C&IS Branding Style Guide

Font Options to Use

Select your font, bolding, and italicizing through the font function in the program. Do not use the "bold" or "italic" buttons, as they will not appropriately bold or italicize the font. Here are the approved options:

Neutraface Text Light Alt
Neutraface Text Light Italic Alt
Neutraface Text Book Alt *Will be used most often*
Neutraface Text Book Italic Alt
Neutraface Text Demi Alt
Neutraface Text Demi Italic Alt
Neutraface Text Bold Alt
Neutraface Text Bold Italic Alt

Logo

Find logos at:
N: .../Logos and Fonts/2013 CIS Logos/CareerInternServices_Final/UMD_CareerInternServices_Black
Use the PNG file format. They have a transparent background & can be layered over another image.

Creating a document for external audiences – use the logo version(s) with UMD.

Creating a document for internal audiences – use the logo version without UMD.

- There are also different color options available for the logo. Most often, use the all black version of the logo. If you have questions about alternative color options, ask Ellen.
- Logo Resizing Tip: Hold the "Shift" and resize at the corner of the image. This will keep proper dimensions of the logo.

Colors

Maroon Hex: #7a0019 RGB: 122/0/25
Gold Hex: #ffcc33 RGB: 255/204/51

File Naming and Saving

Save your document in the appropriate folder on the N Drive. Save a version of the document in the original program and also as a PDF.

Name of document – PC or Mac
Example: Effects of Preferences in Work Situations – Mac

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