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.
INTRODUCTION

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 accountability, civility, collaboration, diversity, excellence, knowledge, and leadership
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 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 seven core values, symbolically emblematic of each of our seven schools and always at the heart of UMB’s mission, better position the institution’s academic programs and its operating philosophy. The core values invigorate UMB’s commitment to its internal and external constituents while supporting global enhancement and social progress.
Our Location

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

UMB occupies 71 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 to 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.
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 it applies

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 DISCOVERY TO WORK
ANCHORING BALTIMORE
UM BIOPARK
GLOBAL IMPACT
CARE FOR OUR COMMUNITY
RANK 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 nearly 6,500 students in six nationally ranked professional schools and an interdisciplinary Graduate School. We offer 40 doctoral, master’s, and bachelor’s degree programs and 12 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 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 U.S., 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 for the best patient and client outcomes.
Driving the Economy

• 6,400 faculty and staff
• $500 million in research
• #37 in R&D funding among U.S. public universities

UMB’s Return on Investment
• Generates 21,000 jobs
• Returns $14 to Maryland for every dollar of state support
• With the University of Maryland Medical Center and affiliated physician practices, we generate more than $6 billion in annual economic activity

Sources of Revenue
More than 2/3 of UMB revenue comes from entrepreneurial activity:
• 35% Research and Grants
• 29% Patient Care
• 4% Auxiliary Services

Other funding comes from
• 20% State Funds
• 12% Tuition & Fees
Putting Discovery to Work

Academia and industry intersect at UMB. The University conducts hundreds of research projects and clinical trials on behalf of more than 200 companies each year, testing new industry drugs and therapies for such diseases 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 100 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 disclosed 700 faculty inventions for patenting, launched 25 startups based on faculty work, and licensed 150 technologies to companies, so they can turn them into life-saving 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 12-acre park and actively building the city’s science community. Our BioPark advances the commercialization of new drugs, diagnostics, and devices by giving 900 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+ 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 35 countries. The school’s Institute for Global Health is at work around the world to prevent, control, and eradicate diseases of global impact. Its Institute of Human Virology has treated 1 million patients with HIV/AIDS in several African and Caribbean nations, as well as 6,000 patients back home in Baltimore.

The University of Maryland School of Medicine carried out the very 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.

**MEDICINE**  
Attending physicians at the University of Maryland Medical Center (UMMC) are faculty members of the School of Medicine

- 1,702,025 outpatient and emergency visits and 110,371 admissions in FY16

- UMMC provided $218.45 million in uncompensated charity care and uncollected accounts in FY16

**DENTISTRY**  
Only dental school in Maryland and the largest provider of oral health services to Medicaid children/HIV patients

- Nearly 27,000 patients and more than 105,000 patient visits per year

- Uncompensated care provided by School of Dentistry faculty and students is over $6.3 million per year.

**LAW**  
Approximately 200 law students provide more than 70,000 hours of free legal services each year to individuals, families, and organizations in Maryland

**NURSING**  
The Governor’s Wellmobile, an interprofessional practice that provides nurse-managed primary health care to uninsured and underserved residents, made 6,112 visits across Central Maryland and the Upper Eastern Shore in 2016

**PHARMACY**  
In 2015, the Maryland Poison Center received 44,155 calls.

- Faculty and staff provide clinical service to approximately 30,000 patients each year in more than 30 different practice settings in specialties such as community pharmacy, cardiology, oncology, pediatrics, HIV/AIDS, mental health, diabetes, geriatrics, and palliative care.

**SOCIAL WORK**  
More than 800 social work students provide over 500,000 hours of care to Maryland citizens annually.
### About UMB: Pride Points

**We rank among the best**

<table>
<thead>
<tr>
<th>Field</th>
<th>Rank</th>
<th>Source(s)</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medicine</td>
<td>8th</td>
<td>Sponsored Research (Publics) AAMC FY 2015</td>
<td>8th Sponsored Research (Publics) AAMC FY 2015</td>
</tr>
<tr>
<td>Dentistry</td>
<td>7th</td>
<td>NIH Funding FY 2016</td>
<td>7th NIH Funding FY 2016</td>
</tr>
</tbody>
</table>

In Law, 10 specialty nursing rankings in the **top 10** with two at No. 1 (Clinical Nurse Leader and Nursing Informatics).
Our Community & Stakeholders

Campus Community:
Students, Faculty, Staff, BioPark, UMMC, UMMS, FPI

Maryland System:
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

Media
Education Reporters
Business Reporters
School/Topic Specific Media
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 and 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 the University of Maryland Medical Center (UMMC) has grown, programs at UMMC have developed independent logos and visual identifiers. As a result of these evolutions, the visual image presented to the public by the University and UMMC was often confusing, cluttered by numerous logos, and not consistent with the collaborative nature in which the University and UMMC 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 the University 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
UNIVERSITY OF MARYLAND, BALTIMORE
University of Maryland School of Medicine
University of Maryland Francis King Carey School of Law
University of Maryland School of Dentistry
University of Maryland School of Pharmacy
University of Maryland School of Nursing
University of Maryland Graduate School
University of Maryland School of Social Work

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
The 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

Full color on dark background

One color

One color on dark background
BRANDING AT UMB  |  Brand Hierarchy
Logo Versioning  |  Centered

Full color

Full color on dark background

University of Maryland Baltimore

One color

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.
BRANDING AT UMB  |  Brand Hierarchy

Collaborative logo

UNIVERSITY of MARYLAND

University logo

UNIVERSITY of MARYLAND

Baltimore

School logos

UNIVERSITY of MARYLAND

School of Medicine

UNIVERSITY of MARYLAND

School of Dentistry

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 Social Work

UNIVERSITY of MARYLAND

School of Nursing

Medical Center logo

UNIVERSITY of MARYLAND

Medical Center
BRANDING AT UMB | Brand Hierarchy

Collaborative logo

University of Maryland

University logo

University of Maryland Baltimore

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
Etc.

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

School logos

University of Maryland School of Nursing

Official Center logos
(sample logo)

University of Maryland School of Nursing
Biology and Behavior Across the Life Span

Department/Program logos
(sample logo)

University of Maryland School of Nursing
Office of Global Health

more
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.

**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).

**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.
When can I use a department/program logo?

**Permitted:**
- Promotional items
- Spirit wear / T-shirts
- Internal fliers / 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 fliers / marketing materials
- External banners / pull-up banners
- External presentation / PowerPoints
- External email marketing
- Videos
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.

**PMS 186**
- CMYK coated - 2.100.85.6
- CMYK uncoated - 1.91.72.3
- RGB - 200.16.46
- Hex Code - #C8102E

**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 eight 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.

- **PMS 634 U**
  - CMYK coated: 100.0.9.40
  - CMYK uncoated: 100.0.9.40
  - RGB: 0.118.152
  - Hex Code: #007698

- **PMS 7540 U**
  - CMYK coated: 0.0.0.72
  - CMYK uncoated: 0.0.0.72
  - RGB: 105.106.109
  - Hex Code: #696a6d

- **PMS 5743 U**
  - CMYK coated: 33.0.85.82
  - CMYK uncoated: 33.0.85.82
  - RGB: 51.70.13
  - Hex Code: #33460d

- **PMS 5415 U**
  - CMYK coated: 42.8.0.40
  - CMYK uncoated: 42.8.0.40
  - RGB: 93.135.161
  - Hex Code: #5d87a1

- **PMS 7544 U**
  - CMYK coated: 10.1.0.40
  - CMYK uncoated: 10.1.0.40
  - RGB: 149.160.169
  - Hex Code: #95a0a9

- **PMS 577 U**
  - CMYK coated: 24.0.46.10
  - CMYK uncoated: 24.0.46.10
  - RGB: 180.204.149
  - Hex Code: #b4cc95

- **PMS 7503 U**
  - CMYK coated: 0.12.35.25
  - CMYK uncoated: 0.12.35.25
  - RGB: 200.177.139
  - Hex Code: #c8b18b

- **PMS 7449 U**
  - CMYK coated: 72.100.77.40
  - CMYK uncoated: 72.100.77.40
  - RGB: 73.24.45
  - Hex Code: #49182d
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

**SECONDARY FONTS**
There are two secondary fonts — one serif font and one sans serif font. When the primary fonts are not available, please use the secondary fonts.

- **Calisto Regular**
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  1234567890

- **Franklin Gothic Book**
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  1234567890

- **Times New Roman Regular**
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  1234567890

- **Arial Regular**
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  1234567890

**TERTIARY FONTS**
There are two tertiary fonts — one serif font and one sans serif font. When both the primary and the secondary fonts are not available, please use the tertiary fonts.
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 OCPA 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, contact the director of marketing in UMB’s office of Communications and Public Affairs.
Anniversary Logos

**For Schools Only**
Stand-alone version of the anniversary logo.

**Celebrating 175 Years**
1840-2015

Customization option to include year span.

**Physical Therapy and Rehabilitation Science**
Celebrating 60 Years
1956-2016

**For Academic Programs/Departments**
An additional red title box will be added to differentiate academic program/department anniversaries from school anniversaries.
BRANDING AT UMB

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) and titled **UMB POLICY ON BRANDING AND TRADEMARK ACCEPTABLE USE**, the policy 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](http://umaryland.edu/policies-and-procedures) and search **UMB policy on branding**.