



# Style Guide

This graphic standards manual is a guide to the correct use of the Institute of Human Virology's Logo. IHV's visual identity standards will help strengthen the IHV public image through its marketing materials. I hope you will become familiar with the contents of this guide and rely on it when needed.

Please remember that the IHV logo is used with the University of Maryland School of Medicine logo, which can be found here:

**<http://www.medschool.umaryland.edu/public-affairs/Branding-and-Logo-Standards/>**

Because no manual can address every communications question please do not hesitate to call or email: ***Nora Samaranayake, 410.706.8614, nsamaranayake@ihv.umaryland.edu***

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## Institute of Human Virology (IHV) Logo

Because there is a wide range of contexts in which the logo must be applied, the logo has been produced in a number of variations. Thus, designers and desktop publishers should be able to find a version of the logo that works well with their design, whatever its parameters. The primary form of the logo is used with two PMS colors and the Institute of Human Virology text below.

Generally, the IHV logo should be placed on the front of all materials. It should be prominently placed and unobscured, so that it can be quickly seen at a glance. The primary form of the logo is the parent(s) child insignia with the the Insititute of Human Virology (all caps) underneath. This form of the logo should be used whenever possible. However, it cannot be used in small contexts (generally under 1 .5") because at smaller heights the IHV text becomes illegible. The Public Relations & Marketing department is always available to offer a professional "second opinion" if there is some question about the suitability of the logo for a particular project.



PMS 385C



PMS 548C

## Institutional Colors and Values

The colors for the Institute of Human Virology are PMS 385C and PMS 548C. If you are working with a limited color palette in which these colors are not available, the Logo should be reproduced in a single color, generally the PMS 548C, black or white (reversed out on the PMS 548C blue) When working in the process-color build system (any digital printer inhouse) the color values are as follows:

### CMYK values for press:

PMS 385C is C-3, M-0, Y-100, K-58

PMS 548C is C-100, M-24, Y-0, K-64

For Microsoft Office document such as Word or Power Point the RGB values:

PMS 385 is R-129, G-124, B-0

PMS 548C is R-0, G-68, B-106

### For the web:

PMS 385 is #817C00

PMS 548C is #00446A



It is advisable to use these colors when a strong institutional identity is desired, such as for official IHV events (e.g., conferences, advertisements or publications).

## Variations of the Logo

The strength of the IHV Brand comes through frequent repetition of the same image. Alterations of the image detract from that strength. This is true even if the alterations are so slight or subtle that they escape notice by the untrained eye. Indeed, these are often the most damaging alterations, since they create a sort of "image-creep" that, over time, leads to a shabby and inconsistent appearance.

For this reason, individual offices planning to use the IHV Logo should always use the approved art reviewed in this manual, or obtain electronic files directly from IHV website. Never try to reconstruct the logo, or rebuild it from its various graphic or text elements, to avoid inadvertently introducing small alterations in the logo please download the logos from [www.ihv.org/logos/](http://www.ihv.org/logos/).

This logo may be used in one or two colors or reversed out of a solid field of black. The approved PMS colors used in IHV publications shown to the left are PMS 385C or PMS 548C



PMS 385C



PMS 548C

**No old logos, or previous forms** of the IHV logo should be placed on new publications.



## Typographic Use

IHV TypeFace used with the logo is Frutiger, 55 Roman (Bold, all caps). The logo can be used in two ways: vertical with the text under the logo or horizontal with the text beside the logo.



## IHV logo used with the University of Maryland School of Medicine logo

Please remember that the IHV logo is used with the University of Maryland School of Medicine logo, which can be found here: <http://www.medschool.umaryland.edu/public-affairs/Branding-and-Logo-Standards/> We have included some samples of how the logos are used together in assorted marketing materials. Please do not hesitate to contact Nora Samaranayake if you have any questions or concerns on the exact usage of the logos together.

Vertically stacked:



Horizontal:




When using the IHV stationary, you will find current versions on the shared, public IHV drive in the IHV letterhead-PPT folder. As it relates to PowerPoint slides, we understand that individuals have varying PowerPoint needs and may design their own template. When doing so, please follow the Style Guide. You may not alter the letterhead. Please contact Nora Samaranayake (contact information previously provided in this document) for questions or concerns.




INSTITUTE OF HUMAN VIROLOGY

**NORA SAMARANAYAKE**  
 Director of Public Relations and Marketing  
 nsamaranayake@ihv.umaryland.edu  
 725 West Lombard Street | Baltimore, Maryland 21201-1009  
 555.123.4567 | 555.123.4567 fax | 555.123.4567 cell | www.ihv.org  
 Center for Infectious Diseases: 555.123.4567

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725 West Lombard Street | Baltimore, Maryland 21201-1009 | 410.706.8614 | 410.706.1952 fax | www.ihv.org


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 SCHOOL OF MEDICINE

**INSTITUTE OF HUMAN VIROLOGY**

725 West Lombard Street | Baltimore, Maryland 21201-1009  
 410.706.8614 | 410.706.1952 fax | www.ihv.org



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