This style guide contains standards for the university’s most ambitious and comprehensive fundraising campaign, *Fearless Ideas: The Campaign for Maryland*. Here you will find detailed language, resources and guidelines that will enable you to effectively communicate to donors about this momentous campaign in a cohesive and singular voice.

This style guide ensures every school, unit and team can communicate with one voice about our vision for Maryland—achieved through the correct use of logos, fonts, colors and more. Together, we are stronger, louder and will make *Fearless Ideas* a reality.
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Our Voice: Campaign Vision and Priorities
The campaign language is designed to drive a compelling, unifying and consistent brand across the institution, while allowing individual colleges and units to create tailored messaging for specific audiences and programs.

Language guidelines empower the entire Maryland community to correctly communicate and uplift the Fearless Ideas of our students, alumni and faculty as they drive worldwide progress through an unparalleled academic and research enterprise.
EDUCATION HAS THE POWER TO IMPROVE THE LIFE OF EVERY PERSON ON EARTH.

Compelled by a mission to serve the state and nation, the University of Maryland confronts the most pressing challenges of our time through an unparalleled academic and research enterprise. We integrate science and technology with the arts and humanities to develop the next generation of global citizens who will do good for our communities. We vigorously pursue the discovery of new knowledge and apply it for the advancement of all. This is not merely a campaign for the University of Maryland, it’s a campaign for humankind.

That is our Fearless Idea.
Curiosity
Passion
Inspiration
Boldness

These concepts define the Terp spirit; they are the characteristics that define the university and our work. Keep these traits in mind as you craft stories and other content to promote the campaign.
Curiosity

**DISCOVER NEW KNOWLEDGE**
A desire to push a boundary. Kick open a door. Answer a question.

Maryland welcomes brilliant, curious faculty and students. By supporting endowed professorships, graduate fellowships, new labs and more, you can help recruit and keep the best and brightest here to discover new knowledge.

**KEY ACTIONS:**
Fearless Ideas will DISCOVER NEW KNOWLEDGE through new investments in endowed chairs and professorships, graduate fellowships, new labs and facilities, and research institutes.
Passion

INSPIRE MARYLAND PRIDE
The buzzer beater that wins the game. The idea born in a
dorm room that goes on to save lives. The shared love of
Testudo, McKeldin Mall and Terp gear emblazoned with the
Maryland flag.

Passion is at the core of the University of Maryland. The
drive for achievement, whether on the sports field, in the lab,
on the stage or beyond, fuels our work to be and do the best
for our communities, the state and the world. By supporting
student-athletes, faculty researchers, alumni programs or
campus projects with impact locally and beyond, you inspire
Maryland pride.

KEY ACTIONS:
Fearless Ideas will INSPIRE MARYLAND PRIDE with broad
support for innovative programs that deliver on our land-
grant mission of service to the state and nation, support
outstanding student-athletes, create a vibrant and engaged
alumni network, build a strong cadre of committed alumni
leaders and bolster a vibrant campus with community
impact.
Inspiration

TRANSFORM THE STUDENT EXPERIENCE
College is a once-in-a-lifetime chance to explore who you are.

Discover what you want to be. See how big the world really is. In the classroom and far beyond, Maryland students have countless opportunities to find their passion and their purpose. By supporting new and smarter facilities, scholarships, unforgettable study abroad programs and more, you have the power to Transform the Student Experience.

KEY ACTIONS:
Fearless Ideas will TRANSFORM THE STUDENT EXPERIENCE with new and smarter facilities, more scholarships and unforgettable co-curricular programs like action learning, study abroad, research opportunities, internships and externships.
**Boldness**

**TURN IMAGINATION INTO INNOVATION**

Fearless Ideas are born out of any of these. Making it come to life is where the real work starts. Maryland offers the right environment for students and faculty to create the next game-changing technology, artwork, invention or business. By supporting Maryland’s pioneering programs in entrepreneurship, art and design, you can Turn Imagination into Innovation.

**KEY ACTIONS:**
Fearless Ideas will TURN IMAGINATION INTO INNOVATION by expanding UMD’s pioneering programs in entrepreneurship, social innovation and creative thinking, and by amplifying our impact on global issues.
Our Look: Color, Typography and Wordmark
Visual identity—the graphic system of logos, typography, color and photography that distinguishes a brand—is a powerful communications tool. Successful branding gets to the heart of an organization’s mission and uniqueness and expresses it across the full range of visual materials in a memorable way.

Following the visual identity guidelines enables you to make design decisions quickly and cost-effectively.
The University of Maryland's core colors are red, black, gold and white. Taken from the state flag, these colors reflect our role as Maryland's flagship university. The university encourages the use of the four colors whenever possible.

Our supporting palette complements our primary colors, providing additional creative range for marketing materials.

Strategic and consistent use of color creates a powerful visual impact and is an immediate sign of repute.
Campaing

Interstate Bold

Campaign

Tiempos Text Regular

There are two typefaces for the campaign: Interstate and Tiempos.
**Interstate Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890@!$%&

**Interstate Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890@!$%&

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**Interstate Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890@!$%&

**Interstate Regular Condensed**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890@!$%&

**Interstate Regular Compressed**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890@!$%&

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**VISUAL GUIDELINES**

**PRIMARY TYPEFACE for purchase**

Interstate is the primary typeface for *Fearless Ideas* materials. Interstate Bold is used for emphasis and headers, while Interstate Light is used for text. Interstate Regular, Condensed and Compressed should be used for quotes, facts and attributions within designed graphics. Interstate is available for purchase here.
Tiempos Headline Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890@!$%&

Tiempos Headline Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890@!$%&

Tiempos Text Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890@!$%&

Tiempos Text Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890@!$%&

Tiempos is the supporting typeface for Fearless Ideas materials.
It can be used as a display or text font, however, using it as a text
font in support of Interstate is preferred.

Tiempos is available for purchase here
https://klim.co.nz/retail-fonts/tiempos-text/buy/#desktop
**Georgia Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890@!$%

**Georgia Bold Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890@!$%

**Georgia Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890@!$%

**Georgia Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890@!$%

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<td>Georgia is a free serif font that can be used in place of the Tiempos font.</td>
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Our typographic language supports the campaign brand by following a few simple rules on hierarchy.

Think of **Interstate Bold** and **Tiempo Headline (or Georgia Bold)** primarily as display fonts, used in a large size and for communicating the core message. **Interstate Light, Light Condensed** and **Tiempo Text (or Georgia Regular)** support the typographic language by communicating longer bodies of information. They should be set with normal to medium leading.
"Helping students find their own unique voices and become empowered learners—that has been the heart of my work as the Madden Professor."

*KAREN KOHN BRADLEY*

**DOROTHY MADDEN PROFESSOR IN DANCE (2014-16)**

**DIRECTOR, GRADUATE STUDIES PROGRAM IN DANCE**

"I have no special talent. I am only passionately curious."

*ALBERT EINSTEIN*

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**Faculty Support**

**A STELLAR FACULTY IS THE FOUNDATION OF A GREAT ACADEMIC ENTERPRISE.**

Endowed chairs and professorships allow Maryland to recruit and retain the very best faculty to guide the future of our institution. Named professorships and chairs confer visibility and prestige on the selected faculty and the department or school or college; expand resources that help our faculty soar to or stay at the forefront of their fields; and enable the university to recognize extraordinary research and teaching.

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**Keep Me Maryland**

Keep Me Maryland is the 911 of Maryland’s scholarship funds. Your gift provides fast, emergency aid to students in circumstances so dire that they’re at risk of withdrawing from Maryland. Created during the worst of the national economic crisis in 2009, the fund gets requests from 3,600 students every year who are facing a parent’s job layoff or illness, or who are simply struggling independently to pay utility bills and buy books and food. Every dollar of Keep Me Maryland donations supports these students in need.

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**The Phillips Collection**

The Phillips Collection is home to 4,000+ artworks from masterpieces of French Impressionism and American Modernism to contemporary art.
Sample spreads display a combination of Interstate Bold in the headline, and Tiempo Text for the text.
The wordmark has been set with particular letter spacing and should not be recreated by simply typing out.

For questions regarding campaign wordmark usage or approvals, please contact the Office of Marketing and Communications.

*Brand assets (artwork) noted in these guidelines can be accessed at: brand.umd.edu*
A clear space should be observed around any variation of the wordmark to ensure maximum legibility. This space is determined by the wordmark’s height, indicated by ‘x’.

**CLEAR SPACE**

**VISUAL GUIDELINES**

**WORDMARK**

FEARLESS IDEAS
THE CAMPAIGN FOR MARYLAND
The campaign wordmark may be used in the above color schemes, as they align with our campaign colors and wordmark spacing. Use the wordmark that best aligns with your design.
Manipulation of the workmark’s color scheme is strictly prohibited. The above color combinations are forbidden, not only because they are off-brand, but also because they may not be fully legible in print or online.
VISUAL GUIDELINES

WORDMARK

in use
The dynamic shell grid is used as a background element to signify the Fearless Ideas brand. The shell is available through the campaign materials toolkit.
FEARLESS IDEAS
SUPPORTING
GRAPHICS in use
To generate excitement around *Fearless Ideas: The Campaign for Maryland*, we encourage the entire campus community to use social media to promote the campaign to their audiences.

Social media materials in this toolkit include sample posts and graphics, a customizable graphic for promoting campaign events and a template Snapchat geofilter to customize and publish during events.
The campaign hashtag is **#FearlessIdeas**. Please use this hashtag when posting about the *Fearless Ideas* campaign or promoting campaign events across channels. Including the hashtag in posts will unify our messaging and aggregate the conversation so anyone can easily learn more. Whenever possible, please include the word “campaign” alongside the hashtag to further emphasize that UMD is in a major fundraising campaign.

- #UMD will lead the way forward with #FearlessIdeas, its most ambitious campaign to date fearlessideas.umd.edu
- #UMD is launching #FearlessIdeas, the most ambitious & comprehensive campaign in the university's history fearlessideas.umd.edu
- Announcing #FearlessIdeas: The Campaign for Maryland—funding the future of boldness, curiosity & discovery fearlessideas.umd.edu
Snapchat geofilters are a great way to promote your event. Download the customizable template in the next section and create your geofilter according to the specifications.

Upload your geofilter to Snapchat and pick a time for it to be active. Then, draw the geographic region where you want users to be able to access your geofilter using Snapchat’s geofencing tool. At that point Snapchat will tell you how much your geofilter will cost—the price is based on the size of your chosen location and the duration of the filter. Finally, enter your organization’s name. This will appear under “Sponsored By” when users view the geofilter while it is active.

Your geofilter will go live during the time you’ve selected. After the chosen time period has ended, Snapchat will provide you with metrics on how many times your geofilter was used and how many times it was viewed.

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<td>Snapchat geofilter instructions and assets are available through the <a href="#">campaign materials toolkit</a></td>
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The University of Maryland uses high-quality photography, with crisp, vivid color, excellent composition and memorable images that showcase the beauty of the campus, the variety of academic opportunities and resources, classic architecture, the diversity of students and faculty, campus life, sports and the arts.

Note: As guiding principles, photos should be active, contemporary, diverse and collaborative and reflect campaign priorities.
The use of video is an essential component of maintaining and building the University of Maryland brand. A well-produced video can evoke emotional connections with our audiences in less than a minute. In today’s multimedia-driven world, we must prioritize storytelling through this critical channel.

Campaign videos are available on the university's YouTube page.