



COLLEGE *of*
**SOUTHERN
MARYLAND**

BRAND **GUIDELINES**

JUNE 2024

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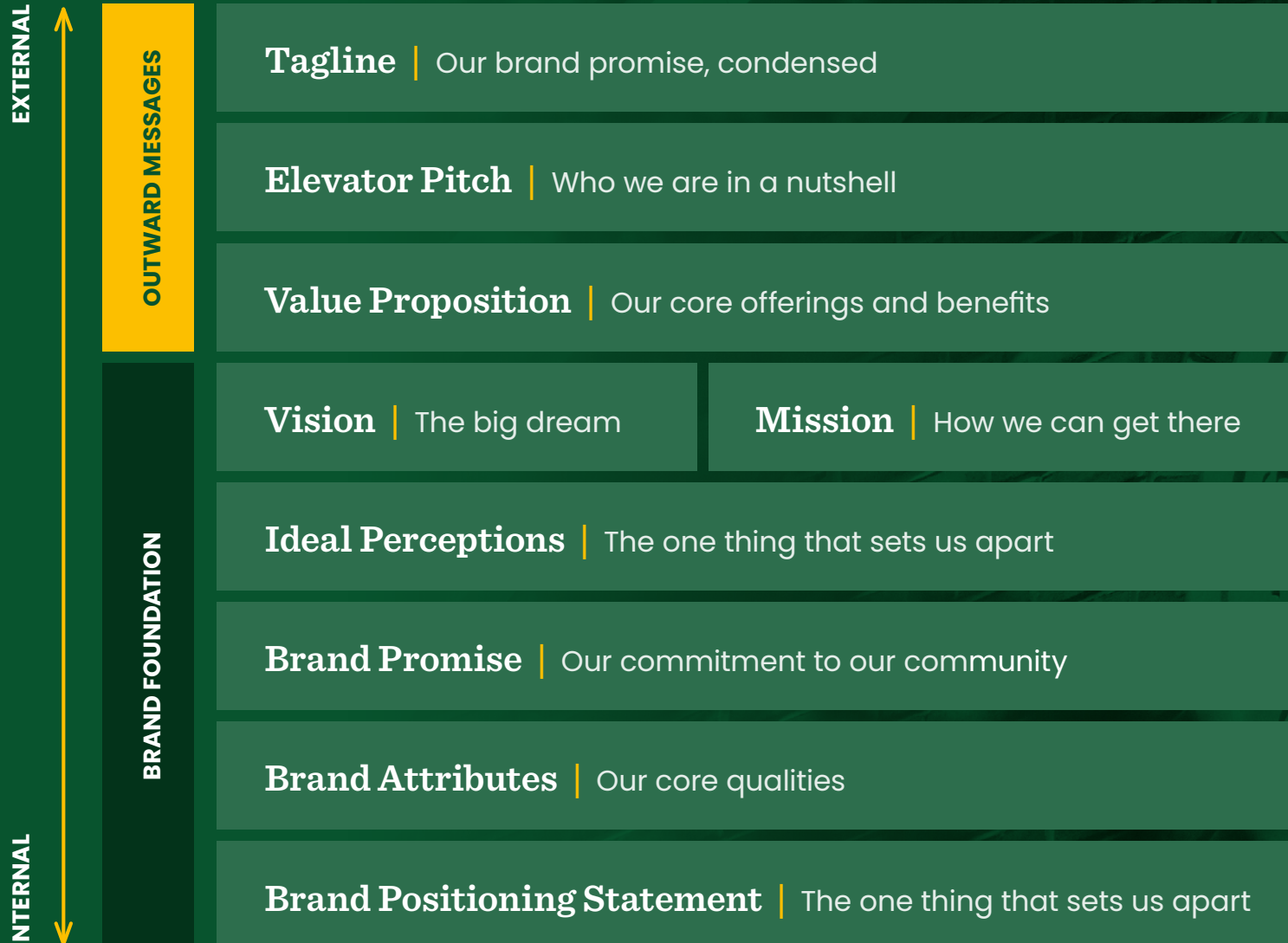
CSM BRAND GUIDELINES



COLLEGE of
**SOUTHERN
MARYLAND**

Messaging

Messaging | Messaging Framework



Messaging | Brand Positioning

THE ONE THING THAT SETS US APART

Brand Positioning Statement

The College of Southern Maryland is the only postsecondary institution in the tri-county region that meets the needs of every type of learner with accessible, high-quality, and affordable educational opportunities.



THE ONE THING THAT SETS US APART

Brand Attributes



High quality
and affordable

Inclusive

Community-
focused

Student-centered

Engaged

Career-oriented

Adaptable

Accessible

Collaborative

Supportive

Industry-driven

Multidisciplinary

Culturally diverse

Experienced

Socially responsible

Collaborative

Flexible and
convenient

Committed to
student success

OUR COMMITMENT TO OUR COMMUNITY

Brand Promise

The College of Southern Maryland is a supportive and diverse community that opens doors for learners at every age and stage.

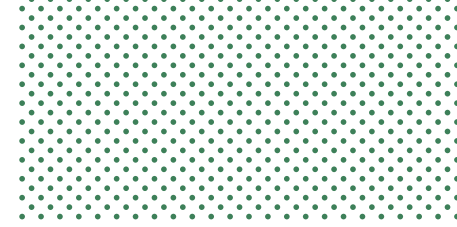
We combine high-quality and student-centered learning with convenience and affordability to offer every student an opportunity to achieve their goals.

Our wide-ranging offerings awaken interests, unlock potential, advance careers, and enrich lives, helping students achieve academic, professional, and personal success no matter where they are in life.

Our influence extends beyond individual learners. As a longstanding institution in southern Maryland, we fuel the region's economic development and contribute to its cultural vibrancy. We are not content to rest on our laurels, and we take seriously our charge to prepare our students to thrive in an ever-evolving society and workforce.

Together, with our community and industry partners, we are focused on the future — providing a pathway to possibility for all students while powering the region's growth and vitality.





HOW AUDIENCES WILL EXPERIENCE US

How audiences will experience us



We are...

Welcoming,
inclusive, approachable

Committed,
passionate, devoted

Supportive,
caring, encouraging

Energetic,
engaging, dynamic

Future-focused,
forward thinking,
goal oriented

We are not...

Elitist or exclusive
Detached or apathetic
Resting on laurels or
resistant to change
Impersonal or cold
Staid or conventional

Messaging | Mission and Vision

HOW WE GET THERE

Mission

The College of Southern Maryland enhances lives and strengthens the economic vitality of a diverse and changing region by providing affordable postsecondary education, workforce development, and cultural and personal enrichment opportunities.

THE BIG DREAM

Vision

CSM will be the region's first choice for accessible, inclusive, and innovative education that transforms communities.

OUR BRAND PROMISE, CONDENSED

Current Taglines

These taglines were the highest rated by the CSM community through the rebrand audience research process.

Your Pathway to Possibility.

Success on Your Terms.

Where Every Pathway Leads to Success.

Find Your Success Story at CSM.



Messaging | Elevator Pitch

WHO WE ARE, IN A NUTSHELL

Elevator Pitch

Welcome to the College of Southern Maryland, a thriving and diverse community of learners!

Our students come to us at all stages of life seeking to achieve their personal and professional goals. With multiple pathways, more than 100 programs of study, and convenient courses offered online and across four regional campuses, we provide accessible, high-quality, and affordable education that can be tailored to fit students' unique interests and needs.

Our small class sizes and dedicated faculty and staff provide personalized attention, specialized expertise, and career guidance to help every student thrive. We foster student success and prepare our students for an ever-evolving society and workforce.

As a public, regional community college, we are committed to the economic and cultural vibrancy of Southern Maryland – both now and in the future.

Join us and find your pathway to possibility.



Messaging | Value Proposition

OUR COMMITMENT TO OUR COMMUNITY

Value Proposition

The College of Southern Maryland is YOUR community college. No matter where you are in life, our supportive staff and faculty are here to help you achieve your academic, professional, and personal goals.

We welcome all learners and invite you to join our diverse and inclusive community that is dedicated to your success at CSM and beyond.

With a wide range of high-quality programs and career development opportunities; flexible and affordable classes conveniently offered online and across four centrally located campuses; and countless ways to explore your interests, you can discover the unique pathway to success that's right for you.



CSM BRAND GUIDELINES

Logo



COLLEGE of
**SOUTHERN
MARYLAND**

Logo | Primary Logo

Logo Story

The CSM logo showcases our historic administration building, a testament to the college's enduring legacy in Southern Maryland and our unwavering commitment to opening doors for every learner. The three faces of the cupola represent inclusivity and the three counties we serve, while a subtle nod to the Maryland flag underscores our strong state connection. Drawing inspiration from a lighthouse, the logo serves as a powerful metaphor, signifying CSM as a guiding light and reflecting our dedication to supporting students in finding their pathway to success.

Horizontal

The horizontal logo composition is the primary expression of the College of Southern Maryland's visual identity. Though other lock-ups are available and approved, this should be considered our default primary logo. The logo consists of two parts: the crest and the wordmark.



CREST

COLLEGE *of*
**SOUTHERN
MARYLAND**

WORDMARK



Logo | Secondary Logo

Stacked

The stacked composition, which features the crest and the wordmark, is ideal for vertical or square compositions. This version of the logo can be used to substitute the primary logo on applications where logo space is limited to a specific proportion or scale. Though the horizontal lockup is the preferred version of our logo, the stacked lockup can be used as the approved secondary version.

CREST



WORDMARK

COLLEGE *of*
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MARYLAND



Logo | Abbreviated Logo

Abbreviated

The abbreviated logo serves as another alternative to our primary logo. It is suitable for less formal occasions when our audience is already familiar with CSM's identity. We offer both horizontal and stacked versions of the abbreviated logo to accommodate various spatial constraints.

Horizontal



Vertical



Logo | Crest and Wordmark Detached Logo

Crest and Wordmark Detached Logo

While it's permissible to detach the crest from the wordmark when required, this practice should not be the norm. When separated, both the crest and the wordmark should find a place within the document.

Crest



Wordmark

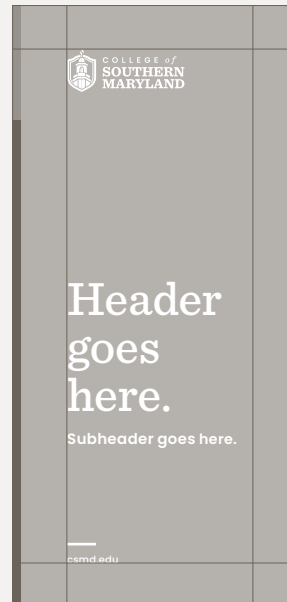
COLLEGE *of*
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Logo | Logo Position

Primary Logo

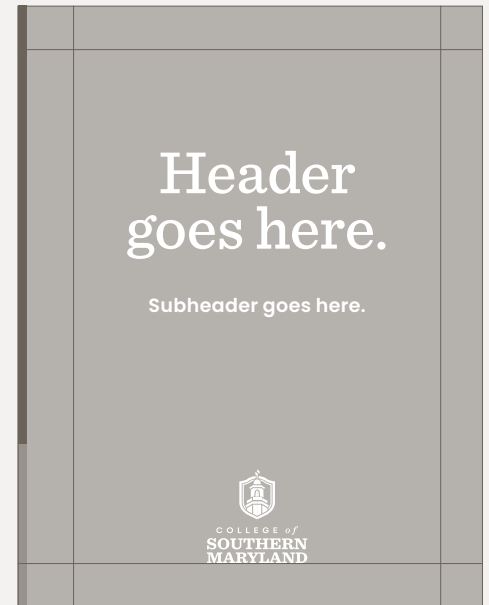
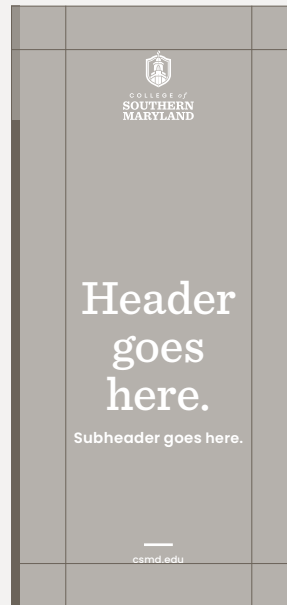
For the institutional brand, the primary logo should live in the top left corner or the bottom left corner of the design. The accompanying text should be aligned with the crest. In instances where you have more space, the text can be aligned to the wordmark.



Logo | Logo Position

Secondary Logo

The stacked logo works best with centered layouts. It may be placed in the top center or the bottom center of the document. It can also be centered within a block of color.



Logo | Logo Position

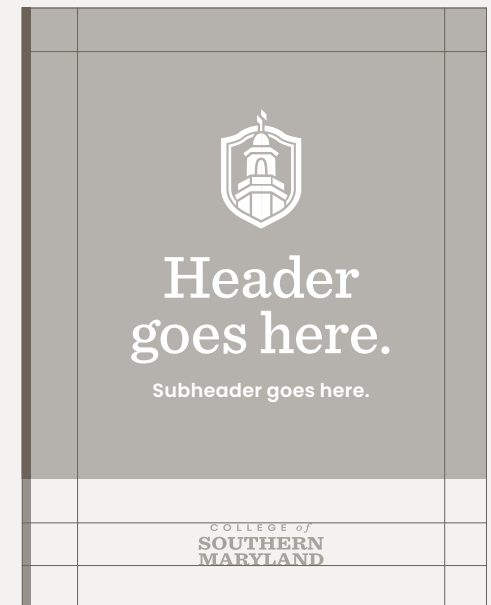
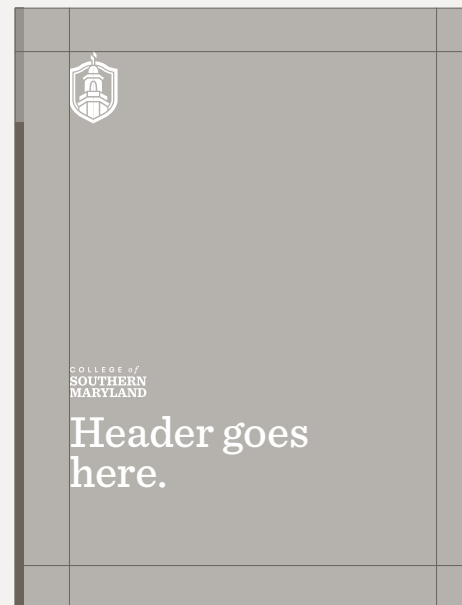
Crest and Wordmark Detached Position

If the crest is separated from the wordmark, it's essential that both elements reside within the same document. You have the flexibility to scale the crest and wordmark to suit the design. While the crest can serve as a decorative element, it should not be rotated or cropped.



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Logo | Color Application

Logo Color

For versatility and adaptability, each CSM logo composition is offered in four distinct applications: 3-color, reversed, single-color, and black. The 3-color application is the preferred choice and should be used whenever feasible. In instances with dark backgrounds, the reversed option is appropriate. The green version is suitable for light backgrounds that cannot support the 3-color version, such as over a photograph. The black option should be used sparingly and only when it is the last resort.

3-color



Reversed



Single-color



Black



Logo | Color Application

Logo Over Photography

The reversed and single-color logo options are well-suited for placement over photographs. The reversed version is ideal for photos with dark backgrounds, while the single-color option is recommended for light photos where the colors in the image may conflict with the gold in the logo.



Logo | Minimum Size

Minimum Size

In order to ensure legibility, the CSM logo must appear at a size that retains its details. To ensure our logo is always legible, our logo should not be reproduced at a size smaller than those outlined below:

Primary horizontal logo

Width: 1.375 in / 100 px

Stacked vertical logo

Width: 1 in / 72 px

Abbreviated horizontal logo

Width: 1 in / 72 px

Abbreviated vertical logo

Width: .625 in / 45 px



Logo | Clear Space

Clear Space

To maintain legibility and prominence, it is crucial to ensure clear space around the logo. Use the crest as a measuring tool to guide the appropriate spacing for photos, text, and graphic elements as demonstrated in the guidelines provided.

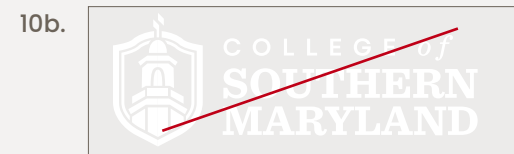


Logo | Incorrect Logo Usage

Things to Avoid

Avoid altering the logo in any way except to enlarge or reduce it proportionally.

1. Do not change the size, placement, and relationship of the logo's elements.
2. Do not use another typeface to spell out College of Southern Maryland or CSM in the logo.
3. Do not change the logo's colors.
4. Do not screen back the logo.
5. Do not combine another graphic element with the logo. Do not use the crest with other words.
6. Do not skew or distort the logo.
7. Do not apply effects to the logo.
8. Do not obscure parts of the logo.
9. Do not place the logo against a complex background.
10. Do not use a solid black logo against a dark background. Do not reverse the logo to white when using a light background.



Logo | Sub-brand Lockups

Primary Horizontal Sub-brand Lockups

For formal and informal communications when you need to identify a specific school or program, our approved school and program-specific wordmarks should be used. We provide both Horizontal and Stacked versions of these marks for your convenience.

School



School of Professional and Technical Studies

School and Department



School of Liberal Arts
English

Department



Communication

Logo | Sub-brand Lockups

Secondary Stacked Sub-brand Lockups

The Horizontal version is the recommended choice for most applications, while the secondary Stacked version should only be used when working within limited logo space, adhering to specific proportions or scales.

School



School and Department



Department



Logo | Hawks Athletics Logo

Hawks Athletic Logo

The CSM Hawks logo is our logo for athletics and student life events. It features Talon, our Hawk mascot. Individual sports logos are available. Please contact marketing@csmd.edu to request a logo.



Official Seal

Official Seal

The College of Southern Maryland official seal may be used only for documents, publications, and official business from the Office of the President. Special exception has been made in using the college seal for the CSM Scholar's Program. The seal is used on diplomas and certificates, on printed pieces of highest official rank and on the business papers of the Office of the President.

The Official Seal is considered the most formal symbol of the institution.





CSM BRAND GUIDELINES

Color

Color | Color Palette

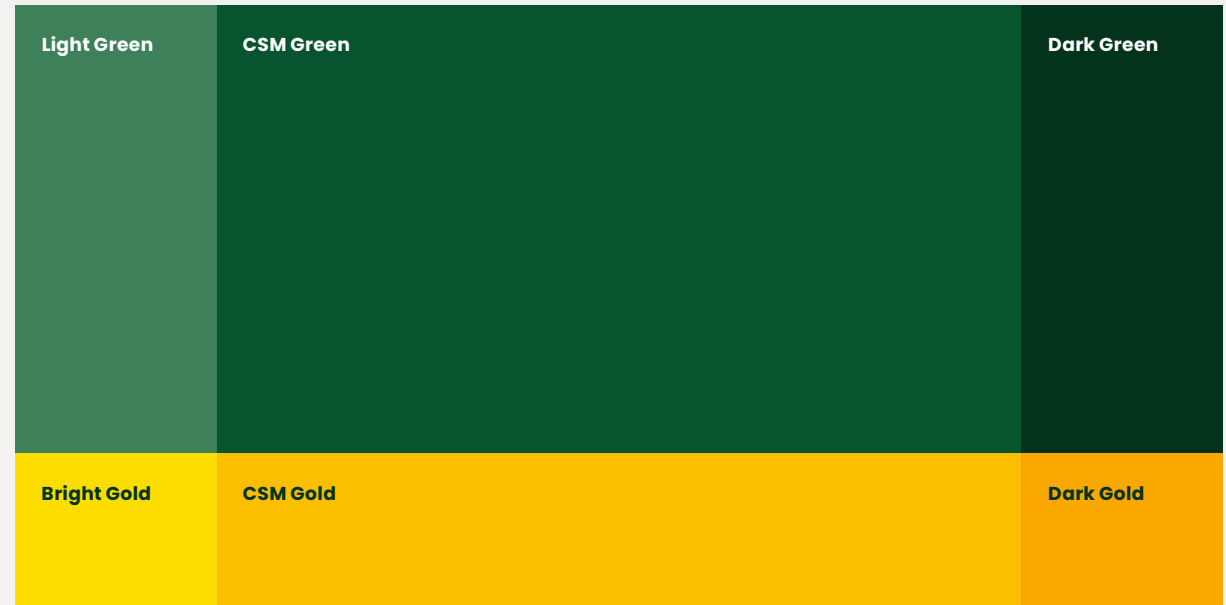
Primary Color Palette

CSM's core color palette is a balanced fusion of green and gold. These two colors, complemented by lighter tints and deeper shades, embody growth, excellence, and visual depth. The versatility of this palette enables us to maintain a consistent and dynamic brand presence. Green and gold, as our primary colors, should take precedence and be used predominantly in our visual materials before considering the use of secondary colors.

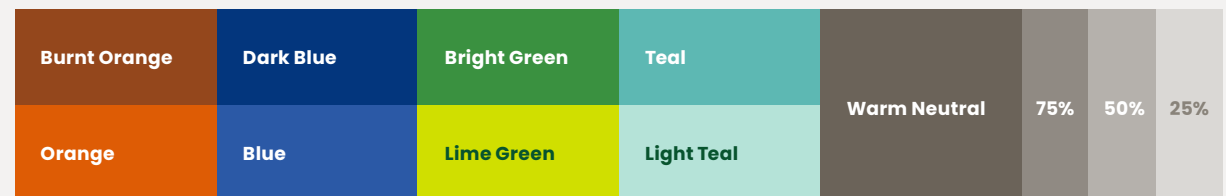
Secondary Color Palette

The secondary color palette is used to provide versatility and visual variety in design materials while maintaining the primary brand identity and recognition. In addition to our primary colors, CSM's secondary color palette features an engaging combination of orange and blue accompanied by warm neutral tones.

Primary Color Palette



Secondary Color Palette



Color | Primary Color Palette

Light Green

PMS 7730 C
CMYK 78, 29, 77, 13
RGB 60, 128, 89
HEX 3D8059

CSM Green

PMS 554 C
CMYK 89, 40, 95, 40
RGB 8, 84, 46
HEX 08542E

Dark Green

PMS 627 C
CMYK 85, 49, 87, 66
RGB 3, 51, 26
HEX 03331A

Bright Gold

PMS YELLOW C
CMYK 2, 9, 100, 0
RGB 253, 221, 0
HEX FDDD00

CSM Gold

PMS 7548 C
CMYK 1, 26, 100, 1
RGB 252, 191, 0
HEX FCBF00

Dark Gold

PMS 137 C
CMYK 0, 38, 100, 0
RGB 250, 168, 0
HEX FAA800

Color | Secondary Color Palette

Burnt Orange

PMS 1615 C
CMYK 29, 77, 100, 25
RGB 148, 71, 28
HEX 94471C

Orange

PMS 717 C
CMYK 8, 77, 100, 1
RGB 222, 92, 5
HEX DE5C05

Dark Blue

PMS 288 C
CMYK 100, 89, 24, 9
RGB 3, 54, 125
HEX 03367D

Blue

PMS 7685 C
CMYK 90, 72, 1, 0
RGB 43, 89, 166
HEX 2B59A6

Bright Green

PMS 7740 C
CMYK 79, 20, 100, 5
RGB 58, 145, 64
HEX 3A9140

Lime Green

PMS 389 C
CMYK 23, 0, 100, 0
RGB 208, 223, 0
HEX D0DF00

Teal

PMS 7472 C
CMYK 62, 6, 33, 0
RGB 93, 184, 179
HEX 5DB8B3

Light Teal

PMS 573 C
CMYK 28, 0, 18, 0
RGB 181, 227, 216
HEX B5E3D8

Warm Neutral

PMS WARM GRAY II C
CMYK 55, 51, 60, 24
RGB 107, 99, 89
HEX 6B6359

90% Tint

80% Tint

70% Tint

60% Tint

50% Tint

40% Tint

30% Tint

20% Tint

10% Tint

Color | Proportional Color Usage

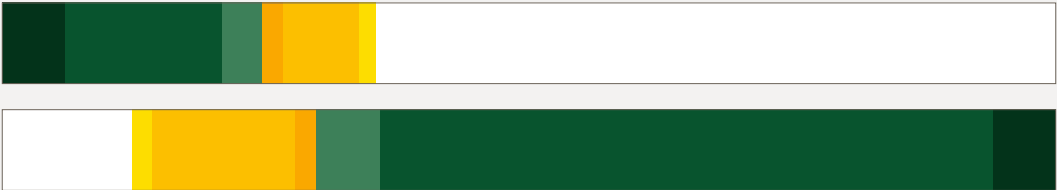
Primary Color Palette Proportional Color Usage

Using color proportions correctly is vital to maintaining a consistent visual identity. Our main colors are CSM Green and CSM Gold and should appear in all communications. Bright Gold, Light Green, Dark Gold and Dark Green can be used as support and applied as either bands of color or layers to add depth.

Secondary Color Palette Proportional Color Usage

Secondary colors are used for special occasions or when a broader spectrum of colors are needed. Secondary colors should never become a lead.

Primary Color Palette



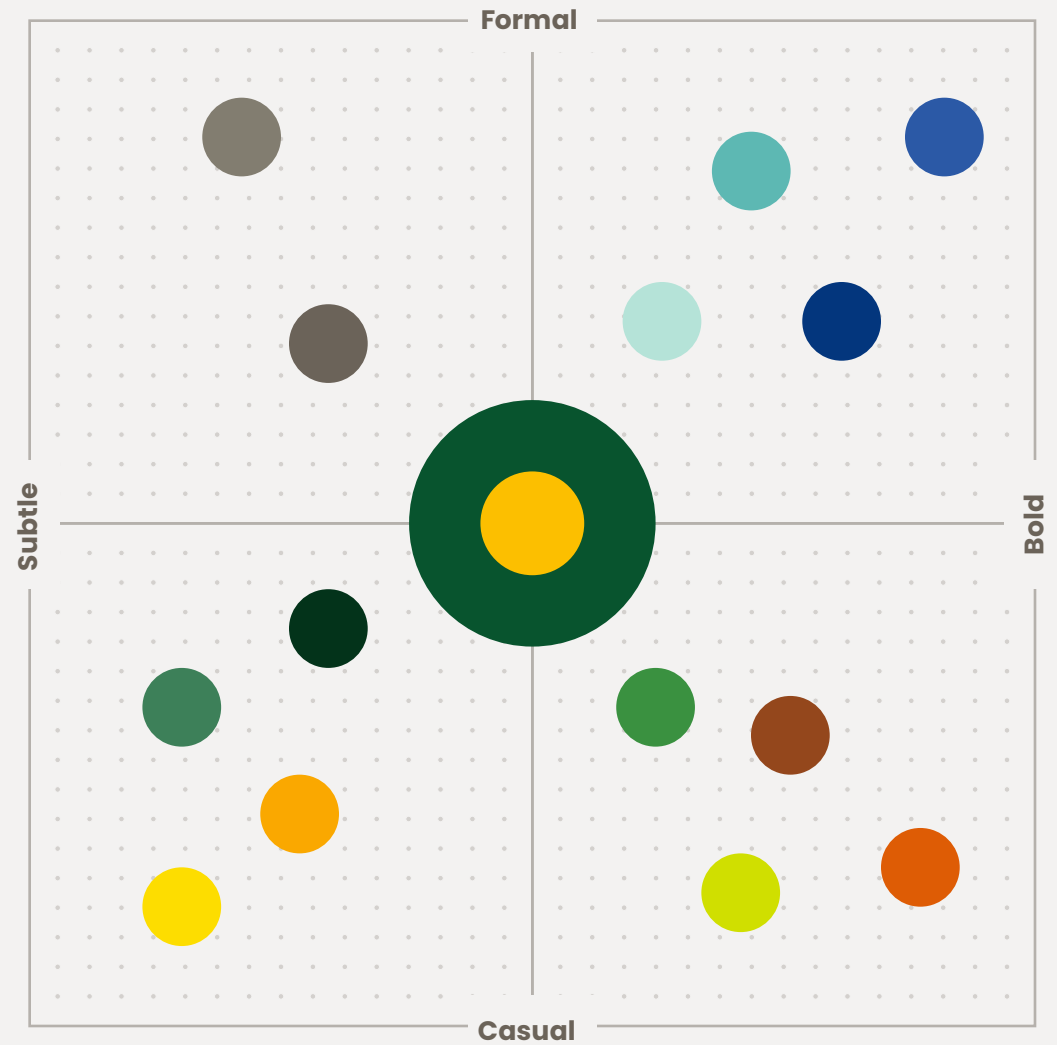
Secondary Color Palette



Color | Color Spectrum

Color Spectrum

This chart is a guide for the tone each color conveys on a communications piece. Colors can range from formal to casual, and from subtle to bold.



Color | Contrast Grid

Contrast Grid

When choosing color combinations for text against a background, employ the contrast grid as a tool to ensure legibility. Confirm that the contrast ratio meets at least AA accessibility standards for optimal readability.

- AAA Pass, AAA (7+)
- AA Pass, AA (4.5+)
- AA18 Pass, Large Text Only (3+)
- DNP Does Not Pass

Background	Text	#FFFFFF	#F0F0F0	#E0E0E0	#D0D0D0	#C0C0C0	#B0B0B0	#A0A0A0	#909090	#808080	#707070	#606060	#505050	#404040	#303030	#202020	#101010	#000000
White #FFFFFF	Text	AAA 16.9	AAA 5.9	AAA 4.7	AAA 3.8	AAA 3.0	AAA 2.4	AAA 1.9	AAA 1.5	AAA 1.2	AAA 1.0	AAA 0.8	AAA 0.6	AAA 0.5	AAA 0.4	AAA 0.3	AAA 0.2	AAA 0.1
Black #000000	Text	AAA 16.9	AAA 5.9	AAA 4.7	AAA 3.8	AAA 3.0	AAA 2.4	AAA 1.9	AAA 1.5	AAA 1.2	AAA 1.0	AAA 0.8	AAA 0.6	AAA 0.5	AAA 0.4	AAA 0.3	AAA 0.2	AAA 0.1
Warm Neutral #808080	Text	AAA 5.9	DNP 2.8	DNP 1.2	DNP 1.0	DNP 0.8	DNP 0.6	DNP 0.5	DNP 0.4	DNP 0.3	DNP 0.2	DNP 0.1	DNP 0.1	DNP 0.1	DNP 0.1	DNP 0.1	DNP 0.1	DNP 0.1
Light Green #3CB371	Text	AAA 4.1	AAA 3.5	DNP 1.2	DNP 1.0	DNP 0.8	DNP 0.6	DNP 0.5	DNP 0.4	DNP 0.3	DNP 0.2	DNP 0.1	DNP 0.1	DNP 0.1	DNP 0.1	DNP 0.1	DNP 0.1	DNP 0.1
CSM Green #00422E	Text	AAA 9	DNP 1.8	DNP 1.5	DNP 1.2	DNP 1.0	DNP 0.8	DNP 0.6	DNP 0.5	DNP 0.4	DNP 0.3	DNP 0.2	DNP 0.1	DNP 0.1	DNP 0.1	DNP 0.1	DNP 0.1	DNP 0.1
Dark Green #00331A	Text	AAA 14	DNP 1.2	DNP 2.3	DNP 2.0	DNP 1.5	AAA 10.4	AAA 8.4	AAA 7.1	DNP 1.4	DNP 1.1	DNP 0.8	DNP 0.6	DNP 0.5	DNP 0.4	DNP 0.3	DNP 0.2	DNP 0.1
Bright Gold #FFC000	Text	DNP 1.3	AAA 12.4	AAA 4.3	AAA 3.5	AA 6.7	AAA 10.4	DNP 1.2	DNP 1.4	AA 4.8	DNP 2.7	AAA 8.4	AA 3	DNP 2.5	DNP 1	DNP 1.7	DNP 1	DNP 1
CSM Gold #FFA500	Text	DNP 1.6	AAA 10	AAA 2.5	DNP 2.8	AA 3.4	AAA 8.4	DNP 1.2	DNP 1.1	AAA 3.9	DNP 2.2	AA 6.8	AAA 4	DNP 2.3	DNP 1.1	DNP 1.8	DNP 1.1	DNP 1.1
Dark Gold #FF8C00	Text	DNP 1.8	AAA 8.5	AAA 3	DNP 2.4	AA 4.6	AAA 7.1	DNP 1.4	DNP 1.1	AAA 3.5	DNP 1.6	AA 5.8	AAA 3.4	DNP 2	DNP 1.3	DNP 1.1	DNP 1.4	DNP 1.4
Burnt Orange #E67E22	Text	AAA 6.6	DNP 2.5	DNP 1.1	DNP 1.3	DNP 1.3	DNP 2.1	AA 4.8	AAA 3.9	AAA 3.3	DNP 1.7	DNP 1.7	DNP 1	DNP 1.6	AAA 4.4	DNP 2.8	AA 4.1	AA 4.1
Orange #FF8C00	Text	AAA 5.7	AA 4.5	DNP 1.6	DNP 1.2	DNP 2.4	AAA 3.7	DNP 3.2	DNP 2.3	DNP 1.8	DNP 1.7	AAA 3	DNP 1.8	DNP 1	DNP 2.8	DNP 1.5	DNP 2.8	DNP 2.8
Dark Blue #003366	Text	AAA 11.4	DNP 1.4	DNP 1.8	DNP 2.4	DNP 1.2	DNP 1.2	AAA 8.4	AA 6.9	AAA 5.8	DNP 1.7	AAA 3	DNP 1.6	DNP 2.5	AAA 7.7	AA 4.9	AAA 6.1	AAA 6.1
Blue #0056B3	Text	AAA 6.8	DNP 2.4	DNP 1.1	DNP 1.4	DNP 1.3	DNP 2	AA 5	AAA 4	AAA 3.4	DNP 1	DNP 1.8	DNP 1.8	DNP 1.7	AAA 4.5	DNP 2.9	AAA 4.8	AAA 4.8
Bright Green #3CB371	Text	AAA 5.6	AAA 4.2	DNP 1.6	DNP 1.6	DNP 2.2	AAA 3.5	DNP 2.3	DNP 2	DNP 1.6	DNP 1	DNP 2.8	DNP 2.7	DNP 2.6	DNP 1.6	DNP 1.8	DNP 1.8	DNP 1.8
Light Green #90EE90	Text	DNP 1.4	AAA 11.4	AAA 4	AAA 3.2	AA 6.1	AAA 8.5	DNP 1	DNP 1.1	DNP 1.3	AAA 4.4	DNP 2.5	AAA 7.7	AA 4.8	DNP 2.8	DNP 1.5	DNP 1.8	DNP 1.8
Teal #008080	Text	DNP 2.5	AAA 7.2	DNP 2.5	DNP 2	AAA 3.8	AA 6	DNP 1.2	DNP 1.4	DNP 1.1	DNP 2.8	DNP 1.5	AA 4.9	DNP 2.8	DNP 1.6	DNP 1.5	DNP 1.8	DNP 1.8
Light Teal #90EE90	Text	DNP 1.4	AAA 12	AAA 4.2	AAA 3.5	AA 6.4	AAA 10	DNP 1	DNP 1.1	DNP 1.4	AA 4.7	DNP 2.6	AAA 8.1	AA 4.8	DNP 2.8	DNP 1	DNP 1.6	DNP 1.6

Color | Color Combinations

Color Combinations

Use this chart as a guide when selecting color combinations for text over background to ensure accessibility and visual consistency.

Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
Aa	Aa	Aa	Aa	Aa	Aa	Aa			
Aa	Aa	Aa	Aa	Aa					
Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
Aa	Aa	Aa	Aa	Aa	Aa				
Aa	Aa	Aa	Aa	Aa	Aa				
Aa	Aa								
Aa	Aa	Aa							



CSM BRAND GUIDELINES

Typography

Typography | Primary Typefaces

Primary Serif Typeface

Our primary fonts should be used in all college communications. They are the purest tool for the expression of our brand voice and character and are appropriate for all media, occasions, and audiences.

Sentinel is CSM's primary serif typeface family and is used in the CSM logo. It is bold, sophisticated, and comes in a variety of weights and styles.

Typeface

Sentinel

Characters

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890@#\$\$%^&*}!?

Styles

Sentinel Light

Sentinel Light Italic

Sentinel Book

Sentinel Book Italic

Sentinel Medium

Sentinel Medium Italic

Sentinel Semibold

Sentinel Semibold Italic

Sentinel Bold

Sentinel Bold Italic

Sentinel Black

Sentinel Black Italic

Google Alternative

Roboto Slab

Typography | Primary Typefaces

Primary Sans-serif Typeface

Poppins is CSM's primary sans-serif typeface family and is also used in the CSM logo. It is clean, modern, and comes in a variety of weights and styles.

Typeface

Poppins

Characters

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890@#\$\$%^&*}!?**

Styles

Poppins Thin
Poppins Thin Italic
Poppins Extra Light
Poppins Extra Light Italic
Poppins Light
Poppins Light Italic
Poppins Regular
Poppins Italic
Poppins Medium
Poppins Medium Italic

Poppins Semibold
Poppins Semibold Italic
Poppins Bold
Poppins Bold Italic
Poppins Extrabold
Poppins Extrabold Italic
Poppins Black
Poppins Black Italic

Typography | Type Pairing

Primary Type Pairing

Typography, like color, has the power to convey a distinct tone or mood. By employing just two type-faces, we can curate a spectrum of moods ranging from formality and boldness to subtlety and casualness, achieved through the use of diverse styles and weights.

Formal and Bold

Our primary font pairing is formal and bold. It serves as the cornerstone of our institutional brand, consistently delivering a sense of identity and recognition.

Poppins Extrabold
10 pt. size / 15 pt. leading
+ 100 tracking

Sentinel Black
40 pt. size / 38 pt. leading

Poppins Semibold
14 pt. size / 20 pt. leading

Poppins Extrabold
12 pt. size / 17 pt. leading

Poppins Regular
10 pt. size / 15 pt. leading

WHO WE ARE

About CSM

As a public, regional community college, we are committed to the economic and cultural vibrancy of Southern Maryland – both now and in the future.

Sample Header

The College of Southern Maryland is YOUR community college. No matter where you are in life, our supportive staff and faculty are here to help you achieve your academic, professional, and personal goals.

Sample Header

With a wide range of high-quality programs and career development opportunities; flexible and affordable classes conveniently offered online and across four centrally located campuses; and countless ways to explore your interests, you can discover the unique pathway to success that's right for you.

Typography | Type Pairing

Formal and Subtle

Using one of Sentinel's lighter weights, you can portray a more subtle and formal tone through typography. The lighter weight of sentinel gives a more elegant and mature feel to the font.

Poppins Extrabold
10 pt. size / 15 pt. leading
+ 50 tracking

Sentinel Light
40 pt. size / 38 pt. leading

Sentinel Semibold
14 pt. size / 17 pt. leading

Poppins Regular
10 pt. size / 15 pt. leading

Sentinel Bold
10 pt. size / 14 pt. leading

Sentinel Bold
10 pt. size / 14 pt. leading

Poppins Medium
8 pt. size / 12 pt. leading

Who We Are

About CSM

As a public, regional community college, we are committed to the economic and cultural vibrancy of Southern Maryland – both now and in the future.

The College of Southern Maryland is YOUR community college. No matter where you are in life, our supportive staff and faculty are here to help you achieve your academic, professional, and personal goals. We welcome all learners and invite you to join our diverse and inclusive community that is dedicated to your success at CSM and beyond.

“ All of us here at CSM welcome you to this college community and look forward to accompanying you on your learning journey. Whatever brings you to the College of Southern Maryland, we are here to support you and help make your experience the best it can be.”

Dr. Yolanda Wilson
CSM President

Typography | Type Pairing

Casual and Bold

Using Poppins for the main headline, while bold, is more casual, friendly, and approachable.

Sentinel Black

11 pt. size / 15 pt. leading
+ 25 tracking

Poppins Extrabold

40 pt. size / 44 pt. leading

Sentinel Semibold

14 pt. size / 17 pt. leading

Poppins Extrabold

11 pt. size / 16 pt. leading

Sentinel Book

10 pt. size / 14 pt. leading

Who We Are

About CSM

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Sample Header

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Sample Header

With a wide range of high-quality programs and career development opportunities; flexible and affordable classes conveniently offered online and across four centrally located campuses; and countless ways to explore your interests, you can discover the unique pathway to success that's right for you.

Typography | Type Pairing

Casual and Subtle

Using a lighter weight of Poppins for headlines allows for a more subtle and casual approach to the typography.

Poppins Extrabold
10 pt. size / 15 pt. leading
+ 150 tracking

Poppins Extra Light
40 pt. size / 44 pt. leading

Poppins Semibold
12 pt. size / 17 pt. leading

Poppins Regular
10 pt. size / 15 pt. leading

Poppins Semibold
10 pt. size / 15 pt. leading

Poppins Bold
10 pt. size / 15 pt. leading

Poppins Medium
9 pt. size / 14 pt. leading

WHO WE ARE

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Dr. Yolanda Wilson
CSM President

Typography | Type Treatment for College of Southern Maryland

Type Treatment

If the name of the college needs to be displayed in a text-only way, where a logo would be too small to use, our preferred appearance is to present “College” and “Southern Maryland” in Poppins Medium and “of” in Sentinel Medium Italic on a single line.

The font size should be the same for all words of the college name.

This type treatment should not be used in the body of text.

COLLEGE *of* SOUTHERN MARYLAND

POPPINS MEDIUM

POPPINS MEDIUM

SENTINEL MEDIUM ITALIC





CSM BRAND GUIDELINES

Photography

Photography | Photography Style

Photography Style

Photography is vital in conveying CSM's essence and identity. This section provides guidance to ensure our visuals align with our brand, communicate our mission, and engage our diverse audience. These guidelines help create compelling images that strengthen our brand and convey the CSM narrative.

Things to Consider

- Does it tell a story?
- Does it ignite curiosity or encourage sharing?
- Does it show a unique perspective, angle, or viewpoint?
- Is it unique to CSM?
- Is there a strong focus that draws the viewer in?
- Does it feel authentic and natural?
- Does it reflect the diverse nature of our student body; gender, ethnicity, ability, age?



Photography | People and Portraits

People and Portraits

Photography of individuals should capture authentic moments in natural light, employing depth of field to emphasize the subject. The environment should reflect the individual's connection to the CSM community.

Things to Consider

- Was the photo caught in real and relevant environments?
- Does it show people collaborating?
- Does it show a wide demographic and ethnic diversity?
- Do the people have relaxed natural expressions?
- Is there a short depth of field?
- Are the people connecting and engaging?
- Does it feel authentic?



Photography | Campuses and Environments

Campuses and Environments

CSM's campuses and surroundings are a source of pride for the college, creating a strong sense of place for students, faculty, staff, alumni, and visitors. Each building, office, and peaceful study area holds emotional connections, stories, and cherished memories.

Things to Consider

- Are the photos caught in real and relevant environments?
- Are there people featured among architecture and equipment?
- Does it have a wide demographic and ethnic diversity?
- Do the people have relaxed natural expressions?
- Are the people connecting and engaging?
- Does it feel authentic?



Photography | Program Themes

Program Themes

When photographing people at work or study, focus on their actions and dedication. They should appear engrossed in their tasks, unaware of the camera, showcasing their passion and expertise in their field at CSM.

Things to Consider

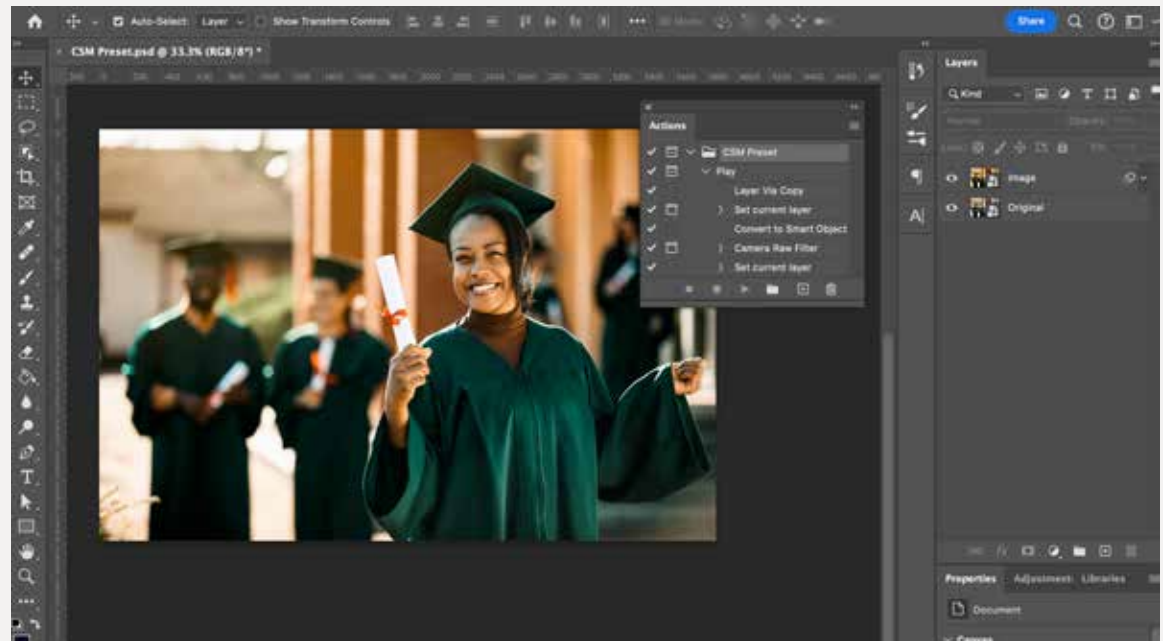
- Are the photos caught in real and relevant environments?
- Is real equipment and technology being used?
- Does it show people collaborating?
- Does it have a wide demographic and ethnic diversity?
- Do the people have relaxed natural expressions?
- Are the people connecting and engaging?
- Does it feel authentic?



Photography | Photoshop Action

Photoshop Action

Utilize a Photoshop action to impart a cohesive feel to all photos. This filter enhances detail and contrast while introducing a warm tone reminiscent of CSM Green and CSM Gold. This ensures a harmonious match between the images and the CSM color palette. The intensity of the filter may need to be tweaked depending on how warm the photo is to begin with.



Before



After

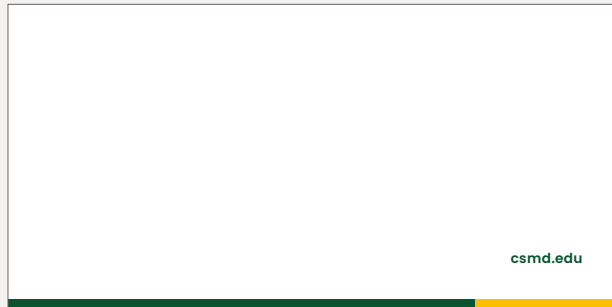




CSM BRAND GUIDELINES

Stationary

Stationary | Stationary Kit



Stationary | Email Signature

Email Signature Template

To maintain a consistent and professional college-wide communication standard, all faculty and staff members are strongly encouraged to utilize a provided email template in a Word document for the uniform setup of their email signatures.

Email Signature Template

Lisa Bernabel

Director I

Marketing, Admissions, and Recruitment
Division of Student Equity and Success

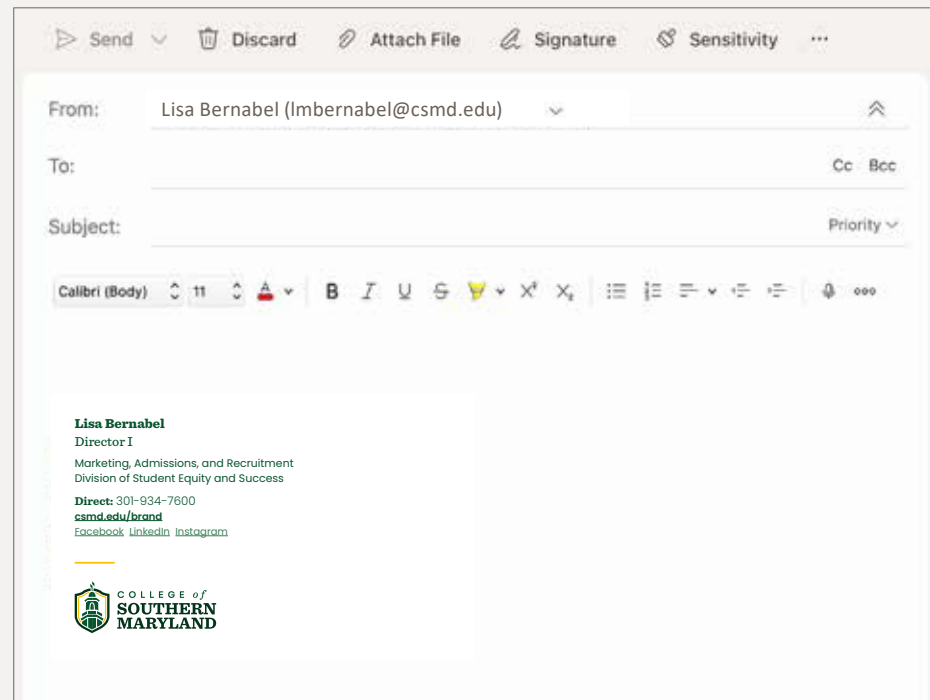
Direct: 301-934-7600

csmd.edu/brand

[Facebook](#) [LinkedIn](#) [Instagram](#)



Application



CSM BRAND GUIDELINES

Visual Language



COLLEGE of
**SOUTHERN
MARYLAND**

Visual Language | Color Bands

Color Bands

CSM's color bands are a design element that are used as a subtle way to add in color. The gold portion of the band is used to anchor the logo. The size of the bands can change depending on the size of the logo and final product. The band may be used on any side of the document but

not used on more than one side per document. For CSM's institutional materials the band should use the primary color palette. The color bands can use the secondary color palette for special occasions in CSM's external marketing materials.

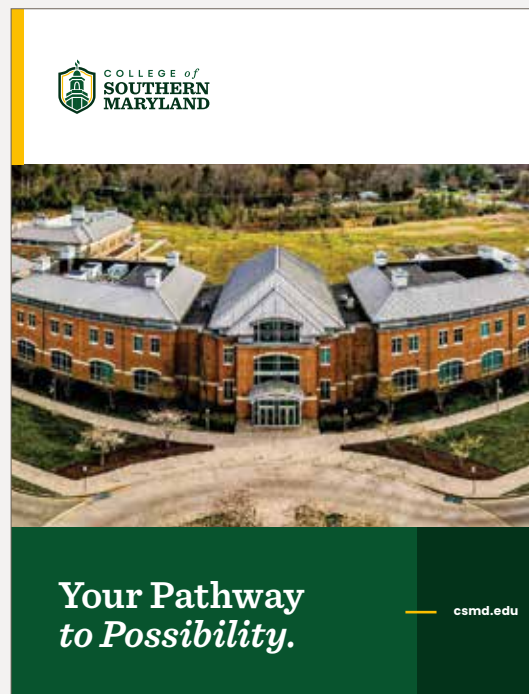
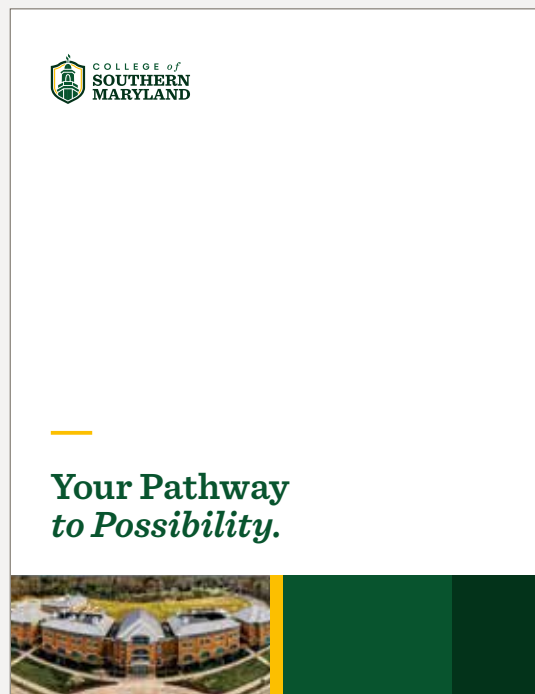


Visual Language | Color Blocks

Color Blocks

Color blocks, paired with color bands, are a staple of CSM's institutional brand. The color block and band system is a scalable and flexible way to bring color to our designs. The color blocks should use the primary

color palette for all institutional branded materials. The color blocks can use the secondary color palette for special occasions in CSM's external marketing materials.

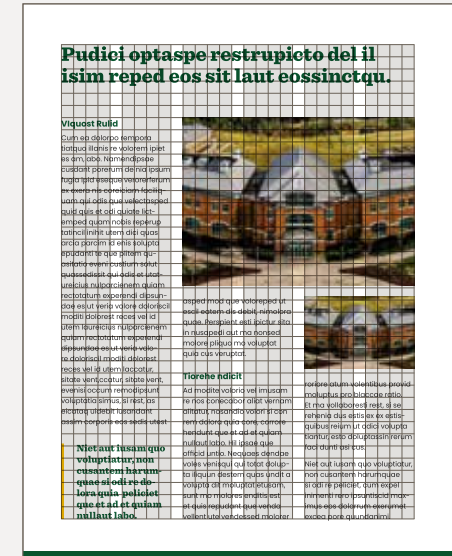
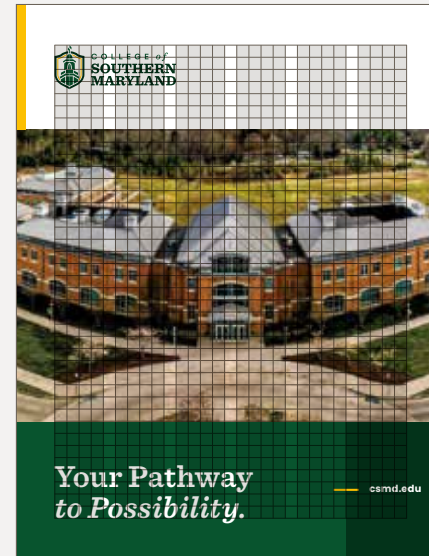
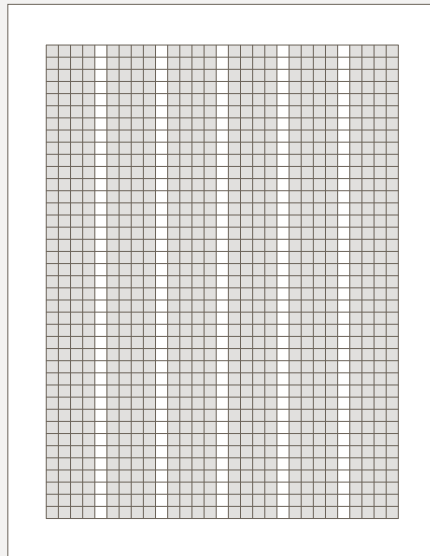


Visual Language | Grid

Grid

To help with layout and color blocking make sure to adhere to CSM's grid system. The grid system consists of a 6 column grid that acts as a flexible base for your design. The grid system allows for 1, 2, 3, and

6 column layouts, as well as 2 and 4 column compositions. To further assist with color blocking incorporate a square grid system to keep elements consistent and aligned.

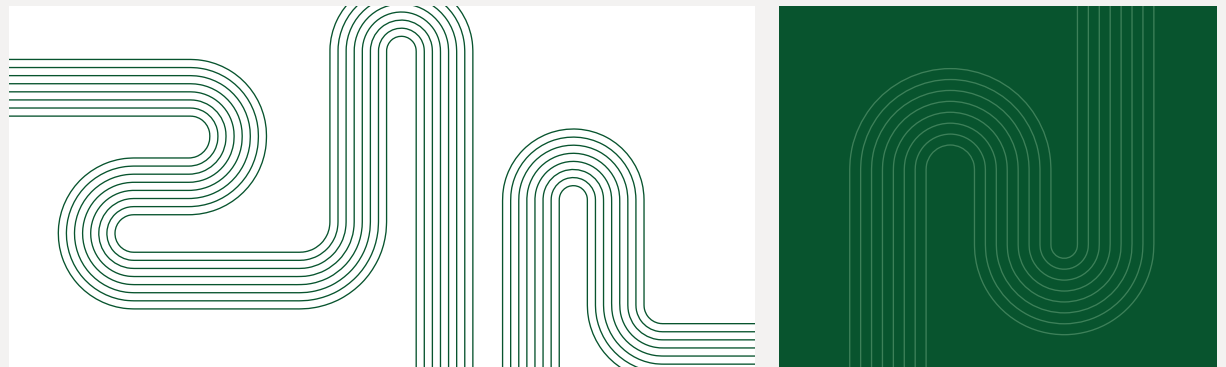


Visual Language | Graphic Elements

Pathway Graphic

The pathway graphic is representative of the students journey at CSM. It is a visual depiction of the CSM tagline “Your pathway to possibility.” The curved lines bring an organic feel to the brand and balance out the straight lines in the grid, bands, and blocks. .

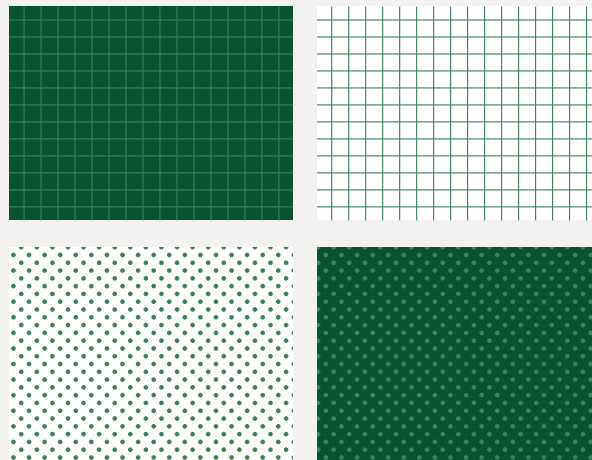
Pathway Graphic



Patterns

There are two patterns, grid and dot, that can be used in different scales and weights. These patterns help bring in texture to the designs and add to the patchwork aesthetic of the color blocks. .

Patterns



Hand Drawn Elements



Visual Language | Application

COLLEGE of
SOUTHERN
MARYLAND

Your Pathway
to *Possibility.*

Lorem ipsum dolor
sit amet, consec
tetuer adipiscing.

**Lorem ipsum dolor sit amet ipsum,
consec tetuer dolor adipiscing.**

csmd.edu

COLLEGE of
SOUTHERN
MARYLAND

Your Pathway
to *Possibility.*

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