

BRAND IDENTITY



UNIVERSITY OF MARYLAND
GLOBAL CAMPUS

GUIDE FOR UMGC VENDORS & CONTRACTORS
(For Public/External Distribution)

Updated October 2025

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 100,000 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 135 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

UMGC PRINT COLOR PALETTE

Primary



LOGO RED

Coated
3c 100m 80y 3k
PMS 186 C

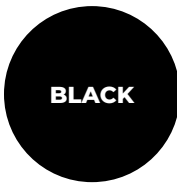
Uncoated
0c 100m 90y 0k
PMS 186 U



YELLOW

Coated
0c 29m 100y 0k
PMS 1235 C

Uncoated
0c 23m 100y 0k
PMS 1235 U



BLACK

Coated
100k
PMS Black

Uncoated
100k
PMS Black

Accent



DARK RED

Coated
9c 100m 65y 27k
PMS 201 C

Uncoated
7c 100m 70y 15k
PMS 1807 U



TEAL

Coated
100c 3m 35y 15k
PMS 2231 C

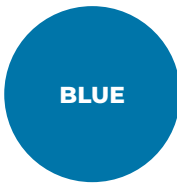
Uncoated
98c 0m 28y 21k
PMS 2231 U



DARK BLUE

Coated
100c 60m 10y 40k
PMS 7693 C

Uncoated
100c 60m 0y 40k
PMS 287 U



BLUE

Coated
95c 41m 10y 0k
PMS 7690 C

Uncoated
100c 41m 0y 0k
PMS 2185 U

Grays



BARELY GRAY

Coated
0c 0m 0y 11k (P 179-2 C)

Uncoated
0c 0m 0y 11k (P 179-2 U)



LIGHT GRAY

Coated
0c 0m 0y 20k (P 179-3 C)

Uncoated
0c 0m 0y 20k (P 179-3 U)



MEDIUM GRAY

Coated
0c 0m 0y 47k (P 179-7 C)

Uncoated
0c 0m 0y 47k (P 179-7 U)



GRAY

Coated
0c 0m 0y 66k (P 179-10 C)

Uncoated
0c 0m 0y 66k (P 179-10 U)



DARK GRAY

Coated
0c 0m 0y 82k (P 179-13 C)

Uncoated
0c 0m 0y 82k (P 179-13 U)

Military

(Limited usage. Active duty only.)



MILITARY GREEN

Coated
22c 15m 86y 55k (7761 CP)
PMS 7761 C

Uncoated
10c 0m 88y 53k (P 168-15 U)
PMS 3995 U



YELLOW

Coated
0c 29m 100y 0k
PMS 1235 C

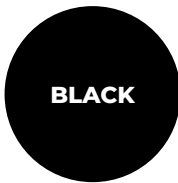
Uncoated
0c 23m 100y 0k
PMS 1235 U



BEIGE

Coated
25c 20m 40y 0k
PMS 453 C

Uncoated
12c 8m 36y 15k
PMS 453 U



BLACK

Coated
100k
PMS Black

Uncoated
100k
PMS Black

UMGC PRIMARY COATED CMYK ACCESSIBILITY PRINT COLOR TABLE

- The UMGC primary coated CMYK print color palette consists of logo red, yellow, and black.
- Accent grays may only be used in combination with logo red, black, and dark gray for print application.
- All UMGC colors must be used in the correct combinations to ensure a successful conversion of print documents to accessible web documents.
- Use the *UMGC Primary Coated CMYK Accessibility Print Color Table* to view accessible print color combinations.

		TEXT COLOR				
		Logo Red 3c 100m 80y 3k	Yellow 0c 29m 100y 0k	Black 0c 0m 0y 100k	Dark Gray 0c 0m 0y 82k (P 179-13 C)	White 0c 0m 0y 0k
		Aa Aa	Aa Aa	Aa Aa	Aa Aa	Aa Aa
BACKGROUND COLOR	Logo Red 3c 100m 80y 3k	_____	_____	_____	_____	Aa Aa
	Yellow 0c 29m 100y 0k	_____	_____	Aa Aa	_____	_____
	Black 0c 0m 0y 100k	_____	Aa Aa	_____	_____	Aa Aa
	Dark Gray 0c 0m 0y 82k (P 179-13 C)	_____	_____	_____	_____	Aa Aa
	Gray 0c 0m 0y 66k (P 179-10 C)	_____	_____	_____	_____	Aa Aa
	Medium Gray 0c 0m 0y 47k (P 179-7 U)	_____	_____	Aa Aa	_____	_____
	Light Gray 0c 0m 0y 20k (P 179-3 C)	_____	_____	Aa Aa	_____	_____
	Barely Gray 0c 0m 0y 11k (P 179-2 C)	Aa Aa	_____	Aa Aa	Aa Aa	_____
	White 0c 0m 0y 0k	Aa Aa	_____	Aa Aa	Aa Aa	_____

UMGC MILITARY COATED CMYK ACCESSIBILITY PRINT COLOR TABLE

- The UMGC military coated CMYK print color palette consists of military green, UMGC yellow, military beige, and black.
- The military coated CMYK print color palette has limited usage, is for active duty materials only, and may be used when necessary with a manager’s approval.
- All UMGC military colors must be used in the correct combinations to ensure a successful conversion of print documents to accessible web documents.
- Use the *UMGC Military Coated CMYK Accessibility Print Color Table* to view accessible print color combinations.

		TEXT COLOR				
		Military Green 22c 15m 86y 55k (7761 PC)	Yellow 0c 29m 100y 0k	Black 0c 0m 0y 100k	Military Beige 25c 20m 40y 0k	White 0c 0m 0y 0k
		Aa Aa	Aa Aa	Aa Aa	Aa Aa	Aa Aa
BACKGROUND COLOR	Military Green 22c 15m 86y 55k (7761 PC)	_____	_____	_____	_____	Aa Aa
	Yellow 0c 29m 100y 0k	_____	_____	Aa Aa	_____	_____
	Black 0c 0m 0y 100k	_____	Aa Aa	_____	Aa Aa	Aa Aa
	Military Beige 25c 20m 40y 0k	_____	_____	Aa Aa	_____	_____
	White 0c 0m 0y 0k	Aa Aa	_____	Aa Aa	_____	_____

UMGC DIGITAL COLOR PALETTE

Primary



LOGO RED
HEX: #da1a32
RGB: 218, 26, 50
Hover/Present
HEX: #eb1d36



DARK RED
HEX: #a30606
RGB: 163, 6, 6
Hover/Present
HEX: #bd0808



YELLOW
HEX: #fdbf38
RGB: 253, 191, 56
Hover/Present
HEX: #ffc954



DARK GRAY
HEX: #3c3c43
RGB: 60, 60, 67
Hover/Present
HEX: #656a70

Accent



TEAL
HEX: #008484
RGB: 0, 132, 132
Hover/Present
HEX: #0c9595



DARK BLUE
HEX: #135f96
RGB: 19, 95, 150
Hover/Present
HEX: #004073

Utility
(Visual Indicator)



ALERT RED
HEX: #c2172d
RGB: 194, 23, 45
Hover/Present
HEX: #d71c34



SUCCESS GREEN
HEX: #108a27
RGB: 16, 138, 39
Hover/Present
HEX: #26a93f



ACCENT BLUE
HEX: #007db6
RGB: 0, 125, 182
Hover/Present
HEX: #048bc9

Military
(Limited usage. Active duty only.)



MILITARY GREEN
HEX: #787800
RGB: 110, 107, 35
Hover/Present
HEX: #878019



YELLOW
HEX: #fdbf38
RGB: 253, 191, 56
Hover/Present
HEX: #ffc954

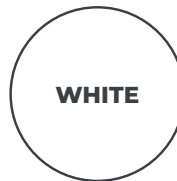


BEIGE
HEX: #d0c494
RGB: 208, 196, 148



BLACK
HEX: #000000
RGB: 0, 0, 0

Neutrals



WHITE
HEX: #ffffff
RGB: 255, 255, 255



BARELY GRAY
HEX: #f5f5f5
RGB: 245, 245, 245



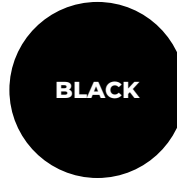
LIGHT GRAY
HEX: #e9e9e9
RGB: 233, 233, 233



MEDIUM GRAY
HEX: #adadad
RGB: 173, 173, 173



DARK GRAY
HEX: #3c3c43
RGB: 60, 60, 67



BLACK
HEX: #000000
RGB: 0, 0, 0

UMGC PRIMARY RGB ACCESSIBILITY DIGITAL COLOR TABLE

- UMGC primary RGB digital color palette consists of logo red, dark red, yellow, and black.
- Accent grays may only be used in combination with logo red, dark red, black, and dark gray.
- All UMGC colors must be used in the correct combinations to ensure accessibility
- Use the *Primary RGB Accessibility Digital Color Table* to view accessible color combinations.

		TEXT COLOR					
		Logo Red HEX: #da1a32 RGB: 218, 26, 50	Dark Red HEX: #a30606 RGB: 163, 6, 6	Yellow HEX: #fdbf38 RGB: 253, 191, 56	Black HEX: #000000 RGB: 0, 0, 0	Dark Gray HEX: #3c3c43 RGB: 60, 60, 67	White HEX: #ffffff RGB: 255, 255, 255
		Aa Aa	Aa Aa	Aa Aa	Aa Aa	Aa Aa	Aa Aa
BACKGROUND COLOR	Logo Red HEX: #da1a32 RGB: 218, 26, 50	_____	_____	_____	_____	_____	Aa Aa
	Dark Red HEX: #a30606 RGB: 163, 6, 6	_____	_____	Aa Aa	_____	_____	Aa Aa
	Yellow HEX: #fdbf38 RGB: 253, 191, 56	_____	Aa Aa	_____	Aa Aa	_____	_____
	Black HEX: #000000 RGB: 0, 0, 0	_____	_____	Aa Aa	_____	_____	Aa Aa
	Dark Gray HEX: #3c3c43 RGB: 60, 60, 67	_____	_____	_____	_____	_____	Aa Aa
	Medium Gray HEX: #adadad RGB: 173, 173, 173	_____	_____	_____	Aa Aa	_____	_____
	Light Gray HEX: #e9e9e9 RGB: 233, 233, 233	_____	Aa Aa	_____	Aa Aa	_____	_____
	Barely Gray HEX: #f5f5f5 RGB: 245, 245, 245	Aa Aa	Aa Aa	_____	Aa Aa	Aa Aa	_____
	White HEX: #ffffff RGB: 255, 255, 255	Aa Aa	Aa Aa	_____	Aa Aa	Aa Aa	_____

UMGC MILITARY RGB ACCESSIBILITY DIGITAL COLOR TABLE

- The UMGC military RGB digital color palette consists of military green, UMGC yellow, military beige, and black.
- The military RGB digital color palette has limited usage, is for active duty materials only, and may be used when necessary with a manager’s approval.
- All UMGC military colors must be used in the correct combinations to ensure a successful conversion of print documents to accessible web documents.
- Use the *UMGC Military RGB Accessibility Digital Color Table* to view accessible color combinations.

		TEXT COLOR				
		Military Green HEX: #787800 RGB: 110, 107, 35	Yellow HEX: #fdbf38 RGB: 253, 191, 56	Black HEX: #000000 RGB: 0, 0, 0	Military Beige HEX: #d0c494 RGB: 208, 196, 148	White HEX: #ffffff RGB: 255, 255, 255
		Aa Aa	Aa Aa	Aa Aa	Aa Aa	Aa Aa
BACKGROUND COLOR	Military Green HEX: #787800 RGB: 110, 107, 35	_____	_____	_____	_____	Aa Aa
	Yellow HEX: #fdbf38 RGB: 253, 191, 56	_____	_____	Aa Aa	_____	_____
	Black HEX: #000000 RGB: 0, 0, 0	_____	Aa Aa	_____	Aa Aa	Aa Aa
	Military Beige HEX: #d0c494 RGB: 208, 196, 148	_____	_____	Aa Aa	_____	_____
	White HEX: #ffffff RGB: 255, 255, 255	Aa Aa	_____	Aa Aa	_____	_____

UMGC TYPEFACES

PRINT: Headlines
DIGITAL: Headlines

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PRINT: Subheadings, Body Copy
DIGITAL: Subheadings, Body Copy

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DIGITAL: Body Copy

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.

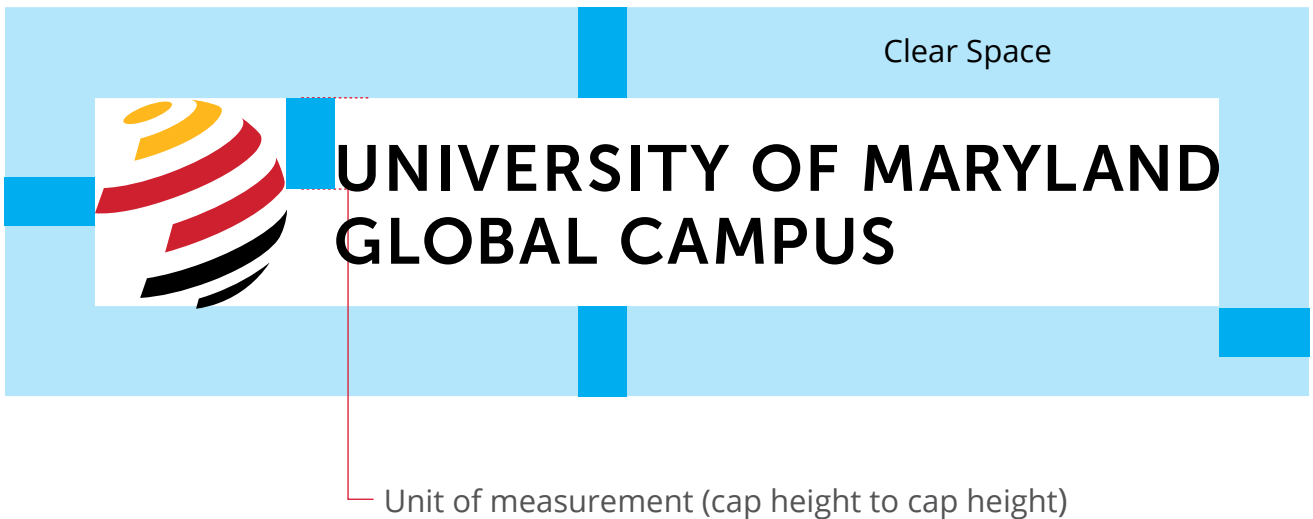
PREFERRED LOGO

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

Preferred, full-color



Preferred, black



PREFERRED-ALTERNATE LOGO

The preferred-alternate logo may be used in spaces where the preferred logo will not fit or when the preferred logo’s text may not be legible due to its small size.

Preferred-alternate



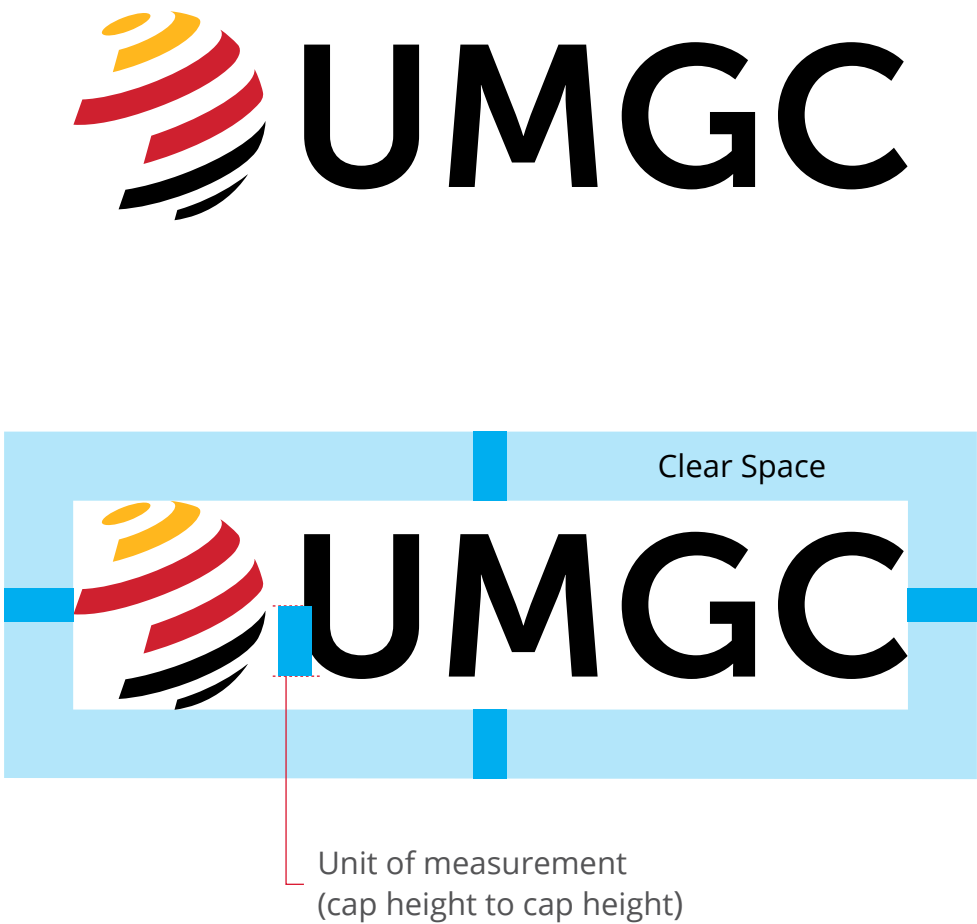
Centered



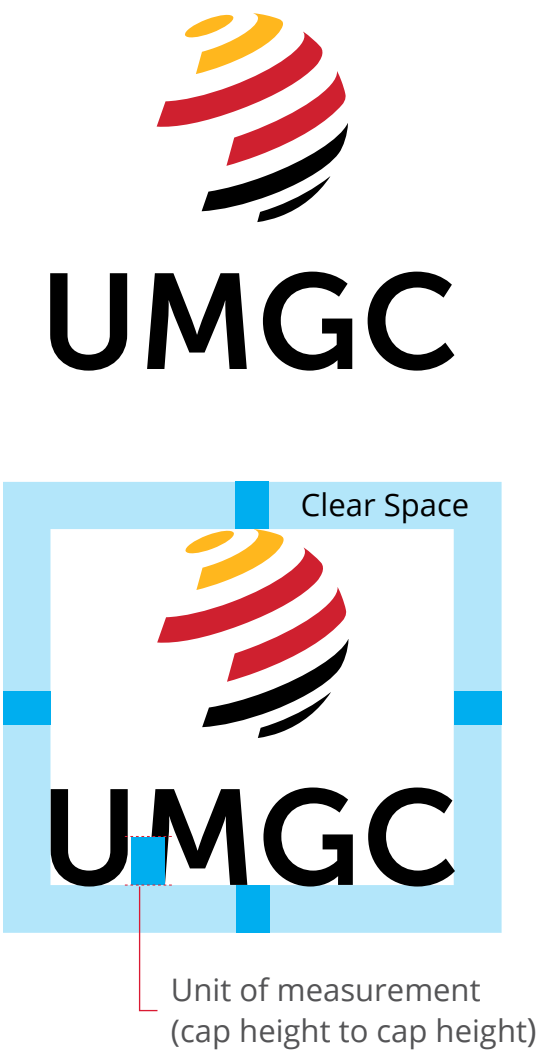
ACRONYM LOGO

The acronym logo may only be used if space does not permit the use of the preferred logo, preferred-alternate logo, or centered logo.

Preferred



Stacked



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.

Preferred



OTHER MILITARY LOGOS

The acronym military logo may only be used if space does not permit the use of the preferred military logo or preferred-alternate military logo.

Preferred-Alternate



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



Preferred Acronym



Preferred-alternate



Stacked Acronym



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



Preferred Acronym



Preferred-alternate



Stacked Acronym



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



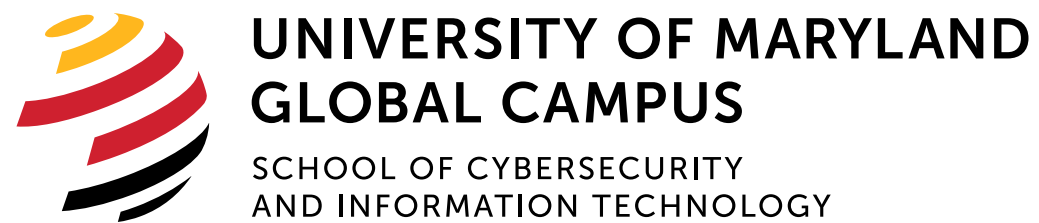
Preferred-alternate



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



Preferred-alternate



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



Preferred-alternate



ALUMNI ASSOCIATION LOGO

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

Preferred



Preferred-alternate

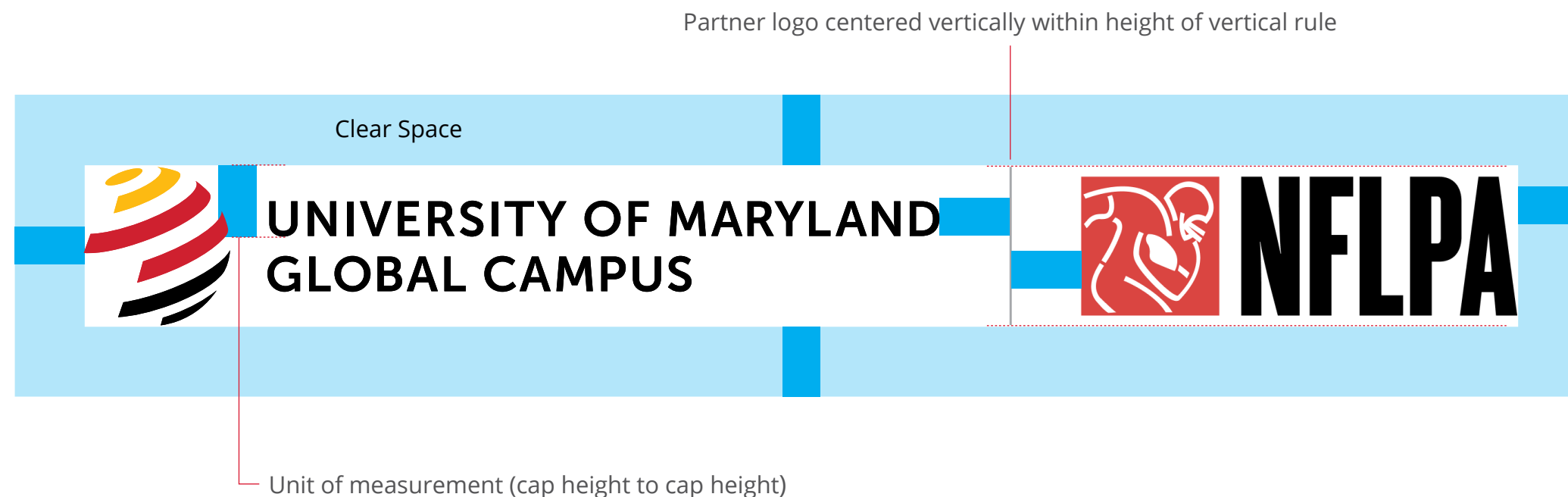


AFFILIATE MARKETING AND PARTNERSHIP LOGOS

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



(continued)

Preferred-alternate



Preferred Military



Preferred-alternate Military

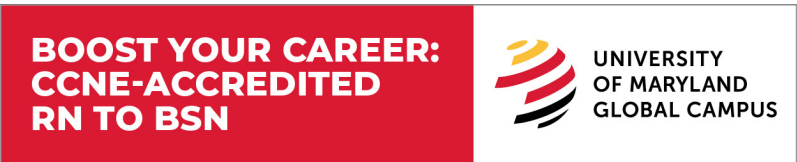


ACCEPTABLE AND UNACCEPTABLE USES OF LOGO ELEMENTS

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 version of the UMGC logos on a white background.



OK to use the acronym version of UMGC logos where space is limited.



More examples of acceptable uses:

OK to use the black version of UMGC logos when a single color application is required.



OK to use the white version of UMGC logos on a solid high-contrast background.



Below are some examples of unacceptable uses:

DO NOT reposition the type in relation to the graphic.



DO NOT condense or stretch the graphic or type.



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



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



DO NOT add additional descriptors.



(continued)

More examples of unacceptable uses:

DO NOT use portions of the globe logo as separate graphic elements.



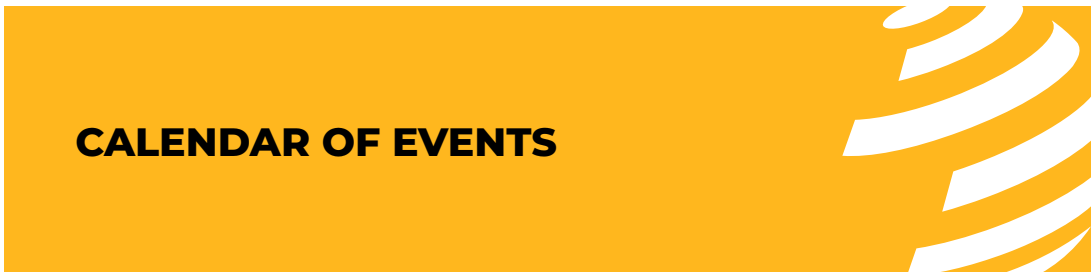
DO NOT alter the design of the globe. It is designed to be an open globe.



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 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 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.

full-color



black



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.

full-color



grayscale



black



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.



University of Maryland Global Campus
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umgc.edu