



University of Maryland  
CENTER FOR ENVIRONMENTAL SCIENCE

## Logo Guidelines

A strong brand is a consistent brand. These guidelines have been developed to help ensure the world sees the same University of Maryland Center for Environmental Science in everything we do.

This first page is a summary how the logo should be used on all forms of communication, including stationery, web sites, e-communications, posters, and printed publications, such as brochures and reports. This page is followed by specific guidelines.

1. Only use approved logo. Never recreate the logo with your own fonts or alter the logo for space needs.
2. When resizing the logo keep the height and length in the proper proportion.
3. The logo should only appear in print in the colors Blue (PMS 308C), Black (if it cannot be reproduced in color) or White (on a dark or blue background). The approved color version may be used on the web.
4. The logo must never appear in a line of text or within another shape, such as within a circle.
5. The only words that may appear under the University of Maryland Center for Environmental Science logo are the names of specific laboratories.

You can find ready-to-use logo artwork in the MY UMCES section of our website ([www.umces.edu/about/myumces](http://www.umces.edu/about/myumces)) or by contacting the Public Relations office.

Following this summary are guidelines on how to use our name, our laboratory names and our fonts, as well as how to describe the University of Maryland Center for Environmental Science in a consistent manner.

If you have any questions or concerns regarding these guidelines, please contact Amy Pelsinsky, Director of Public Relations, at 410-330-1389 or [apelsinsky@umces.edu](mailto:apelsinsky@umces.edu).

# University of Maryland Center for Environmental Science

## Logo

The University of Maryland Center for Environmental Science or associated laboratory logo should appear on the cover of all printed materials.

In holiday greeting cards, invitations, and some brochures, the logo may appear on the back cover with the address.

## Size

The logo should appear no less than 2 inches in size (2" w x 1" h). It may not be manipulated in any manner to create a disproportionate size increase or decrease either horizontally or vertically. The words may not be moved to accommodate size.

## Position

The logo must not appear within 1/2 inch of any other logo, and must not be positioned within 3/8 inch trim of any printed material.

When the logo appears with other partner logos within a document or website, the logo must be at least equal in size and in color, if other logos are in color.

## Colors

The logo may appear in one of four ways:

Blue (preferred)

- PMS: Pantone 308C — use when printing job specifies Pantone color
- CMYK: C:100 M:5 Y:0 K:47— use when job specifies 4-color process
- WEB: #003300 — use for web

Black (only when color is not possible)

White (on a dark background)

Color (for web use only)

- Blue: C:100 M:5 Y:0 K:47 / PMS 308 C
- Green: C:70 M:0 Y:100 K:0 / PMS 362 C
- Yellow: C:0 M:14 Y:100 K:0

## Fonts

The font used in the logo is Baker Signet.

Complementary fonts best used on letterhead and correspondence include Arial and Verdana.

## **EMAIL SIGNATURE**

A consistent email signature from all offices and laboratories helps show the world that we are all part of the same organization. It also helps with ease of communication. The following is the recommended signature format for computers and smart phones.

**Amy Pelsinsky**

Director of Public Relations

UNIVERSITY OF MARYLAND CENTER FOR ENVIRONMENTAL SCIENCE

Insert Laboratory Name Here

1 Park Place, Suite 325, Annapolis, MD 21401

410-330-1389 / apelsinsky@umces.edu

[www.umces.edu](http://www.umces.edu)

font: calibri / size: 11 pt / color: gray (20% black)

[Click here for step-by-step instructions to change your signature.](#)

## **DESCRIPTIONS**

The following are standard descriptions of the University of Maryland Center for Environmental Science and its laboratories that may be used for consistency.

### **UNIVERSITY OF MARYLAND CENTER FOR ENVIRONMENTAL SCIENCE**

The University of Maryland Center for Environmental Science unleashes the power of science to transform the way society understands and manages the environment. UMCES is a research, education, and service institution of the University System and a world leader in the science of coastal environments and their watersheds. By conducting cutting-edge research into today's most pressing environmental problems and training the next generation of environmental scientists, we are developing new ideas to help guide our state, nation, and world toward a more sustainable future. From the mountains to the sea, our five research centers include the Appalachian Laboratory in Frostburg, the Chesapeake Biological Laboratory in Solomons, the Horn Point Laboratory in Cambridge, the Institute of Marine and Environmental Technology in Baltimore, and the Maryland Sea Grant College in College Park. [www.umces.edu](http://www.umces.edu)

### **APPALACHIAN LABORATORY**

The Appalachian Laboratory is located in the mountains of western Maryland, the headwaters of the Chesapeake Bay watershed. Since 1961, the Frostburg-based institution has actively studied the effects of land-use change on the freshwater and terrestrial ecosystems of the region, how they function in the Chesapeake Bay watershed, and how human activity may influence their health and sustainability on local, regional and global scales. The scientific results help to unravel the consequences of environmental change, manage natural resources, restore ecosystems, and foster ecological literacy.

### **CHESAPEAKE BIOLOGICAL LABORATORY**

Located where the Patuxent River meets the Chesapeake Bay, the Chesapeake Biological Laboratory is the oldest publicly supported marine laboratory on the East Coast. Founded in 1925, it has long been a national leader in fisheries, environmental chemistry and toxicology, and ecosystem science and restoration ecology with a focus on whole ecosystem management and restoration. From

developing successful fisheries management plans and breaking new ground in understanding how chemicals move between the atmosphere, sediments, and water to renowned work on nutrient dynamics and the food web, the lab is developing new scientific approaches to solving environmental management problems that face our world.

### **HORN POINT LABORATORY**

The Horn Point Laboratory, located on more than 800 acres on the banks of the Choptank River on Maryland's Eastern Shore, has advanced society's understanding of the world's estuarine and ocean ecosystems. Horn Point scientists are widely respected for their interdisciplinary programs in oceanography, water quality, restoration of sea grasses, marshes and shellfish and for expertise in ecosystem modeling. With ongoing research programs spanning from the estuarine waters of the Chesapeake Bay to the open waters of the world's oceans, Horn Point is a national leader in applying environmental research and discovery to solve society's most pressing environmental problems.

### **INSTITUTE OF MARINE AND ENVIRONMENTAL TECHNOLOGY**

Located in Baltimore's Inner Harbor, the Institute of Marine and Environmental Technology is a strategic alliance involving scientists at the University of Maryland Center for Environmental Science, the University of Maryland Baltimore and the University of Maryland Baltimore County. Scientists are engaged in cutting-edge research in microbiology, molecular genetic analysis and biotechnology, using marine life to develop new drug therapies, alternative energy and other innovations to improve public health and economic opportunities. IMET also contributes to sustainable marine aquaculture and fisheries in the Chesapeake Bay and marine ecosystems.