LOGOS

The following guidelines provide general instruction on logo use.

STACKED HYBRID PRIMARY LOGO

The hybrid logos have been used to strengthen the UMUC brand. Our research has shown that using our abbreviation with our full name emphasizes our connection to Maryland and to the University System of Maryland. It reinforces our not-for-profit status and has a positive impact on the perception of quality. The stacked hybrid primary logo is our default because the full name of the university is more readable at a small scale. We make an exception for promotional items.
ABBREVIATION LOGO

The abbreviation logo should be used only in cases where space is severely limited, such as on promotional items. Whenever possible, the full name of the university should appear in close proximity to the abbreviation logo. The minimum acceptable width for the abbreviation logo is 3/4" unless the imprint area on promotional items is smaller.

ALTERNATE ABBREVIATION LOGO
CLASSIC LOGO

While these logos are acceptable for use, they should be used only if the design or space is limited and cannot accommodate the stacked hybrid logo. If the classic logo is chosen, the two-color version shown below should be used whenever possible. The logo must be treated with dignity. It must be unobstructed, so it can quickly be seen and recognized on all communications.

In the classic logo, the name of the university appears to the right of the cupola graphic. Except on promotional items, the minimum acceptable width for the logo is 3 ¾".  

University of Maryland University College

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ACCEPTABLE VARIATIONS

The approved “sub-brands” or major units of UMUC are used in conjunction with the UMUC logo as indicated below.

THE UNDERGRADUATE SCHOOL LOGO

THE GRADUATE SCHOOL LOGO

NLI LOGO

ALUMNI ASSOCIATION LOGOS
UNACCEPTABLE USES OF LOGO ELEMENTS

The logo is a registered trademark of University of Maryland University College. The graphic and typography together constitute the official logo. Therefore, these elements may not be altered under any circumstances, nor may elements be extracted and used for other purposes.

Variations are forbidden. Below are some examples of misused logo treatments.

DO NOT use the graphic without the type.

DO NOT use the acronym without the graphic.

UMUC

DO NOT use the cupola without the rectangular shape, the swish, and the type.

DO NOT use the swish by itself.

DO NOT reposition the type in relation to the graphic.

DO NOT place the logo across a photograph or illustration.

DO NOT add a department name. Contact Marketing for guidance in atypical situations.

DO NOT condense the graphic or type.

DO NOT stretch the graphic or type.

DO NOT use an italic font.
UMUC SEAL

The official university seal consists of the Maryland state flag rendered as a shield. The shield is supported on one side by a farmer and on the other by a fisherman. Above the shield are an earl's coronet and a full-faced helmet. Below the shield is the founding year of UMUC. The university's name encircles the seal. As the university seal is a formal symbol of University of Maryland University College, it is intended for use only on official applications, such as certificates, diplomas, and invitations, or special communications from the Office of the President. The seal is also used on MyUMUC (https://my.umuc.edu) to immediately convey that this site is official, secure, and endorsed by UMUC. The seal should not be used in close proximity to the logo. The shape, content, and colors of the seal are fixed and must not be altered in any way.