UMCES Style Guide

A strong brand is a consistent brand. These guidelines have been developed to help ensure the world sees the same University of Maryland Center for Environmental Science in everything we do.

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I. Web posting guide

Captions/Photo credits: When uploading a new photo, be sure to fill out the Alt Text section, which helps us be ADA compliant and also improves search engine optimization.

Headlines: Try to keep headlines to five or fewer words, make them information rich, start with and include keywords (UMCES, Maryland, etc.), and make sure they sense even out of context and reflects the story (meaning it matches the reader's expectations for the article and isn't just clickbait). Use a subhead to give more context when needed.

Inserting Links: When making a reference with a web locations, the link, particularly long, complicated ones, should be embedded into the existing text like this. When you have the web address, highlight the appropriate words, select the link button in the toolbar and add the link to the selected text. See below.

Adding Photos: Files must be less than 100 MB. Allowed file types: png gif jpg jpeg.
New Website Image Size Minimum Requirements

Default page banner images - 1920px wide by 630px tall

Media with Caption paragraph images - 710px wide by 409px tall

Homepage splash images - 1920px wide by 1000px tall

Research Highlights main image - 1359px wide by 659px tall

Core Research thumbnails - 266px wide by 256px tall

Graduate Education teaser image - 584px wide by 784px tall

News and Events card images - 383px wide by 255px tall

Campus block background image (for campus landing page) - 960px wide by 540px tall

Research Highlights teaser image - 566px wide by 392px tall

Directory/Bio profile photo - 334px wide by 334px tall

Featured Work images - 649px wide by 507px tall

Adding Videos: You can also embed video on our new website. To use a video, you need a link so videos must live somewhere else (ie, YouTube or Vimeo). UMCES has a YouTube account, so contact Kristi Moore at kmoore@umces.edu if you need to upload your video to get a link. Once you have a link, go to under the Web tab in the same menu where you add a photo and paste the link to embed it on your page.

II. FAQs for web content creation

How do you edit your bio page?

First, you need to log in to gain access to the editing option. Go to umces.edu/user and you'll get the prompt to sign in.

Once you sign in, you need to access your page. You can either search for your name in the search bar or directory. URLs for bio pages reflect the title of the bio page (aka your name) and are typically umces.edu/firstname-lastname. For example, umces.edu/don-boesch.

Once on your bio page, you'll see a blue edit button. Click that and you'll be able to add or edit content on your page.

Note: Having access to edit the website also means you have a web profile where you can add a photo, but this isn't a public page. Make sure the page you're on has a banner image (like the CBL pier or a sunset) with your name and photo overlayed. That's your public page.

How do you add an Event?

While the campus pages have listing and schedules under outreach/education, we need to populate the events directory with upcoming seminars, open houses, etc. Once signed in, you can add an event by going to Content in the top menu bar, then Add Content, then Event.

Title: Because many events have the same title, make this unique to the speaker or event. For example, instead of Faculty Series, you can title it Faculty Series: Xin Zhang. Being more specific in the title can also help someone looking up information about Xin Zhang, find out about an event where she's speaking.

Date & Time: Enter the date of the event, start date and approximate ending time. This is important because the event will automatically disappear afterward.

Campus: Be sure to select the campus where the event takes place. If Xin Zhang of Appalachian Lab is speaking at CBL, select CBL, not AL to avoid confusion of where the event is.

Teaser Image/Description: You should fill out both of these fields, but know they will only appear in the event directory, not on the specific event's page. The description can be a short sentence to tell the visitor what the event is. Hold off on details.

Content Paragraphs: There's two options here, but only one you need to do: Add Paragraph with Media. Here is where you will need to repeat what the event is, but also have more space to offer any details of the event. You can also create a link to refer visitors to another part of the site with more details, like a full schedule of upcoming seminars like this one. Highlight the related text, and select the link/chain icon in the menu of the paragraph to copy/paste the URL. Please bold any links in the paragraph. You can also add a photograph, maybe the same one as the teaser image. The Add Media button is an option to add a large photo.

When you're done, make sure you Save the page.

How do you upload a PDF?

1. To upload a PDF to a page, you need to open a Content Paragraph like the one below.

In the text box, put your cursor anywhere and then click on the Add Media icon (Circled).

2. You'll get this window. Find your PDF and upload it. Then hit Next.

3. The next window looks like this. The first option should already be highlighted. Nothing to change then. Hit Next.

4. On this next page, you'll need to select Teaser from the drop down menu. Then hit Next.

5. The PDF will appear in your Content Paragraph like below, BUT you're not done yet!

6. Right click on the PDF link to get the menu seen below and select Edit Link.

7. You'll open this window. Here, you need to copy the highlighted URL.

8. Now you have a link to the PDF, but you need to write some text to link it to. Type something to describe where the link will take you ie. March Newsletter, Schedule of Events, Submission form, etc. Highlight that text and then click on the Link icon (Circled).

9. There's two steps you need to do here: First, paste the PDF link you copied. But before you hit OK, you'll need to trim the link to remove "live-umces.pantheonsite.io" -- the first thing you want in that box is a / Then you can hit OK.

10. Last, highlight and delete that original PDF link and icon you had.

III. Using our logo & email signatures

1. Only use approved logo. Never recreate the logo with your own fonts or alter the logo for space needs.

2. When resizing the logo keep the height and length in the proper proportion.

3. The logo should only appear in print in the colors Blue (PMS 308C), Black (if it cannot be reproduced in color) or White (on a dark or blue background).

4. The logo must never appear in a line of text or within another shape, such as within a circle.

5. The only words that may appear under the University of Maryland Center for   Environmental Science logo are the names of specific laboratories.

You can find ready-to-use logo artwork in the MY UMCES section of our website (www.umces.edu/about/myumces).

Following this summary are guidelines on how to use our name, our laboratory names and our fonts, as well as how to describe the University of Maryland Center for Environmental Science in a consistent manner

If you have any questions or concerns regarding these guidelines, please contact Amy Pelsinsky, Director of Public Relations, at 410-330-1389 or apelsinsky@umces.edu.

Logo

The University of Maryland Center for Environmental Science or associated laboratory logo should appear on the cover of all printed materials. In holiday greeting cards, invitations, and some brochures, the logo may appear on the back cover with the address.

Size

The logo should appear no less than 2 inches in size (2" w x 1" h). It may not be manipulated in any manner to create a disproportionate size increase or decrease either horizontally or vertically. The words may not be moved to accommodate size.

Position

The logo must not appear within 1⁄2 inch of any other logo, and must not be positioned within 3/8 inch trim of any printed material.

When the logo appears with other partner logos within a document or website, the logo must be at least equal in size and in color, if other logos are in color.

Colors

The logo may appear in one of four ways:

Blue (preferred)

·   PMS: Pantone 308C — use when printing job specifies Pantone color

·   CMYK: C:100 M:5 Y:0 K:47— use when job specifies 4-color process

·   WEB: #003300 — use for web

Black (only when color is not possible)

White (on a dark background)

Fonts

The font used in the logo is Baker Signet.

Complementary fonts best used on letterhead and correspondence include Calibri and Candara.

EMAIL SIGNATURE

A consistent email signature from all offices and laboratories helps show the world that we are all part of the same organization. It also helps with ease of communication. The following is the recommended signature format for computers and smartphones.

Amy Pelsinsky
Director of Public Relations
UNIVERSITY OF MARYLAND CENTER FOR ENVIRONMENTAL SCIENCE
Insert Laboratory Name Here
1 Park Place, Suite 325, Annapolis, MD 21401
410-330-1389 / apelsinsky@umces.edu
www.umces.edu
font: calibri / size: 11 pt / color: gray (20% black)
Click here for step-by-step instructions to change your signature.

IV. Lab descriptions

APPALACHIAN LABORATORY
Research, management, and education focused on terrestrial and aquatic ecosystems of the world, with an emphasis on the Appalachian region.

SHORT:
Located in the headwaters of the Chesapeake Bay, scientists conduct research on terrestrial and aquatic ecosystems, including air and water quality, wildlife management, and land conservation throughout the world, with an emphasis on the rich and diverse environments of western Maryland and the broader Appalachian region.
LONG:
From the headwaters of the Chesapeake Bay, scientists conduct research on terrestrial and aquatic ecosystems in many parts of the world, with an emphasis on the rich and diverse environments of western Maryland and the broader Appalachian region. Founded in Frostburg in 1962, Appalachian Laboratory scientists advise state, national and international leaders on air and water quality, wildlife management, forest and agricultural management, and biodiversity conservation, while also training and engaging tomorrow's researchers and environmental stewards through advanced degree offerings, citizen science initiatives, and K-12 curriculum development.

CHESAPEAKE BIOLOGICAL LABORATORY
A research leader in fisheries, estuarine ecology, environmental chemistry, and toxicology of the Chesapeake Bay and aquatic ecosystems around the globe.
SHORT:
Located where the Patuxent River meets the Chesapeake Bay, the oldest publicly supported marine laboratory on the East Coast is a national leader in research on fisheries, estuarine ecology, environmental chemistry and toxicology research of the Chesapeake Bay and aquatic ecosystem around the globe.
LONG:

Located where the Patuxent River meets the Chesapeake Bay, the Chesapeake Biological Laboratory is the oldest publicly supported marine laboratory on the East Coast. Founded in 1925, it has been a national leader in fisheries, estuarine ecology, environmental chemistry and toxicology for more than 90 years. Our scientists conduct research from the Chesapeake Bay and around the globe. From advising state and national agencies on sustainable fisheries management and breaking new ground in understanding how chemicals move between the atmosphere, sediments, and water to renowned work on nutrient dynamics and the food web, the lab is developing new scientific approaches to solving the major environmental problems that face our world.

HORN POINT LABORATORY

Understanding of the world's estuarine and ocean ecosystems through a research program in oceanography, water quality, restoration of sea grasses, marshes and shellfish.

SHORT:

From the banks of the Choptank River on Maryland's Eastern Shore, scientists engage in world-renowned research in oceanography, water quality, restoration of sea grasses, marshes and shellfish, and expertise in ecosystem modeling.

LONG:

The Horn Point Laboratory, located on more than 800 acres on the banks of the Choptank River on Maryland's Eastern Shore, has advanced society's understanding of the world's estuarine and ocean ecosystems. Horn Point scientists are widely respected for their interdisciplinary programs in oceanography, water quality, restoration of sea grasses, marshes and shellfish and for expertise in ecosystem modeling. With ongoing research programs spanning from the estuarine waters of the Chesapeake Bay to the open waters of the world's oceans, Horn Point is a national leader in applying environmental research and discovery to solve society's most pressing environmental problems.

INSTITUTE OF MARINE AND ENVIRONMENTAL TECHNOLOGY

Pursuing cutting-edge research in microbiology, molecular biology and biotechnology, using marine microbes to develop alternative energy, and supporting sustainable aquaculture and fisheries.

SHORT:

Located in Baltimore's Inner Harbor, scientists pursue cutting-edge research in microbiology, molecular biology and biotechnology, using marine microbes to develop alternative energy, and supporting sustainable aquaculture and fisheries.

LONG:

Located in Baltimore's Inner Harbor, the Institute of Marine and Environmental Technology is a strategic alliance involving scientists at the University of Maryland Center for Environmental Science, the University of Maryland Baltimore and the University of Maryland Baltimore County. Scientists are engaged in cutting-edge research in microbiology, molecular biology and

biotechnology, using marine organisms to develop new drug therapies, alternative energy and innovations to improve public health. IMET contributes to sustainable marine aquaculture and fisheries in the Chesapeake Bay and marine ecosystems. IMET fosters early stage companies and industry partnerships, contributing to economic development in Maryland.

Maryland Sea Grant College

Fostering strong connections between researchers and natural resource managers working to restore the Chesapeake Bay.

SHORT:

Maryland Sea Grant College, a university-based partnership with the National Oceanic and Atmospheric Administration, is a service organization administered by the University of Maryland Center for Environmental Science to fund research, education, and outreach throughout the state of Maryland.

LONG:

Maryland Sea Grant College, a university-based partnership with the National Oceanic and Atmospheric Administration, is a service organization administered by the University of Maryland Center for Environmental Science to fund research, education, and outreach throughout the state of Maryland. From our offices in College Park, we work to apply science to protect and restore the Chesapeake Bay and Maryland's coastal resources. We fund and explain scientific research to help leaders and communities deal with our state's major environmental challenges, and work to promote a sustainable coastal economy.

Integration and Application Network

The Integration and Application Network (IAN) is a dedicated group of scientists intent on solving, not just studying environmental problems.

SHORT:

The Integration and Application Network (IAN is an initiative of the University of Maryland Center for Environmental Science charged to inspire, manage and produce timely syntheses and assessments on key environmental issues, with a special emphasis on Chesapeake Bay and its watershed.

V. Style Guide for Writing and Editing

Abbreviations and acronyms: Names should be spelled out on first reference. Don't put the acronym in parentheses after the first reference, but acronyms can be used subsequently if it's universally understood, such as, in our case, UMCES.

Academic degrees: If the mention of degrees is necessary to establish someone's credentials, the preferred form is to avoid an abbreviation and use instead a phrase such as: John Jones, who has a doctorate in psychology. Use an apostrophe in bachelor's degree, a master's, etc.,

but there is no possessive in Bachelor of Arts or Master of Science. Use B.A., M.A., and Ph.D. only when the need to identify many individuals by degree on first reference would make the preferred form cumbersome.

Addresses: Spell out Avenue and Street in addresses. Lowercase and spell out with more than one street name: Massachusetts and Pennsylvania avenues. For numbered streets, follow numbers style: 7 Fifth Avenue, 100 21st Street.

Capitalization: The first word of a sentence, proper nouns and some titles (see titles) should be capitalized. This includes headlines on the website and press releases. Example: White-nose syndrome killing bats across Maryland or UMCES alumnus talks Space Station experience

Dates: Months should be spelled out, followed by the date and year. The year is only needed if it isn't implied (ie., The group met on November 11), but for archival purposes, it's better to use the year than say "last year" or "next year." Example: November 11, 2016.

Hyphens: When using adjectives to modify words, hyphenate the words that go together, ie. "energy-efficient lightbulb" or "long-term relationship." Sea-level rise should also be hyphenated, but rising sea level does not get hyphenated. Never hyphenate words that end in "–ly." Grades and ages also get hyphens in specific circumstances: Fourth-grade student, fourth-grader, a student in fourth grade; 10-year study and 9-year-old boy, but the boy is 9 years old. The hyphen depends on the use. Another example: You can sign up on the sign-up sheets.

Locations: When referencing a location, include town and state and spell out state names rather than use postal abbreviations. In the case of prominent/capital cities, the state isn't needed (ie. IMET is located in Baltimore).

Numbers: AP suggests all numbers nine and lower should be written out while 10 and higher should be numerical.
There are some exceptions. It should be spelled out when a number starts a sentence, and it should be numeric when used as a percentage (90%), time (9 a.m.), temperature (20 degrees) or age (4 years old).
·   **Fractions:** Spell out amounts less than 1 in stories, using hyphens between the words: two-thirds, four-fifths, seven-sixteenths, etc. Use figures for precise amounts larger than 1, converting to decimals whenever practical.
·   **Measurements:** Use figures and spell out inches, feet, yards, etc., to indicate depth, height, length, and width. Hyphenate adjectival forms before nouns. Examples: He is 5 feet 6 inches tall; the 5-foot-6-inch man; the car is 17 feet long; the storm left 5 inches of snow; the

building has 6,000 square feet of space. Use metric terms only in situations where they are universally accepted forms of measurement (ie, 16 mm film).

Quotes: Single quotes are only used for a quote within a quote or in headlines. Titles and quotes should get quotation (") marks. Punctuation goes inside the quote. Citations (ie. said) should be in past tense. (See titles for more details).

Time: All times are numerical with a.m. or p.m. except 12, which is either midnight or noon. Example: The event begins at 11 a.m. and ends at 11:30 a.m.

Titles: Specific titles should be capitalized if used before the name, ie. Professor Joe Smith vs. Joe Smith, a professor at the Horn Point Laboratory…). Long titles are best used after the name and lowercased. Generic titles should also be lower cased, even if used before the name, ie. scientist Joe Smith. A full name should be used on first reference and for each subsequent reference, use only the last name.

- **Composition titles:** Book, movies, and song titles get quotations, newspapers and magazines don't, but all get capitalized. Examples: The Washington Post, Time magazine, "It's A Wonderful Life," "The Star-Spangled Banner." Items are always titled, not entitled, ie. David Secor's book is titled "Migration Ecology of Marine Fishes." Note: The title of studies published in scientific journals should be in quotes. Use quotes in lieu of italicizing.

website: This word and any with web (webpage, webcam, etc.) is lowercase unless it's starting a sentence. Note: website is one word, not two. Also lowercased, internet.