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.
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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.

Primary

Stacked

Reversed on Black and Red

Secondary

Horizontal

Reversed on Black and Red

Icon

Icon Only

Reversed on Black and Red
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.

Primary

One color Black - Stacked

One color Reversed - Stacked

Secondary

One color Black - Horizontal

One color Reversed - Horizontal

Icon

One color - Icon Only

One color Reversed - Icon
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>The Universities AT SHADY GROVE</th>
<th>The Universities AT SHADY GROVE</th>
<th>The Universities AT SHADY GROVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.875 in.</td>
<td>1.125 in.</td>
<td>0.25 in.</td>
</tr>
</tbody>
</table>

Clear Space

<table>
<thead>
<tr>
<th>The Universities AT SHADY GROVE</th>
<th>The Universities AT SHADY GROVE</th>
<th>The Universities AT SHADY GROVE</th>
<th>The Universities AT SHADY GROVE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></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.

---

Horizontal

Vertical

---
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.

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Shorter names on one line

Bookstore

Center for Academic Services

Longer names can break to two lines (do not break in the middle of a word)
Board of Advisors

Center for Counseling and Consultation

Public Safety

Bookstore

Conference and Events

Student and Academic Services

Business Office

Office of Advancement and Community Engagement

Student Life

Campus Recreation Center

Office of the Executive Director

Transfer Access Programs

Career and Internship Service

Office of Information Technology

Transportation and Parking Services

Center for Academic Services

Office of Student Services

Center for Recruitment and Transfer Access

Priddy Library

The Universities at Shady Grove
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!"#$%&'()*+,-./

Font Set

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

Typesetting Recommendations

Headline

STYLE: Interstate Bold
KERNING: Optical, -5

Headline

STYLE: Caslon Book
KERNING: Optical, 0

SUBHEAD

Body copy lorem ipsum dolor sit amet, consectetur adipiscing
lorem ipsum doer set amit domo locoralaste elit. Integer nec
ailet tellus bibendum bibendum non a tellus. Nunc eros diam,
vulputate eget lacinia at, sollicitudin eget ante. consectetur
adipiscing lorem ipsum doer set amit domo lolaste elit. Integer
tec dui ailet tellu.

SUBHEAD

STYLE: Interstate Bold
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:** 0\0\0\100
- **RGB:** 0\0\0\100
- **HEX:** #000000

**USG Black**
- **CMYK:** 6\99\100\0
- **RGB:** 226\35\26
- **HEX:** #e2231a

**USG Yellow**
- **SPOT:** PMS 114 U
- **CMYK:** 0\0\0\0
- **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

**Gray for Web**
- **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.

Red on Red  Gray on Black  Gray on White

Please contact The Universities at Shady Grove’s marketing team for proper watermark icon files and usage.
MARKETING COLLATERAL - STATIONERY

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.
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.

First Name/ Last Name
Job Title
Department Name (optional)

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

Facebook | Twitter | LinkedIn (optional)

Font/Size: Sans Serif or Arial, Normal or 11pt size
Weight: Bold, Color: Red
Weight: Regular, Color: Black

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 - EMAIL SIGNATURES

Kelly Le
Digital Marketing Coordinator
Marketing and Communications

The Universities at Shady Grove
9636 Gudelsky Drive, Building III, Office 3125
Rockville, MD 20850
T 301-738-6256 | F 301-738-6060
shadygrove.umd.edu

Jane Smith
Program Coordinator

Towson University at the Universities at Shady Grove
9636 Gudelsky Drive, Building III, Office 5125
Rockville, MD 20850
T 301-738-6256 | F 301-738-6060
shadygrove.umd.edu/towson

Facebook | Twitter | LinkedIn
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.
MARKETING COLLATERAL – POSTER/FLYER TEMPLATES

USG AND PARTNER UNIVERSITIES TEMPLATE
Use this template when designing a poster or flyer geared towards the external USG community.
MARKETING COLLATERAL - POSTER/FLYER TEMPLATES

GENERAL USG TEMPLATE
Use this template when designing a poster or flyer geared towards the internal USG community.
MARKETING COLLATERAL – POSTER/FLYER TEMPLATES

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.