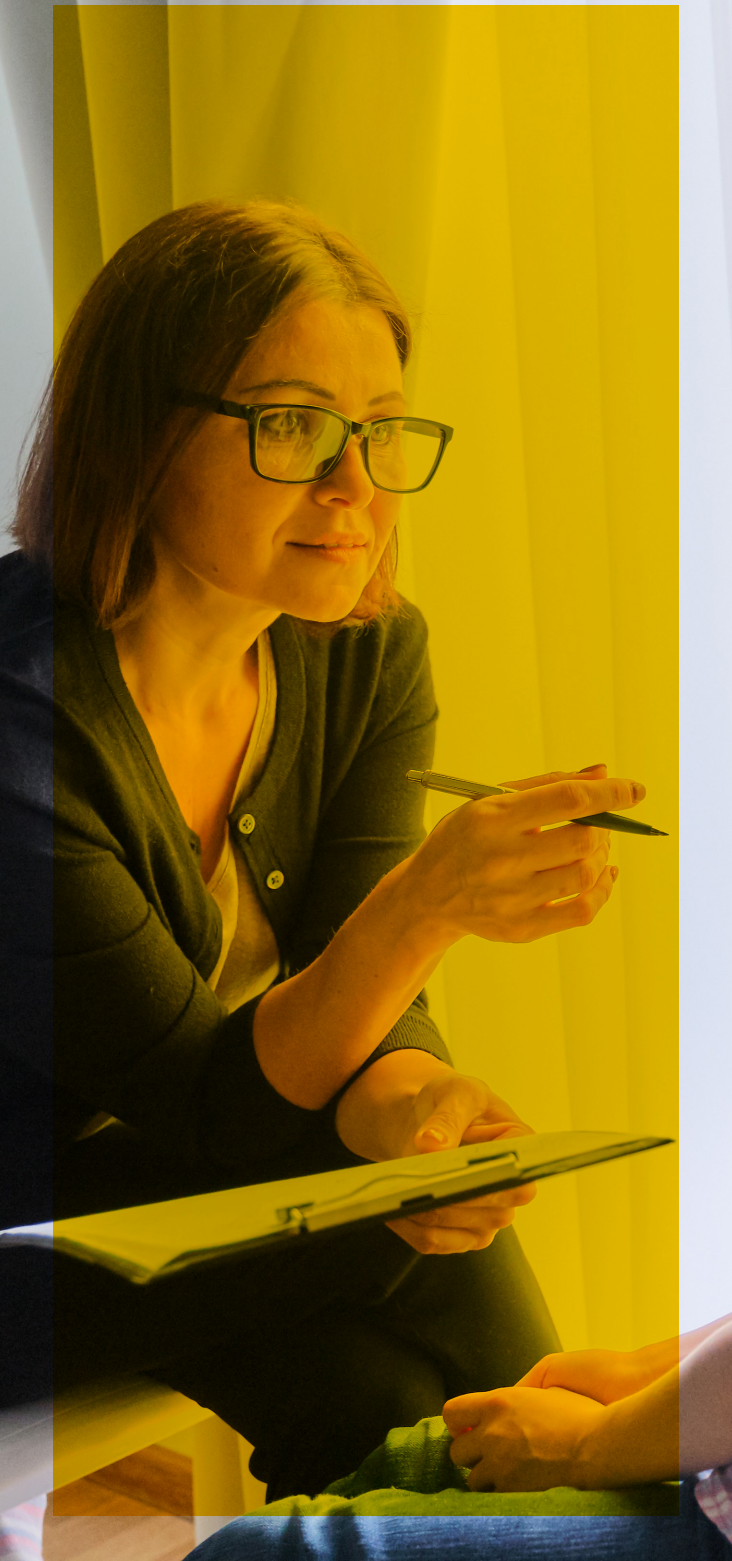




Changemakers Needed

A New Brand and Voice for the
University of Maryland
School of Social Work



It takes compassion.

It takes commitment.

It takes a changemaker.

At the University of Maryland School of Social Work, we train our students and equip them with the tools to make an impact on the world.

**Changemakers
Needed**

1 • Brand Manifesto

Changemakers Needed

Apply for impact. Enroll in equity. Sign up for justice.

Social workers are here for all of it, and the University of Maryland School of Social Work is the diverse community of learners, teachers, researchers, practitioners, patients and clients where you can make your difference. In the classroom and in your career, we promise you'll never be bored and you'll always be in demand - so long as the world has problems to solve. There's a place for your purpose here, in Baltimore or Shady Grove. Changemakers needed.



2 • Tagline & Tone of Voice

Our tagline “Changemakers Needed” is both aspirational and a call to action.

It is about courage, compassion, motivation and moving forward. Our signature writing style should mimic this aspirational call to action. The School of Social Work is bold, inspirational, mission-focused and authentic.

Both words in **Changemakers Needed** should be capitalized, and the phrase does *not* include a period.

Writing tips:

Action-oriented. Social workers can and do make an active and direct difference for individuals, families, communities and society as a whole. Our brand should reflect that.

Personal and personable. Use real faculty, student and alumni stories and images whenever possible. This helps audiences relate to the work and inspires them to connect with social work.

Honest, accurate and inspiring. Integrity is a core value for all social workers. We don't sugarcoat that the work can be hard. The rewards are also great.

3 • Colors

Primary Color Palette



UMSSW Purple

PANTONE 268

CMYK - Coated
82/98/0/12

CMYK - Uncoated
58/78/0/0

RGB
88/44/131

HEX
#582C83



UMSSW Yellow

PANTONE 116

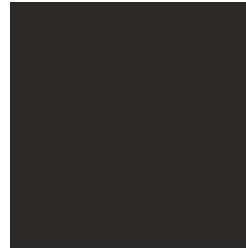
CMYK - Coated
0/14/100/0

CMYK - Uncoated
0/19/100/0

RGB
255/205/0

HEX
#FFCD00

Secondary Color Palette (UMB)



UMB Black

CMYK
0/0/0/100

RGB
44/42/41

HEX
#2C2A29



UMB Yellow

Same as UMSSW



UMB Red

CMYK - coated
2/100/85/6

CMYK - uncoated
1/91/72/3

RGB
200/16/46

HEX
#C8102E

Refer to the [University of Maryland Baltimore Brand Guide](#) for more information.

4 • Typography

Headline

..... Gotham, **Bold**, Underlined in Purple or Yellow

Deck/Headline 2

..... Gotham, Book, Initial Capitals

SUBHEADING

..... Gotham, **Medium**, ALL CAPS

Body Copy

..... Gotham, Book, Sentence case

The typography for the Changemakers Needed campaign should be both bold and clear. White space and clear space around headlines are encouraged.

You may underline headlines in **Purple** or **Yellow** for impact.

Refer to the [University of Maryland Baltimore Brand Guide](#) for more information and secondary fonts.

5 • Logo Use

Primary Logo:

White on Purple or Black



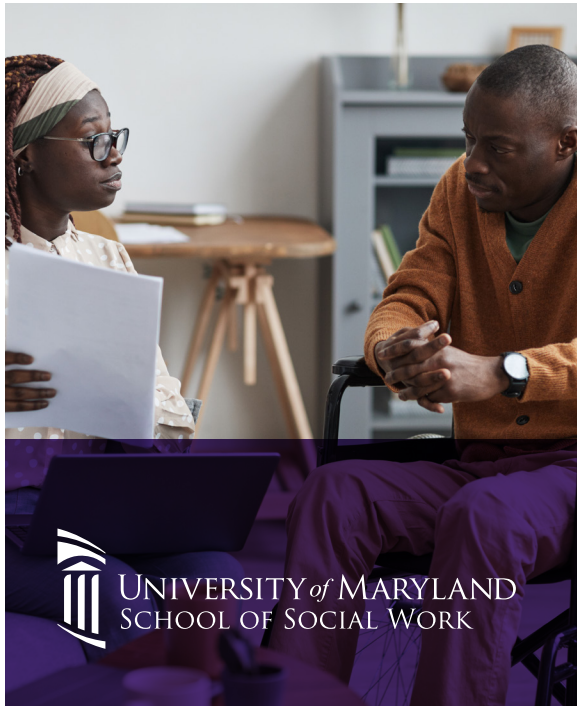
Secondary Logo:

Black on Yellow



Alternate Logo:

Vertical version



Alternate Logo:

Avoid using if possible



Refer to the [University of Maryland Baltimore Brand Guide](#) for more information.

6 • Photography



Community in Action

Images should center on people engaged with each other, and they should feel inclusive, authentic and appropriately joyful. Any activities and work depicted should be representative of social work.



This collection of stock photographs reflects the style and quality of images you should work with.

Whenever possible, employ photos of actual UMSSW students, faculty, staff, alumni and community members. Be mindful of the multiple dimensions of diversity found within the UMSSW community.

7 • Pops of Color



Color in Action

More often than not, you should be using the purple and yellow brand colors to make important information **POP off the page** or screen.

You can also use a pop of color as a screen over an image. Examples follow on the next few pages.

Changemakers Needed

APPLY

EXPLORE



Admissions



Faculty



Community

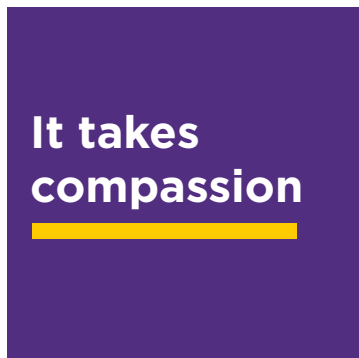


Alumni

Sample Digital Ad / Hero Image



Sample Social Media Campaigns



5 • Summary

A work in progress

This brand guide is a work in progress and will be fully developed as UMSSW works with idfive on the website.

Questions about this guide should be directed to:

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