

BRAND IDENTITY



UNIVERSITY OF MARYLAND
GLOBAL CAMPUS

Updated June 2023

THE BRAND

ABOUT UNIVERSITY OF MARYLAND GLOBAL CAMPUS (UMGC)

Celebrating over 75 years of excellence, University of Maryland Global Campus provides higher education and support services for working adults and the military. UMGC creates opportunities for every student to achieve success by removing systemic barriers to access and providing them with the precise knowledge, skills, abilities, perspectives, and support they need to succeed.

Founded in 1947 to serve working adults and the military community, University of Maryland Global Campus started as the College of Special and Continuation Studies, a branch of the University of Maryland's College of Education, with locations in College Park and around the state.

UMGC established itself as a global university by being the first institution to send professors overseas to educate active-duty servicemembers in Europe in 1949. In the mid-1990s, UMGC became a pioneer in online education and has grown to become the largest public university in the nation.

Today, UMGC enrolls nearly 90,000 students annually, making it the largest public university in the United States. UMGC also serves students at more than 175 locations worldwide and offers more than 125 programs, including bachelor's, master's, and doctoral degree programs and undergraduate and graduate certificates. UMGC partners with students throughout their learning journey to help them Succeed Again.

VISUAL GUIDELINES

PRINT COLOR PALETTE

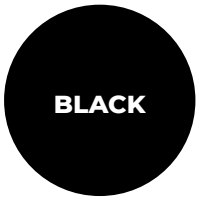
Primary



Coated
3c 100m 80y 3k
PMS 186 C
Uncoated
0c 100m 90y 0k
PMS 186 U



Coated
0c 29m 100y 0k
PMS 1235 C
Uncoated
0c 23m 100y 0k
PMS 1235 U



80c 60m 40y 100k
PMS BLACK

Accent



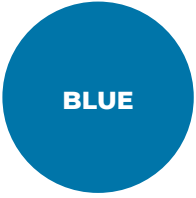
Coated
9c 100m 65y 27k
PMS 201 C
Uncoated
7c 100m 70y 15k
PMS 1807 U



Coated
100c 3m 35y 15k
PMS 321 C
Uncoated
100c 3m 25y 18k
PMS 320 U



Coated
100c 60m 10y 40k
PMS 7693 C
Uncoated
100c 60m 0y 40k
PMS 287 U



Coated
95c 41m 10y 0k
PMS 7690 C
Uncoated
100c 41m 0y 0k
PMS 2185 U

Military Accent Colors

(Limited usage for active duty materials only)



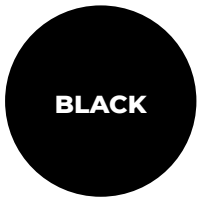
Coated
55c 47m 100y 4k
PMS 7768 C
Uncoated
55c 47m 100y 2k
PMS 399 U



Coated
0c 29m 100y 0k
PMS 1235 C
Uncoated
0c 23m 100y 0k
PMS 1235 U



Coated
25c 20m 40y 0k
PMS 453 C
Uncoated
12c 8m 36y 15k
PMS 453 U



80c 60m 40y 100k
PMS BLACK

DIGITAL COLOR PALETTE

Primary



HEX
#da1a32
RGB (218, 26, 50)
Hover/Present
HEX #eb1d36



HEX
#a30606
RGB (163, 6, 6)
Hover/Present
HEX #bdb0808



HEX
#fbd3f8
RGB (253, 191, 56)
Hover/Present
HEX #ffc954



HEX
#3c3c43
RGB (60, 60, 67)
Hover/Present
HEX #656a70

Accent



HEX
#008484
RGB (0, 132, 132)
Hover/Present
HEX #0c9595



HEX
#135f96
RGB (19, 95, 150)
Hover/Present
HEX #004073

Utility (Visual Indicator)



HEX
#c2172d
RGB (194, 23, 45)
Hover/Present
HEX #0c9595



HEX
#108a27
RGB (16, 138, 39)
Hover/Present
HEX #26a93f



HEX
#007db6
RGB (0, 125, 182)
Hover/Present
HEX #048bc9

Military Accent Colors



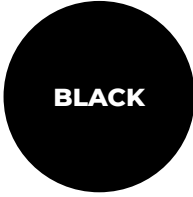
HEX
#787800
RGB (120, 120, 0)
Hover/Present
HEX #939319



HEX
#fbd3f8
RGB (253, 191, 56)
Hover/Present
HEX #ffc954

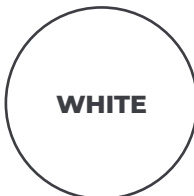


HEX
#d0c494
RGB (208, 196, 148)

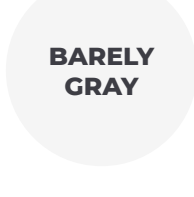


HEX
#d0c494
RGB (0, 0, 0)

Neutrals



HEX
#d0c494
RGB (255, 255, 255)



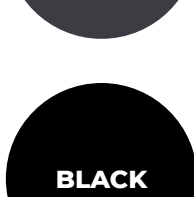
HEX
#f5f5f5
RGB (245, 245, 245)



HEX
#d0c494
RGB (233, 233, 233)



HEX
#adadad



HEX
#3c3c43
RGB (60, 60, 67)

HEX
#d0c494
RGB (0, 0, 0)

ACCESSIBILITY FOR PRINT & DIGITAL COLOR PALETTE

- University of Maryland Global Campus's primary CMYK color palette consists of logo red, yellow, and black.
- Rich black may be used at 100 percent for large/headline copy, large blocks of color, and solid backgrounds.
- Medium gray may be used as an accent color when necessary and with a manager's approval.
- All UMGC colors must be used in the correct combinations to ensure a successful conversion of print documents to accessible web documents.

Colors and Accessible Color Combinations

Swatches

Coated CMYK	100k black	3c 100m 80y 3k logo red	29m 100k yellow	80c 60m 40y 100k rich black	60c 48m 50y 20k medium gray
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Body Copy

100% black and white	University of Maryland Global Campus	University of Maryland Global Campus
100% logo red and white	University of Maryland Global Campus	University of Maryland Global Campus
100% yellow and 100% black		University of Maryland Global Campus
100% medium gray and white		University of Maryland Global Campus

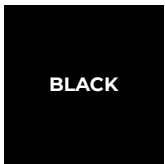
Headline and Large Copy

100% black/rich black and white	UMGC	UMGC
100% logo red and white	UMGC	UMGC
100% yellow and 100% black/rich black	UMGC	UMGC
100% logo red and 100% black/rich black	UMGC	UMGC
89% yellow and 100% logo red	UMGC	UMGC
100% medium gray and white	UMGC	UMGC
100% medium gray and 100% yellow	UMGC	UMGC

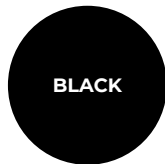
ACCESSIBILITY FOR MILITARY ACCENT COLOR PALETTE

- The University of Maryland Global Campus military accent color palette consists of military green, UMGC yellow, military beige, black, and military gray.
- The military accent color palette has limited usage and is for active duty materials only.
- The military accent color palette may be used when necessary with a manager's approval.

Print

				
MILITARY GREEN	UMGC YELLOW	MILITARY BEIGE	BLACK	MILITARY GRAY
Coated PMS 7761 C	Coated PMS 1235 C	Coated PMS 453 C	Coated PMS Black C	Coated PMS Cool Grey 10 C
Uncoated PMS 3995 U	Uncoated PMS 1235 U	Uncoated PMS 453 U	Uncoated PMS Black U	Uncoated PMS 446 U
Coated CMYK 7761 PC (22c 15m 86y 55k)	Coated CMYK 29m 100k	Coated CMYK 25c 20m 40y 0k	Coated CMYK 100k	Coated CMYK Cool Grey 10 CP (40c 30m 20y 66k)
Uncoated CMYK P 168-15 U (10c 0m 88y 53k)	Uncoated CMYK 23m 100k	Uncoated CMYK 12c 8m 36y 15k	Uncoated CMYK 100k	Uncoated CMYK P 173-14 U (62c 53m 42y 43k)

Web & Screen Presentations

				
MILITARY GREEN	UMGC YELLOW	MILITARY BEIGE	BLACK	MILITARY GRAY
HEX #747136 (116r 113g 54b)	HEX #fdbf38 (253r 191g 56b)	HEX d0c494RGB (208, 196, 148)	HEX #000000 (0r 0g 0b)	HEX #63666A (99r 102g 106b)

HEADLINES (PRINT)

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BODY COPY (PRINT)

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ACCENT (PRINT)

Zilla Slab

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DECORATIVE (PRINT)

Cochin Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

HEADLINES (WEB)

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BODY COPY (WEB)

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

LOGO GUIDELINES

OUR LOGO IS OUR BRAND

Our logo identifies the UMGC brand to the world. It was thoughtfully designed and qualitatively and quantitatively tested. Consistent usage of our logo strengthens our name and reputation.

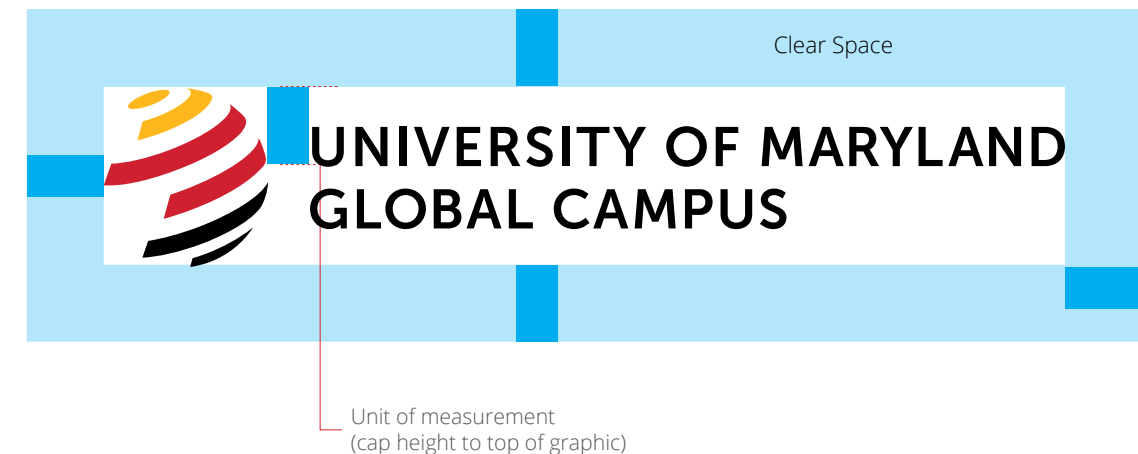
Every element of the logo has meaning and comes together to communicate who we are. It should be respected and valued and be treated with dignity. In every instance, the logo must be unobstructed and unaltered, so it can quickly be seen and recognized on all communications. The following pages provide guidelines on usage.

THE LOGO CONCEPT

The University of Maryland Global Campus logo emphasizes the university's worldwide presence with an instantly recognizable image: a globe. The globe also communicates our international reputation for academic excellence and the portability of our programs. The gold, red, and black colors are a nod to the Maryland state flag and signal the respect we've earned as part of the University System of Maryland. They also represent our three divisions: Stateside, Europe, and Asia. The logomark is clean and contemporary. Its angled, curved bands flow upward, suggesting motivation, momentum, and progress for our goal-driven student body. The bands do not fully form a complete globe for a reason: They represent open access, lifelong learning, and constant innovation and evolution as we strive to create a world of possibilities for our students. There is always more to learn, and University of Maryland Global Campus is here to help, providing higher education to working adults and servicemembers no matter where life takes them.

PREFERRED LOGO

This is the preferred logo. It should be used whenever possible.



STACKED LOGO

The stacked logo may be used in spaces where the preferred logo will not fit.

Preferred



Unit of measurement
(cap height to cap height)

Centered



UNIVERSITY OF MARYLAND
GLOBAL CAMPUS



Unit of measurement
(cap height to cap height)

ACRONYM LOGO

Use the acronym version of the logo only if space does not permit the use of the preferred or stacked logos.

Preferred



Unit of measurement
(half cap height of UMG)

Centered



Unit of measurement
(half cap height of UMG)

PREFERRED MILITARY LOGO

This is the preferred military logo. The “At Your Service Since 1947” lockup is only used on pieces specifically for military servicemembers and/or veterans. It should not be used on pieces with a broader audience, even if the broader audience includes military servicemembers and/or veterans.



OTHER MILITARY LOGOS

Stacked



Acronym



EUROPE LOGO

The preferred logo should be used globally wherever possible. The overseas logos should be used when the distinction is necessary (i.e., catalogs, website, etc.)

Preferred



Acronym



Stacked



Acronym Centered



ASIA LOGO

The preferred logo should be used globally wherever possible. The overseas logos should be used when the distinction is necessary (i.e., catalogs, website, etc.)

Preferred



Acronym



Stacked



Acronym Centered



SCHOOL OF BUSINESS LOGO

The preferred logo should be used wherever possible. Sub-brands or extensions of the UMGC brand, including logo lockups for the School of Business, may be used where distinction is needed.

Preferred



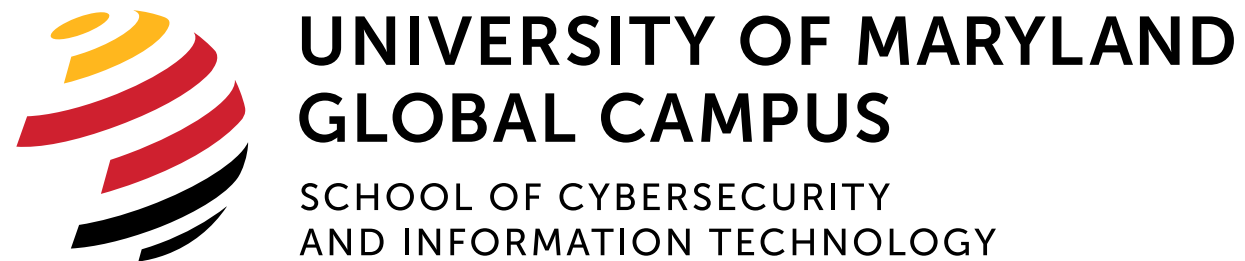
Stacked



SCHOOL OF CYBERSECURITY AND INFORMATION TECHNOLOGY LOGO

The preferred logo should be used wherever possible. Sub-brands or extensions of the UMGC brand, including logo lockups for the School of Cybersecurity and Information Technology, may be used where distinction is needed.

Preferred



Stacked



SCHOOL OF INTEGRATIVE AND PROFESSIONAL STUDIES LOGO

The preferred logo should be used wherever possible. Sub-brands or extensions of the UMGC brand, including logo lockups for the School of Integrative and Professional Studies, may be used where distinction is needed.

Preferred



Stacked



ALUMNI ASSOCIATION LOGO

A variation of the UMGC logo exists for the Alumni Association.

Preferred



Stacked

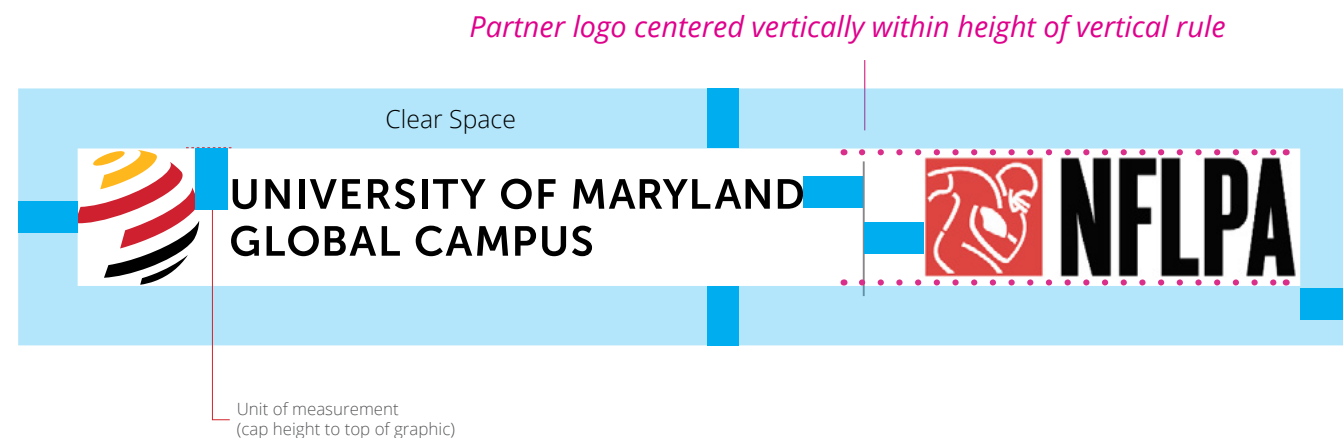


AFFILIATE MARKETING AND PARTNERSHIP LOGOS

When the university has a contract with a partner organization, co-branding may be appropriate. Please consult with the contracting partner to ensure that co-branding follows both UMGC's and the partner organization's brand guidelines and usage.

- A partner logo may be placed to the right of the preferred UMGC logo.
- The preferred UMGC logo and the partner logo are separated by a 0.5 pt., medium gray (#ADADAD) vertical rule with unit of measurement of horizontal space on either side of the rule.
- The partner logo is centered vertically within the height of the vertical rule.
- The space between the UMGC logo and adjacent borders should be a cap height to top of graphic.

Preferred



Preferred Military



Stacked



Stacked Military



ACCEPTABLE AND UNACCEPTABLE USES OF LOGO ELEMENTS

The logo is a registered trademark of University of Maryland Global Campus. The graphic and typography together constitute the official logo. Therefore, these elements may not be altered under any circumstances, nor may elements be extracted and used for other purposes unless expressly authorized by the marketing department. Variations are forbidden. Only use provided artwork and templates. Below are some examples of acceptable uses:

OK to use the color logo across a light area of a photograph or illustration if there is enough contrast and a clear space for the logo



OK to use the reversed logo across a dark area of a photograph or illustration if there is enough contrast and a clear space for the logo



OK to use the black logo on a single color application



OK to use the acronym logo where space is limited

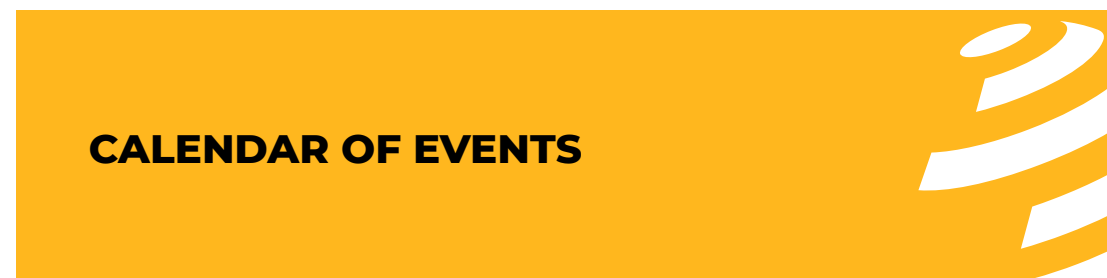


Below are some examples of unacceptable uses:

DO NOT use portions of the globe logo as separate graphic elements.
DO NOT alter the design of the globe. It is designed to be an open globe.



DO NOT use the globe as a graphic element.



DO NOT change or alter the colors or the way the logo elements are arranged.



DO NOT use the graphic element without the type or the type without the graphic element.



DO NOT condense or stretch the graphic or type.



More examples of unacceptable uses:

DO NOT reposition the type in relation to the graphic.



DO NOT add a department name. Contact Marketing for guidance in atypical situations.



DO NOT add additional descriptors.



DO NOT place the logo across a full-color photograph without a clear space for the logo.



DO NOT mix color and reversed elements of the logo.



UMGC SEAL

The official university seal consists of the Maryland state flag rendered as a shield. The shield is supported on one side by a farmer and on the other by a fisherman. Above the shield are an earl's coronet and a full-faced helmet. Below the shield is the founding year of UMGC. The university's name encircles the seal. As the university seal is a formal symbol of University of Maryland Global Campus, it is intended for use only on official applications, such as certificates, diplomas, and invitations, or special communications from the Office of the President. The seal is also used on MyUMGC (<https://my.umgc.edu>) to immediately convey that this site is official, secure, and endorsed by UMGC. The seal should not be used in close proximity to the logo. The shape, content, and colors of the seal are fixed and must not be altered in any way. Please consult with UMGC's art director before using the UMGC seal.



PREFERRED HORIZONTAL UNIVERSITY SYSTEM OF MARYLAND (USM) LOGO

UMGC uses only the horizontal USM logo. Use of any other USM logo is limited to certain signs and promotional materials such as buttons and requires special approval. The USM logos and Brand Identity Guide are available at www.usmd.edu/usm/logo/#downloads.



MULTIMEDIA GUIDELINES

MUSIC AND VIDEO USE GUIDELINES

All music and videos must comply with copyright rules, including any usage rights requirements by platform and distribution.

Music

Music tones should be upbeat and optimistic and align with the tone of the piece. Do not use music that is polarizing or contains explicit language or content.

Video

Video content should be authentic and align with the intent of the piece and platform. Do not use footage that is polarizing or contains explicit language or content.

For more information regarding usage rights and accessibility guidelines for multimedia content, contact the marketing department.