



UNIVERSITY OF  
**BALTIMORE**

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# BUILDING A BRAND THEY'LL KNOW

# OVERVIEW

As an anchor institution in Charm City, we carry a responsibility to educate and serve our community.

We do so by honoring the resilience of our past, championing the talent that resides here today, and shaping the citizens of our future. Our brand is how we communicate this invaluable role that we serve in Baltimore.

**This is our city. And we are its University.**

Together, with the strategic plan, this brand will move UB into a distinct position in the market.

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## SPECIFICALLY, THIS BRAND HELPS US:

- Elevate our academic reputation and perception
- Attract more best-fit students, staff and faculty
- Take ownership of our location
- Create a consistent message and story
- Inspire support for our future

# OVERVIEW

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## What is a brand?

A brand is an enduring platform that articulates an organization's unique identity and point of view. It helps an organization connect with many broad, diverse communities through informed and relevant interactions. At UB, our brand focuses on an authentic and memorable platform that captures the beautiful grit of our city, which is reflected in the drive of our students.

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## Why is a brand important?

Opinions form very quickly—and they lend heavy influence to the decisions we make. That's why it's critical to have positive and meaningful interactions as often as possible.

Our brand works by forming emotional connections from the very first interaction—a billboard outside Camden Yards, a conversation in Penn Station or on Charles Street, an inquiry about a program from a potential student, or an exchange in a courtroom with a UB alumna.

### **These interactions accumulate and shape the opinions of those we serve.**

The elements in this document work together to ensure that all these encounters align and convey a compelling story about UB. The principles apply to all of us, and to every interaction, and to every piece of communication.

This document is designed to help you make decisions in support of our story. There's a deeply informed rationale for everything here—every visual and verbal element. These pages reflect the thought process that went into creating the brand and offer guidance for making it work.

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## QUESTIONS? JUST ASK.

If you're looking for resources, or simply have questions about applying the brand, please contact:

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The photographs used throughout this document are brand examples, and should serve only to guide photo style. The University does not own the artistic rights for their use in other communications.

# BRAND STRATEGY

Our strategy highlights our strengths, captures our personality and communicates what the world expects from us. It's the backbone of our brand.

# OVERVIEW

The brand strategy reflects a series of decisions that make up the foundation for our brand's positioning and our creative platform. It's a tool that should also be consulted for marketing planning, campaigns and initiatives.

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PAGE 08

## Audiences

Who we are talking to?

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PAGE 10

## Messaging

What do we say and why does it matter?

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## How to Use the Message Map

How do we craft our content?

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## Personality

How do we look, sound and feel?

# AUDIENCES

UB engages a profoundly diverse collection of audiences and individuals. Though needs vary significantly across these groups, our brand story should remain consistent. By understanding

the objective we're trying to achieve with each segment we can bring focus and clarity to our communication and interactions.

## There are five major audiences we must reach:

### PRIMARY

#### Internal

Those who experience and live out the brand every day

#### Prospect Market

Those actively involved in the college search process

#### Alumni and Donors

Our most faithful and loyal supporters

### SECONDARY

#### Partners, Employers and Baltimore

Our neighbors and extended family

#### Academic Community

Those who look to us as a leader or consider us a peer



# AUDIENCES

	PRIMARY			SECONDARY	
<b>Audience</b>	<b>Internal</b>	<b>Prospect Market</b>	<b>Alumni and Donors</b>	<b>Partners, Employers and Baltimore</b>	<b>Academic Community</b>
<b>Who are they?</b>	The strongest, most credible ambassadors, who experience the brand firsthand.	Most likely busy, working adults with a focused intent for pursuing education. These groups are either navigating or informing the college decision process.	Individuals who have an interest in seeing the university succeed—they're willing to help make it happen.	External entities or individuals that add value to the education or extend the reach of the University.	Those within the academic industry—most likely connected through teaching, research or university business.
<b>Groups like:</b>	<ul style="list-style-type: none"> <li>Staff</li> <li>Faculty</li> <li>Administration</li> <li>Board</li> <li>Current students</li> </ul>	<ul style="list-style-type: none"> <li>Prospective students</li> <li>Prospective student families</li> <li>High school guidance counselors</li> <li>Community college advisors</li> <li>HR departments</li> </ul>	<ul style="list-style-type: none"> <li>Graduates</li> <li>Former students</li> <li>Friends and fans</li> <li>Volunteers</li> <li>Donors</li> </ul>	<ul style="list-style-type: none"> <li>Jessup Correctional</li> <li>Research funders</li> <li>Corporations</li> <li>Businesses</li> <li>Organizations</li> <li>Professional associations</li> <li>Local government</li> <li>Elected officials</li> </ul>	<ul style="list-style-type: none"> <li>Faculty networks</li> <li>Research publications</li> <li>University System of Maryland</li> <li>Community colleges</li> <li>High schools</li> </ul>
<b>What are our objectives?</b>	<ul style="list-style-type: none"> <li>Educate them about the evolved brand and how they can help make it successful</li> <li>Align our brand message to the experience they deliver</li> <li>Equip them with brand tools, resources and support</li> </ul>	<ul style="list-style-type: none"> <li>Distinguish UB among our peers and the university system</li> <li>Create a desire for city life and learning in the urban environment</li> <li>Drive interest among best-fit student populations</li> </ul>	<ul style="list-style-type: none"> <li>Foster pride by giving them a reason to brag about their alma mater</li> <li>Strengthen relationships outside of financial solicitations by asking for their stories, advocacy and volunteering</li> <li>Inspire them by showcasing the vision of the University and the things that are happening in support of that vision</li> </ul>	<ul style="list-style-type: none"> <li>Inform them through proactive communications that save them time and effort</li> <li>Make it as easy as possible for them to partner with the University</li> <li>Generate demand for more UB graduates, who are invaluable to a healthy Baltimore economy</li> </ul>	<ul style="list-style-type: none"> <li>Inform them of high-level activity and accomplishments</li> <li>Lead by example through recognized strengths—like social mobility, diversity, immersive experiences and community engagement.</li> </ul>

# MESSAGING THEMES

The following statements act as a frame of reference for how we think about each theme. These themes tie directly to the mission of our University, helping us capture the purpose behind our message.

## THEME 1

### Non-Traditional University

We believe that ambition, hard work and resilience are the truest indicators of success.

So we create a different kind of experience—one that welcomes anyone committed to a college education. And we make it possible for them to achieve success in their lives, every day.

## THEME 2

### Urban Location

We believe that the best way to prepare for the demands of the modern workforce is to fully immerse yourself in it.

So we're seamlessly integrated into the city and plugged into its cultural undercurrents.

## THEME 3

### Access to Transformation

We believe that the greatest sense of accomplishment is found in confronting challenges to arrive fully at one's highest potential.

So we take opportunity out into the community, to pave avenues for others to max out their talents and achieve their every goal.

## CORE VALUE PROPOSITION

### Forges Engaged Citizens of a Modern Society

We believe that a UB education drives social progress, upward mobility and a thriving economy.

So we equip learners with the knowledge and fortitude necessary for a successful next step, in whichever direction that step may be.

## HELPFUL HINT

Revisit these key themes from time to time. Make it part of your pre-writing ritual. Though these aren't the exact phrases that will be used in communication, they should echo through the community in the things we say, write and do.

# MESSAGING

The message map prioritizes the most important messages for telling our story, and it illustrates the relationship between attributes and benefits. Our story always connects to the center of

the map—our core value proposition, sometimes called a brand promise. Based on the needs of the target audience and the specific message we need to deliver, we can determine an

appropriate secondary message and proof points.

## Building our story

The messaging map provides the foundation for brand messages that are clear, consistent and compelling.

### Attributes

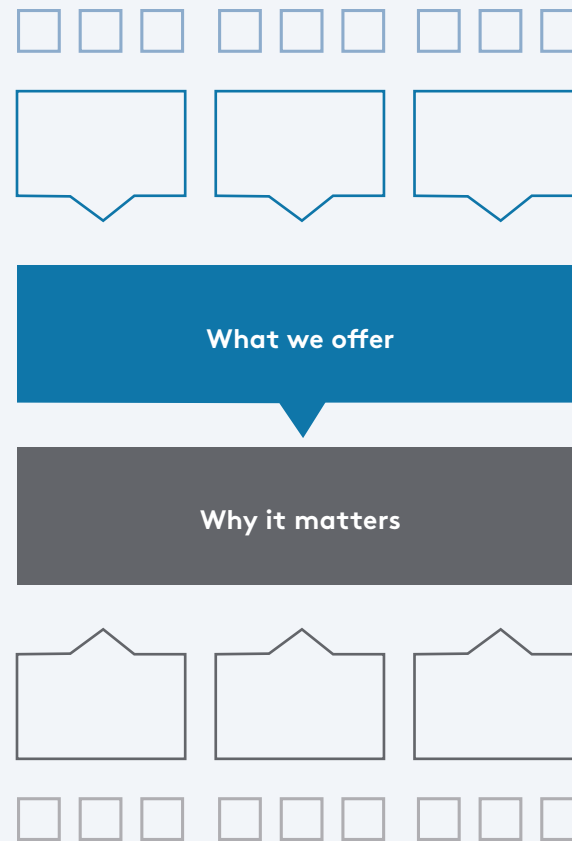
What we offer

An attribute is what we offer to our audiences. Attributes include things like programs, facilities, culture and experiences.

### Benefits

Why it matters

A benefit is what our audiences get. It's the value of the attributes that we offer and why they matter.



# MESSAGE MAP

Our message map is built from the three key message themes that support our core value proposition. Our secondary messages create a point of view for

our story, and specific support points prove our message true in very real and specific ways.

## 1 Non-Traditional University

- a specialized approach for adult learner populations
- flexible course modalities, scheduling and locations
- only the necessary services and processes
- a depth and dynamic in the classroom that's not found in a traditional setting

a collegiate experience that's different by design

through

## 2 Urban Location

- convenient access to other major cities
- committed faculty who are dedicated to exceptional teaching
- high-powered programs built to address emerging urban challenges
- relevant teaching that's shaped by real-world practice and issues
- an anchor institution that's woven into the networks of Maryland

a vibrant city atmosphere that provides plugged-in education

through

## 3 Access to Transformation

- excellence in research, scholarship and creative activity
- wrap-around support that ensures success
- high-value, affordable degree options
- recognition for successful outcomes and social mobility
- hyper-local programs and partnerships

community engagement that ignites untapped talent and potential

through

The University of Baltimore:

**FORGES ENGAGED CITIZENS OF A MODERN SOCIETY**

who are:

**EQUIPPED WITH THE KNOWLEDGE AND FORTITUDE TO CREATE THEIR OWN FUTURE**

Attributes  
(our offer)

**CORE VALUE PROPOSITION**

Benefits  
(the outcome)

so students can

achieve everyday success in life

- an environment that's well suited for serious learners
- achieving balance between life's multiple priorities
- a keen focus on academic studies
- rich inclusion of ideas, perspectives and points of view

so students can

navigate the demands of the modern workforce

- more options available for life after college
- individual guidance and mentorship
- a more informed approach to addressing interconnected city issues
- a portfolio of skills that adds value immediately in the workplace and community
- relationships and connections that lead straight into a thriving economy

so students gain

a sense of purpose and meaningful direction

- a launching pad for living a life of consequence
- confidence in and stronger promotion of oneself
- a faster route to financial success
- proven ROI and assurance in one's decision and investment
- avenues of opportunity

# HOW TO USE THE MESSAGE MAP

## HELPFUL HINT

Try using the message map to determine the best angle for crafting a story. Look for an opportunity to frame the story through the lens of one of the secondary message points.

Our message map is a hierarchy for selecting messages, but it's not the starting point for crafting content. To get the most out of the map, follow these four steps.



### STEP 1 Determine your audience and objective.

Figure out who you're talking to before you decide what to say. People won't care what you have to say, unless you say what they care to hear.



### STEP 2 Determine the attribute.

Consult the message map to align your topic with specific attributes. When possible, connect supporting points with a secondary message to strengthen your message.



### STEP 3 Determine the benefit.

Once you've established that your topic links to a brand attribute, you need to identify the benefit or benefits.

*(Note: In most cases, your audience cares more about the benefit than the attribute.)*



### STEP 4 Craft your message.

You may have found one benefit, or you may have found several. You'll want to narrow your focus to the most important benefit—that's what you need to get across first. Any supporting benefits should act as talking points, complemented by the attributes of the topic you are promoting.

# HOW TO USE THE MESSAGE MAP

The follow scenario walks you through the step-by-step process for using the messaging map to draft content in the UB brand voice.

## SCENARIO

You're attending a college fair as a UB ambassador, and an interested student asks about going to school in Baltimore.

### STEP 1

## Determine your audience and priorities.

Your audience is a prospective student. Her priorities when assessing a college are cost, location, safety and curriculum.

### STEP 2

## Determine the attribute.

How does our location support our core message?

You examine the messaging map and establish:

Baltimore is conveniently accessible to other major cities and experiences.

The city's vibrant atmosphere provides plugged-in education that you can only receive from an urban environment.

### STEP 3

## Determine the benefit.

Establish what benefit studying in Baltimore would provide to a prospective student.

You examine the messaging map and establish:

She'll have more options available for life after college and access to unique opportunities during her time at UB—like internships, externships and immersive programs.

She'll leave with the tools and skills to navigate the demands of the modern workforce.

### STEP 4

## Craft your message.

You know why studying in Baltimore is an attribute worth promoting, and you're armed with the benefits that make it a compelling message for prospective students.

You think that the most important benefit is the opportunities afforded students for both their time as student and in their future careers. Lead with that message, supporting it with additional benefits and attributes that will resonate with your audience. This could also be a great way to talk about UB's strong campus safety.

Keep in mind our brand personality, voice and tone when addressing a prospective student.

*Sample dialogue:*

*Hi Katie,*

*I'm so glad you're interested in UB—and I know you probably have some questions, possibly concerns, about what it's like to study in Baltimore. The good news is that there are so many benefits to being in a city like Baltimore, specifically the kinds of opportunities you'll have as a student and after graduation. Our campus is across the street from Penn Station, which means easy access to major east coast cities, which coincide with programs that UB offers in terms of internships and externships. We're in the heart of a major metropolitan city, which means you'll gain unique skills and tools to navigate most experiences and work demands. The city is gritty – and we like that. It'll give you the tenacity and fortitude to make a difference anywhere you go.*

---

# PERSONALITY

Personality is what humanizes our brand. These characteristics and qualities help define the way our brand should look and feel—creating alignment between who we authentically are as an institution

and how our brand begins to come to life. Our personality traits shape the tone and voice of our brand, driving the image for all of our communications. Each of our brand's traits was chosen

deliberately, informed by a deep understanding of what it means to live and learn in the heart of Baltimore.

---

## HELPFUL HINT

You don't always have to use them all—choose the most relevant traits for your target audience. For an undergraduate piece, you may emphasize **genuine** and **inclusive**; for a student outcomes report, it may need to be **distinct**, **confident** and **industrious**.

---

## DISTINCT

We are strikingly different:  
We're unlike any other school.

## INDUSTRIOUS

History tells us that hard work,  
grit and resilience will prevail.

---

## UNYIELDING

Our pursuit is fueled by an  
inextinguishable purpose.

## INCLUSIVE

We believe in human equality  
as a means of advancing society.

---

## CONFIDENT

We know what we stand  
for and why we're all here.

## GENUINE

We're here because we care for  
our students and for Baltimore.

# CRAFTING CONTENT



# OVERVIEW

Our message is what we say. Our voice is how we say it. Together, a compelling message and a consistent voice make the UB story resonate with our audiences and set us apart from our peers. Here, you'll find guidance to help you achieve this across every communication platform.

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## Creative Platform

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## Key Messages

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## Voice

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## Putting it in Writing

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## Best Practices

# CREATIVE PLATFORM

The creative platform is the output of the messaging map combined with the personality traits. It communicates not only what we do, but also the attitude in which we do it. It elevates our strengths

and inspires the look, feel and tone of communications.

Ultimately, the creative platform forms the basis of our brand's unique identity.

---

## **Here, I know who I am.**

Forged by academic drive, I'm making my mark in the halls of justice and in the rooms of commerce. I'm advancing ideas in public policy and telling my story to the world.

And I'm not alone.

## **At the University of Baltimore, we're a collection of individuals who are ready to ignite the world with purpose.**

A community of hardworking men and women, driven by relentless tenacity, forged in the sweat of scholarly discipline, engaged on every street, around every corner and in every neighborhood in Charm City.

## **We're ready to move the world forward, too busy to boast, too eager for idle pride.**

This is the pulse of our University, informed by Baltimore and inspiring our future. In a city of grit and determination, we are honing our work ethic, hungry to take what we've learned into the world.

## **Because here, knowledge works. Make no mistake: Even if you don't know our name, you know us.**

# KEY MESSAGES

Our creative platform also contains key messages about who we are and what we offer. Each illustrates distinct characteristics that, together, form our central message.

## Creative Platform

### ONE

Here, I know who I am.

Forged by academic drive, I'm making my mark in the halls of justice and in the rooms of commerce. I'm advancing ideas in public policy and telling my story to the world.

### TWO

And I'm not alone.

At the University of Baltimore, we're a collection of individuals who are ready to ignite the world with purpose. A community of hardworking men and women, driven by relentless tenacity, forged in the sweat of scholarly discipline, engaged on every street, around every corner and in every neighborhood in Charm City.

### THREE

We're ready to move the world forward, too busy to boast, too eager for idle pride.

This is the pulse of our University, informed by Baltimore and inspiring our future. In a city of grit and determination, we are honing our work ethic, hungry to take what we've learned into the world.

## Key Message

UB is a place for serious learners who are focused on their academic studies. And thanks to our diverse student body population, our academics have a depth and dynamic that result in well-rounded, inclusive programs highlighting distinct perspectives and points of view.

Our campus community is defined by a sense of purpose and a desire to live a life of consequence. UB faculty and staff recognize this drive, seeking ways to tap into the talent and potential of every student through support and encouragement. This is an institution of unwavering individuals who confront challenges and pursue opportunities with confidence.

In the heart of Baltimore, our University is infused with the grit and tenacity of its hometown. Influenced by the city's strength and fortitude, UB alumni are taking the resilience they've honed here and applying it to every endeavor, in Baltimore and beyond.

---

# KEY MESSAGES

---

## Creative Platform

---

**FOUR**

Because here, knowledge works.

---

## Key Message

Our programs prepare students for success, equipping them with the practical expertise to take advantage of every opportunity.

---

**FIVE**

Make no mistake: Even if you don't know our name, you know us.

Even if you aren't familiar with our name, you're familiar with our outcomes, the successes of our alumni and the breadth of our outreach. We're influencing policy, contributing to the legal system, building businesses and giving back to our communities with a quiet confidence that can't be ignored.

---

# GETTING OUR VOICE RIGHT

Voice is more than what we say—it's how we say it. It's the combination of the tone we use, the language we choose and the way we put sentences together.

And it's one of the primary ways our audiences can connect and identify with our brand, emotionally and personally.

---

## Be confident, but not arrogant.

We're hard workers who have earned the right to make strong, compelling statements that assert our place in the community—but that doesn't mean we should be unnecessarily boastful. Back up strong statements with outcomes and proof points that illustrate those confident claims.

---

## Be unyielding, but not stubborn.

We're motivated by purpose, tenaciously pursuing our goals without sounding overbearing or obstinate. When possible, make sure to highlight the reasons behind our drive and how it connects back to the greater good.

---

## Be distinct, but not strange.

Our tradition of non-tradition is something that sets us apart from our peers, but it shouldn't be treated as odd or unusual. Intentionally showcase our points of uniqueness by pairing them with the benefits that come from being different by design.

---

## Be industrious, but not hardened.

We're defined by our hard work and resilience, but we should never sound jaded or tired.

---

# PUTTING IT IN WRITING

To bring our brand to life, we've established a few frameworks for consistently creating powerful copy.

---

1

Establish who we are, then tell your audience why.

---

## Examples

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### OPTION A

#### **You Know Us**

We've been pounding the pavement, making major contributions to Maryland's legal community for over 90 years.

---

### OPTION B

#### **You Know Us**

Our vision is obvious and our tenacity is contagious.

We share the unrelenting drive to improve our surroundings and the resolve to make it happen. At UB, we move the world forward.

---

2

Make a confident statement of two to four words—then support it with authentic proof points.

---

## Examples

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### OPTION A

#### **They Run This Town**

In Baltimore and beyond, UB alumni are making a lasting impact in their industries and communities.

---

### OPTION B

#### **Built Here**

Molded by courage, fueled by tenacity and forged in community.

---

3

Showcase UB's tradition of non-tradition by redefining standard university concepts.

---

## Examples

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### OPTION A

#### **Our Study Hall**

We may be in the heart of Mount Vernon, but our campus extends throughout the city. By engaging in dialogue and exploring boundaries, we're influencing our communities from day one.

---

### OPTION B

#### **Our Lab**

Since 1925, we've been honing the work ethic of Baltimore's hardest-working students and professionals—in places like these, through internships, externships and work-study programs.

# FLEXING OUR VOICE

You Know Us. These three words express our creative platform. You'll start to see them in marketing materials when the brand launches, and UB students, faculty and staff will adopt it as a platform

to tell their stories. Here are some thought starters and variations on how to convey the ethos of "You Know Us" (without necessarily saying it).

---

## 1 Talking about Baltimore

Baltimore is more than our location—it's a mindset, an attitude, a way of living. Our city represents the grit and tenacity that pushes us forward. Here are some ways you can talk about the relationship between UB and the city:

---

Live the city

---

Built here

---

In a city of grit and determination, we're honing our work ethic.

---

Informed by Baltimore and inspiring our future.

---

---

## 2 Talking about academics

Our classes and programs go beyond rigorous scholarly pursuit—it's how we'll contribute to our communities and change lives. This is how you can bring that life in the new brand voice:

---

Immersed in perspectives

---

An inspired community

---

With classes online and on campus, we make education flexible and adaptable for every student.

---

Our faculty connect students with their greatest potential.

---

Advancing ideas through rigorous academics—and a community of support.

---

Sharpen your skills with faculty who've shaped the city.

---

---

# FLEXING OUR VOICE

You Know Us. These three words express our creative platform. You'll start to see them in marketing materials when the brand launches, and UB students, faculty and staff will adopt it as a platform

to tell their stories. Here are some thought starters and variations on how to convey the ethos of "You Know Us" (without necessarily saying it).

---

## 3 Talking about student experience

Our diverse student body population brings a depth and dynamism to UB's student body experience. With focused, serious learners and a nontraditional campus, we're different by design—and that's a good thing. Here are ways you can address this:

---

Our campus is the city, our lab is anywhere we challenge ideas.

---

Everything you need to harness your drive—and nothing you don't.

---

Fueled by tenacity and determination, strengthened by community and support.

---

Influenced by perspective, strengthened by experience.

---

Diversity, redefined.

---

## 4 Talking about Shady Grove

Shady Grove gives students diverse options for getting their degree, and it's still important that the way we talk about the program in a way that reflects the brand messaging themes, while building on the current brand language. Here are ways we can translate UB's access to transformation, urban location, and nontraditional approach into messaging that fits this program:

---

Realize your fullest potential, on your own terms

---

A Baltimore degree in Rockville, Maryland.

---

Forged in collaboration across nine universities.



# WRITING HINTS

After writing any communication, you'll want to gut-check it. Here is a list of considerations.

## 3 THINGS TO AIM FOR



Be bold, confident and optimistic.

We have a tendency to shy away from sharing our accomplishments, but it's possible to own the things we do well without sounding boastful or arrogant. Your messaging should tell the story of UB with authentic, genuine pride.



Tie hard work to outcomes.

Don't forget to balance our new confidence with the benefits of our strong work ethic. We can make bold, impressive claims because we've put in the work.



Show, don't tell.

Whenever possible, give concrete examples. It's more powerful to show experiences through storytelling and first-person narratives than it is to explain experiences in depth.

## 3 THINGS TO WATCH OUT FOR



Avoid cliches.

There are so many unique, compelling things about UB—trite phrases will only dilute your message. Use the messaging map to highlight a unique benefit and find a unique UB way to tell the world.



Don't be afraid to commit.

In the past, we determined who we were by what we weren't. We were neither this nor that. Today, we want to proudly declare who we are and what we stand for.



Don't forget our past—but don't rely on it.

It's okay to refer to our history, and the legitimacy it gives us, but don't let it define us. This also applies to using statistics and numbers: They're important, but only when we show how they move us forward and inform where we're going next.

---

# BEST PRACTICES

Getting our story down clearly and compellingly takes a combination of instinct and discipline. Good writing feels purposeful, intentional and, above all, believable. Here are several principles

to keep in mind when crafting your next communication.

---

## 1 Know your audience.

Identify the audience you're trying to reach, or nothing you say will reach them.

---

## 2 Focus on one thing.

Emphasize a single message. Include more, and your readers will either fail to retain what they've read or stop reading.

---

## 3 Make it personal.

Use the second-person "you" and "your" to engage and motivate the reader.

---

## 4 Avoid jargon.

Write clearly and keep your language personable. Jargon has its place, but our communications are not it.

---

## 5 Make data matter.

Statistic, rankings, totals and rates of success aren't the story: They exist to help make your case to the reader. The numbers can add to your message, but they'll never take the place of it.

---

## 6 Give the reader something to do.

Always include a clear call to action.

---

## 7 Choose wisely.

Every communication needn't contain every detail. Focus on what's both important and relevant—clutter just gets in the way of our message.

---

## 8 Incorporate white space.

The eye needs a place to rest while reading so it can digest information and glean key takeaways. Work with a designer to ensure your content is well organized and makes use of white space.

---

## 9 Don't force excitement.

If the message isn't something we'd yell, it doesn't deserve an exclamation point. Use them extremely sparingly—or better yet, not at all.

# IDENTITY



# OVERVIEW

To accommodate our campus and its broad needs, we have a number of logos, divided into primary and secondary sets. This section shows how to use these assets to build the UB brand.

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## Primary Identity

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PAGE 30

## Emblem

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## Color

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PAGE 34

## Clear Space

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PAGE 35

## Architecture

# PRIMARY IDENTITY

The University of Baltimore logo is the cornerstone of our visual identity, and its consistent use helps us establish a strong, recognizable brand.

The horizontal version should be used almost exclusively; the vertical version is reserved for special instances with size constraints.

These logos should be reproduced only from authorized digital files. Do not attempt to typeset or recreate them yourself.

**Lockup:** The version of our identity that combines the wordmark and emblem in a consistent arrangement.

**Wordmark:** The type-only version of our identity.

**Emblem:** The banner graphic that contains our B and our founding date of 1925.

## Preferred Lockup Horizontal



Emblem

UNIVERSITY OF  
BALTIMORE

Wordmark

## Secondary Lockup Vertical



## Stand-Alone Wordmark

UNIVERSITY OF  
BALTIMORE

# EMBLEM

Inspired by historic campus banners and evoking our heritage, the emblem is a mark of importance and a stamp of success.

While it's important to build equity with the full logo, the alternatives below may be appropriate in certain specific instances, such as when space is limited.

## Usage

When communicating with an audience that's already familiar with UB, it may be appropriate to use these alternative marks as design elements or social media avatars. Special consideration should be given to the size of the application, making sure that the best alternative option is being applied to maximize legibility.



Emblem



Monogram



Enclosed Monogram

# SIZE

To maintain full legibility, never reproduce the logo at widths smaller than what is shown here—either in print or on screen. There is no maximum size limit, but use discretion when sizing the

logo; it should live comfortably and clearly as an identifying mark.

## Preferred Lockup Minimum Size



No smaller than  
2 inches wide

To ensure the legibility of the founding date nestled within the emblem, we recommend that the primary lockup to be used no smaller than 2 inches in width.

## Preferred Lockup Limited-Space Alternative



No smaller than  
1.25 inches wide

For limited instances and application of the identity below 2 inches, the limited-space iteration above (which employs a simplified emblem) should be used.

## Emblem Minimum Size Options



No smaller than  
0.4 inch wide



No smaller than  
0.25 inch wide

Using proper vector files, the logo and emblem can each be proportionately scaled as large as necessary.



UNIVERSITY  
BALTIMORE

# COLOR

Our identity is built to be flexible and adaptable for all printing and digital applications. The versions below show the full range of approved color variations.

Use your discretion in choosing the color option that works best for your application, but the all-Baltimore-blue option is preferred if at all possible.

Use the reversed versions when the color of the background doesn't create enough contrast for the identity to be legible.



Baltimore Blue  
Pantone 7690



Black



Reversed



Baltimore Blue  
Pantone 7690



Black



Reversed



Baltimore Blue  
Pantone 7690



Black



Reversed



# USING WITH PHOTOGRAPHY

When using our identity with photography, be sure there is proper contrast between the mark and the photo. We always want our logo to stand out and be legible.

When using the blue or black version of the logo, be sure the B and the numerals are always white, never transparent. When using the white version, the B and the numerals should always be blue, never transparent.

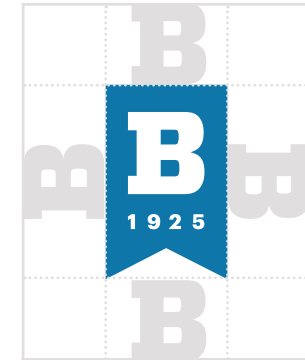


# CLEAR SPACE

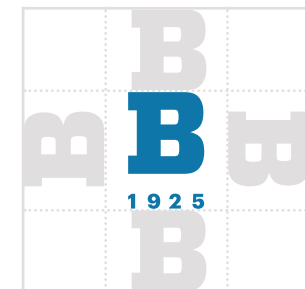
To maintain maximum impact and legibility, clear space must be maintained around the logo. This area is measured using the height of the capital B in the emblem, as shown.



Primary Lockup



Emblem



Monogram

# ARCHITECTURE

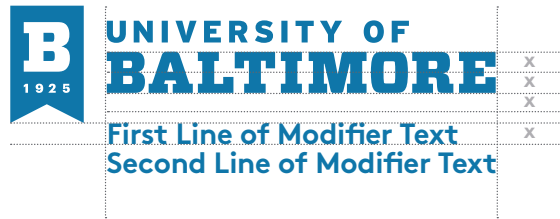
Our brand architecture directs and standardizes how we apply the identity to entities across the University: schools and colleges, administrative offices and units, academic departments

and programs, and even special promotional uses. It assists in maintaining the integrity of the master brand.

Use this page to determine where your entity fits within the architecture, and how it locks up with the primary identity.

## Offices, Schools, Departments and Services Sub-Brand Modifier Lockup

Alignment of the modifier text is based on the x-height of the word "Baltimore" in the wordmark. The text should appear in Brown Bold, with the leading set to the same value as the text size. The width of the modifier text should not exceed the width of the word "Baltimore."



## Earned Equity Programs and Named Offers Sub-Brand Modifier Lockup

For programs or initiatives that exist under the University umbrella, the below identity modification is approved. The text should appear in Vitesse (Black and Medium as needed) and Brown Bold. Proportions are based on the x-height of the program name.



## Promotional Uses Sub-Brand Modifier Lockup

For instances where it's important to convey a University sub-brand quickly and with impact, the identity modification below is approved. This lockup should be used sparingly and with appropriate discretion.



### Examples



### Examples



### Examples




# IMPLEMENTATION


To ensure consistent use of the logo, here are some practices to avoid.

## HELPFUL HINT

These restrictions apply to all identity elements and lockups.

 Don't skew, stretch or bend the logo in any way.




 Don't rotate the logo.



 Don't use drop shadows or other visual effects.



 Don't use any colors other than those specified in this document.



 Don't outline the logo or its elements.



 Don't crop the logo.



# COLOR



---

# OVERVIEW

Our color palette has two main layers: primary and accents. Communications should lean heavily on the primary palette, but may use the accent palette to keep layouts from becoming too stale or one-dimensional.

When using color builds, always use the values listed on the following pages. They have been adjusted for the best reproduction on screen and in print, and may not match Pantone Color Bridge breakdowns.

---

PAGE 39

## Primary Palette

---

PAGE 40

## Accent Palette

# PRIMARY PALETTE

Our primary palette consists of Baltimore Blue, white and black. Layouts will lean heavily on these colors, but will also mix with the accent palette to build color schemes that are complementary and balanced.

PANTONE 7690

## Baltimore Blue

CMYK 95 41 10 00  
RGB 00 118 168  
HEX #0076A8

## White

CMYK 00 00 00 00  
RGB 255 255 255  
HEX #FFFFFF

## Black

CMYK 100 100 100 100  
RGB 00 00 00  
HEX #000000

# ACCENT PALETTE

These colors add a bright, energetic feel to designs. In general, they should be used sparingly, but can be more prominent in some instances, such as when communicating on campus.

All CMYK builds shown on this page are formulated for uncoated paper. CMYK builds may look slightly different from their respective PMS builds.

## Pantone 325U

CMYK 52 0 24 0  
RGB 64 193 187  
HEX #40C1BB

## Pantone 185U

CMYK 0 81 54 0  
RGB 241 80 96  
HEX #F15060

## Pantone 128U

CMYK 0 18 62 1  
RGB 252 207 97  
HEX #FCCF61

## Pantone 688U

CMYK 34 64 19 1  
RGB 162 115 140  
HEX #A2738C

## Pantone 482U

CMYK 2 14 18 4  
RGB 223 200 183  
HEX #DFC8B7

## Pantone 281U

CMYK 99 75 3 25  
RGB 63 74 117  
HEX #3F4A75

## Pantone 188U

CMYK 27 86 60 28  
RGB 137 85 89  
HEX #895559

## Pantone 1235U

CMYK 0 26 89 0  
RGB 255 174 59  
HEX #FFAE3B

## Pantone 2617U

CMYK 57 79 0 2  
RGB 115 84 137  
HEX #735489

## Pantone 2024U

CMYK 0 51 63 0  
RGB 255 136 112  
HEX #FF8870



---

# TYPOGRAPHY

A halftone background image of a person's face, rendered in a grid of dots. The image is overlaid with several red, hand-drawn scribbles. One large scribble is positioned over the word 'TYPOGRAPHY' in the title. Other smaller scribbles are scattered across the face, particularly around the eyes and mouth area.

---

# OVERVIEW

When it's used thoughtfully, typography is a powerful brand tool that can reflect or expand on the meaning of what we're communicating. UB's typography is clear, clean and flexible for a wide range of situations.

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PAGE 43

## Champion Gothic

---

PAGE 44

## Brown

---

PAGE 45

## Default Fonts

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PAGE 46

## Leading

---

PAGE 48

## Tracking

# CHAMPION GOTHIC, ALL CAPS

## Uses

Headlines

Callouts

Impact Moments

## Publisher

Hoefler & Co.

*For access and licensing to use fonts, contact the Office of Marketing and Creative Services.*

## Styles

Welterweight (Preferred),  
All Caps

*This typeface comes in six various style widths; use your best discretion in choosing additional styles.*

## Platforms

Print

Screen



## All Caps Only

Champion is used for visual weight and impact. For this reason, only use Champion in all caps.

**ABCDEFGHIJK  
LMNOPQRSTU  
VWXYZ**

## Scale

Champion may not be suitable in all cases. Be careful when trying to use it at small scale, as the letterforms may “close up” and become hard to read. Champion may not be suitable for all formal communications.

## Leading

Start with leading that’s two points higher than the point size of the text. This won’t always be right, but leading can be adjusted most easily from there.

## Tracking

Correct letter spacing makes the type easy to read. Outside of headlines, text should always be tracked slightly tighter than the default setting, and optical kerning should be used when it’s available.

# BROWN

## Uses

Headlines

Subheads

Body Copy

Callouts

## Publisher

Lineto Type Foundry

*For access and licensing to use fonts, contact the Office of Marketing and Creative Services.*

## Styles

Light  
Light Italic  
Regular  
Italic  
Bold  
Bold Italic

## Platforms

Print

Screen

A a

abcdefghijklmnop  
opqrstuvwxyz

ABCDEFGHIJK  
LMNOPQRSTU  
VWXYZ

### Leading

Start with leading that's two points higher than the point size of the text. This won't always be right, but leading can be adjusted most easily from there.

### Tracking

Correct letter spacing makes the type easy to read. Outside of headlines, text should always be tracked slightly tighter than the default setting, and optical kerning should be used when it's available.

# DEFAULT TYPEFACES

## Uses

If you use Microsoft Word, PowerPoint or other similar programs, please use the substitute font families listed here.

## Platforms

Print

Screen

Century  
Gothic

Substitute for Brown

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz

**IMPACT**

Substitute for Champion

**ABCDEFGHIJKLMNO  
PQRSTUVWXYZ**

## Leading

Start with leading that's two points higher than the point size of the text. This won't always be right, but leading can be adjusted most easily from there.

## Tracking

Correct letter spacing makes the type easy to read. Outside of headlines, text should always be tracked slightly tighter than the default setting, and optical kerning should be used when it's available.

# LEADING: BODY COPY

## HELPFUL HINTS

Start with leading that's two points higher than the point size of the text. This won't always be right, but leading can be adjusted most easily from there.

Smaller blocks of text may need more open leading.

Using type thoughtfully is crucial to making our designs look professional. Follow these tips to make sure our typography is consistent.

Line spacing, called leading, is critical to setting professional-looking type that's easy to read. Leading should be set tight, but not too tight.

With our typefaces, text generally looks best with leading set slightly looser than the default.

Leading that's too loose leaves  
too much pause between lines.

⊗ 21 pt. type/36 pt. leading

This leading is too loose.  
Alibus in et moditatque et quae  
venda volut lis nonse comniscit ullis  
estis solent odissitis audicipis.

⊗ 8 pt. type/15 pt. leading

Leading that's too tight leaves  
too little pause between lines.

⊗ 21 pt. type/18 pt. leading

This leading is too tight.  
Volestis asinto to vendaectore esem  
cuptate nientibus ducil maiorum  
aut que dolorpora aut as nonse et.

⊗ 8 pt. type/9 pt. leading

When leading is correct, the  
reader won't even notice.

⊙ 21 pt. type/23 pt. leading

This leading is correct.  
Ibusdam, sunt quatqui quo velecum  
rest, que etum haritatem vendebis  
nem de optata vel int lorem ipsum.

⊙ 8 pt. type/11 pt. leading

# LEADING: HEADLINES

## HELPFUL HINTS

Start with leading that's three points less than the point size of the headline. Reduce further until you have a headline that reads comfortably and cohesively.

Remember, the examples shown on this page are only guides. Each piece you create will have its own needs and restrictions, so use your best judgment when setting your own headlines.

The same general leading rules for body copy apply to headlines; however, headline leading will usually be a little tighter. This is because we typically set our headlines in a bold, block typeface and in all caps, which means we don't have to worry about ascenders or

descenders crowding the space between lines.

Headlines set at a small point size may need more leading than headlines set at a large point size. We want to be sure our headlines

can be read quickly and easily, and leading that's too tight at small point sizes makes this difficult.

Trust your eye, not the number. If it looks too tight, it probably is.

## TOO MUCH LEADING

⊗ 35 pt. type/42 pt. leading

## CORRECT LEADING

⊙ 35 pt. type/33 pt. leading

## NOT ENOUGH LEADING

⊗ 35 pt. type/29 pt. leading

## CORRECT LEADING

⊙ 20 pt. type/19 pt. leading

## CORRECT LEADING

⊙ 10 pt. type/10 pt. leading

---

# TRACKING: BODY COPY

---

## HELPFUL HINT

Trust your eye. The best tracking for each typeface varies. What may work for some typefaces may not work for others.

The size and weight of the typeface can also influence how much tracking is necessary. Smaller sizes and heavier weights may need more.

Correct letter spacing, called tracking, also makes the type easier to read. Outside of headlines, text should always be tracked slightly tighter than the default setting, and optical kerning should be used when it's available.

When working with type, always take the time to make these adjustments. These details make us look professional and greatly improve the readability of our type.

---

Tracking that is too loose leaves too much space between letters.

 +130 tracking

Tracking that's too tight leaves too little space between letters.

 -75 tracking

When tracking is correct, the reader won't even notice.

 0 tracking, optical kerning



# TRACKING: HEADLINES

## HELPFUL HINT

Trust your eye. The best tracking for each typeface varies. What works for some typefaces will not work for others.

The size and weight of the typeface can also influence how much tracking is necessary. Smaller sizes and heavier weights typically need more.

Due to the condensed, blocky nature of our headline typefaces, we need to pay extra attention to tracking when setting headlines.

We want our letters to be snug, but not so tight that they touch. Too much tracking makes it harder to read quickly.

While it's useful to set tracking for entire lines, sometimes the space between two letters becomes too much. Manually adjust this space using kerning.

## TOO MUCH TRACKING

⊗ 35 pt. type/+100 tracking

## CORRECT TRACKING

✔ 35 pt. type/+10 tracking

## NOT ENOUGH TRACKING

⊗ 20 pt. type/-25 tracking

## CORRECT TRACKING

✔ 20 pt. type/+25 tracking

## NOT ENOUGH TRACKING

⊗ 10 pt. type/0 tracking

## CORRECT TRACKING

✔ 10 pt. type/+75 tracking  
✔ -20 kerning between 'C' and 'O'

# PHOTOGRAPHY



---

# OVERVIEW

Photography plays an important role in our brand communications because it tells our story visually. Although our words are compelling, images offer powerful proof of what we say. For this reason, photographs should be carefully selected to match our messaging, and they should always feel authentically like UB.

---

PAGE 52

## Portraiture

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PAGE 53

## Action

---

PAGE 54

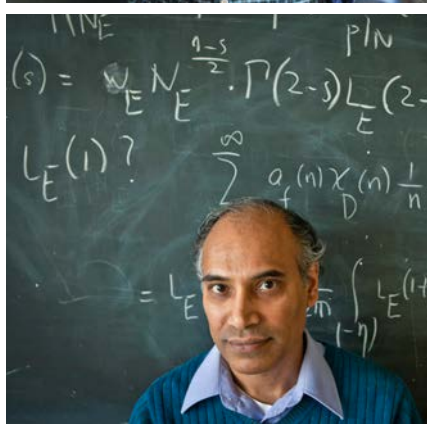
## Environment

# PORTRAITURE

The use of portraiture puts a human face to our University. We want to show UB students, faculty and staff in the best light, which means capturing them with authenticity.

When capturing portraits, the focus should be on the individual, and although they don't have to be the sole person in the photo, the eye should be drawn to that one person. They can be looking at the camera or not, but they should always be

shot in an environment, not a studio. Overly stylized photos don't reflect the genuine nature of UB. We also want to balance our hardworking nature with the warmth of our community, so we should show students both at work and at ease.

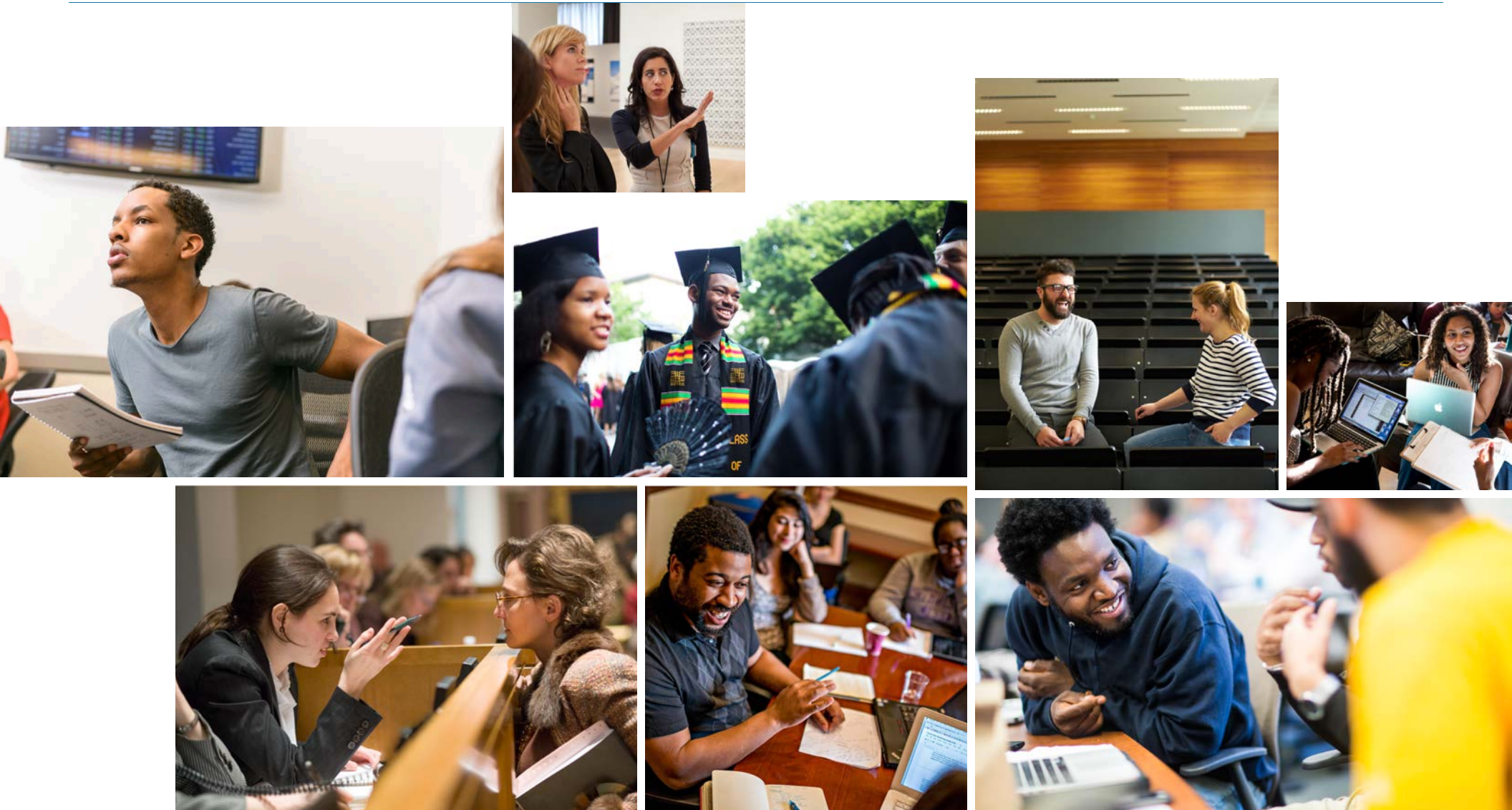


# ACTION

This action-oriented style of photography captures the UB work ethic both inside and outside the classroom.

Active photographs document both peer-to-peer collaborations and faculty-student interactions. Balance these group shots with images of individuals who are engaged in an activity or area of study.

Our students should be captured learning and developing their skills, being mentored by faculty, and becoming leaders. And remember, it's important to show a diverse mix of students in an accepting and supportive environment.

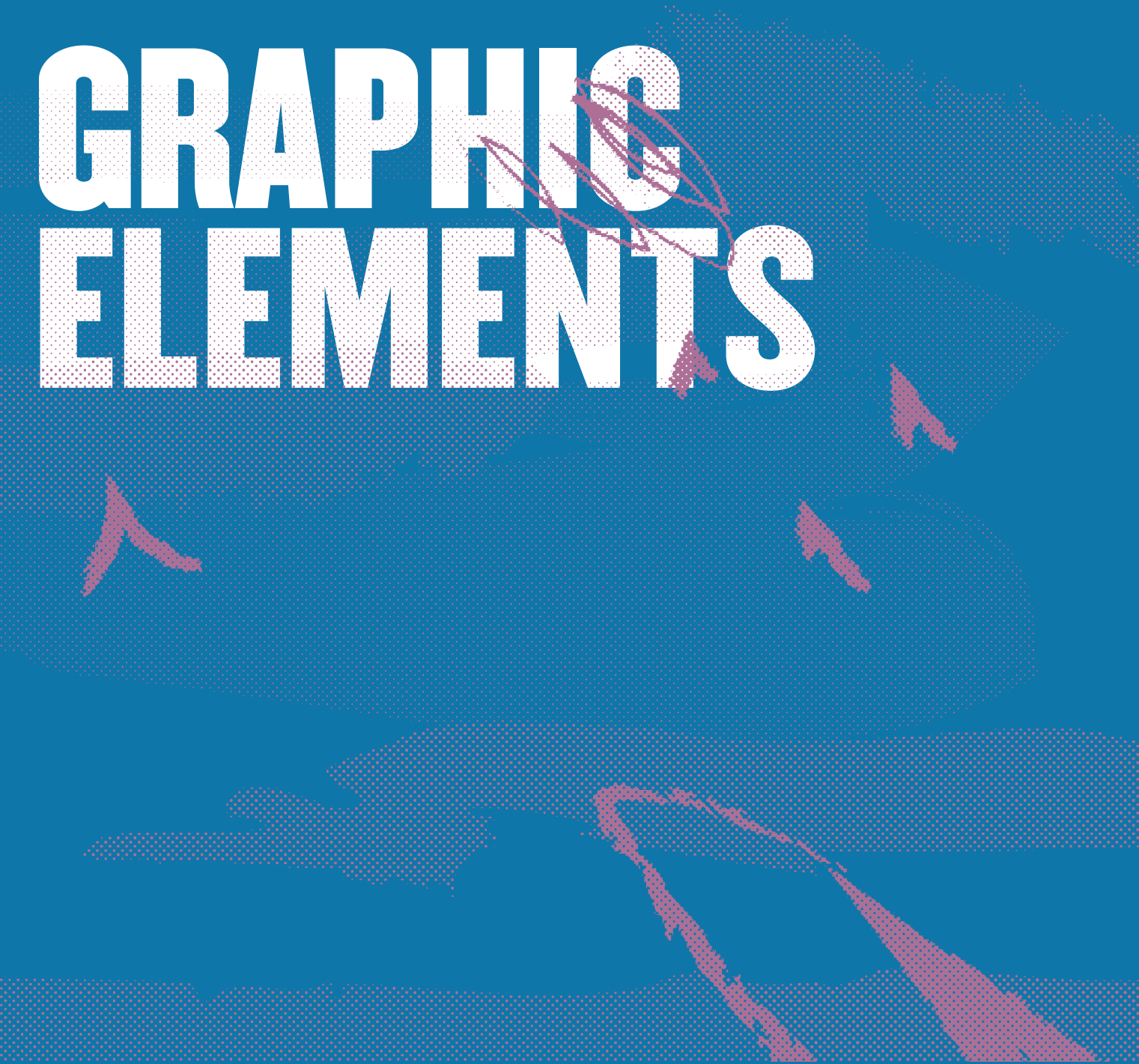


# ENVIRONMENT

The urban vibrancy of UB's campus is something to show off, and these images paint the picture of what our campus community looks like. Pepper sense-of-place shots throughout communications in a way that helps the layouts breathe.



# GRAPHIC ELEMENTS



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# OVERVIEW

A recognizable brand needs a system of ownable graphic elements. This section details a distinctive visual tool that you can use when crafting communications for the UB brand.

---

PAGE 57

## Street Art Abstractions



# STREET ART ABSTRACTIONS

Inspired by the environment and vibrancy of Baltimore's urban street art, these abstracted, bitmapped deconstructions bring vibrancy and energy to our brand communications. These textures are accents, and

should never dominate the design hierarchy of the composition. Rather, they provide an elegant option for adding layers to layouts and visually connecting typography and photography.

**Bitmap:** A digital image composed of a matrix of dots. When viewed at 100%, each dot corresponds to an individual pixel on a display. Color can later be applied to bitmaps in programs such as InDesign and Illustrator.



# SAMPLE TACTICS



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# OVERVIEW

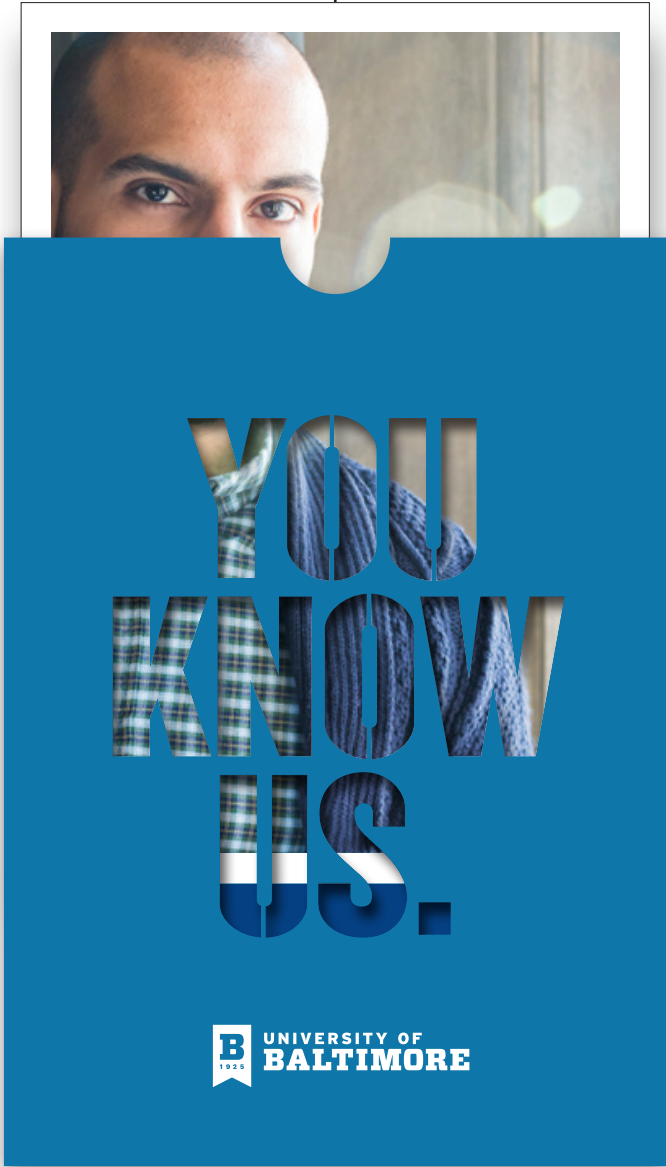
Now that you know the UB brand, let these examples show you how it can come to life to tell our University's story in a unique and effective way.

# UNDERGRAD CARD SERIES

Sleeve

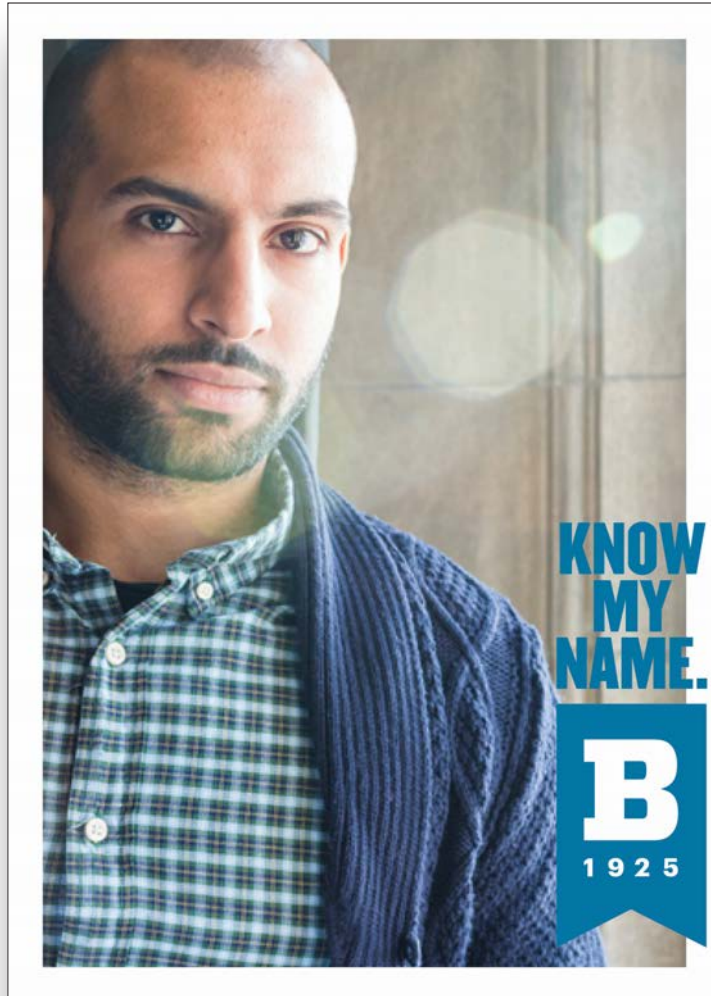


Cards



# UNDERGRAD CARD SERIES

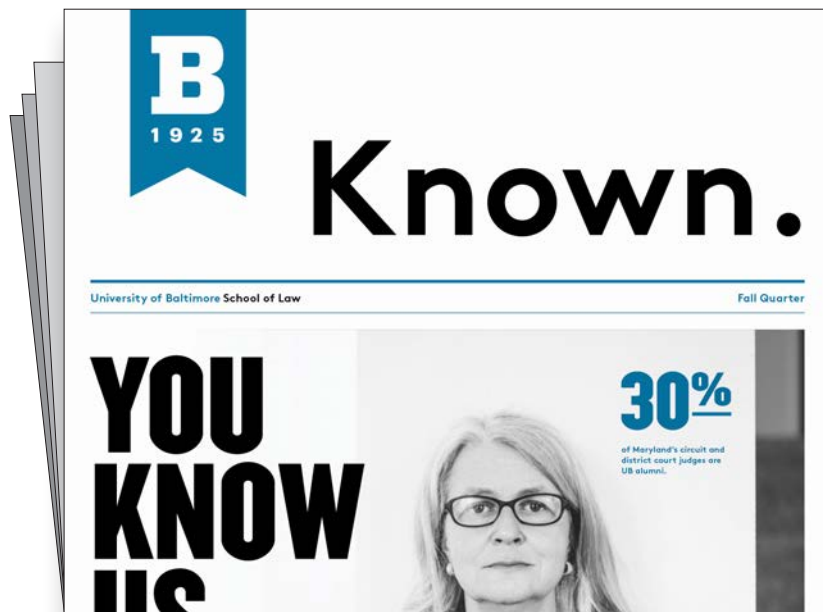
Reverse Side



# UNDERGRAD CARD SERIES



# GRADUATE QUARTERLY MAILER



Unfolds



# GRADUATE QUARTERLY MAILER

University of Baltimore School of Law

In a city of grit and determination, we are continually sharpening our work ethic and expanding our reach.

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**HONED CHARACTER.  
RESILIENT  
PERSPECTIVE.**

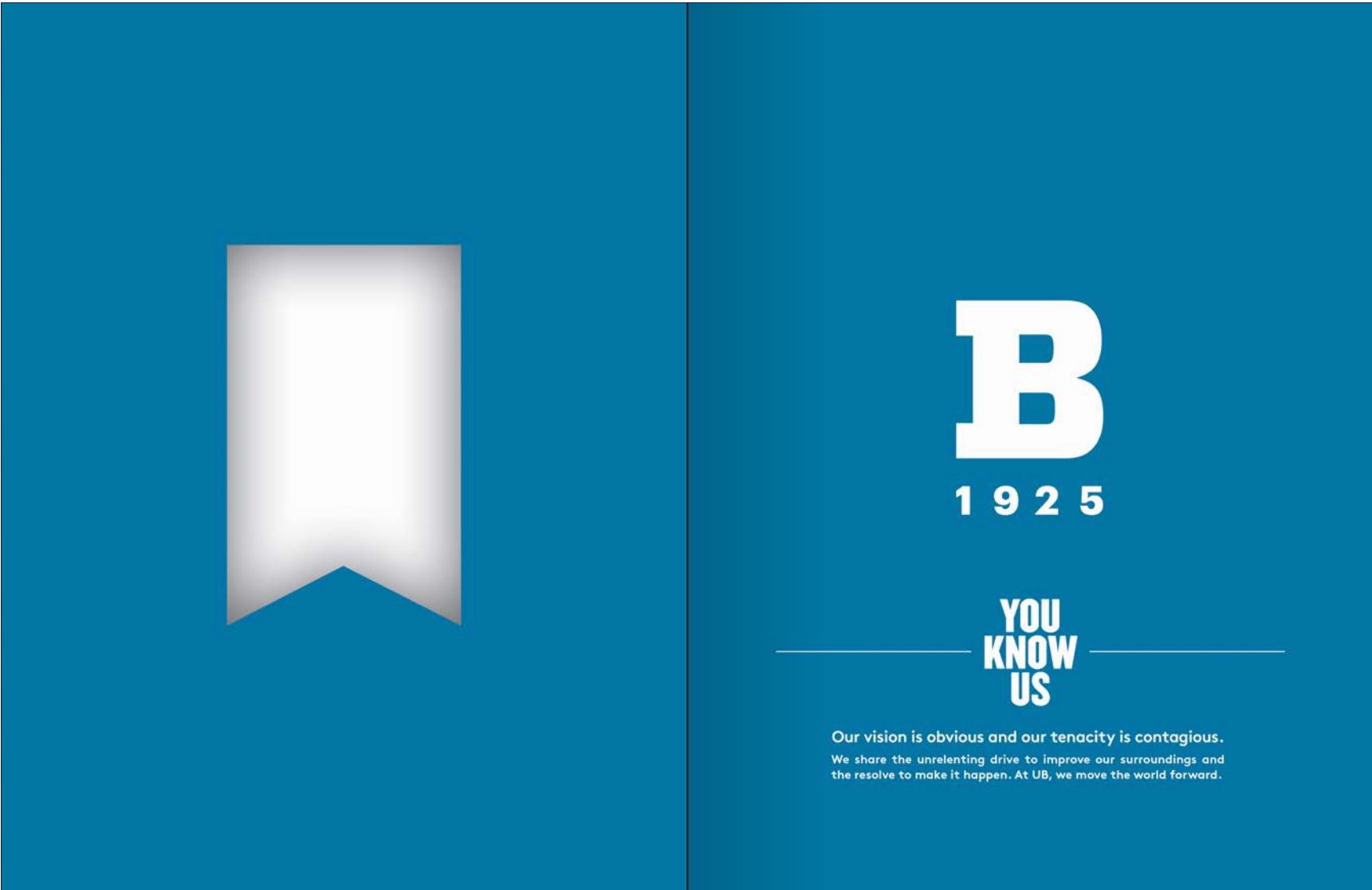
**LEARN  
MORE**

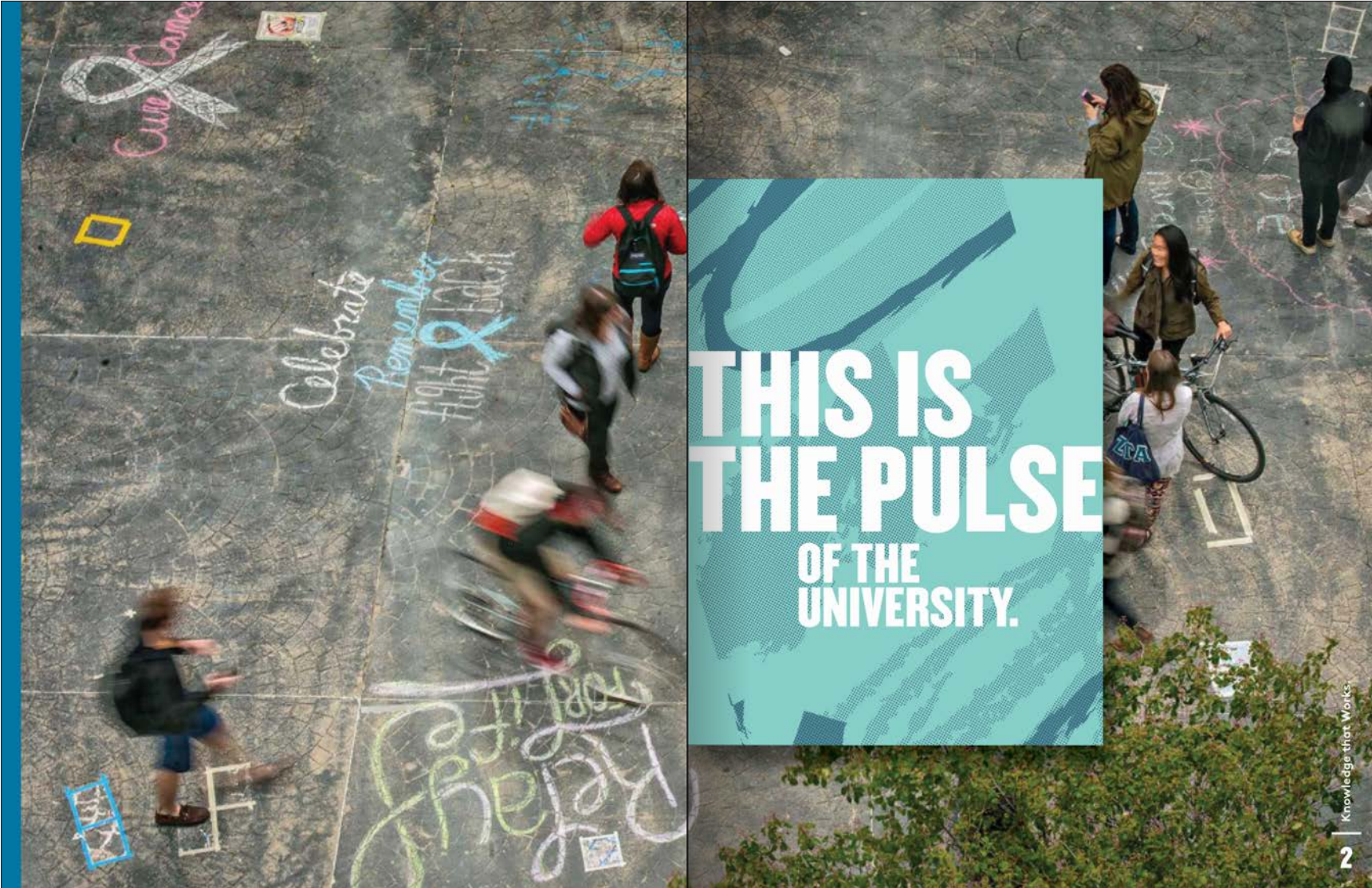
Center for International and  
Comparative Law

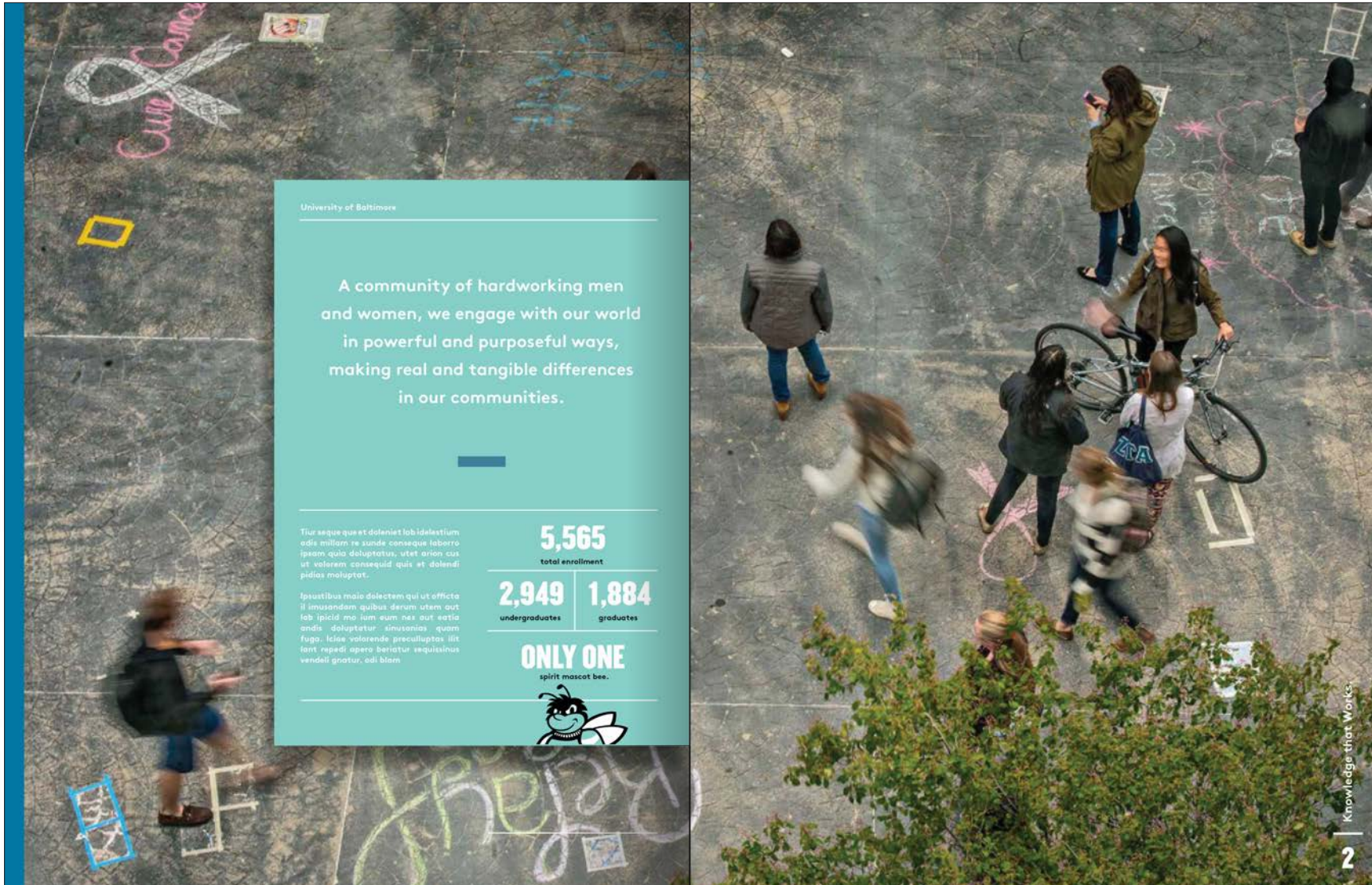
[law.ubalt.edu](http://law.ubalt.edu)











University of Baltimore


A community of hardworking men and women, we engage with our world in powerful and purposeful ways, making real and tangible differences in our communities.

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Ipsustibus malo dolectem qui ut officia il inusandam quibos dromm sitam aut lob ipicid mo lam sum nas aut eatio andia doluptatur sinusenias quam fuga. Iclae valorende preculluptas illit fant repedi apere beriatutur sequissinus vendei gnatur, adi blam.

<b>5,565</b> total enrollment	
<b>2,949</b> undergraduates	<b>1,884</b> graduates

**ONLY ONE**  
spirit mascot bee.

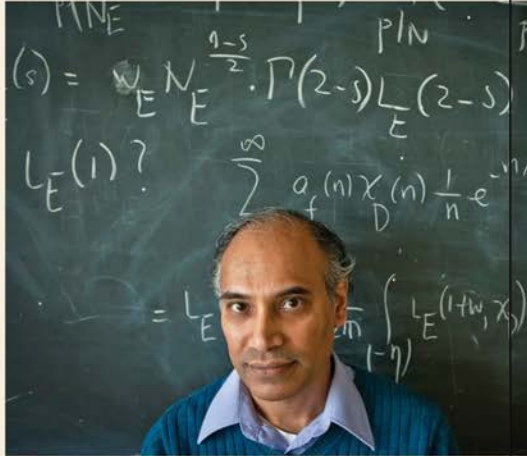


Knowledge that Works.

2

## Our faculty.

Tiur seque que et dolent lab idelustum adis militam re sunde consequo laboro ipsam quia doluptatus, utet arion cus ut volorem consequid quis et dolendi pidias moluptat.



## Active instructors.

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**90%**  
of core faculty members hold the highest degrees in their field

**15:1**  
student-faculty ratio



## Collaborative spaces.

Tiur seque que et dolent lab idelustum adis militam re sunde consequo laboro ipsam quia doluptatus, utet arion cus ut volorem consequid quis et dolendi pidias moluptat.



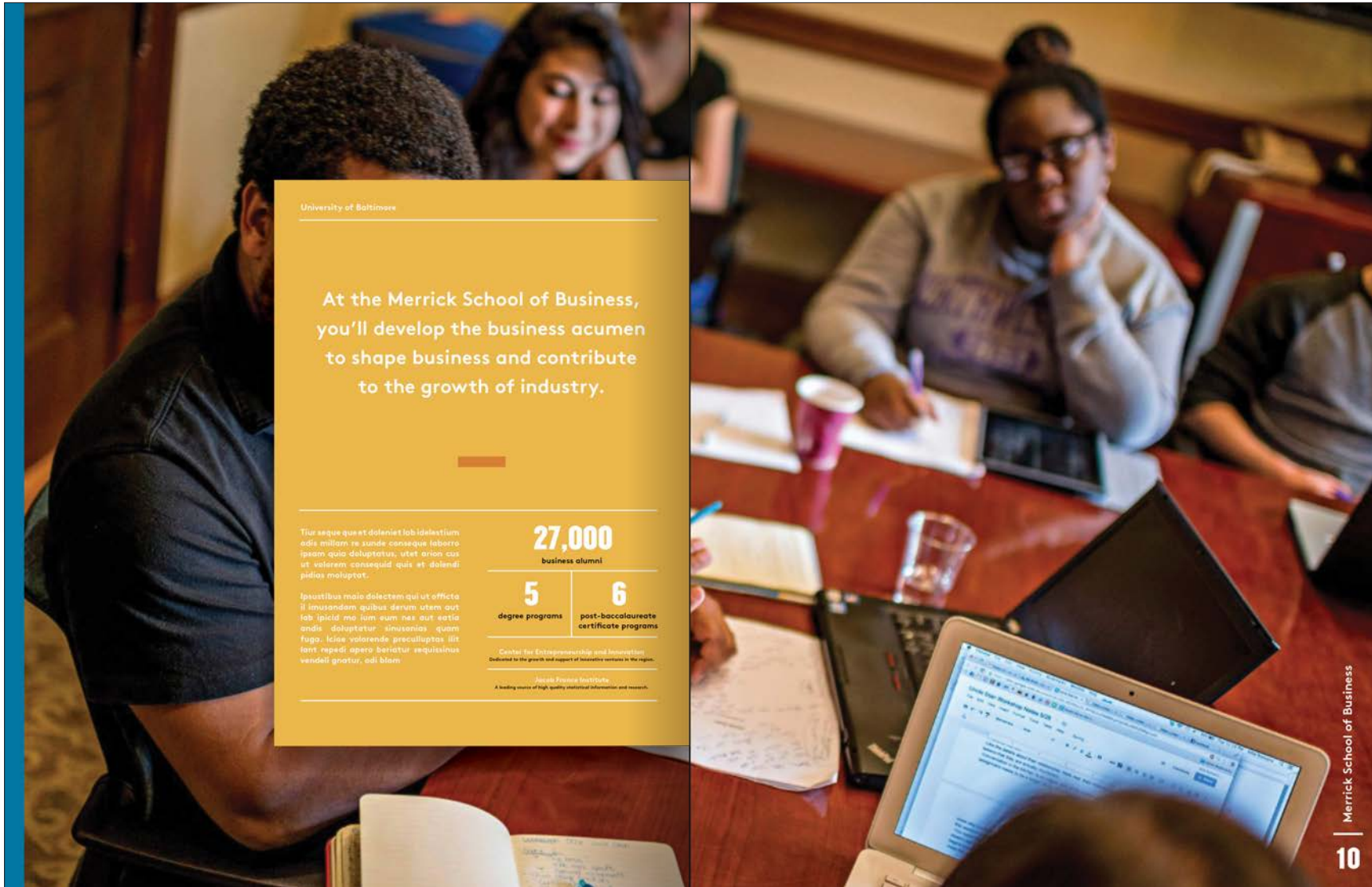
# BUILT HERE.

Fueled by tenacity and determination, strengthened by community and support.

Tiur seque que et dolent lab idelustum adis militam re sunde consequo laboro ipsam quia doluptatus, utet arion cus ut volorem consequid quis et dolendi pidias moluptat.

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University of Baltimore

At the Merrick School of Business,  
you'll develop the business acumen  
to shape business and contribute  
to the growth of industry.

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ut valorem consequid quis et dolendi  
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andis doluptatur sinusenias quam  
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lant repedi apero bariatur sequisibus  
vendat gatur, adi blom.

27,000

business alumni

5

degree programs

6

post-baccalaureate  
certificate programs

Center for Entrepreneurship and Innovation  
Dedicated to the growth and support of innovative ventures in the region.

Jacobs Fraunke Institute  
A leading source of high quality statistical information and research.

Merrick School of Business

10

# NOTHING IN OUR WAY.

With classes online and on campus, we make education flexible and adaptable for every student. However you learn best, we are here to make it happen.

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## Online courses

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## Shady Grove

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**90%**

of core faculty members hold the highest degrees in their field.

**15:1**

student-faculty ratio





University of Baltimore

In Baltimore and beyond,  
UB alumni are making a lasting  
impact in their industries  
and communities.

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fuga. Ictae volorende preculluptas lilt  
lant repedi apera beriaturs sequissinus  
vendell gnatur, odi blom.

**50,724**  
total alumni

<b>20</b> eritlatio volupiclis et unt.	<b>17</b> eritlatio volu piclis et unt.
--	---

**NETWORK**  
eritlatio volupiclis

Knowledge that Works.

23

**55**  
—  
nearby shops

**23**  
—  
loresqueae non comni

**45**  
—  
galleries and venues

# LIVE THE CITY.



## Public Transit

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## Performing Arts

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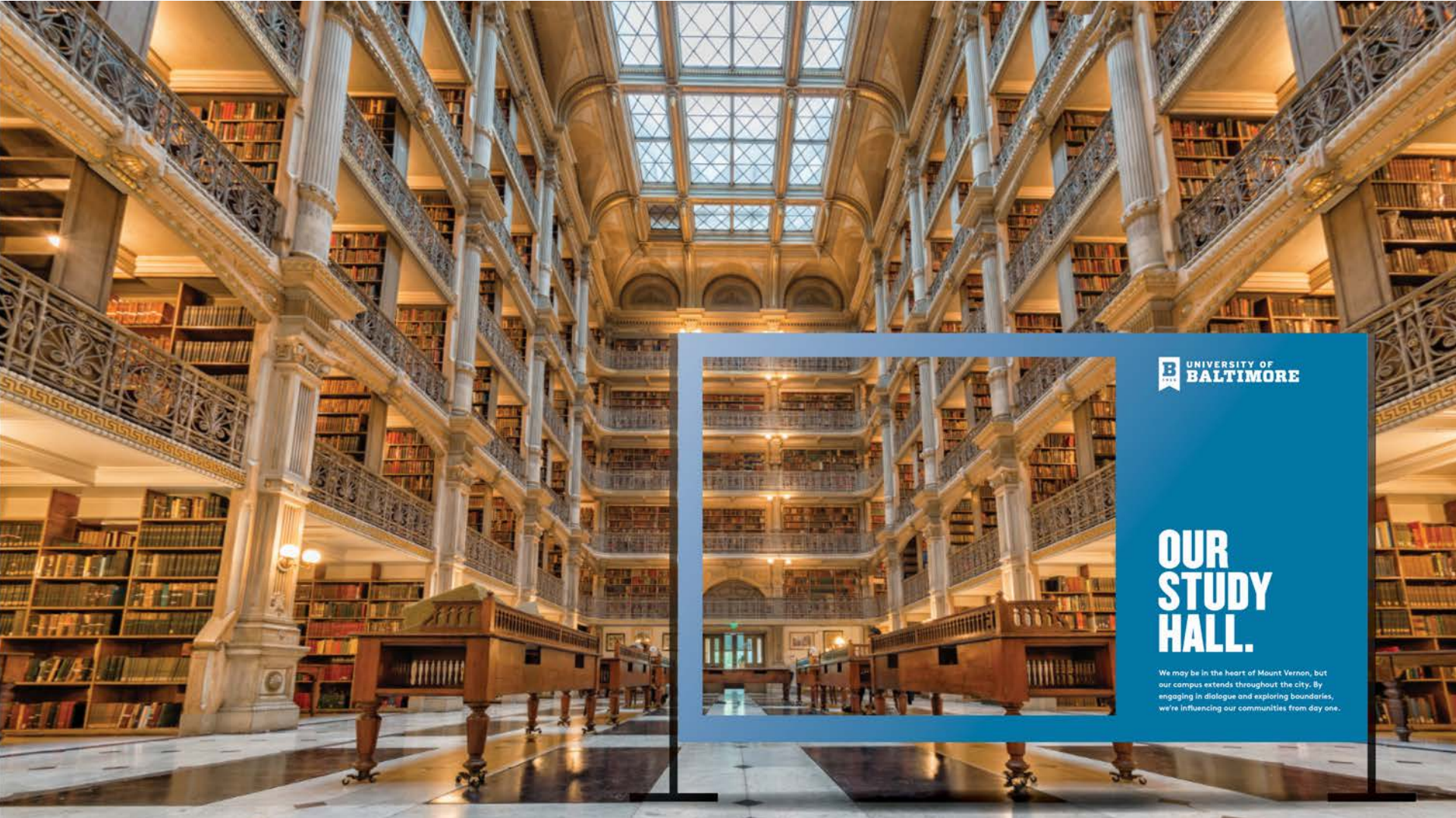
## Living

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# GENERAL AWARENESS



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# GENERAL AWARENESS

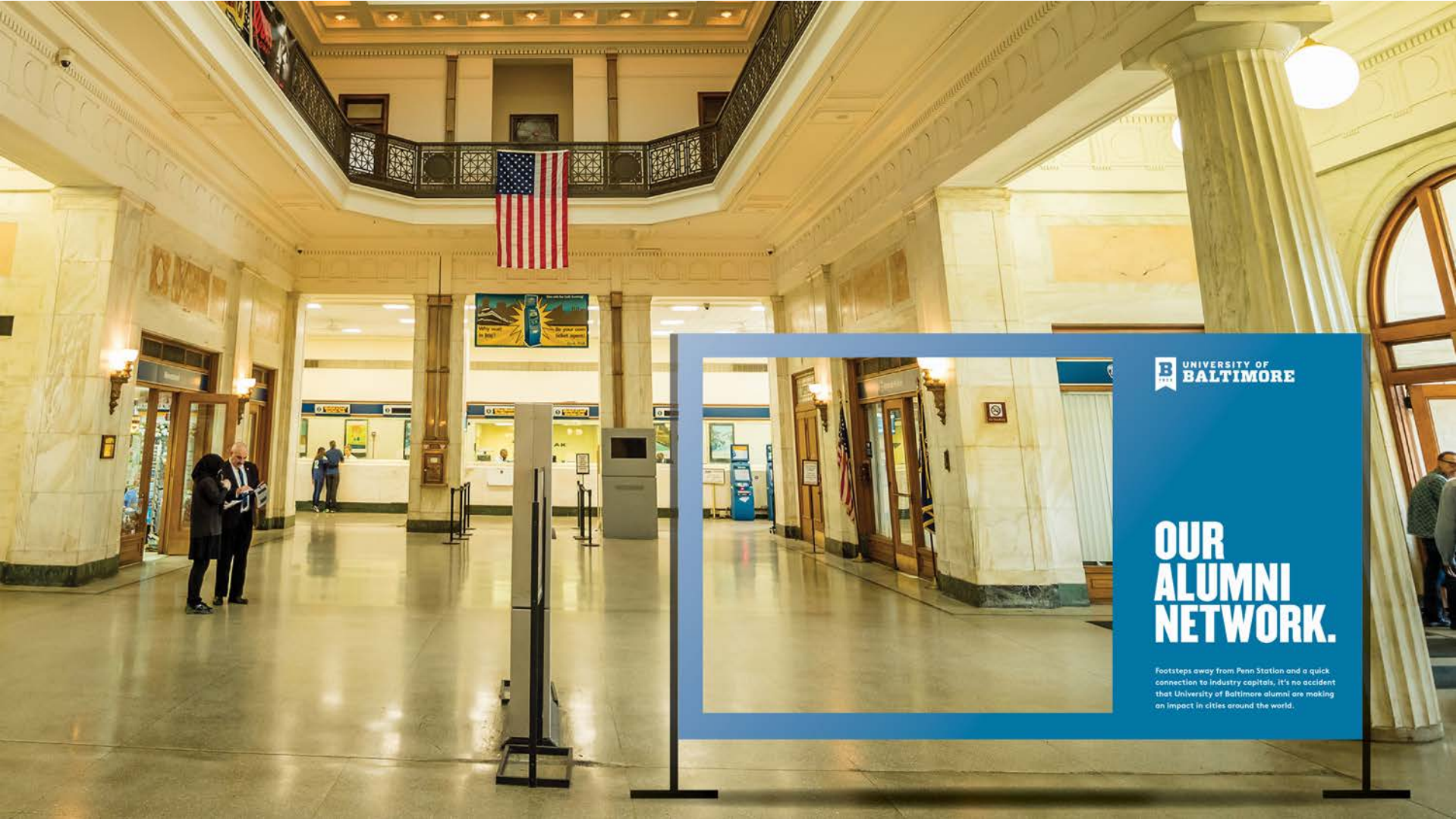


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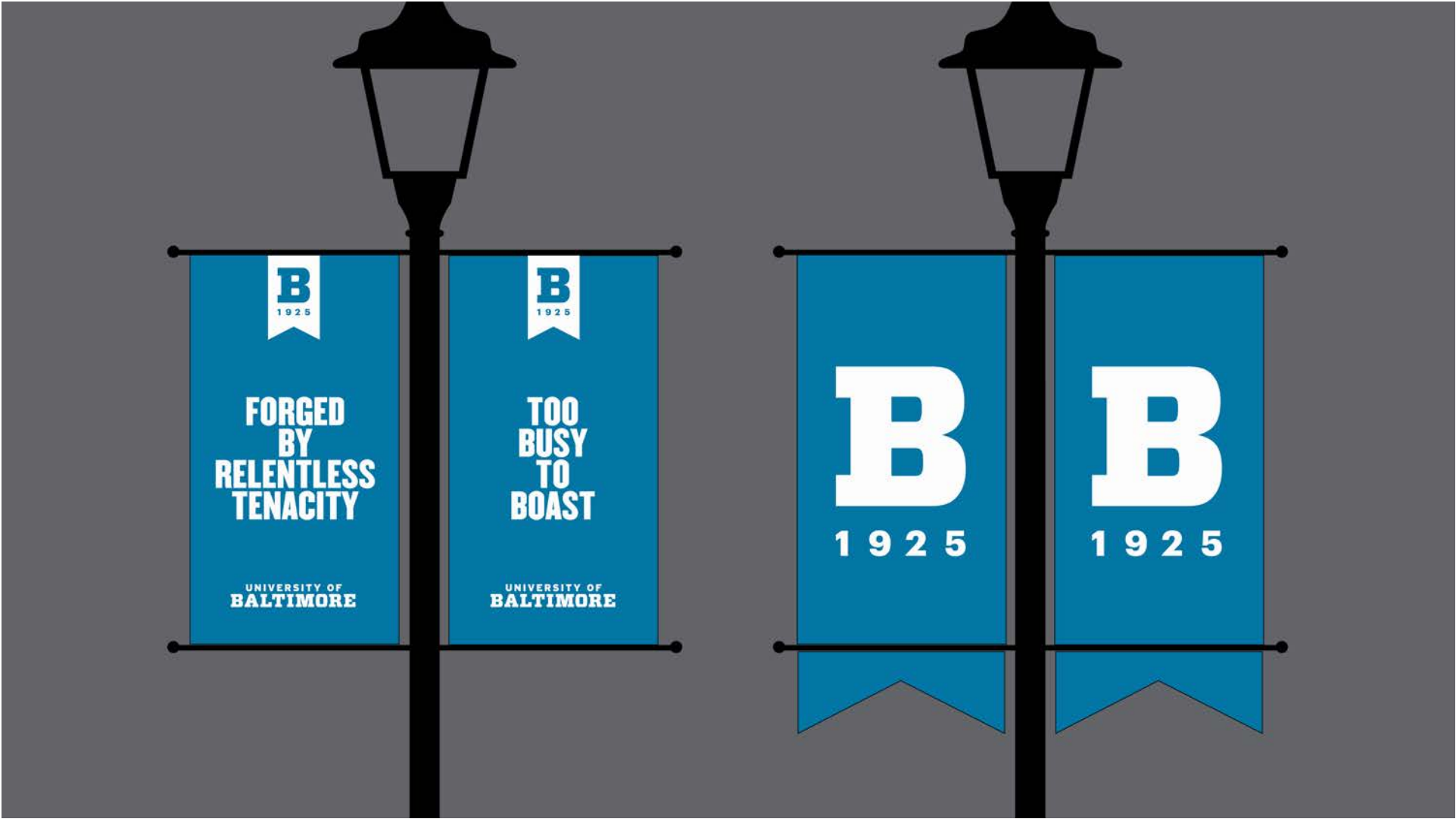
# GENERAL AWARENESS



# GENERAL AWARENESS

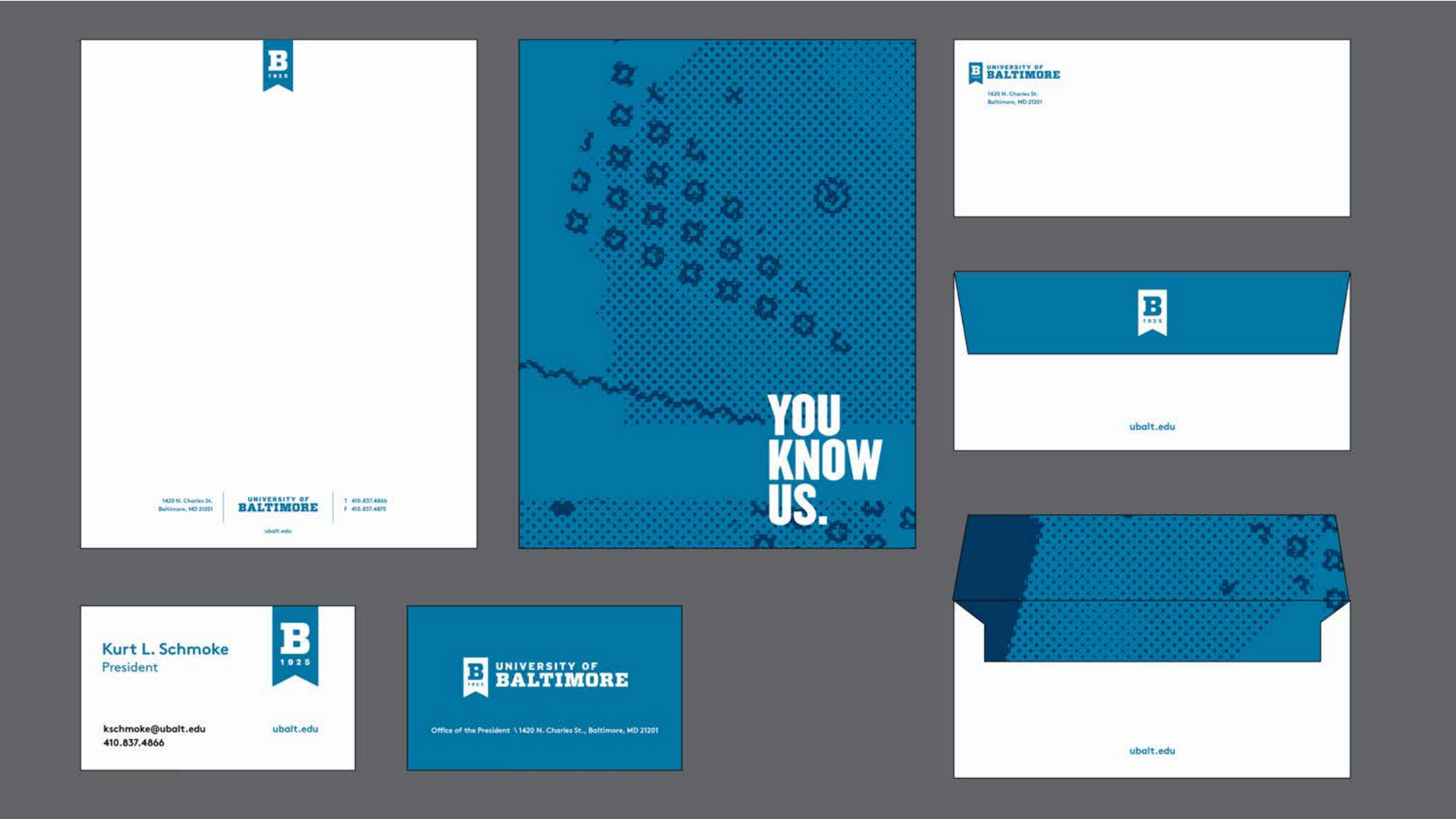


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# STATIONERY SYSTEM



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