FEAR THE TURTLE

YOUR GUIDE TO THE FEAR THE TURTLE BRAND CAMPAIGN
Hey, Communicators

Think “Fear the Turtle” is just the University of Maryland’s rallying cry? Ha. It’s also the backbone of the university’s marketing campaign, which is all about pumping out big messages in lively and creative ways. (See Messaging Themes and Priorities Guide for more information.)

The campaign's visual identity has two primary elements: a shell and a wordmark. Their design matches the tone of the campaign and of Terps themselves. That means bold, direct, smart and fun.

The Fear the Turtle (FTT) style compliments the university's visual identity—the classic globe and logo—in your marketing communications materials. This guide will show you how to incorporate FTT style into the university style.

Our units' and the university's messages are a lot more powerful when we all speak with one voice and share the same look. Unity. Consistency. They're the guitar and amp of effective promotion.

Now scamper off to work.
COLOR

The FTT shell icon and the Fear the Turtle wordmark come in three flavors: red, black and white (when used against a red or black background or over an image).

Be bold. Don’t use tints or screens of these colors.*

* 75% Black is acceptable.
TYPOGRAPHY

FTT style uses two versions of one font: Interstate.*

Interstate Regular for smaller copy
Interstate Bold in headlines, subheads and wordmark

Headlines and subheads should be set in all caps at large sizes: at least 24 points. To avoid capitalization overload (and the suggestion you're yelling until you're hoarse): We recommend upper- and lowercase letters for longer copy.

The exception is with the FEAR THE TURTLE wordmark. It just looks awesome in caps. Always set it in Interstate Bold.

RECOMMENDED TYPE SIZES FOR HEADLINES, SUBHEADS, TITLES, BODY COPY, ETC.

[A] HEAD
36pt / 36pt leading

[B] SUBHEAD
12pt / 15pt leading

[C] BODY COPY
9pt / 12pt leading

[D] WEBSITE
8pt / 10pt leading

GOOGLE / CRASH BANDICOOT / KERMIT THE FROG / [A]
OUR STUDENTS GO ON TO CREATE SOME UNUSUAL NAMES FOR THEMSELVES. [B]

Right now we’re inspiring the next generation of entrepreneurs. Heard of Goozex, Zymetic or Geocentric? You will. [C]

FEAR THE TURTLE
UNIVERSITY OF MARYLAND
ENTREPRENEURSHIP / WWW.UMD.EDU [D]
GRAPHIC ELEMENTS

THE FTT SHELL

It’s the crown jewel of the Fear the Turtle identity. Be nice to the shell. Don’t stretch it or distort it or shrink it to the size of a smudge.

Keep the height and width proportions intact, and use no smaller than 1/2-inch high to ensure the lines between the scales are clear. For the Web, do not scale down past 50 pixels in height.

It can be used alone or with FTT wordmark (see page 7). The shell makes for great artwork when used by itself.

Can be one of three colors (see page 4)
GRAPHIC ELEMENTS

THE FTT WORDMARK

FEAR THE TURTLE is set in Interstate Bold (see page 4) to make a consistent mark. It can function as a tagline for the university, but should never replace the university logo. In other words, it can appear alone, paired with the shell or paired with the university logo.

When the words FEAR THE TURTLE are used in a headline, there’s no need to repeat it with the wordmark. (See billboard example below.)

The wordmark works well small as a tagline added to the bottom of your design.

Using a PDF or EPS file, the wordmark can be scaled to any size. JPG or PNG files cannot be scaled. When used alone, the horizontal wordmark should not be scaled down past 1/8 inch in height, and the vertical wordmark should not be scaled down past 1/4 inch in height.

GOOGLE / UNDER ARMOUR / SIRIUS SATELLITE RADIO

WHAT WILL YOU INVENT?

COMCAST CENTER SIGN

Horizontal Format

HEY, IMPOSSIBLE / FEAR THE TURTLE

EMBRACING CHALLENGES / www.umd.edu

BILLBOARD

SHUTTLE-UM WRAP BANNER

HEY, IMPOSSIBLE / FEAR THE TURTLE

EMBRACING CHALLENGES / www.umd.edu

MUSEUM OF MARYLAND
GRAPHIC ELEMENTS

COMBINING THE SHELL AND FTT WORDMARK

You've got your peanut butter. You've got your jelly. Now you want to make a tasty sandwich, not a mess.

Use the combined mark when it is featured artwork (on a T-shirt, poster or other promotional item) or as used as a tagline.

If using a PDF or EPS file, the shell and FTT can be scaled to any size. The horizontal shell and FTT should not be scaled down past 1/2 inch in height, and the vertical shell and FTT should not be scaled down past 1 inch in height. For the Web, do not scale down past 65 pixels in height.

Choose the format of logo that best fits the space in which you’re using it. When the space is longer than it is tall, use the horizontal format; when the space is taller than it is wide, use the vertical format.

Maintain at least 1/2 inch of white space between the shell and FTT and the edges of the space in which it exists.
GRAPHIC ELEMENTS

COMBINING FTT AND UNIVERSITY STYLES

FTT? Meet university style.
University style? Meet FTT.
See, they can be friends.

The university’s wordmark has been adapted to fit the design of Fear the Turtle and should be used for all FTT-driven materials. (For all other university materials not focused on FTT, use the standard wordmark as shown in the Visual Identity Guide.)

You can pair the FTT wordmark and the full university logo or the FTT wordmark and informal globe. Just keep the globe and shell away from each other. They have a budding rivalry.

Suggested grouping of FTT wordmark and university wordmark:

FEAR THE TURTLE

UNIVERSITY OF MARYLAND

1/2”

THE BOX SHOULD NOT GET SMALLER THAN 1/2” IN HEIGHT FOR RISK OF THE LETTERS INSIDE DISAPPEARING.

THE SPACE BETWEEN IS EQUAL TO THE HEIGHT OF THE HORIZONTAL FTT WORDMARK.
GRAPHIC ELEMENTS

COMBINING FTT AND COLLEGE/SCHOOL WORDMARKS

Use only the horizontal FTT wordmark (no shell) centered under the logo of your college or school. Scale the wordmark to match the width of the largest line of the title.

GROWING EXPERIENCES

Anna’s taking her passion for farming whole hog at Maryland, double-majoring in animal science and agricultural science and technology. She’s birthed calves and pigs at the state fair and visits farms and dairy processing plants with the Block and Bridle Club. This summer, she’ll combine a trip with a campus church group to Botswana with a plant science internship. A classroom-only education? Get out of here.

ANNA MCGUCKEN  
DULANEY HIGH SCHOOL ’08
WWW.UMD.EDU / ADMISSIONS

STUDENT PROFILE NEWSPAPER AD
PHOTOGRAPHY

Photos featured in FTT materials are sassy, snazzy portraits of students, faculty, staff and alumni, all shot by the university photographer against a white background. They are typically used in black and white, to stick to the color palette of the marketing campaign, but in some cases, color photos work well. Images emphasize the personality and uniqueness of the individual. Smiling, active poses are best.
FTT ONLINE
INCORRECT USAGE
The correct artwork is available at TRADEMARKS.UMD.EDU/FTT. Don't redraw, repropportion, embellish or modify them. Ever.

1. Reason #1
2. Reason #2
3. Reason #3
FOR MORE FTT INFO

If you have any questions about the visual identity of the FTT brand campaign, call the Office of University Creative at:

301.405.4615

DOWNLOAD FILES HERE:
TRADEMARKS.UMD.EDU/FTT