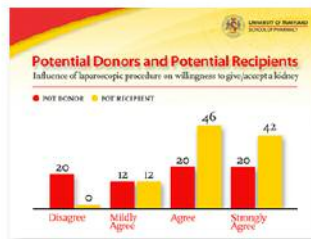
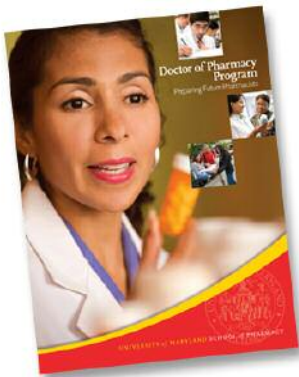


UNIVERSITY OF MARYLAND SCHOOL OF PHARMACY STYLE GUIDE



UNIVERSITY OF MARYLAND
SCHOOL OF PHARMACY

2	Logo & Usage	The University of Maryland School of Pharmacy visual brand identity reflects our mission and vision and represents what our Institution stands for. The establishment of this distinct
3	Brand Colors	<i>look and feel</i> makes the School of Pharmacy recognizable to our external stakeholders
4	Typography	and differentiates us from competition.
5	Photographic Style	
6	Branding Elements	This Style Guide outlines all the graphic elements and associated guidelines that make
7	Examples of Brand	up our visual brand. Faculty, staff, students, and creative collaborators with the School
13	General Guidelines	of Pharmacy must share the responsibility for safeguarding the brand and maintaining the consistency of our image.

Refer to this style guide to make sure all visual communications (recruitment materials, newsletters, website, advertising specialties, etc.) are aligned with the approved brand directions. Contact Marketing if you have any questions concerning the proper use of the approved visual brand.

- ~ The University of Maryland School of Pharmacy seal and logo type is the definitive visual signature of our School and our brand. The seal and logo type are generally referred to singularly as the “logo.”
- ~ Our logo must be reproduced consistently. The specifications for the proportions, spacing, and alignment of the logo elements are predetermined and may not be changed.
- ~ The preferred logo use is the seal and logo type used together in the horizontal version.
- ~ Minimum logo size: minimum diameter of the seal not smaller than .5 inches (1/2 inch).
- ~ To ensure unobstructed placement of the logo, a minimum distance of 1/2 the height of the seal should be maintained on all sides of the mark. This is the logo ‘safety zone.’ Using more clear space around the logo is always acceptable.
- ~ Use the officially prepared electronic logo files. Files are available in a variety of file formats. Visit the marketing website to download them at www.pharmacy.umaryland.edu/marketing.
- ~ The preferred location of the logo should generally appear as a “sign off” in the lower right, or left hand corner of a page. But, the logo can also be placed in other locations that best work with the specific communication need.
- ~ It is very important that the logo is presented correctly. Contact Marketing if you have any questions about logo usage.



UNIVERSITY OF MARYLAND
SCHOOL OF PHARMACY



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Minimal logo size
is .5" seal diameter

Both centered and horizontal versions of the logo may be printed in all black.

- ~ An ownable color palette, and consistent use of the palette, is an important visual element in the brand identity.
- ~ Pantone (PMS) 485 red, PMS 1235 yellow and black are the colors for the logo.
- ~ The logo can be reproduced in PMS 871 gold or PMS 877 silver for special applications

PMS 485

0C / 95M / 100Y / 0K
R212 / G46 / B18
Hex: 426BBA

PMS 1235

0C / 29M / 91 / 0K
R247 / G181 / B18
Hex: F7B512

PMS 871

Metallic Gold

PMS 877

Metallic Silver

- ~ The logo should be reproduced in color whenever possible, using the Pantone ink colors specified on page 2.
- ~ A one-color, black only, version of the logo should be used primarily on forms, such as fax transmittals, etc.
- ~ The seal may never be used as a reversed image. The logo type can be used as a reversed image when needed.
- ~ The logo may NOT be modified in any way. Shown below are a few examples of treatments that seriously compromise the integrity of the logo. Always use the officially prepared electronic logo files.

NOT approved logo options



UNIVERSITY OF MARYLAND
SCHOOL OF PHARMACY

The logo may NOT be horizontally scaled or its proportions changed in any way.



UNIVERSITY OF MARYLAND
SCHOOL OF PHARMACY

The logo may NOT be vertically scaled or its proportions changed in any way.



UNIVERSITY OF MARYLAND
SCHOOL OF PHARMACY

The logo may NOT be angled.



UNIVERSITY OF MARYLAND
SCHOOL OF PHARMACY

DO NOT reproduce the logo in any color other than the approved colors.



UNIVERSITY OF MARYLAND
SCHOOL OF PHARMACY

NEVER add other graphic elements to the logo.



UNIVERSITY OF MARYLAND
SCHOOL OF PHARMACY

The logo may NOT be oriented vertically.



UNIVERSITY OF MARYLAND
SCHOOL OF PHARMACY

The logo should NEVER reverse out of a photograph, illustration or texture which makes the logo hard to see.



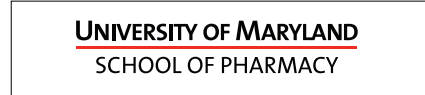
UNIVERSITY OF MARYLAND
SCHOOL OF PHARMACY

AVOID reversing the seal. In some situations the fine detail of the seal cannot be reproduced.

Approved logo options



The seal can be used as a tinted graphic element.



The logo type can be reproduced in the color and background options shown above.

The logo type can be used without the seal.

- ~ Consistent typography will reinforce the School of Pharmacy’s brand professionalism and commitment to quality.
- ~ Scala is used at the primary serif font for body copy. The Scala font family conveys a respectful, dignified, and warm impression. The readability is superb, even at smaller font sizes.
- ~ Scala Sans or Myriad Pro are the sans serif font options. These fonts are clean and highly readable. These fonts are mainly used for headline and subhead use with occasional use as main body copy use such as sidebars, call-outs, charts, and graphs. Italic use should be kept to a minimum, used only to highlight, etc.
- ~ In some instances these fonts will not be available. Common fonts can be substituted. Times can replace Scala for the serif option and Arial or Helvetica can replace Scala Sans or Myriad Pro for the sans serif options.

Primary serif font for main body copy.*

Scala
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789.,;!?\$%@

Scala Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;!?\$%@

Primary serif font for main body copy.*

Scala
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789.,;!?\$%@

Scala Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;!?\$%@

Myriad Pro
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789.,;!?\$%@

Myriad Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;!?\$%@

These fonts can be used as substitution if needed, but only when the preferred fonts cannot be obtained.

Times
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789.,;!?\$%@

Times Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,;!?\$%@

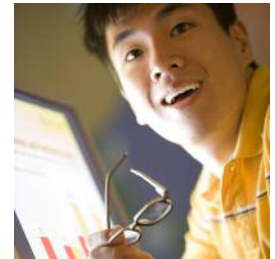
Arial
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789.,;!?\$%@

Helvetica
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789.,;!?\$%@

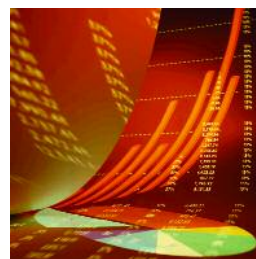
* Partial examples of font families shown.

Photographic Style

- ~ It is vital to establish a photographic style that is ownable and that will give life to the character of the brand.
- ~ We want to show the lives of the people we influence in a distinctive manner.
 - Smiling and engaged
 - Experiencing life's journey
 - Hopeful and dynamic
 - Diversity minded
 - Images are in color and colorful
 - Close cropped
 - Strong composition
 - Image augments the subject
- ~ Many of the personality traits of the brand can be reinforced through the type of subject shown and a consistent photographic style: passionate, results-driven, forward-thinking, responsive, knowledgeable, collaborative, trusted, empowering, and caring.



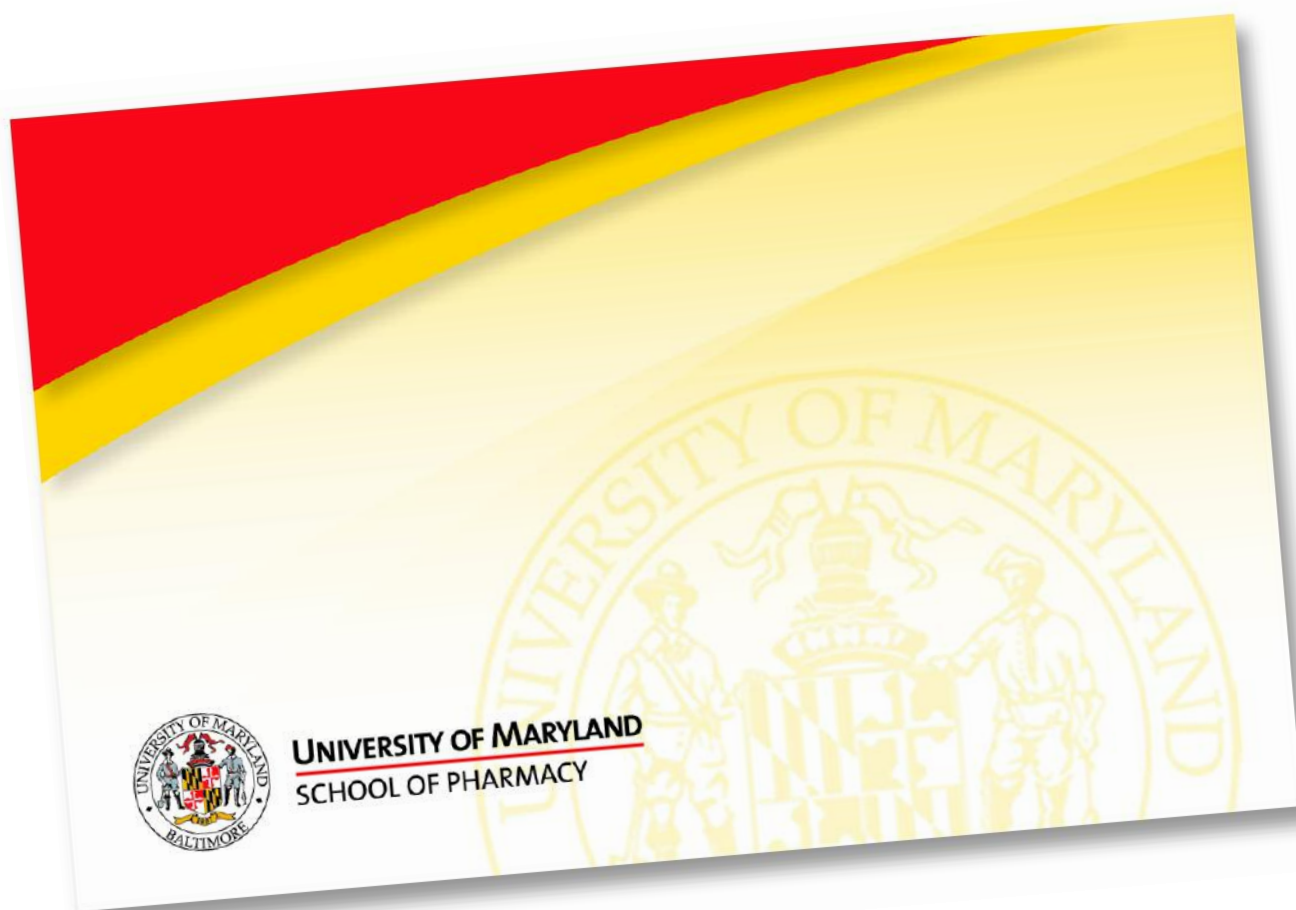
Vibrant and professional imagery should portray the students, faculty and industry representatives the school influences.



Images that support the subject matter of the communication may be used. Choose support imagery that is innovative in subject matter, composition and helps to tell the story to the viewer.

Brand Elements

- ~ The elements of the School of Pharmacy branding – logo usage, typography, color, etc. – should be used consistently and will provide a necessary visual link between all communications.
- ~ The primary and most identifiable visual element is the “swoop treatment.” A simple, graceful treatment, coupled with strong photographic imagery, becomes an ownable visual device and provides flexible opportunities for memorable branding. The swoop treatment can be used in a variety of ways. Using the swoop as the foundation of the visual brand, along with the approved fonts and colors, will allow for a brand that can evolve as the School evolves.
- ~ Education, medical, scientific, or business imagery may be needed to effectively communicate to an intended audience. Use imagery that follows the guidelines of our photographic approach.

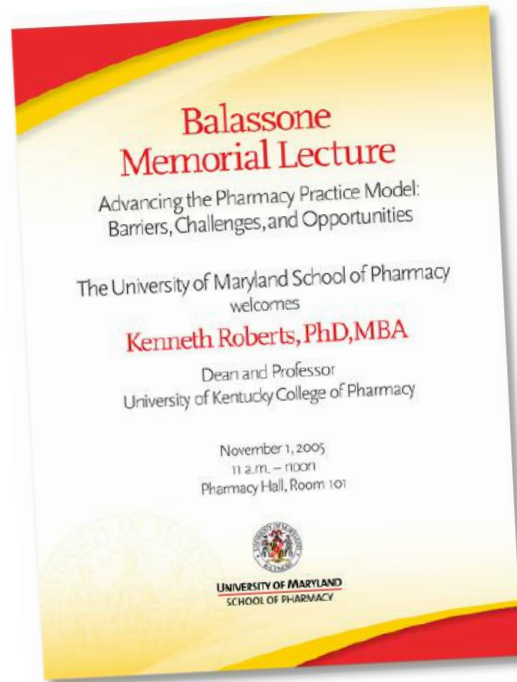


Examples / Various Templates

~ The School of Pharmacy uses several means for print communications. Templates that have the visual brand built into the item help to establish and maintain a brand continuity throughout the day to day communications needs. Below are examples of some of the templates available for use. Visit the Marketing web site to download the templates at www.pharmacy.umaryland.edu/marketing.



8.5 x 11 preprinted shells for report covers, flyers, or newsletters.



22 x 30 poster templates for general communications poster use.



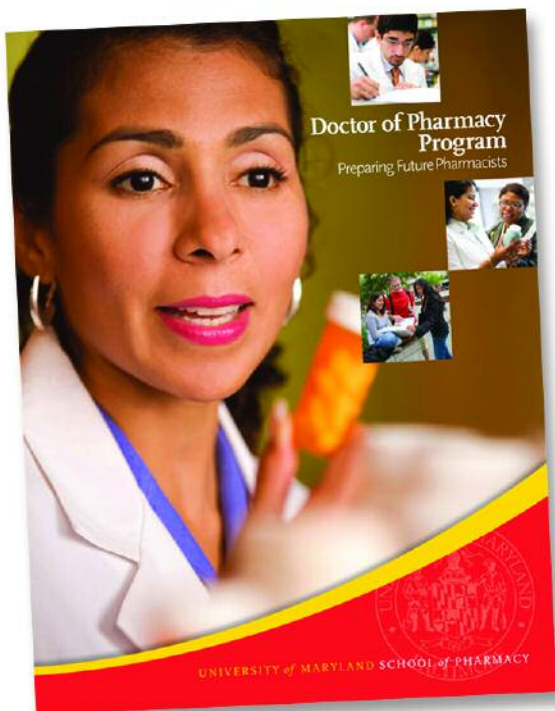
Invitation template example in gold.



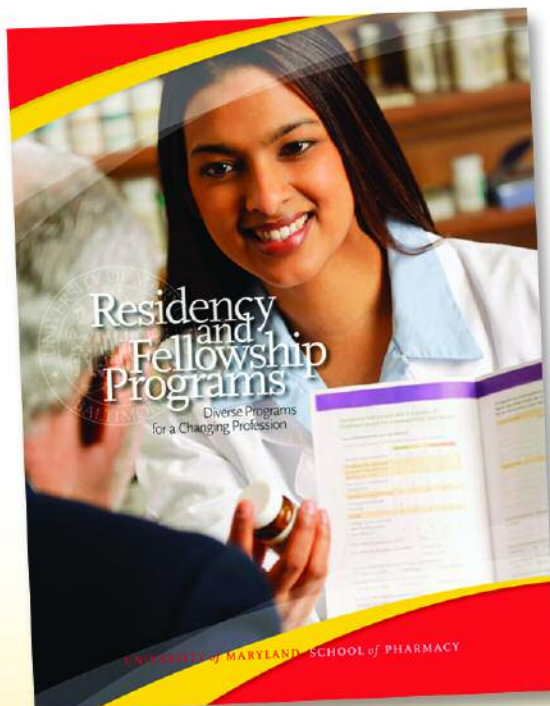
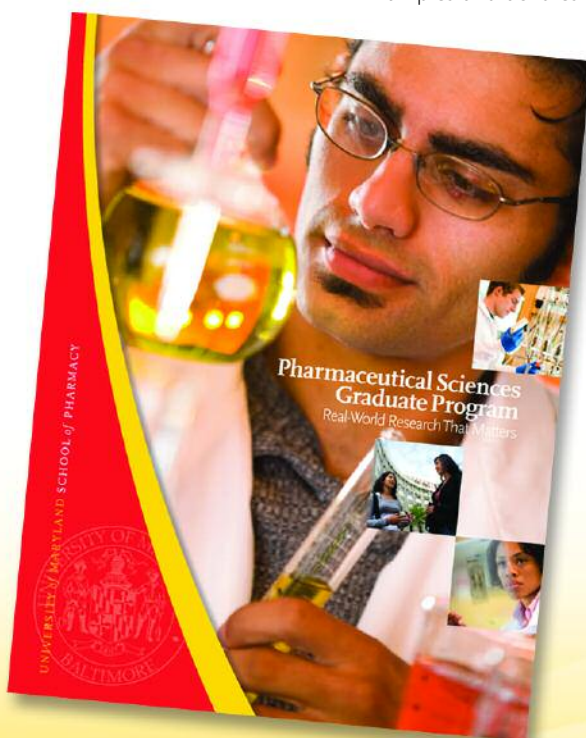
Award/certificate template example.

Examples / Major Collateral

- ~ Collateral for the School of Pharmacy will use a combination of the swoops and strong imagery to create a dynamic and elegant brand thread through all major brochures for the academic programs.
- ~ School of Pharmacy recruitment materials use strong color and imagery of industry related subjects, along with the swoops and typography style, to create a unified brand across the various communications. Note that the 'swoop treatment' can vary from piece to piece creating a flexible approach for the communication.



Examples of brochures



- ~ The website is the most accessed 'face' of the School of Pharmacy and must maintain the brand philosophy. Strong brand elements and photography creates an attractive and easily navigated website for the user.



School of Pharmacy website homepage

- ~ The PowerPoint template uses the 'swoops' to frame a useful presentation area.
The level 2 page remains neutral to maximize useable presentation space.



PowerPoint Title Page



PowerPoint Second Level Page

Stationery

- ~ All University correspondence requires the use of preprinted materials which include: business cards, envelopes, letterhead, and forms.
- ~ You may place your orders directly with Ridge Printing by contacting Bill Welkner, customer service representative, at 410.668.4780. Ridge Printing will have a style guide and templates for the new stationery that should address any issues that arise during the ordering process. If you have special needs or questions related to the new stationery, direct them to Paul Drehoff, assistant vice president for communications, at pdrehoff@umaryland.edu or 410.706.5020.
- ~ Electronic letterhead is available the Marketing web site.
To download the templates, visit www.pharmacy.umaryland.edu/marketing.



Printing

- ~ The use of bright white papers is of singular importance in the production of printed materials. The recommendations shown below are provided to assist in specifying paper stocks. As always, individual printing vendors should be able to provide additional guidance in choosing the best bright white paper stock that works best for a particular job and works within budget guidelines.
- ~ Paper weights of the printed materials should remain consistent. Brochure cover weight should generally be 100# cover. Inside pages of brochures should generally be 100# book. Profile sheets, success stories, trifold brochures, etc., should generally be printed on 80-100# book weight. For large mailings use an appropriate stock that addresses the quality, weight control and budget concerns of the project.
- ~ Printing spot color or 4-color process on a gloss finish stock, then sealing with a full bleed gloss aqueous or varnish creates sophisticated impression for high end communications where image is very important.
- ~ Paper choice suggestions:
 - Premium Gloss Finished Papers: Strobe Gloss, Potlatch McCoy Gloss
 - Good Grade Gloss Finished Papers: Porcelain Gloss, Polar Gloss, Value Gloss
 - Uncoated Papers
 - Premium Grades: Neenah Classic Crest Solar White, Fox River Starwhite
 - Good Grades: Hammermill Via, Champion Carnival

Digital Photography

- ~ If taking digital photos, during a special event for the School of Pharmacy, make sure that the camera is set to capture the image at the highest image quality possible. 4 x 6 inch x four megapixels images and above are preferred. The higher resolution of the image the better. High resolution images are required in order to print properly.

eMail Background Images

- ~ It is against School of Pharmacy policy to have background images in eMail messages. The background imagery causes clutter, readability issues and usually is of content that may not relate to the business of the School of Pharmacy.

Remember...contact Marketing if you have questions or concerns about any aspect of the approved brand standards. Marketing will be glad to answer your questions or help with any issues.