



University of Maryland

Current Revision Date: 07/19/24

Established: 1856 **Location:** College Park, MD **Nickname:** Terrapins
Mascot Name: Testudo **Conference:** Big Ten

University of Maryland®
Maryland™
Maryland Terrapins®
Terrapins®
Terps®
M™

UM™
Hell in a Shell™
The Shell™
Under the Shell™
UMD™

Red	Yellow	Brown	White	Black
PANTONE 186 C CMYK: 0, 100, 84, 4 RGB: 227, 25, 51 MADEIRA Rayon: 1147 HEX: #E21833	PANTONE 116 C CMYK: 0, 16, 100, 0 RGB: 255, 210, 0 MADEIRA Rayon: 1069 HEX: #FFD200	PANTONE 4645 C CMYK: 0, 34, 72, 30 RGB: 179, 114, 49 MADEIRA Rayon: 1057 HEX: #AD7231	White CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 MADEIRA Rayon: 1001 HEX: #FFFFFF	PANTONE Process Black C CMYK: 0, 0, 0, 100 RGB: 0, 0, 0 MADEIRA Rayon: 1000 HEX: #000000

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Primary Marks

NOTE: The University of Maryland requests licensees to limit ™ and ® designations to one per design in multi-logo designs in order to enhance visual appeal of the design.

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Primary Marks Cont.'d

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Institution Marks

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ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale (reviewed on a case-by-case basis).
- No alterations or overlaying graphics to seal permitted.
- University licenses consumables (must have expiration date on packaging).
- University licenses health and beauty products.
- University permits numbers on products for resale.
- Mascot caricatures permitted.
- Cross licensing with other marks may be permitted with an additional agreement.
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.