.

Examples of Incorrect Logo Usage

Do not change the typeface.



Do not add outlines to graphics or type.



Do not use dome shape without rotunda.



Do not use text without logo lines.

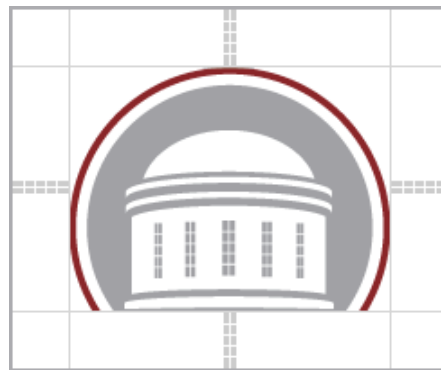


Minimum Clear Area

In order to protect the integrity and Impact of our identity, a minimum clear area has been created around the logo. This area should always be kept free of any graphic elements and/or messages. This is the minimum clear area. When possible, keep a larger area clear.

The gray lines in these illustrations show how the minimum clear area is calculated. In all cases, an area equal to the x-height of the typography must remain clear on all sides of the signature. The gray lines are for reference only and should never be printed.

Rotunda



Premiere University Logo



Secondary University Logo



Nameplate – Full



Nameplate – Acronym





Minimum Size

Minimum Logo Size

1" wide



Minimum logo size is derived from the minimum legibility of the text – “University of Maryland” is 5pt text at the minimum size.





Color Specifications

To ensure consistency on different printing media and web applications, please use these color specifications. The University Seal, mascot and family of logos may be reproduced in full color, or in any one of the foregoing colors alone, or in black and white.

	 (Maroon)	 (Gray)
Pantone Colors:	PMS 202 C	Pantone Cool Gray 8
CMYK*:	C: 10, M: 97, Y: 61, K: 48	C: 23, M: 17, Y: 13, K: 41
RGB*:	R: 130, G: 36, B: 51	R: 139, G: 141, B: 142
Hex Screen Colors:	#822433	#8B8D8E

**Please note that the Pantone® color is the standard. Each program (Publisher, Illustrator, etc) may assign another number code other than that which is set forth here.*

Examples:





Typography

Consistent use of typography can help in creating a distinct and unique visual language. Companies that have developed high equity brands use a consistent use of typographic styles to bring a distinct tone and manner to all of their communications and advertising.

The **Palatino Linotype** typeface for the logo is a serif font that is highly legible with a modern elegance. To compliment, the Palatino Linotype family, or if that font is not available, suggested fonts includes **Arial**, **Times New Roman** or **Edwardian Script**.

Palatino Linotype

Palatino Linotype – Bold

Palatino Linotype – Italics

Times New Roman

Times New Roman – Bold

Times New Roman – Italics

Arial

Arial – Bold

Arial – Italics

Edwardian Script

Edwardian Script – Bold



Stationery – Office of the President

Paper size
8 ½” x 11”

Title font
Palatino Linotype, 14 pt., Color-Black Ink

Address font
Palatino Linotype, 7 pt., Color-Black Ink

Footer font
Palatino Linotype, 8 pt., Bold, Color-Black Ink





Stationery – Departments and Faculty

Paper size

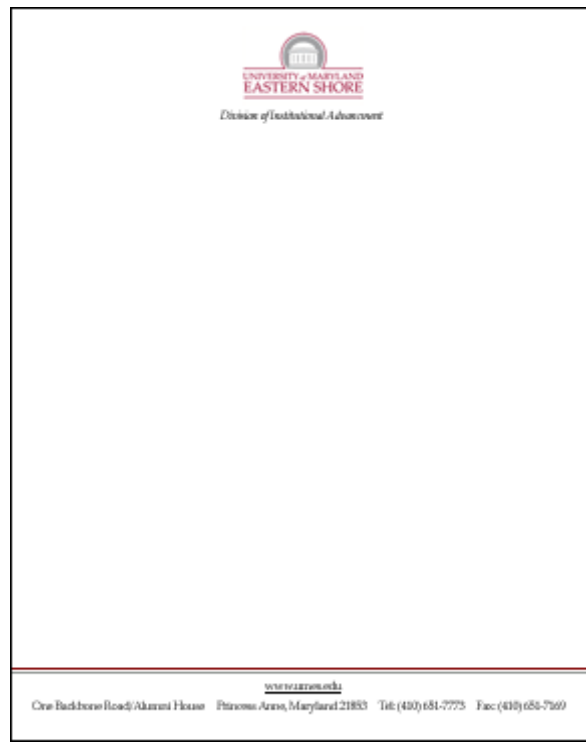
8 ½” x 11”

Title font

Palatino Linotype, 10 pt., Italics, Color-Black Ink

Footer font

Palatino Linotype, 10 pt., Color-Black Ink





Collateral – Tri-fold Brochure

Paper size

8 ½” x 11”

Paper stock

Bright white copy paper

Printing Method

Laser Output/Photocopy

1. UMES logo

- The “SCHOOL *of*...” line should be maroon to match the maroon in the logo. Use the font **Palatino Linotype**.
- The word “*of*” should be lowercase and italicized in the “SCHOOL *of*” line. All other words in this line should be uppercase.
- The “Department of...” line should be black **Palatino Linotype** in Upper/Lowercase.
- The height of the “SCHOOL *of*” or “Department of” text should be the same as the height of the UNIVERSITY of MARYLAND text in the logo.

2. Front Cover Panel

- Main header – Franklin Gothic Medium Condensed 18 pt., Color-Pantone Cool Gray 8
- Main photo – 2.146” x 2.083”

3. Back Panel

- UMES logo – 0.990” x 1.760”
- Contact Information – Franklin Gothic Medium Condensed 10 pt., Color-Black Ink

4. Inside Flap Panel

- Inside panel header – Franklin Gothic Medium Condensed 12 pt., Color – Pantone Cool Gray 8
- Body text – Times New Roman 10 pt. Color-Black Ink
- Inside panel photo – 2.1” x 1.4”
- Photo caption text – Times New Roman 8 pt. Color-Black Ink

5. Brochure Color Palette

- PMS 202 Red and Pantone Cool Gray 8

Collateral – Tri-fold Brochure (continued)

6. Inside Panel

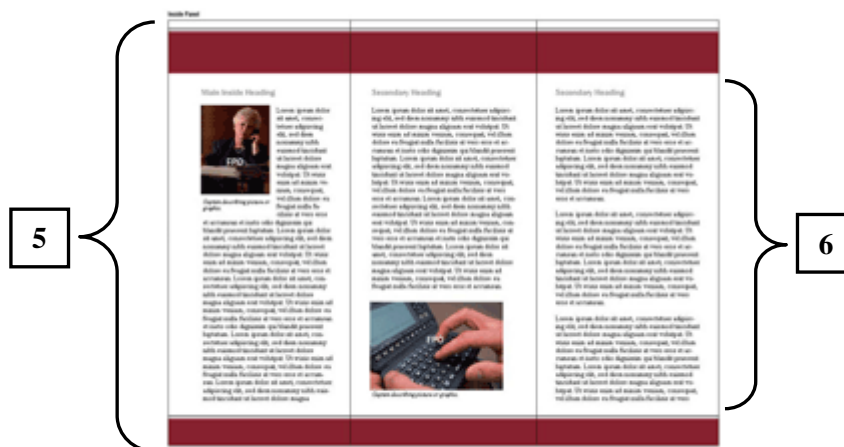
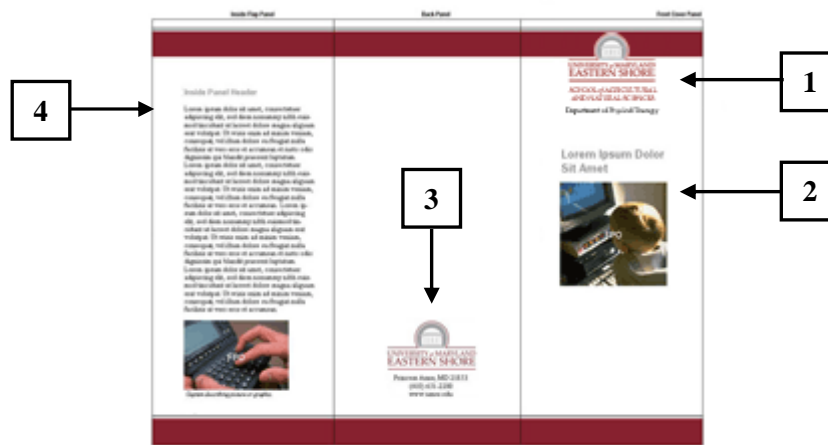
- PMS 202 Red and Pantone Cool Gray 8
- Main Inside Heading & Secondary Heading – Franklin Gothic Medium Condensed 12 pt., Color- Pantone Cool Gray 8
- Inside panel photo – 1.396” x 1.792”
- Inside panel photo 2 – 2.67” x 1.77”

Body text

Times New Roman, 10 pt., Color-Black Ink

Photo caption text

Times New Roman, 8 pt., Color-Black Ink



Collateral – Pocket Folder

Paper size
9” x 12”

1. UMES Departmental Logo/Front Cover

- UMES logo dimension – 3.2” x 0.82”
- PMS 202 Red and Pantone Cool Gray 8

2. Back Cover

- UMES University Logo – 2.83” x 1.54”
- Times New Roman, 15 pt.





Collateral – Business Card

Paper size
3 1/2" x 2"

Paper stock
Bright white

1. **UMES logo**

- UMES logo dimension – 1 11/32" x 21/32"

2. **Text: Campaign for Academic Excellence**

- Font – Palatino Linotype 7 pt., italics, centered
- Color – PMS 202

3. **Text: Opportunity. Distinction. Investment**

- Font – Palatino Linotype 6 pt., centered
- Color – Pantone Cool Gray 8

4. **Text: Name**

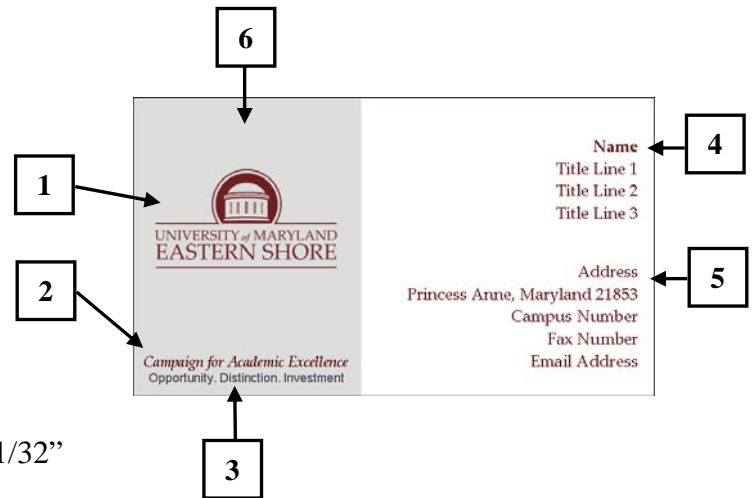
- Font – Palatino Linotype 7 pt., bold, right justified
- Color – PMS 202

5. **Text: Title, Address, Phone and Fax Numbers**

- Font – Palatino Linotype 8 pt., right justified
- Color – PMS 202

6. **Left side gray background**

- Color – R: 139, G: 141, B: 142
- Width – 1 7/16"





Office of the Vice President for Administrative Affairs

INTERNAL MEMORANDUM
(Via email)

TO: UMES Community

FROM: Ronnie E. Holden
Vice President for Administrative Affairs

DATE: September 23, 2005

RE: HAWK COPY CENTER

The HAWK COPY CENTER now has the ability to produce documents, flyers, brochures, business cards and posters in color and black & white. Its new location is on the 1st floor of the Student Services Center, room 1135. A web site is being developed whereby individuals can submit jobs via the web. Delivery will be done by HAWK COPY CENTER personnel.

Effective October 1, 2005, **all** university print jobs **must** be channeled through the HAWK COPY CENTER. This does not include projects currently at local print shops. Prices will be competitive and, as in any printing facility, the turn around time will depend on the complexity of the job. In the event the HAWK COPY CENTER cannot accommodate your request, **written authorization** will be given to utilize off-campus printing. This is a cost effective measure during this time of budget constraints.

Thank you for your cooperation in maximizing the utilization of the HAWK COPY Center and the conservation of UMES funds. If you have questions or concerns, you can address them directly to Mr. Javid K. Brathwaite, Assistant Director of Auxiliary Enterprises at extension 8177. You can also reach the HAWK COPY CENTER at extension 6485.

REH:c

xc: Mr. Alverne W. Chesterfield
Mr. Javid K. Brathwaite
Ms. Jackie Collins



Hawk Copy Center

HAWK COPY CENTER

A. PURPOSE

To establish policies and procedures for the University of Maryland Eastern Shore, HAWK COPY CENTER. Its purpose is to provide printing and copying needs for the campus community.

B. POLICY

It is the policy of the University of Maryland Eastern Shore through the Administrative Affairs Division to require **ALL** orders for printing and duplicating documents be submitted to the HAWK COPY CENTER, which includes but not limited to University Business Cards, Letterhead Stationery and Letterhead Envelopes.

C. PROCEDURE

- Departments should submit a Work Request Form by going to www.umes.edu/auxiliary or by delivering a hard copy to the HAWK COPY CENTER .
- HAWK COPY CENTER will provide a proof for each job according to the job specification.
- A signature is required on proof prior to the job being placed into production.
- A two day production window is given on jobs or otherwise discussed. .
- Delivery is available for completed job.
- All payment must be done by the HAWK EXPRESS CARD. No other form of payment will be accepted for University related jobs. Jobs will not be released until payment is received.

www.umes.edu