



# Branding and Visual Identity Style Guide

Institutionally, we communicate to audiences not just through words, but also through specific graphic elements, including our logo, color and typeface. Collectively these branding and graphic elements give rise to our visual “identity” or “brand.” Adhering to the specific branding and graphic guidelines described in this guide ensures that our distinct public image remains strong and consistent across publication mediums.

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## Contact Information

The Marketing Department at Maryland University of Integrative Health is available to help with any graphic design or editorial matters. For help or more information please contact:

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# Our Name

## Maryland University of Integrative Health

### MUIH

Our official name is **Maryland University of Integrative Health**. Use the full name, including capital letters, when making the first reference to the University in a publication. Following this first reference, you may either:

- Abbreviate our name to all uppercase “**MUIH**”  
An example of how to switch from using the full name to the abbreviated version:  
*Maryland University of Integrative Health (MUIH) offers graduate degrees and academic certificates in a number of integrative health disciplines. Students at MUIH...*
- Use “**the University**” with an uppercase “U”  
Using the capital “U” indicates a specific reference to MUIH and not another school.

### Unacceptable Versions of Our Name

We do **not** use any of the following variations of Maryland University of Integrative Health or MUIH:

- “The” Maryland University of Integrative Health
- University of Maryland – we are not affiliated with the University System of Maryland
- Maryland University
- Lowercase “muih” except when part of [www.muih.edu](http://www.muih.edu)
- “MD UIH” or “md uih”

### References to Tai Sophia Institute

Use “formerly Tai Sophia Institute” on a case-by-case basis when stating MUIH’s name in publications/communications where audiences might not be aware of the University’s history and recent name change. The phrase may be offset by:

- Parentheses – i.e. (formerly Tai Sophia Institute)
- Commas – (i.e. MUIH, formerly Tai Sophia Institute, announced Tuesday...)

Use this phrase until December 31, 2013. After that, no reference to Tai Sophia is necessary.

It is **not** acceptable to deviate from using the phrase above when referencing Tai Sophia – (i.e. do not say “formerly known as Tai Sophia Institute”). “Formally” Tai Sophia Institute is incorrect.

# Our Logo



Meticulously designed, our new logo embodies many of the University’s core values and beliefs. In particular, the circle represents our belief in the intrinsic connection (or “oneness”) between humans and the environment. The logo is only for use in official University publications (online and print), marketing materials and in other situations calling for MUIH’s official logo – such as at public events. Following the guidelines outlined here helps protect the logo’s impact and integrity as an official mark of the University.

## Scale & Space

Both in print and online, the MUIH logo should be sized to ensure that it is clearly legible as well as proportionate to other graphic/textual elements surrounding it. Generally, the logo should be no smaller than 2.25”(w).

The logo should have sufficient white space surrounding it to not appear crowded in a document. Include a minimum of ¼” of white space between the edge of the circle and other document components when using a standard sized logo, and adjust accordingly as size increases. Contact the Marketing Department if you have questions about sufficient space around the logo.

## Alignment

When used at the top of a publication, the logo should either be centered or flush left; when used at the bottom of a publication, the logo should be flush right.

## Color

The MUIH logo may only be used in the University’s designated purple or in black. At this time, the logo should only be applied in positive to white backgrounds. If there is a need to use colored or tinted backgrounds, please contact the Marketing Department to ensure that the logo is applied correctly.

## Reference to Tai Sophia Institute

When a reference to Tai Sophia Institute is necessary in the logo, use the version shown at top right. This version of the logo may be used until December 31, 2013.

# Our Colors

The shade of purple used for MUIH's logo is Pantone 2735. Together with white, these are the University's official colors.



Pantone: 2735 (coated or uncoated)

RGB: 104 90 166

CMYK: 37 46 0 35

Hex: #685AA6

Websafe: #666699

Our purple can be used as either base or accent colors in publications and in other print and online content originating from the University. The bright green used on the MUIH website may also be used in limited quantities as an accent color: Pantone 377C, RGB 133 163 61.

Please note: Color appearances may vary by computer and graphic editing software, so please contact the Marketing Department if you are unsure of the accuracy of the shade you are working with.

# Our Typefaces

MUIH uses two typefaces:

- Tahoma is the sans serif option.
- Minion Pro is the serif option.

Tahoma is the University's everyday font; it is ideal for emails, internal communications, memos and other relatively brief communications. The most legible size for this font is either 11pt or 12pt.