



**UNIVERSITY OF MARYLAND  
GLOBAL CAMPUS**

## **LOGO & BRAND STANDARDS**

Updated February 2020

**THE BRAND**

## **HISTORY**

University of Maryland Global Campus was founded in 1947 as the College of Special and Continuation Studies, a branch of the University of Maryland's College of Education, which had locations in College Park and around the state.

Back then, being a global university meant being the first to send professors overseas to educate active-duty servicemembers in Europe.

In the mid-1990s, it meant we were a pioneer in online education and quickly grew into one of the largest public providers of online education in the nation.

Today, University of Maryland Global Campus serves about 90,000 students worldwide. We have more than 20 locations in Maryland, D.C., and Virginia and an on-site presence at more than 140 worldwide locations—including military bases for military and military-affiliated students—in more than 20 countries and territories.

## **UMGC IS RELEVANT**

University of Maryland Global Campus was founded more than 70 years ago specifically to meet the needs of working adults. We continue that tradition today with more than 90 career-relevant programs and specializations that are taught by knowledgeable faculty, many of whom bring industry experience and real-world perspectives. We offer programs in high-growth fields and partner with top employers to help students gain an edge in the competitive job market. Students can also pick from a wide range of minors and certificates to further specialize their skill sets.

## **UMGC IS ACCESSIBLE, CONVENIENT, AND FLEXIBLE**

University of Maryland Global Campus provides open access to valuable, high-quality higher education. At UMGC, we know that standardized test scores are not always the most reliable predictor of your academic performance and potential, so we don't require the SAT or GRE. Our rolling admissions and multiple start dates each semester make it easier to balance education with work and family responsibilities.

Thanks to online courses, students can choose a schedule that fits their busy lives and learn how to work in virtual teams, cultivating a vital skill in the increasingly global environment.

We also combine online learning and in-person interaction through hybrid courses, which are offered in Maryland, D.C., and Virginia and on some military bases. Finally, we have more than 140 classroom and service locations in more than 20 countries and territories throughout the world, including at military installations in Europe and Asia.

## **UMGC IS AFFORDABLE**

University of Maryland Global Campus has a wide range of programs to make higher education affordable. Students work with advisors to build a degree plan and to explore all financial options—from scholarships to lower tuition rates for federal government employees and members of the military community—to find a plan that works within their budgets. In addition, we accept transfer credit and offer Workplace Learning and Prior Learning programs, which award credit for real-world experience, meaning many UMGC students can graduate faster and save time and money. Plus, we've replaced textbooks with no-cost digital course materials in nearly every course.

## **UMGC IS RESPECTED**

University of Maryland Global Campus is a regionally accredited, respected, and nationally recognized university. We realize that going back to school is a big commitment and work hard to ensure the investment of time and money is worth it for every student. UMGC offers in-demand degrees that carry the credibility of an accredited public state university and is a member of the University System of Maryland.

## **UMGC IS MILITARY- AND VETERAN-TRUSTED**

Since its founding in 1947, University of Maryland Global Campus has served the military overseas and has been dedicated to the education of active-duty servicemembers and veterans and their spouses. Thanks to our unmatched experience and dedication, the Department of Veterans Affairs has chosen the university to participate in VetSuccess on Campus, and we were named the No. 1 public university by *Military Times* in the Online and Nontraditional Schools category in 2020.

# **VISUAL GUIDELINES**

# COLOR PALETTE

## Primary



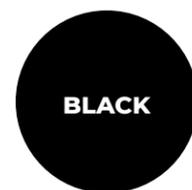
LOGO  
RED

**Coated**  
3c 100m 80y 3k  
**PMS 186 C**  
**Uncoated**  
0c 100m 90y 0k  
**PMS 186 U**  
**HEX #da1a32**  
**RGB (218, 26, 50)**



YELLOW

**Coated**  
0c 29m 100y 0k  
**PMS 1235 C**  
**Uncoated**  
0c 23m 100y 0k  
**PMS 1235 U**  
**HEX #fdbf38**  
**RGB (253, 191, 56)**



BLACK

80c 60m 40y 100k  
**PMS BLACK**  
**HEX #000000**  
**RGB (0, 0, 0)**

## Accent



DARK  
RED

**Coated**  
9c 100m 65y 27k  
**PMS 201 C**  
**Uncoated**  
7c 100m 70y 15k  
**PMS 1807 U**  
**HEX #a30606**  
**RGB (163, 6, 6)**



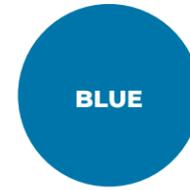
TEAL

**Coated**  
100c 3m 35y 15k  
**PMS 321 C**  
**Uncoated**  
100c 3m 25y 18k  
**PMS 320 U**  
**HEX #008484**  
**RGB (0, 132, 132)**



DARK  
BLUE

**Coated**  
100c 60m 10y 40k  
**PMS 7693 C**  
**Uncoated**  
100c 60m 0y 40k  
**PMS 287 U**  
**HEX #135f96**  
**RGB (19, 95, 150)**



BLUE

**Coated**  
95c 41m 10y 0k  
**PMS 7690 C**  
**Uncoated**  
100c 41m 0y 0k  
**PMS 2185 U**  
**HEX #007db6**  
**RGB (0, 125, 182)**

## Military Accent Colors

*(Limited usage for active duty materials only)*



MILITARY  
GREEN

**Coated**  
55c 47m 100y 4k  
**PMS 7768 C**  
**Uncoated**  
55c 47m 100y 2k  
**PMS 399 U**  
**HEX #787800**  
**RGB (120, 120, 0)**



YELLOW

**Coated**  
0c 29m 100y 0k  
**PMS 1235 C**  
**Uncoated**  
0c 23m 100y 0k  
**PMS 1235 U**  
**HEX #fdbf38**  
**RGB (253, 191, 56)**



BEIGE

**Coated**  
25c 20m 40y 0k  
**PMS 453 C**  
**Uncoated**  
12c 8m 36y 15k  
**PMS 453 U**  
**HEX #d0c494**  
**RGB (208, 196, 148)**



BLACK

80c 60m 40y 100k  
**PMS BLACK**  
**HEX #000000**  
**RGB (0, 0, 0)**

HEADLINES (PRINT)

Montserrat

ABCDEFGHIJKLMN OP

abcdefghijklmnop

0123456789

**ABCDEFGHIJKLMN OP**

**abcdefghijklmnop**

**0123456789**

BODY COPY (PRINT)

Roboto

ABCDEFGHIJKLMN OP

abcdefghijklmnop

0123456789

ABCDEFGHIJKLMN OP

abcdefghijklmnop

0123456789

ACCENT (PRINT)

Zilla Slab

ABCDEFGHIJKLMN OP

abcdefghijklmnop

0123456789

DECORATIVE (PRINT)

*Cochin Italic*

*ABCDEFGHIJKLMN OP*

*abcdefghijklmnop*

*0123456789*

HEADLINES (WEB)

Roboto

ABCDEFGHIJKLMN OP

abcdefghijklmnop

0123456789

ABCDEFGHIJKLMN OP

abcdefghijklmnop

0123456789

BODY COPY (WEB)

Open Sans

ABCDEFGHIJKLMN OP

abcdefghijklmnop

0123456789

ABCDEFGHIJKLMN OP

abcdefghijklmnop

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.

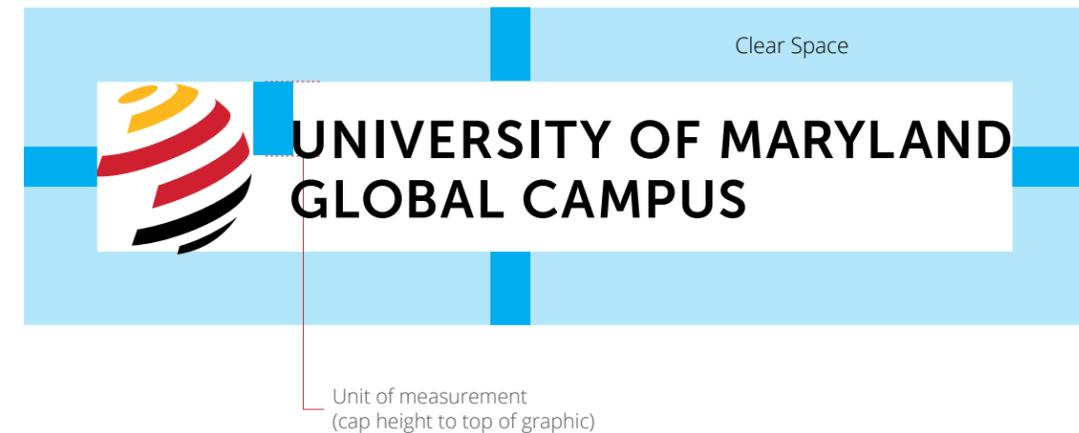
The following pages provide guidelines on usage.

## 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*



*Centered*



Unit of measurement  
(cap height to cap height)



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*



*Centered*



Unit of measurement  
(half cap height of UMG)



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 ARTS AND SCIENCES LOGO

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

*Preferred*



*Stacked*



## 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*



## ALUMNI ASSOCIATION LOGO

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

*Preferred*



*Stacked*



# 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 graphic element without the type or the type without the graphic element.



DO NOT use the globe as a graphic element.



DO NOT condense or stretch the graphic or type.



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



## More examples of unacceptable uses:

DO NOT reposition the type in relation to the graphic.



UNIVERSITY OF MARYLAND  
GLOBAL CAMPUS

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



**MARKETING**  
UNIVERSITY OF MARYLAND  
GLOBAL CAMPUS

DO NOT add additional descriptors.



UNIVERSITY OF MARYLAND  
GLOBAL CAMPUS  

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LARGEST ONLINE PUBLIC UNIVERSITY

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](http://www.usmd.edu/usm/logo/#downloads).

