

# BRAND NEW

THE UNIVERSITY OF MARYLAND COLLEGE PARK KOREAN STUDENT ASSOCIATION IDENTITY REVAMP  
PRESENTED BY BARREL  
04.12.2007

**UMCPKSA**  
UNIVERSITY OF MARYLAND COLLEGE PARK  
KOREAN STUDENT ASSOCIATION

THE TAGLINE

CULTURE, TOGETHER.

YOU DON'T HAVE TO  
BE KOREAN, YOU  
JUST HAVE TO LIKE  
GOOD EATS AND  
GROUP FUN.

**GENERAL BODY MEETING**  
TUES FEB13 ARM 0117 @ 6:30PM

**UMCPKSA**  
UNIVERSITY OF MARYLAND COLLEGE PARK  
KOREAN STUDENT ASSOCIATION

CULTURE,  
TOGETHER.

[WWW.UMCPKSA.ORG](http://WWW.UMCPKSA.ORG)

WE'RE GOIN'  
CAMP, CAMP, CAMP  
-ING!

**KSA ANNUAL CAMPING TRIP**  
LEARN MORE AT OUR INFO SESSION  
WED OCT15 ARM 0117 @ 7:00PM



**UMCPKSA**  
UNIVERSITY OF MARYLAND COLLEGE PARK  
KOREAN STUDENT ASSOCIATION

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TOGETHER.

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**FIVE BUCKS.  
ALL YOU CAN EAT.  
AND IT'S NOT BACON.**



**KSA SAM GYUP SAL NIGHTS**  
MONDAYS STARTING OCT 19 @ 6PM  
COMMONS 6 (\$5 ALL YOU CAN EAT)

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KOREAN STUDENT ASSOCIATION

**CULTURE,  
TOGETHER.**

[WWW.UMCPKSA.ORG](http://WWW.UMCPKSA.ORG)



**K-EXPO**  
04.03.2007

COLONY BALLROOM  
FREE ADMISSION  
DOORS OPEN 6PM

[UMCPKSA.ORG](http://UMCPKSA.ORG) FOR MORE INFO

CULTURAL PERFORMANCES  
CONTESTS AND GAMES  
FREE FOOD

**UMCPKSA**  
UNIVERSITY OF MARYLAND COLLEGE PARK  
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umcp\_ksa's Xanga Site

http://www.xanga.com/umcp\_ksa

RSS Google

# UMCPKSA

UNIVERSITY OF MARYLAND COLLEGE PARK  
KOREAN STUDENTS ASSOCIATION

SIGN IN SUBSCRIBE GUESTBOOK LOOK & FEEL PRIVATE LOGOUT

SUNDAY, NOVEMBER 19, 2006

## KSA/CSA Paintball Trip

Here are some pictures from the KSA/CSA Paintball Trip, which took place bright & early on Saturday, November 18th, (Pictures courtesy of Geoff!)



TUESDAY, OCTOBER 17, 2006

## Fun in the Sun and Plenty of S'mores!

KSA Annual Fall Camping Trip 2006 - Assateague Island National Park. Don't miss out next time! There are still plenty of opportunities to get involved - watch out for more updates and emails!



Loading "http://www.xanga.com/umcp\_ksa", completed 39 of 42 items

## Avenir

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890!@#\$%^&\*()

## Calvert MT

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890!@#\$%^&\*()

USE AVENIR IN ALL CAPS FOR FLYERS  
AND PUBLICLY DISPLAYED MESSAGES

MIX IT UP WITH AVENIR ROMAN,  
AVENIR MEDIUM, AND AVENIR HEAVY

CALVERT SHOULD ONLY BE USED FOR  
THE UMCP IN THE CLUB LOGO

THE LOGO VARIATIONS

UMCPKSA

UNIVERSITY OF MARYLAND COLLEGE PARK  
KOREAN STUDENT ASSOCIATION

◀ THIS IS THE PRIMARY LOGO, ON WHITE BACKGROUND

THIS IS THE LOGO IN GRAYSCALE, ON WHITE BACKGROUND ▶

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THIS IS THE LOGO IN GRAYSCALE, ON BLACK BACKGROUND ▶

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UNIVERSITY OF MARYLAND COLLEGE PARK  
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THIS IS THE LOGO IN COLOR, ON RED BACKGROUND ▶

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## THE LOGO GUIDELINES

# UMCPKSA

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# UMCPKSA

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This is the color palette:



The logo can be shown as one color or in multiple colors.

If using multiple colors, the logo must be divided up by "UMCP" and "KSA" with the "UNIVERSITY OF MARYLAND COLLEGE PARK" and "KOREAN STUDENT ASSOCIATION"

This is the abbreviated version of the logo:

# UMCPKSA

UMCP KSA Logo guidelines:

1. The UMCP KSA Logo in its entirety is art, and must be used as it is provided. It is the club's brand identity.
2. The outline of the logo should never be altered.
3. All words are proportionally spaced. It is art, do not change it.
4. The following rules always apply when using the UMCP KSA logo:

DO NOT BLEED LOGO OFF THE PAGE.

DO NOT TILT THE LOGO

DO NOT TWIST THE LOGO

DO NOT STRETCH THE LOGO VERTICALLY OR HORIZONTALLY.

DO NOT BEND THE LOGO