



UNIVERSITY OF MARYLAND EASTERN SHORE

BRAND GUIDELINES

VERSION 1.0

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BRAND FOUNDATIONS

INTRODUCING THE UMES BRAND

Our brand is so much more than a logo and colors. It's a statement of who we are and what we believe in. In other words, it's our heart and personality transformed into symbols, images, and words. In this guide, you'll learn how to use the elements of our brand to clearly tell our story. The better we are at following these guidelines, the better we'll be at staying true to who we are—so that everyone we're speaking to understands why we matter. Thank you for taking the time to review and follow these guidelines.





BRAND FOUNDATIONS

OUR STORY

University of Maryland Eastern Shore (UMES) is a Top-10 Public HBCU that believes in your potential and invests in your success. We're a family that values who you are, where you come from, and where you want to go. Our strong academics, affordable tuition, and mission-driven culture help students of all backgrounds soar above and beyond.

BRAND FOUNDATIONS

OUR VOICE &
CORE MESSAGES

Whenever we speak, we want to sound like our unique selves and maintain a consistent voice across all our communications. That voice is:

Warm

We care deeply about our students, alumni, faculty, and wider community—and that warmth infuses everything we say.

Confident

We believe in ourselves and our students. We speak about our strengths with authority.

Clear

We keep our language direct so that we’re easily understood.

When we speak about ourselves, we focus on one or more of our core traits, these are:

Big Hearts

We’re like a large, supportive family.

Strong Purpose

We are driven by a mission of diversity and inclusion.

Deep Roots

We are proud to be an HBCU with more than 130 years of history.

True Excellence

We provide an exceptional education.

Great Opportunity

We make college possible—and affordable—for students of all backgrounds.

BRAND FOUNDATIONS

OUR AUDIENCE MESSAGING

We speak to many people with different relationships to us. The following provides guidance on how our core messages shift to connect with the needs and expectations of each of our audiences.

General/Brand

Big Hearts

We're here for our students. Wherever they come from and wherever they want to go, they are like family to us. We make sure they feel seen and celebrated. And we give them the attention they need to soar above and beyond.

Strong Purpose (Mission-driven)

Founded in 1886 and one of only 19 prestigious 1890 Land Grant universities, we have spent nearly 140 years committed to the power of

diversity and inclusion. We believe that by investing in people of all backgrounds, we foster intellectual and social growth.

Deep Roots

Ranked as a Top-10 Public HBCU by U.S. News & World Report, we're proud of the role we serve in American education and look forward to continuing to empower the students of today to become the leaders of a diverse tomorrow.

True Excellence (Academics)

Students at University of Maryland Eastern Shore receive an exceptional undergraduate and graduate education backed by strong academics and numerous opportunities. Students can choose from a wide variety of unique programs, allowing them to embrace their passions and grow both intellectually and socially.

Great Opportunity (Affordable)

University of Maryland Eastern Shore makes attending a top-tier HBCU possible for students from all backgrounds. Our tuition is one of the lowest of any public university in Maryland, and nearly 90% of our students receive financial aid. By keeping our programs affordable, we create the opportunity for our students to soar above and beyond.

Prospects, Students, & Parents

Big Hearts (Family)

From the moment they arrive, students feel seen, heard and celebrated. Wherever they come from and whatever their goals in life, they find a family here—and receive the attention they need to dive into their passions and become who they want to be.

BRAND FOUNDATIONS

OUR AUDIENCE
MESSAGING

Strong Purpose (Mission-driven)

We believe in the power of diversity and inclusion. It was at the heart of our mission when we were founded in 1886 and, as one of only 19 prestigious 1890 Land Grant universities, it guides us to this day. Here, our students can find the space to grow and succeed, whoever they are.

Deep Roots

Ranked as a Top-10 Public HBCU by U.S. News & World Report, we have a long legacy of welcoming students from diverse backgrounds and helping them become the leaders of a more inclusive tomorrow.

True Excellence (Academics)

University of Maryland Eastern Shore offers nationally accredited undergraduate and

graduate programs. We help students advance their knowledge through our wide variety of programs and ensure they can grow intellectually and socially.

Great Opportunity (Affordable)

Our students enjoy one of the lowest tuitions of any public university in Maryland, and nearly 90% receive financial aid. Thanks to this, students from all backgrounds can afford our top-tier HBCU education. By keeping our programs affordable, we create the opportunity for students to soar above and beyond.

Alumni

Big Hearts (Family)

When you’re part of the Hawk family, you’re part of a community that celebrates who you are and

where you’re going in life. The bonds formed between us last a lifetime. Together, we welcome our newest students and invest in their success through mentorship and the power of our legacy and community.

Strong Purpose (Mission-driven)

Founded in 1886 and one of only 19 prestigious 1890 Land Grant universities, we have a mission of diversity and inclusion. Our Hawk family continues that mission to this day, creating an environment that helps foster intellectual and social growth for a lifetime.

Deep Roots (HBCU)

Our ranking as a Top-10 Public HBCU demonstrates what our community already knows: We serve a vital role in American

BRAND FOUNDATIONS

OUR AUDIENCE MESSAGING

education and have what it takes to transform the students of today into the leaders of a diverse tomorrow.

True Excellence (Academics)

Empowered by the strong education of University of Maryland Eastern Shore, our highly valued graduates contribute to and advance the global community academically, economically, and socially. Students can choose from a wide variety of unique programs, allowing them to embrace their passions and grow both intellectually and socially.

Great Opportunity (Affordable)

We make attending a top-tier HBCU possible for students of all backgrounds. With one of the lowest tuitions of any public university in

Maryland and nearly 90% of students receiving financial aid, we transform affordability into the opportunity to soar above and beyond.

Faculty & Staff

Big Hearts (Family)

We're here for our students. Wherever they come from and whatever their goals, we hold ourselves accountable to giving them the support they need to succeed while making sure they always feel seen and celebrated. For us, they are like family. And we're proud to help them soar above and beyond.

Strong Purpose (Mission-driven)

Founded in 1886 and one of only 19 prestigious 1890 Land Grant universities, we are built on the belief that a holistic learning environment

requires diversity and inclusion. Together, every member of our community helps ensure that our students grow intellectually and socially.

Deep Roots (HBCU)

Our ranking as a Top-10 Public HBCU demonstrates that we play an important role in American education. Our students come to us from diverse backgrounds, and we prepare them to be the leaders of a diverse tomorrow.

True Excellence (Academics)

Backed by strong academic programs, our undergraduate and graduate education allows students to pursue a path that engages their minds and passions while helping them grow both intellectually and socially.

BRAND FOUNDATIONS

OUR AUDIENCE MESSAGING

Great Opportunity (Affordable)

We give students of all backgrounds the opportunity to attend a top-tier HBCU by offering one of the lowest tuitions of any public university in Maryland. With nearly 90% of students receiving financial aid, we're committed to making the financial process easy so students can take full advantage of our educational opportunities.

Academic Influencers

Big Hearts (Family)

University of Maryland Eastern Shore is an HBCU that believes in the potential of our students and invests in their success. Wherever a student comes from and whatever their goals, we make sure they feel seen and celebrated, and receive the support they need to soar above and beyond.

Strong Purpose (Mission-driven)

Founded in 1886 and one of only 19 prestigious 1890 Land Grant universities, we come from a long tradition of diversity and inclusion. To this day, we welcome students from diverse backgrounds and work to foster their intellectual and social growth.

Deep Roots (HBCU)

Ranked as a Top-10 Public HBCU by U.S. News & World Report, we are a vital part of the American education system, preparing students from diverse backgrounds to take on leadership roles in a more inclusive tomorrow.

True Excellence (Academics)

Through strong academics and a wide selection of degree programs, we give undergraduate and

graduate students the opportunity to follow an educational path that helps them grow intellectually and socially.

Great Opportunity (Affordable)

We make attending a top-tier HBCU possible for students from all backgrounds. Our tuition is one of the lowest of any public university in Maryland, and nearly 90% of our students receive financial aid. By keeping our programs affordable, we create the opportunity for students to soar above and beyond.

Community Partners

Big Hearts (Family)

At University of Maryland Eastern Shore, we are committed to the Eastern Shore and united with the community we call home. We aim to

BRAND FOUNDATIONS

OUR AUDIENCE MESSAGING

build strong, mutually beneficial partnerships with our surrounding communities and extend our impact to meet the workforce and economic development needs of the Eastern Shore.

Strong Purpose (Mission-driven)

Founded on Maryland’s Eastern Shore in 1886, we believe in creating a holistic learning environment for all people, no matter their background. This mission extends to our neighbors on the Eastern Shore as we welcome them onto campus for intellectual and cultural enrichment.

Deep Roots (HBCU)

Ranked as a Top-10 Public HBCU by U.S. News & World Report, students come to us from diverse backgrounds because they know we can prepare them to be the leaders of tomorrow by

contributing economically, intellectually, and socially to the Eastern Shore. We play a vital role in Princess Anne, Somerset County, the State of Maryland, and the American educational system.

Great Opportunity (Affordable)

Through affordability, we create opportunity for deserving students of all backgrounds, including residents of our local Eastern Shore communities. Our tuition is one of the lowest of any public university in Maryland and nearly 90% of our students receive financial aid.

True Excellence (Academics)

University of Maryland Eastern Shore offers nationally accredited undergraduate and graduate programs. Our faculty, students, and highly valued graduates contribute to the

industries that are mainstays in our region—like agriculture, environmental sciences and aviation—helping create a better community in which to live, work, and learn.

LOGOS



LOGOS

PRIMARY MARK

The University of Maryland Eastern Shore
brandmark is the defining asset of the UMES
brand. Infused with strength and forward
movement, the University of Maryland Eastern
Shore brandmark captures the school’s strong
spirit and sense of opportunity.

The brandmark is the primary choice for all
UMES branding and must be included on
all university materials. All elements of the
brandmark must remain intact and may not be
modified, removed, or altered in any way. “HBCU
1886” must remain in the logo at all times.



LOGOS

SECONDARY MARKS

The secondary logos for UMES include marks that can be used when space is limited or when a special shape or size makes the primary mark less legible in the display space.

The Secondary 1 version retains the traditional feel of the primary logo with only minimal changes to accommodate a non-linear format. The Secondary 2 version provides a more modern approach designed to appeal to UMES athletic programs and other organizations seeking a sleek, easy-to-use representation of the school’s mascot.

The Wordmark and Hawk Icon secondary marks provide a simpler solution for times when the Primary, Secondary 1, and Secondary 2 logos are not viable options.

SECONDARY 1



SECONDARY 2



WORDMARK



HAWK ICON



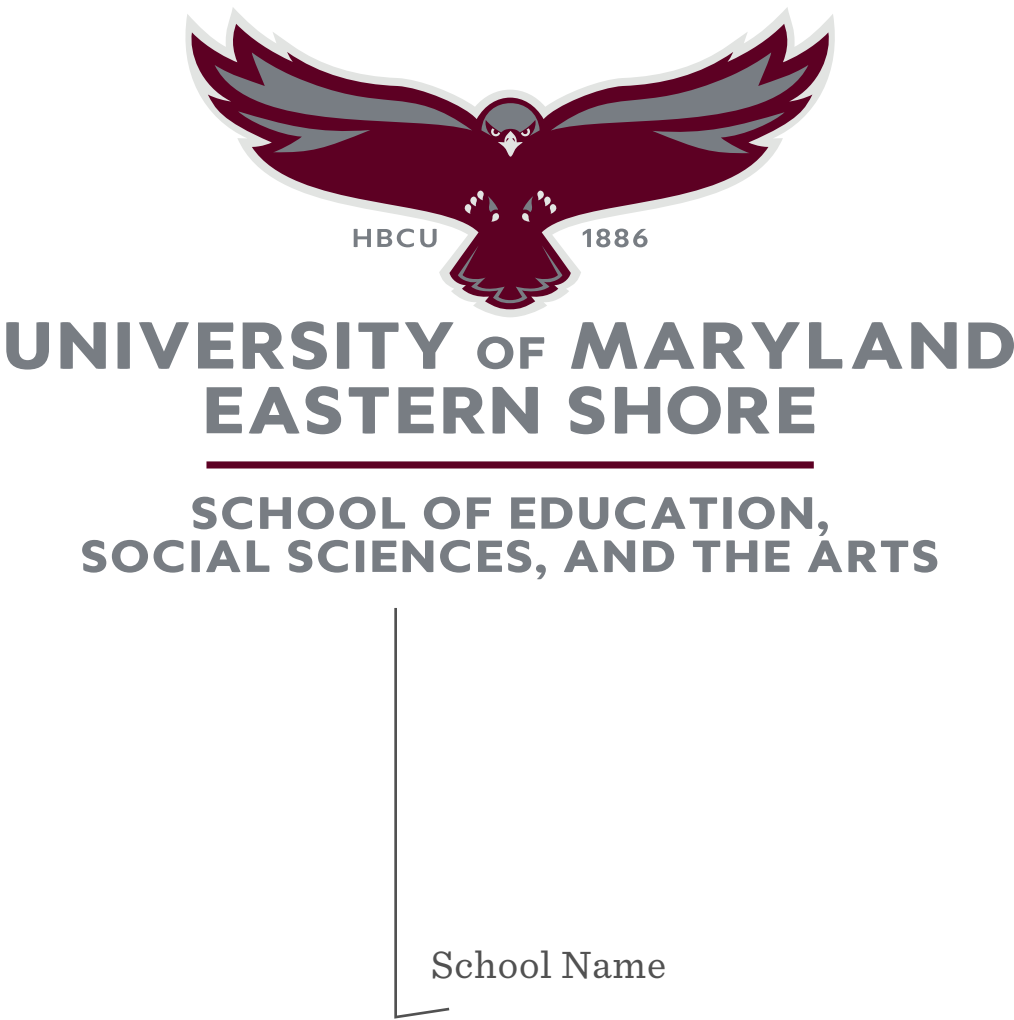
LOGOS

SCHOOLS AND DEPARTMENTS

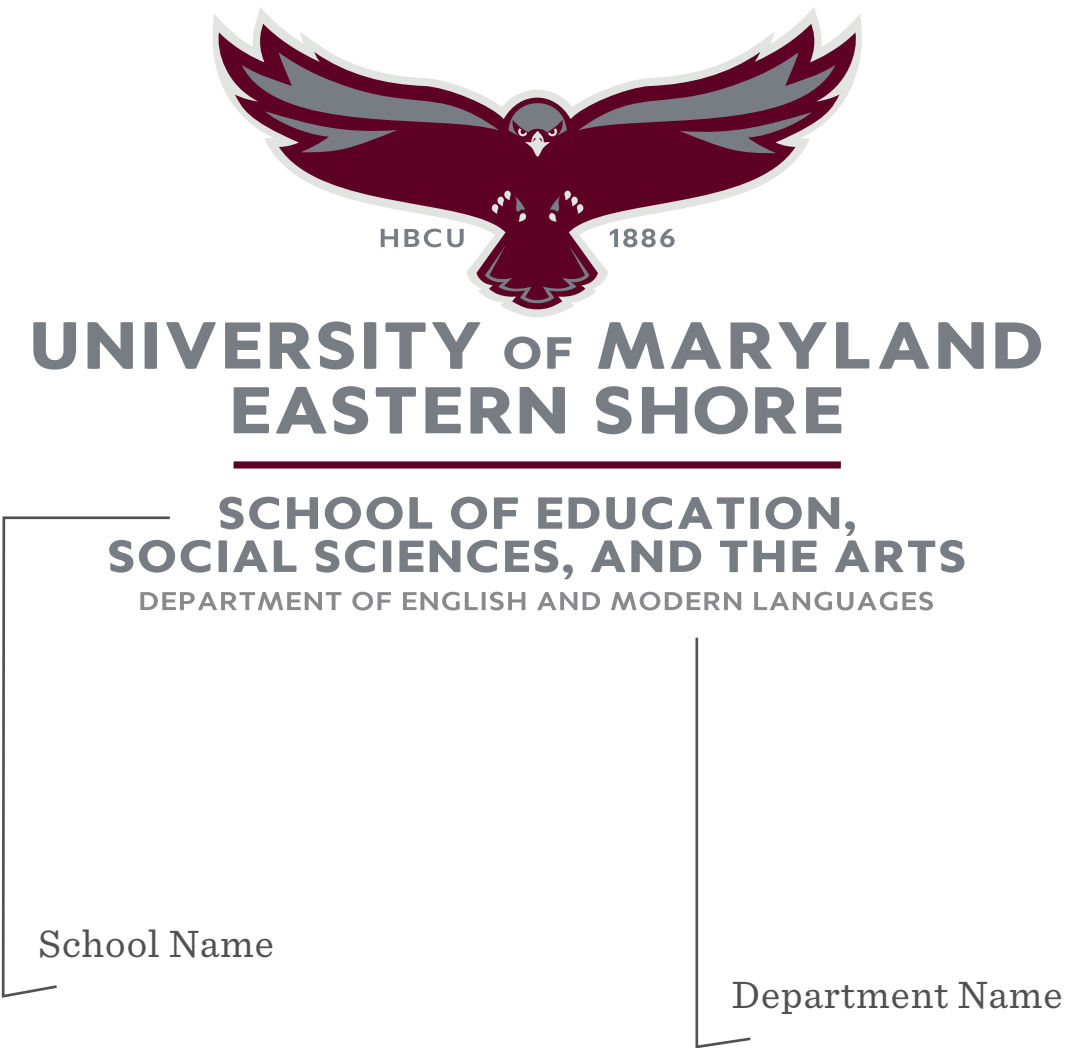
Each UMES school logo follows the university’s primary format: university name above a rule, with the school name—and optionally its department—below. Logos must be clearly visible, prominently placed, and surrounded by sufficient clear space. Each school has two logo levels: Level 1 includes only the school name; Level 2 adds the department name, but always retains the school name above. Both levels are available in vertical and horizontal formats. Approved schools include:

- School of Agricultural and Natural Sciences
- School of Education, Social Sciences, and the Arts
- School of Business, Engineering, Applied Sciences, Technology, and Tourism Management
- School of Pharmacy and Health Professions
- School of Veterinary Medicine
- School of Graduate Studies

LEVEL 1



LEVEL 2



LOGOS

CLEAR SPACE

To ensure that our logo properly stands out, we surround it with plenty of clear space—open area with no other text, images, or graphics in it. Here you can see how much clear space should be used around the primary logo.

To approximate the amount of clear space, visualize the “U” in University and leave at least that much room on all sides.



LOGOS

SIZING

To ensure legibility and visual impact, the logo must always appear at a consistent and appropriate size. The minimum size for print and digital applications should never be smaller than 1-3/8” or 413px wide. For larger formats or signage, scale the logo proportionally while maintaining clarity and brand presence.



PRIMARY LOGOS

WHAT TO AVOID

To keep our brand consistent and professional, please follow these key rules when using any UMES logo.

Please follow these rules to ensure our brand stays consistent in its use. For questions or approved assets, consult the UMES brand team or official guidelines.



Do not rearrange elements of the logo.



Do not overlap the contents within the logo with each other.



Do not add or remove elements to the logo



Do not rotate the logo in any way.



Do not stretch, compress, distort or warp the logo in any way.



Do not change background colors and/or use non-brand colors within the logo.

SECONDARY LOGOS

WHAT TO AVOID

To keep our brand consistent and professional, please follow these key rules when using any UMES logo.

Please follow these rules to ensure our brand stays consistent in its use. For questions or approved assets, consult the UMES brand team or official guidelines.



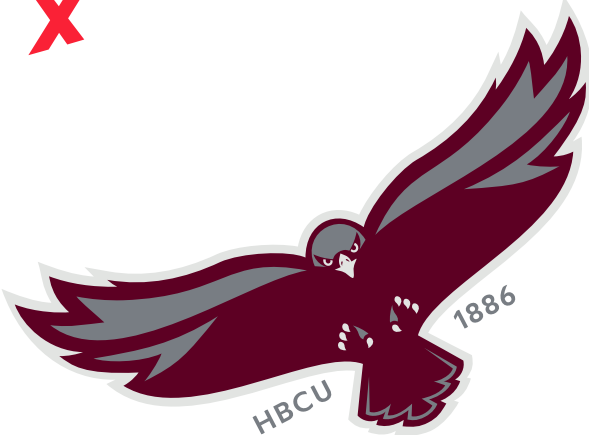
Do not rearrange elements of the logo.



Do not overlap the contents within the logo with each other.



Do not add or remove elements to the logo



Do not rotate the logo in any way.



Do not stretch, compress, distort or warp the logo in any way.



Do not change background colors and/or use non-brand colors within the logo.

LOGOS

PRIMARY
COLORWAYS

Our logo can appear in a few different colorways. Normally, it’s shown with “University of Maryland Eastern Shore” and “HBCU 1886” in Grey and our hawk icon. This combination of colors appears best on white or light-colored backgrounds.

The alternate colorway shows “University of Maryland Eastern Shore” and “HBCU 1886” in White that makes it best suitable for Maroon or darker backgrounds. Black and White color versions of the logo are also available but should be used sparingly.

Classic Colorway



Alternate Colorway



Black + White Colorway



Greyscale Colorway



LOGOS

SECONDARY
COLORWAYS

Our secondary logos can appear in a few different colorways as well. If the background you’re using is white or a lighter color, you will need to use the logos shown on the top to make sure it stands out and is readable.

If the background you’re using is black or a darker color you will need to use the logos shown on the bottom to make sure it stands out and is readable.

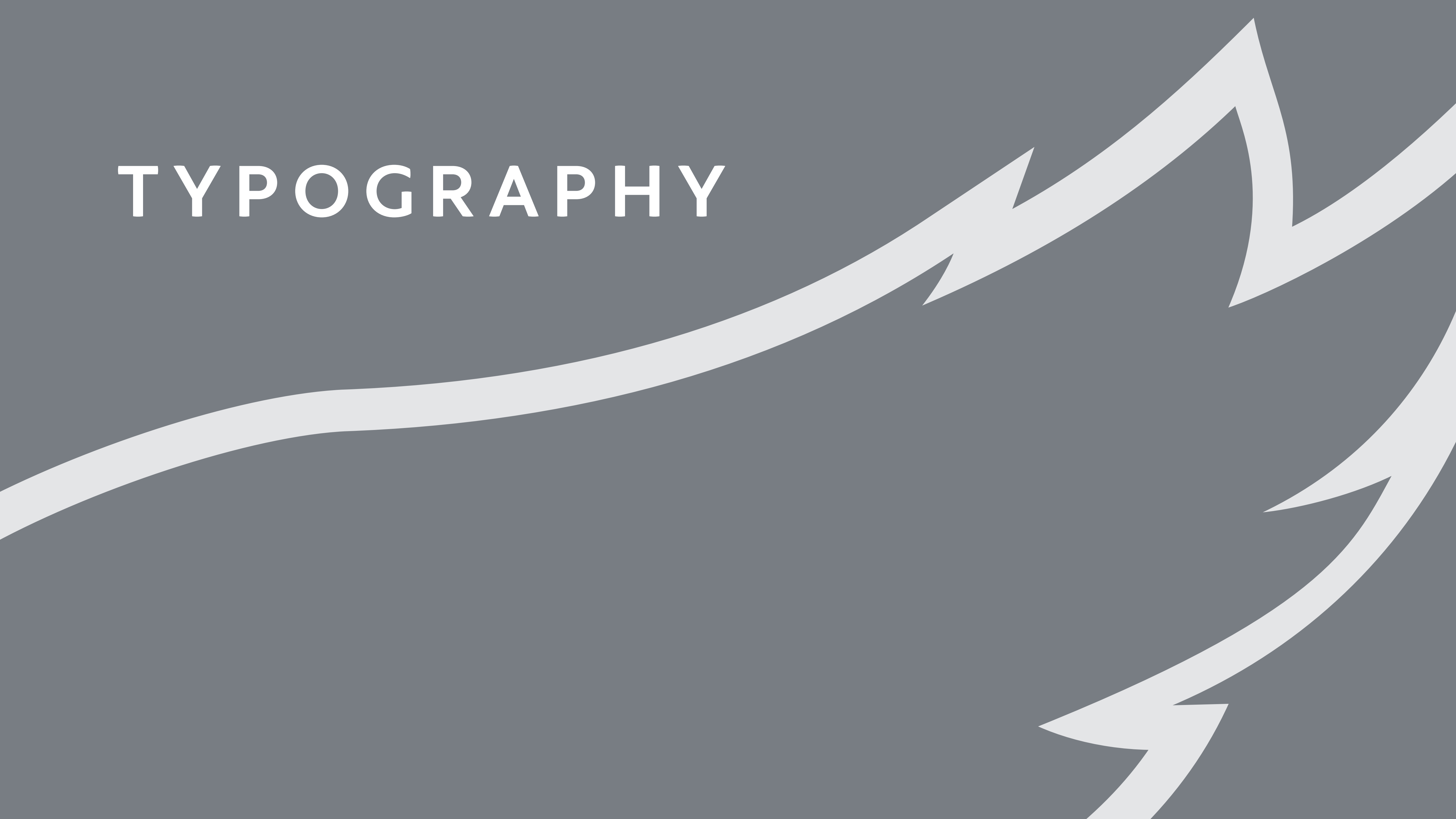
Secondary marks
for light backgrounds



Secondary marks
for dark backgrounds



TYPOGRAPHY



TYPOGRAPHY

BRAND FONTS

UMES has two primary brand typefaces: Merel and Sentinel.

Merel is a modern geometric sans serif font designed to have great legibility at both large and small sizes. Its clear and readable design is well-suited to carry UMES’ brand message across a variety of executions and use cases. It should be used as the foundational typeface for all brand materials such as, headlines, numbers, etc.

Sentinel is a more traditional slab serif font with antique characteristics that brings a sense of heritage to the type kit.

Sentinel acts as a supporting font for the UMES brand and should be used in a more decorative sense. It is good for short portions of copy—like body copy, callouts, and wayfinding elements—or to represent small, organized pieces of information.

FONT 01

88/90 0 0

Merel

SAMPLE

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1234567890

WEIGHTS:

REGULAR
MEDIUM
BOLD
BLACK

USES:

HEADLINES
NUMBERS
FOOTERS
BASIC TEXT

FONT 02

94/96 0 5

Sentinel

SAMPLE

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1234567890

WEIGHTS:

BOOK
ITALIC
MEDIUM
SEMI BOLD
BLACK

USES:

SUBHEADS
CALLOUTS
NUMBERS
BODY COPY

TYPOGRAPHY

ACCENT FONT

Factoria is not a primary brand font, but rather a special-use display typeface.

It is a bold slab serif typeface selected to support UMES’ athletics, merchandise, and spirit-related branding. Its sturdy, geometric structure gives it a collegiate aesthetic that aligns naturally with sports and student life while complementing the existing Merel and Sentinel typefaces.

SPECIAL-USE DISPLAY FONT

88/90 0 0

Factoria

SAMPLE

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1234567890

WEIGHTS:

THIN
LIGHT
BOOK
MEDIUM
DEMI

WEIGHTS:

BOLD
BLACK
ULTRA

USES:

HEADLINES
SUBHEADS

TYPOGRAPHY

ALTERNATE FONTS

UMES’ brand fonts Merel and Sentinel should be used whenever possible, but certain factors, such as user licensing limits or platform constraints can make brand fonts unavailable.

Shown here are two alternative typefaces that can be used on a case-by-case basis. Reach out to your brand manager for more information or to acquire proper licensing and set-up for UMES fonts.

FONT 01

76/78 0 0

Century Gothic

SAMPLE

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 1234567890

WEIGHTS:

REGULAR
MEDIUM
BOLD
BLACK

USES:

HEADLINES
FOOTERS
BASIC TEXT

FONT 02

84/86 0 5

Georgia

SAMPLE

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1234567890

WEIGHTS:

BOOK
ITALIC
MEDIUM
SEMI BOLD
BLACK

USES:

SUBHEADS
CALLOUTS
NUMBERS
BODY COPY

TYPOGRAPHY

ALTERNATE FONTS

UMES’ accent font, Factoria, should be used whenever possible, but certain factors, such as user licensing limits or platform constraints can make brand fonts unavailable.

Shown here is an alternative typeface that can be used on a case-by-case basis. Reach out to your brand manager for more information or to acquire proper licensing and set-up for UMES fonts.

SPECIAL-USE DISPLAY FONT

88/90 0 0

Rockwell Nova

SAMPLE

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1234567890

WEIGHTS:

USES:

LIGHT
REGULAR
BOLD
EXTRA BOLD

HEADLINES
SUBHEADS

TYPOGRAPHY

ACCENT
FONT USAGE

Factoria should be used strategically and sparingly to create maximum impact, especially in moments that call for energy, school pride, and visual strength.

It’s ideal for athletic uniforms, fan gear, spirit wear, promotional campaigns, event materials, and other applications where a blocky, high-impact letterform helps elevate the message, preserving the clarity and professionalism of the UMES visual identity.

Here, you’ll find examples of how we style Factoria for athletics and heritage focused applications.

UMES

Heritage

UMES

Sports/Heritage

UNIVERSITY OF MARYLAND EASTERN SHORE

HAWKS

Sports 1

UNIVERSITY OF MARYLAND EASTERN SHORE

HAWKS

Sports 2

TYPOGRAPHY

TYPE SYSTEM

Here, you’ll find examples of how we style UMES brand fonts in action. Merel is used for headlines and can be set in title case or all caps—mirroring the style of our logo. Sentinel is used for subheads and body copy, offering a grounded and cohesive feel across the system. Merel also appears more selectively for callouts, such as URLs. These typographic treatments—from headlines to body text—enhance clarity and reflect our unique identity. Consistent typography helps ensure every piece of communication feels unmistakably UMES.

Short headline text
in **Merel Bold**

A subhead in **Sentinel Medium**

Sentinel Book
as body copy

A URL in **Merel Bold**

SOAR ABOVE
AND BEYOND

Attend a Top 10 Public HBCU.

At the University of Maryland Eastern Shore, we celebrate you for who you are, no matter where you’re from. Earn a strong, affordable undergraduate or graduate degree and prepare to become the best version of yourself.

UMES.EDU

TYPOGRAPHY

ATHLETICS
TYPE SYSTEM

Here, you'll see how our special-use display typeface is applied in athletic settings. Factoria serves as the headline font, offering flexibility to combine different weights within a single headline. Sentinel is used for subheads and body copy, providing a grounded and cohesive feel across the system. Merel is used more selectively, for callouts such as dates and times. These typographic treatments enhance clarity and express our unique identity. Consistent typography ensures every communication feels distinctly UMES.

Short headline text
in **Factoria Bold Italic**
and **Light Italic**

A subhead in **Sentinel**
Medium

Sentinel Book
as body copy

Date and time in
Merel Bold

GAME
DAY

All Eyes on the Final Series Begins

The Hawks take on Delaware State today in their final series of the season, with a doubleheader.

SATURDAY APRIL 26 | 12 P.M. AND 2 P.M.

COLOR



COLOR

PRIMARY COLORS

Maroon, Grey, White, & Black are the university’s primary colors. These colors should always be dominant in designs.

Maroon	Grey	White	Black
RGB 101 29 50	RGB 136 139 141	RGB 255 255 255	RGB 0 0 0
CMYK 18 100 45 67	CMYK 23 16 13 46	CMYK 0 0 0 0	CMYK 75 68 67 90
HEX 651D32	HEX 888B8D	HEX FFFFFF	HEX 000000
PANTONE 7421	PANTONE COOL GREY 8	PANTONE ---	PANTONE ---

COLOR

SECONDARY COLORS

Secondary colors complement the primary palette and bring warmth to the brand. Always use them in support of the primary colors. Never make any of these the prominent color.

Stone Maroon

RGB
137 111 119

CMYK
47 56 42 10

HEX
896F77

PANTONE

Deep Maroon

RGB
68 17 32

CMYK
48 87 63 67

HEX
441120

PANTONE

Feather Grey

RGB
237 237 237

CMYK
6 4 4 0

HEX
EDEDED

PANTONE

Light Grey

RGB
217 217 214

CMYK
4 2 4 8

HEX
D9D9D6

PANTONE
COOL GREY 1

Dark Grey

RGB
81 82 81

CMYK
65 57 56 34

HEX
515251

PANTONE

COLOR

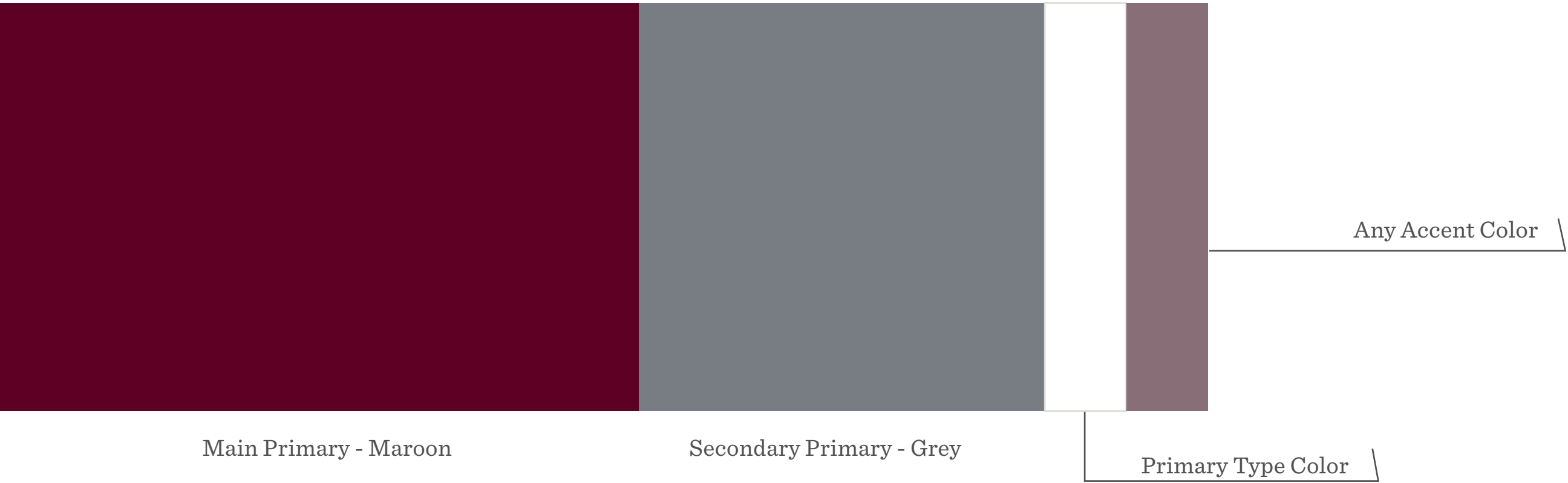
COLOR HIERARCHY

These are the two main sets of color combinations that should be used.

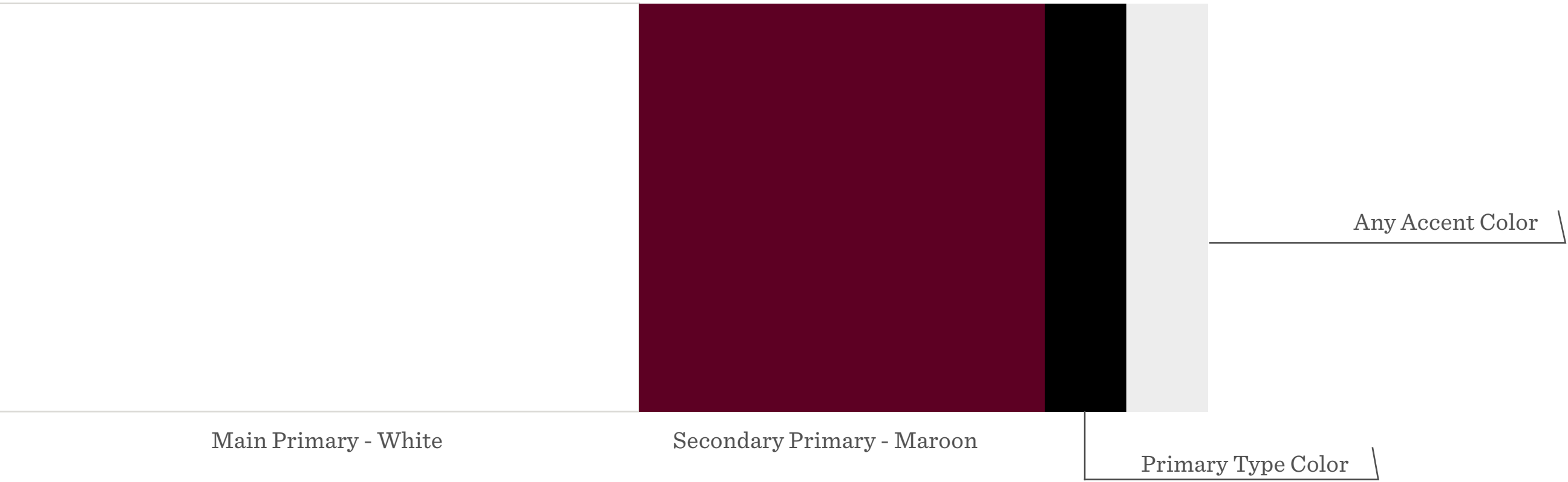
Combination 1 has a more subdued feel. It does this by using Maroon as the primary color, Grey as the secondary color, and adding an accent color to create extra warmth.

Combination 2 has a brighter and lighter feel. It does this by using White as the primary color, Maroon as the secondary color, and adding an accent color to create extra warmth.

Combination 1



Combination 2



COLOR

TYPE COMBINATIONS

The combinations on this page are the preferred color combinations for type usage. They ensure all type can be legible.

Black on White

Grey on White

Maroon on White

Deep Maroon on White

White on Maroon

Feather Grey on Maroon

Light Grey on Maroon

White on Deep Maroon

Feather Grey on Deep Maroon

Light Grey on Deep Maroon

White on Black

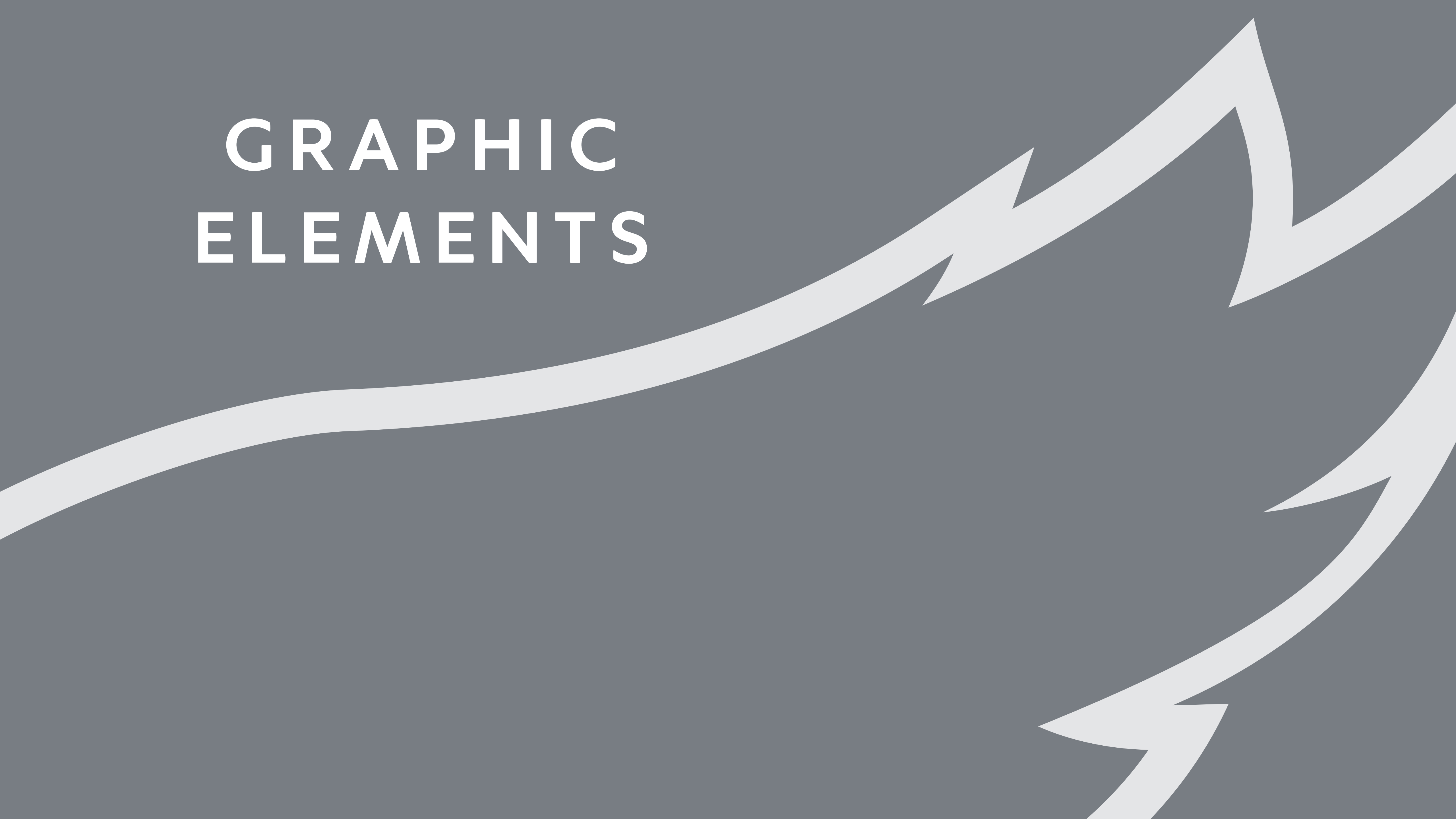
Feather Grey on Dark Maroon

Light Grey on Dark Maroon

White on Grey

Feather Grey on Grey

GRAPHIC ELEMENTS



GRAPHIC ELEMENTS

HAWK CROPPING

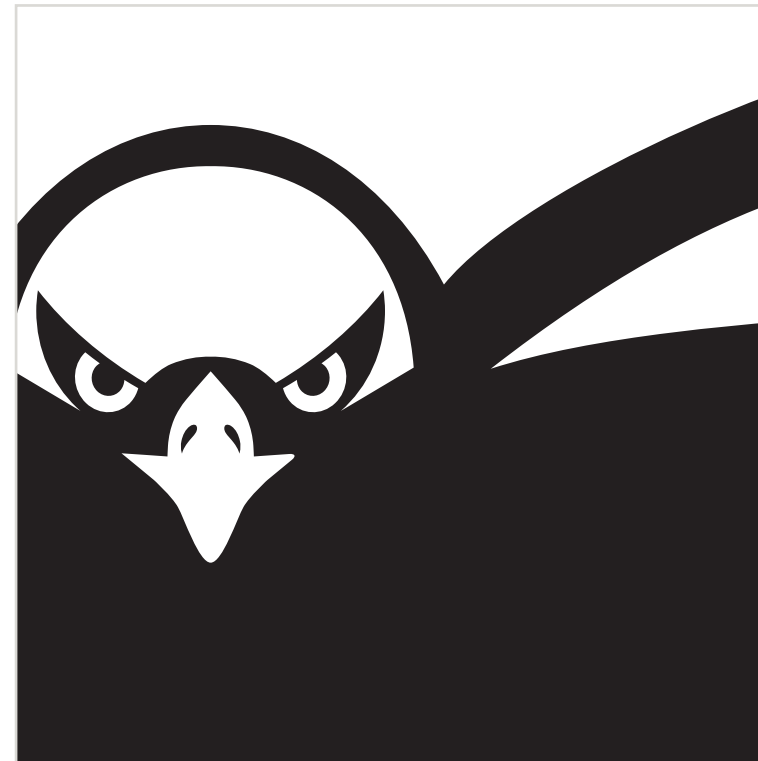
The Hawk icon can be a powerful visual element in your designs. For a dynamic effect, you can crop the icon so that it extends, or “bleeds,” off the edge of your layout. Removing “HBCU 1886” is only allowed in this instance because the icon is used purely as a graphic element.

Important Cropping Rules:

- Do not crop the Hawk at unnatural or awkward points.
- Avoid awkward crops that create small, unbalanced shapes. They can look like mistakes.
- Always keep both of the Hawk’s eyes visible in the design.

All Hawk Cropping designs must be approved by Marketing and Strategic Communications Department to ensure consistency and quality.

Good Crop ✓



Bad Crop ✗



FOR MARKETING AND STRATEGIC
COMMUNICATIONS & ATHLETIC DEPARTMENTS

GRAPHIC ELEMENTS

WING ART

Not only is the wing always present in the logo, it can be blown up to act as a frame for an image.

When selecting images to be framed by the wing, keep the following things in mind:

Subject: The image should focus on a single figure or group of figures in their environment. Ideally, subjects shouldn't be out of focus or have a distracting background.

Framing: The subject(s) in the photo should fill over half the vertical size of the image and shouldn't be cut off too much (or at all).

Resolution: Ideally, images should be taken by a professional and used at a 150-300 dpi minimum, especially for print materials.

All Wing Art designs must be approved by Marketing and Strategic Communications Department to ensure consistency and quality.

Good Single Subject ✓



Good Multiple Subjects ✓



Bad Single Subject ✗



Bad Multiple Subjects ✗



APPLYING THE BRAND



APPLYING THE BRAND AT A GLANCE

Our brand reflects who we are through the use of colors, typography, photography, graphics, and voice. These elements combine to create a unified UMES identity. Consistent use of our brand ensures a cohesive experience everywhere. This section offers practical tips for applying the brand in your work. When unsure, focus on clarity, authenticity, and simplicity.

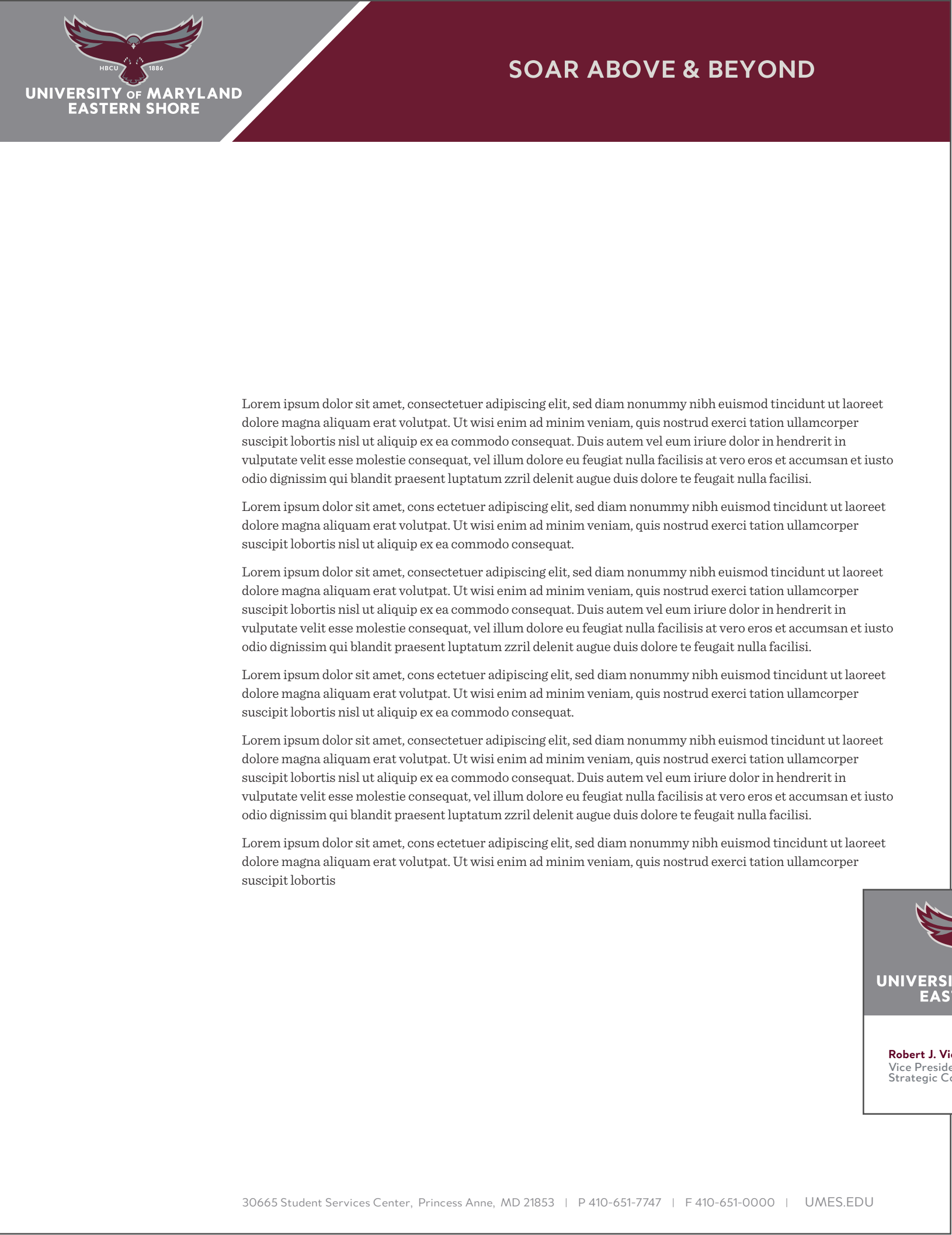


APPLYING THE BRAND

STATIONERY

Branded stationery, such as letterheads and business cards, must clearly and professionally reflect the university’s visual identity. Use only the approved stationery shown. Maintain proper margins and spacing to ensure consistency across all materials. The letterhead header must not be altered in any way, including changes to color or the addition of extra text. The following examples illustrate the correct appearance of official stationery.

Letterhead—8.5” X 11”



Business Card—3.5” X 2”

APPLYING THE BRAND

BROCHURES
AND PRINT ADS

The following examples demonstrate how to use our logos, colors, typefaces, brand elements, and photography to effectively bring the UMES brand to life in print.

All brochures and print materials must be approved by the Marketing Department.



APPLYING THE BRAND

MERCHANDISE

University-branded merchandise helps promote school pride and enhance visibility on campus and in the community. All items—such as T-shirts, hats, tote bags, mugs, and pens—must follow brand standards, using approved logos, colors, and typography. Logos should be clear, properly scaled, and never altered or distorted.

Merchandise should reflect the university’s core visual identity, while considering context and audience. Co-branding with external partners or event-specific designs requires brand review.

To maintain consistency and quality, all merchandise must be approved by the Marketing and Strategic Communications Department. Vendors must use official artwork and consult these guidelines before production.



APPLYING THE BRAND

MERCHANDISE (CONTINUED)

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APPLYING THE BRAND

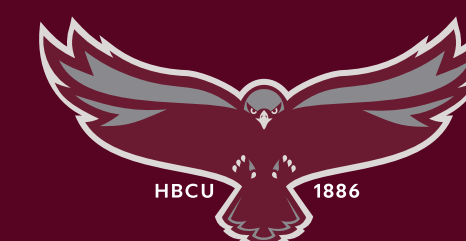
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**UNIVERSITY OF MARYLAND
EASTERN SHORE**