Quick Reference Visual Identity Guide for University of Maryland Extension

Primary Logo
The logo consists of two parts: the words “University of Maryland Extension” in black and the tag line “Solutions in your community” in PMS 186 (red). This is preferred application in most instances.

Secondary Logo
This logo is the same as the primary logo with exception of the tag line appearing black when color is limited. This would be used when there is only a one color option.

When printing on light backgrounds, use the primary logo.

However, if it is a dark background then the entire logo should reverse out of the background appearing white (or paper color).

Pantone Matching System

<table>
<thead>
<tr>
<th>Color</th>
<th>CYMK</th>
<th>Web Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>100% Black</td>
<td>0/0/0/100</td>
</tr>
<tr>
<td>Red</td>
<td>100% PMS 186</td>
<td>0/81/100/4</td>
</tr>
</tbody>
</table>

Preferred Typefaces
There are two typefaces that can be used for headlines and body text. They are the Sans-Serif Myriad Pro and the Serif Garamond.

Myriad Pro
Lent elit wisl eril ullaor sum quartet nonum eriurer autat iusciduisl iustrud magna aliquis nit lor at.

Garamond
Lent elit wisl eril ullaor sum quartet nonum eriurer autat iusciduisl iustrud magna aliquis nit lor at.

Size and clear space around logo.
The UME logo should never be smaller than 1" wide. The unit of measure X is from the top of the UME logo to the bottom rule. The unit of measure around all 4 sides of the logo is half of X.

Primary Logo used with program and/or collaborator logos.
In all cases where the University of Maryland Extension logo appears with a program or collaborator’s logo the UME logo should appear first. The program or collaborator’s logo should be no larger than height of X and place at half of X away from the left side of the UME logo aligning at the top as shown.

Primary Logo used with secondary program logos shown incorrectly.

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 UME logo. Never include the globe over or next the logo as if it is a part of the logo. UME to be a singular organization.

However, on the website of UME the University of Maryland globe appears to the right of the UME logo...as a co-branded effort. And University of Maryland Eastern Shore uses the UME logo first, followed by the UMES logo beside it, to the right to clearly connect with UMES.
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Additional colors to be used with UME material.
These accent colors can be used in a brochure, newsletter, annual report to give additional color to a marketing item.

<table>
<thead>
<tr>
<th>Pantone Matching System</th>
<th>CMYK</th>
<th>Web Colors</th>
<th>Where the color is from</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold</td>
<td>100% PMS 115</td>
<td>0/15/94/0</td>
<td>ffc00</td>
</tr>
<tr>
<td>Green</td>
<td>100% PMS 347</td>
<td>100/0/86/3</td>
<td>009933</td>
</tr>
<tr>
<td>Blue</td>
<td>100% PMS 294</td>
<td>100/57/0/2</td>
<td>003882</td>
</tr>
<tr>
<td>Orange</td>
<td>100% PMS 151</td>
<td>0/48/95/0</td>
<td>77f00</td>
</tr>
<tr>
<td>Lime Green</td>
<td>100% PMS 368</td>
<td>57/0/100/0</td>
<td>5BBF21</td>
</tr>
<tr>
<td>Gray</td>
<td>100% PMS Cool Gray 8</td>
<td>23/17/13/41</td>
<td>8B8D8E</td>
</tr>
<tr>
<td>Maroon</td>
<td>100% PMS 202</td>
<td>10/97/61/48</td>
<td>822433</td>
</tr>
</tbody>
</table>

Placement of the University of Maryland Extension logo.
The UME logo should appear at the top and prominent as possible.

Affirmative Action/Equal Opportunity Employer/Civil Rights Statements for University of Maryland Extension

A. Statements for Flyers, Posters, Press Releases and Letterhead
The University of Maryland Extension programs are open to all and will not discriminate against anyone because of race, age, sex, color, sexual orientation, physical or mental disability, religion, ancestry, or national origin, marital status, genetic information, or political affiliation, or gender identity and expression.

Los programas del Colegio de Agricultura y Recursos Naturales de la Universidad de Maryland están abiertos a todos y no discriminará contra nadie debido a raza, edad, sexo, color, orientación sexual, discapacidad física o mental, religión, descendencia, origen nacional, estatus matrimonial, información genética, afiliación política, o identificación y expresión de género.

Short Statement
(Only to be used when absolutely necessary due to space limitations and costs, like on a postcard or in the newspaper.)

“La Universidad de Maryland es una institución con Igualdad de Oportunidades de Empleo y con Igualdad de Acceso a Programas.”

B. Statements for Employment Advertisements/Position Announcements

1. For Job Postings and Position Announcements:
The University of Maryland Extension actively subscribes to a policy of equal employment opportunity and will not discriminate against any employee or applicant because of race, age, sex, color, sexual orientation, physical or mental disability, religion, ancestry or national origin, marital status, genetic information, political affiliation, and gender identity or expression. Minorities and women are encouraged to apply.

2. Where space is limited, like in a Newspaper box ad or Online:
The University of Maryland is an Equal Opportunity Employer. Minorities and women are encouraged to apply.

3. In Newspapers/Online single column ads (where we pay by the word and space is limited): EOE

Updated by the Branding and Marketing Committee: May 2014