

University of Maryland Francis King Carey School of Law Student Branding Guidelines

The University of Maryland, Baltimore's (UMB) student branding toolkit is designed to guide students on how to appropriately represent the UMB brand across various platforms and contexts. This toolkit provides comprehensive guidelines on the use of the University's logos, colors, fonts, and messaging to ensure consistency and professionalism. By adhering to these standards, students can effectively convey the values, reputation, and identity of UMB, enhancing both their personal brand and the institution's public image.

Name and Logo Usage

- University of Maryland Francis King Carey School of Law, University of Maryland Carey School of Law, or Maryland Carey Law can be used.
- Other terms, such as "Maryland Law," "UMB Law," or "Maryland Law School," may NOT be used.
- The School of Law logo does not need to be used, but when it is used, it must fall within the brand standard guidelines. Also, no distortion of the logo is allowed.
- If University of Maryland, Baltimore is spelled out on one line, make sure there is a comma between Maryland and Baltimore, because the comma being omitted has been a common issue.
- The official University of Maryland, Baltimore seal may not be used in any form.

Graphics

- Any artwork that is created needs to be placed in a location on the item that is apart from the university name (regardless of whether it is the official logo or the name spelled out in one of the approved fonts listed below). The UMB trademarked columns, or "Davidge mark," may not be used outside of the official logo.

Colors:

Our Colors

Primary Palette



		Coated CMYK	Uncoated CMYK	RGB	Hex Code
Red	PMS 186	2 100 85 6	1 91 72 3	200 16 46	#C8102E
Yellow	PMS 116	0 14 100 0	0 19 100 0	255 205 0	#FFCD00
Black	Black	0 0 0 100	0 0 0 100	44 42 41	#2C2A29

Fonts

The approved fonts are Aptos, Arial, Calibri, and Times New Roman. A collegiate-style font may be used as well. You can use these fonts to spell out the university name for larger items such as shirts and tote bags. When doing this, the name cannot look like its own logo (no stylized text or graphics can be incorporated into or next to the name).

If you're looking for specific collegiate-style fonts, you might need to download them from external font websites and install them onto your system.

The images shown below are examples of collegiate-style fonts:

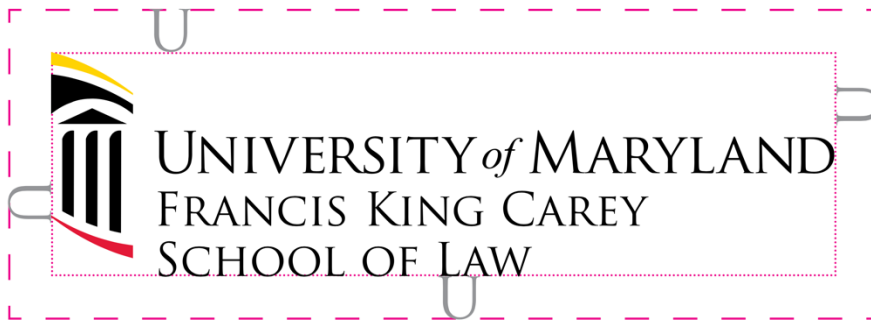
**UNIVERSITY OF MARYLAND
CAREY SCHOOL OF LAW**

CLASS OF 2026

Maryland Carey Law in the UMB Font Trajan Pro-Regular is permitted as a graphic only as shown in the example below; it should not be used as a logo:

**MARYLAND
CAREY LAW**

Appropriate Logo Use



Spacing: Using the 'U' as a Guide

When placing the University of Maryland, Baltimore logo or any school logo next to copy or other graphics, please use the recommended safety zone around the perimeter of the logo. The safety zone is based on the height of the "U" in the word University. The distance should be spaced from the lowest point of the logo. Don't measure from the middle or top of the logo. Instead, measure the distance from the lowest point to ensure that there is consistency in spacing.

Please make sure that the columns are not distorted because they represent an official logo and must be preserved in their original form.

Spacing: When Not Using the Official Logo

If using a different font for the university name, there needs to be at least a half-inch of space around it on all sides. Here is an example of approved spacing:



Please refrain from using copyrighted images or political statements and imagery. All items should be in line with UMB's [core values](#). Parody logos are not permitted, as they create copyright and trademark risks and may compromise the integrity of the brand.

The University's full Brand Style Guide can be found at umaryland.edu/cpa/branding. General branding questions can be directed to branding@umaryland.edu.

Approval of all designs is required. Questions and approval requests can be directed to the marketing and communications team at comms@law.umaryland.edu.

Don'ts: Distorted Logo Examples



Don'ts: Spacing Example



Don'ts: School Name Example

**MARYLAND
LAW SCHOOL**