

Notre Dame of Maryland University

Identity

Honoring the Past,
Embracing the Future



Notre Dame of Maryland Descriptors

Traditional

Contemporary

Catholic

Distinctive

Academically Excellent

International

Balance

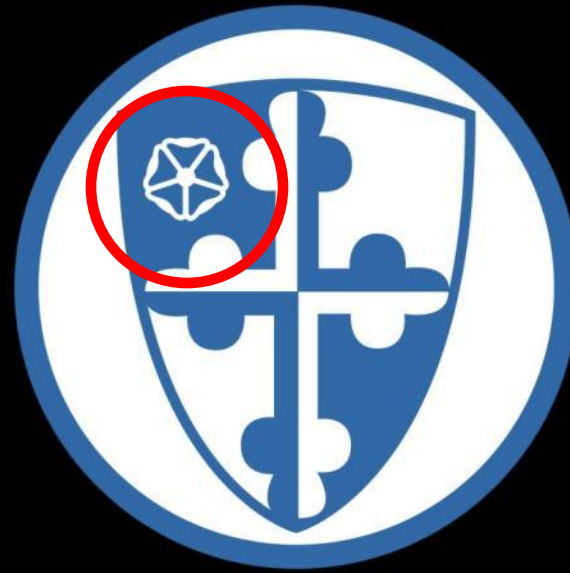
Rose emerges as a powerful symbol

The official seal, designed in 1914, and the current logo depict a small, but significant element, a rose.

During the research and discovery phase of the identity development, the rose emerged as an appealing symbol. Its numerous replications suggested its potential to be featured more prominently.

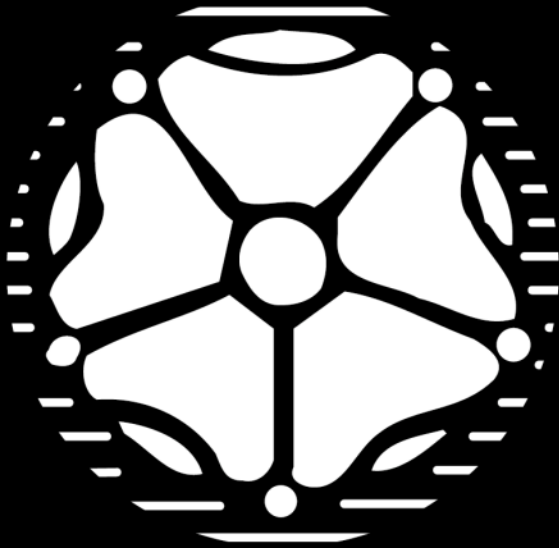


Rose in Seal and Logo Graphic



Rose in Seal and Logo Graphic

A close-up view of the rose depicted in the seal and current logo.



Rose as Symbol of Mary

The rose, a traditional symbol of Mary, dates back to the Middle Ages.

Though often understated, this meaningful image directly relates to Notre Dame, Our Lady.



Rose as Symbol of Mary

Sometimes called the Marian Rose, sometimes the Mystic Rose, this symbol has been rendered over the centuries in a wide variety of illustrative styles.

It appears in different ways at several locations around our own campus





The Marikle Chapel features the rose in its beautiful stained glass.

Rose in Chapel Window

A realistic, painterly style is depicted in this stained glass detail.



Close inspection of these windows reveals a different graphic treatment of the rose within the seal.



College Seal in Chapel Window

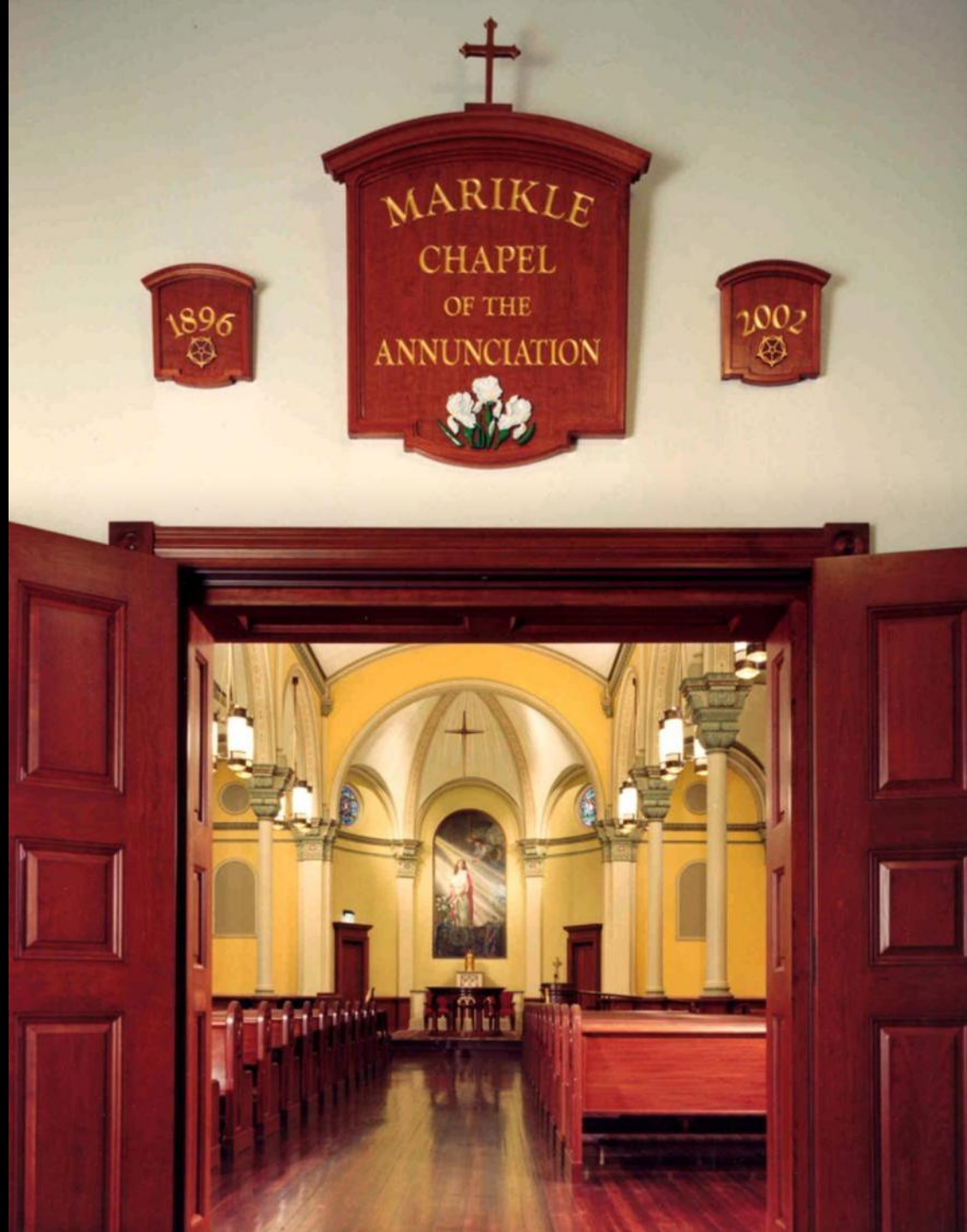


College Seal in Chapel Window



Rose in Chapel Entrance Sign

Again the rose appears
above the Chapel's
entrance.



Rose in Chapel Entrance Sign

In this detail above the Chapel's door, the rose is depicted in wood in a geometric style.



Rose Detail, Chapel Entrance Sign



A color version of the seal, featuring the rose, is located in the lobby of Gibbons Hall.



Shield and Bottony Cross

Two other icons, the shield and bottony cross have appeared in Notre Dame's identity over the years.

Taken from the seal and flag of Maryland, the distinctive bottony cross divides the shield into quadrants.



Tri-Cornered Shield

The tri-cornered shield is a symbolic reference to the three ideals of the liberal arts:
truth, goodness and beauty.

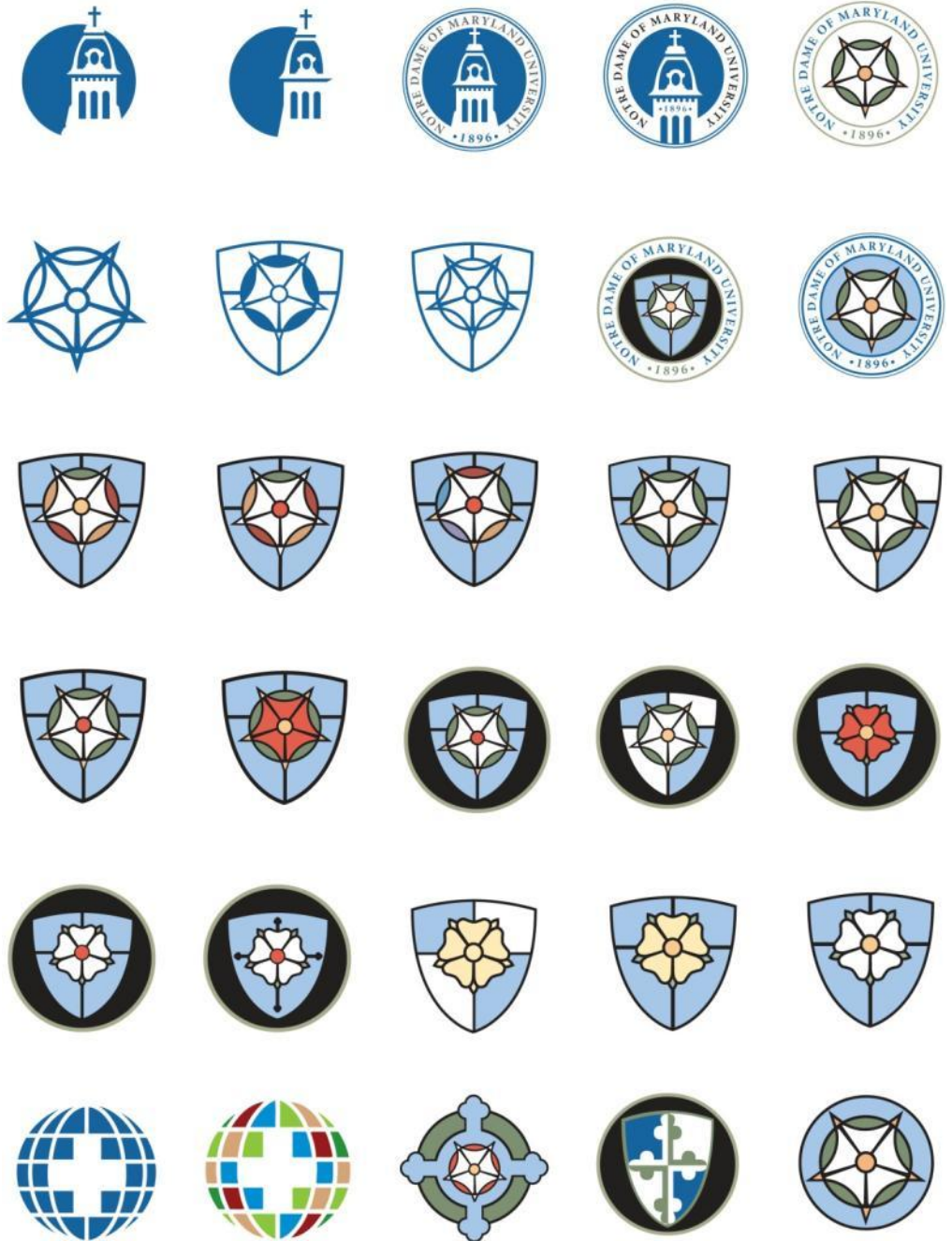


Notre Dame of Maryland New Identity

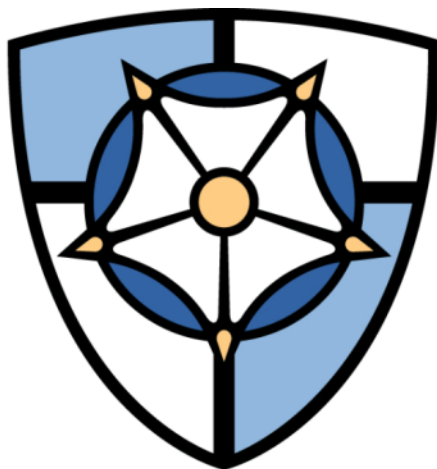
Early Designs

These logos represent some of the designs that were created and considered in the process of developing the new identity.

The journey was thorough.



Drum roll, please!

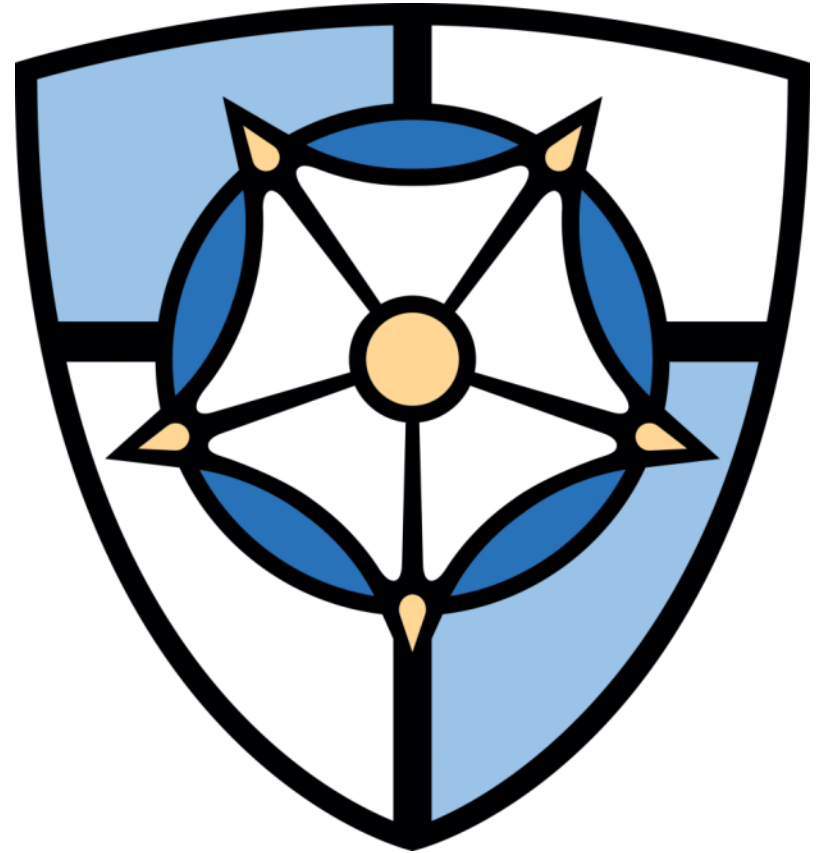


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Graphic Symbol in New Identity

The new symbol for Notre Dame of Maryland University is a contemporary interpretation, reflecting the religious and historical background of the institution.

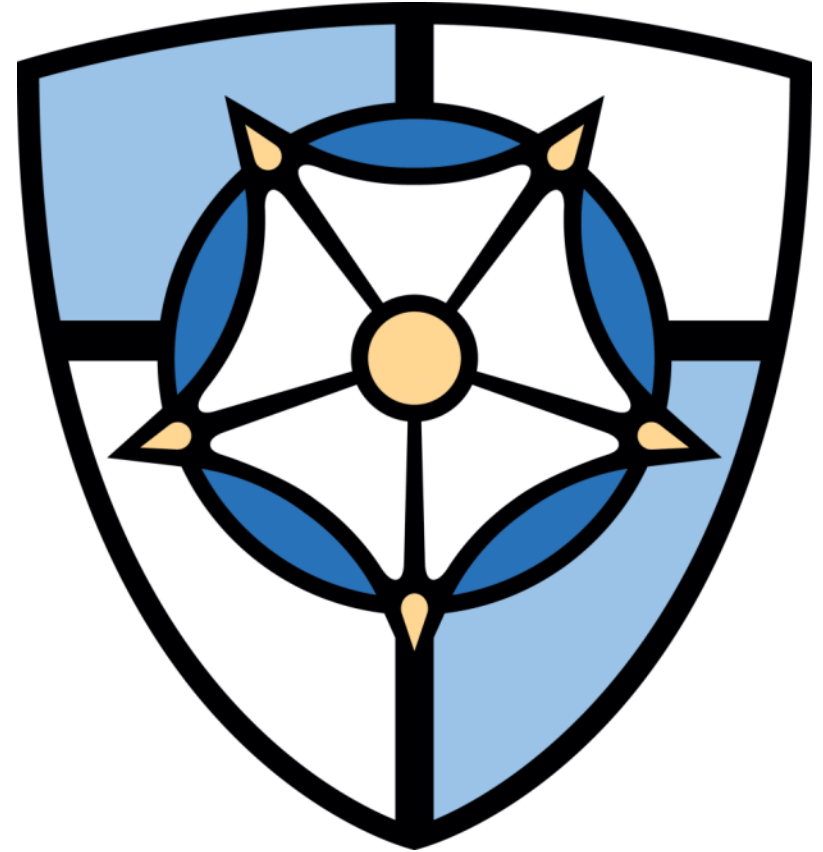
At the heart, appropriately, is the rose and framing it are the cross and the shield.



Graphic Symbol in New Identity

The strong black lines of the new symbol represent the lead separating panels of colorful stained glass. These same lines symbolize arrows pointing star-like in different directions.

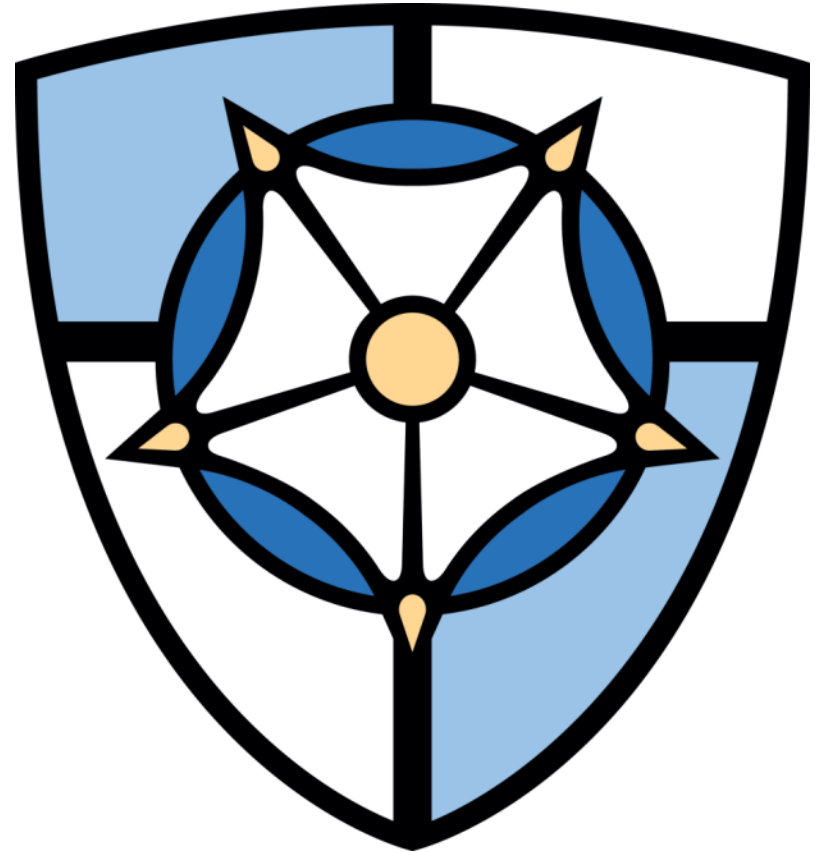
In brief, the symbol “encompasses the strength of our past and the promise of our future.”



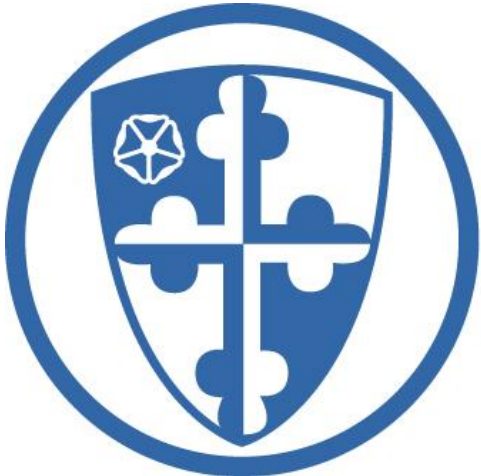
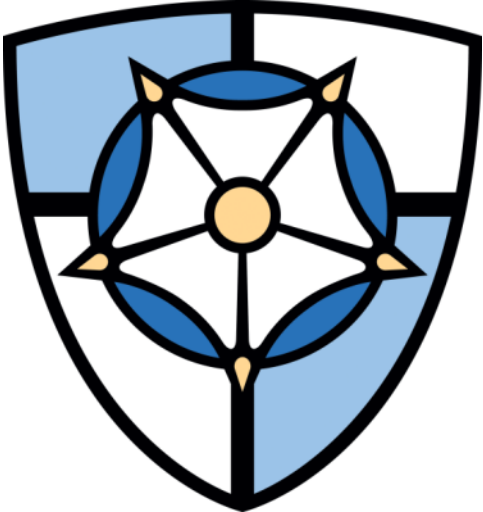
Notre Dame Colors

The traditional College colors of blue and white continue to play a dominant role in the new identity, maintaining a consistency and familiarity.

White signifies truth, the focus of the College motto: *Veritatem prosequimur*, blue signifies human dignity and is associated with Our Lady.



Seal/Graphic Detail/Existing Graphic Detail



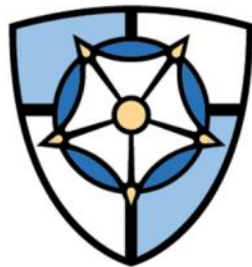
New Typography

The typography is a customized combination of sans serif fonts, evoking a subtle femininity, strength and character. Its contemporary look complements the clean lines of the symbol. Particularly distinctive are the As, reminiscent of arched windows and doorways, and the swash R, which adds an elegant touch.

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Preferred Configuration and Alternate Versions

While the center stacked logo is the preferred configuration, the left stacked and single line versions were created to provide optimum flexibility.



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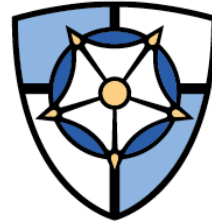
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New Circular Version

Additionally this circular version will be used for specifically designated purposes.



Schools and Colleges Typography



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SCHOOL OF PHARMACY



NOTRE DAME OF MARYLAND UNIVERSITY
SCHOOL OF PHARMACY



BROWN



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LOYOLA
UNIVERSITY MARYLAND

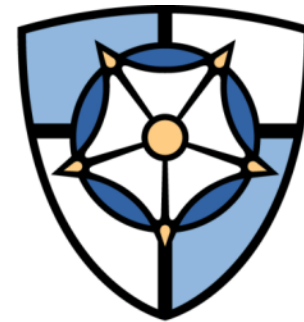
THE
CATHOLIC UNIVERSITY
of AMERICA



ST. CATHERINE
UNIVERSITY

Seal vs. New Identity

The new identity will not replace the University's official seal. The appropriate and specific usage of the seal will continue. It has been updated to reflect our new name and our founding date has been added.



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