



University of Maryland

Current Revision Date: 07/19/24

Established: 1856

Location: College Park, MD

Nickname: Terrapins

Mascot Name: Testudo

Conference: Big Ten

Verbiage

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.