

Mission: *bwtech@UMBC Research and Technology Park enables companies to start, grow, and stay in Maryland.*

APPROVED FONTS

Avenir Next | Avenir Next Condensed | Inter (google font) | Garamond Premier | Neue Helvetica
(More Info: <https://styleguide.umbc.edu/typography/>)

BRAND COLORS



UMBC Black: CMYK – C:0 M:0 Y:0 K:100, RGB – R:0 G:0 B:0, Web – #000000, PMS – Black



UMBC Red: CMYK – C:10 M:100 Y:100 K:0, RGB – R:218 G:33 B:40, Web – #da2128, PMS – 1795C/U



UMBC Gold: CMYK – C:0 M:32 Y:100 K:0, RGB – R:253 G:181 B:21, Web – #fdb515, PMS – 1235C/116U



UMBC AOK Teal: CMYK – C:100 M:35 Y:50 K:20, RGB – R:0 G:113 B:118, Web – #007176, PMS – 323C/322U



UMBC Light Gray: CMYK – C:0 M:0 Y:0 K:25, RGB – R:199 G:200 B:202, Web – #c7c8ca, PMS – 428C/427U



UMBC Retriever Brown: CMYK: – C:0 M:30 Y:100 K:40, RGB – R:166 G:122 B:5, Web – #a67a05, PMS – 1255C/U



UMBC Dark Gray: CMYK – C:0 M:0 Y:0 K:75, RGB – R:99 G:100 B:102, Web – #636466, PMS – 431C/U



bwtech Cyber Blue: CMYK – C:91 M:65 Y:43 K:28, RGB – R:29 G:74 B:97, Web – #1d4a61, PMS – N/A

LOGOS



SOCIAL MEDIA

Channels: LinkedIn: [bwtech@UMBC Research and Technology Park](#), Facebook: [bwtech@UMBC](#)
Twitter: [Cybrincubator](#)

Hashtags: #StartHereGrowHereStayHere (Please Note Letter Case Style), #UMBC, #Cybersecurity,
#RetrieverNation #startups, #marylandbusiness

More info: bwtechumbc.com/resources