



## UNIVERSITY of MARYLAND SCHOOL of MEDICINE

# 2007 Bicentennial Graphics Style & Standards Guide

### “The Enduring Power of Leadership: Teaching, Research, Patient Care, Service”

The School of Medicine’s 200th anniversary is a unique opportunity to celebrate the heritage of America’s oldest public medical school and its place in the modern global community. Only four other medical schools in the country are older.

Our bicentennial celebration will span an entire calendar year. At least one event will be held each month in 2007, bringing special attention to the school well beyond this region. Each department, program, and center is invited to be involved in our bicentennial, and there are numerous ways to do so, including the use of bicentennial graphics. These guidelines make it easy for you to participate, provide consistency school-wide, and avoid confusion among our many audiences.

For clarification on these standards and other components of the bicentennial celebration, please contact Jo Martin, director of bicentennial planning, at x62007 or [jmartin@som.umaryland.edu](mailto:jmartin@som.umaryland.edu). Thank you for being part of this singular occasion.

Jennifer B. Litchman, MA  
*Assistant Dean for Public Affairs*

### What is the bicentennial and how can you participate?

The School of Medicine’s bicentennial is a series of projects and programs from January through December 2007. The general theme is “The Enduring Power of Leadership” with the sub-themes of “Teaching, Research, Patient Care, Service.”

From October 2006 to January 2008, the special bicentennial Web site [www.sombicentennial.umaryland.edu](http://www.sombicentennial.umaryland.edu) is available to view for updated events, media coverage, historical insights, 200 Reasons to Celebrate, photos, and videotape information, as well as items for sale in the Bicentennial Boutique. It also is the place to access the bicentennial seal, logotype, a flyer template, and other graphic materials.

### How can the graphic elements be used?

The bicentennial seal must be on School of Medicine stationery starting in Fall 2006 or when your current supply is gone. Ridge Printing Corporation has the standard stationery contract for the university and is aware of the specifications for this special order. For stationery orders, contact Will Gohlinghorst at Ridge Printing, 410-668-4780 or [willg@ridgeprinting.com](mailto:willg@ridgeprinting.com).

Other applications for bicentennial information and graphics are your departmental Web site, newsletters, invitations, and posters.

### Color Palettes and Font

**Color**— The School of Medicine’s blue and gold will continue to be the primary color palette for the bicentennial. Red can be added.

**Fonts**— The font is Palatino in Bold and Roman.



**Blue**  
PMS 548 cv / cvu  
c:94 m:45 y:34 k:24



**Gold**  
PMS 872 cv / cvu  
c:20 m:30 y:71 k:15



**Red**  
PMS 485 cv / cvu  
c:0 m:95 y:100 k:0

## When to Use the School of Medicine Seal, Bicentennial Seal, and Supporting Elements

### For Formal Use:



#### The Bicentennial Seal

For bicentennial events and materials. May be paired with either the School of Medicine seal or the bicentennial branding elements below.



#### The School of Medicine Seal

For standard School of Medicine events and materials.

### For Informal Use:

#### Bicentennial Supporting Elements: The Script Logo and the Slogan

There are two options for bicentennial supporting elements—the script logo and the slogan. These elements complement the bicentennial seal when producing informal materials for the year. They raise awareness, specify the anniversary, and generate excitement through event materials, banners, programs, etc. The script logo and the slogan are appropriate with one another but any application must include the bicentennial seal.



#### Bicentennial Script Logo

When paired with the bicentennial seal, the seal should appear to the left of the script logo.

#### Bicentennial Slogan

When paired with the bicentennial seal, the seal may appear to the left (as shown above) or centered above the slogan.

## How to Access the Seals and Supporting Elements

You can download a PDF version of this styleguide, seals, and supporting elements by visiting the special bicentennial Web site at <http://www.sombicentennial.umaryland.edu>. All seals and supporting elements are also available for download at the School of Medicine's Web site: <http://medschool.umaryland.edu/SomLogo.asp>. Use only those colors provided in the downloadable files.

## Contact

For more information on how to participate in what is only the fifth medical school bicentennial in the nation, contact Jo Martin at x62007 or at [jmartin@som.umaryland.edu](mailto:jmartin@som.umaryland.edu). For stationery orders, contact Will Gohlinghorst at Ridge Printing Corporation, 410-668-4780 or [wllg@ridgeprinting.com](mailto:wllg@ridgeprinting.com).