Branding & 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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LOGO/BRANDING GUIDELINES

You can find ready-to-use logo artwork in multiple formats in the MYUMCES section of the website (www.umces.edu/about/myumces)

Logo
The University of Maryland Center for Environmental Science or associated laboratory logo should appear on all printed materials. Only use approved logo. Never recreate the logo with your own fonts or alter the logo shape for space needs. The only words that may appear under the University of Maryland Center for Environmental Science logo are the names of specific laboratories.

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

APPALACHIAN LABORATORY   CHESAPEAKE BIOLOGICAL LABORATORY   HORN POINT LABORATORY
INSTITUTE OF MARINE AND ENVIRONMENTAL TECHNOLOGY   MARYLAND SEA GRANT COLLEGE

AN INSTITUTION OF THE UNIVERSITY SYSTEM OF MARYLAND

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

Colors
The logo may appear in one of three 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: #00587c — use for web

White (on a dark background)

Black (only when color is not possible)

Fonts
The font used in the logo is Baker Signet.
Complementary fonts best used on letterhead and correspondence include Calibri and Candara.
UMCES designed and printed collateral should use Myriad Pro for text.

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 Communications
UNIVERSITY OF MARYLAND CENTER FOR ENVIRONMENTAL SCIENCE
Columbus Center, 701 E. Pratt Street, Baltimore, MD 21202
410-330-1389 / apelsinsky@umces.edu

SIGN UP for our Environmental Insights e-newsletter for the science behind the news.

font: calibri / size: 11 pt / color: gray (20% black)

Click here for step-by-step instructions to change your signature.

STANDARD DESCRIPTIONS FOR UMCES AND CAMPUSES

The following are descriptions of the University of Maryland Center for Environmental Science and its network of research campuses to be used for consistency in materials for the general public.

TAGLINES

Guiding our state, nation, and world toward a more sustainable future.

Harnessing the power of science to transform the way society understands and manages the environment

BOILERPLATES

LOCAL:
The University of Maryland Center for Environmental Science leads the way toward better management of Maryland's natural resources and the protection and restoration of the Chesapeake Bay. From a network of laboratories located across the state, our scientists provide sound advice to help state and national leaders manage the environment and prepare future scientists to meet the global challenges of the 21st century.

GLOBAL:
A globally eminent research and graduate institution focused on advancing scientific knowledge of the environment, the University of Maryland Center for Environmental Science provides sound advice to help state and national leaders manage the environment and prepares future scientists to meet the global challenges of the 21st century.

LONG DESCRIPTION:
A globally eminent research and graduate institution focused on advancing scientific knowledge of the environment, the University of Maryland Center for Environmental Science provides sound advice to help state and national leaders manage the environment and prepares future scientists to meet the global challenges of the 21st century.

RESEARCH—Our scientists work across disciplines and in diverse settings—from the Appalachian Mountains to the Arctic, from fisheries to climate change—to understand and discover solutions to challenges in the Chesapeake Bay and around the world.

PUBLIC SERVICE—As a trusted advisor to state and national leaders, we provide the scientific basis for policymakers and civic leaders to address pressing environmental issues in our communities and around the globe, from sustaining health crab and oyster fisheries to protecting coastal communities from sea-level rise.

GRADUATE EDUCATION—We train and inspire the nation's next generation of environmental leaders as part of the University System of Maryland's nationally ranked graduate program in marine and estuarine science. Our graduates conduct research at major universities, manage natural resources in public agencies, and drive entrepreneurial innovation in the private sector.

CAMPUS 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.

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.

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.
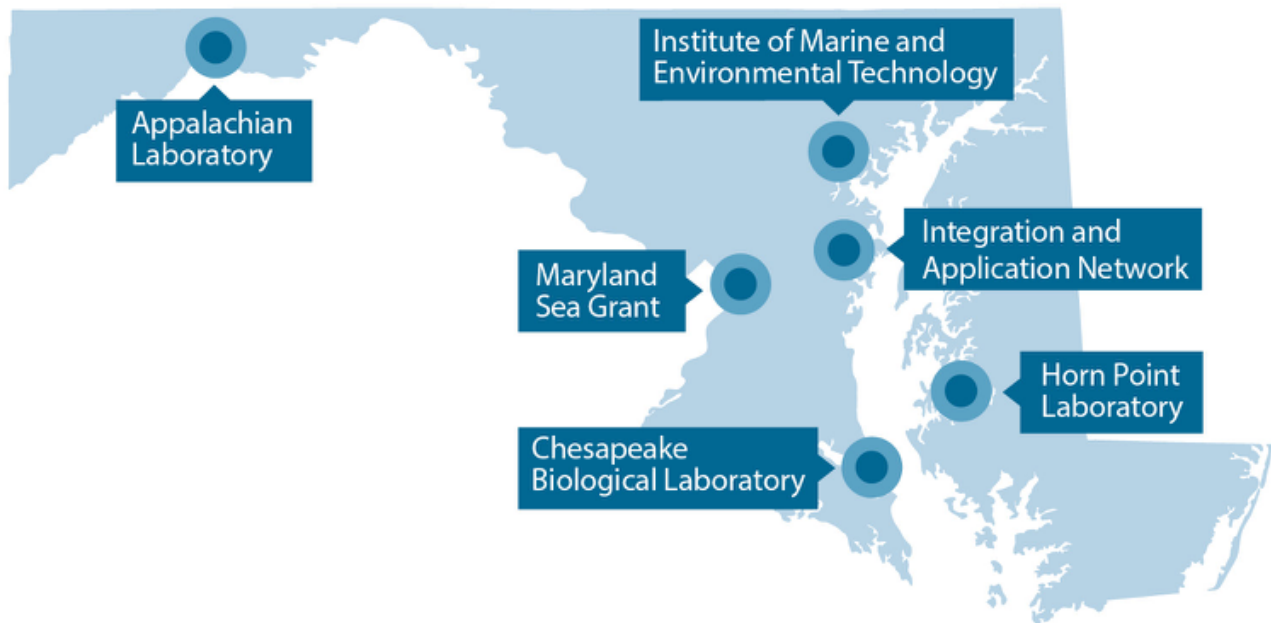
MISSION
The primary responsibility of the University of Maryland Center for Environmental Science is to support the citizens and natural resource agencies of Maryland. We have a unique statutory mandate to conduct a comprehensive scientific program to develop and apply predictive ecology for the improvement and preservation of Maryland's physical environment. This mission is accomplished through research, education, and public service.

NOTE: UMCES intro slides for PowerPoint presentations are available on the website:
umces.edu/communications

STYLE GUIDE

UMCES digital and print publications follow Associated Press Style guidelines.

University name
The University of Maryland Center for Environmental Science and laboratory campus names should be spelled out. Only use acronyms for second reference or space limitations.

When referencing labs, first reference should include University of Maryland Center for Environmental Science, i.e. University of Maryland Center for Environmental Science's Appalachian Laboratory. Remember, the public does what a CBL or HPL is outside of the immediate community.

Campus names
Appalachian Laboratory
Horn Point Laboratory
Chesapeake Biological Laboratory
Institute of Marine and Environmental Technology
Integration and Application Network
Maryland Sea Grant College

Spell out lab names – avoid using abbreviations:
The Chesapeake Biological Laboratory's Open House event drew large crowds.
Horn Point Laboratory Lecture Series

Graduate Programs
Marine Estuarine and Environmental Sciences (MEES)
University of Maryland, Baltimore Graduate Program in Life Sciences (GPILS)
Frostburg State University Masters in Biology

More Helpful Tips…

Abbreviations and acronyms: Names should be spelled out on first reference, and acronyms should be used infrequently. Avoid using acronyms for lab locations.

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. 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 & Locations: Spell out Avenue and Street in addresses. When referencing a location, include town and spell out state names rather than use postal abbreviations. In the case of prominent/capital cities, the state isn't needed.

The Institute of Marine and Environmental Technology is located in Baltimore.
Visit the Oyster Hatchery on the University of Maryland Center for Environmental Science's Horn Point Laboratory campus in Cambridge, Maryland.

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.

> White-nose syndrome killing bats across Maryland
> UMCES alumnus talks Space Station experience

Dates: Months should be spelled out, followed by the date and year (November 15, 2020). Do not say November 1st; the numeral is sufficient. The year is only needed if it isn't implied (ie., The group met on November 11). For archival purposes, it's better to use the year than say "last year" or "next year."

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."

Links: When referencing website addresses on the UMCES website or digital communications, the link/url should be embedded into the existing text like this. Complicated web addresses should not appear on the website or in e-communications. You may also use an action word such as **REGISTER, WATCH**, etc. with the link embedded.

Numbers: Associated Press guidelines suggest 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).

> **Measurements:** Avoid using metric terms. Convert temperature measurements to Fahrenheit. Use figures and spell out inches, feet, miles, etc.

> **Fractions:** Spell out amounts less than 1 in stories, using hyphens between the words: two-thirds, four-fifths, etc.

> 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.

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

"While storm events can have major short-term impacts, the Bay is actually really resilient, which is remarkable," said the study's lead author **Cindy Palinkas**, associate professor at the University of Maryland Center for Environmental Science's Horn Point Laboratory. "If we are doing all of the right things, it can handle the occasional big input of sediment."

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. or 5-8 p.m.

Titles: 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 lowercase. Generic titles should also be lowercase, 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. Dr. or Ph.D. is not used in press releases or on the website

Associate Professor Cindy Palinkas
Cindy Palinkas is an associate professor at the University of Maryland Center for Environmental Science's Horn Point Laboratory.

Composition titles: Use quotations for book, movies, and song titles; newspapers, magazines, and journals are italicized. Examples: "The Sixth Extinction," *The Washington Post, PLOS One.* Note: The title of studies published in scientific journals should be in quotes.

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.

PRESS RELEASES

Best practice is to send press release content in the body of the email. Compose in Word with the following formatting, and cut and paste into email for sending to recipients.

NSF award supports new effort to engage underrepresented island students in marine and environmental sciences *(Font: Calibri, 14 pt)*

(Font: Calibri, 12 pt)
CAMBRIDGE, MD (October 10, 2019)—The **University of Maryland Center for Environmental Science** and **Maryland Sea Grant College** have been awarded a $2.5 million grant from the National Science Foundation (NSF) to help grow the number and diversity of students who are interested in and eventually seek careers in Science, Technology, Engineering and Mathematics (STEM) fields. This grant is part of the $10 million, eight-institution SEAS Islands Alliance that will engage underrepresented minority students from the U.S. Virgin Islands, Puerto Rico, and Guam in marine and environmental sciences by illuminating a full career pathway, from middle school to graduate school and job placement.

"Insert a short/relevant/quotable quote here," said **Peter Goodwin**, president of the University of Maryland Center for Environmental Science (UMCES). "You can add more details here." *[Note: if title is after name, it is not capitalized. If it is directly before name, it is capitalized.]*

The five-year, multi-institution program aims to empower students to pursue their interest in marine and environmental sciences and increase their sense of belonging in STEM through scientific and professional development training, mentorship, family support programs, and cohort-building activities.

"This program will create a huge infrastructure for helping to guide and support island students in to the workforce in the marine sciences across all three island territories," said **Lora Harris**, who is leading the Puerto Rico hub for UMCES. Other Puerto Rico hub partners. *[Note: you may want to create active links to faculty bios]*

[This is a good place to use the boilerplate paragraph for your campus.]
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.

[Close with the UMCES boilerplate]

UNIVERSITY OF MARYLAND CENTER FOR ENVIRONMENTAL SCIENCE
A globally eminent research and graduate institution focused on advancing scientific knowledge of the environment, the University of Maryland Center for Environmental Science provides sound advice to help state and national leaders manage the environment and prepares future scientists to meet the global challenges of the 21st century. www.umces.edu

# # #

UMCES COLOR PALETTE

The following fonts and colors are encouraged for use in UMCES and campus publications to maintain brand unity in print and online.

Fonts:

Print: Myriad Pro

Options for digital: Candara for main text and headlines; Calibri for accent text/callouts, Open Sans

COLOR SWATCHES

UMCES BLUE
PMS: Pantone 308C
CMYK: C:100 M:5 Y:0 K:47
RGB: 0, 88, 124
HEX: #00587c

GREEN
CMYK: 26,0,49, 27
RGB: 138, 186, 94
HEX: 8aba5e

DARK BLUE
CMYK: 78, 30, 0, 67
RGB: 18, 58, 83
HEX: #123A53

LIGHT GREEN
CMYK: 12, 0, 37, 75
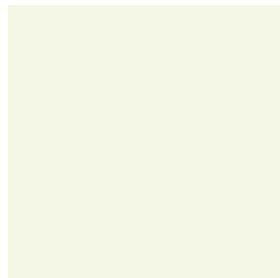RGB: 167, 190, 119
HEX: #A7Be77

BROWN
PMS 11M
CMYK: 0,17,34,62
RGB 97,84,64
#615440

SAND (background)
CMYK: 4, 3, 10, 0
RGB 245, 247, 230
#f5f7e6

DIGITAL COMMUNICATIONS

The following color palette should be use for UMCES website, e-communications, such as e-newsletters and online correspondence.

UMCES BLUE (brand, background, buttons): #016893

GREEN: #52A346 (use for links and buttons)

DARK GRAY: #333333 (use for text/headlines)

LIGHT GRAY: #E6E6E6 (use for background)

GRAPHIC WALLPAPER

The following graphic wallpaper may be used for backgrounds and graphic design accents.

ALTERNATIVE COLOR PALETTE

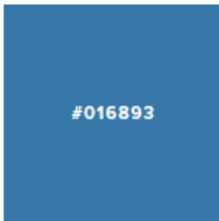Alternative for graphics: Gilroy Heavy; Acumin Variable Consensed Semi Bold/Condensed Bold

Brand Blue	Brand Green	C=100 M=5 Y=0 K=47
		C=83 M=39 Y=18 K=1
Lighter Blue	Lighter Green	C=66 M=7 Y=7 K=0 copy
		C=72 M=13 Y=100 K=1
Brighter Blue	Bright Green	C=53 M=0 Y=89 K=0
		C=28 M=0 Y=100 K=0
		UMCES Seal Pattern

WEBSITE COLOR PALETTE

#016893

UMCES brand color, backgrounds, secondary link, primary button color
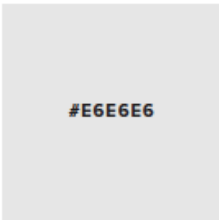
#123A53

Headers on light backgrounds

#262E2F

Various backgrounds including but not limited to sliders and footer

#A7BE77

Headers on dark backgrounds and footer navigation links

#52A346

Primary text link and secondary button color

#E6E6E6

Background Color

#0A0A0A

Paragraph and quotes

POSTING EVENTS AND NEWS STORIES TO THE UMCES WEBSITE

How do I add an Event?
The Events section features upcoming seminars, lectures, open houses, etc. Once signed in, you can add an event by going to 'Content' in the top menu bar → 'Add Content' → 'Event.'

Title: Because many events have the same title, make this unique to the speaker or event. For example, instead of Faculty Series, title it Faculty Series: Xin Zhang. Better yet, add some text about the topic of the lecture. Being more specific in the title can help someone looking up information about the speaker or bring them to the topic of the lecture. It is also helpful to indicate the speaker's affiliation, if they are not a part of UMCES.

Remember, this is the first place visitors may see this information. Do not use lab acronyms or names without some affiliation or context. Note: It is not necessary to add lab affiliation in the headline. It will automatically appear directly under the headline.

Example:
Science After Hours: The historic and future role of oysters with Matthew Gray
Science for Citizens: Seafood Swapping with Kim Warner, Oceana Foundation
Horn Point Seminar: Emily Cohen, UMCES Appalachian Laboratory

Capitalize the first letter of the sentence and proper names.

Date & Time: Enter the date of the event, start date and approximate ending time. This is important because the event will automatically disappear from the calendar when it is over. afterward. Do not repeat the date and time in the copy. It will appear at the top of the page.
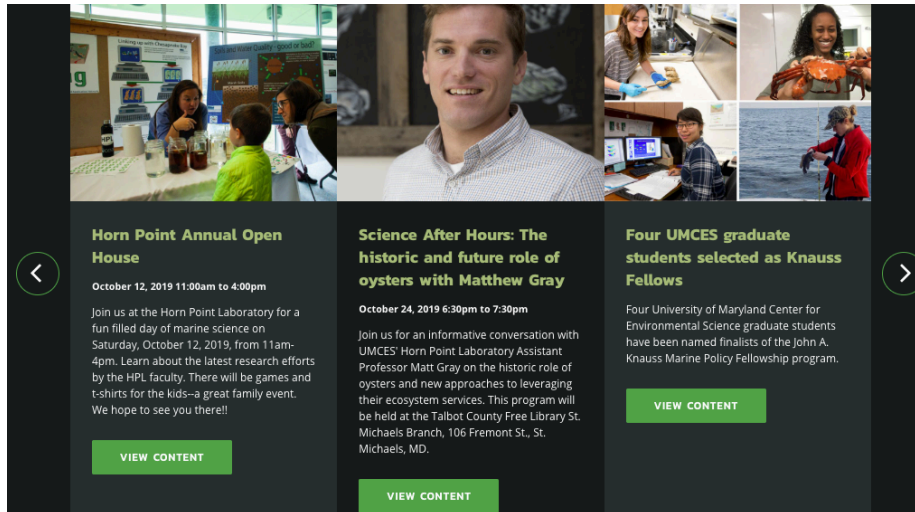
Campus: Be sure to select the campus where the event takes place. If Xin Zhang of Appalachian Laboratory is speaking at the Chesapeake Biological Laboratory, select Chesapeake Biological Laboratory.

Teaser: You should fill out the teaser description and add a photo, but know they will only appear on the event directory page or the campus news carousel, not on the specific event's page. The description can be a short sentence to tell the visitor what the event is about.

What will appear on the Event directory:

OCT 24TH

Science After Hours: The historic and future role of oysters with Matthew Gray

Horn Point Laboratory

October 24, 2019 6:30pm to 7:30pm

Join us for an informative conversation with UMCES' Horn Point Laboratory Assistant Professor Matt Gray on the historic role of oysters and new approaches to leveraging their ecosystem services. This program will be held at the Talbot County Free Library St. Michaels Branch, 106 Fremont St., St. Michaels, MD.

What will appear on the campus news carousel:

Content Paragraphs:

- Select 'Add Paragraph with Media – Media on Right**.'**
- In the 'Paragraph Header' box, you may want to add the title of the lecture or event, if it is more specific than the headline.
- In the Paragraph Text box, describe the event and offer additional details.
- To create a link (such as to link to a professor's bio page), highlight the text you want to link and click the chain icon to past the. All links will automatically appear bold and green. Do not publish full url addresses. For example, to add a link to register for the event, use an action word such as **REGISTER** and link to the url. Do not include the full url in the text.
- You can also add a photograph, maybe the same one as the teaser image. Select 'Large Media' under the uploaded image.
- At the bottom, you can also create a link to refer visitors to another part of the site with more details, such a full schedule of upcoming seminars.

SCIENCE AFTER HOURS: THE HISTORIC AND FUTURE ROLE OF OYSTERS WITH MATTHEW GRAY

VIEW PUBLISHED   NEW DRAFT   MODERATE   DEVEL

October 24, 2019 6:30pm to 7:30pm 📅 **iCal** / 📅 **Google Calendar**

Horn Point Laboratory

Lost and Found: The historic role of oysters and new approaches to leveraging their ecosystem services

Assistant Professor Matthew Gray, Horn Point Laboratory
Talbot County Free Library, St. Michaels Branch, 106 Fremont St., St. Michaels, MD

In Chesapeake Bay, historic oyster populations had enormous impact on ecosystem functions. However, these populations were decimated over the past century and their ecosystem services were lost. As stressors caused by human influence mount, the ecosystem services of oysters are needed more than ever. In this talk, Assistant Professor Matthew Gray describes how oysters and the services they provide can be leveraged to tackle serious environmental problems in the Chesapeake Bay and beyond. This event is interactive and questions are encouraged.

REGISTER HERE or contact Carin Starr at cstarr@umces.edu or 410-221-8408 for more information.

The Chesapeake Bay and its rivers are the lifeblood of the Eastern Shore. While many easily recognize the natural beauty the Chesapeake Bay country offers, the Horn Point Laboratory offers "Science After Hours" to make the science of the Chesapeake Bay as accessible as its beauty.

When you're done, make sure you Save the page.
- At the bottom, go to 'Publishing Options' and select 'Published'

How do I add a News story?

The News section features news of paper publications, awards, faculty/student profiles, etc. The stories are created using content paragraphs. It may be helpful to lay out how you want the story to appear before beginning.

Once signed in, you can add a news items by going to 'Content' in the top menu bar → 'Add Content' → 'News.'

Title: Describe the news in a concise way. Do not use acronyms. Use key words for search engine optimization. Use Associated Press style. Capitalize the first letter of the sentence and proper names.

Date: Enter the publication date for the story. It will appear at the top of the page.

Campus: Be sure to select the campus (or campuses) affiliated with this news. This will enable those campuses to include the news in their campus news carousel. It will also be indicated at the top of the page.

Teaser: Fill out the teaser description and add a photo. This will show on the News directory and on the campus news carousel. Limit teaser text to about 25 words.

What will appear on the News directory:

Tom Miller appointed to National Academies board to help guide coastal science

April 24, 2019

Chesapeake Biological Laboratory Director Tom Miller has been appointed to the National Academies of Science, Engineering and Medicine's Ocean Studies Board, a standing committee that explores the science and policies needed to manage and conserve coastal and marine environments and resources.

What will appear on the campus news carousel:

Researchers will help DARPA detect undersea activity by analyzing behaviors of black sea bass

Black sea bass and other marine species are set to be the unlikely heroes of the Defense Advanced Research Projects Agency's (DARPA) Persistent Aquatic Living Sensors (PALS) program. Researchers are developing new types of sensor systems that detect and record the behaviors of these marine organisms

VIEW CONTENT

Tom Miller appointed to National Academies board to help guide coastal science

Chesapeake Biological Laboratory Director Tom Miller has been appointed to the National Academies of Science, Engineering and Medicine's Ocean Studies Board, a standing committee that explores the science and policies needed to manage and conserve coastal and marine environments and resources.

VIEW CONTENT

Laura Lapham awarded for Outstanding Faculty Mentorship

Laura Lapham, Associate Professor at the University of Maryland Center for Environmental Science's Chesapeake Biological Laboratory, was awarded the second annual Outstanding Faculty Mentorship Award by graduate students.

VIEW CONTENT

Content Paragraphs:
- Select 'Add Paragraph with Media – Media on Left**.'**
- In the 'Paragraph Header' box, you may want to add an extended version of the headline
- In the Paragraph Text box, enter the first paragraph.
- To create a link (such as to link to a professor's bio page), highlight the text you want to link and click the chain icon to past the. All links will automatically appear bold and green.)
- Select 'Add Paragraph with Media – Media on Right'
- In the Paragraph Text box, enter the next several paragraphs.
- You can also add a photograph here, maybe the same one as the teaser image. Select 'Large Media' under the uploaded image.
- Repeat this process. Select 'Add Paragraph with Media – Media on Right' or 'Add Paragraph with Media – Media on Left' depending on where you would like the photo to appear. Select 'Large' for a larger photo size.
- If you would like to add three smaller picture details in a horizontal line across the page, select Media with Caption, add photo, select add and add two more.
- At the bottom menu on the left, go to 'Publishing Options' and select 'Draft' to check on progress.

TOM MILLER APPOINTED TO NATIONAL ACADEMIES BOARD TO HELP GUIDE COASTAL SCIENCE

VIEW PUBLISHED   NEW DRAFT   MODERATE   DEVEL

April 24, 2019

Chesapeake Biological Laboratory

Chesapeake Biological Laboratory Director **Tom Miller** has been appointed to the National Academies of Science, Engineering and Medicine's Ocean Studies Board, a standing committee that explores the science, policies, and infrastructure needed to understand, manage, and conserve coastal and marine environments and resources.

In addition to exercising leadership within the ocean community, the Board undertakes studies requested by federal agencies, Congress, or by its own members to explore such topics as the ocean's role in the global climate system, technology and infrastructure needs for ocean research, and fisheries science, management and policy. Recent peer-reviewed studies include "The Use of Dispersants in Marine Oil Spill Responses," "A Research Review of Interventions to Increase the Persistence and Resilience of Coral Reefs," and "A Review of Marine Recreational Fisheries Information Program" on which Miller was a member.

Miller, a professor of fisheries science, has been a leader in the development of approaches to manage several Chesapeake Bay species, including crabs, menhaden, and striped bass, combining laboratory, field and modeling approaches to address questions of interest to society. Most recently, his research has focused on both the effects of ocean acidification on blue crab, recruitment issues in menhaden and striped bass and stakeholder involvement in recreational fisheries.

He serves on the Scientific and Statistical Committees of the Mid-Atlantic Fisheries Management Committee, and is a scientific advisor to the Potomac River Fisheries Commission. Miller has served on several National Academy Panels.

Ocean Studies Board members are appointed at-large from the scientific community, including academics, corporate leaders, and NGOs, for a three-year term. UMCES has a tradition of service on the Ocean Studies Board. Past members include President Emeritus Don Boesch and Professor Emeritus Ed Houde.

When you're done, make sure you Save the page.
- At the bottom, go to 'Publishing Options' and select 'Published'

Tips on photos, captions, adding media, etc.

Uploading Photos:
- Downsize the photo to under 2 MB before uploading
- Allowed file types: png, gif, jpg, jpeg.
- Name the photo so it is searchable in the online library. This can be done before or after uploading Identify who is in the photo and tag lab with abbreviation (HPL, AL, etc.)
- Fill out the Alt Text section, which helps us to be ADA compliant and also improves search engine optimization. Captions will be associated with that photo wherever it is used.
- You have the option to add a caption. Captions are great and increase SEO optimization. However, this caption will be associated with the photo wherever it is used on the website. If you wish to use this photo again without the caption, a version without a caption must be loaded to the Library.
- Use the crossbar to indicate the focus on the photo. This will be used when the website resizes for various devices.
Note: UMCES has a photo archive. Use UMCES photos. Be careful of pulling stock photos from the web; they are often copyrighted. Avoid, if possible.

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 make sense out of context (Do not used lab abbreviations such as HPL, CBL, etc. These have little meaning outside of the organization.) Use a subhead to give more context when needed.

We use Associated Press Style on the website and digital communications. This means the first word and proper nouns in headline should be capitalized; the rest of the words lowercase.

Inserting Links: When making a reference to web locations, the link/url should be embedded into the existing text like this. Complicated web addresses should not appear on the website. You may also use an action word such as REGISTER, WATCH, etc. To activate link, highlight the appropriate words, select the link button in the toolbar, and add the link to the selected text. The link will automatically appear as bold and green.

Adding Videos: You can embed video on the website but the video must live somewhere else (ie, YouTube or Vimeo). UMCES has a YouTube account, if you need to upload your video to get a link. Once you have a link for the video, 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.

Making a button: When you're linking text and have the link window open (where you would insert the URL), select the tab called Advanced and type the word button (lowercase) in the Stylesheet Classes text box.