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The role of a consistent UVI brand is to efficiently communicate the University’s reputation for excellence, to increase enrollment and to position UVI as a University with impeccable academic programs.

It is important that all Schools, Colleges, components, divisions, units, auxiliaries and individuals communicating on behalf of the University of the Virgin Islands follow guidelines as outlined in this UVI Brand Identity Style Guide.

The most basic graphic requirements of the UVI Brand Identity Style Guide and consequently the UVI branding policy are:

- The full name of the University, in wordmark format, and the official University logo, must appear on all forms of print or electronic communications that describe or illustrate the University of the Virgin Islands.

- The official colors of the University of the Virgin Islands are reflex blue and white.

- Communications that describe or illustrate the University of the Virgin Islands, its programs and functions include, but are not limited to, stationery and business cards in the required format, serial and other publications, brochures, web sites and advertisements, among others.

External entities employed by University of the Virgin Islands units to provide design, composition, printing or copying, publishing, web page development and any related services or the manufacture of goods also must comply with branding policy guidelines as outlined in this UVI Brand Identity Style guide.

If you have any questions or concerns about the specifics of the UVI Brand Identity Style Guide or the use of UVI branding elements, please call the UVI Public Relations Office at (340) 693-1057.
The University of the Virgin Islands’ signature wordmark is an important tool for conveying the University’s image. It should appear often and on a complete range of communications, such as brochures, stationery, advertisements, web sites, apparel and signs. It is through frequent repetition that the signature wordmark gains power and is of greatest value to the university.

The wordmark should be placed on the outside front and/or back of all brochures and print collateral. It should be prominently placed and unobscured so that it can be quickly seen at a glance.

**Signature Wordmark**
The signature wordmark is a stylized version of the name University of the Virgin Islands. Its unique design is composed of customized size and positioned letter treatment.

**Logo**
The official University logo consists of a palm tree and a book encircled by “University of the Virgin Islands” and the founding year of 1962. It is always used in conjunction with the signature wordmark to further reinforce the University's heritage. The logo should be included on marketing materials and other collateral. The signature wordmark should always be the primary University identifier, reinforced with the logo.
The University of the Virgin Islands’ signature wordmark is comprised of three distinct type faces. Engravers MT, Garamond and Times Roman.
Tagline and Mantra:

Tagline
The tagline, Specializing in Futures, is the external expression of hope, achievement and expectations, which is UVI’s brand positioning. It should always accompany the signature wordmark or logo. The Specializing in Futures typeface should be presented in the Helvetica Family. Refer to pages 7 and 8.

Mantra
UVI’s mantra is Historically American. Uniquely Caribbean. Globally Interactive. It is the external expression of culture, style and expectation. The mantra typeface should be presented in the Helvetica Family. Refer to pages 7 and 8.
Signature colors:

The official color for the signature wordmark is 100% Pantone® Reflex Blue against a white or light background. It should be printed as a spot color when possible to ensure color identity.

When reproduced as four color process the signature wordmark must build to match 100% Pantone® Reflex Blue. For non printed media an RGB equivalent should be used to match 100% Pantone® Reflex Blue.

Reverse the signature wordmark out to white only against a solid-colored background or photo that provides sufficient contrast.

The signature wordmark should be used in only one color black-and-white collateral when the cost of printing in color is unavailable, such as with broadcast faxes and photocopied flyers.
Signature colors:

The official color for the logo is four color process.

If four color is not available the logo should print 100% Pantone® Reflex Blue against a white or light background. It should be printed as a spot color when possible to ensure color identity.

The logo should be used in only one color black-and-white collateral when the cost of printing in color is unavailable, such as with broadcast faxes and photocopied flyers.
**Misuse:** To preserve the integrity of the University brand, never alter the approved wordmark or deviate from the color guidelines.

**DO NOT:**

1. Change the type font
2. Change color
3. Resize wordmark elements
4. Mix colors
5. Rearrange wordmark elements
6. Place the wordmark on a color that provides insufficient contrast and compromises readability
7. Use four color seal as one color half tone
8. Change color
9. Mix colors
10. Reverse

*Signature*
The University of the Virgin Islands’ typefaces: The Helvetica Font Family is a contemporary modern sans serif typeface. Applied to all materials this font family will create a light, breezy, contemporary feel to all University materials. Through careful use of this typography, a strong visual consistency and recognition will be established. These typefaces have been chosen to enhance and support the brand positioning and should be used in all communications.

25 Helvetica Ultra Light
For use in titles, headlines.

35 Helvetica Thin
Alternate for use in titles, headlines.

45 Helvetica Thin
For use in subheads, captions and body copy.

Helvetica Condensed Bold
For use in subheads or highlighting

Helvetica Condensed
For use in subheads or highlighting

Helvetica Italic/Oblique
For use in highlighting
The University of the Virgin Islands' typefaces: The Helvetica Font Family; Additional fonts within the Helvetica family are acceptable as secondary type elements. An alternate body copy font is the contemporary serif font Janson.

Helvetica Bold
For use in subheads or highlighting

Helvetica Medium
For use in subheads or highlighting

Janson Text
For use as an alternate body copy text
The University of the Virgin Islands’ type guidelines: simple typography guidelines for setting headlines, subheads and body copy.

Headlines

Headlines and subheads should be set with 10 point tracking and should be substantially larger than body copy. Leading on headlines should be close to point size.

Example of print ad
The University of the Virgin Islands’ type guidelines: simple typography guidelines for setting headlines, subheads and body copy.

Body copy collateral

Body copy should be set with 10 point tracking and double ratio leading to point size to create a light airy and easy read. The use of graphic device boxes can also be employed to contain and highlight body copy.

Preparing Our Future

A cooperative agreement with the Boston University School of Medicine allows UVI students, after meeting certain qualifications, to be accepted provisionally into the Boston University medical school at the end of their sophomore year. These students spend two summers and their senior year at Boston University, and are able to graduate with a bachelor of science degree from the University of the Virgin Islands. They then proceed to complete medical school at Boston University.

Example of collateral material
Body copy advertising

Body copy should be set with 10 point tracking and double ratio leading to point size to create a light airy and easy read. The use of graphic device boxes can also be employed to contain and highlight body copy.

Example of print ad
**Communicating with color:** UVI’s brand positioning is strengthened by the colors we use in our communications. Our color palette is based on color theory, supported by research,* and provides a variety of colors to choose from to reflect the tone and message of your communications.

**Blues** express reliability, trustworthiness, dependability, and commitment, and inspire confidence and security.

**Greens** convey a feeling of safety and security, as well as a natural soothing quality.

**Purples** communicate wisdom, worldliness and wealth.

**Yellows** emulate sunshine, light, and warmth and are identified with imagination and enlightenment, as well as serenity.

**Oranges** are gregarious and happy. They have some drama, and at the same time, a good sense of humor.

**Pinks/Reds/Rose** are healthy and optimistic.

**Warm neutrals** convey a safe, friendly, nonthreatening quality and are solid, enduring, and timeless.

**The University of the Virgin Islands’ color palette:** The color palette is divided into four categories: (1.) Core: the primary colors for most usage; largest square (2.) Accent: secondary accent colors: inset block (3.) Neutral: Gradient; for use as background (4.) Type

All numbers listed reference the Pantone COATED color system.

Please consult the Pantone solid to process color guide for CMYK(process) builds when reproducing in four color process.
The University of the Virgin Islands’ photography: University lifestyle images should convey current modern lifestyle trends with an educational edge. Stylistically, the photos should be vibrant, energetic, smart, studious and fun. All photography should reflect the unique environment and programs offered by the University. The photography should inherently feel Caribbean. It should reflect the diversity and lifestyle of its student population.
The University of the Virgin Islands' collateral design: The overall look of the University materials include energetic, bold, contemporary reflective photography; large open typeset headlines; open airy body copy; graphic devices including bars, blocks, white rules and rounded corners. The combination of these elements gives the University a fresh, contemporary, differentiating look and feel.

Specializing In Futures
ANNUAL GIVING CAMPAIGN FOR THE
University of the Virgin Islands

White space. Cover designs for all collateral materials and advertisements should allow a minimum 4 point white rule around all sides. The corners should all have rounded edges.

Containment blocks: Designs should consider the use of solid blocks of Core University colors to contain Headlines or copy. Solid blocks should also have a 4point white rule around without rounded edges.

Photography: Utilization of image heavy, interesting dynamic photography.

Collateral front cover. This front cover is an example of engaging stylized UVI photography boarded with a 4 point white rule with rounded corners. The Headline and logo are contained within a core color containment bar and bordered with a 4 point white rule.