

TYPOGRAPHY

# CLAIM YOUR FUTURE

The typography examples shown here all work within the Avenir Next and Next Condensed font families.

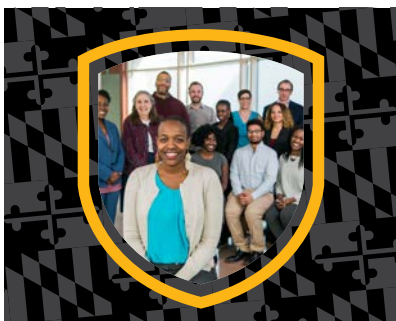
## *The destination for applied professional master's programs*

Our UMBC community redefines excellence in higher education through an inclusive culture that connects innovative teaching and learning, research across disciplines, and civic engagement. We will advance knowledge, economic prosperity, and social justice by welcoming and inspiring inquisitive minds from all backgrounds.

IMAGE STYLES



Please note the graphic elements used on the photo as corner accents.



Please note the shield can be used as a shape for images. A gold outline (left) helps frame images better when used on dark backgrounds or patterns.



COLOR  
(primary colors)

Black:  
C:0 M:0 Y:0 K:100 // R:0 G:0 B:0 // PMS: BlackC/U // Web: #000000

UMBC Gold:  
C:0 M:32 Y:100 K:0 // R:253 G:181 B:51 // PMS: 1235C/116U // Web: #fdb515

(secondary colors)

UMBC Red:  
C:10 M:100 Y:100 K:0 // R:218 G:33 B:40 // PMS: 1795C/U // Web: #da2128

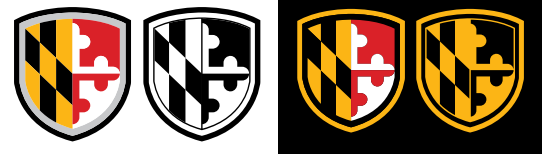
UMBC Light Gray:  
C:0 M:0 Y:0 K:25 // R:199 G:200 B:202 // PMS: 428C/427U // Web: #c7c8ca

UMBC AOK Teal:  
C:100 M:35 Y:50 K:15 // R:0 G:113 B:118 // PMS: 323C/322U // Web: #007176

UMBC Retriever Brown:  
C:0 M:30 Y:100 K:40 // R:166 G:122 B:5 // PMS: 1255C/U // Web: #da2128

UMBC Dark Gray:  
C:0 M:0 Y:0 K:75 // R99 G100 B102 // PMS 431C/U // Web #636466

GRAPHIC ELEMENTS

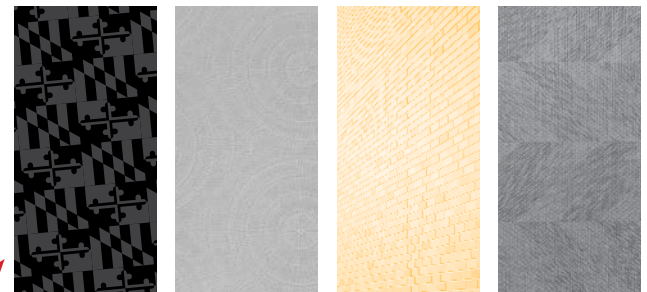


Please note how the shield colors change when used on a dark background.



Please note graphic lines should have rounded end caps.

PATTERNS



Please note the Maryland flag pattern is available in several colors (see style guide).