



UMBI
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Branding Guidelines

Introduction

The purpose of this document is to provide guidance and standards consistent with the UMBI branding policy.

I. Definitions

- A. Brand—most often images and image-related activities that connect a specific set of services and/or goods with a specific provider. A brand may include a logo, byline, and name of a provider.
- B. Branding—the process by which a specific set of services and/or goods are identified with a specific provider
- C. Byline—UMBI’s byline is

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 Note: Trebuchet font, black letters, with first letters in lower case.
- D. Document—any print or electronic material created for internal or external use.
- E. Disposable document—a subset of printed document with little or no historical value to the institution, examples include but not limited to business cards, letterhead, envelopes, and fax cover sheets.
- F. Intranet web pages—refer to all web pages on UMBI internal sites that utilize UMBI resources and that are used for internal UMBI business such as file sharing, announcements, timesheets, and so on. This includes any and all web pages that are currently accessed through the URL <https://intranet.umbi.umd.edu> (this URL may be changed or appended in the future).

G. Logo—

1. Life-Science-Works (LSW) logo, refers to the UMBI main logo at the top of this page.

2. UMBI logo refers to any logo within the UMBI family of logos. A UMBI logo includes the UMBI hemisphere and the name “UMBI”. For example, each Center logo incorporates the UMBI sphere, acronym UMBI, and the full name of the Center, for example:



- H. Non-disposable document—all documents that are not disposable documents. Non-disposable documents include but are not limited to annual reports.
- I. Personal web pages—refer to public or private web pages that are hosted on UMBI sites or on other sites whose content and layout are NOT subject to these guidelines. Examples include unofficial faculty web pages, often with the address in the format <http://www.umbi.org/~facultyname>
- J. Public space—exterior of any UMBI building as well as any interior space visible to visitors who enter the building from a main entrance and prior to their checking in with a guard.
- K. Public web pages—all pages accessed under the URL <http://www.umbi.org> or <http://www.umbi.umd.edu>, and all subpages thereof. This includes all of UMBI as well as UMBI’s Centers (CARB, CBR, COMB, MBC).
- L. Promotional materials—items that incorporate the UMBI name, byline, and/or a UMBI logo created to be given away or sold to raise awareness about UMBI, its mission or programs. Promotional materials include but are not limited to hats, shirts, mugs, pens, and items distributed to Human Resources to acknowledge employment milestones, e.g. 5 year anniversary.
- M. Semi-public space—an interior space other than an office, lab, or cubicle. Semi-public space includes but is not limited to hallways, auditoriums, meeting rooms, and restrooms.
- N. Standards of propriety and taste—UMBI expects professional and appropriate content in public, intranet, and personal web pages.

II. Name

If asked what UMBI is, the most appropriate answer is **“UMBI is the biotechnology institution of the University System of Maryland.”** While UMBI’s legal name remains “University of Maryland Biotechnology Institute” in general all staff and faculty will refer to the institution as **UMBI** in printed documents, while speaking, and in electronic communication.

III. Prior logos

- A. UMBI has utilized various logos in the past for the organization or subunits. These prior logos are no longer to be used.
- B. Documents produced prior to implementation of the branding policy—including but not limited to annual reports, newsletters, brochures, business cards, fax sheets, and letterhead—created and printed/ electronically published prior to the implementation of this Branding Policy often contain former logos. Non-disposable documents should not be destroyed unless a sufficient quantity is left for UMBI archives.
- C. All disposable documents should be used up within 120 days after the implementation of the Branding Policy. After that date, disposable documents should be recycled, used as scrap paper, or disposed of properly. Staff and faculty will order new versions of disposable documents so that these new versions are available for use within 120 days after the implementation of the Branding Policy.
- D. Vehicles owned by UMBI will replace images incorporating a prior logo and are to be re-painted or otherwise re-imaged to incorporate a UMBI logo within 120 days after the implementation of the Branding Policy. Final approval of vehicle images rests with the President or designee.
- E. Any promotional materials incorporating prior logos should be used up within 120 days after the implementation of the Branding Policy. Faculty and staff will only order promotional materials that incorporate a UMBI logo, and no prior logo, as of the implementation date of the Branding Policy.

IV. Logo Placement

- A. In all instances, the UMBI logo must be sized so that all words in the logo can be read easily.
- B. A UMBI logo should not be reorganized with specific elements (hemisphere, name, byline) changing relational placement from one another. Nor may the sizes of specific elements be resized disproportionately in relationship to other elements.
- C. Prior UMBI logos including logos of subunits generally may not be used in any external or internal documents.
- D. The UMBI logo is always placed on the cover page or first page of any document. It is recommended that the UMBI logo is placed in the upper left hand corner of that page.
- E. Generally, the UMBI logo will be presented in full color.
- F. The UMBI logo should appear in color when other logos present on the same document page appear in color.
- G. If other logos are present, the UMBI logo should be at least as large (in terms of square centimeters of document space) as any other logo.

V. Printed documents

- A. The Director of Communications will provide model disposable documents on the intranet for faculty and staff use.

- B. Only UMBI logos may appear on disposable or non-disposable documents. Including non-UMBI logos on non-disposable or disposable documents requires the permission of the President or designee.
- C. Faculty and staff will include the Director of Communications in designing any non-disposable documents.

VI. Web pages

- A. Public web pages, general style guidelines

Consistent layout, fonts, image placement, navigation, and general “look and feel” are essential to maintaining the cohesion, integrity and aesthetics of the UMBI public website. Deviation from these guidelines may be approved on a case by case basis by the Director of Communications.

 - 1. New pages must be created using existing templates, such as those to be provided in DreamWeaver. This includes items that control the look and feel of the web pages in general, even if they are not mandated by the template. For example, column widths should not be changed, and new columns should not be added, without prior approval by the Director of Communications.
 - 2. Graphics must be released by any outside copyright holders, in writing.
 - 3. All graphics and all text must conform to standards of propriety and taste. The Director of Communications will be responsible for resolving any related disputed matters.
 - 4. All links to outside web pages, including personal web pages, must conform to standards of propriety and taste. The Director of Communications will be responsible for resolving any related disputed matters.
 - 5. Outside organizations wishing to link to UMBI web pages should have written approval in advance, from the President or Director of Communications. Sites that link to the UMBI website must conform to standards of propriety and taste.
 - 6. Public web pages cannot be hosted on unauthorized servers. They can be distributed as email links and PDFs, and they can be printed, but it should be understood that all such content is protected by copyright law, and represents UMBI intellectual property.
- B. Each faculty member will have an official public UMBI webpage which may at the faculty member’s discretion contain links to that faculty member’s personal webpage. The faculty public webpage will contain content in each of the following categories and will match the look and feel of all other faculty public web pages.
 - a. Research Overview, written in lay (non-scientist) language describing the faculty member’s area(s) of research, content to be approved by the faculty member and by the Director of Communications.
 - b. Research Description, written by the faculty member or her/his designee.
 - c. Recent Publications provided by the faculty member or her/his designee with electronic links when possible.
 - d. A recent photograph of the faculty member.
 - e. Contact information for the faculty member at UMBI including telephone number and email address.

- C. Only UMBI logos may appear on public web pages. Non-UMBI logos, including historic logos, may only appear with permission from President or designee.
- D. Public web pages may not include content that is political, degrading, harassing, of a sexual nature, or for personal income or that otherwise violates UMBI standards of propriety and taste.
- E. The intranet pages may offer opportunities for web-based synchronous and asynchronous conversation. Faculty and staff will maintain a professional demeanor in any intranet-enabled conversation. Decorum and content in any such conversation must conform to standards of propriety and taste. The Director of Communications will be responsible for resolving any related disputed matters.

VII. Electronic documents other than web pages

- A. Graphics including the UMBI logo take server space. Therefore faculty and staff should refrain from incorporating UMBI logo in their e-mail signature block. Faculty and staff will refrain from incorporating graphic stationery, or other graphics in their out-going emails. Signature blocks for email should include:
 1. Full name
 2. Payroll title or approved working title
 3. the name "UMBI"
 4. name of Center, department, program, or other subunit
 5. www.umbi.org, www.umbi.umd.edu, or the URL for a page on the official UMBI website, such as a faculty member's official faculty page
 6. Phone number and fax number
- B. Faculty and staff should refrain from incorporating inspirational or other quotes in their email signature blocks for outgoing e-mails.
- C. Electronic slide presentations will incorporate a UMBI logo on the first page.
 1. In general, a UMBI logo need not appear on every page of a slide presentation.
 2. The Director of Communications will place several slide presentation templates on the intranet that faculty and staff may make use of at their discretion.
 3. The Director of Communications will place on the intranet a concise Power Point overview of UMBI which may be used by faculty and staff by itself or may be incorporated, in total, within a larger Power Point in order to describe UMBI's mission, science, programs, and success.

VIII. Spaces

- A. UMBI owns or rents various spaces for offices, lab spaces, or other mission-related activities.
- B. The LSW logo must appear in a significant size on all public spaces at UMBI.
- C. No logo other than the LSW logo may appear in any public space at UMBI.
- D. Current images other than LSW logo in public space must be approved by the President or designee within 60 days after implementation of branding policy and guidelines.
- E. Non-UMBI logos may be presented in semi-public spaces with prior permission of the President or designee. In general, these permissions will only be given for

- logos of UMBI current research partners, spin-out companies, renters, or other mission-critical relationships.
- F. Commercial logos, brands, or images and logos (including sports emblems and mascots of other universities) may not be displayed in any UMBI public or semi-public space except as allowed in VIII (E) above.
 - G. The Center Director at each location (CARB Director at Shady Grove; CBR Director in College Park; COMB Director at the Columbus Center; and MBC Director at the MBC Building) has broad discretion in selecting art or other research-related images for public and semi-public spaces at each location provided that art or other research-related image does not conflict with Items VIII (A through F). In the case of semi-public space allocated to Central, the President or designee has broad discretion in selecting art or other research-related images for public and semi-public spaces at these locations.