

UMCES



UMCES 100th Anniversary Logo Use Guidelines

This simple guide provides basic instructions for the proper use of the University of Maryland Center for Environmental Science (UMCES) 100th Anniversary logo to ensure consistent and professional representation across all materials.



THE UMCES 100 LOGO

The UMCES 100th Anniversary logo is the cornerstone of our institution’s centennial celebration and visual identity, representing a century of scientific discovery, education, and environmental stewardship. The logo features the letters UMCES, positioned above the stylized 100, which prominently marks the centennial milestone. Within the number 100, an image of a heron flying over water symbolizes UMCES’ Chesapeake Bay beginnings and reflects the harmony between science and nature. The accompanying tag line, “100 Years of Science,” underscores a legacy of groundbreaking research.

This thoughtfully designed logo encapsulates the spirit and achievements of UMCES over the past century, while symbolizing our enduring commitment to advancing environmental science into the future.



MINIMUM SIZE AND CLEAR SPACE

Minimum Size:

- The logo should never be reproduced smaller than 1.25 inch or 125 pixels in width to maintain impact, clarity and legibility.



Clear Space:

- To preserve its prominence, maintain a clear space around the logo equivalent to the height of UMCES in the anniversary mark. No text, graphics, or other elements should intrude on this space.



ALTERNATE VERSIONS

While the preferred version of the UMCES 100th Anniversary logo includes the letters UMCES positioned above the number 100, a horizontal version is also available for use in situations where vertical space is limited. The horizontal version maintains all the core elements of the logo, with the letters UMCES placed to the left of the number 100 and the accompanying phrase “100 Years of Science” integrated seamlessly to ensure consistency in visual identity.

This version is ideal for banners, website headers, and other applications with constrained vertical dimensions. Use of the horizontal version should follow the same guidelines for minimum size, clear space, and color variations as the preferred version to ensure the logo’s integrity and legibility across all applications.



MINIMUM SIZE AND CLEAR SPACE

Minimum Size:

- The logo should never be reproduced smaller than 2.8 inch or 280 pixels in width to maintain impact, clarity and legibility.



Clear Space:

- Clear space around the logo should also be maintained.



PROHIBITED ALTERATIONS

To ensure consistency, the UMCES 100th Anniversary logo must not be altered in any way, including:

- **No resizing or distortion:** Maintain the original proportions of the logo.
- **No font changes:** Use only the approved fonts with the logo.
- **No color changes:** Use only the approved color versions provided by UMCES.
- **No separation of elements:** The letters UMCES, stylized 100 and accompanying tag line must always appear together as one cohesive unit. Elements cannot be used independently as a standalone graphic.
- **No graphic effects:** Do not apply shadows, gradients, or filters to the logo.
- **No busy backgrounds:** Avoid placing the logo on patterns or images that compromise its visibility.



LAB-SPECIFIC VERSIONS

In addition to the primary UMCES 100th Anniversary logo, lab-specific versions are available to represent the unique contributions of each lab while maintaining a consistent visual identity. These versions incorporate the lab name beneath the letters UMCES.

- Division-specific logos should only be used in materials directly related to that division.
- Maintain the same guidelines for minimum size and clear space as the primary logo.
- Division names must not be modified, repositioned, or resized independently of the logo.

Approved Lab-Specific Logos:

