



BRAND STYLE GUIDE

You are our brand

Our brand is our culture, our principles, what people think of us, and the stories we tell to influence their opinions. We all deliver a brand experience to our community through our interactions with others; through customer service, advertising, marketing, public relations, and our visual identity. By sharing our stories about the University with our community, we encourage quick recognition and build our reputation.

When our community hears or experiences great things about us, they support us, want to work and go to school here, seek care here, get advice from us, and see us as experts. Most importantly, they help us raise our profile on the indicators that matter most, and reinforce a brand founded on excellence and service.



What is branding?

When you say “brand,” you most immediately think about logos, colors, or fonts. But a brand of a university is much more — it’s an entire structure, the images, messaging, and way of thinking of the university community. It’s about style and consistency. Brand consistency among all schools and teams at UMB ensures a solid image and solidifies name recognition to our community.

Who is this guide for?

- Anyone who communicates on UMB's behalf should find this book to be a helpful resource
- Schools and departments can use this guide to help to focus their initiatives
- Communicators can use it to provide examples for the creation of new and impactful marketing
- Writers can use it for inspiration when creating stories about the achievements of UMB
- Designers can use it as a guide about UMB typography, colors, photography, and design styles

What will it help us to do and how should it be used?

We all want to share a compelling story about UMB. While there are many different internal and external audiences, the tools in this book should guide each of us to present the UMB story consistently and to collectively and individually benefit from being part of the story.

- TO CLARIFY:** UMB's strengths, advantages, contributions, and capabilities
- TO ENSURE:** Key themes are present in all communications to all audiences
- TO ENCOURAGE:** Internal and external champions for UMB
- TO REAFFIRM:** Our core values of Respect and Integrity, Well-Being and Sustainability, Equity and Justice, and Innovation and Discovery

ABOUT UMB





Our Mission

To improve the human condition and serve the public good of Maryland and society at-large through education, research, clinical care, and service.

What is a mission statement?

A mission statement describes a university's function, audiences, and competitive advantages, and it includes a statement of the goals and philosophies of the university. The mission statement defines not only what the university is, but it also explains its purpose and rationale. A mission statement helps the university community understand the function and make decisions that are aligned with its core values and goals.

Our Core Values

UMB's core values are at the heart of our mission to improve the human condition and serve the public good of Maryland and society at-large through education, research, clinical care, and service. These core values guide our academic programs, operating philosophy, and commitment to our constituents, while supporting our dedication to global enhancement and social progress.

RESPECT *and* INTEGRITY

WELL-BEING *and* SUSTAINABILITY

EQUITY *and* JUSTICE

INNOVATION *and* DISCOVERY

ABOUT UMB



Our Location

On Baltimore's Westside, we share our neighborhood with the University of Maryland BioPark, University of Maryland Medical Center, R Adams Cowley Shock Trauma Center, Maryland Proton Treatment Center, Baltimore Veterans Affairs Medical Center, Lexington Market, and Oriole Park at Camden Yards.

UMB occupies 65 acres in downtown Baltimore, a short walk from the city's bustling Inner Harbor and a 45-minute drive from Washington, D.C., providing easy access to the nation's top policymakers and powerful federal agencies such as the National Institutes of Health, the Centers for Disease Control and Prevention, and the U.S. Food and Drug Administration. This proximity supports close partnerships between UMB and federal researchers and yields joint discoveries with global impact.

Our History

We are the founding campus of the University System of Maryland. The Maryland General Assembly chartered the College of Medicine in 1807. In 1812, the college's mission was expanded and the college was rechartered as the University of Maryland.



Davidge Hall, completed in 1812, remains the oldest medical school building in continuous use for medical education in the Western Hemisphere.

1807

1812

Our Positioning Statement

UMB improves the human condition through leadership in education, research, clinical care, and public service. We train the professionals who work to secure the health, well-being, and just treatment of Maryland's citizens. We create the knowledge that cures disease and strengthens communities, locally and globally. We develop the practitioners and innovators who drive discovery and fuel economic growth.

What is positioning?

Positioning is about strategy and how UMB needs to be thought of in the minds of our most important audiences in order to thrive.

It is not just our definition (the state's only public health, law, and human services university) or how we express it (logos, messages, etc.), but it's about how we want people to feel when they experience UMB and speak about us when they talk to others.

How does it apply?

If every message comes from the same position and connects to its intended audience in relevant ways, it will reflect a university whose whole is greater than the sum of its parts.

Our Pride Points

Pride points support our position, and by using them, we influence the opinions of our audiences and build our reputation. Pride points can include facts, awards, stories, testimonials, and rankings.

WE ARE UMB

COLLABORATIVE EDUCATION

DRIVING THE ECONOMY

PUTTING DISCOVERIES TO WORK

ANCHORING BALTIMORE

UM BIOPARK: A PLACE TO INNOVATE

GLOBAL IMPACT

CARE FOR OUR COMMUNITY

NATIONAL RANKINGS: AMONG THE BEST



We Are UMB

UMB is **Maryland's public health, law, and human services university**. UMB is a leading U.S. institution for graduate and professional education and a prominent academic health center combining cutting-edge biomedical research and exceptional clinical care.

UMB enrolls more than 7,000 students in six nationally ranked professional schools and an interdisciplinary Graduate School. We offer 86 degree and certificate programs. Every year, UMB confers most of the professional practice doctoral degrees awarded in Maryland.

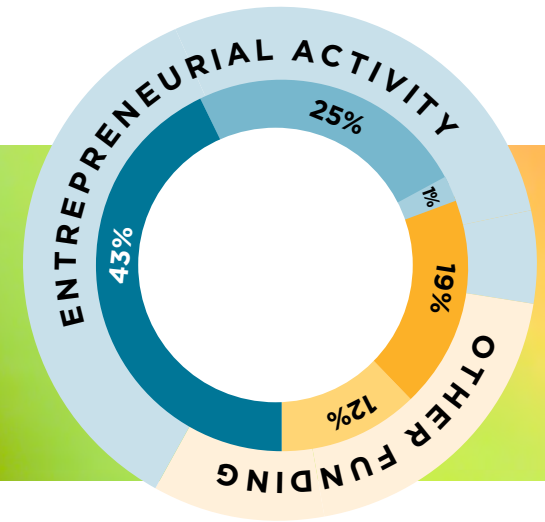


Collaborative Education

UMB's faculty train students to be Maryland's front-line providers, who are tackling the greatest challenges of our time.

We're building the research foundation for delivering holistic and humane care to aging populations. We're exploring the causes of debilitating pain conditions so that we can unburden patients of chronic suffering. We've created the largest childhood mental health training center in the United States, helping states and jurisdictions build effective mental health systems for children. We're giving patients a voice in their own care and letting them guide research in a way that ultimately improves that care for others.

A leader in interprofessional education, UMB teaches future physicians, lawyers, dentists, nurses, pharmacists, social workers, biomedical scientists, and allied health professionals to work *together* to produce the best patient and client outcomes.



Driving the Economy

- 7,800 faculty and staff
- \$692 million in research
- No. 10 in research and development funding among U.S. public universities (combined with University of Maryland, College Park)

UMB's Return on Investment

- Generates more than 17,000 jobs
- Returns \$13 to Maryland for every dollar of state support
- With the University of Maryland Medical Center and affiliated physician practices, we generate nearly \$8 billion in annual economic activity

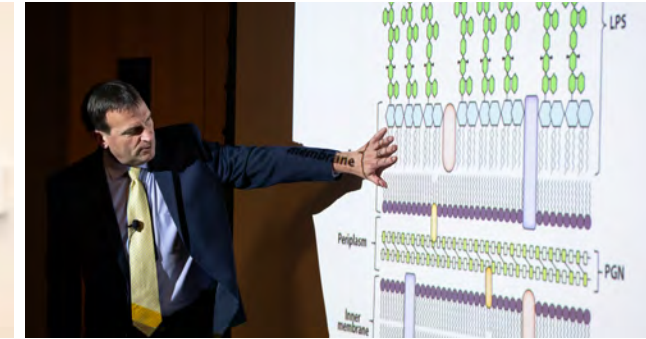
Sources of Revenue

More than two-thirds of UMB revenue comes from entrepreneurial activity:

- 43% Research and Grants
- 25% Patient Care
- 1% Auxiliary Fees

Other funding comes from

- 19% State Funds
- 12% Tuition and Fees



Putting Discoveries to Work

Academia and industry intersect at UMB. The University conducts \$65 million in corporate-sponsored research each year. Through hundreds of research projects and clinical trials on behalf of leading bioscience and pharmaceutical firms, our faculty are testing new industry drugs and therapies for diseases such as cancer, diabetes, and heart disease.

UMB is aggressive in moving science out of the lab and into the marketplace, where it can revolutionize human health and well-being. Nearly 50 UMB inventions are pushed to the marketplace each year, and new startup companies — based on UMB's intellectual property — are raising private capital to accelerate the transition from idea to innovation to impact.

Over five years, UMB has secured more than 430 U.S. and foreign patents on UMB inventions, launched 40 startups based on faculty work, and granted 200 licenses on UMB technologies to companies, so they can turn them into lifesaving products.



Anchoring Baltimore

As one of Baltimore’s most powerful anchor institutions, UMB uses its influence and assets to effect real and lasting change in the city — improving health, creating wealth, and advancing social justice.

UMB is among Baltimore’s strongest anchor institutions, deploying its considerable assets and expertise to improve community health, strengthen schools, train the local workforce, and drive neighborhood development.

This engagement ethic has yielded such initiatives as an expansive program providing holistic care to thousands of Baltimoreans living with HIV; an intensive mentoring program that puts city students on a path to good-paying careers in the health sciences; and the provision of health, wellness, and social services in a dozen Baltimore City schools to stabilize and strengthen families and help children achieve, despite acute challenges of poverty, deprivation, and trauma.



UM BioPark: A Place to Innovate

The University of Maryland BioPark is Baltimore's biggest biotechnology cluster, with **three dozen** biotech companies, research institutes, and clinical facilities sharing the 14-acre park and actively building the city's science community. Our BioPark advances the commercialization of new drugs, diagnostics, and devices by giving more than **1,000 research scientists** and entrepreneurs the space to create and collaborate.

The Maryland Proton Treatment Center, located in the UM BioPark, is the only facility in the Baltimore-Washington region providing advanced radiation therapy for the treatment of cancer.

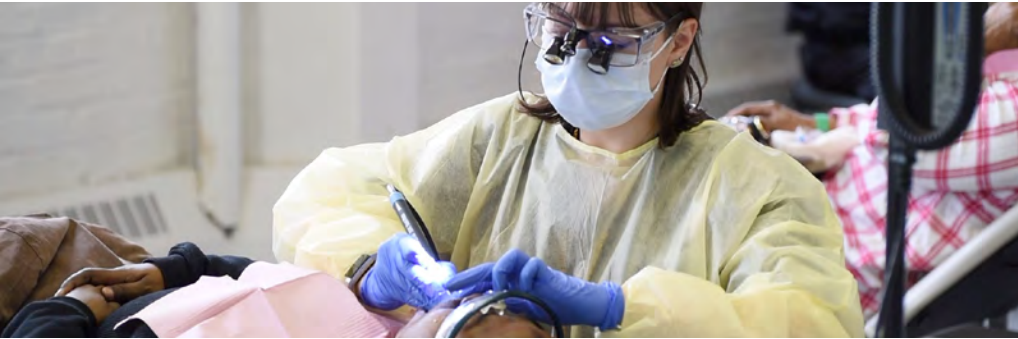


Global Impact

Each year, UMB's faculty and students engage in 100-plus countries, where they teach, study, conduct research with their collaborators, and provide clinical care in underserved communities.

For instance, our medical school has research and treatment facilities in more than 35 countries. The school's Center for Vaccine Development and Global Health is at work around the world to prevent, control, and eradicate diseases of global impact and has been a leader in the research for vaccines and treatments during the COVID-19 pandemic. Its Institute of Human Virology has treated more than 1 million patients with HIV/AIDS in several African and Caribbean nations, as well as 5,000 patients back home in the Baltimore/Washington, D.C., region.

The University of Maryland School of Medicine carried out the first clinical trials for an Ebola vaccine in the U.S. and co-led the first Ebola vaccine trials in West Africa.



Care for Our Community

Service is UMB's lifeblood. Our students, faculty, and staff dedicate 2 million hours in volunteer service to Marylanders each year, and we annually provide nearly \$40 million in uncompensated care to the poor and underserved.

DENTISTRY

The only dental school in Maryland is the largest provider of oral health services to Medicaid children/HIV patients.

More than 19,000 patients are treated and 76,000 patient visits are recorded each year.

LAW

Each year, 150 Carey Law students provide nearly 75,000 hours of free legal services through 18 legal clinics, making the Clinical Law Program one of the region's largest public interest law firms.

MEDICINE

Attending physicians at the University of Maryland Medical Center are faculty members of the School of Medicine (SOM).

SOM provides research-intensive, academic, and clinically based care for more than 1.2 million patients each year.

The R Adams Cowley Shock Trauma Center is one of the best in the world for treating trauma patients.

NURSING

The nurse's clinic at Paul's Place, which serves as a clinical placement for UMB nursing and medical students, diverts 96 percent of its nonemergent cases to an appropriate nonemergent care facility.

PHARMACY

Faculty and staff provide clinical services to approximately 35,000 patients each year in more than 24 practice settings in specialties such as community pharmacy, cardiology, oncology, pediatrics, HIV/AIDS, mental health, diabetes, geriatrics, and palliative care.

The Maryland Poison Center receives more than 35,000 calls annually.

SOCIAL WORK

More than 800 social work students provide over 500,000 hours of care to Maryland citizens annually.



National Rankings: Among the Best

DENTISTRY

9th

National Institutes of Health funding (public universities) FY21

LAW

7th

Health Care Law
U.S. News & World Report (2022)

Two other programs in the **top 10**

MEDICINE

10th

Research (public universities)
U.S. News & World Report (2022)

NURSING

9th

Bachelor of Science in Nursing
U.S. News & World Report (2022)

Two other programs in the **top 9** (public universities)

Two online specialties in the **top 5** (2022)

PHARMACY

14th

U.S. News & World Report (2020)

SOCIAL WORK

21st

U.S. News & World Report (2022)

ABOUT UMB



Our Community and Stakeholders

Campus Community:

Students, Faculty, Staff, BioPark,
UMMC, UMMS, FPI

University System of Maryland:

Board of Regents, Board of Trustees,
Board of Visitors

Alumni

Donors

Legislature

Elected Officials

Prospective Students

Prospective Faculty

Prospective Staff

Researchers

Entrepreneurs

Funding Agencies

Westside Residents

Business Partners

Business Sponsors

Global Organizations and

Government Bodies

Media

Education Reporters

Business Reporters

School-/Topic-Specific Media

Health and Science Reporters

BRANDING



Background

In 2011, the University of Maryland, Baltimore and the University of Maryland Medical Center (UMMC) joined forces in a new identity campaign with the No. 1 goal to enhance recognition among the public.

The UMB-UMMC Relationship

Over the years, a wide variety of logos have been used to represent UMB, its seven schools, departments, programs, centers, institutes, and other academic and research units. Likewise, as UMMC has grown, its programs have developed independent logos and visual identifiers. As a result of these evolutions, the visual image presented to the public by UMB and UMMC was often confusing, cluttered by numerous logos, and not consistent with the collaborative nature in which the two institutions operate.

UMMC historically was owned and operated by the University. Today, UMMC is a licensed hospital operated by the University of Maryland Medical System Corp., a tax-exempt entity legally separate from the University. Many students and faculty from UMB learn, carry out research, and provide clinical care in UMMC facilities, many of which are physically connected to University facilities throughout the campus.

Brand Hierarchy

Our brand hierarchy identifies which logo to use based on the audience of your communications. **Only one logo** should appear on any given communication, and understanding the relationships and entities among UMB and UMMC will help you to determine who your audience is and what logo to use. If multiple entities are involved in a particular project, the broadest and most inclusive logo will be used.

Which logo do I use?

The “Master Brand” University of Maryland logo will be used for programs, projects, and collaborations that encompass the University and UMMC.

The UMB logo will be used as the “Master Brand” when referring to the University’s physical location in Baltimore and for programs, projects, and collaborations that encompass more than one school or entity within the University.

The UMMC logo will be used to represent the collective patient care and clinical research activities that take place within the UMMC setting and/or any of its facilities, programs, centers, or departments.

A school logo will be used as the “Master Brand”:

- when referring to the school as a whole
- when referring to more than one official center/institute within the school
- when referring to multiple departments within the school
- when referring to a singular department to an external audience

Collaborative logo



University logo



UNIVERSITY OF MARYLAND, BALTIMORE

- University of Maryland Graduate School
- University of Maryland School of Dentistry
- University of Maryland Francis King Carey School of Law
- University of Maryland School of Medicine
- University of Maryland School of Pharmacy
- University of Maryland School of Nursing
- University of Maryland School of Social Work

Medical Center logo



UNIVERSITY OF MARYLAND MEDICAL CENTER

- R Adams Cowley Shock Trauma Center, University of Maryland
- University of Maryland Children's Hospital
- University of Maryland Marlene and Stewart Greenebaum Comprehensive Cancer Center



University of Maryland, Baltimore logo

The UMB logo is a graphic mark used by the University to identify the UMB brand. It is a stylized drawing of UMB's Davidge Hall with the name of the University locked up with the Davidge Hall mark.

The logo is a registered federal trademark owned by UMB.

The UMB logo will be used as the “Master Brand” when referring to the University’s physical location in Baltimore and for programs, projects, and collaborations that encompass more than one school or entity within the University.

BRANDING AT UMB | **Brand Hierarchy**

Logo Versioning

Horizontal version



Centered version



Stacked version



BRANDING AT UMB | **Brand Hierarchy**

Logo Versioning | Horizontal

Full color



One color

Full color on dark background



One color on dark background

BRANDING AT UMB | **Brand Hierarchy**

Logo Versioning | Centered

Full color



UNIVERSITY *of* MARYLAND
BALTIMORE



UNIVERSITY *of* MARYLAND
BALTIMORE

One color



Full color on dark background



UNIVERSITY *of* MARYLAND
BALTIMORE



UNIVERSITY *of* MARYLAND
BALTIMORE

One color on dark background



BRANDING AT UMB | Brand Hierarchy

Logo Versioning | Stacked

Full color



One color

Full color on dark background



One color on dark background



Clear Space

Using the “U” as a guide.

When placing the University of Maryland, Baltimore logo or any school logo next to copy or other graphics, please use the recommended safety zone around the perimeter of the logo.

The safety zone is based on the height of the “U” in the word University.

The distance should be spaced from the lowest point of the logo.

Collaborative logo



UNIVERSITY of MARYLAND

University logo



UNIVERSITY of MARYLAND
BALTIMORE

Medical Center logo



UNIVERSITY of MARYLAND
MEDICAL CENTER

School logos



UNIVERSITY of MARYLAND
GRADUATE SCHOOL



UNIVERSITY of MARYLAND
FRANCIS KING CAREY
SCHOOL OF LAW



UNIVERSITY of MARYLAND
SCHOOL OF PHARMACY



UNIVERSITY of MARYLAND
SCHOOL OF DENTISTRY



UNIVERSITY of MARYLAND
SCHOOL OF MEDICINE

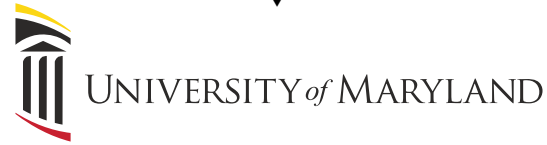


UNIVERSITY of MARYLAND
SCHOOL OF SOCIAL WORK



UNIVERSITY of MARYLAND
SCHOOL OF NURSING

Collaborative logo



University logo



Medical Center logo



R Adams Cowley Shock Trauma Center,
University of Maryland

University of Maryland Children's Hospital

University of Maryland Marlene and Stewart
Greenebaum Comprehensive Cancer Center

- Carey School of Law
- Graduate School
- School of Medicine
- School of Dentistry
- School of Medicine
- School of Nursing
- School of Pharmacy
- School of Social Work

← School logos →



Official Center logos →

(sample logo)



Department/Program logos →

(sample logo)



OFFICE OF GLOBAL HEALTH

BRANDING AT UMB | Brand Hierarchy

Hierarchy within the school

Master School logo

Audience: External and internal

This logo is to be used to represent the school. When you are referencing the school overall, a department, or if more than one center/institute within the school is being represented in your communications, you will use this logo.



◀ School logo



Center/Institute logos for schools

Audience: External and internal

This logo is to be used to represent a specific center/institute within the school. This is for official centers/institutes only that have been granted official status by the President's Office per the guidelines of the University of Maryland, Baltimore Policy: IV - 1.00(A).



◀ Official Center logos

(sample logo)



Department/Program logos for schools

Audience: Internal only

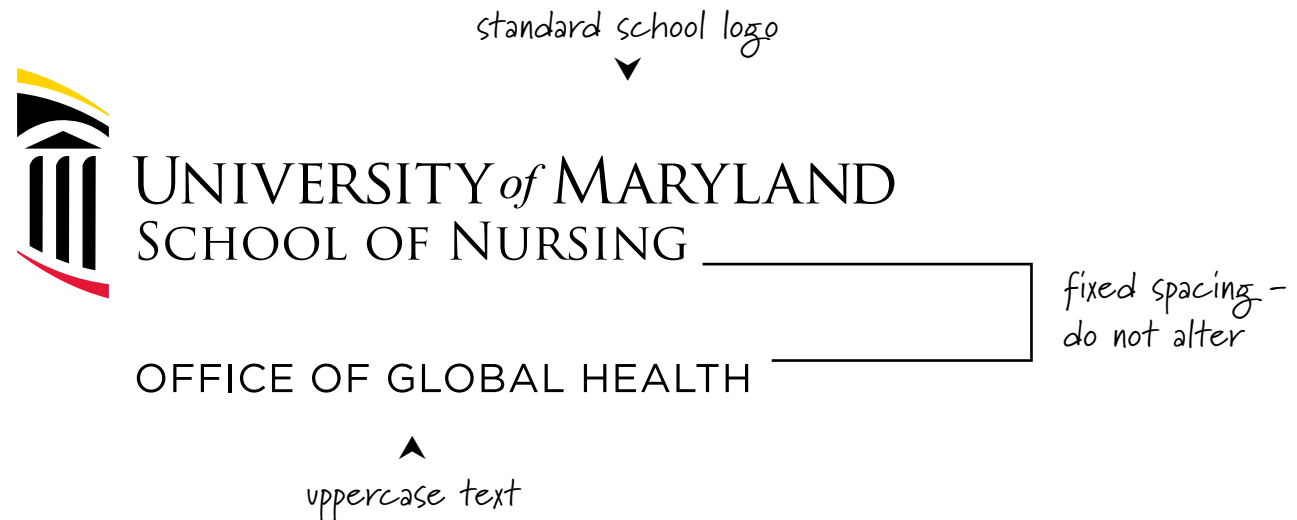
This logo is to be used to represent a specific department/program within the school. This logo is for internal audiences only.



◀ Department/Program logos

(sample logo)

OFFICE OF GLOBAL HEALTH



When can I use a department/program logo?

Permitted:

- Promotional items
- Spirit wear / T-shirts
- Internal flyers / marketing materials
- Internal banners / pull-up banners
- Internal presentation / PowerPoints
- Industry-specific event displays / table drapes
- Internal signage

DO NOT USE: (use Master school logo only)

- Branded stationery
 - business cards
 - letterhead
 - envelopes
- Email signatures
- Social media
- External flyers / marketing materials
- External banners / pull-up banners
- External presentation / PowerPoints
- External email marketing
- Videos

Ampersands

An ampersand (&) is not permitted to be used in any UMB logo or logo text lockup. UMB departments, centers, and institutions are not allowed to create their own logos. Only the UMB Office of Communications and Public Affairs and approved communications departments can create official logos for use.

Primary Color Palette

There are three primary colors that make up the University of Maryland, Baltimore logo. When printing in full color, please use the color breaks listed here, as these color breaks are based on the most current Pantone Color Bridge System®. The RGB and hex code values also are listed for any digital or web applications.



Red

PMS 186

CMYK coated - 2.100.85.6
CMYK uncoated - 1.91.72.3
RGB - 200.16.46
Hex Code - #C8102E



Yellow

PMS 116

CMYK coated - 0.14.100.0
CMYK uncoated - 0.19.100.0
RGB - 255.205.0
Hex Code - #FFCD00



BLACK

CMYK coated - 0.0.0.100
CMYK uncoated - 0.0.0.100
RGB - 44.42.41
Hex Code - #2C2A29

Secondary Color Palette

There are nine colors that make up the University of Maryland, Baltimore secondary color palette. When printing in full color, please use the color breaks listed here, as these color breaks are based on the most current Pantone Color Bridge System®. The RGB and hex code values also are listed for any digital or web applications.



Blue

PMS 634 U

CMYK coated - 100.0.9.40
 CMYK uncoated - 100.0.9.40
 RGB - 0.118.152
 Hex Code - #007698



Slate

PMS 5415 U

CMYK coated - 42.8.0.40
 CMYK uncoated - 42.8.0.40
 RGB - 93.135.161
 Hex Code - #5d87a1



Tan

PMS 7503 U

CMYK coated - 0.12.35.25
 CMYK uncoated - 0.12.35.25
 RGB - 200.177.139
 Hex Code - #c8b18b



Charcoal

PMS 7540 U

CMYK coated - 0.0.0.72
 CMYK uncoated - 0.0.0.72
 RGB - 105.106.109
 Hex Code - #696a6d



Gray

PMS 7544 U

CMYK coated - 10.1.0.40
 CMYK uncoated - 10.1.0.40
 RGB - 149.160.169
 Hex Code - #95a0a9



Plum

PMS 7449 U

CMYK coated - 72.100.77.40
 CMYK uncoated - 72.100.77.40
 RGB - 73.24.45
 Hex Code - #49182d



Forest Green

PMS 5743 U

CMYK coated - 33.0.85.82
 CMYK uncoated - 33.0.85.82
 RGB - 51.70.13
 Hex Code - #33460d



Sea Green

PMS 577 U

CMYK coated - 24.0.46.10
 CMYK uncoated - 24.0.46.10
 RGB - 180.204.149
 Hex Code - #b4cc95



Purple

PMS 268 U

CMYK coated - 63.73.17.2
 CMYK uncoated - 63.73.17.2
 RGB - 115.89.144
 Hex Code - #735990

Fonts

There are two fonts used to create the University of Maryland, Baltimore logo — Trajan Pro Regular and Times New Roman Italic. In certain applications, an additional font of Gotham Book will be used.



Our visual identity is how we strategically and consistently share our stories and pride using specific words, logos, colors, and **fonts** in our advertising, marketing, public relations, and customer service.

PRIMARY FONTS

There are three primary fonts — one serif font and two versions of the same sans serif font.

TRAJAN PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Narrow Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

When primary fonts are not available, we suggest you use one of the following fonts.

If one of the font selections below is not available, we suggest you use a similar serif or sans serif font.

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Minion Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Anniversary Logos

Did you know that we have a standard for celebrating our anniversaries? UMB's anniversary logo was created to complement the University and school logos, but not to overpower them. Only schools and academic programs/departments are permitted to use this anniversary logo, and this logo is for milestones being celebrated by an entire school or academic program/department only. Anniversary logos must always accompany a school or University logo.

ALL logos that represent the University, including anniversary logos for each school, must be created and distributed by the Office of Communications and Public Affairs to ensure that the reputation of UMB is consistent and accurate.

How do I request an anniversary logo?

To request the use of a UMB anniversary logo, please contact Hope Wallace, Assistant Director of Marketing and Communications, UMB Office of Communications and Public Affairs, at hwallace@umaryland.edu.

Customize years here



Customization option to include year span

FOR SCHOOLS ONLY

Stand-alone version of the anniversary logo.



FOR ACADEMIC PROGRAMS/DEPARTMENTS

An additional red title box will be added to differentiate academic program/department anniversaries from school anniversaries.

Working Document

UMB brand standards will continue to evolve as we expand the depth of our guide. Check back periodically for updates and new ideas on how to champion the UMB brand.

Did you know that there is a brand policy?

In 2016, an official UMB brand policy was developed to ensure that our identity is used consistently.

Policy number **VI-99.03 (A)**, titled **UMB POLICY ON BRANDING AND TRADEMARK USE**, can be used as an additional resource for guidance on the use of the UMB brand.

To review the policy, visit umaryland.edu/policies-and-procedures and search **UMB policy on branding**.



UNIVERSITY *of* MARYLAND
BALTIMORE

FOR MORE INFORMATION, VISIT [UMARYLAND.EDU/BRANDING](https://umaryland.edu/branding)

JANUARY 2024