



SHARED ENERGY: THE UVA STORY

*Capture and articulate
the University of Virginia's
illimitable pursuits*

COMMUNICATIONS COUNCIL / OCTOBER 2016





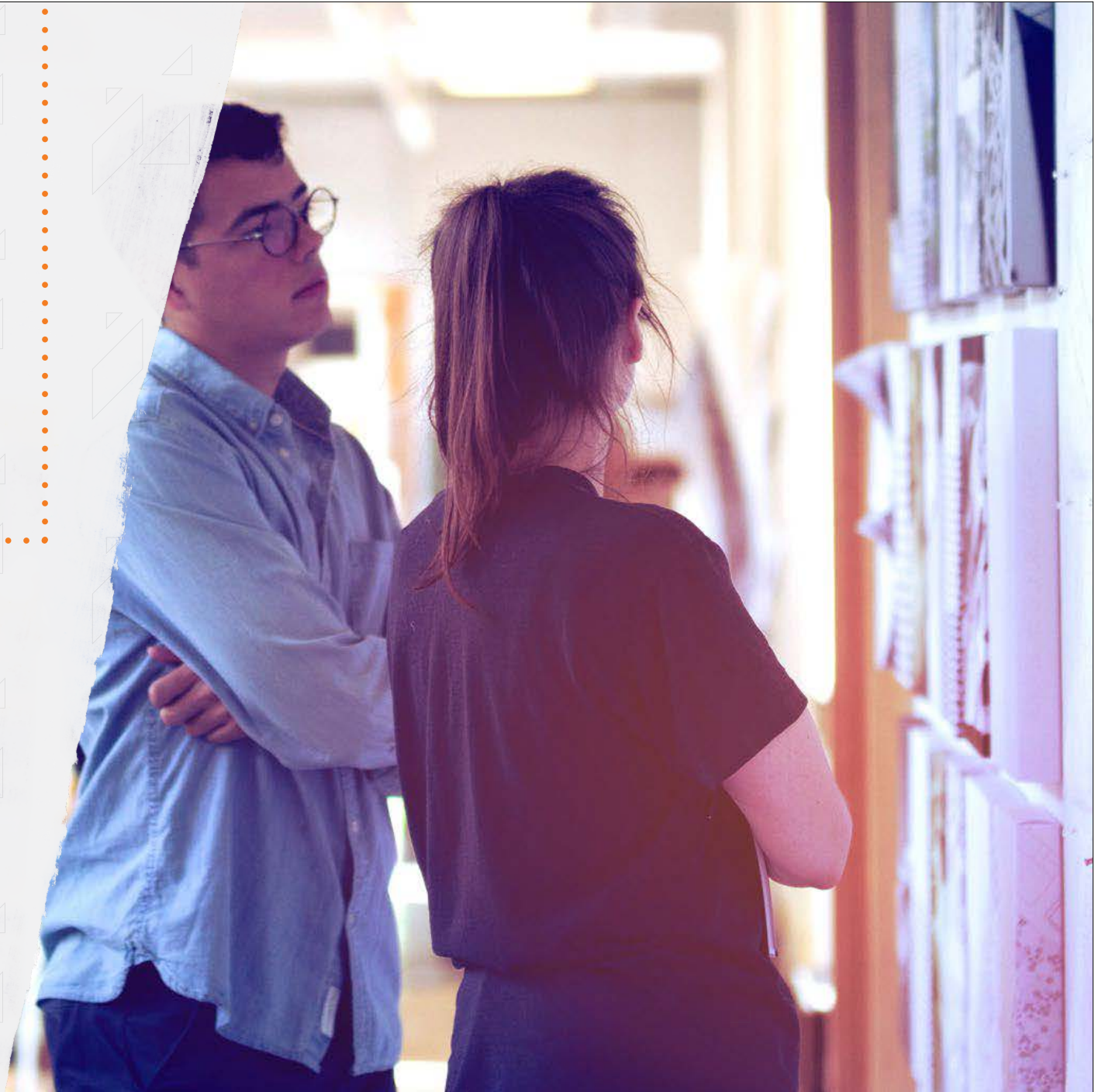
OUR ASSIGNMENT:

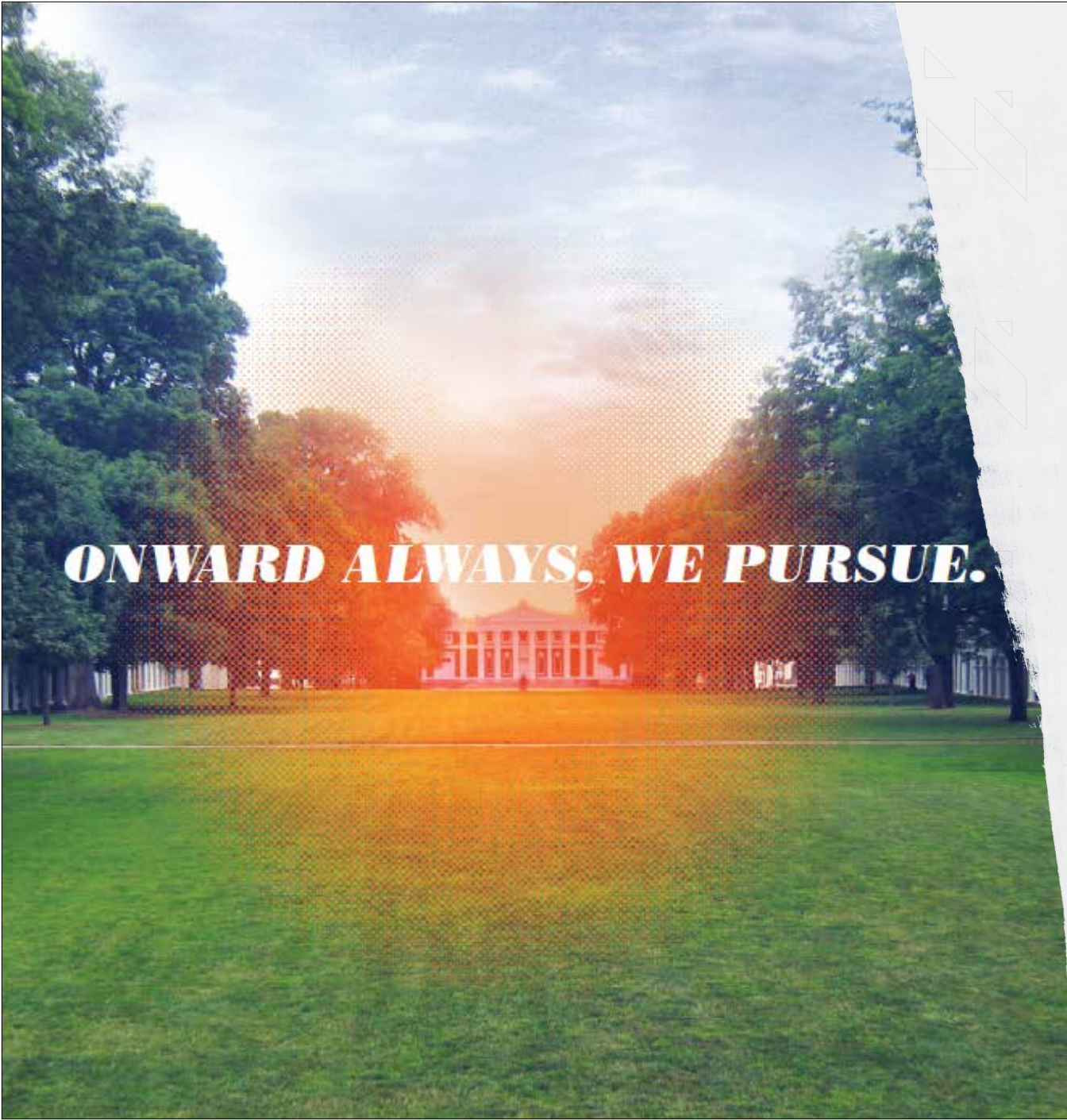
Strengthen our **reputation and reach**;
Attract the best and brightest **students**;
Galvanize **constituent support** in advance of the bicentennial;
Assist with **faculty recruitment**;
Demonstrate the **value** delivered by the University





***Commitment to Lead
Desire to Serve***

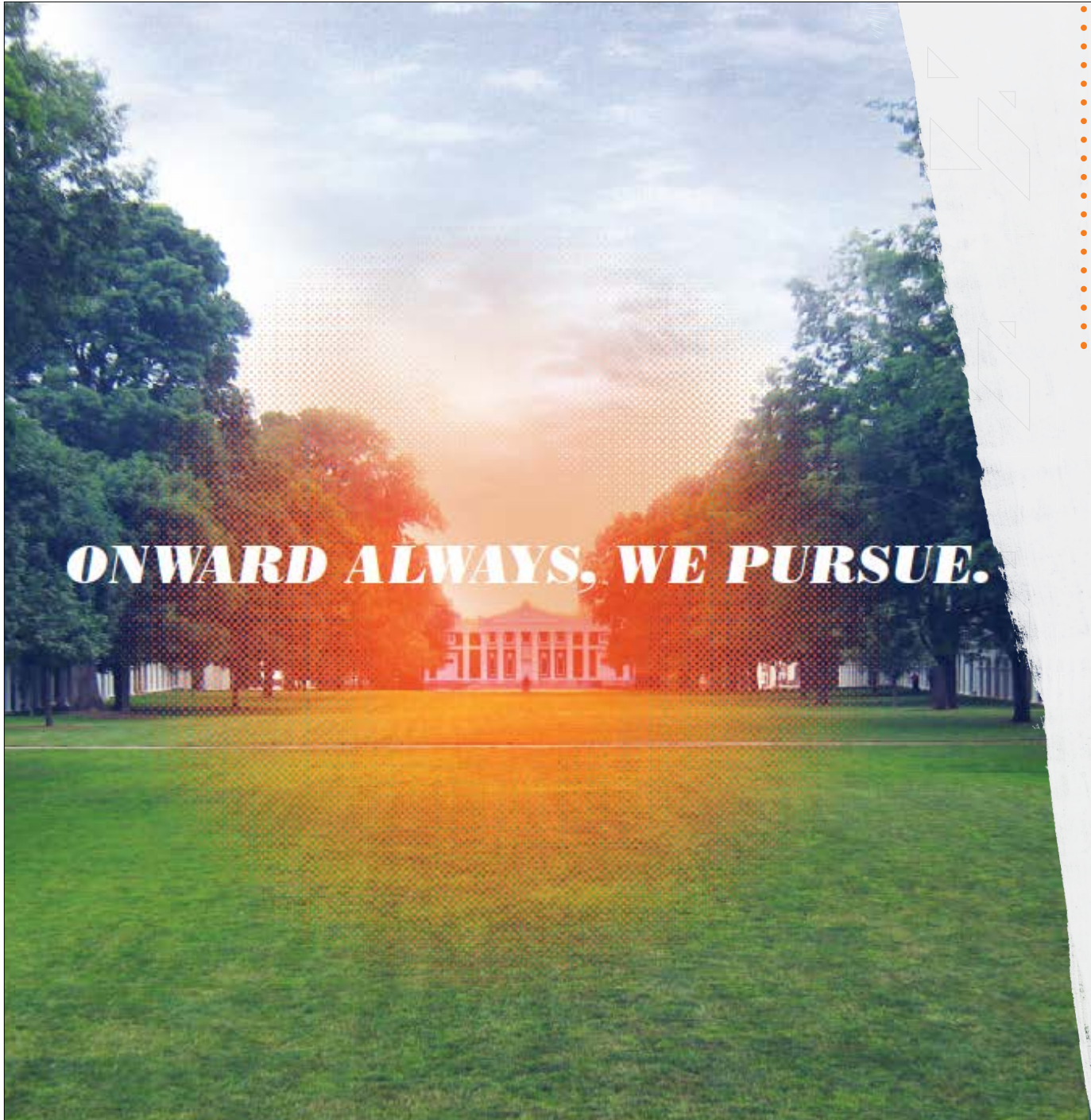




ONWARD ALWAYS, WE PURSUE.

WHAT'S NEXT?
BICENTENNIAL

Preparing to support the Bicentennial
***commemoration and
capital campaign.***



ONWARD ALWAYS, WE PURSUE.

UVA BICENTENNIAL

- / Launching in-depth ***discovery research*** this fall, engaging a wide swath of our community.
- / Will move into ***creative strategy*** and ***concepting*** phases once discovery is complete.
- / Preparing for the launch of the University's ***Bicentennial commemoration*** in fall 2017.
- / Advancement Communications team will provide ***tools & resources*** to the communications community to participate in this work.



Marketing Update

***Illimitable vol. III
Brand Guidelines
Resources***

COMMUNICATIONS COUNCIL / OCTOBER 2016





ON MESSAGE

BOOSTING COLLEGE ATTENDANCE VIA TEXT

By Sam Brown

It happens every summer: high school graduates decide not to go to college, even though they've already been accepted. It's a particular problem for low-income students. Believe it or not, the solution could be texting.

UVA's Benjamin Castleman, assistant professor of education and public policy in the Curry School of Education, is a senior adviser to First Lady Michelle Obama's Reach Higher Initiative to expand college opportunity for America's youth.

Why do some low-income teens not attend college even though they've been accepted?

Complex decisions without professional advice—things like applying for financial aid, registering for classes, evaluating loan options. If students are balancing work and family commitments, these tasks are much more difficult to complete. And because high school is over but college hasn't started, it's hard to get guidance.

How big is this problem?

It affects more than one in five high school graduates. While some choose other options like taking a job or joining the military, for others it's a setback. They worked hard to get into college and find themselves facing real barriers to enrollment.

Why should more people go to college?

A degree is the most reliable path to a decent income. College grads also tend to be healthier, have more stable marriages and their kids do better. Society benefits, too: more tax revenue and greater equality. So everyone wins when more people lead productive, healthy lives.

How does texting help?

Texts can remind students of deadlines, nudge them along and provide an easy way for them to get help. They're a low-cost way to encourage active and informed decision-making.

What makes them so effective?

Texts get attention. They make a noise and/or vibrate. They stand out on your phone, separate from all other content. And texts force people to take complex information and consolidate it into short, timely bursts of actionable information.

What kinds of results have you seen so far?

We're getting upwards of 60 to 70 percent response rates across the projects we've done. And very low opt-out rates: 3 to 4 percent.

We're learning what drives success. First, the texts have to come from a known, trusted organization with which the student has a relationship. You also need to be personal, timely and relevant: "Here's the task that you have to complete this week at the college you're planning to attend."

Sounds a lot like consumer marketing.

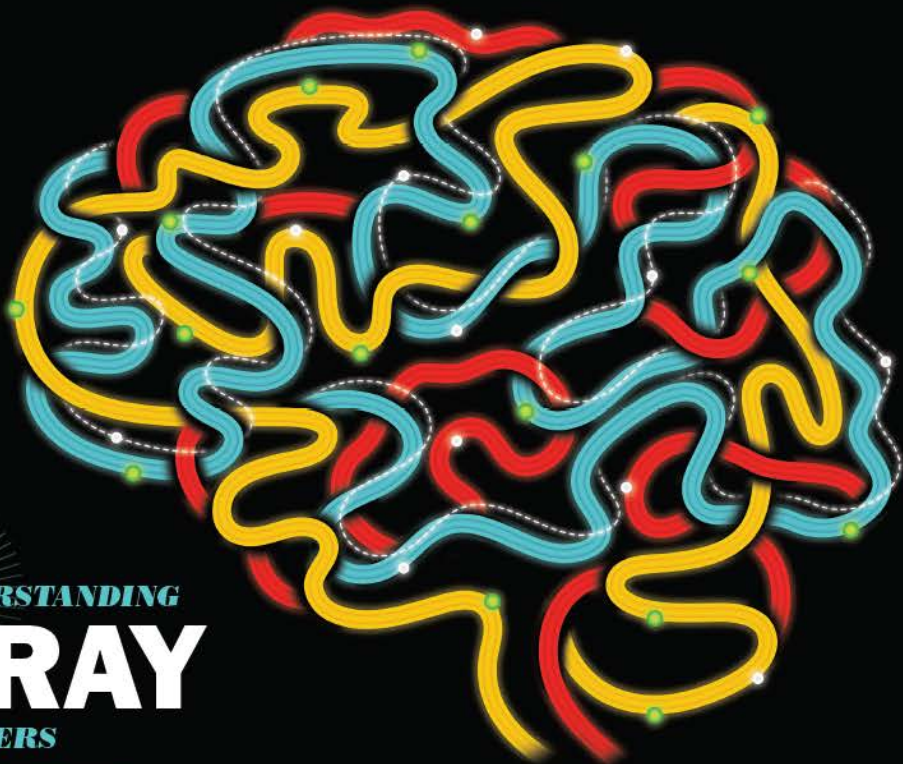
Absolutely. We're applying strategies that the private sector has been using for decades. Marketers deserve a lot of credit. They understand human behavior and how to influence it.

It also sounds like this could go further than higher ed.

It's potentially valuable to any organization providing a public service — a school encouraging kids to work hard, a state encouraging people to apply for college and financial aid, a jail or prison helping people successfully transition back into society.

So texting finally has something positive associated with it.

Definitely. We all benefit when people with fewer opportunities or resources can pursue more stable, productive and rewarding lives. And texting is an easy, cost-effective way to help make that happen.



UNDERSTANDING
GRAY
MATTERS

By Fariss Samarrai

The UVA Brain Institute, founded just months ago, is already drawing upon faculty and students from several schools and departments to develop better methods for understanding the multi-faceted brain. To seek new ways to prevent, treat and cure brain diseases and injury. And, finally, to teach about what is learned. The institute also will help the University recruit top scientists, doctors and students to its brain research and clinical programs.

Dr. Jaideep Kapur—the Eugene Meyer III Professor of Neuroscience and Neurology and a leading researcher in the area of epilepsy—is the founding director. Eighty current UVA faculty members from a dozen departments around Grounds and from the Data Science Institute are participating in the effort. Kapur discussed the new institute with Illimitable:

What is the thinking behind the establishment of this Institute?

Our collective knowledge about brain function has exploded over the past three decades, fueled by stunning breakthroughs in genomic, proteomic, imaging and other technologies that enable unprecedented understanding of neural processes from molecular to behavioral levels. This has occurred in the context of longer human lifespan, highlighting the impact of heredity and environment (including injury) on neurodevelopment, neural function, neurodegeneration and learning.

One of the unique features of neurological disorders is that many have no therapy, and none has a cure. In the next decade, major scientific, diagnostic and treatment breakthroughs are anticipated, with both economic and health policy impacts. UVA must be prepared to meet new challenges and maintain our position among the national and international leaders in neurosciences.

What do you expect to achieve during the next year, and longer term?

We hope to build collaborative teams that will generate novel ideas, projects and grant applications. We plan to attract undergraduate and medical students to perform neuroscience research during the summer of 2017. And we plan to host a neuroscience symposium during the University's bicentennial celebrations.

How does the institute factor into the overall goals of the University?

The institute will build and sustain research excellence and increase extramural research funding at UVA. Collaborative research fostered by the institute will help increase the significance and impact of scientific publications by our faculty, graduate students and postdoctoral fellows. Finally, it will help us recruit top neuroscience researchers.

How do the objectives of the Brain Institute fit in with the health initiatives of the state and the federal government?

The president of the United States recognized the importance of brain research and a few years ago launched a 10-year BRAIN (The Brain Research through Advancing Innovative Neurotechnologies®) initiative, which is defined as “a bold new research effort to revolutionize our understanding of the human mind and uncover new ways to treat, prevent and cure brain disorders like Alzheimer’s, schizophrenia, autism, epilepsy and traumatic brain injury.”

There is an ongoing state effort to organize and stimulate neuroscience research at several major research universities in Virginia, with a goal to develop Virginia as the “Brain State.”

What excites you, as a physician and scientist, about heading a diverse group of researchers on a project of this scope, involving your favorite subject: the human brain?

Most exciting is the opportunity to strengthen the community of neuroscientists at UVA and help them advance our knowledge. UVA has many brilliant, creative neuroscientists, and this is our opportunity to grow this group and strengthen it.

When all is said and done, what will we know about the brain in a decade that we don't know now?

We will understand the neuronal circuits that mediate complex brain functions such as memory and cognition. We will be able to modulate these circuits through brain stimulation, targeted manipulations of neurons using focused ultrasound or light or magnetic stimulation, or targeted delivery of drugs. Immune modulation is likely to grow as a means to treat brain disorders. The UVA Brain Institute will play a role in these important developments.



A NERVE CENTER

for DEMOCRACY

65

WHEN YOU TAKE POLITICAL HISTORY AND CONNECT IT TO THE PRESENT DAY, YOU GIVE PEOPLE USEFUL TOOLS THAT HELP INFORM THEM ABOUT CURRENT EVENTS.



Professor Larry Sabato founded the Center for Politics in 1998

The University of Virginia Center for Politics strives to build an active and informed citizenry by providing nonpartisan educational resources on, and in-depth analysis of, the political process.

By Katie McNally

University of Virginia politics professor Larry J. Sabato, director of the Center for Politics, is a familiar voice in the national news, especially in election years. Since founding the center in 1998, Sabato and his staff have made it famous as the go-to resource for nonpartisan analysis of both modern and historic politics. But their work goes far beyond high-profile appearances on Fox News, and MSNBC.

Inspired by Thomas Jefferson's ideal of a vibrant and informed democracy, the center provides programs and resources that help citizens understand and engage in the American political process. "When you take political history and you put it into context and connect it to

the present day, you give people useful tools that help inform them about current events," Sabato said.

The center does this for people of all ages, starting as early as kindergarten with its Youth Leadership Initiative. More than 95,000 K-12 teachers nationwide and nearly 200 schools abroad take advantage of the initiative's free civics education tools every year.

"In addition, the Youth Leadership Initiative and our Global Perspectives on Democracy program are intertwined, so we take what we do and we adapt it for different international groups that come to Charlottesville," said Meg Heubeck, the initiative's director of instruction.

Global Perspectives on Democracy is a program run jointly by the center and the U.S. Department of State and hosts events in the United States and abroad. As part of the program, delegations of students and community leaders from Argentina, Belarus, Chile, and Mongolia all scheduled trips to Charlottesville in 2016.

The center also exposes UVA students and community members to global perspectives through its Ambassador Series, free public events that provide a chance to hear and interact with various ambassadors to the U.S. Speakers in the 2015-16 academic year included ambassadors from Germany, the United Kingdom, Vietnam and Sweden.



A RACE TO LEARN

By Jane Kelly

Huddled in their Lacy Hall workspace this spring, members of the Virginia Baja Racing Club worked against the clock to bring their vision for a new racecar to life. But this was no ordinary vehicle. This was an open-wheel, off-road racer that would need to survive the harsh conditions of the upcoming Baja collegiate competition in Tennessee, then only days away.

Inspired by the buggies that cut through the notoriously unforgiving desert conditions of the Baja 1000 off-road race, these intrepid UVA engineering students worked down to the wire to get the vehicle race-ready in April, while also keeping up with their studies. Pulling countless all-nighters filled with welding and fitting together parts, the team took full advantage of the machinery that fills Lacy Hall's 20,000 square feet. Two things made it possible for them to excel: the hands-on-learning in Lacy and their drive to succeed.

*Rediscovered,
Restored,*

*and
still*

REMARKABLE

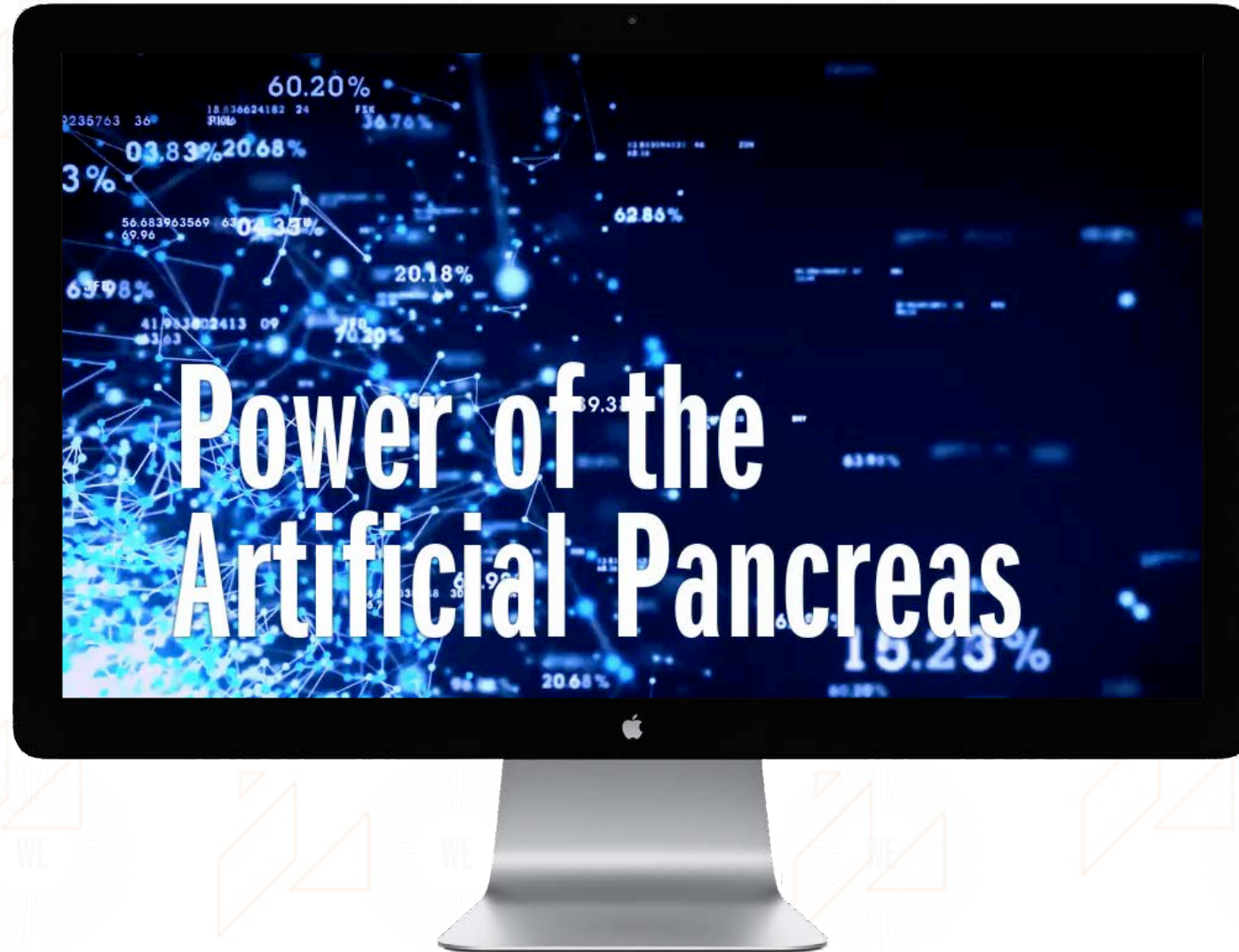
Doors Open Again to Jefferson's Rotunda

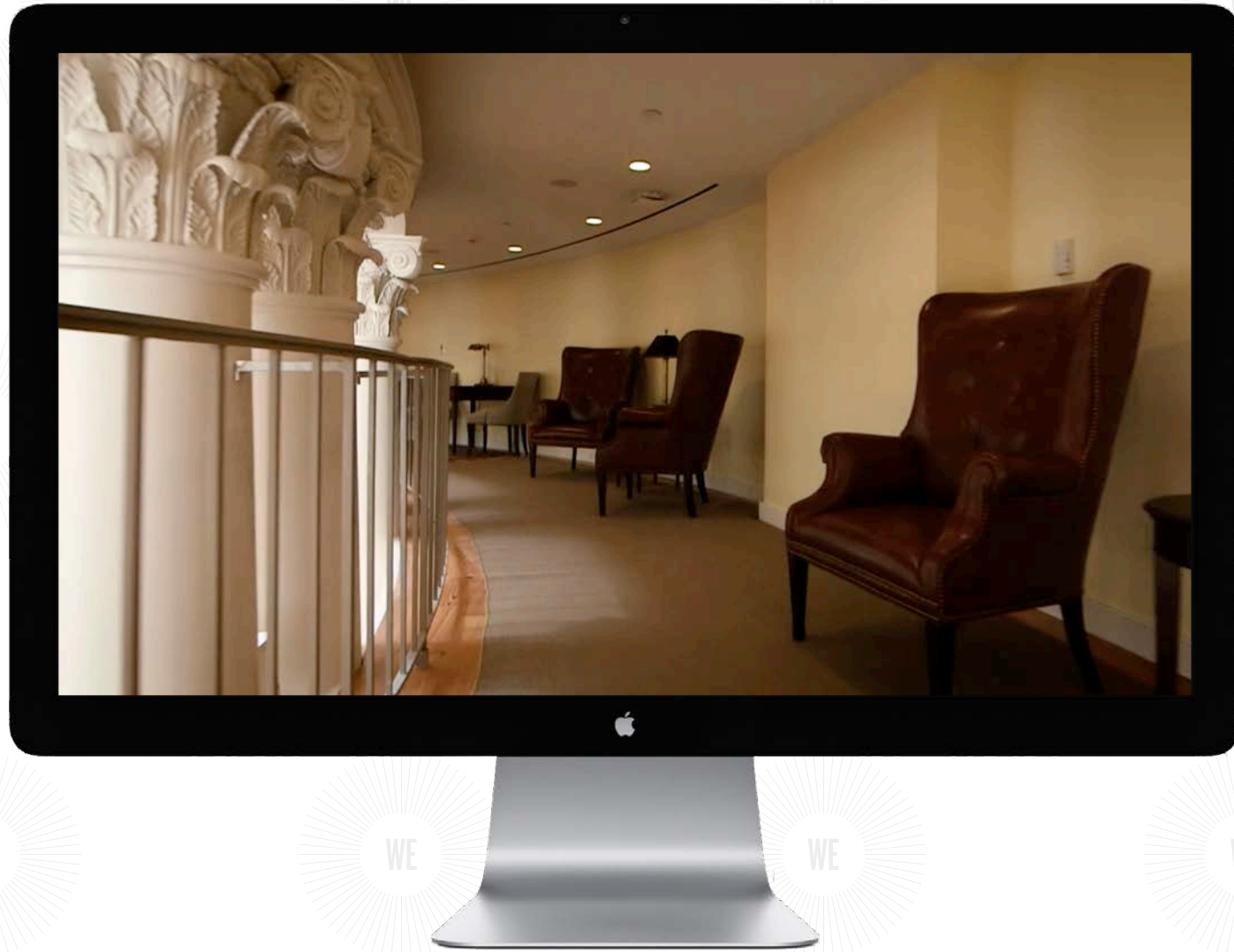
By Matt Kelly

ILLIMITABLE PRINT

- **Fall issue:** In-hand November 8
- **Recipients:** Peers (ACC, AAU), Key Recruits, President's Office, select donors.
- **Audiences coordinated** to avoid overlap with "Be Inspired" report (late October).
- **Spring Issue:** March 2017, with increased distribution.

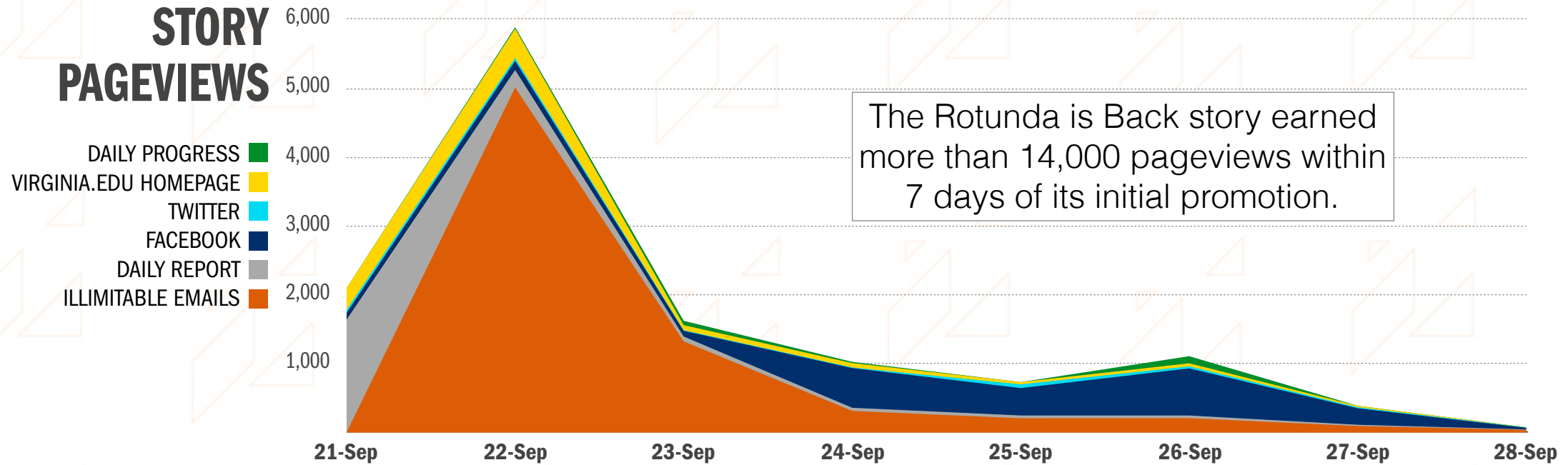






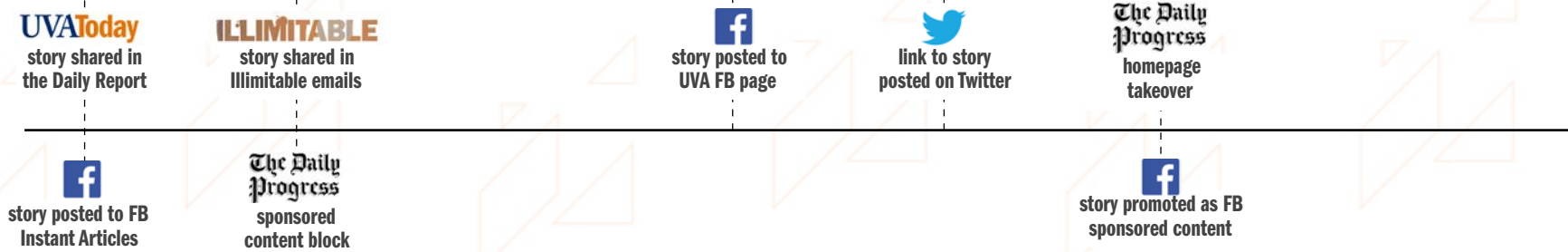
“THE ROTUNDA IS BACK”

STORY PAGEVIEWS



The Rotunda is Back story earned more than 14,000 pageviews within 7 days of its initial promotion.

PROMOTIONAL ACTIVITIES





BRAND GUIDELINES



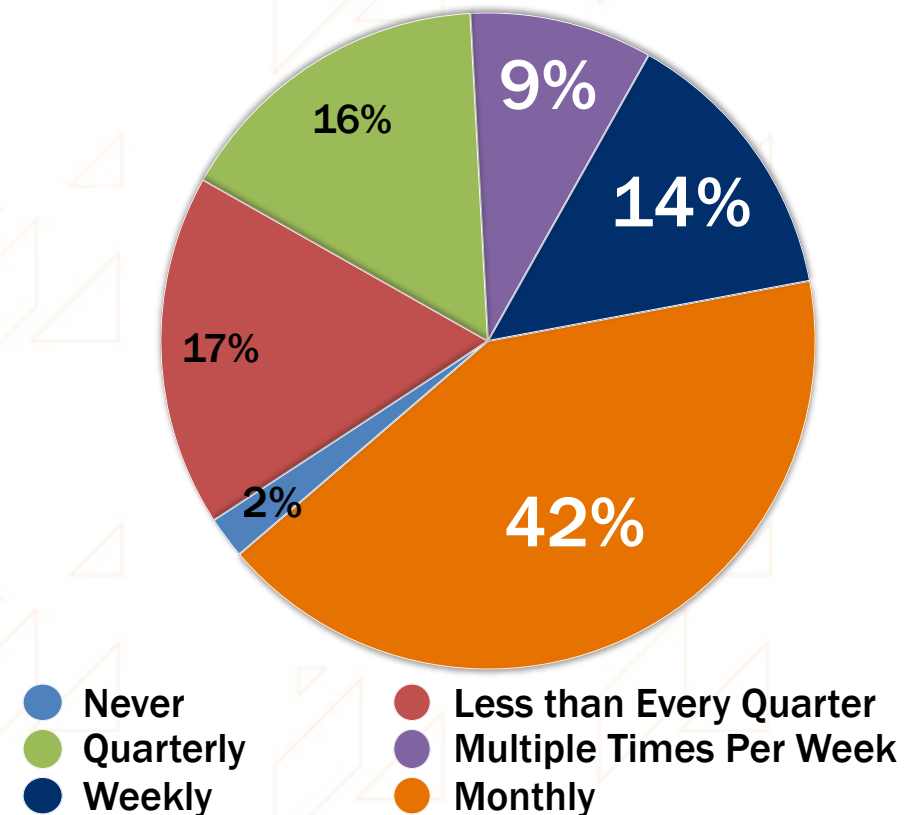
Serving the Community of Communicators:
User Survey (August 2016)

ENGAGEMENT WITH BRAND GUIDELINES

Brand Guidelines are being used by a wide UVA audience on a regular basis.

- **680** Registered users
- **65%** of survey respondents accessed Brand Guidelines at least once a month
- **23%** accessed at least weekly
- **3,942** views & **3,727** downloads in six month period

How often are you accessing the UVA Brand Guidelines?



USER FEEDBACK

“This is a great resource for the University, and I hope it continues to grow!”

“As someone who is responsible for creating large amounts of training content, brand.virginia.edu is a game-changer...”

“This central repository has been hugely helpful, really well designed.”

Users also communicated an opportunity to improve the experience.

“I often have to search through all the folders, menu items to find what I’m looking for.”

“Page/sub-page titles are not intuitive ...”

“There is so much information that it can be challenging to find what I am looking for.”

“The graphics and content are great. The WebDAM interface is not.”

AN APPETITE FOR MORE

Expanded Photography

“More professional photos of student events around Grounds and student interactions.”

“Can we have images that depict non-academic staff — especially working in a team, celebrating success and assisting others?”

“It would be nice to get more photos that represent University Staff.”

Copy Guidelines

“More direction/training in capturing the UVA tone and voice in communications.” ✓

“More information on UVA terminology/style would be useful.” ✓

“I think the copywriter should provide some valuable advice.” ✓

Logos & Templates

“Exterior signage (and rules for)” ✓

“Stationery guidelines.”

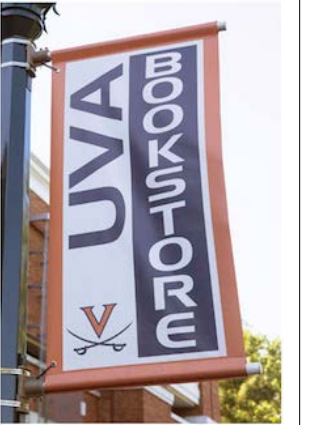
OCTOBER

“It would be nice if there was a way for schools and foundations to create logos for their groups based on the new UVA logo.”

OCTOBER

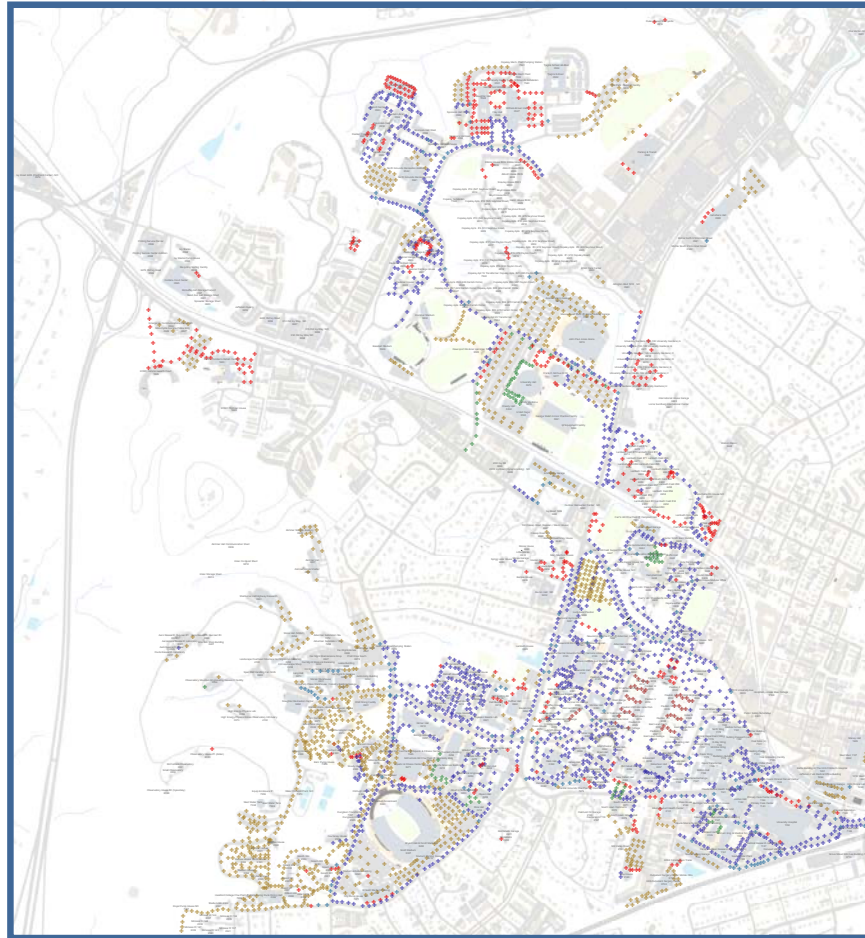


***Institutional Pageantry:
A Three Part System***



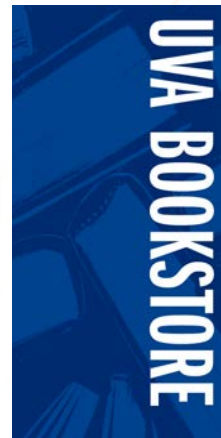
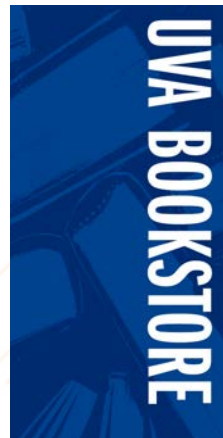
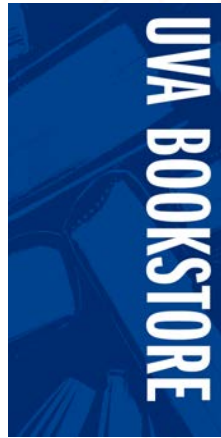
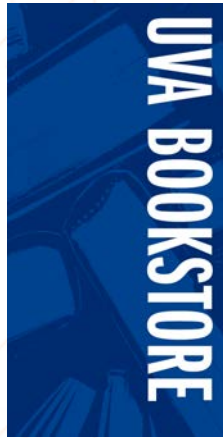
A sampling of current use.

PAGEANTRY/BANNERS: PROCESS



- **Office of the University Architect**
Placement, Location, Environmental design considerations
- **University Communications**
Branded design execution
- **Facilities Management**
Installation and lifecycle management

UNIVERSITY BOOKSTORE



UNIVERSITY BOOKSTORE



PAGEANTRY/BANNERS

UNIVERSITY of VIRGINIA
Brand Guidelines | Brand Identity | Brand Expression | Examples | Assets | Contact

- Overview
- Brand Fundamentals
- Brand Language
- Logos-Institutional
- Logos-School
- Logos-Administrative Units
- Logo Minimum Sizes
- Logo Clear Space
- Logo Treatments on Photo Backgrounds
- Special Marks
- Primary Color Palette
- Fonts
- Photographic Style
- Graphic Elements
- Graphic Treatments
- Color Photo Treatments
- Web and Mobile
- Social Media
- Video
- Branded Templates
- Environmental Design
- Light Pole Banners
- Interior Spaces

Light Pole Banners

As an iconic institution of higher education, and as a UNESCO World Heritage Site, the University has important guidelines and a process that direct how light pole banners and other pageantry can be placed and displayed on and around Grounds.

This process – which brings together the Office of the Architect for the University, University Communications and Facilities Management – helps ensure light pole banners are hung with consideration for the historic importance of the University. The process also helps us design artwork that is consistent with our brand identity and that creates a coherent experience for our visitors and community.

As a key step in the process, the three groups listed above will review all light pole banner requests that involve installation on and around buildings, bridges, light poles, etc. on or bordering Grounds. To request light pole banners, please download and fill out the [Light Pole Banner Request Form](#).

Light Pole Banner System


The institutional light pole banner design system is made up of three components, examples of which are below. These components are used in combination to form a series that reflects the institutional brand appropriately while being tailored to the area, School, location on Grounds, and other factors.

These three components are: 1) the University logo or mark 2) lettered banner denoting the School or Unit/Area and 3) photography. Examples of these are below.

NOTE: These are for illustration purposes only – each banner series design must be approved by both University Communications and the Office of the University Architect.

1. University Logo and/or Mark

This component has two potential executions: the UVA Centered Logo, or a graphic treatment of the UVA monogram and Rotunda mark.



FACILITIES MANAGEMENT: FLEET MARK

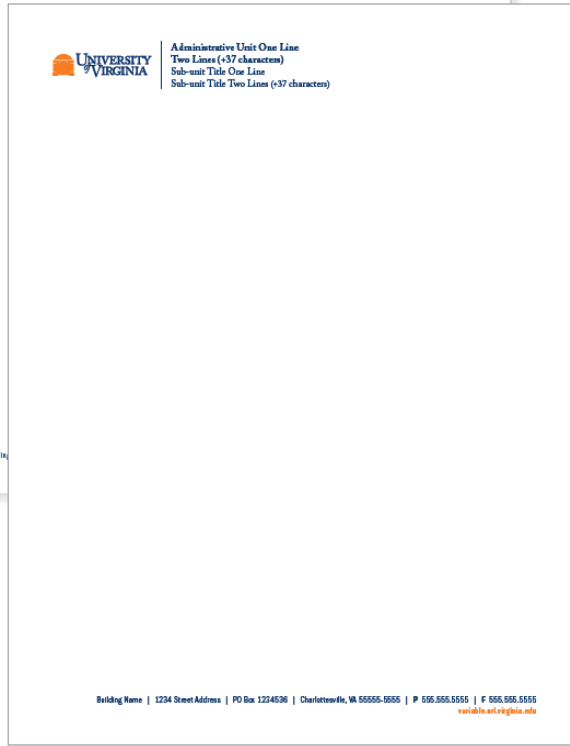




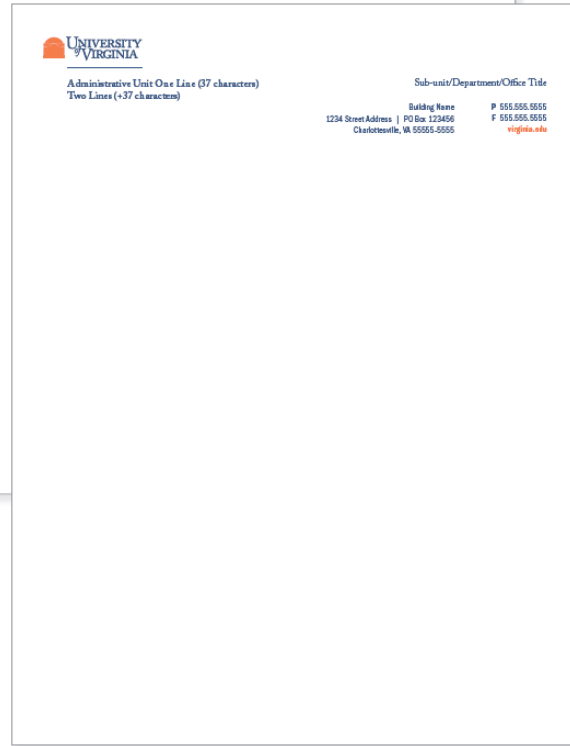
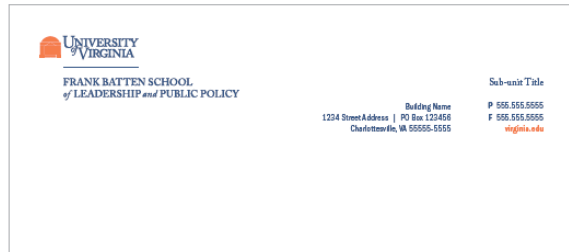
Stationery

STATIONERY

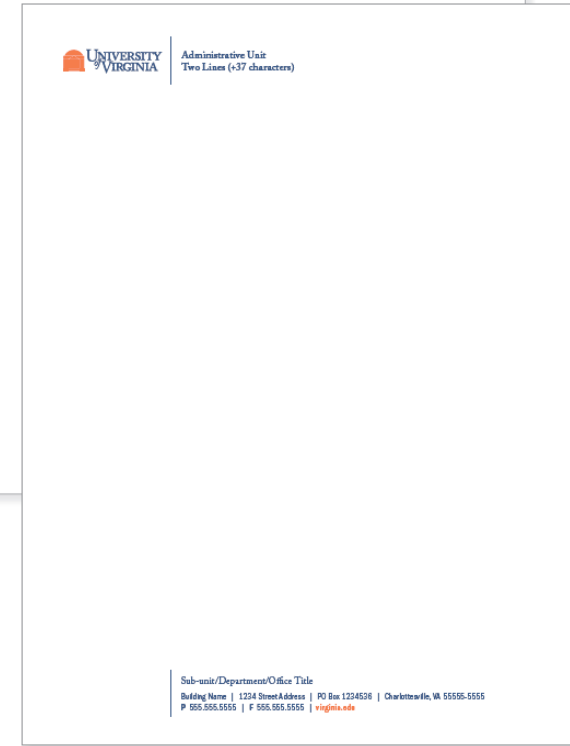
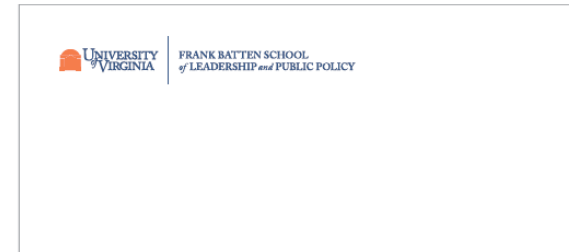
LETTERHEAD OPTION 1



LETTERHEAD OPTION 2



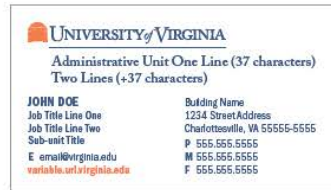
LETTERHEAD OPTION 3



STATIONERY

UVA STATIONERY BUSINESS CARDS: 4 OPTIONS

BUSINESS CARD OPTION 1 (SINGLE SIDED)



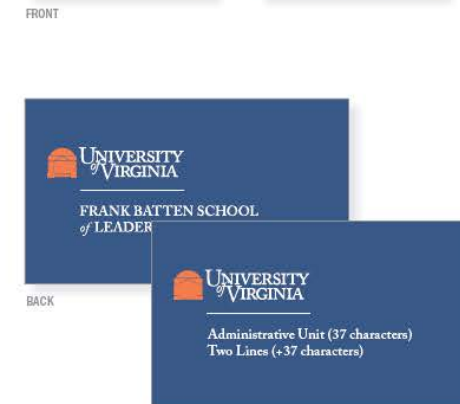
BUSINESS CARD OPTION 2 (TWO SIDED)



BUSINESS CARD OPTION 3 (TWO SIDED)



BUSINESS CARD OPTION 4 (TWO SIDED)



STATIONERY

UVA STATIONERY ENVELOPES

#10 ENVELOPES



FRANK BATTEN SCHOOL
of LEADERSHIP and PUBLIC POLICY

Sub-unit Title
Building Name | 1234 Street Address | PO Box 123456
Charlottesville, VA 55555-5555
virginia.edu



Administrative Unit
Two Lines (+37 characters)

Sub-unit/Department/Office Title
Building Name | 1234 Street Name | PO Box 123456
Charlottesville, VA 55555-5555
virginia.edu

12X9 BOOKLET ENVELOPES


FRANK BATTEN SCHOOL
of LEADERSHIP and PUBLIC POLICY

Sub-unit
Building
Charlottesville, VA
virginia.edu


Administrative Unit
Two Lines (+37 characters)

Sub-unit/Department/Office Title
Building Name | 1234 Street Name | PO Box 123456
Charlottesville, VA 55555-5555
virginia.edu



Lock-ups



The rotunda mark signifies UVA's timelessness

The vertical separator creates a traditional feel



COLLEGE *and* GRADUATE SCHOOL
of ARTS & SCIENCES

Adobe Caslon Pro Semi-bold creates a cohesive relationship with our primary logo. Use of Capitals adds sense of permanence and formality.



COLLEGE *and* GRADUATE SCHOOL
of ARTS & SCIENCES



COLLEGE *and* GRADUATE SCHOOL
of ARTS & SCIENCES



ARTS & SCIENCES



COLLEGE *and* GRADUATE SCHOOL
of ARTS & SCIENCES



COLLEGE *and* GRADUATE SCHOOL
of ARTS & SCIENCES

 **UVA ARTS & SCIENCES**

 **UVA
ARTS & SCIENCES**



The rotunda mark signifies UVA's timelessness

The vertical separator creates a traditional feel



**Office of the Vice Provost
for Research**

Adobe Caslon Pro Semi-bold creates a cohesive relationship with our primary logo



University Advancement
Office of Engagement



University Advancement
Office of Engagement



University Advancement
Office of Engagement



University Advancement
Office of Engagement



Office of the
Vice Provost for Research
Compliance and Environmental
Health & Safety



Office of the
Vice Provost for Research
Compliance and Environmental
Health & Safety



Office of the
Vice Provost for Research
Compliance and Environmental
Health & Safety



Office of the
Vice Provost for Research
Compliance and Environmental
Health & Safety

UNIVERSITY of VIRGINIA Brand Guidelines Brand Identity Brand Expression Examples Assets Contact


Brand Guidelines Edit

- ABOUT THE BRAND
- BRAND LANGUAGE
- Logos—Institutional
- Logos—Administrative Units
- Special Marks
- Stationery
- Primary Color Palette
- Fonts
- Photographic Style
- Graphic Elements
- Graphic Treatments
- Color Photo Treatments
- Web and Mobile
- SCHOOL LOGOS
- Add a Department/Unit**
 - Architecture
 - Arts & Sciences
 - Batten
 - Continuing and Professional Studies
 - Curry
 - Darden
 - Engineering
 - Law

Department and Unit Lock-ups

As outlined below, a specific department or unit within a school can be added to the Primary, Vertical and Short Form lock-ups. This flexible system uses both the Primary UVA logo and the Monogram, helping you address a wide range of needs.

*Additional information regarding the use of the **Primary, Vertical, and Short Form** lock-ups is available within these guidelines.*



As shown in the Engineering examples below, there are one-line and two-line options available. *To create your own department or unit lock-ups, follow our step-by-step instructions to use our **downloadable ".eps" templates**.*


NOTE: These .eps templates are commonly used by graphic designers and others with training in design software. *If you need assistance using them please contact brandguidelines@virginia.edu.*

1. You will need Adobe Illustrator to use these templates.
2. If you do not have the Adobe Caslon Pro font family installed on your computer, contact brandguidelines@virginia.edu to request a license.
3. Click the **downloadable ".eps" templates** link.
4. Double click on your school's folder to open it.
5. Download either the one-line or two-line .eps template.
6. Open the .eps template in Adobe Illustrator.
7. Locate the lock-up you wish to use within the template.
8. Select the editable placeholder text and replace with your department or unit name.
9. Save your revised lock-up as a new file or place it directly into your design layout.

Brand Expression Examples Assets Contact


One-line Department or Unit Name

This option should be used to create a lock-up when the department or unit name fits on one line, up to approximately 37 characters including spaces.



Two-Line Department or Unit Name

This option should be used to create a lock-up when the length of the department or unit name requires two lines (exceeds 37 characters).



UNIVERSITY OF VIRGINIA Brand Guidelines Brand Identity Brand Expression Examples Assets Contact


Brand Guidelines Edit

- ABOUT THE BRAND
- BRAND LANGUAGE
- Logos-Institutional
- Logos-Administrative Units**
 - Create an Admin Logo
 - Add a Secondary Sub-Unit
 - Add a Department/Unit
- Special Marks
- Stationery
- Primary Color Palette
- Fonts
- Photographic Style
- Graphic Elements
- Graphic Treatments
- Color Photo Treatments
- Web and Mobile
- SCHOOL LOGOS
- Social Media
- Video
- Branded Templates
- DESIGN TOOLKIT
 - Environmental Design
 - Examples

Administrative Units Logo Lock-ups

The University's primary logo signifies the organization as a whole. In contrast, these "lock-ups" show the relationship between the University and its administrative units.

To create lock-ups, use our [Dynamic Templates](#) to generate files that can be used in a range of documents, including PowerPoint and Keynote presentations, reports, and new websites.



As shown below, these lock-ups are available in a variety of formats: Primary, Vertical, with the Primary UVA Logo or the UVA Monogram, and with one or two lines of text.

You can also create lock-ups with an additional level of information, typically to signify a department within an administrative unit. [Additional information about adding a secondary sub-unit to logo lock-ups is available within these guidelines.](#)

Primary

This version is recommended for applications where your available space is more horizontal than vertical. Some examples include letterhead, reports and web banners.

In cases where a degree of formality is appropriate, the version with the Primary UVA logo is recommended, but you can also achieve a slightly less formal feel by using the version with the UVA Monogram.


Brand Expression Examples Assets Contact

Horizontal Format Lock-ups

UVA Logo (formal)

- **One-Line** Administrative Unit (less than 37 characters)
- **One-Line** Secondary Unit (less than 37 characters)


[CUSTOMIZE](#)



UVA Monogram (informal)

- **One-Line** Administrative Unit (less than 37 characters)
- **One-Line** Secondary Unit (less than 37 characters)


[CUSTOMIZE](#)



UVA Logo (formal)

- **Two-Line** Administrative Unit (more than 37 characters)
- **Two-Line** Secondary Unit (more than 37 characters)


[CUSTOMIZE](#)



UVA Monogram (informal)

- **Two-Line** Administrative Unit, Two-Line Secondary Unit

[CUSTOMIZE](#)



Create a Custom Administrative Logo with a Secondary Department/Unit

There are several different dynamic templates available for creating custom administrative unit lock-ups with the addition of a secondary department/unit. Each option is displayed at the bottom of this page.

Before creating your customized lock-up, you must first determine which dynamic template you will need to use by answering the questions below:

1. Do you need a horizontal or vertical format logo lock-up?

- Choose between **horizontal** and **vertical format** lock-ups based on your design and available space. *Additional information regarding the use of the **Primary and Vertical** lock-ups is available within these guidelines.*

2. Should you use the Primary UVA Logo or UVA Monogram?

- Choose dynamic templates with the **Primary UVA logo** when a degree of formality is appropriate.
- Choose dynamic templates with the **UVA Monogram** to achieve a slightly less formal feel.

3. How many lines of text will your lock-up require? Before choosing which template you will need to use from the list below, you must first determine how many lines of text you will need.

• Primary Administrative Unit Name

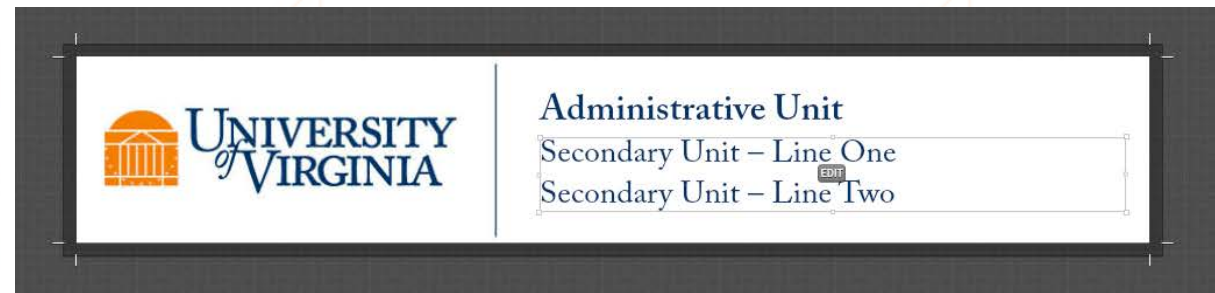
- Choose dynamic templates with the **one-line option** when the primary administrative unit's name is **less than 37 characters** (including spaces).
- Choose dynamic templates with the **two-line option** when the primary administrative unit's name **exceeds 37 characters** (including spaces).

• Secondary Department/Unit Name

- Choose dynamic templates with the **one-line option** when the secondary department/unit's name is **less than 37 characters** (including spaces).
- Choose dynamic templates with the **two-line option** when the secondary department/unit's name **exceeds 37 characters** (including spaces).

Dynamic Template Instructions

1. Based on your answers to the above questions, locate the correct logo format you need from the options below, and click on "**CUSTOMIZE**".
2. A new window will open with the logo you have selected. In the top right of the window, click the **pencil icon** to take you to the editable template.





brand.virginia.edu

The Next Iteration

While many users are finding what they need, there is an opportunity to further optimize navigation so end users can locate specific resources and assets more quickly.

“The organization of the materials could be more clear. I often have to search through all the folders, menu items, etc. to find what I’m looking for.”

“Page/sub-page titles are not intuitive to what I’m looking for...”

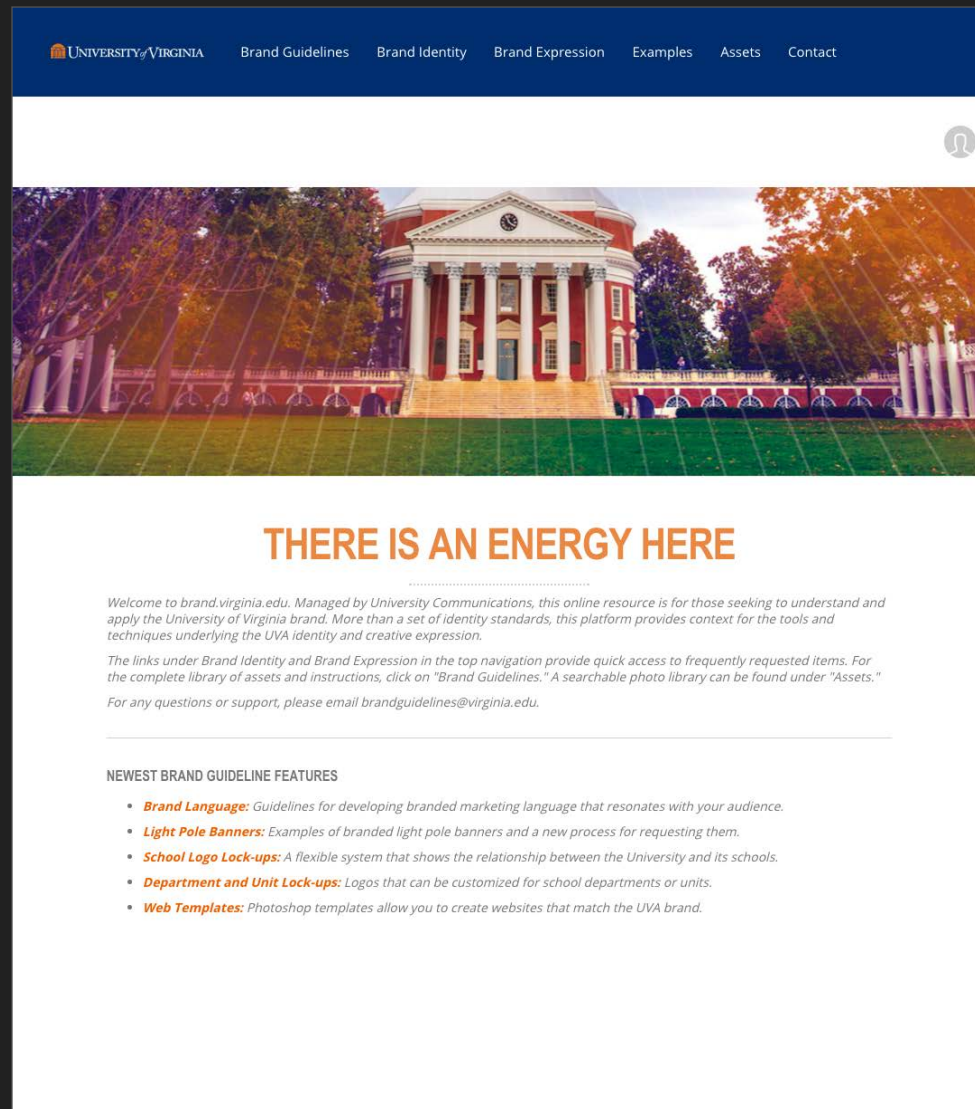
“There is so much information that it can be challenging to find what I am looking for. Many of the titles to the pages sound similar.”

“The graphics and content are great. The WebDAM interface is not.”

While many users are finding what they need, there is an opportunity to further optimize navigation so end users can locate specific resources and assets more quickly.

- More intuitive front interface
- Search capability, in lay terms, throughout site
- Entire library visible, with password required only on download
- more flexible asset management

BRAND GUIDELINES



UNIVERSITY OF VIRGINIA Brand Guidelines Brand Identity Brand Expression Examples Assets Contact

THERE IS AN ENERGY HERE

Welcome to brand.virginia.edu. Managed by University Communications, this online resource is for those seeking to understand and apply the University of Virginia brand. More than a set of identity standards, this platform provides context for the tools and techniques underlying the UVA identity and creative expression.

The links under Brand Identity and Brand Expression in the top navigation provide quick access to frequently requested items. For the complete library of assets and instructions, click on "Brand Guidelines." A searchable photo library can be found under "Assets."

For any questions or support, please email brandguidelines@virginia.edu.

NEWEST BRAND GUIDELINE FEATURES

- **Brand Language:** Guidelines for developing branded marketing language that resonates with your audience.
- **Light Pole Banners:** Examples of branded light pole banners and a new process for requesting them.
- **School Logo Lock-ups:** A flexible system that shows the relationship between the University and its schools.
- **Department and Unit Lock-ups:** Logos that can be customized for school departments or units.
- **Web Templates:** Photoshop templates allow you to create websites that match the UVA brand.

BRAND GUIDELINES

The screenshot shows the UVA Brand Guidelines website. At the top, a dark blue navigation bar contains the UVA logo, links for "Brand Guidelines", "Assets", "Brand Examples", and "Contact", along with a notification bell and a user profile icon. Below this is a white header with "UVA BRAND GUIDELINES" in orange and a grid/list toggle. The main content area is a grid of 21 white boxes with icons and text, each representing a different brand asset or guideline category. The "PRESENTATION TEMPLATES" box is highlighted in dark blue. A "NEW" badge is present on the "STATIONERY" and "STUDENT ORGANIZATIONS" boxes. The footer is a dark blue bar with the UVA logo, contact information, and social media icons.

Brand Guidelines Assets Brand Examples Contact

UVA BRAND GUIDELINES

- PHOTO LIBRARY
- DESIGN TOOLKIT
- FONTS
- COLORS
- STATIONERY
- UNIVERSITY of VIRGINIA UVA PRIMARY LOGOS
- SCHOOL & ADMIN LOGOS
- PRESENTATION TEMPLATES
- ABOUT THE BRAND
- BRAND LANGUAGE
- SPECIAL MARKS
- LIGHTPOLE BANNERS
- SOCIAL MEDIA
- EMAIL SIGNATURES
- WEB & MOBILE
- VIDEO
- STUDENT ORGANIZATIONS
- PHOTOGRAPHIC STYLE
- BRAND EXAMPLES

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P.O. Box 400229
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Charlottesville, VA 22904-4229

PHONE (434) 924-1400
FAX (434) 924-0938
EMAIL [Brand Guidelines](#)

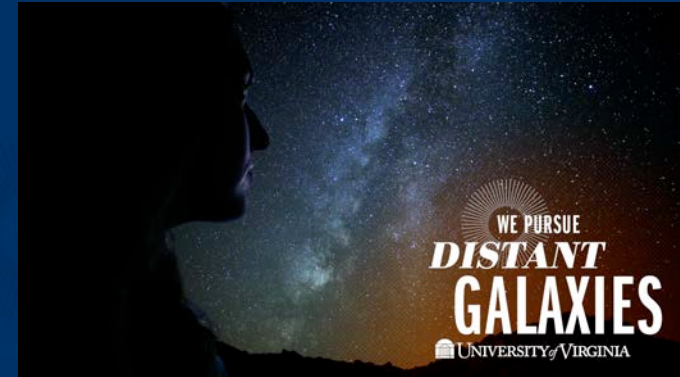
YouTube
Twitter
Facebook
Snapchat
Instagram

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RESOURCES

RESOURCES





UNIVERSITY COMMUNICATIONS

- AREAS
- PORTFOLIO
- PEOPLE
- RESOURCES
- EMPLOYMENT
- CONTACT

Portfolio

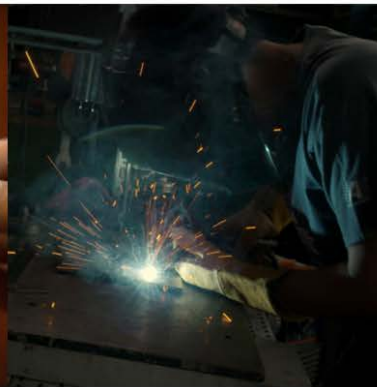
- FEATURED
- DIGITAL
- EDITORIAL
- ENVIRONMENTAL
- PHOTO
- PRINT
- SOCIAL
- VIDEO
- CAMPAIGN



Digital: The Commonwealth of Virginia Campaign at UVA



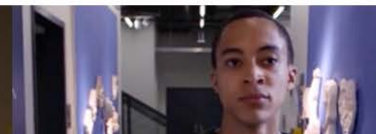
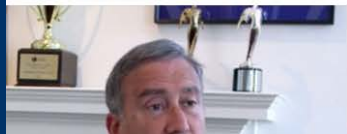
Video: The Commonwealth of Virginia Campaign at UVA



Pursuit: TV Spot

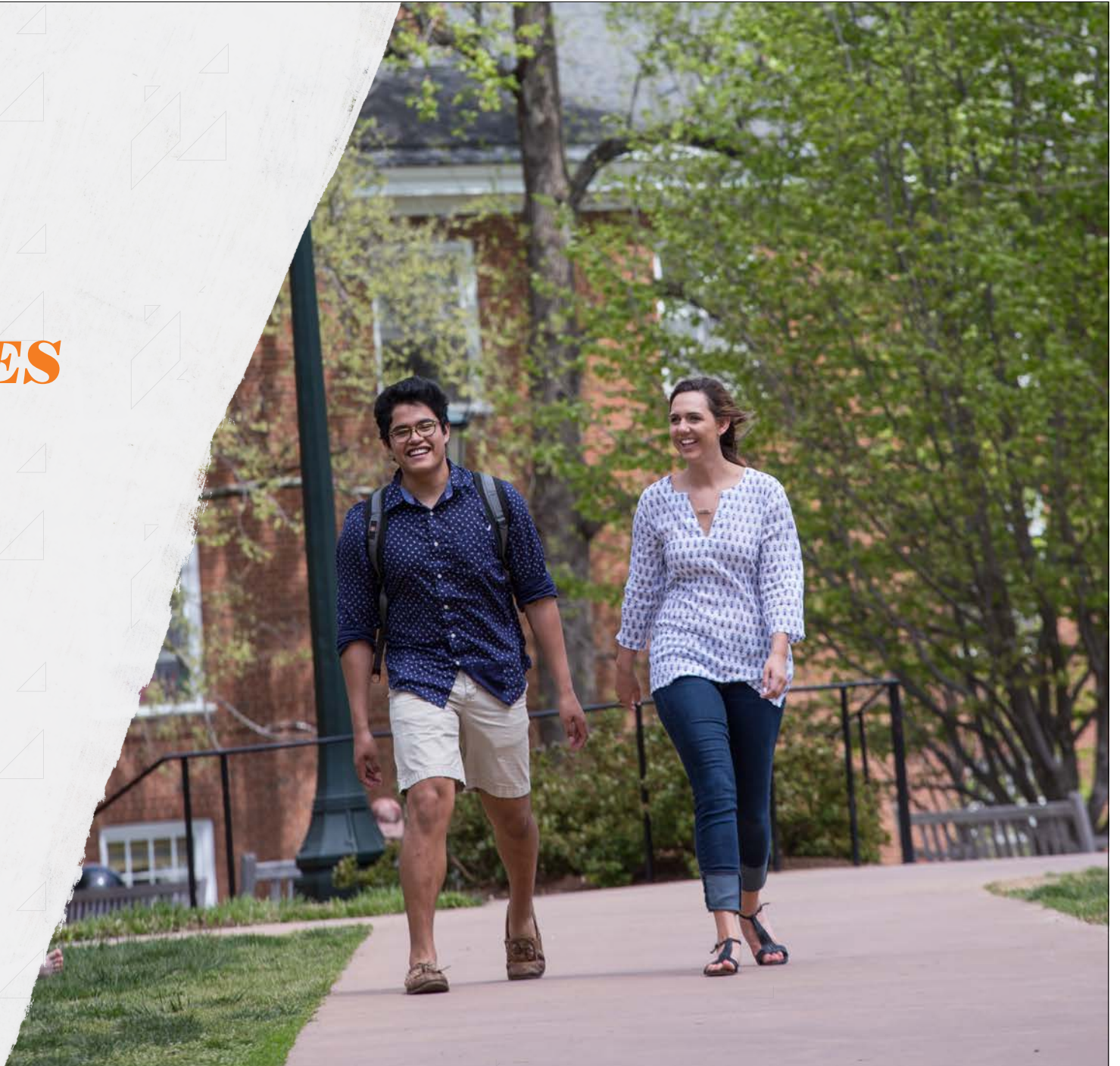


Pursuit: Richmond Airport Ads



COMMITTEE UPDATES

- Brand Standards & Visual Identity
- Content & Editorial
- Social Media
- Internal Communications
- Issues Management





THANK YOU

COMMUNICATIONS COUNCIL / OCTOBER 2016

