



Maryland University of Integrative Health

2021 Media Kit

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. When university is used a general term or an adjective, use lowercase.

## 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

No reference to Tai Sophia Institute is used with the University’s name, logo, or other branding materials. Tai Sophia Institute may be referenced appropriately in discussions of the school’s history, or when working with external vendors.



## Our Logo

Meticulously designed, our 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 not be distorted and should remain a perfect circle.

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. Staff should only apply the logo 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.

## VARIATIONS

MUIH has created several acceptable variations for use in specific situations. If you think one of these examples would be suitable for your project or application, please consult with the Marketing Department.

### Stacked

**Maryland University**  
*of* **Integrative Health**

### Social Media



It is not acceptable to add, subtract, or otherwise alter the logo without the express permission of the Marketing Department.

Campus offices and services may request a version of the logo including their name similar to the version below for the Natural Care Center. Please contact the Marketing Department to request this version of the logo for your office.



## 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: 75 80 7 0  
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.



Pantone: Pantone 377C  
RGB 133 163 61  
CMYK 60 27 96 8  
Hex: #85A33D  
Websafe: #999993

Pantone 377, the bright green used on [www.muih.edu](http://www.muih.edu) may also be used in limited quantities as an accent color.

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.



