INTRODUCTION

The Universities at Shady Grove (USG) Brand Guidelines illustrates major elements of the USG brand system and provides guidelines for their correct use in various mediums* across campus to include USG’s association with departments, its university partnerships and special programs. The purpose of establishing Brand Guidelines is to create a more consistent brand experience and to provide clear and accurate information to USG’s constituents through all communication channels. A brand is more than just a logo — it is what USG communicates and how that communication is perceived and understood.

As outreach and communications efforts continue to grow, USG must project a strong, consistent brand identity to reinforce our core values and mission. As such, the Brand Guidelines serves as an authoritative resource that provides guidance on:

• How to appropriately use the USG logo and logo templates
• The proper use of university partner and departmental logo lockups
• Design elements, including typography, colors and watermark rules
• Marketing collateral, including the appropriate application of the USG logo and logo templates in various mediums

Careful observance and compliance with these guidelines is critical in conveying USG as a high-quality, forward-thinking higher education establishment. Therefore, it is required that all constituents adhere to the Brand Guidelines in all forms of communication. Employing this guidance ensures communications and outreach are more efficient, and the output more effective.

*Mediums include all signage, stationary, digital media, promotional items, clothing, tablecloths, etc. If you are unsure about the usage of the logo on a specific medium please contact the USG Marketing and Communications Department.
<table>
<thead>
<tr>
<th>Logo</th>
<th>2</th>
<th>Icon Watermark</th>
<th>14</th>
</tr>
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<tr>
<td>Marketing Collateral</td>
<td></td>
<td>Marketing Collateral</td>
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</tbody>
</table>
The Universities at Shady Grove logo is composed of an icon and a wordmark. The icon’s “U” holds Maryland state flag graphics, which reflects the multiple universities that call the USG campus home, and reinforces the connection to the University System of Maryland. The wordmark’s sans-serif font and design are both confident and forward thinking.
**LOGO - VARIATIONS**

For a consistent brand experience, the Universities at Shady Grove icon and wordmark should always be used in the lockups provided below. The primary and secondary logos may be used interchangeably, depending on which version best fits the design. The icon by itself should only be used in the rare case when the wordmark absolutely will not work. The logo should only be used on background colors indicated on the color palette of this guide. Contact USG’s Marketing and Communications Department to verify which version to use.

<table>
<thead>
<tr>
<th>Primary</th>
<th>Secondary</th>
<th>Icon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stacked</td>
<td>Horizontal</td>
<td>Icon Only</td>
</tr>
</tbody>
</table>

![Primary Stacked Logo](image1)

![Primary Horizontal Logo](image2)

![Primary Icon Only](image3)

![Secondary Stacked Logo](image4)

![Secondary Horizontal Logo](image5)

![Secondary Icon Only](image6)

![Reversed on Black and Red](image7)

Contact USG’s Marketing and Communications Department to verify which version to use.
LOGO - VARIATIONS (ONE COLOR)

For a consistent brand experience, the Universities at Shady Grove icon and wordmark should always be used in the lockups provided below. The primary and secondary logos may be used interchangeably, depending on which version best fits the design. The icon by itself should only be used in the rare case when the wordmark absolutely will not work. Contact USG’s Marketing and Communications Department to verify which version to use.

<table>
<thead>
<tr>
<th>Primary</th>
<th>Secondary</th>
<th>Icon</th>
</tr>
</thead>
<tbody>
<tr>
<td>One color Black - Stacked</td>
<td>One color Black - Horizontal</td>
<td>One color - Icon Only</td>
</tr>
<tr>
<td><img src="image1" alt="Primary Logo" /></td>
<td><img src="image2" alt="Secondary Logo" /></td>
<td><img src="image3" alt="Icon Logo" /></td>
</tr>
<tr>
<td>One color Reversed - Stacked</td>
<td>One color Reversed - Horizontal</td>
<td>One color Reversed - Icon</td>
</tr>
<tr>
<td><img src="image4" alt="Primary Logo" /></td>
<td><img src="image5" alt="Secondary Logo" /></td>
<td><img src="image6" alt="Icon Logo" /></td>
</tr>
</tbody>
</table>
LOGO - SIZING & CLEAR SPACE
To ensure logo legibility and preserve its integrity and visual impact, please adhere to the minimum size and clear space recommendations as outlined below.

**Minimum Size**

<table>
<thead>
<tr>
<th>Logo</th>
<th>Minimum Size</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Logo" /></td>
<td>0.875 in.</td>
</tr>
<tr>
<td><img src="image2.png" alt="Logo" /></td>
<td>1.125 in.</td>
</tr>
<tr>
<td><img src="image3.png" alt="Logo" /></td>
<td>0.25 in.</td>
</tr>
</tbody>
</table>

**Clear Space**

<table>
<thead>
<tr>
<th>Logo</th>
<th>Clear Space</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image4.png" alt="Logo" /></td>
<td></td>
</tr>
<tr>
<td><img src="image5.png" alt="Logo" /></td>
<td></td>
</tr>
<tr>
<td><img src="image6.png" alt="Logo" /></td>
<td></td>
</tr>
</tbody>
</table>
LOGO - USAGE DON’TS

Our logo is the cornerstone of The Universities at Shady Grove brand, a visual representation of who we are and what we stand for. Do not misuse or alter the logo in any way.

Do not use any other colors outside of the brand guidelines.

Do not change the font of any of the words in the wordmark.

Do not squeeze, stretch, distort or warp the logo in any way.

Do not add drop shadows or other design effects.

Do not crowd our logo with other logos or design elements (respect the clear space).

Do not tilt or rotate the logo.

Do not use outline, alter weights, or apply a stroke to any element of the logo.

Do not ignore the minimum size requirements.

Do not place the logo on a busy background or on backgrounds without sufficient contrast.

Do not change the proportion or scaling of any element of the logo.
LOGO - PARTNER UNIVERSITY LOCKUPS

For uses where we want to show the breadth of universities that are our partners, use one of the lockups shown below. Please adhere to minimum size and clear space requirements to ensure legibility and visual impact.
LOGO - SINGLE UNIVERSITY PARTNER LOCKUP

In materials focusing on the partnerships of The Universities at Shady Grove and a single university, use the lockup template below, with the partner logo to the left of the USG logo. Please adhere to minimum size and clear space requirements to ensure legibility and visual impact.
LOGO - DEPARTMENT LOCKUPS

The Universities at Shady Grove icon may be used in lockups to showcase specific departments under the USG brand. These horizontal lockups should always be shown in conjunction with The Universities at Shady Grove primary or secondary logo. Do not use any departmental logos or graphics other than these. Please follow the minimum size and clear space requirements to prevent crowding and ensure logo legibility.

Bookstore

Center for Academic Services

Shorter names on one line

Longer names can break to two lines (do not break in the middle of a word)
LOGO – DEPARTMENT LOCKUPS (STACKED)

The Universities at Shady Grove icon may be used in lockups to showcase specific departments under the USG brand. These stacked lockups should be shown in conjunction with the Universities at Shady Grove’s primary or secondary logo, and should only be used when the horizontal lockup does not work. Do not use any departmental logos or graphics other than these. Please follow the minimum size and clear space requirements to prevent crowding and ensure logo legibility.

Bookstore

Office of Advancement and Community Engagement
**TYPOGRAPHY FOR PRINT**

**Font Set**

**INTERSTATE**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#$%&'()*+-./

**Caslon Book**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#$%&'()*+-./

**Typesetting Recommendations**

**Headline**

STYLE: Interstate Bold
KERNING: Optical, -5

**Headline**

STYLE: Caslon Book
KERNING: Optical, 0

**SUBHEAD**


STYLE: Interstate Bold
CASE: All Caps
KERNING: Optical, 0

STYLE: Caslon Book
CASE: Sentence
PT. SIZE/LEADING: 10/14
KERNING: Optical, 0
COLOR PALETTE

The Universities at Shady Grove’s primary colors are inspired by the colors of the Maryland state flag, including red, black, yellow and white. The secondary colors are tints and shades of select primary colors, and should be used sparingly as accents. All printed materials should use Pantone Spot colors unless specifically directed otherwise, to ensure a consistent brand experience.

**Primary**

- **USG Red**
  - SPOT: PMS 2035 U
  - CMYK: 6\99\100\0
  - RGB: 226\35\26
  - HEX: #e2231a

- **USG Black**
  - CMYK: 0\0\0\100
  - RGB: 0\0\0
  - HEX: #000000

- **USG Yellow**
  - SPOT: PMS 114 U
  - CMYK: 0\0\0\100
  - RGB: 255\206\0
  - HEX: #ffcd00

- **USG White**
  - CMYK: 0\0\0\0
  - RGB: 0\0\0
  - HEX: #ffffff

**Secondary**

- **GRAY FOR PRINT**
  - CMYK: 0\0\0\100
  - TINT: 30%
  - HEX: #ebebeb
  - RGB: 235\235\235
ICON WATERMARK

The Universities at Shady Grove icon watermark may be used as a graphic element. The watermark icon may only appear in conjunction with the primary and secondary logos and should never live by itself on a design. The Universities at Shady Grove icon watermark should always enhance and never overwhelm a design. Use only one watermark per design, with the preferred placement at the right corner of a layout.

The watermark icon should be used sparingly and never obstruct text or cover an image. The watermark icon can be cropped as necessary to balance a design. Always allow the curve of the mark to remain visible to reinforce the “U” shape. The watermark icon should be placed so that at least one or two sides bleed off the page.

Please contact The Universities at Shady Grove's marketing team for proper watermark icon files and usage.
Stationary is a critical part of projecting and maintaining a strong visual brand. Consistency helps present USG as a unified campus.
Profile icon for USG's official social media pages.
MARKETING COLLATERAL – SOCIAL MEDIA

The Universities at Shady Grove recognizes the value of social media channels for a range of goals and must balance its support of social media with the preservation of USG’s brand identity, integrity, and reputation. All social media accounts under the USG brand are required to use the official USG profile icon as shown below. The banner image is at the discretion of the department, but should be a high-res visually driven image with a limited amount of text. It is required to include the official affiliation to The Universities at Shady Grove within the first line of the description on the page:

This is an official page of the [insert department name] at the Universities at Shady Grove.

Profile icons for social media accounts officially affiliated with USG.
1. Introductory Copy. Quis autem vel eum iure reprehenderit quickly inas ea volupat velit esse quam nihil molestiae consequatur.

HEADLINE GOES HERE

SUBHEAD 1
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Ut enim ad minim veniam.

SUBHEAD 2
- Nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
- Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

SUBHEAD 3
- Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

DIVIDER SLIDE HEADLINE
MARKETING COLLATERAL – EMAIL SIGNATURES

Brand consistency in email is just as important as it is in printed material. Below is the required email signature format for USG staff in Gmail. An optional email signature for partner universities has also been included.

Font/Size: Sans Serif or Arial, Normal or 11pt size

Weight: Bold, Color: Red

Weight: Regular, Color: Black

Weight: Regular, Style: Italic, Color: Black

First Name/ Last Name
Job Title
Department Name (optional)
Additional Information/ Pronouns (optional)

[space]
The Universities at Shady Grove
USG address, building and office location
Rockville, MD 20850
T ###-###-#### | F ###-###-####
shadygrove.umd.edu

[space]
Facebook | Twitter | LinkedIn (optional)

[space]

The Universities
AT SHADY GROVE

NINE UNIVERSITIES. ONE CAMPUS.

Use dashes in your phone number and use line separators when listing more than one phone number.

Hyperlink to the USG website.

Insert all social media channels here. Use text, not icons and hyperlink the text to your respective social media accounts. Use line separators when listing more than one channel.

Use the USG logo with the “NINE UNIVERSITIES. ONE CAMPUS.” lock up.

In Gmail this requires a link to the image. To obtain the appropriate link, contact the USG Marketing and Communications department.
MARKETING COLLATERAL – POSTER/FLYER TEMPLATES
All posters and flyers are required to use one of the four formats included in this guide.

FLYER GUIDELINES (8.5 x 11 inches)
Always leave a 0.25 inches white margin when designing a flyer (no bleeds). The footer in a flyer is 1.25 inches high and should be placed flushed to the bottom. The gray box (8 x 9.5 inches) indicates where you should place your artwork.

POSTER GUIDELINES (18 x 24 inches)
USG’s poster printer has preset margins, therefore it is not required to set margins when designing the file. The footer in a poster is 2.5 inches high and should be placed flushed to the bottom.

If you need an additional version created or are using printing services outside of USG, please contact the Marketing and Communications Department for assistance.
USG AND PARTNER UNIVERSITIES TEMPLATE
Use this template when designing a poster or flyer geared towards the external USG community.

The Universities at Shady Grove

USG GRADUATE OPEN HOUSE
Thursday, March 2nd
6:00pm Check-in / 6:30pm Welcome
6:45 – 8:00pm Sessions & Information Fair
Refreshments will be provided

Your search ends at the Universities at Shady Grove (USG), where nine top Maryland universities bring 40 of their best degree programs to YOU on one convenient campus in Rockville. Choose from a variety of degrees offered in flexible formats that fit the lives of working adults.

At the USG Open House, you will:
- Meet with representatives from your program of interest
- Learn about how USG works and the services available to you
- Get tips to help guide you through the application process
- Benefit from application fee waivers for select programs

Register: shadygrove.umd.edu/gradopenhouse

Get Connected!
Learn about USG on our student blog: uatshadygrove.org
@USG_Recruitment  UatShadyGrove
MARKETING COLLATERAL - POSTER/FLYER TEMPLATES

GENERAL USG TEMPLATE
Use this template when designing a poster or flyer geared towards the internal USG community.

PARTICIPATE IN A PHOTOSHOOT FOR THE USG WEBSITE!

Sign-up for a time slot

Thursday, April 13th 12:00pm
Friday, April 14th 9:00am, 10:00am, 3:00pm, 4:00pm
USG DEPARTMENT SPECIFIC TEMPLATE
Use this template when designing a poster or flyer promoting events sponsored by a specific department at USG.
MARKETING COLLATERAL POSTER/FLYER TEMPLATES

USG + EXTERNAL INSTITUTIONS TEMPLATE
Use this template when designing a poster or flyer promoting events sponsored by USG in collaboration with external institutions.

NIIMBL INFORMATIONAL SESSION
THE NATIONAL INSTITUTE FOR INNOVATION IN MANUFACTURING BIOPHARMACEUTICALS

NIIMBL was formed to leverage a $70 million co-shared agreement sponsored by the National Institute of Standards and Technology (NIST) into a $270 million public-private partnership to promote innovative technologies in bio-manufacturing in America.

This informational session will provide an overview of NIIMBL and explain how your organization can get involved.

The NIIMBL partnerships with industry, higher education and government will support:

- Applied research and technology transfer
- Enhancement of the local ecosystem to include small and medium enterprises
- Workforce development and education
- Expanding bio-manufacturing in the region
- Development of manufacturing processes

Who should attend:
- Bio-manufacturers
- Technology Providers
- Service Providers
- Academic Institutions
- Federal and Regulatory Agencies
- Non-profit Organizations
- Economic Development Organizations
- Workforce Development Organizations
- Others from the BioHealth and Life Science Ecosystem

WHEN
Nov. 30 | 3 – 5pm
WHERE
USNRI
Institute for Bio-Science and Innovation Research
9600 Goddard Dr, Rockville, MD
REGISTER
nihrund.edu/event/
niimbl17/register
Registration Required
No Cost
Limited Space

The Universities at Shady Grove
9636 Gudelsky Drive, Rockville, MD 20850
shugrad@umd.edu | 301.776.6990

The Universities at Shady Grove
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If you have any brand or design questions, please contact The Universities at Shady Grove Marketing and Communications Department at usg-communications@umd.edu