

UNIVERSITY OF MARYLAND LOGO USAGE GUIDELINES

College of Education

Using the logos properly and consistently reinforces the identity and recognition of the department, as well as that of the college and university. Guidelines for proper logo use are outlined below. Please visit brand.umd.edu for additional information, including print, website, multimedia requirements and downloads.

LOGO

- The logo consists of the informal globe, the college name and, when applicable, the department name
- The logos must be reproduced only from the files provided, using these standards

Find logo examples on page 2.

LOGO FILE FORMATS

- **EPS**—For use by a professional printer or designer, easily scaled up or down without loss of sharpness and visual integrity
- **PNG**—For Microsoft Word documents, PowerPoint presentations, websites or other digital applications. They cannot be enlarged and must be used at 100% of their original size or smaller.

PROPORTIONS

- The logos must be enlarged or reduced proportionally
- The logos must not be stretched or distorted in any way
- The minimum size permitted for the logos is based upon the size of the globe; for print, the globe can be **no smaller** than 0.5 inch (as shown below), and for Web or on-screen, the globe can be **no smaller** than 75 pixels







TYPES OF COLOR

- **CMYK** is for general color printing
- **PMS or Pantone** is for spot-color printing by a professional printer
- **RGB** is for websites or other digital applications

COLOR FORMULAS

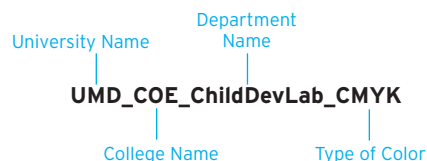
The following color information should be provided to your printer and/or designer:

	C.M.Y.K	PMS	R.G.B
 Red	0.100.84.4	186	# e21833
 Gold	0.16.100.0	116	# ffd200
 White	0.0.0.0	N/A	# ffffff
 Black	0.0.0.100	Black	# 000000

WEBSITES

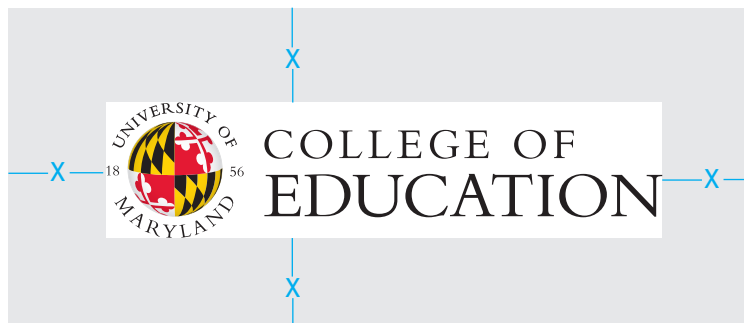
- All websites are required to use the official university header wrap with the individual unit's logo just below
- The header wrap code can be found at brand.umd.edu/websitepresentation.cfm

READING FILE NAMES

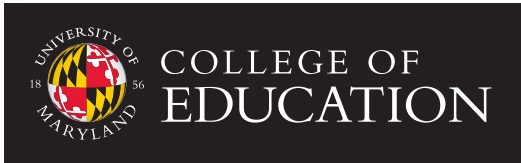


CLEAR SPACE

- The logo must be kept clear of competing text, images and graphics on all sides with a clear space equal to the height of the flag component of the globe



COLLEGE LOGO EXAMPLES



DEPARTMENT LOGO EXAMPLES

