

Addendum to Graphic Standards Guide – Use of University of Maryland School of Medicine Name(s) and Logo(s)

Organizations not part of the University of Maryland School of Medicine (UMSOM) shall not use the UMSOM name(s) or logo(s) for advertising, promotion or commercial purposes without prior written approval of UMSOM representatives. When authority from UMSOM is necessary, it may be received from either the Associate Dean for Graduation and Continuing Medical Education (410-706-3681) or the Assistant Dean for Public Affairs (410-706-8519), unless otherwise directed.

Use of UMSOM logos should adhere to the UMSOM Graphic Standards Guide. Specific example(s) of how the name(s) and logo(s) will be used in ads, signs, electronic media, news releases, collateral material, etc. should be presented to the appropriate UMSOM authority. Individuals and organizations are prohibited from using the name/logo/image for anything other than what is expressly approved by UMSOM authorities.

The UMSOM logo is comprised of the following seal that should always appear in unchangeable fixed dimensions as follows:



Always use reproducible art available on disk or electronically. Do not attempt to recreate the logo.

In order to maintain the integrity of the UMSOM logo, strict adherence to clear space and minimum size specifications should be maintained. Clear space around the UMSOM logo prevents any nearby text, image or illustration from interfering with the impact of the logo. The appropriate measurement of clear space around the logo will be determined by UMSOM authorities. In order to maintain clear legibility of the UMSOM logo, it should never be reproduced at a size less than one inch. Any presentation of two institutions should ensure that both logos are equal in size and location in relation to each other.

I, the undersigned, have read this addendum to the graphic standards and agree to comply with the graphic standards contained herein.

Printed name

Title

Date

Signature

Organization

1/22/03