BRAND IDENTITY

UNIVERSITY OF MARYLAND
GLOBAL CAMPUS

Updated December 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.
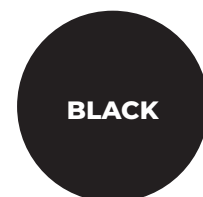
VISUAL GUIDELINES

PRINT COLOR PALETTE

Primary

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
80c 60m 40y 100k
PMS BLACK

Accent

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

Uncoated
7c 100m 70y 15k
PMS 1807 U
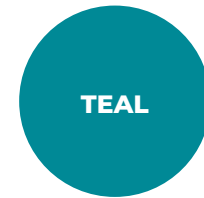
TEAL
Coated
100c 3m 35y 15k
PMS 321 C

Uncoated
100c 3m 25y 18k
PMS 320 U

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

Uncoated
100c 60m 0y 40k
PMS 287 U
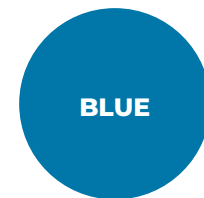
BLUE
Coated
95c 41m 10y 0k
PMS 7690 C

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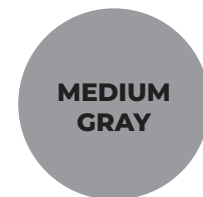
MEDIUM GRAY
Coated
0c 0m 0y 47k
(P 179-7 C)

Uncoated
0c 0m 0y 47k
(P 179-7 U)
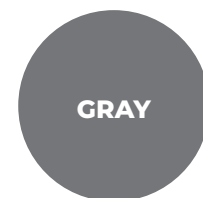
GRAY
Coated
0c 0m 0y 66k
(P 179-10 C)

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 Accent Colors

(Limited usage for active duty materials only)

MILITARY GREEN
Coated
22c 15m 86y 55k
(7761 PC)
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
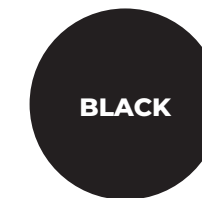
BLACK
80c 60m 40y 100k
PMS BLACK

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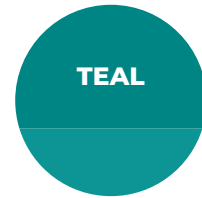
TEAL
HEX
#008484
RGB (0, 132, 132)
Hover/Present
HEX #0c9595

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 #0c9595

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

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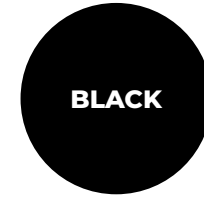Hover/Present
HEX #048bc9

Military Accent Colors

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

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
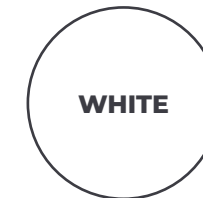
WHITE
HEX
#ffffff
RGB (255, 255, 255)
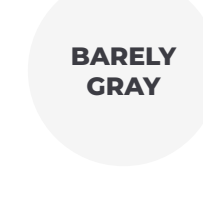
BARELY GRAY
HEX
#f5f5f5
RGB (245, 245, 245)

LIGHT GRAY
HEX
#e9e9e9
RGB (233, 233, 233)
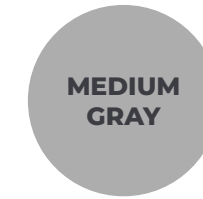
MEDIUM GRAY
HEX
#adadad
RGB (173, 173, 173)

DARK GRAY
HEX
#3c3c43
RGB (60, 60, 67)
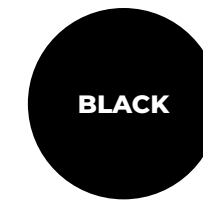
BLACK
HEX
#000000
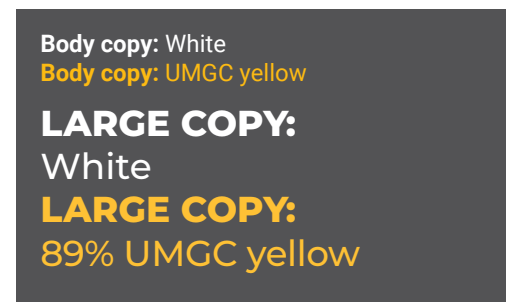RGB (0, 0, 0)

COATED CMYK ACCESSIBILITY PRINT

- University of Maryland Global Campus primary coated CMYK color palette consists of logo red, yellow, and black.
- Accent grays may be used in combination with the primary coated CMYK color palette.
- All UMGC colors must be used in the correct combinations to ensure a successful conversion of print documents to accessible web documents.

UMGC Logo Red

Body copy: White
LARGE COPY: White
LARGE COPY: 89% UMGC yellow
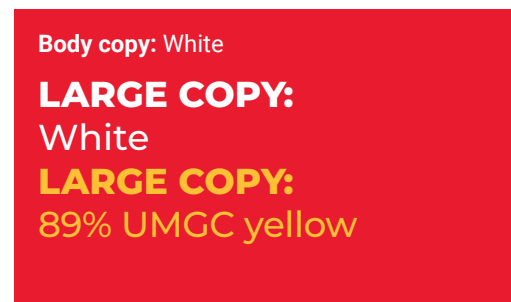
Coated Process
3c 100m 80y 3k

UMGC Yellow

Body copy: Black
LARGE COPY: Black

Coated Process
29m 100y

Black/100k

Body copy: White
Body copy: UMGC yellow
LARGE COPY: White
LARGE COPY: UMGC yellow

Coated Process
100k

Dark Gray

Body copy: White
Body copy: UMGC yellow
LARGE COPY: White
LARGE COPY: 89% UMGC yellow

Coated Process
82k
(P 179-13 C)

Gray

Body copy: White
LARGE COPY: White

Coated Process
66k
(P 179-10 C)

Medium Gray

Body copy: Black
LARGE COPY: Black

Coated Process
47k
(P 179-7 C)

Light Gray

Body copy: Black
LARGE COPY: Black

Coated Process
20k
(P 179-3 C)

Barely Gray

Body copy: Black
LARGE COPY: Black
LARGE COPY: UMGC logo red

Coated Process
11k
(P 179-2 C)

White

Body copy: Black
Body copy: Dark gray
Body copy: Gray
Body copy: UMGC logo red

LARGE COPY: Black
LARGE COPY: Dark gray
LARGE COPY: Gray
LARGE COPY: UMGC logo red

COATED CMYK ACCESSIBILITY FOR MILITARY ACCENT COLOR

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

Military Green
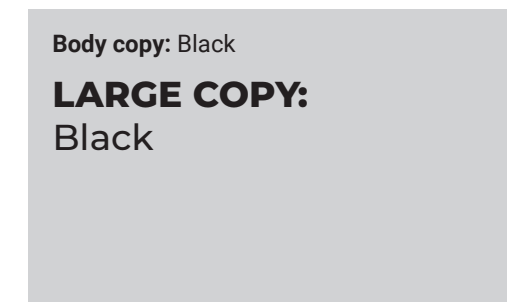
Body copy: White

LARGE COPY: White
LARGE COPY: UMGC yellow

Coated Process
22c 15m 86y 55k
(7761 PC)

UMGC Yellow

Body copy: Black

LARGE COPY: Black

Coated Process
29m 100y

Military Beige

Body copy: Black

LARGE COPY: Black

Coated Process
25c 20m 40y 0k

Black

Body copy: White
Body copy: UMGC yellow

LARGE COPY: White
LARGE COPY: UMGC yellow

Coated Process
100k

White

Body copy: Black
Body copy: Military green

LARGE COPY: Black
LARGE COPY: Military green

Montserrat

ABCDEFGHIJKLMNOP

abcdefghijklmnop

0123456789

ABCDEFGHIJKLMNOP

abcdefghijklmnop

0123456789

Roboto

ABCDEFGHIJKLMNOP

abcdefghijklmnop

0123456789

ABCDEFGHIJKLMNOP

abcdefghijklmnop

0123456789

Zilla Slab

ABCDEFGHIJKLMNOP

abcdefghijklmnop

0123456789

Cochin Italic

ABCDEFGHIJKLMNOP

abcdefghijklmnop

0123456789

Roboto

ABCDEFGHIJKLMNOP

abcdefghijklmnop

0123456789

ABCDEFGHIJKLMNOP

abcdefghijklmnop

0123456789

Open Sans

ABCDEFGHIJKLMNOP

abcdefghijklmnop

0123456789

ABCDEFGHIJKLMNOP

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.

UNIVERSITY OF MARYLAND
GLOBAL CAMPUS

UNIVERSITY OF MARYLAND
GLOBAL CAMPUS

Clear Space

UNIVERSITY OF MARYLAND
GLOBAL CAMPUS

Unit of measurement
(cap height to top of graphic)
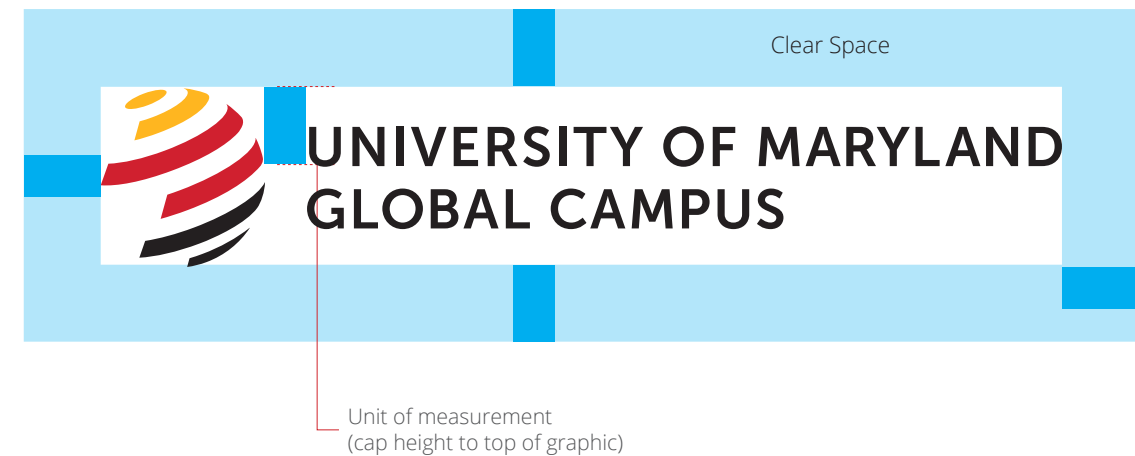
STACKED LOGO

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

Preferred

**UNIVERSITY
OF MARYLAND
GLOBAL CAMPUS**

Clear Space

**UNIVERSITY
OF MARYLAND
GLOBAL CAMPUS**

Unit of measurement
(cap height to cap height)

Centered

**UNIVERSITY OF MARYLAND
GLOBAL CAMPUS**

Clear Space

**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

Centered

Clear Space

Unit of measurement
(half cap height of UMGC)

Clear Space

Unit of measurement
(half cap height of UMGC)

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.

UNIVERSITY OF MARYLAND
GLOBAL CAMPUS
AT YOUR SERVICE SINCE 1947

OTHER MILITARY LOGOS

Stacked

UNIVERSITY OF MARYLAND GLOBAL CAMPUS
AT YOUR SERVICE SINCE 1947

Acronym

UMGC
AT YOUR SERVICE SINCE 1947

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

UNIVERSITY OF MARYLAND
GLOBAL CAMPUS | ASIA

Acronym

UMGC
ASIA

Stacked

UNIVERSITY
OF MARYLAND
GLOBAL CAMPUS
ASIA

Acronym Centered

UMGC | ASIA

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

UNIVERSITY OF MARYLAND GLOBAL CAMPUS
SCHOOL OF CYBERSECURITY
AND INFORMATION TECHNOLOGY

Stacked

UNIVERSITY OF MARYLAND GLOBAL CAMPUS
SCHOOL OF CYBERSECURITY
AND INFORMATION TECHNOLOGY

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

**UNIVERSITY OF MARYLAND
GLOBAL CAMPUS**
SCHOOL OF INTEGRATIVE
AND PROFESSIONAL STUDIES

Stacked

**UNIVERSITY
OF MARYLAND
GLOBAL CAMPUS**
SCHOOL OF INTEGRATIVE
AND PROFESSIONAL STUDIES

ALUMNI ASSOCIATION LOGO

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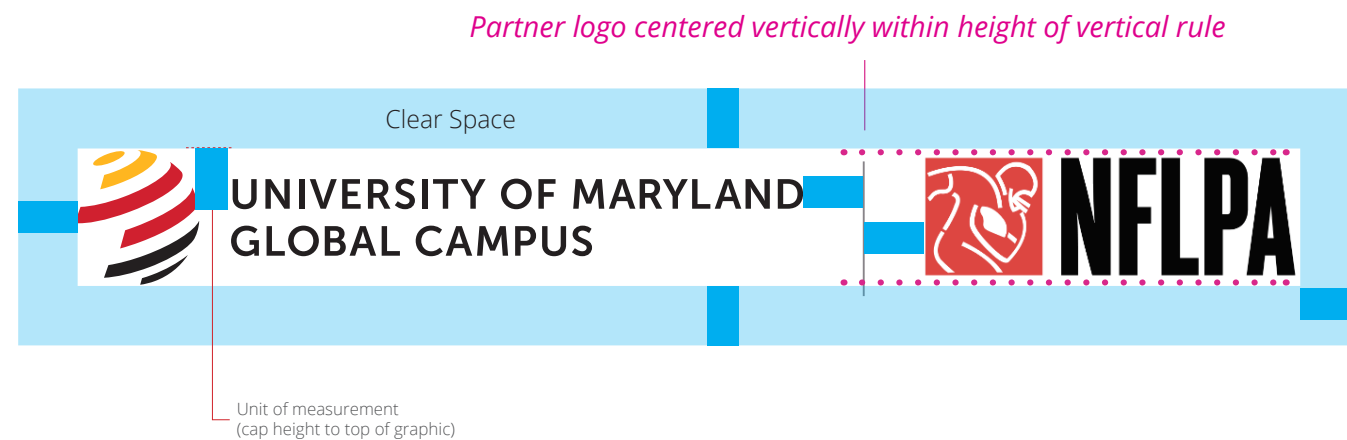
Preferred

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

Partner logo centered vertically within height of vertical rule

Clear Space

UNIVERSITY OF MARYLAND
GLOBAL CAMPUS

NFLPA

Unit of measurement
(cap height to top of graphic)

Preferred Military

UNIVERSITY OF MARYLAND
GLOBAL CAMPUS
AT YOUR SERVICE SINCE 1947

PILLARS OF STRENGTH
SCHOLARSHIP PROGRAM

Stacked

UNIVERSITY
OF MARYLAND
GLOBAL CAMPUS

NFLPA

Stacked Military

UNIVERSITY
OF MARYLAND
GLOBAL CAMPUS
AT YOUR SERVICE SINCE 1947

PILLARS OF STRENGTH
SCHOLARSHIP PROGRAM

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.

CALENDAR OF EVENTS

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

UNIVERSITY OF MARYLAND
GLOBAL CAMPUS

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

UMGC

DO NOT condense or stretch the graphic or type.

UNIVERSITY OF MARYLAND
GLOBAL CAMPUS

UNIVERSITY OF MARYLAND
GLOBAL CAMPUS

More examples of unacceptable uses:

DO NOT repostion 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.