

# Quick Reference Visual Identity Guide for University of Maryland Extension



**Primary Logo**

Using the logos properly and consistently reinforces the identity and recognition of the University of Maryland Extension as well as that of the colleges and universities.

**The Primary Logo consists of**

- **2 symbols**—the informal seal that combine the globe and University of Maryland name along with the University of Maryland Eastern Shore dome and name.
- **Wordmark**—a text-only treatment of the extension 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.

**Positioning of the Logo**

Placement of the logo on printed material should be in the one of the corners to give it prominence.



**One Color Logo**

**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 logo is based on the scale of the globe; for print, the globe can be no smaller than 0.5 inches (as shown below), and for Web or on-screen, the globe can be no smaller than 75 pixels. For uses less than the required minimum the Wordmark should be utilized. See below.



**Types of color**

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

**Color Formulas**

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

	PMS	CYMK	Web Color
Black	Black	0/0/0/100	000000
Red	186	0/81/100/4	CC0C2F
Gold	116	0/16/100/0	ffcc00
White	N/A	0/0/0/0	ffffff
Gray	Cool Gray 8	23/17/13/41	8B8D8E
Maroon	7421	10/97/61/48	822433



**Wordmark**

**Wordmark Only**

The Wordmark can be used without the symbol when designing with one color. It can also be displayed on publications covers, T-shirts and other collateral where the symbol would clash with other design elements.

The wordmark to the left is the preferred logo when the logo needs to be smaller than the minimum size permitted for the globe which can be no less than 0.5 inches.

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## Wordmark with Program Logos

When combining program logos with University of Maryland Extension wordmark should appear first, followed by the program logo. All of University of Maryland Extension

with program logos are provided by the Office of University Creative or the Office of Web and New Media Strategies.



## 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



The Following examples are NOT compliant with the logo standards and should NOT be used.

### The Primary Logo should NOT be distorted or modified.

When inserting the logo in various programs like Word, care should be taken to grab the selection box by its corners so the logo will not be distorted. Additionally, no extra modifications such as drop shadows, outlines, added elements or other effects should be applied or added to the University of Maryland Extension logo.

