



**UNIVERSITY OF MARYLAND
GLOBAL CAMPUS**

Formerly UMUC

“FORMERLY UMUC” GRAPHIC TREATMENT STYLE GUIDE

“Formerly UMUC” Graphic

“Formerly UMUC” Graphic Treatments

Variations for Overseas

“Formerly UMUC” Disclaimer

“Formerly UMUC” Usage Table

"FORMERLY UMUC" GRAPHIC

The UMUC brand is well-established in Maryland, Virginia, and Washington, D.C., and within the military and cybersecurity communities. To capitalize on this brand recognition, we will use transitional versions of our logo that include the "Formerly UMUC" graphic treatment.

Usage Overview

Whether to use the "Formerly UMUC" graphic--and for what duration--will be determined on a case-by-case basis, taking into account the

- Legibility of the "Formerly UMUC" type given the size/specs of the piece/placement
- Expected duration/shelf life of the piece/placement
- Prominence of the piece/placement
- Level of audience awareness for the piece/placement

On military-specific pieces, the "Formerly UMUC" logo will be used in place of the "At Your Service Since 1947" lockup for the same duration.

Long-format materials like catalogs and the website will feature an overview of the change whenever possible.

Calendar Timeline for Use of the "Formerly UMGC" Graphic Treatment			
Media	Dates of Use	UMGC Logo	"Formerly UMUC" Graphic Treatment
Collateral	September 2019–January 2020		●
	January 2020 and later and in support of the 2019–2020 academic year		●
	2020–2021 academic year	●	
Non-academic Collateral	September 2019–January 2020		●
	January 2020–June 2020		●
	June 2020 and later	●	

"FORMERLY UMUC" GRAPHIC TREATMENTS

- The approved "Formerly UMUC" graphic treatments for print, web, screen presentation, and television use are preferred, stacked, and preferred acronym.
- The preferred "Formerly UMUC" graphic treatment is the primary "Formerly UMUC" graphic treatment and may be used for all print, web, screen presentation, and television materials when appropriate.
- The stacked "Formerly UMUC" graphic treatment is only to be used if the preferred "Formerly UMUC" graphic treatment cannot be used.
- The preferred acronym "Formerly UMUC" graphic treatment is only to be used if the preferred "Formerly UMUC" and the stacked "Formerly UMUC" graphic treatments cannot be used.

Print, Web, Screen Presentation & Television

Preferred "Formerly UMUC" Graphic



Stacked "Formerly UMUC" Graphic



Preferred Acronym "Formerly UMUC" Graphic



VARIATIONS FOR OVERSEAS

Asia

Preferred Asia "Formerly UMUC" Graphic



**UNIVERSITY OF MARYLAND
GLOBAL CAMPUS | ASIA**

Formerly UMUC

Stacked Asia "Formerly UMUC" Graphic



**UNIVERSITY
OF MARYLAND
GLOBAL CAMPUS
ASIA**

Formerly UMUC

Europe

Preferred Europe "Formerly UMUC" Graphic



**UNIVERSITY OF MARYLAND
GLOBAL CAMPUS | EUROPE**

Formerly UMUC

Stacked Europe "Formerly UMUC" Graphic



**UNIVERSITY
OF MARYLAND
GLOBAL CAMPUS
EUROPE**

Formerly UMUC

"FORMERLY UMUC" DISCLAIMER

Regardless of whether the "Formerly UMUC" graphic treatment appears on a piece, the "Formerly UMUC" disclaimer may need to appear. Include the following disclaimer on any contracts, procurements, or materials that mention awards or designations the university received under the old name. It is included in the footer of the UMGC website.

Effective July 1, 2019, University of Maryland University College (UMUC) changed its name to University of Maryland Global Campus (UMGC).

"FORMERLY UMUC" USAGE TABLE

General Overview of When, Where, and How to Use the "Formerly UMGC" Graphic Treatment and Disclaimer			
Placement	UMGC Logo	"Formerly UMUC" Graphic Treatment	"Formerly UMUC" Disclaimer
umgc.edu		●	●
Acquisition eMail templates		●	●
All other eMail templates	●		●
Digital ads, where space and size permit		●	
Electronic collateral (PDFs, Flip Books, etc.)		●	●
eMail signature		●	
OOH		●	
Powerpoint templates	●		
Press releases & coverage		●	●
Print ads, where space permits		●	●
Printed collateral with shelf life of less than one year		●	●
Printed collateral with shelf life of more than one year	●		●
Printed collateral: CLS	●		●
Radio CTAs		●	
Screen saver	●		
Student Portals		●	
TV & Video end cards		●	
Wordpress Blogs		●	●