

1895

# NOTRE DAME OF MARYLAND UNIVERSITY

## GRAPHIC IDENTITY STANDARDS & GUIDELINES



1895

NOTRE DAME  
OF MARYLAND  
UNIVERSITY

## ICONIC RELEVANCE

The design of the Notre Dame of Maryland University logo is informed and influenced by relevant, iconic images that exist on the University's campus and in previous identities.

The rose at the center of the logo is a traditional symbol of Mary, dating back to the Middle Ages and connecting directly to Notre Dame, Our Lady.

The shield and the bottom cross relate to the Maryland State seal and have appeared in Notre Dame's identity for many years. A cross is present in the black lines of the shield behind the rose.

Notre Dame's historic blue and white colors are central to the new design: White signifies truth, while blue represents beauty and is associated with Mary.

The typography is a customized typeface, evoking a subtle femininity, strength and character. Its contemporary look complements the clean lines of the symbol. Particularly distinctive are the letters "A," reminiscent of the University's iconic Caroline Hall tower, as well as the arches and vaulted ceilings of Marikle Chapel of the Annunciation.

# WHY WE HAVE GRAPHIC IDENTITY STANDARDS & GUIDELINES

This manual establishes rules of usage and scale, specifies color and provides application examples for the development of design projects. It serves as a guide to all communicators for a consistent and effective implementation of the Notre Dame of Maryland University graphic identity.

A well-managed graphic identity can help the University achieve its larger goals of strengthening its reputation and becoming more widely recognized, both nationally and internationally. Standardized usage of these guidelines helps to establish and maintain a strong identity.

The Marketing Department oversees the implementation of the graphic identity and helps internal community members and those working on behalf of Notre Dame to use the identity appropriately and effectively.

For questions or needs that are not addressed in this manual please contact **the Marketing Department at [marketing@ndm.edu](mailto:marketing@ndm.edu) or 410-532-5547.**



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# BRAND PLATFORM: OVERVIEW

## BRAND ESSENCE

Raising the world to a higher standard by empowering individuals to make exceptional impacts

## BRAND PILLARS

### PASSIONATELY HELPING OTHERS

A passion for helping others is in our DNA. Our community shares a deep desire to make a difference in the lives of individuals near and far. Through engaging with professors in our high quality academic programs, students learn the skills they need to make a meaningful impact.

### ACCEPTING AND SUPPORTING ALL

We are an intimate, inclusive community where diverse opinions are recognized and celebrated. Our open-minded culture expects respect for oneself and others. Students feel safe, encouraged, and supported by faculty and staff mentors, as well as other students, to explore themselves and their role in the world today.

### TRANSFORMING INDIVIDUALS

Here, self-transformation begins with the first step on campus. Our students-first approach empowers students to move out of their comfort zones and take risks, learn to form their own opinions and the reasoning behind them, and become their best selves as strong, confident, caring individuals.

## PERSONALITY

- › ACCEPTING
- › COMPASSIONATE
- › CONFIDENT
- › DETERMINED
- › DIVERSE

## FOUNDATION

- › COMPREHENSIVE LIBERAL ARTS UNIVERSITY FOR WOMEN & MEN
- › SCHOOL SISTERS OF NOTRE DAME AFFILIATION
- › LOCATION IN BALTIMORE

The world needs  
**THE BEST  
YOU.**

## BRAND ESSENCE

We've never followed the status quo. From our expert and intimately engaged faculty to our open-minded philosophy and diverse community, our campus is like no other – not by accident, but by design.

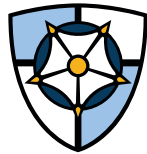
In 1895, our founders built an institution to open doors for women and knock barriers down – and we've been knocking them down since. As society has evolved, so has Notre Dame of Maryland University. Founded on truth and justice, on faith and reason, we continue to press the issues and push for progress — providing a foundational education for all who seek to change their world.

Ours is a campus culture where women and men discover the inspiration, gain the wisdom, and build the confidence to become who they want to become. One where you write the origin story for the rest of your life. Where the company you keep is also a community that carries you forward. Where all voices are welcome. All perspectives are valued. All programs provide a firm foundation in the arts, the sciences, and the deeper question of who you are and what you want to achieve.

Because if you're going to create a better version of the world, you'll need to become the best version of yourself. That's always been our founding principle.

# UNIVERSITY LOGO GUIDELINES

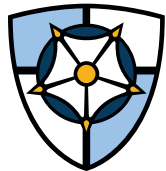
This section provides guidelines for the components and configurations of the logo and its color, size, positioning, balance, proportion and use on backgrounds and images.



1895

NOTRE DAME  
OF MARYLAND  
UNIVERSITY

Center stacked  
(NDMU\_ctr\_CMYK\_date)



1895

NOTRE DAME  
OF MARYLAND  
UNIVERSITY

Left stacked  
(NDMU\_left\_CMYK\_date)

## UNIVERSITY LOGO: OVERVIEW

The Notre Dame of Maryland University logo is made up of two components: the shield symbol with the year and the typography (using Mason Sans and Avenir); and has been designed in two different configurations (see page 2).

The two components—shield symbol and typography—are always placed in a fixed relationship and **should never be separated from each other or altered in any way.**

## UNIVERSITY LOGO: CONFIGURATIONS

The two different configurations were designed to work suitably and with aesthetic appeal in a variety of spatial sizes and shapes.

The center-stacked logo is the preferred configuration and should be used whenever possible. If space is limited or not proportioned to accommodate the preferred center-stacked logo, the alternate version may be used.

To ensure the consistency necessary for a recognizable identity, it is critical that the Notre Dame of Maryland University logo appear in one of these two configurations.

---

When reproducing the logo, use only the supplied official eps, jpg or png files. The logo must appear clearly and in the approved colors.



1895

NOTRE DAME  
OF MARYLAND  
UNIVERSITY

Center stacked  
(NDMU\_ctr\_W\_date)



1895

NOTRE DAME  
OF MARYLAND  
UNIVERSITY

Center stacked  
(NDMU\_ctr\_W\_date\_darkblue)



1895

NOTRE DAME  
OF MARYLAND  
UNIVERSITY

Left stacked  
(NDMU\_left\_W\_date)



1895

NOTRE DAME  
OF MARYLAND  
UNIVERSITY

Left stacked  
(NDMU\_left\_W\_date\_darkblue)

## UNIVERSITY LOGO: ALTERNATE COLOR CONFIGURATIONS

The two different configurations were designed to work suitably and with aesthetic appeal in a variety of spatial sizes and shapes.

The center-stacked logo is the preferred configuration and should be used whenever possible. If space is limited or not proportioned to accommodate the preferred center-stacked logo, the alternate version may be used.

To ensure the consistency necessary for a recognizable identity, it is critical that the Notre Dame of Maryland University logo appear in one of these two configurations.

---

When reproducing the logo, use only the supplied official eps, jpg or png files. The logo must appear clearly and in the approved colors.



1895

NOTRE DAME  
OF MARYLAND  
UNIVERSITY

Center stacked grey  
(NDMU\_ctr\_GREY\_K\_date)



1895

NOTRE DAME  
OF MARYLAND  
UNIVERSITY

Center stacked one color  
(NDMU\_ctr\_K\_date)

## UNIVERSITY LOGO: ONE-COLOR

A black or PMS 660C or PMS 279U blue logo is available for one-color printing. Depending on whether or not a screened tint can be effectively reproduced, the gray or tint option may be used. These variations are also available for the left-stacked version of the logo.



1895

NOTRE DAME  
OF MARYLAND  
UNIVERSITY

Center stacked grey  
(NDMU\_ctr\_GREY\_K\_date)



1895

NOTRE DAME  
OF MARYLAND  
UNIVERSITY

Center stacked one color  
(NDMU\_ctr\_K\_date)



1895

NOTRE DAME  
OF MARYLAND  
UNIVERSITY

Center stacked  
(NDMU\_ctr\_279tinted\_date)



1895

NOTRE DAME  
OF MARYLAND  
UNIVERSITY

Center stacked  
(NDMU\_ctr\_279\_date)

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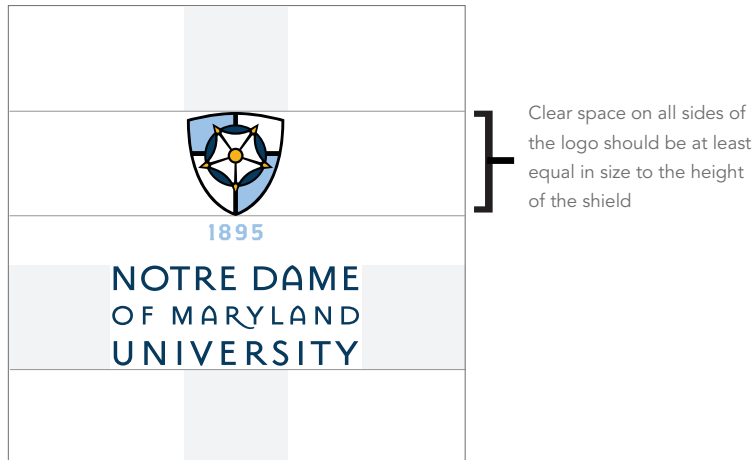
When reproducing the logo, use only the supplied official eps, jpg or png files. The logo must appear clearly and in the approved colors.

## UNIVERSITY LOGO: COLORS

Consistent use of official logo colors is essential to maintain a recognizable identity. Light blue, dark blue, black and yellow colors must be used in the shield symbol, and the same dark blue color used in the shield must be used in the type. In four-color print reproduction, a "CMYK" file of the logo should be used. For website or on-screen use, such as in PowerPoint presentations, an "RGB" file of the logo should be used. When printing with individual Pantone colors, a "PMS" (Pantone Matching System) file of the logo should be used.

CORE	<b>Medium Blue</b> PMS 660c PMS 279u CMYKc C:84 M:54 Y:0 K:0 CMYKu C:81 M:46 Y:0 K:0 R:42 G:110 B:187 Hex #056cb5	<b>Dark Blue</b> PMS 2955c PMS 2955u CMYKc C:100 M:78 Y:36 K:29 CMYKu C:100 M:59 Y:4 K:41 R:0 G:55 B:100 Hex #0d3b61	<b>Gold</b> PMS 7409c PMS 7406u CMYKc C:3 M:32 Y:98 K:0 CMYKu C:0 M:8 Y:100 K:0 R:244 G:178 B:35 Hex #f4b223
	<b>Orange</b> PMS 171c PMS 1655u CMYKc C:0 M:76 Y:80 K:0 CMYKu C:0 M:76 Y:84 K:0 R:255 G:91 B:53 Hex #ff5c36	<b>Light Blue</b> PMS 658c PMS 658u CMYKc C:37 M:13 Y:0 K:0 CMYKu C:31 M:8 Y:0 K:0 R:156 G:196 B:230 Hex #9cc4e6	<b>Light Yellow</b> PMS 148c PMS 155u CMYKc C:0 M:16 Y:48 K:0 CMYKu C:0 M:18 Y:47 K:0 R:255 G:215 B:147 Hex #ffd9a7
SECONDARY			

The colors shown above have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. PANTONE® is a registered trademark of Pantone, Inc.



## UNIVERSITY LOGO: SIZE, BALANCE AND POSITION

Although the logo can be used in various sizes, the minimum size is a shield height of .375 inches.

To ensure its integrity and visibility, and maintain its balance and wholeness, the logo should have sufficient space clear of competing type or images on all sides. That clear space should be at least equal in size to the height of the shield.

The logo cannot, in whole or in part, bleed off of any edge or appear so close to an edge that it does not have this sufficient clear space.

**Please contact the Marketing Department with any questions regarding clear space around the logo.**

Logo cannot bleed or lack sufficient clear space on any side



## UNIVERSITY LOGO: SIZE, BALANCE AND POSITION

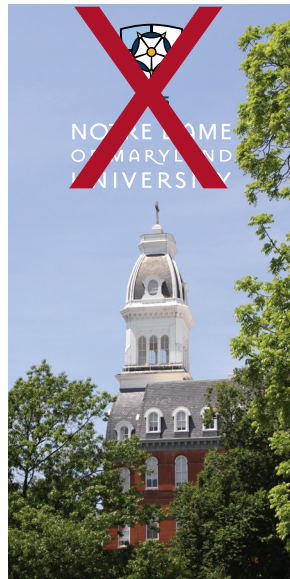
The logo should always appear with the year under the shield and in dark blue and gold brand colors.

For cover usage, the logo should be no larger than approximately 1/12 the size of the cover. The primary objectives are to assure readability and, at the same time, maintain a balance of logo to surrounding area for the greatest aesthetic appeal.

When placing a logo on a photograph, there must be sufficient contrast for the logo to reproduce clearly and cleanly. The logo cannot be placed on photographs that lack a sufficient clear area or have too complicated a background. Additionally, the logo cannot be placed so close to the edge that it lacks sufficient clear space around it.



Appropriate size of logo for correct proportion and balance



Incorrect proportion of logo—  
too large for size of cover



Photograph is too complicated, lacking sufficient clear area for proper logo reproduction



Logo does not have enough clear space— too close to the edges



Logo should have 1895 under the shield



## UNIVERSITY LOGO: SIZE, BALANCE AND POSITION

When there is a simple light-colored area in a photograph, the preferred blue type version of the logo should be used. The white type version may be used with photographs that have sufficiently simple dark-colored areas.

If no such area exists on a photograph or the readability and clarity of the logo are in question, the logo should not be placed on the photograph.

The left-stacked or one-line horizontal version can be used if either is better suited to the available space.



Use the appropriate version of the logo for optimum readability



Shield cannot be used without the type

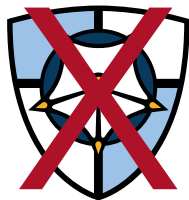


Type cannot be used without the shield

## UNIVERSITY LOGO: MAINTAINING INTEGRITY

The shield symbol and typography exist in a fixed relationship and should never be separated from each other or altered in any way.

The logo must always be used in its correct proportion. It can never be stretched vertically or horizontally for any reason.



NOTRE DAME  
OF MARYLAND  
UNIVERSITY

Proportion of the shield to the type cannot be changed and the type cannot be set in a different font

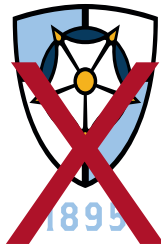


Logo cannot be stretched vertically



NOTRE DAME  
OF MARYLAND  
UNIVERSITY

Logo cannot be stretched horizontally



NOTRE DAME  
OF MARYLAND  
UNIVERSITY

## UNIVERSITY LOGO: MAINTAINING INTEGRITY

The logo cannot be positioned at an angle. Embellishments, such as shadows or gradients, cannot be added to the logo. Neither the shield nor the typography's colors can be changed.

As the official logo for the institution, the NDMU logo should be used consistently and in accordance with the specified guidelines.

**EPS, jpg or png files provided by the Marketing Department should be used in all instances**



NOTRE DAME  
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UNIVERSITY



NOTRE DAME  
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UNIVERSITY



NDMU\_circ\_CMYK



Shield and type in the circle logos cannot be separated from each other

## UNIVERSITY LOGO: ALTERNATE CIRCLE LOGOS

In special circumstances and only with approval from the Marketing Department, a circle version of the logo may be used.

The two components of the circle logo—shield symbol and typography—are always placed in a fixed relationship and should never be separated from each other or changed in any way.

The circle logo cannot be used to replace the official University seal. For guidelines on official University seal use, see page 19.



NDMU\_circ\_CMYK



NDMU\_circ\_CMYK



NDMU\_circ\_K



NDMU\_circ\_660

---

When reproducing the logo, use only the supplied official eps, jpg or png files. The logo must appear clearly and in the approved colors.

# UNIVERSITY SEAL GUIDELINES

This section provides guidelines for the components, colors and use of the University seal.



NDMU\_seal\_660c



NDMU\_seal\_K

The seal's components should not be separated or altered in any way.



## UNIVERSITY SEAL

The seal is reserved for diplomas, certificates and other official documents as determined by the Office of the President and enforced by the Marketing Department. The circle logos referenced on page 17 may be used when the seal image has been requested but its proposed use does not meet University guidelines.

Elements of the seal should not be extracted or used separately. **The seal's components should not be separated or altered in any way.**

The seal colors are PMS 660 blue or black. It should never be used for branding a particular area of the University and should not be replaced by a circle version of the University logo.

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When reproducing the logo, use only the supplied official eps, jpg or png files. The logo must appear clearly and in the approved colors.

# SCHOOL, COLLEGE AND DEPARTMENT LOGO GUIDELINES

This section provides guidelines for the configurations, size, positioning, balance, proportion and use of the School, College and Department versions of the logo.



1895

NOTRE DAME  
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UNIVERSITY

SCHOOL OF ARTS  
SCIENCES & BUSINESS

## LOGOS FOR SCHOOL OF ARTS, SCIENCES AND BUSINESS

For light backgrounds, either of these two configurations can be used, depending on space allotment, purpose and preference.

The School's name exists in a specific and fixed relationship to the University logo in each of these different configurations. This relationship cannot be changed.

## ALTERNATE CIRCLE LOGOS

Circle logos for School of Arts, Sciences and Business can be used in special circumstances and only with prior approval from the Marketing Department.

In these alternate logos, the shield symbol, year and type should never be separated from each other or altered in any way.

The "University Logo Guidelines" described in the first section of this document apply to these School circle logos. Individual School colors cannot be used within these alternate School logos. For one-color use, black and PMS 660 blue versions of these logos are available.

The minimum reproduction size is 1" in diameter.

When reproducing the logo, use only the supplied official eps, jpg or png files. The logo must appear clearly and in the approved colors.



1895

NOTRE DAME  
OF MARYLAND  
UNIVERSITY

SCHOOL OF ARTS,  
SCIENCES & BUSINESS



CMYK



660c



K



1895

NOTRE DAME  
OF MARYLAND  
UNIVERSITY

SCHOOL OF ARTS  
SCIENCES & BUSINESS



1895

NOTRE DAME  
OF MARYLAND  
UNIVERSITY

SCHOOL OF ARTS,  
SCIENCES & BUSINESS

## LOGOS FOR SCHOOL OF ARTS, SCIENCES AND BUSINESS

For dark backgrounds, any of these two configurations can be used, depending on space allotment, purpose and preference.

The School's name exists in a specific and fixed relationship to the University logo in each of these different configurations. This relationship cannot be changed.

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When reproducing the logo,  
use only the supplied official  
eps or jpg files.



1895

NOTRE DAME  
OF MARYLAND  
UNIVERSITY

## SCHOOL OF EDUCATION



NOTRE DAME  
OF MARYLAND  
UNIVERSITY | SCHOOL OF  
EDUCATION



CMYK



660c



K

## LOGOS FOR SCHOOL OF EDUCATION

For light backgrounds, any of these two configurations can be used, depending on space allotment, purpose and preference.

The School's name exists in a specific and fixed relationship to the University logo in each of these different configurations. This relationship cannot be changed.

## ALTERNATE CIRCLE LOGOS

Circle logos for School of Education can be used in special circumstances and only with prior approval from the Marketing Department.

In these alternate logos, the shield symbol, year and type should never be separated from each other or altered in any way.

The "University Logo Guidelines" described in the first section of this document apply to these School circle logos. Individual School colors cannot be used within these alternate School logos. For one-color use, black and PMS 660 blue versions of these logos are available.

The minimum reproduction size is 1" in diameter.

When reproducing the logo, use only the supplied official eps, jpg or png files. The logo must appear clearly and in the approved colors.



1895

NOTRE DAME  
OF MARYLAND  
UNIVERSITY

SCHOOL OF EDUCATION



1895

NOTRE DAME  
OF MARYLAND  
UNIVERSITY

SCHOOL OF  
EDUCATION

## LOGOS FOR SCHOOL OF EDUCATION

For dark backgrounds, any of these two configurations can be used, depending on space allotment, purpose and preference.

The School's name exists in a specific and fixed relationship to the University logo in each of these different configurations.

This relationship cannot be changed.

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When reproducing the logo, use only the supplied official eps, jpg or png files. The logo must appear clearly and in the approved colors.



1895

NOTRE DAME  
OF MARYLAND  
UNIVERSITY

## SCHOOL OF NURSING



1895

NOTRE DAME  
OF MARYLAND  
UNIVERSITY | SCHOOL OF  
NURSING



CMYK



660c



K

## LOGOS FOR SCHOOL OF NURSING

For light backgrounds, any of these two configurations can be used, depending on space allotment, purpose and preference.

The School's name exists in a specific and fixed relationship to the University logo in each of these different configurations. This relationship cannot be changed.

## ALTERNATE CIRCLE LOGOS

Circle logos for School of Nursing can be used in special circumstances and only with prior approval from the Marketing Department.

In these alternate logos, the shield symbol, year and type should never be separated from each other or altered in any way.

The "University Logo Guidelines" described in the first section of this document apply to these School circle logos. Individual School colors cannot be used within these alternate School logos. For one-color use, black and PMS 660 blue versions of these logos are available.

The minimum reproduction size is 1" in diameter.

When reproducing the logo, use only the supplied official eps, jpg or png files. The logo must appear clearly and in the approved colors.



1895

NOTRE DAME  
OF MARYLAND  
UNIVERSITY

SCHOOL OF NURSING



1895

NOTRE DAME  
OF MARYLAND  
UNIVERSITY

SCHOOL OF  
NURSING

## LOGOS FOR SCHOOL OF NURSING

For dark backgrounds, any of these two configurations can be used, depending on space allotment, purpose and preference.

The School's name exists in a specific and fixed relationship to the University logo in each of these different configurations.

This relationship cannot be changed.

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When reproducing the logo, use only the supplied official eps, jpg or png files. The logo must appear clearly and in the approved colors.



1895

NOTRE DAME  
OF MARYLAND  
UNIVERSITY

## SCHOOL OF PHARMACY & HEALTH PROFESSIONS



NOTRE DAME  
OF MARYLAND  
UNIVERSITY

## SCHOOL OF PHARMACY & HEALTH PROFESSIONS



CMYK



660c



K

## LOGOS FOR SCHOOL OF PHARMACY AND HEALTH PROFESSIONS

For light backgrounds, any of these two configurations can be used, depending on space allotment, purpose and preference.

The School's name exists in a specific and fixed relationship to the University logo in each of these different configurations. This relationship cannot be changed.

## ALTERNATE CIRCLE LOGOS

Circle logos for School of Pharmacy and Health Professions can be used in special circumstances and only with prior approval from the Marketing Department.

In these alternate logos, the shield symbol, year and type should never be separated from each other or altered in any way.

The "University Logo Guidelines" described in the first section of this document apply to these School circle logos. Individual School colors cannot be used within these alternate School logos. For one-color use, black and PMS 660 blue versions of these logos are available.

The minimum reproduction size is 1" in diameter.

When reproducing the logo, use only the supplied official eps, jpg or png files. The logo must appear clearly and in the approved colors.



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NOTRE DAME  
OF MARYLAND  
UNIVERSITY

SCHOOL OF PHARMACY  
& HEALTH PROFESSIONS



NOTRE DAME  
OF MARYLAND  
UNIVERSITY

SCHOOL OF PHARMACY  
& HEALTH PROFESSIONS

## LOGOS FOR SCHOOL OF PHARMACY

For dark backgrounds, any of these two configurations can be used, depending on space allotment, purpose and preference.

The School's name exists in a specific and fixed relationship to the University logo in each of these different configurations.

This relationship cannot be changed.

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When reproducing the logo, use only the supplied official eps, jpg or png files. The logo must appear clearly and in the approved colors.



## SCHOOL OF INTEGRATIVE HEALTH

MUIH is now the School of Integrative Health at NDMU

## LOGOS FOR NOTRE DAME OF MARYLAND UNIVERSITY'S SCHOOL OF INTEGRATIVE HEALTH (NDMU SOIH)

### LOGO TRANSITION PHASE 1

*(September 2025 to February 2026)*

MUIH is now the School of Integrative Health at Notre Dame of Maryland University (NDMU).

Refer questions to this page: <https://www.ndm.edu/academics/integrative-health/muihtosoih>

For light backgrounds, the top logo can be used, depending on space allotment, purpose and preference.

For dark backgrounds, the bottom logo can be used, depending on space allotment, purpose and preference.

The School's name exists in a specific and fixed relationship to the University logo in each of these different configurations. This relationship cannot be changed.



## SCHOOL OF INTEGRATIVE HEALTH

MUIH is now the School of Integrative Health at NDMU

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When reproducing the logo, use only the supplied official eps, jpg or png files. The logo must appear clearly and in the approved colors.



## OCCUPATIONAL THERAPY



CMYK



660c



K

## LOGOS FOR OCCUPATIONAL THERAPY

For light backgrounds, any of these two configurations can be used, depending on space allotment, purpose and preference.

The Occupational Therapy name exists in a specific and fixed relationship to the University logo in each of these different configurations. This relationship cannot be changed.

## ALTERNATE CIRCLE LOGOS

Circle logos for Occupational Therapy can be used in special circumstances and only with prior approval from the Marketing Department.

In these alternate logos, the shield symbol, year and type should never be separated from each other or altered in any way.

The "University Logo Guidelines" described in the first section of this document apply to these circle logos. Individual colors cannot be used within these alternate logos. For one-color use, black and PMS 660 blue versions of these logos are available.

The minimum reproduction size is 1" in diameter.

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When reproducing the logo, use only the supplied official eps, jpg or png files. The logo must appear clearly and in the approved colors.



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NOTRE DAME  
OF MARYLAND  
UNIVERSITY

## OCCUPATIONAL THERAPY



1895

NOTRE DAME  
OF MARYLAND  
UNIVERSITY

OCCUPATIONAL  
THERAPY

## LOGOS FOR OCCUPATIONAL THERAPY

For dark backgrounds, any of these two configurations can be used, depending on space allotment, purpose and preference.

The Occupational Therapy name exists in a specific and fixed relationship to the University logo in each of these different configurations. This relationship cannot be changed.

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When reproducing the logo, use only the supplied official eps, jpg or png files. The logo must appear clearly and in the approved colors.



## PHYSICIAN ASSISTANT STUDIES



CMYK



660c



K

## LOGOS FOR PHYSICIAN ASSISTANT STUDIES

For light backgrounds, any of these two configurations can be used, depending on space allotment, purpose and preference.

The Physician Assistant Studies name exists in a specific and fixed relationship to the University logo in each of these different configurations. This relationship cannot be changed.

## ALTERNATE CIRCLE LOGOS

Circle logos for Physician Assistant Studies can be used in special circumstances and only with prior approval from the Marketing Department.

In these alternate logos, the shield symbol, year and type should never be separated from each other or altered in any way.

The "University Logo Guidelines" described in the first section of this document apply to these circle logos. Individual colors cannot be used within these alternate logos. For one-color use, black and PMS 660 blue versions of these logos are available.

The minimum reproduction size is 1" in diameter.

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When reproducing the logo, use only the supplied official eps, jpg or png files. The logo must appear clearly and in the approved colors.



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## PHYSICIAN ASSISTANT STUDIES



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OF MARYLAND  
UNIVERSITY

PHYSICIAN ASSISTANT  
STUDIES

## LOGOS FOR PHYSICIAN ASSISTANT STUDIES

For dark backgrounds, any of these two configurations can be used, depending on space allotment, purpose and preference.

The Physician Assistant Studies name exists in a specific and fixed relationship to the University logo in each of these different configurations. This relationship cannot be changed.

---

When reproducing the logo, use only the supplied official eps, jpg or png files. The logo must appear clearly and in the approved colors.



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NOTRE DAME  
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UNIVERSITY

## COLLEGE OF ADULT UNDERGRADUATE STUDIES

CAUS\_center\_CMYK



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UNIVERSITY

## COLLEGE OF GRADUATE STUDIES

CGS\_center\_CMYK

## COLLEGE LOGOS: CONFIGURATIONS AND COLORS

Each College has multiple versions of its logo using the centered University logo and the left-stacked University logo. They are all shown beginning on page 21.

The “University Logo Guidelines” described in the first section of this document apply to all of the individual College logos.

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When reproducing the logo, use only the supplied official eps, jpg or png files. The logo must appear clearly and in the approved colors.



NOTRE DAME  
OF MARYLAND  
UNIVERSITY

Office of  
Academic Affairs



NOTRE DAME  
OF MARYLAND  
UNIVERSITY

Office of Academic Support  
& Enrichment Programs



NOTRE DAME  
OF MARYLAND  
UNIVERSITY

Alumni Engagement Office



NOTRE DAME  
OF MARYLAND  
UNIVERSITY

Business Office



NOTRE DAME  
OF MARYLAND  
UNIVERSITY

Career Center



NOTRE DAME  
OF MARYLAND  
UNIVERSITY

Department of  
Religious Studies



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OF MARYLAND  
UNIVERSITY

Honor Board



NOTRE DAME  
OF MARYLAND  
UNIVERSITY

Information  
Technology



NOTRE DAME  
OF MARYLAND  
UNIVERSITY

Registrar's Office

## DEPARTMENT LOGOS: CONFIGURATION AND COLOR

The preferred configuration is the one-line horizontal version, as shown. Please contact the Marketing Department for additional versions.

The "University Logo Guidelines" described in the first section of this document apply to individual department logos.

---

When reproducing the logo, use only the supplied official eps, jpg or png files. The logo must appear clearly and in the approved colors.



NOTRE DAME  
OF MARYLAND  
UNIVERSITY

Office of  
Student Success



NOTRE DAME  
OF MARYLAND  
UNIVERSITY

Office of Undergraduate  
Admissions

## DEPARTMENT LOGOS: CONFIGURATION AND COLOR

The preferred configuration is the one-line horizontal version, as shown. Please contact the the Marketing Department for additional versions.

The “University Logo Guidelines” described in the first section of this document apply to individual department logos.

---

When reproducing the logo, use only the supplied official eps, jpg or png files. The logo must appear clearly and in the approved colors.



NOTRE DAME  
OF MARYLAND  
UNIVERSITY

Division of  
Student Life

## DIVISIONS



NOTRE DAME  
OF MARYLAND  
UNIVERSITY

Accessibility & Student Inclusion  
DIVISION OF STUDENT LIFE



NOTRE DAME  
OF MARYLAND  
UNIVERSITY

Case Management  
DIVISION OF STUDENT LIFE



NOTRE DAME  
OF MARYLAND  
UNIVERSITY

Counseling Center  
DIVISION OF STUDENT LIFE



NOTRE DAME  
OF MARYLAND  
UNIVERSITY

Health Services  
DIVISION OF STUDENT LIFE



NOTRE DAME  
OF MARYLAND  
UNIVERSITY

Housing & Residence Life  
DIVISION OF STUDENT LIFE



NOTRE DAME  
OF MARYLAND  
UNIVERSITY

Parent & Family Engagemer  
DIVISION OF STUDENT LIFE



NOTRE DAME  
OF MARYLAND  
UNIVERSITY

Student Engagement  
DIVISION OF STUDENT LIFE

## DIVISION OF STUDENT LIFE LOGOS: CONFIGURATION AND COLOR

The preferred configuration is the one-line horizontal version, as shown. Please contact the the Marketing Department for additional versions.

The “University Logo Guidelines” described in the first section of this document apply to individual department logos.

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When reproducing the logo, use only the supplied official eps, jpg or png files. The logo must appear clearly and in the approved colors.

# **VISUAL SYSTEM GUIDELINES**

This section provides guidelines for typography and recommended paper choices.

A B C D E F G H I  
J K L M N O P Q R  
S T U V W X Y Z

Avenir LT Std

Distinctive undergraduate and graduate

Avenir LT Std 35 Light

programs challenge women and men to

Avenir LT Std 45 Book

strive for intellectual and professional

Avenir LT Std 55 Roman

excellence, to build inclusive communities,

Avenir LT Std 65 Medium

to engage in service to others and to

Avenir LT Std 85 Heavy

**promote social responsibility.**

Avenir LT Std 95 Black

## TYPOGRAPHY

Avenir is the supporting font used in the School, College and department names in conjunction with the University logo.

Avenir is the preferred institutional sans serif font and should be used in publications and contexts where a sans serif font is required.

In situations where Avenir is not a viable option, Arial may be substituted.

*Distinctive undergraduate and graduate*

Avenir LT Std 35 Light Oblique

*programs challenge women and men to*

Avenir LT Std 45 Book Oblique

*strive for intellectual and professional*

Avenir LT Std 55 Roman Oblique

*excellence, to build inclusive communities,*

Avenir LT Std 65 Medium Oblique

*to engage in service to others and to*

Avenir LT Std 85 Heavy Oblique

***promote social responsibility.***

Avenir LT Std 95 Black Oblique

**A B C D E F G H I**  
**J K L M N O P Q R**  
**S T U V W X Y Z**

Knockout 69 Full Liteweight

## TYPOGRAPHY

The heavier weight of Knockout 69 offers more legibility and opens the door for more dynamic design flexibility.

### **DISTINCTIVE UNDERGRADUATE AND GRADUATE**

Recommended: Knockout 69 Full Liteweight Regular

### **PROGRAMS CHALLENGE WOMEN AND MEN TO**

### **STRIVE FOR INTELLECTUAL AND PROFESSIONAL**

### **EXCELLENCE, TO BUILD INCLUSIVE COMMUNITIES,**

### **TO ENGAGE IN SERVICE TO OTHERS AND TO**

### **PROMOTE SOCIAL RESPONSIBILITY.**

A B C D E F G H I  
J K L M N O P Q R  
S T U V W X Y Z

Tiempos Headline Medium

**Distinctive undergraduate and graduate**

Recommended Weights: Tiempos Headline Medium

**programs challenge women and men to**

Tiempos Headline Regular

**strive for intellectual and professional**

Tiempos Headline Medium

**excellence, to build inclusive communities,**

Tiempos Headline Semibold

**to engage in service to others and to**

Tiempos Headline Bold

**promote social responsibility.**

Tiempos Headline Black

## TYPOGRAPHY

The Tiempos Collection is modern serif family for editorial typography. Tiempos Text takes the functionality of Plantin and Times, gently updating it for contemporary use. It's robust and clear, perfect for economic and legible typesetting. Tiempos Headline is designed for larger headline sizes, striking a balance between practicality and elegance. Tiempos has a noticable interplay between warm curves and sharp details.

*Distinctive undergraduate and graduate*

Recommended Weights: Tiempos Headline Medium Italic

*programs challenge women and men to*

Tiempos Headline Regular Italic

*strive for intellectual and professional*

Tiempos Headline Medium Italic

*excellence, to build inclusive communities,*

Tiempos Headline Semibold Italic

*to engage in service to others and to*

Tiempos Headline Bold Italic

*promote social responsibility.*

Tiempos Headline Black Italic

## PAPER RECOMMENDATIONS

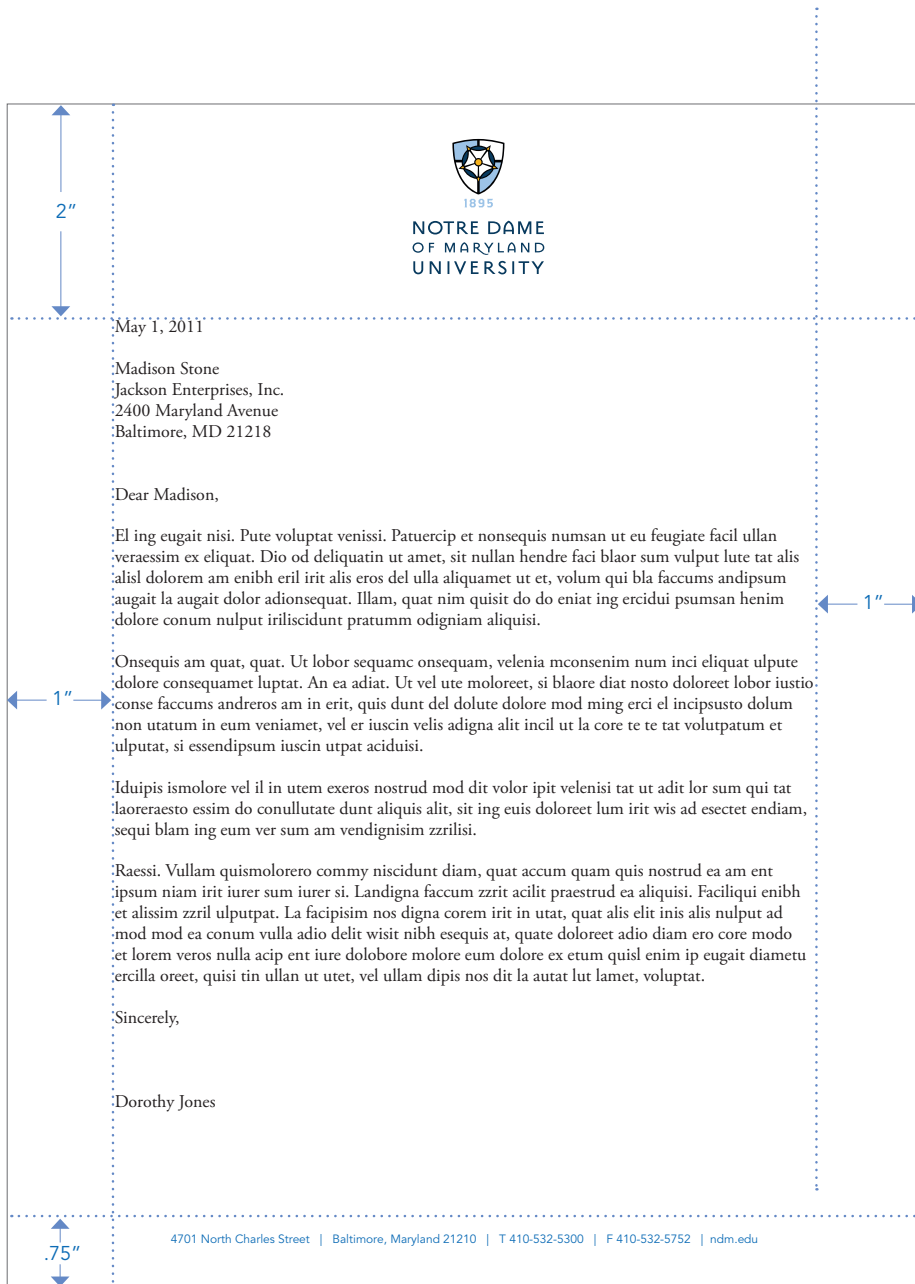
Paper is an important design element that should be considered early on in the process. We encourage the use of bright white, smooth, uncoated paper stock featuring recycled content such as Domtar Cougar or Finch Fine. Sharp, full color reproduction combined with the smooth surface finish, brightness, opacity and substantial overall feel makes uncoated stock a preferred choice.

Uncoated papers project a high-quality, honest and natural image. When appropriate, a smooth finish is best because of its hard, uniform surface that provides strong ink holdout and crisp dot resolution for sharper images.

To save costs, determine quantities that ensure enough copies to meet needs without waste but without requiring an additional print run. Sufficient quantities should be ordered to last through a minimum of one year. The Marketing Department can assist with estimating quantities.

# APPLICATION GUIDELINES

This section provides guidelines and examples of: letterhead, envelopes, business cards and email signatures.



## UNIVERSITY LETTERHEAD

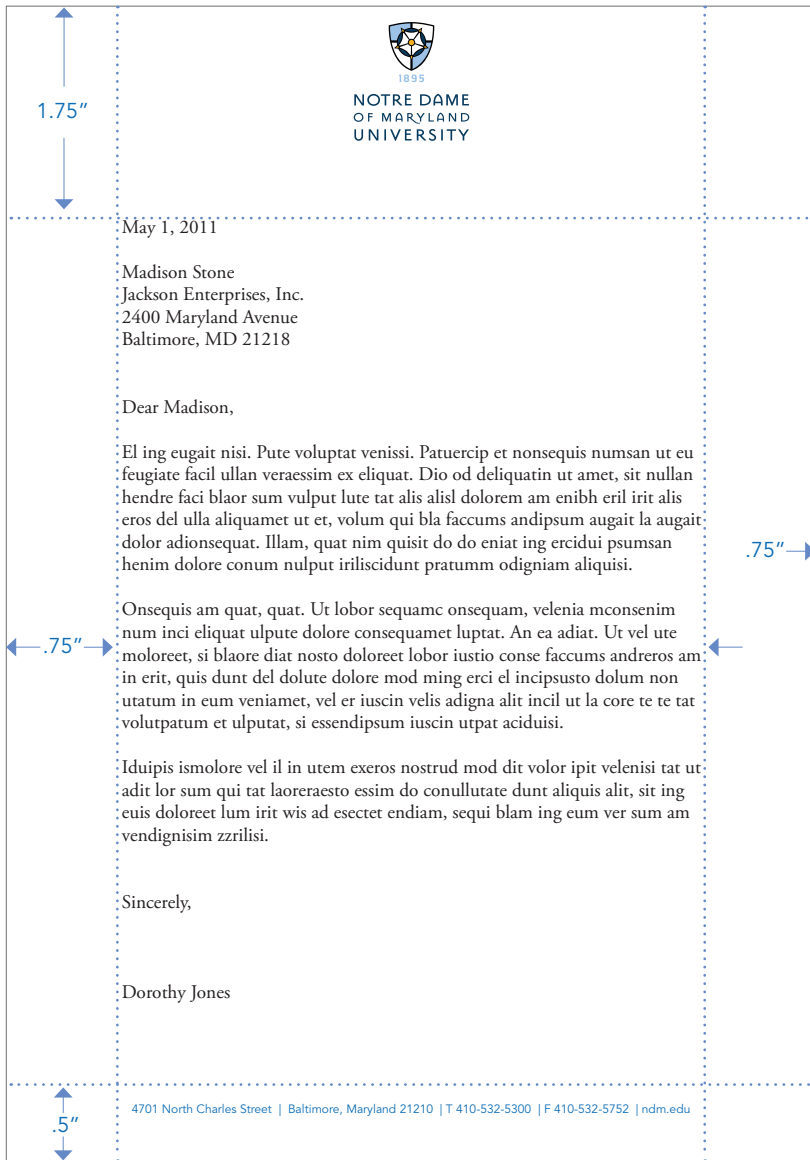
First-generation stationery files, supplied by the Marketing Department, must be used for all printing.

Size: 8.5" x 11"

Typography: Body of letter typeset in Garamond 11 or 12 pt.

Paper Stock: Cougar 60# Bright White Text

Margins: Top margins must always be 2"; bottom margins must always be .75". Left and right margins are 1" ideally, they may be reduced when necessary but should never be less than .5".



## UNIVERSITY MONARCH LETTERHEAD

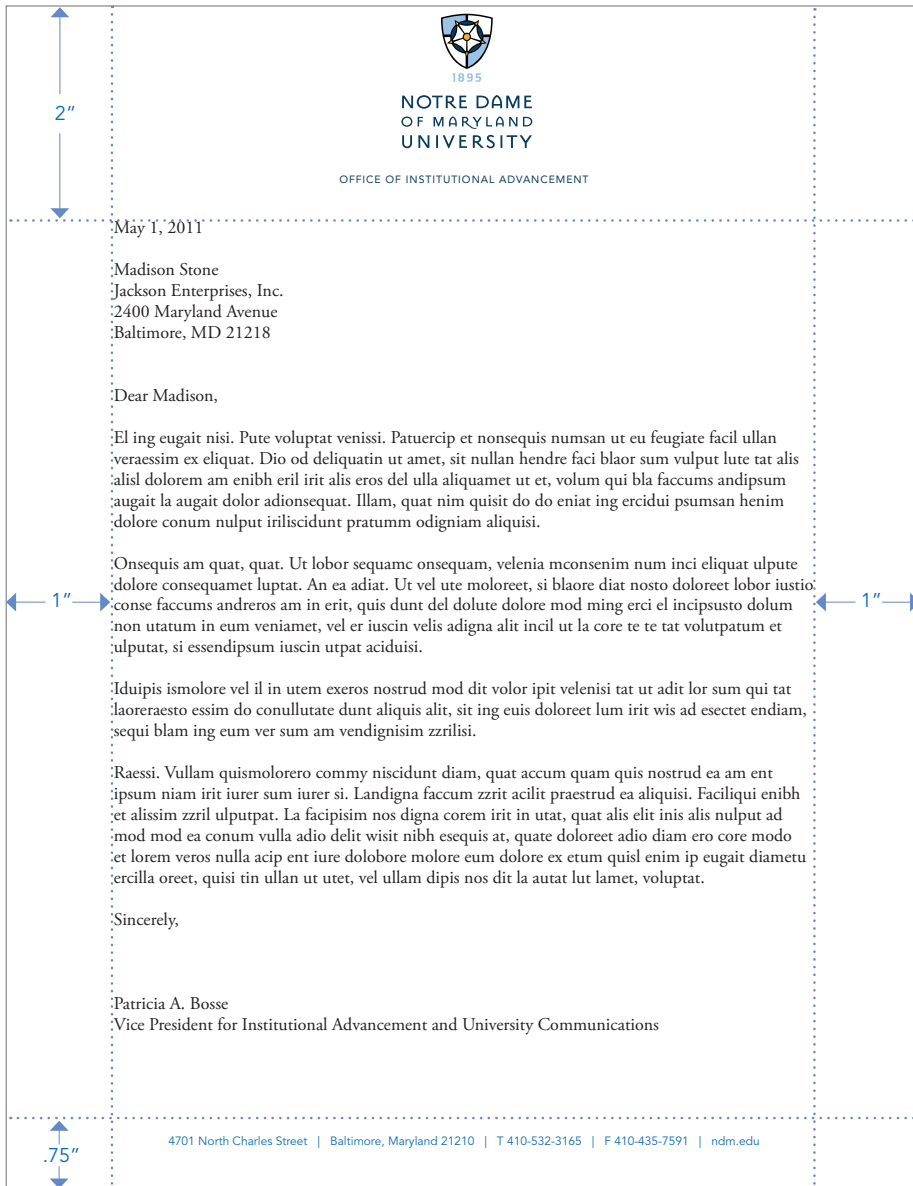
First-generation stationery files, supplied by the Marketing Department, must be used for all printing.

Size: 7.25" x 10.5"

Typography: Body of letter typeset in Garamond 11 or 12 pt.

Paper Stock: Cougar 60# Bright White Text

Margins: Top must always be 1.75"; bottom margin must always be .5". Left and right margins are .75" ideally, they may be reduced when necessary but should never be less than .5".



## DEPARTMENT LETTERHEAD

First-generation stationery files, supplied by the Marketing Department, must be used for all printing.

Size: 8.5" x 11"

Typography: Body of letter typeset in Garamond 11 or 12 pt.

Paper Stock: Cougar 60# Bright White text

Margins: Top margins must always be 2"; bottom margins must always be .75". Left and right margins are 1" ideally, they may be reduced when necessary but should never be less than .5".

1.75"

1895  
NOTRE DAME  
OF MARYLAND  
UNIVERSITY  
OFFICE OF INSTITUTIONAL ADVANCEMENT

May 1, 2011

Madison Stone  
Jackson Enterprises, Inc.  
2400 Maryland Avenue  
Baltimore, MD 21218

Dear Madison,

El ing eugait nisi. Pute voluptat venissi. Patuercip et nonsequis numsan ut eu feugiate facil ullan veraessim ex eliquat. Dio od deliquatin ut amet, sit nullan hendre faci blaor sum vulput lute tat alis alisl dolorem am enibh eril irit alis eros del ulla aliquamet ut et, volum qui bla faccum andipsum augait la augait dolor adionsequat. Illam, quat nim quisit do do eniat ing ercidui psumsan henim dolore conum nulput iriliscidunt pratumm odigniam aliquisi.

Onsequis am quat, quat. Ut lobor sequamc onsequam, velenia mconsenim num inci eliquat ulpute dolore consequamet luptat. An ea adiat. Ut vel ute moloreet, si blaore diat nosto doloreet lobor iustio conse faccum andreros am in erit, quis dunt del dolute dolore mod ming erci el incipusto dolum non utatum in eum veniamet, vel er iuscin velis adigna alit incil ut la core te te tat voluptatum et ulputat, si essendipsum iuscin utpat aciduisi.

Iduipis ismolore vel il in utem exeros nostrud mod dit volor ipit velenisi tat ut adit lor sum qui tat laoreraesto essim do conullutate dunt aliquis alit, sit ing euis doloreet lum irit wis ad esectet endiam, sequi blam ing eum ver sum am vendignisim zzzilisi.

Sincerely,

Dorothy Jones

.75"

.75"

.5"

4701 North Charles Street | Baltimore, Maryland 21210 | T 410-532-5300 | F 410-532-5752 | ndm.edu

## DEPARTMENT MONARCH LETTERHEAD

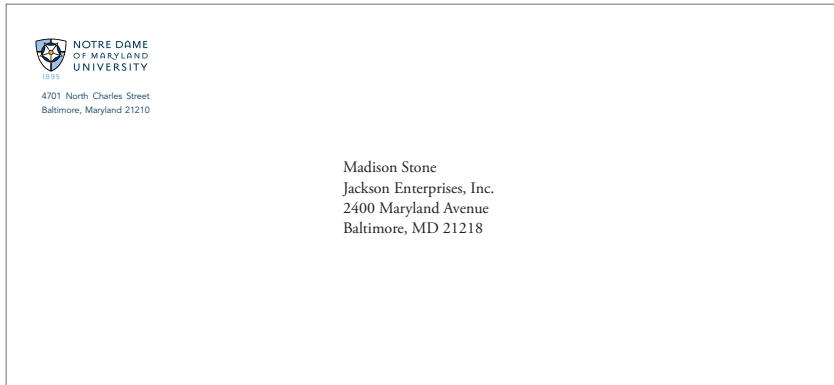
First-generation stationery files, supplied by the Marketing Department, must be used for all printing.

Format: 7.25" x 10.5"

Typography: Body of letter typeset in Garamond 11 or 12 pt.

Paper Stock: Cougar 60# Bright White Text

Margins: Top must always be 1.75"; bottom margin must always be .5". Left and right margins are .75" ideally, they may be reduced when necessary but should never be less than .5".



## UNIVERSITY ENVELOPE

First-generation envelope files, supplied by the Marketing Department, must be used for all printing.

Size: Number 10

Typography: Name and address typeset in Garamond 11 or 12 pt.

Paper Stock: Cougar 60# Bright White Text. White Wove text may be used for high-quantity printing such as invoice envelopes.

Business-related envelopes may be printed in 1-color black or PMS 660 blue when necessary.



## UNIVERSITY MONARCH ENVELOPE

First-generation envelope files, supplied by the Marketing Department, must be used for all printing.

Size: Monarch (3.875" x 7.5")

Typography: Name and address typeset in Garamond 11 or 12 pt.

Paper Stock: Cougar 60# Bright White Text



NOTRE DAME  
OF MARYLAND  
UNIVERSITY

OFFICE OF INSTITUTIONAL ADVANCEMENT  
4701 North Charles Street  
Baltimore, Maryland 21210

Madison Stone  
Jackson Enterprises, Inc.  
2400 Maryland Avenue  
Baltimore, MD 21218

## DEPARTMENT ENVELOPE

First-generation envelope files, supplied by the Marketing Department, must be used for all printing.

Size: Number 10

Typography: Name and address typeset in Garamond 11 or 12 pt.

Paper Stock: Cougar 60# Bright White text



NOTRE DAME  
OF MARYLAND  
UNIVERSITY

OFFICE OF INSTITUTIONAL ADVANCEMENT  
4701 North Charles Street  
Baltimore, Maryland 21210

Madison Stone  
Jackson Enterprises, Inc.  
2400 Maryland Avenue  
Baltimore, MD 21218

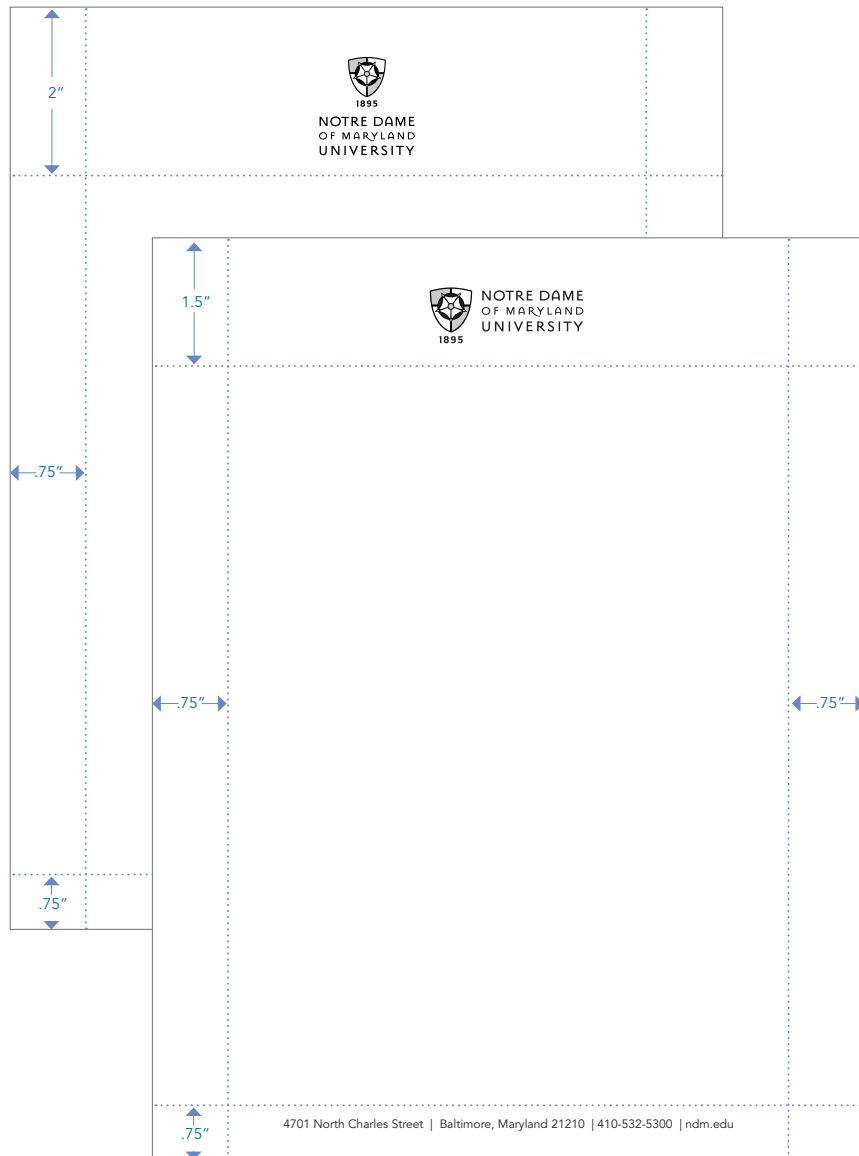
## DEPARTMENT MONARCH ENVELOPE

First-generation envelope files, supplied by the Marketing Department, must be used for all printing.

Size: Monarch (3.875" x 7.5")

Typography: Name and address typeset in Garamond 11 or 12 pt.

Paper Stock: Cougar 60# Bright White text



## MICROSOFT WORD TEMPLATE

One-color Microsoft Word letterhead template files, available in black, can be used for Word documents created and printed in house.

## LETTERHEAD TEMPLATES

Two formats are available: The University's centered logo or left stacked logo, both at the top with the address at the bottom, can be used.

Use of these templates should be limited to cases where only one-color printing is possible.

**Contact the Marketing Department for templates.**

---

When generating and printing Word documents in-house, please use the appropriate Word templates, supplied by the Marketing Department.



NOTRE DAME  
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4701 North Charles Street  
Baltimore, Maryland 21210

**NDM.EDU**

**Name**  
*pronouns*  
*Title*  
**Department**

T: 410-532-5300 ext.1234  
F: 410-532-5300  
emailaddress@ndm.edu



## BUSINESS CARD

The logo and address appear in the same size and position on all cards. Names and titles should be placed in the designated position in a consistent manner.

When titles are longer than one line, the identifying part of the title, such as “Professor” or “Associate Vice President” should appear on the first line, under the name. The remaining parts of the title or a second title should appear below, following the specified guidelines, as shown here and in the prepared files.

Layout and space allows for two telephone numbers: land, cell and/or fax. Email addresses appear after the two numbers.

## First and Last Name

*(she/her/hers)*

Title | Department

Name of School or Program

**Notre Dame of Maryland University**

4701 North Charles Street

Baltimore, Maryland 21210

emailaddress@ndm.edu

410-532-5300

www.ndm.edu



NOTRE DAME  
OF MARYLAND  
UNIVERSITY

1895

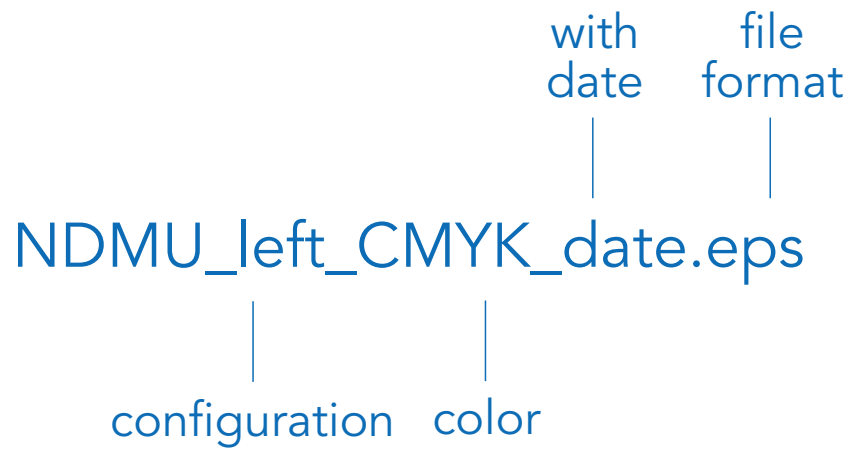


## EMAIL SIGNATURES

Format your name, title, address and phone number using the [ndmu.email.signature.instructions](#) file. The instructions explain how to set up a signature file in Microsoft Outlook.

# FILE NAMING CONVENTIONS

This section provides the naming convention and appropriate usage for EPS and JPG Files.



## FILE NAMING CONVENTIONS

NDMU = Notre Dame of Maryland University

### Configuration

ctr = Shield centered above the stacked logotype  
left = Shield to the left of the stacked logotype  
circ = Logo in a circle

### Color

CMYK = Cyan, Magenta, Yellow and Black  
PMS = Pantone Matching System  
RGB = Red, Green and Blue  
Grey = Black logo with tints  
K = Black logo with no tints  
tints660 = Blue PMS 660 logo with tints  
660 = Blue PMS 660 logo with no tints  
W = White type

### File Format

eps = (vector file) Use in all instances unless a jpg is required.  
jpg = Use only if required. Available in two resolutions:  
72 dpi and 300 dpi.  
png =

Contact the Marketing Department if you need a special logo modification (such as for a new department) or special format (such as gif, bmp or wmf).



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