Brand Expression

Using the established brand guidelines, you now have the tools to effectively present *Fearless Ideas: The Campaign for Maryland* to your audience.
This letter illustrates the suggested typing format for correspondence using the University of Maryland letterhead. The text here is for example only.

The bronze statue of Testudo, located outside McKeldin Library, is the focus of one of the university’s most beloved traditions. The act of rubbing his nose for good luck goes back to 1933. Since the early 1990s, students have left Testudo offerings of any imaginable kind: food, cigarettes, soda, beer, poems, computer disks, candy, flowers and coins—hoping that Testudo will bring them luck at final exam time. Replicas of Testudo can be found at three locations on campus: the Comcast Center, Cole Student Activities Building, Stamp Student Union, Byrd Stadium and Gossett Football Team House.

The 16 feet by 250 feet McKeldin Mall fountain honors members of the campus chapter of the Omicron Delta Kappa honor society. Each fountain tier represents one of the leadership qualities found in ODK members. Engravings around the fountain include quotations from Franklin Delano Roosevelt and Martin Luther King, Jr., the symbol of ODK, and a listing of fraternity members from the university. This installation also features a plaque honoring donors who contributed to the building of the fountain.

Complimentary close,

Name of Sender

Title

Writer’s or administrator’s initials

cc:

FELDRESS IDEAS THE CAMPAIGN FOR MARYLAND

Campbell branded business cards and letterhead can be ordered through the campaign materials toolkit.
Campaign folders can be ordered through our print vendor here. Minimum order quantity is 25.
Thank you cards can be customized and ordered through the campaign materials toolkit.
The presentation deck can be used at campaign events, for donor meetings and more. The deck is available through the campaign materials toolkit.
SOCIAL MEDIA
FACEBOOK COVERS

Social media visuals are available for use on individual college/schools’ pages. Request content [here](#).
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We've provided a template to build event invitations for your own Fearless Ideas events. Please request the template through the campaign materials toolkit.
EVENT STATIONERY
INVITATION - FLAT

Printed invitations may be customized and ordered through the campaign materials toolkit.
Podium signage is available for purchase in two formats, one which includes customization to include your school or college logo. Customize and purchase your podium signage through the campaign materials toolkit.
A digital kiosk and carpet are available for use at campaign events. Please use the campaign materials toolkit to reserve the kiosk and carpet for your next event.
**EVENT BANNERS**

Event banners are available for use at campaign events. Please use the [campaign materials toolkit](#) to request a banner for your next event.
A branded photo backdrop is available for use at campaign events. Please use the campaign materials toolkit to request the backdrop for your next event.
Gobo art (not hardware) is available for download through the campaign materials toolkit.
Hosting an event and would like to provide a giveaway item? Campaign-branded iRings are available for use. Limited quantity available on a first-come first-served basis. Please order them through the campaign materials toolkit.
Questions and Answers
Need troubleshooting in using the Campaign Style Guide? Review our frequently asked questions below.

How do I order printed materials?
Printed materials can be ordered through our print vendor, C2. At the bottom of each page, you will find a link to order that specific item from C2. Follow that link to edit your materials and place an order. If a page does not have a link to an order page, that means the material can either be downloaded or ordered through the Campaign Material Request Form.

I’m having trouble downloading a file/the website isn’t working. Who should I contact for assistance?
For technical issues, please contact Joshua Harless at jharless@umd.edu with specific information on the issue.

A provided template doesn’t match my needs. Who should I contact for assistance?
The Campaign branded assets were created to meet a wide range of needs across the university. We ask that you first try a provided template for your mailing, event, or other fundraising needs. If the template still does not match your needs, please contact Cheryl Plainte at plainte@umd.edu with specifics.

I want to just use Fearless Ideas as the campaign name, is that allowed?
The university’s full campaign name is Fearless Ideas: The Campaign for Maryland. When referring to the campaign, please abide by brand guidelines and use the full campaign name.

I’m hosting an event and need materials. Who should I contact for assistance?
If you are hosting an event and needs materials such as printed brochures, podium signs, banners or a photo booth, please complete the Campaign Materials Request Form and an Advancement Marketing team member will follow up with you.
CONTACTS

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