

OFFICE OF MARKETING AND COMMUNICATIONS

# **College of Information 2024 Rebrand**

1

**Messaging**

POSITIONING  
STATEMENT

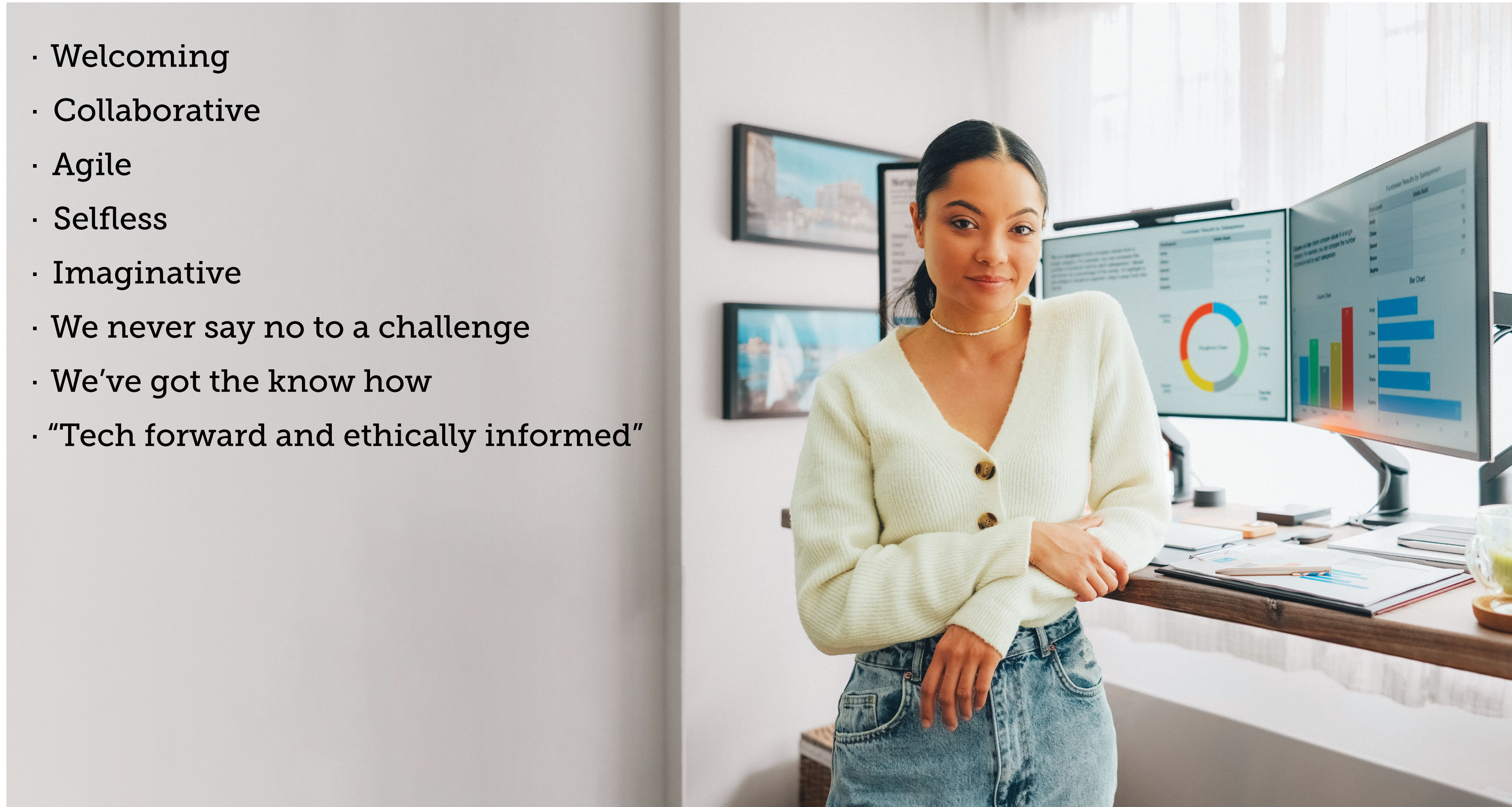
**We live in the age of information.** Our prosperity is determined by how effectively we create, share and use information. Information scientists are transforming every part of our society: health and medicine, democracy and policy, law, science and technology, education, and media and entertainment.

The College of Information at the University of Maryland sits at the dynamic intersection of information and impact. Interdisciplinary, creative and vital, our unique approach to research and coursework offers students the opportunity to leverage the transformative power of information, to fight the dis and the mis, to improve and accelerate decision-making, to solve the grand challenges of our time, and to build a more just, equitable, accessible, and thriving world for every person in it.



## BRAND PERSONA

- Welcoming
- Collaborative
- Agile
- Selfless
- Imaginative
- We never say no to a challenge
- We've got the know how
- "Tech forward and ethically informed"





# INFO

It's the WHAT we do and the WHO.

It's personal.

**We are INFO.**

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## TAGLINE

The tagline articulates the college's mission in an ownable, memorable way.

While not required on all materials, its inclusion is encouraged across central communications.

**Connecting people,  
information  
and technology  
for good.**

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**Core Visual Identity**

## Primary Globe Logo

The proliferation of wildly disparate logos across campus represents a threat to the university's visual identity. By insisting on consistent application of our marks, we can ensure a professional brand for the university. A complementary system of unit identification has been designed for every college, school, department and major center on campus.

These designs should be used in all communication materials, inclusive of websites, publications, letterhead and business cards and e-marketing materials.

For more detailed guidelines on using official unit logos, visit [brand.umd.edu/logos](https://brand.umd.edu/logos).





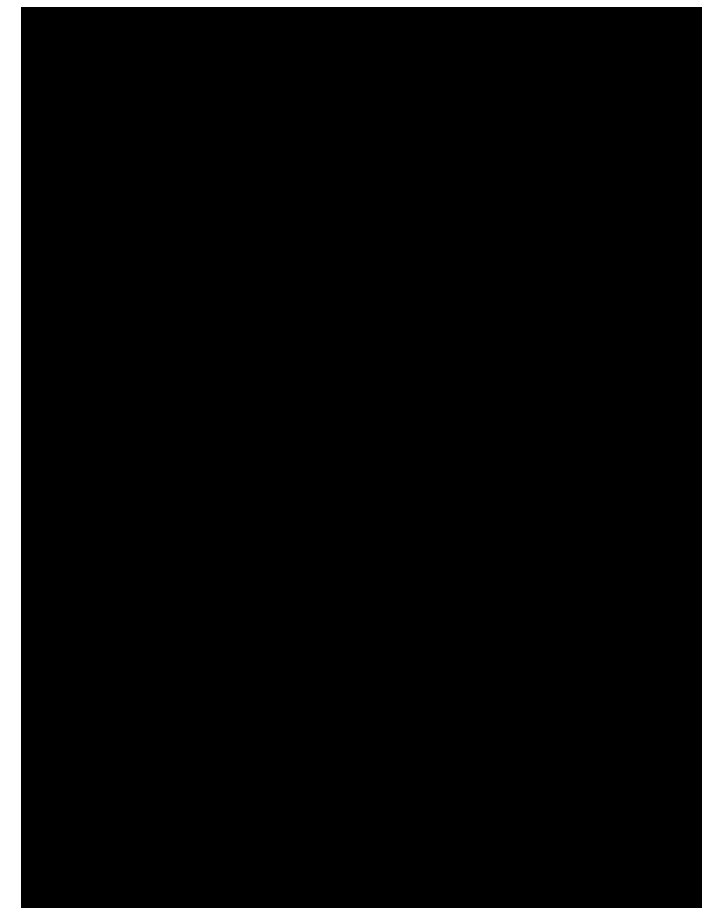
## Colors

The University of Maryland's core brand colors are red, white, black and gold. Inspired by the Maryland state flag, these colors reflect our role as Maryland's flagship university. The use of all four colors is a core element of the university's visual identity.

For more details about the UMD brand colors, visit [brand.umd.edu/colors](https://brand.umd.edu/colors).



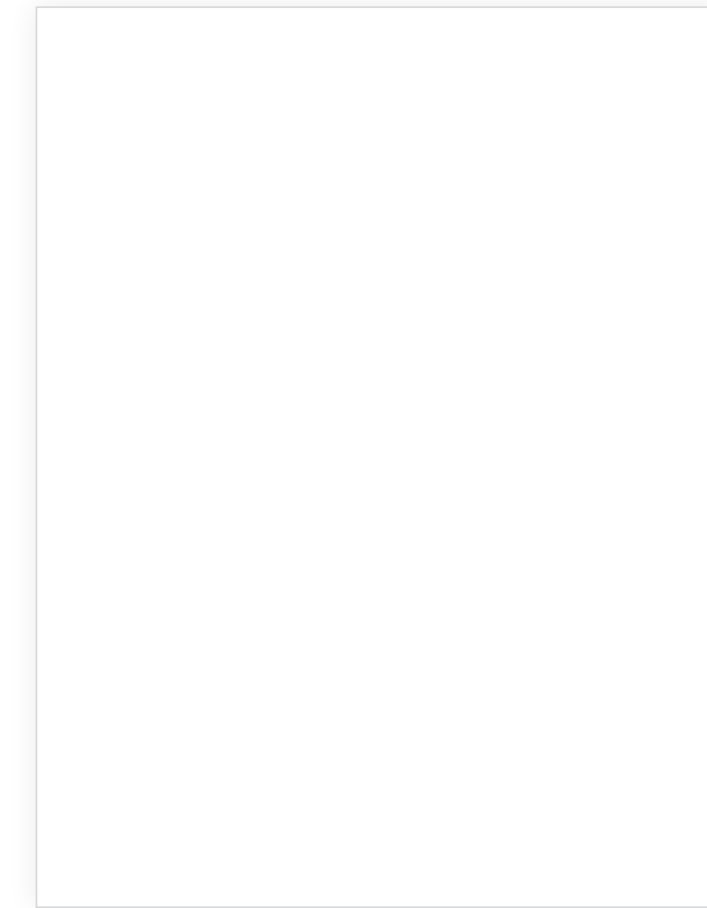
HEX #e21833  
RGB 227/25/51  
CMYK 0/100/84/4  
PMS 186



HEX #000000  
RGB 0/0/0  
CMYK 0/0/0/1000  
PMS Black 6



HEX #ffd200  
RGB 255/210/0  
CMYK 0/16/100/0  
PMS 116



HEX #ffffff  
RGB 255/255/255  
CMYK 0/0/0/0

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## Typography

The INFO brand introduces a new typeface, Museo Slab, as a distinct marker of the college's visual identity.

Museo Slab is available through Adobe Fonts with a Creative Cloud subscription.

To maximize efficacy, Museo Slab should be used for all headlines. Interstate can be used for body copy.

# Museo Slab 700

Museo Slab 100 *Italic*

Museo Slab 300 *Italic*

Museo Slab 500 *Italic*

**Museo Slab 700 *Italic***

**Museo Slab 900 *Italic***

## Interstate Regular

Interstate Light

**Interstate Bold**

**Interstate Black**

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Typography  
Example

# This is a headline.

**This is body copy.** Quid quas dolluptam fuga. Nem con non rehenimi, esseres sitem qui cus dolorem fugit mi, od quiberent quid ma quasperit est, volorest qui ut aut excercium, solupta quidus comniet eatia sitati as quas exerrum.Cae nonsequunt od ut re eum quasint.

Orepel eossequianis prae quo modi ad et alis dem ant et assinte venet eum si comnis dipsuntint ent, seque dissitat mos posa susandae sinctotatum nobit, vero mostibu sdandi cus dolora conessin conecte mporionetur ma coresciis vellab illab int volum lata cus, quam re vellore di cum alignis.

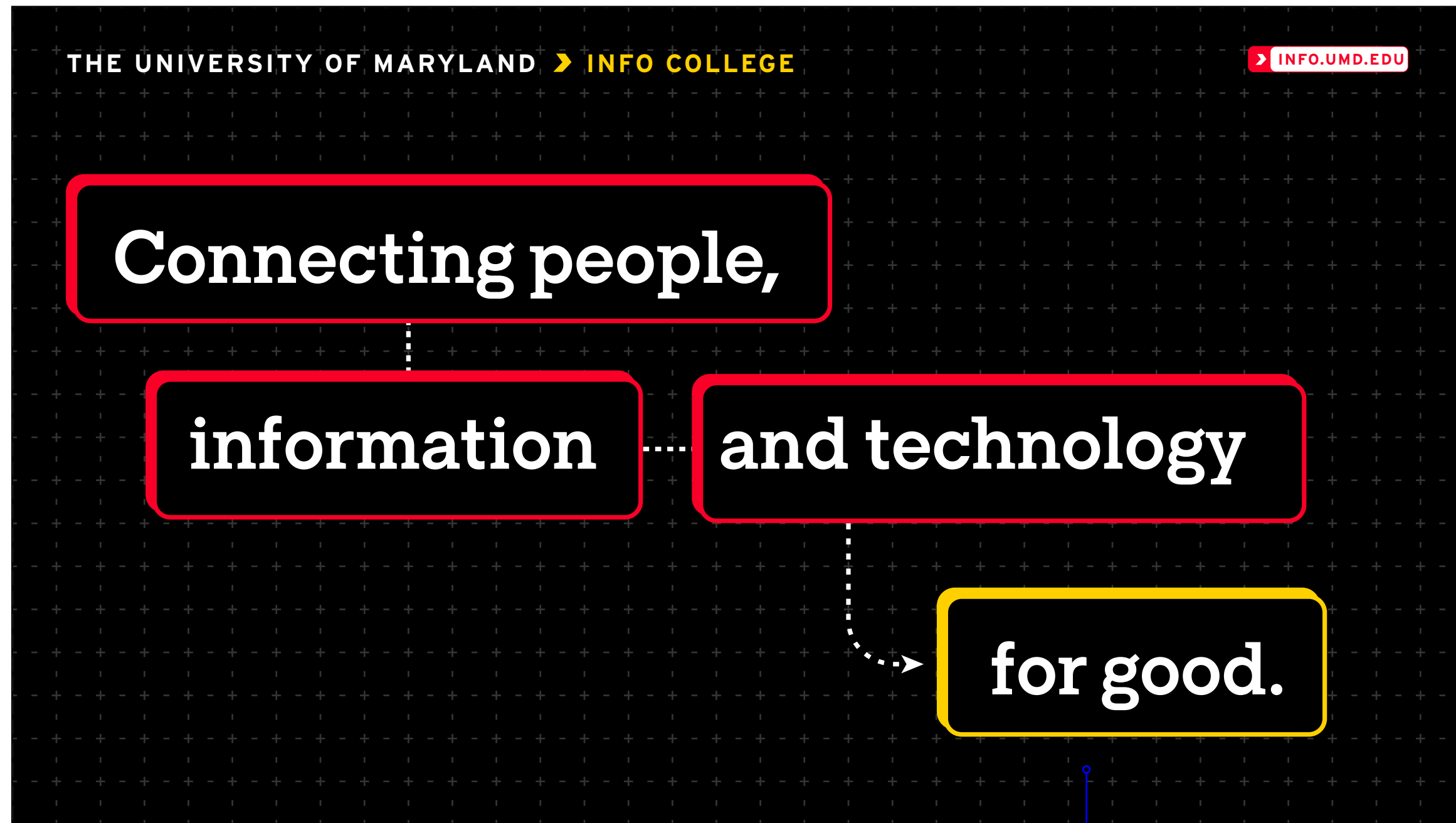
3

**A Unique Visual System for INFO**





## Visuals



Tagline-as-flowchart  
treatment



## Visuals

Elements:

- ① Subtle Fearlessly Forward reference
- ② Informal identifier
- ③ Tagline as headline
- ④ Formal Globe logo
- ⑤ URL or call-to-action





# Visuals



Flowchart layout is flexible

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**Brand Toolkit**

## Logo and Tagline Lockup



HORIZONTAL



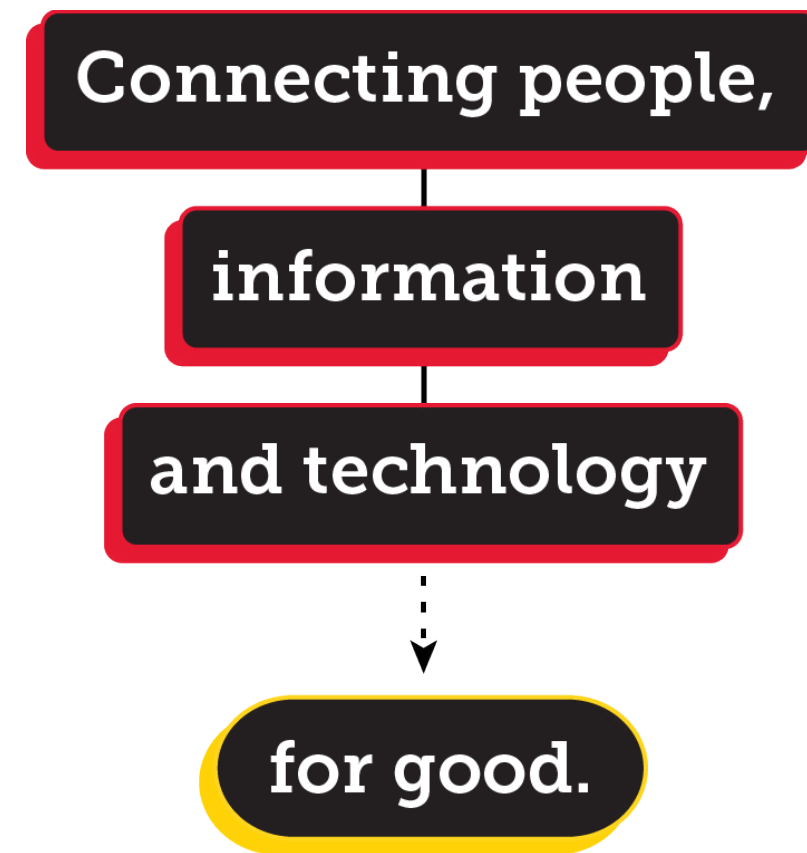
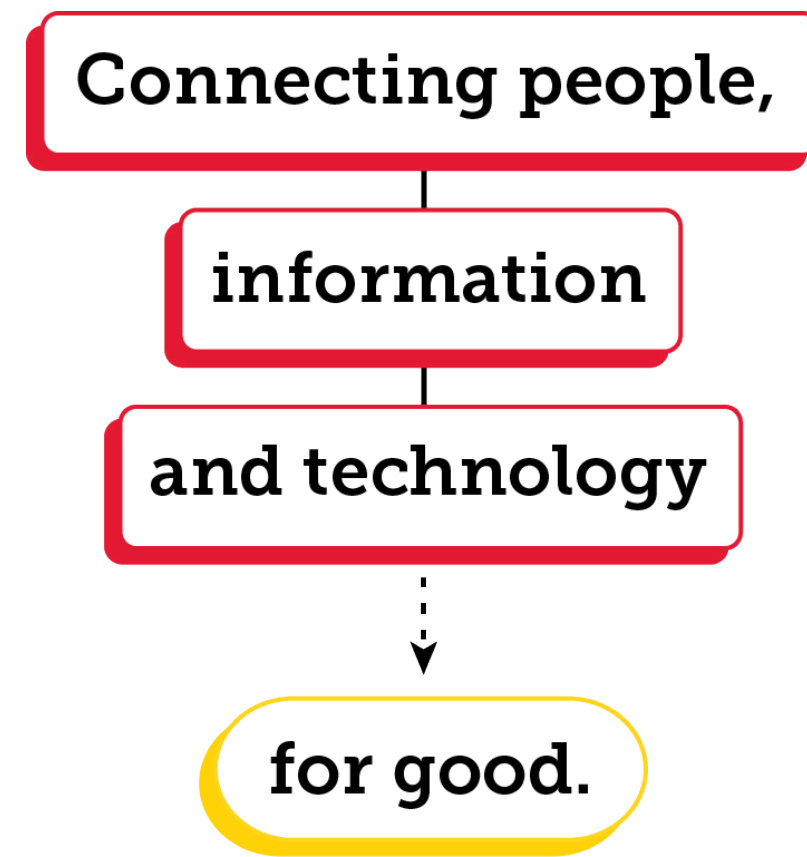
VERTICAL



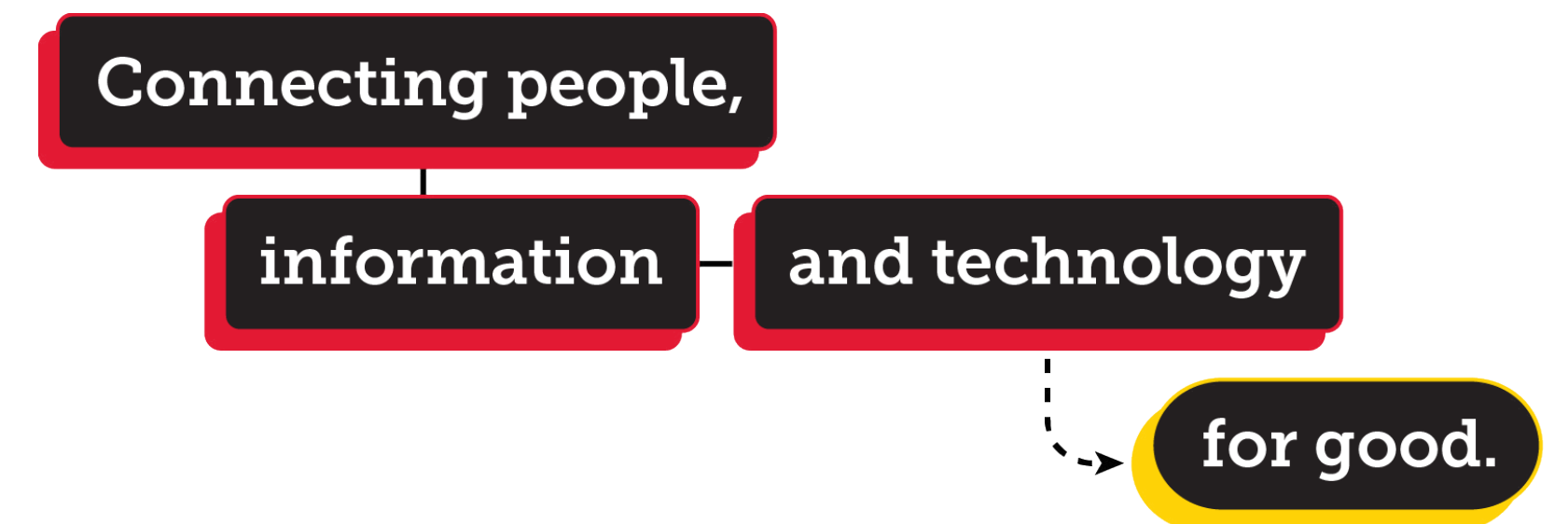
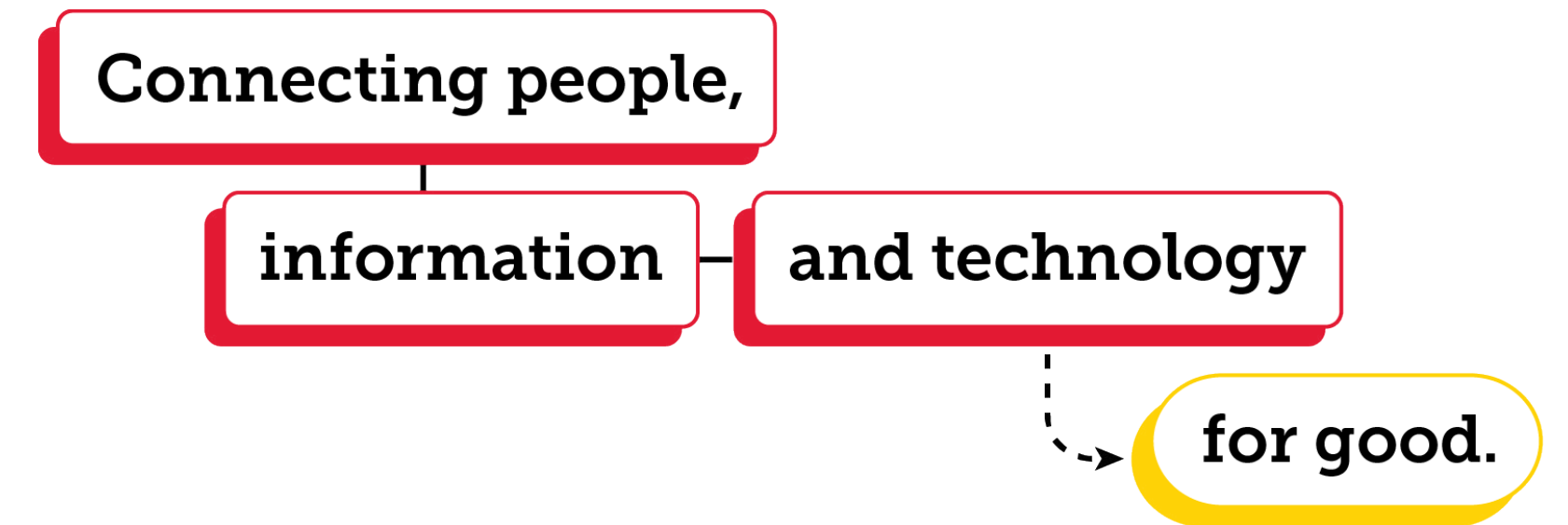
## Tagline Lockups

While the tagline can be used independently, ensure it is not used in isolation but always in a context that supports the overall brand message.

VERTICAL



HORIZONTAL



## Plain Text Tagline with Arrow

The *Fearlessly Forward* arrow can be paired with the tagline when the tagline is positioned independently from the globe logo. This serves to connect the college's brand messaging with the *Fearlessly Forward* campaign.

When used as a design element, the tagline should always be set in Museo Slab 700 using one of the official brand colors.

Consider use of the provided graphic lockups to maximize consistency.

 **Connecting people, information and technology for good.**

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 **Connecting people, information and technology for good.**

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**Examples**

## EXAMPLES: Letterhead



Tagline is pulled out and presented at the bottom for maximum impact.

Fearlessly Forward arrow can be paired with the tagline when the tagline is independent of the globe logo.



EXAMPLES:  
Swag





EXAMPLES:

Ad placements



The same flowchart style can also serve as a visual treatment for url or call-to-action.



**EXAMPLES:**  
**PTX Banner**

108"x 59"






EXAMPLES:  
Bus Ads  
11"x 17"

THE UNIVERSITY OF MARYLAND > INFO COLLEGE

Connecting people,  
information  
and technology

for good.

 COLLEGE OF INFORMATION | [info.umd.edu](http://info.umd.edu)

THE UNIVERSITY OF MARYLAND > INFO COLLEGE

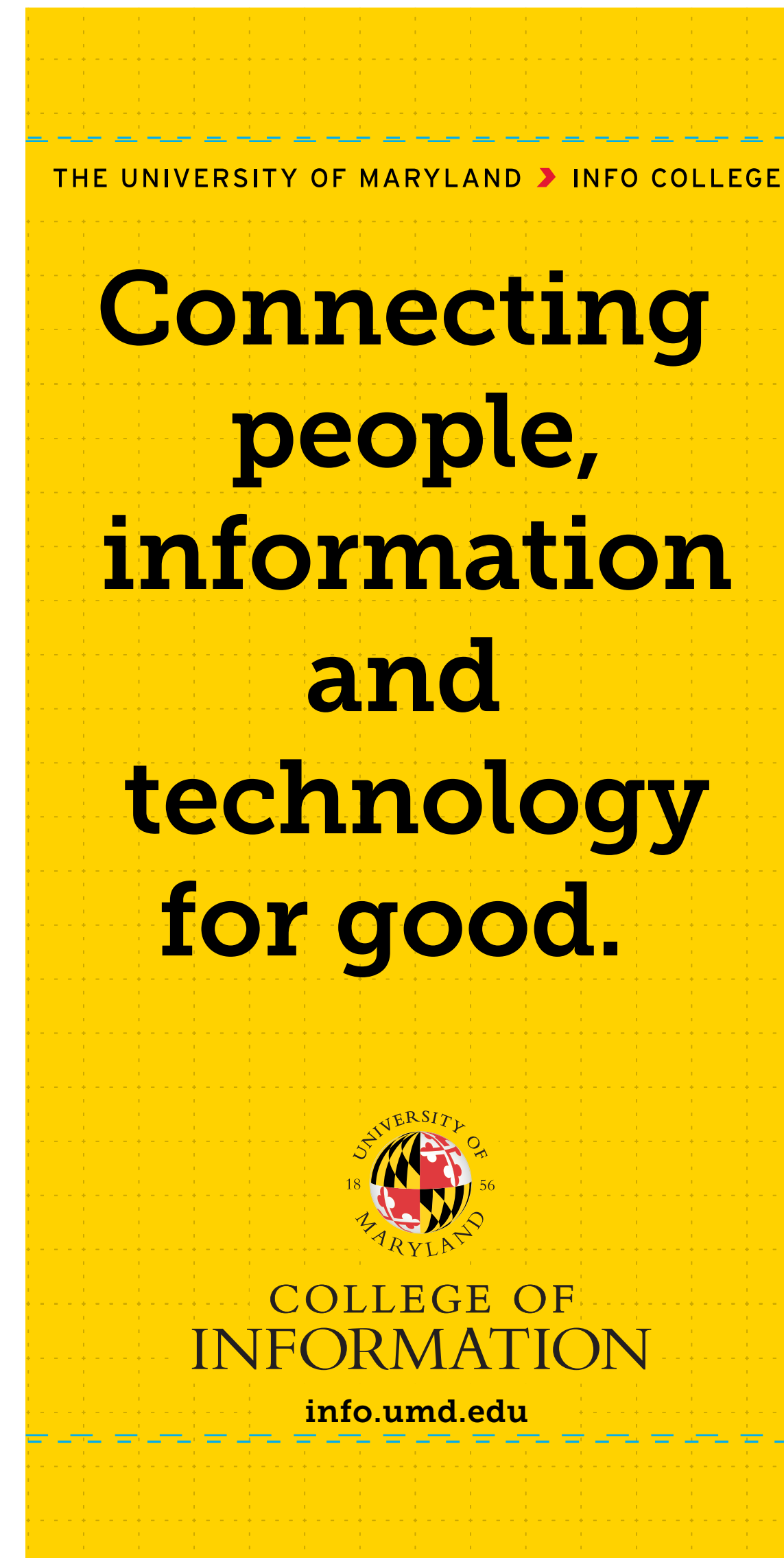
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[info.umd.edu](http://info.umd.edu)



**EXAMPLES:**  
**Lightpole Banners**  
24" x 48"



Safety area  
for pole pockets —————

EXAMPLES:  
Presentations

The collage displays five distinct presentation slides:

- Slide 1:** A red background with three white boxes containing the text "Connecting people," "information," and "and technology" connected by lines and arrows.
- Slide 2:** A white background with a red header "THE UNIVERSITY OF MARYLAND > COLLEGE OF INFORMATION". The main text reads "Information is for everyone." followed by a paragraph: "We leverage the transformative power of information to build a more just, equitable, accessible, and thriving world for everyone." To the right are three columns of text: "Advise" (INFO scholars are w... and to foster **ethica technologies**), "Protect" (INFO scholars are st... infrastructures to re **privacy and securit**), and "Empower" (INFO scholars are de... make **access to and**).
- Slide 3:** A white background with a red header "THE UNIVERSITY OF MARYLAND > COLLEGE OF INFORMATION". The main text reads "The College of Information at the University of Maryland is connecting people, information and technology for good." followed by a paragraph: "Our scholars and our faculty researchers sit at the dynamic intersection of information and impact and are uniquely trained to solve the grand challenges of our time." A small number "5" is in the bottom right corner.
- Slide 4:** A red background with a white box containing the word "INFO" and a dashed arrow pointing right. To the right, text reads "It's the W", "It's perso", and "We are IN".
- Slide 5:** A black background with a white box containing "76%". To the right, text reads "Loren", "conse", "do ei", and "labor". Below this are five lines of text: "Information is for (insert profession)", "Information is for (insert profession)", "Information is for (insert profession)", "Information is for (insert profession)", and "Information is for (insert profession)". A small number "17" is in the bottom right corner.



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**Thank You**