

iSchool Brand Toolkit

Design Guidelines

Logos



Horizontal 3D Globe - for use on banners, brochures, etc.



Square 3D Globe - special use when square logo is necessary.



Secondary 3D Globe - use when room allows (this is our least-used logo).



Flat Globe - use when limited number of colors or when logo is very small. All 3 styles available.



Monochrome - used for logo screen printing on swag, embossing, etc. All 3 styles available.



Program/Lab - there are individual logos for every program & lab, in this style only. *Note: logos for web might be different and are created on an individual basis*

INFOSCI | BACHELOR OF SCIENCE IN
INFORMATION SCIENCE

Please do not create your own logo for your center or lab. Contact the Communications team to get a logo created. Logos can be downloaded from this website:





https://umdischool.zenfolio.com/iSchool_Logos

Password: 1117Patuxent




Use PNG for transparent background, small JPEG for web, and large JPEG for print.

Colors

Main

	R / G / B	C / M / Y / K	NOTES
	255 / 213 / 32	0 / 15 / 94 / 0	UMD Yellow (also MLIS accent)
	172 / 184 / 191	7 / 0 / 0 / 30	Grey (also PhD accent)
	255 / 255 / 255	0 / 0 / 0 / 0	White
	0 / 0 / 0	0 / 0 / 0 / 100	Black

Accent

	224 / 58 / 62	0 / 91 / 76 / 6	UMD Red (also InfoSci accent)
	155 / 206 / 57	40 / 0 / 100 / 0	HCIM/HCIL accent
	63 / 106 / 179	81 / 60 / 0 / 0	MIM accent

Fonts

The official fonts of the university are Bembo, Univers, and Interstate. These are the only fonts that should be used on print communications from the college and programs. These are not required for everyday email correspondence and other desktop documents, and should not be used on the web*. Download fonts here: <http://internal.ischool.umd.edu/communications/>

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$\$%^&*()
abcdefghijklmnopqrstuvwxyz

Univers 45 Light, 14pt
*Alternate fonts: Helvetica,
Verdana*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$\$%^&*()
abcdefghijklmnopqrstuvwxyz

Bembo Regular, 14pt
*Alternate fonts: Adobe Garamond,
Georgia, Crimson Text*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$\$%^&*()
abcdefghijklmnopqrstuvwxyz

Interstate Bold Condensed, 14 pt
Alternate font: Myriad Pro

*Alternate fonts can be used for web.

Templates

Templates for flyers, postcards, letterhead, fax cover sheet, email signature, PowerPoint & more are all available at

<http://internal.ischool.umd.edu/communications/diy-print-templates/>

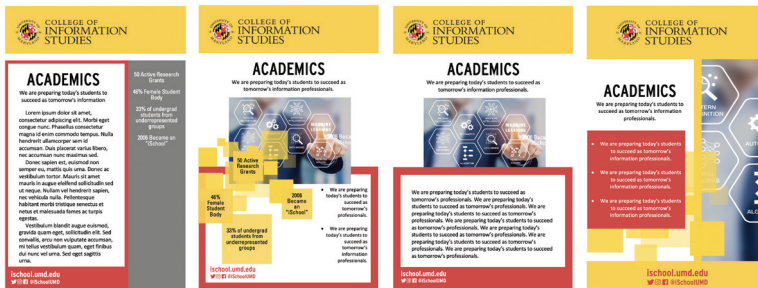
All of the print piece templates are available in Microsoft Word format for guaranteed compatibility with everyone's computer and skill level. You will be able to customize the templates to fit your needs. Please download the university fonts and install them on your computer before opening the template. We have nice paper available upon request.

If you do not want to use the templates and create something on your own, your design must be approved by the Communications office before distribution. If you want a custom piece created, please contact the Communications office with your request.



Event Fliers (8.5x11)

Certificate



Postcards (5.5x8.5)



PowerPoint

Custom Requests

Email support requests to ischoolcomm@umd.edu.

- Design/Print Requests: Include format (brochure, poster, etc.), all wording, logos, due date, and quantity
- Events: Include if you need programs, directional signage, welcome signage, banners, flyers, website calendar listing, social media/advertising, an evite, day of social
- News: Include the news story (with link) or write up, explain how this is connected to the iSchool (e.g. you are the PI), attach a picture if possible