

UMBC

AN HONORS UNIVERSITY IN MARYLAND

Introduction from the President

More eyes are on UMBC than ever before. The achievements of our students, the innovative teaching and scholarship of our faculty, and the economic impact of the campus are increasingly visible. At this exciting time in UMBC's development, it is important to present the University clearly and effectively to all of our constituencies.

UMBC's positioning statement, An Honors University in Maryland, reflects the quality of our institution and has helped us achieve new levels of recognition both regionally and nationally. Consistent use of this identity will further distinguish the University with key audiences and the general public.

This graphic standards manual is a guide to the correct use of the University name and visual identity. By following these standards, you will help strengthen UMBC's public image. I hope you will become familiar with the contents of this guide and rely on it when needed. Because no manual can address every communications question, our Creative Services department is available to answer questions you may have about applying these design standards. Please call them on 410.455.1302 if you need assistance.

Thank you,



Freeman Hrabowski, III
President

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The UMBC Wordmark

The UMBC wordmark is an important tool for conveying the University's image. It should appear often and on a complete range of communications, such as brochures, stationery, advertisements, web sites, apparel, and signs. It is through frequent repetition that the wordmark gains power and is of greatest value to the University.

The elements of the wordmark

The wordmark combines two elements: the University acronym and the positioning statement, "An Honors University in Maryland."

The four-letter acronym, UMBC, is how we want to be known. Our full name—University of Maryland, Baltimore County—will also appear on brochures and stationery, when there is a need to be explicit about the name of the institution. When the full name appears it should be visually subordinate to the acronym. Generally the full name should be typeset smaller than the acronym, in whatever font is being used for

the body of the text. The letterhead (see p. 11) is a good example of the proper relationship between the wordmark and the full name of the institution.

The positioning line, "An Honors University in Maryland," was adopted in 1995 to convey to the public the high calibre of UMBC faculty, students, and staff and to generate enthusiasm for the great strides UMBC has made and will make in the future.

The acronym is set in the typeface Trajan. This is a modern font based on the model of ancient Roman incised letters. The positioning line is set in Franklin Gothic, a somewhat modernized version of a 19th century sans-serif typeface. The design derives its energy from the tension between the classical feeling of the large letters and the modern feeling of the positioning line. This tension reflects the dynamism of UMBC itself—at once measuring itself against the timeless standards of the earliest universities while striving to make a difference in the contemporary world.

When to use the wordmark

The basic rule for whether the wordmark needs to appear on a publication is whether it is intended for audiences beyond the immediate campus boundaries. A flyer posted by a student group on a bulletin board does not need to include the wordmark. A brochure sent to prospective students, or an advertisement placed in a newspaper, does.

Generally, the wordmark should be placed on the outside front and/or back of all brochures. It should be prominently placed and unobscured so that it can be quickly seen at a glance.



Variations of the UMBC Wordmark

Because there is a wide range of contexts in which the wordmark must be applied, it has been produced in a number of variations. Thus, designers and desktop publishers should be able to find a version of the wordmark that works well with their design, whatever its parameters.

The primary form of the wordmark

The primary form of the wordmark is that with the positioning line centered under the University initials.

This form of the wordmark should be used whenever possible. However, it cannot be used in small contexts (generally under 1 1/8") because at smaller heights the words in the positioning line are illegible. Designers should use their own judgment about the precise size at which this form of the wordmark is no longer appropriate, since in low-resolution applications (such as a print advertisement, or laser-printed brochure) the small letters become illegible at a larger size than they will in a high-quality offset printing application. The Creative Services department is always available to offer a professional "second opinion" if there is some question about the suitability of the primary wordmark for a particular project.

This primary form of the wordmark may be printed in one or two colors or reversed out of a solid field of any color. It can also be printed with a solid bar behind the University acronym alone. Note that when the logo is reversed out of a solid field of color (see example at left), the edges of the field must extend far enough so that they avoid the appearance of a box around the logo. See p. 6 for further discussion of University colors.

In all cases, designers should leave adequate and even free space (equal at minimum to one tenth of the total height) around the wordmark so that no part of it is obscured. The wordmark should never be cropped or "bled" off a page.



permitted minimum total height: 1 1/8"



This background represents a field of color, not a defined box around the logo. See comment at right.



Flush left:



recommended maximum total height: 1"

A N H O N O R S U N I V E R S I T Y I N M A R Y L A N D

Secondary forms

In situations which require a small version of the wordmark, designers may employ one of the approved variations.

There are three variations of the wordmark in which the scale of the positioning line is increased relative to the University acronym in order to preserve legibility at small sizes. These variations are shown above and at right.

These variants can be used in a wide variety of design contexts. Generally, they should only be used at small sizes under 1" total height.

A further variation sets the positioning line in three lines under the University initials. This variation is supplied for settings in which a vertical treatment of the University wordmark is desired.

Centered:



A N H O N O R S U N I V E R S I T Y I N M A R Y L A N D

Flush right:



A N H O N O R S U N I V E R S I T Y I N M A R Y L A N D



**A N H O N O R S
U N I V E R S I T Y
I N M A R Y L A N D**

Institutional Colors

The school colors for UMBC (and all University System of Maryland institutions) are the colors of the State flag: red, gold, black, and white. To build distinction within the University System, UMBC has selected a particular bright shade of red, PMS 032, for its logo and letterhead system. UMBC's traditional spirit colors—black and gold—will continue to be featured on other communication pieces and signage, with PMS 032 used as an accent color.

Whenever possible, designers should endeavor to reproduce the University wordmark in two-colors, employing black and PMS 032, since such treatments will reinforce the strength of the words. If they

are working with a limited color palette in which red is not available, the wordmark should be reproduced in a single color, generally the darker and more neutral of the shades used. Designers should not reproduce the wordmark in any shades of red other than PMS 032 since this may create confusion as to the institutional color.

When working in the process-color-build system (CMYK), a fairly close match to PMS 032 can be achieved by mixing 100% magenta and 100% yellow. Since printers vary in their color reproduction it may be advisable to simply request that the printer take responsibility for whatever color-build will best match the value of PMS 032.

Preferred:



Acceptable:



Unacceptable:



This background signifies a field of color, not a defined box around the logo. Such a defined box should be avoided.

Two-color treatments of the logo can only be in red (PMS 032) and black.

No other shade of red should be substituted for PMS 032.

UMBC has selected PMS 123c (on coated stock) and PMS 109u (on uncoated stock) as a shade of gold most compatible with PMS 032 red. This gold plus the red can be used when a strong association with University institutional colors is desired.

Designers should note that it is not required to use any of the hallmark colors (PMS 032 or PMS 123) throughout publications. It is advisable to use these colors when a strong institutional identity is desired, such as for official university events (e.g., Commencement, Convocation). It is also strongly recommended that PMS 032 be used when printing the wordmark.



PMS 032



PMS 123

Misapplications of the University Wordmark

The strength of the UMBC identity system comes through frequent repetition of the same image. Alterations of the image detract from that strength. This is true even if the alterations are so slight or subtle that they escape notice by the untrained eye. Indeed, these are often the most damaging alterations, since they create a sort of “image-creep” that, over time, leads to a shabby and inconsistent appearance.

For this reason, individual offices planning to use the University wordmark should always use the approved art included with this manual, or obtain electronic files directly from Creative Services. They should never try to reconstruct the wordmark, or rebuild it themselves from its various text elements, to avoid inadvertently introducing small alterations in the wordmark.

No old logos, or previous forms of the University wordmark should be placed on new publications.

The Athletics and Recreation program at UMBC will continue to use an alternate identity system, which is based on the athletic mascot.

Examples of incorrect uses of the University wordmark include:

Rendering the wordmark using variant typefaces:



Electronically condensing or stretching the wordmark:



Reproducing the wordmark absent one of its parts:



Using alternate wording in place of the positioning line:*



**(In 1998, graphic standards were created for UMBC's Graduate School that permitted replacement of the positioning line with alternate text. These guidelines are no longer in force and that practice is no longer permitted in new printings. A new graphic identity system for the Graduate School is in development.)*

In very special instances (e.g., in the case of signage or apparel) department names may be added to the UMBC wordmark. Typography for such additions needs to be selected so that the department name is linked to but distinguished from the wordmark itself. The Creative Services department should always be contacted to assist in this design.

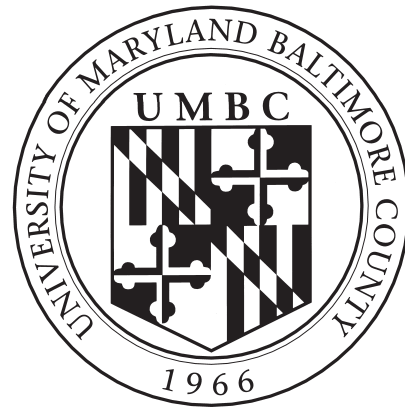


The University Seal

The official University seal consists of the Maryland state flag rendered as a shield, topped by the initials “UMBC” and encircled by “University of Maryland Baltimore County,” and the founding year of 1966. It is reproduced on UMBC diplomas, and is employed for ceremonial occasions, such as Commencement ceremonies. It also appears on programs, invitations, and flyers produced in conjunction with such occasions.

Except for ceremonial occasions, the University workmark should be the primary identifier used.

Designers should not use the seal in the place of, or in conjunction with, the University wordmark. Questions about the use of the University seal should be directed to the Creative Services department at 410.455.1302.



Typography

Trajan

The four letters of the University acronym are set in Trajan, a contemporary electronic typeface modeled on the forms of ancient Roman incised lettering.

UMBC

In order to preserve the distinctiveness of the UMBC wordmark within the University communications environment, designers should not use Trajan elsewhere, for example as a display face in a brochure. Its range of use—other than the official University wordmark—is narrow. Besides the typesetting of the University acronym, it is also used to typeset names and acronyms of major University centers on signs and stationery.

Franklin Gothic

The primary typeface family for all University publications is Franklin Gothic, a sans-serif font designed in 1902 by Morris Fuller Benton based on late-19th-century models. The typeface is named for American statesman and inventor Benjamin Franklin. (Gothic is the traditional American designation for all sans-serif fonts, and implies nothing about any connection between this face and the medieval era.)

UMBC sets itself apart from most institutions of higher education by employing a sans-serif typeface generally for both headlines and body text.

Franklin Gothic has been produced for electronic typesetting in two versions. There is a font family referred to simply as Franklin Gothic, which features heavier versions of the letters, suitable mainly for headlines. There is also a font family produced by the International Type Center (ITC) in 1979 which extends the Franklin Gothic family into lighter weights suitable for setting text. This second font family is known as ITC Franklin Gothic.

The UMBC Franklin Gothic font family combines fonts from the Franklin Gothic series with fonts from ITC Franklin Gothic.

UMBC fonts for headlines:

Franklin Gothic No. 2 Roman

ABCDefghijklm

Franklin Gothic Condensed

ABCDefghijklm

ITC Franklin Gothic Heavy

ABCDefghijklm

UMBC fonts for text:

ITC Franklin Gothic Book and Book Oblique

ABCDEFGHIJKLMnopqrst

ITC Franklin Gothic Demi and Demi Oblique

ABCDEFGHIJKLMnopqrst

Designers may find that the most appropriate typefaces for subheads are ITC Franklin Gothic Heavy and ITC Franklin Gothic Demi.

Typography (continued)

Additional text fonts

Recognizing that circumstances may arise where the use of Franklin Gothic as the sole body font for brochures and advertisements is too restrictive, three additional families of text fonts have been identified for use on UMBC publications. All three have been selected for compatibility with the style of Franklin Gothic. In cases where these fonts are used, they should only be used as text fonts. The headline or display type for all UMBC publications is Franklin Gothic.

[Note: This section does not specifically address the issue of which typeface to use in letters. See p.11, for letter body typeface.]

Times Roman

This famous typeface was developed by Stanley Morrison for the Times of London in 1932. Based on old models but rendered with compact letterforms and simplified serifs to accommodate 20th-century mechanical typesetting and newspaper printing, it matches well with Franklin Gothic.

ABCDEFghijklmnopqrst
ABCDEFghijklmnopqrst

New Century Schoolbook

Like Franklin Gothic, this font was designed by Morris Fuller Benton and introduced between 1918 and 1920. An avowedly modern face with few direct historic antecedents, it was designed for maximum legibility, and is best known, perhaps, for its use in elementary school readers.

ABCDEFghijklmnopqrs
ABCDEFghijklmnopq

PMN Caecilia

Designed in 1990 by Peter Matthias Noordzij (PMN), Caecilia is a slab-serif font with a “humanist” orientation, meaning that the letterforms have been sculpted rather than geometrically rendered to enhance readability.

ABCDEFghijklmnopqrs
ABCDEFghijklmnopqrs

Guidelines for obtaining fonts

The University bookstore can provide information on how to purchase the typefaces used in the University identity system. Questions about a specific name or variant of a font should be directed to Creative Services. Times New Roman is generally pre-installed on personal computers running Microsoft operating systems.

Stationery – Standard Forms

Paper stock

The paper stock for the entire University stationery system—letterhead, envelopes, etc.—is Strathmore Script, bright white, sub. 24, smooth. For business cards and self-adhesive labels, appropriate stock to match the Strathmore bright white should be selected. No other shade, color, or style of paper should be used for any University stationery.

Letterhead

The letterhead design reflects the innovative feel of the UMBC logo treatment: the wordmark is set in the upper right corner, with the department name (in bold), address and contact information underneath. If the department or office name does not fit in the space allotted, it can be set in two lines.

The University name and address appear underneath the department or office name. The University name should always appear precisely as shown here—in a single line with a comma after “Maryland.” The mailing address for all departments and offices at UMBC’s main campus is 1000 Hilltop Circle, Baltimore, Maryland 21250.

Following a space, the department or office telephone number, fax number, voice/tty number, and the University web address appear. Offices have discretion to add an email address to this second block. The University web address should always appear last on the list.

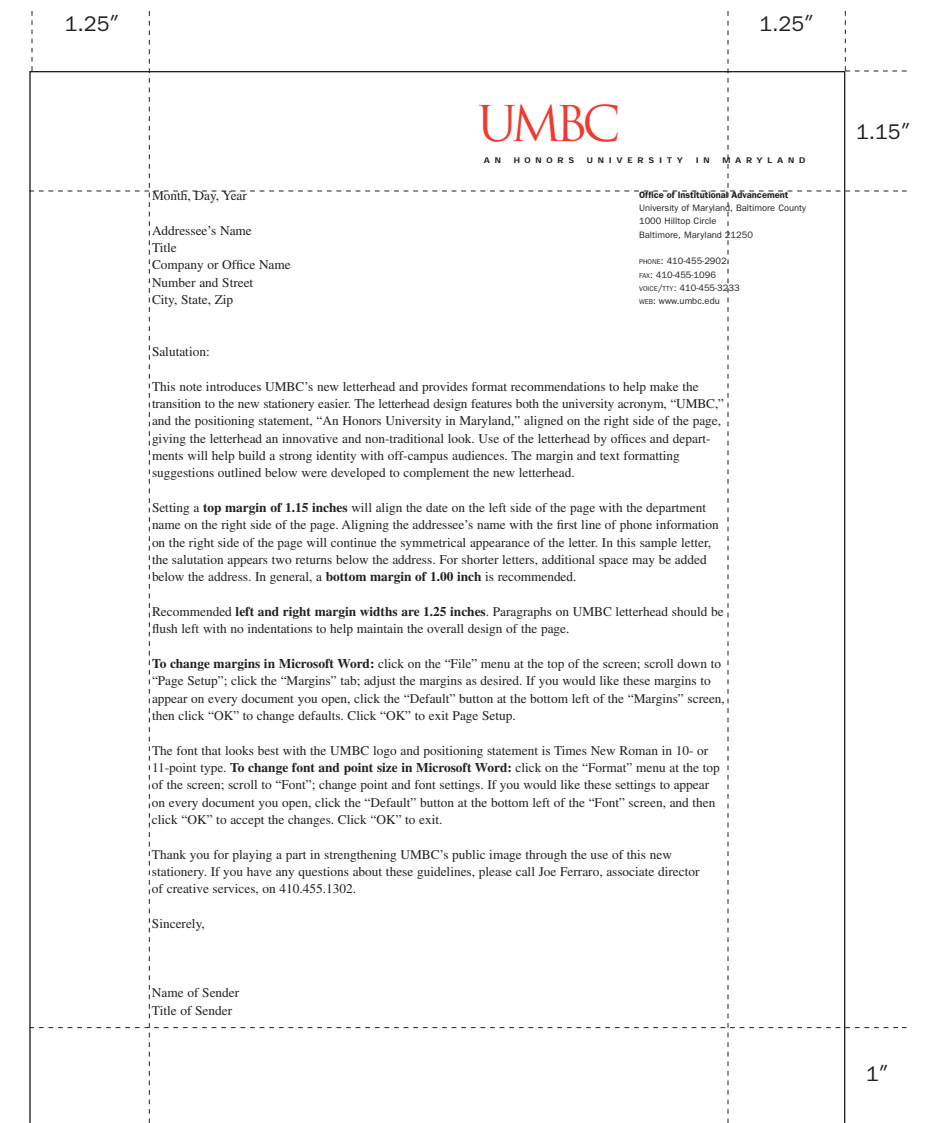
Margin and type settings for letterhead

The UMBC letterhead has been designed to allow flexible setting of body type. There are a few simple guidelines that should be followed to complement the design of the new letterhead. Most of the settings for the UMBC stationery reflect the default settings of Microsoft Word. It is probably worthwhile checking your computer when first using the new stationery to make sure the settings have not been changed.

For best results type should be set flush-left, ragged-right, in 10 or 11 point Times New Roman (DOS/Windows) or Times Roman (Mac).

Left and right margins should be set at 1.25”. The date line should align horizontally with the department or office name on the right, or 1.15” from the top.

The bottom margin can vary according to the length of the letter, leaving at least 1” margin. The date, address block, and signature block should all be set flush-left and not centered.



Stationery (continued)

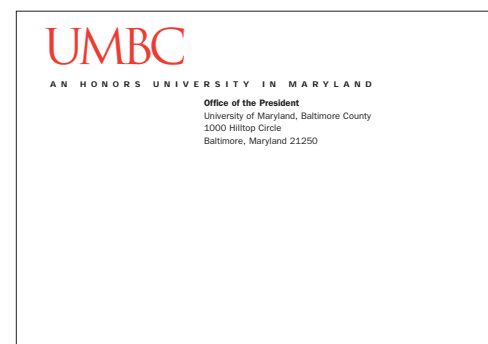
Pictured here are the other pieces in the standard UMBC stationery system.

There is no printed second sheet in the UMBC stationery system. Offices should simply use blank paper of Strathmore Script Bright White for documents that extend beyond one page. The margin

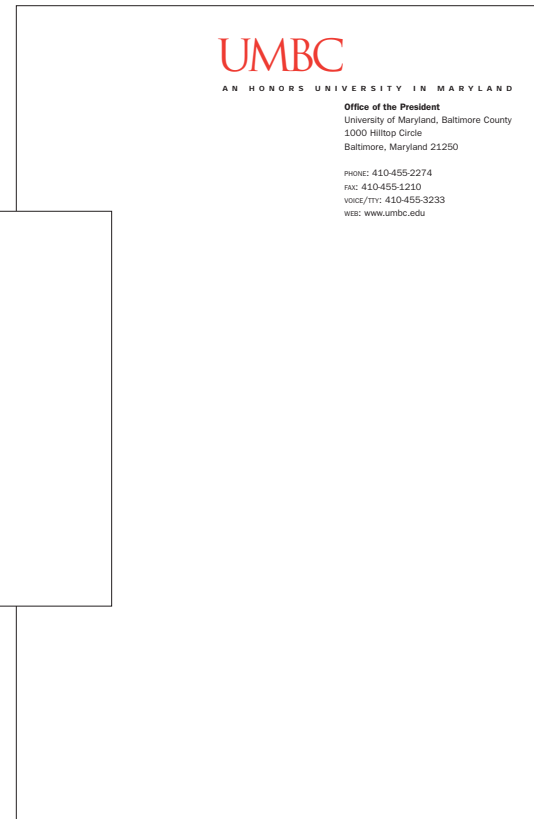
settings are the same as for the first sheet. Questions about purchasing stationery items should be directed to the Creative Services department at 410.455.1302.



#10 Business Envelope
Size: 9½" x 4⅞"



Mailing Label
Size: 5" x 3½"



Memo Pad
Size: 5½" x 8½"



Business Card
Size: 2" x 3½"

**Stationery—
Special Circumstances**

All UMBC departments and administrative offices are required to use the standard UMBC stationery. However, exceptions may be granted for major centers and institutes. These variations must be approved by the Associate Vice President for Institutional Advancement and must be designed by the Creative Services department. Call 410.455.1302 for further information.

Contact Information

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