

# NOTRE DAME OF MARYLAND UNIVERSITY

GRAPHIC IDENTITY STANDARDS AND GUIDELINES



# 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 bottony 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 Gibbons Hall tower, as well as the arches and vaulted ceilings of Marikle Chapel of the Annunciation.

## WHY WE HAVE GRAPHIC IDENTITY STANDARDS AND 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 Office of Marketing Communications 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 Office of Marketing Communications at 410-532-5547.**

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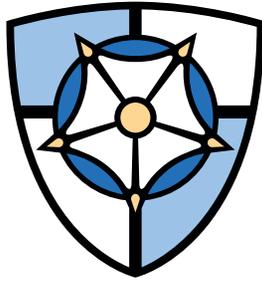
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# UNIVERSITY LOGO GUIDELINES

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.



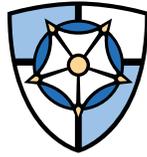
NOTRE DAME  
OF MARYLAND  
UNIVERSITY

## UNIVERSITY LOGO: OVERVIEW

The Notre Dame of Maryland University logo is made up of two components: the shield symbol and the typography (using Mason Sans and Avenir); and has been designed in three different configurations (see page 3).

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



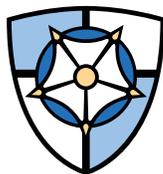
NOTRE DAME  
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UNIVERSITY

Center stacked (NDM\_ctr)



NOTRE DAME OF MARYLAND UNIVERSITY

One horizontal line (NDM\_horiz)



NOTRE DAME  
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UNIVERSITY

Left stacked (NDM\_left)

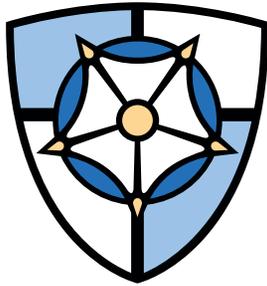
The three different configurations were designed to work suitably and with aesthetic appeal in a variety of spatial sizes and shapes.

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, one of the two alternate versions 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 three configurations.

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



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NDM\_ctr\_CMYK

## UNIVERSITY LOGO: COLORS

Consistent use of official logo colors is essential to maintain a recognizable identity. The following blues, black and yellow colors must be used in the shield symbol, and the same darker blue color used in the shield must be used in the type.

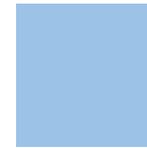
In four-color print reproduction, a “CMYK” file of the logo should be used.

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.



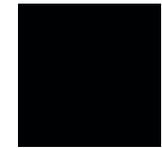
C84 M54 Y0 K0  
R42 G110 B187  
PMS 660



C37 M13 Y0 K0  
R156 G196 B230  
PMS 658



C0 M16 Y48 K0  
R255 G215 B147  
PMS 148



C50 M30 Y30 K100  
R0 G0 B5  
PMS Black

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When reproducing the logo, use only the supplied official eps or jpg files. Choose the appropriate file based on the above guidelines.

## UNIVERSITY LOGO: ONE-COLOR

A black or PMS 660 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 and one-line horizontal versions of the logo.



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NDM\_ctr\_gray



NOTRE DAME  
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NDM\_ctr\_K



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NDM\_ctr\_W\_gray



NOTRE DAME  
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NDM\_ctr\_W\_K



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NDM\_ctr\_tints660

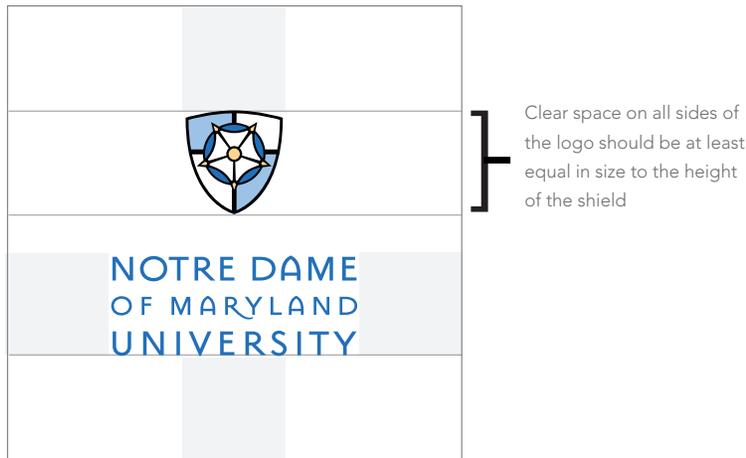
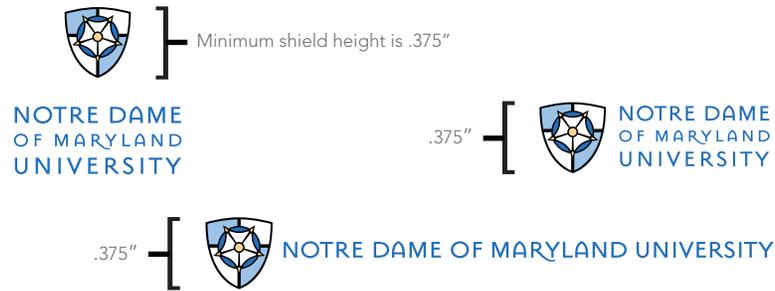


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NDM\_ctr\_660

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When reproducing the logo, use only the supplied official eps or jpg files. Choose the appropriate file based on the above guidelines.



Logo cannot bleed or lack sufficient clear space on any side



## 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.

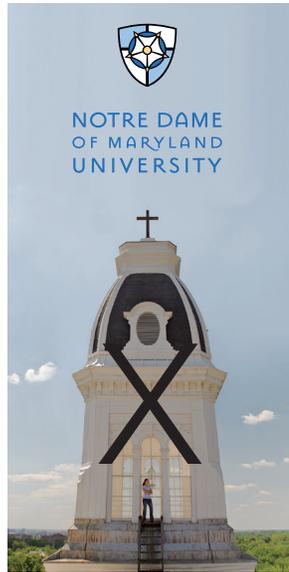
To ensure its integrity and visibility, and maintain its balance and wholeness, the logo should have sufficient space clear of competing type or images on all sides. That clear space should be at least equal in size to the height of the shield.

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 Office of Marketing Communications with any questions regarding clear space around the logo.



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

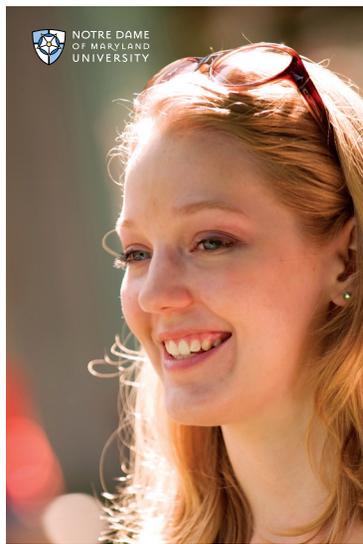
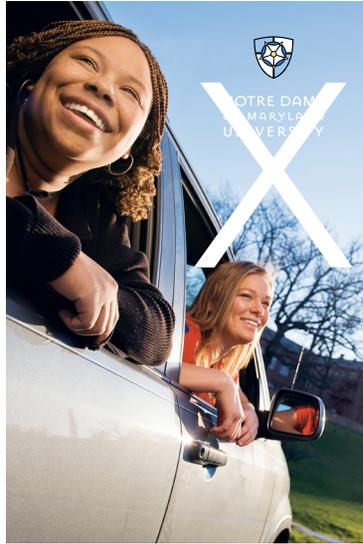
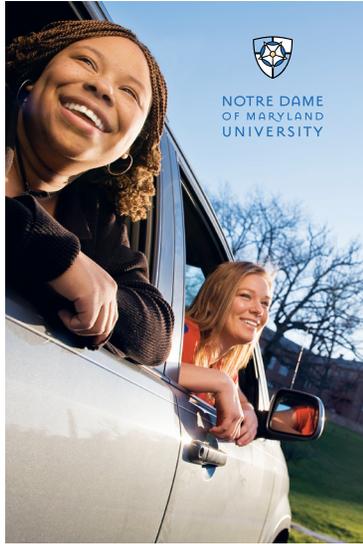
## UNIVERSITY LOGO: SIZE, BALANCE AND POSITION

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.



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



Use the appropriate version of the logo for optimum readability

## 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.



Shield cannot be used without the type

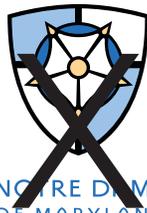


Type cannot be used without the shield

## UNIVERSITY LOGO: MAINTAINING INTEGRITY

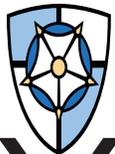
The shield symbol and typography exist in a fixed relationship and should never be separated from each other or altered in any way.

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



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



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Logo cannot be stretched vertically



NOTRE DAME  
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UNIVERSITY

Logo cannot be stretched horizontally



## 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 or jpg files provided by the Office of Marketing Communications should be used in all instances



NDM\_circ



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 Office of Marketing Communications, 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 13.



NDM\_circ



NDM\_circ



NDM\_circ\_K



NDM\_circ\_660

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

## 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 Office of Marketing Communications. The circle logos referenced on page 13 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.



NDM\_seal\_660



NDM\_seal



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When reproducing the seal, use only the supplied official eps or jpg files. Only use the seal for approved purposes.

# SCHOOL, COLLEGE AND DEPARTMENT LOGO GUIDELINES

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



NOTRE DAME  
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SCHOOL OF ARTS  
AND SCIENCES



NOTRE DAME  
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UNIVERSITY

SCHOOL OF EDUCATION



NOTRE DAME  
OF MARYLAND  
UNIVERSITY

SCHOOL OF NURSING



NOTRE DAME  
OF MARYLAND  
UNIVERSITY

SCHOOL OF PHARMACY

## SCHOOL LOGOS: CONFIGURATIONS AND COLORS

Each of the Schools of the University has a designated color, which is used in the name of the School, as shown.

Each School has three versions of its logo; the School of Arts and Sciences has four versions to accommodate the longer name. They are all shown beginning on page 16.

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



C60 M47 Y0 K30  
R85 G98 B146  
PMS 5275



C0 M26 Y100 K26  
R196 G150 B12  
PMS 125



C0 M55 Y60 K27  
R189 G109 B80  
PMS 7524



C27 M0 Y95 K55  
R103 G120 B52  
PMS 5757

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SCHOOL OF ARTS  
AND SCIENCES



NOTRE DAME  
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SCHOOL OF ARTS AND SCIENCES



NOTRE DAME  
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UNIVERSITY

SCHOOL OF ARTS AND SCIENCES



NOTRE DAME  
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UNIVERSITY

SCHOOL OF ARTS AND SCIENCES

## LOGOS FOR SCHOOL OF ARTS AND SCIENCES

For light backgrounds, any of these four 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.



C60 M47 Y0 K30  
R85 G98 B146  
PMS 5275

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SCHOOL OF ARTS  
AND SCIENCES



NOTRE DAME  
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SCHOOL OF ARTS AND SCIENCES



NOTRE DAME  
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UNIVERSITY

SCHOOL OF ARTS AND SCIENCES



NOTRE DAME  
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UNIVERSITY

SCHOOL OF ARTS AND SCIENCES

## LOGOS FOR SCHOOL OF ARTS AND SCIENCES

For dark backgrounds, any of these four 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.

One of the "W" versions of the School logo must be used to reverse from dark or School color backgrounds.



C60 M47 Y0 K30  
R85 G98 B146  
PMS 5275

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SCHOOL OF EDUCATION



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SCHOOL OF EDUCATION



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SCHOOL OF EDUCATION

## LOGOS FOR SCHOOL OF EDUCATION

For light backgrounds, any of these three 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.



C0 M26 Y100 K26  
R196 G150 B12  
PMS 125

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SCHOOL OF EDUCATION



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SCHOOL OF EDUCATION

## LOGOS FOR SCHOOL OF EDUCATION

For dark backgrounds, any of these three 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.

One of the "W" versions of the School logo must be used to reverse from dark or the School color backgrounds.



C0 M26 Y100 K26  
R196 G150 B12  
PMS 125

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SCHOOL OF NURSING



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SCHOOL OF NURSING



NOTRE DAME  
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UNIVERSITY

SCHOOL OF NURSING

## LOGOS FOR SCHOOL OF NURSING

For light backgrounds, any of these three 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.



C0 M55 Y60 K27  
R189 G109 B80  
PMS 7524

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SCHOOL OF NURSING



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SCHOOL OF NURSING



NOTRE DAME  
OF MARYLAND  
UNIVERSITY

SCHOOL OF NURSING

## LOGOS FOR SCHOOL OF NURSING

For dark backgrounds, any of these three 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.

One of the "W" versions of the School logo must be used to reverse from dark or the School color backgrounds.



C0 M55 Y60 K27  
R189 G109 B80  
PMS 7524

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SCHOOL OF PHARMACY



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UNIVERSITY

SCHOOL OF PHARMACY



NOTRE DAME  
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UNIVERSITY

SCHOOL OF PHARMACY

## LOGOS FOR SCHOOL OF PHARMACY

For light backgrounds, any of these three 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.



C27 M0 Y95 K55  
R103 G120 B52  
PMS 5757

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SCHOOL OF PHARMACY



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SCHOOL OF PHARMACY



NOTRE DAME  
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UNIVERSITY

SCHOOL OF PHARMACY

## LOGOS FOR SCHOOL OF PHARMACY

For dark backgrounds, any of these three 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.

One of the "W" versions of the School logo must be used to reverse from dark or the School color backgrounds.



C27 M0 Y95 K55  
R103 G120 B52  
PMS 5757

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## SCHOOL LOGOS: ALTERNATE CIRCLE LOGOS

Circle logos for each School within the University can be used in special circumstances and only with prior approval from the Office of Marketing Communications.

In these alternate logos, the shield symbol 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.



NDM\_circ\_AS\_CMYK



NDM\_circ\_AS\_660



NDM\_circ\_AS\_K



NDM\_circ\_E\_CMYK



NDM\_circ\_E\_660



NDM\_circ\_E\_K



NDM\_circ\_N\_CMYK



NDM\_circ\_N\_660



NDM\_circ\_N\_K



NDM\_circ\_P\_CMYK



NDM\_circ\_P\_660



NDM\_circ\_P\_K

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## WOMEN'S COLLEGE



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## COLLEGE OF ADULT UNDERGRADUATE STUDIES



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## COLLEGE OF GRADUATE STUDIES

## 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 26.

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

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WOMEN'S COLLEGE

## WOMEN'S COLLEGE

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

The College'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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WOMEN'S COLLEGE



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WOMEN'S COLLEGE

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WOMEN'S COLLEGE



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UNIVERSITY

WOMEN'S COLLEGE



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UNIVERSITY

WOMEN'S COLLEGE

## WOMEN'S COLLEGE

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

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

One of the "W" versions of the College logo must be used to reverse from a photograph or color background.

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COLLEGE OF ADULT  
UNDERGRADUATE STUDIES

## COLLEGE OF ADULT UNDERGRADUATE STUDIES

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

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



NOTRE DAME  
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COLLEGE OF ADULT  
UNDERGRADUATE STUDIES



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COLLEGE OF ADULT  
UNDERGRADUATE STUDIES

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COLLEGE OF ADULT  
UNDERGRADUATE STUDIES



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COLLEGE OF ADULT  
UNDERGRADUATE STUDIES



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COLLEGE OF ADULT  
UNDERGRADUATE STUDIES

## COLLEGE OF ADULT UNDERGRADUATE STUDIES

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

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

One of the "W" versions of the College logo must be used to reverse from a photograph or color background.

---

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

## COLLEGE OF GRADUATE STUDIES



NOTRE DAME  
OF MARYLAND  
UNIVERSITY

COLLEGE OF  
GRADUATE STUDIES

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

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



NOTRE DAME  
OF MARYLAND  
UNIVERSITY

COLLEGE OF  
GRADUATE STUDIES



NOTRE DAME  
OF MARYLAND  
UNIVERSITY

COLLEGE OF  
GRADUATE STUDIES

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



NOTRE DAME  
OF MARYLAND  
UNIVERSITY

COLLEGE OF  
GRADUATE STUDIES



NOTRE DAME  
OF MARYLAND  
UNIVERSITY

COLLEGE OF  
GRADUATE STUDIES



NOTRE DAME  
OF MARYLAND  
UNIVERSITY

COLLEGE OF  
GRADUATE STUDIES

## COLLEGE OF GRADUATE STUDIES

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

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

One of the "W" versions of the College logo must be used to reverse from a photograph or color background.

---

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



NOTRE DAME OF MARYLAND UNIVERSITY

Office of Student Life



NOTRE DAME OF MARYLAND UNIVERSITY

Office of International Programs



NOTRE DAME OF MARYLAND UNIVERSITY

Registrar's Office



NOTRE DAME OF MARYLAND UNIVERSITY

Career and Student Success Center



NOTRE DAME OF MARYLAND UNIVERSITY

Information Technology



NOTRE DAME OF MARYLAND UNIVERSITY

Writing Center

## DEPARTMENT LOGOS: CONFIGURATION AND COLOR

The preferred configuration is the one-line horizontal version, as shown. Please contact the Office of Marketing Communications 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 or jpg files. Choose the appropriate file based on the above guidelines.

# 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

Adobe Garamond Pro

Distinctive undergraduate and graduate

Adobe Garamond Pro Regular

programs challenge women and men to

Adobe Garamond Pro Semibold

**strive for intellectual and professional**

Adobe Garamond Pro Bold

*excellence, to build inclusive communities,*

Adobe Garamond Pro Italic

to engage in service to others and to

Adobe Garamond Pro Semibold Italic

***promote social responsibility.***

Adobe Garamond Pro Bold Italic

## TYPOGRAPHY

Adobe Garamond Pro is the preferred institutional serif font for general communications not generated by the Office of Marketing Communications. It should be used in publications and contexts where a serif font is required.

It is appropriate for use in body text in both print and website applications. It should be used in letters on NDMU stationery.

In situations where Adobe Garamond Pro is not a viable option, Garamond, which is readily available as a system font, may be substituted.

The system font version of Garamond does not have a true bold italic. Therefore, the use of bold italic should be avoided. In instances where a bold italic is absolutely necessary, Times New Roman bold italic may be substituted.

## PAPER RECOMMENDATIONS

Paper is an important design element and 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 Office of Marketing Communications 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 Office of Marketing Communications, 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

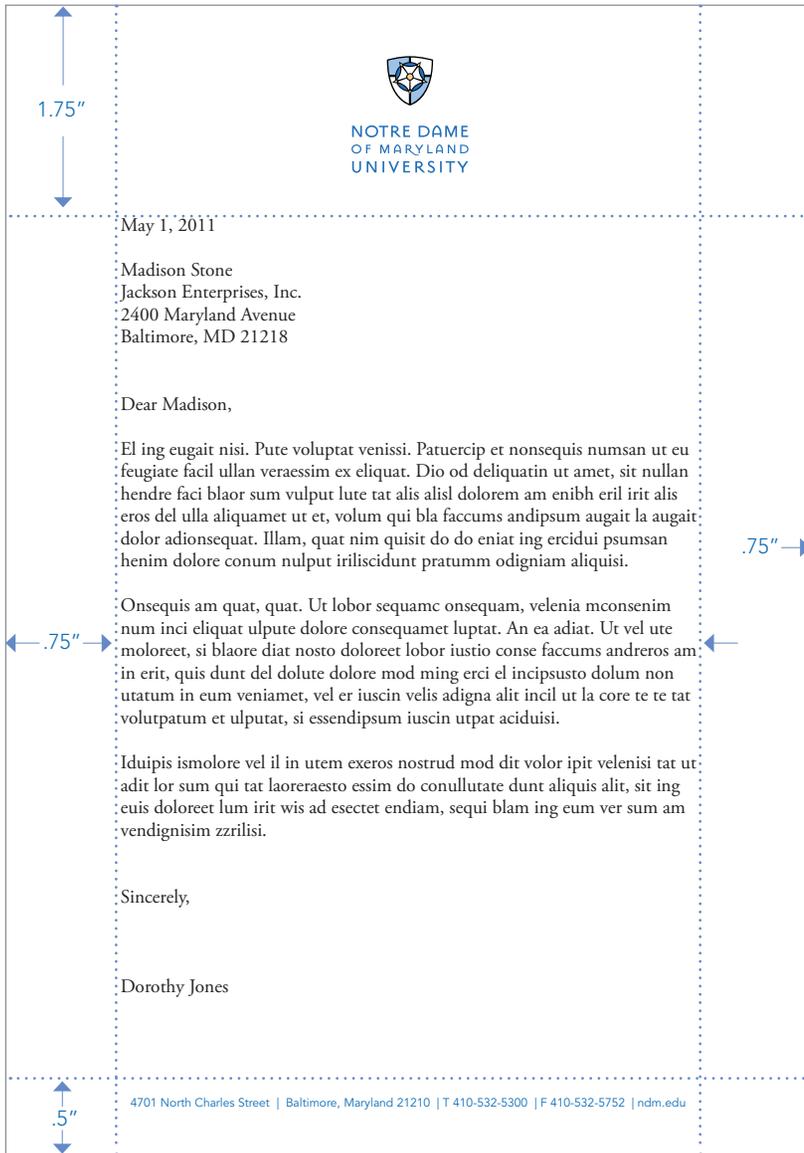
First-generation stationery files, supplied by the Office of Marketing Communications, must be used for all printing.

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 Office of Marketing Communications, 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".

2"

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 pratum odigniam aliquisi.

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sequi blam ing eum ver sum am vendignisim zrrilisi.

Raessi. Vullam quismolorero commy niscidunt diam, quat accuam quam quis nostrud ea am ent  
ipsum niam irit iurer sum iurer si. Landigna faccum zrrit acilit praestrud ea aliquisi. Facilique enibh  
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mod mod ea conum vulla adio delit wisit nibh esequis at, quate doloreet adio diam ero core modo  
et lorem veros nulla acip ent iure dolobore molore eum dolore ex etum quisl enim ip eugait diametu  
ercilla oreet, quisit tin ullan ut utet, vel ullan dipis nos dit la autat lut lamet, voluptat.

Sincerely,

Patricia A. Bosse  
Vice President for Institutional Advancement and Marketing

4701 North Charles Street | Baltimore, Maryland 21210 | T 410-532-3165 | F 410-435-7591 | ndm.edu

1"

1"

.75"

# DEPARTMENT MONARCH LETTERHEAD

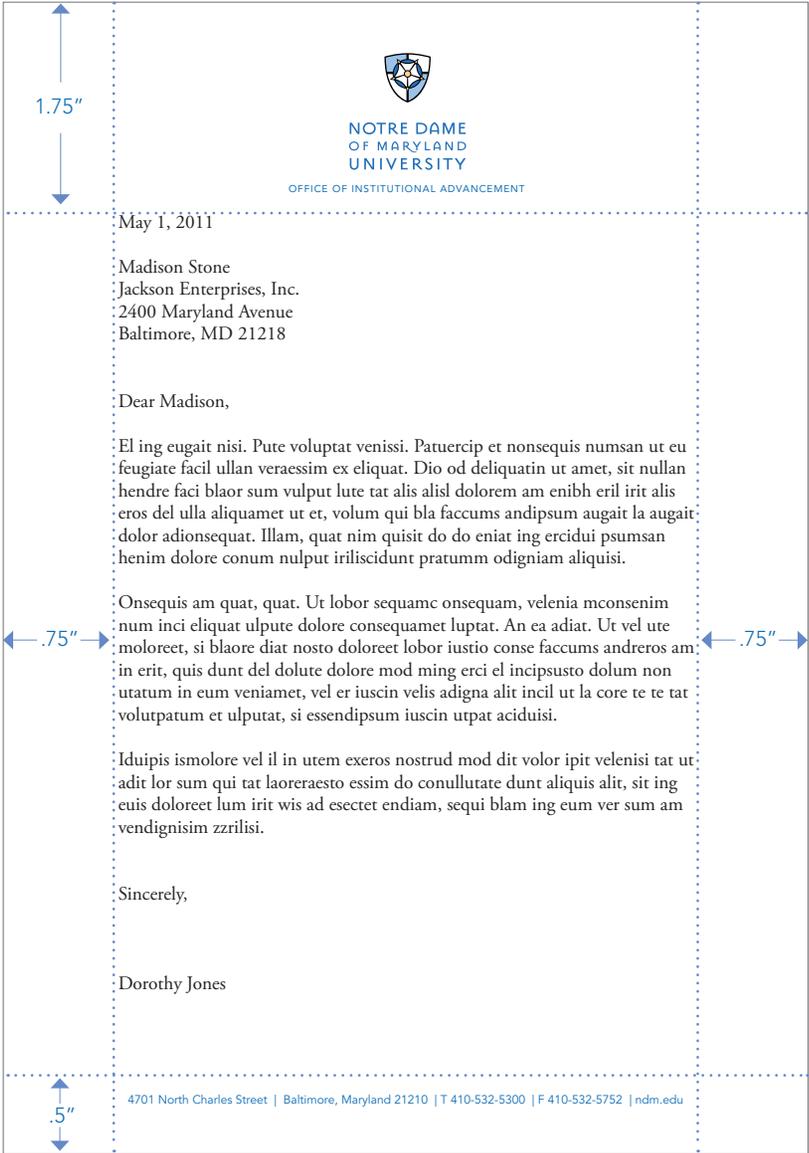
First-generation stationery files, supplied by the Office of Marketing Communications, must be used for all printing.

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 Office of Marketing Communications, 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 Office of Marketing Communications, 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

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## DEPARTMENT ENVELOPE

First-generation envelope files, supplied by the Office of Marketing Communications, 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



## DEPARTMENT MONARCH ENVELOPE

First-generation envelope files, supplied by the Office of Marketing Communications, 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



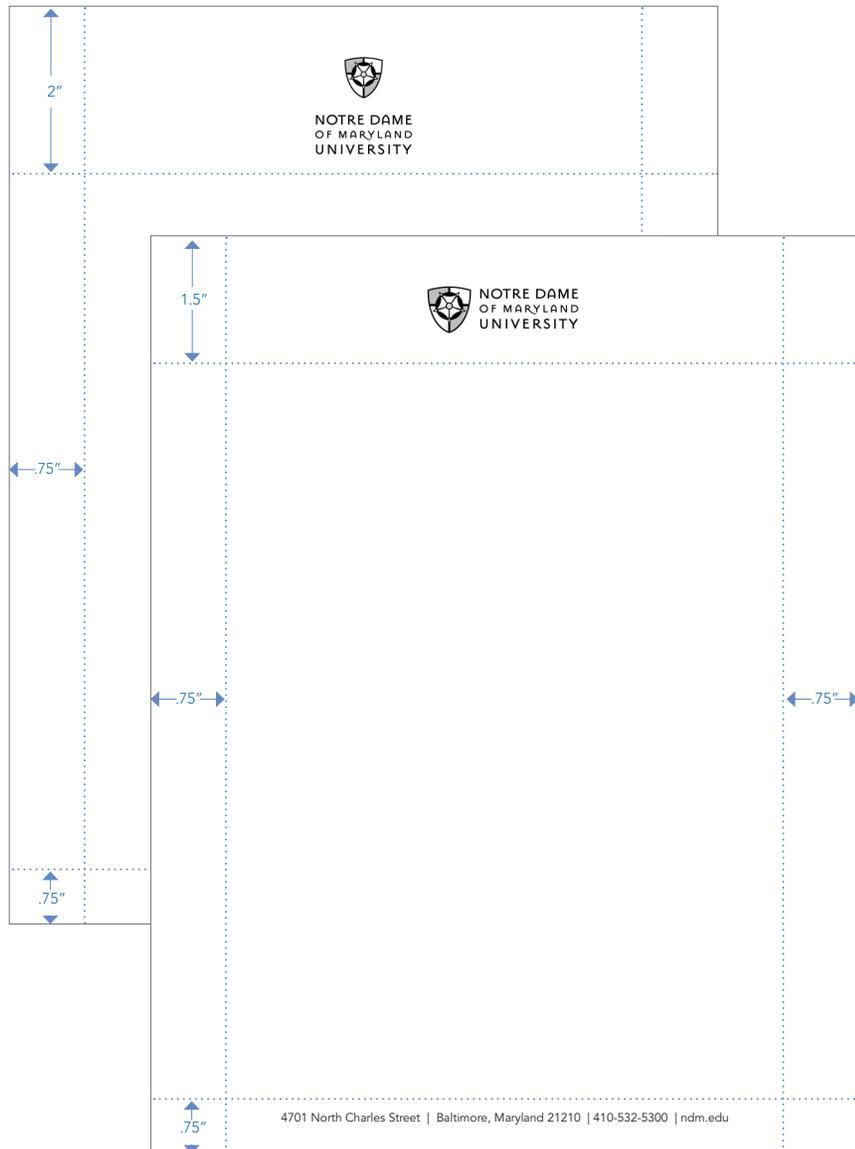
## MICROSOFT WORD TEMPLATE

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

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 Office of Marketing Communications for templates.



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

## 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 and the University web address appear after the two numbers. For special exceptions on layouts, such as an exceptionally long name or multiple titles and credentials, contact the Office of Marketing Communications for assistance.



**NOTRE DAME  
OF MARYLAND  
UNIVERSITY**

**Name Goes Here**  
One Line Title Goes Here  
4701 North Charles Street  
Baltimore, Maryland 21210-2404  
410-532-5300  
tdougherty@ndm.edu  
ndm.edu



**NOTRE DAME  
OF MARYLAND  
UNIVERSITY**

**Therese Marie Dougherty, SSND**  
Professor  
of Classical Languages  
4701 North Charles Street  
Baltimore, Maryland 21210-2404  
410-532-5381  
tdougherty@ndm.edu  
ndm.edu



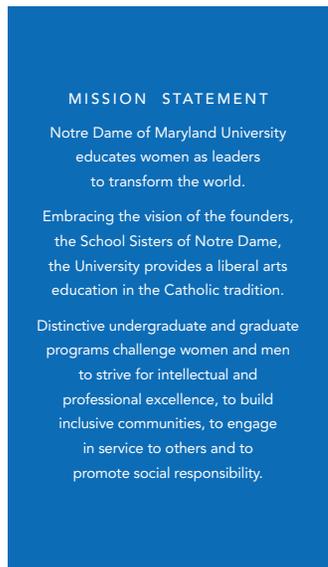
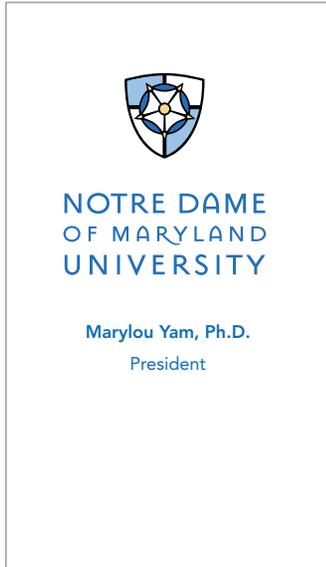
**NOTRE DAME  
OF MARYLAND  
UNIVERSITY**

**Nicole Culhane**  
Pharm.D., BCPS, FCCP  
Associate Professor  
Clinical and Administrative Sciences  
Director of Experiential Education  
4701 North Charles Street  
Baltimore, Maryland 21210-2404  
410-532-5527  
nculhane@ndm.edu  
ndm.edu



**NOTRE DAME  
OF MARYLAND  
UNIVERSITY**

**Katherine Doherty**  
Associate Vice President  
for Academic Affairs  
4701 North Charles Street  
Baltimore, Maryland 21210-2404  
410-532-5316  
kdoherly@ndm.edu  
ndm.edu



## PRESIDENTIAL BUSINESS CARD

The President has two business card options to select from: a two-sided card with their name and title on the front of the card and contact info in white against a blue background on the back of the card or a two-sided card with their name and contact info on the front and the University mission statement on the back.

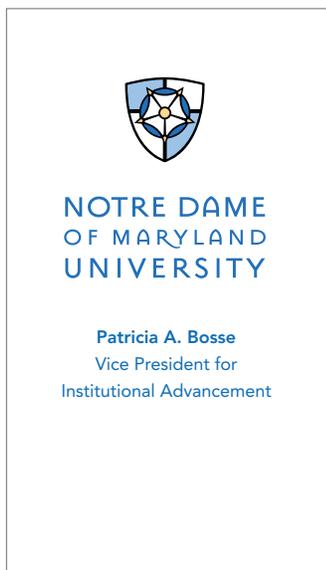
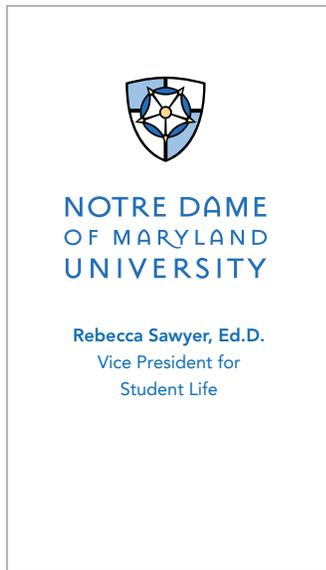
Please contact the Office of Marketing Communications for more information.

## SENIOR STAFF BUSINESS CARD

Two-sided cards are reserved for the president, vice presidents and deans.

The leadership team cards feature their name and title on the front of the card and contact info in white against a blue background on the back of the card.

Please contact the Office of Marketing Communications for more information.



## 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.

First and Last Name  
Title 1  
Title 2  
Name of college, school, program or department  
Building, Room Number

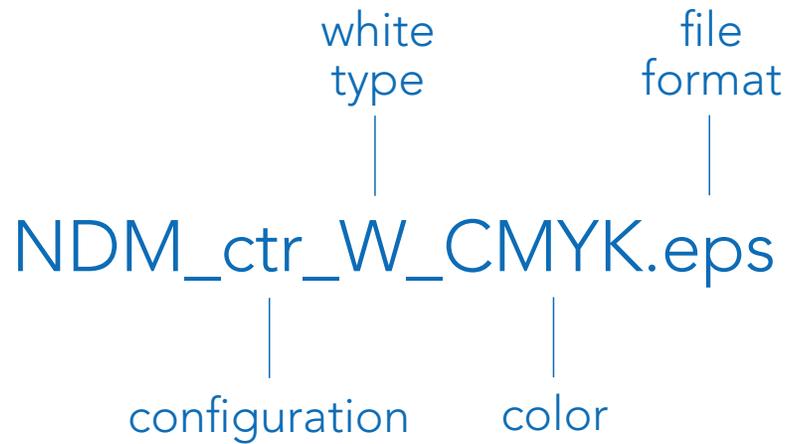


4701 North Charles Street  
Baltimore, MD 21210  
410-532-xxxx  
[ndm.edu](http://ndm.edu)



## FILE NAMING CONVENTIONS

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



## FILE NAMING CONVENTIONS

NDM = Notre Dame of Maryland University

### Configuration

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

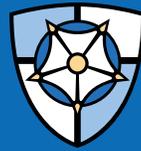
### Color

CMYK = Cyan, Magenta, Yellow and Black  
 PMS = Pantone Matching System  
 RGB = Red, Green and Blue  
 Gray = 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.

Contact the Office of Marketing Communications 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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