

# Brand Identity Style Guide



University of the Virgin Islands

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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.

The signature wordmark for the University of the Virgin Islands. It features the word "University" in a large, bold, serif font, with "of the" in a smaller, lowercase serif font below it. To the right, the words "Virgin Islands" are written in a large, bold, serif font, with "Virgin" and "Islands" on separate lines.

#### **Signature Wordmark**

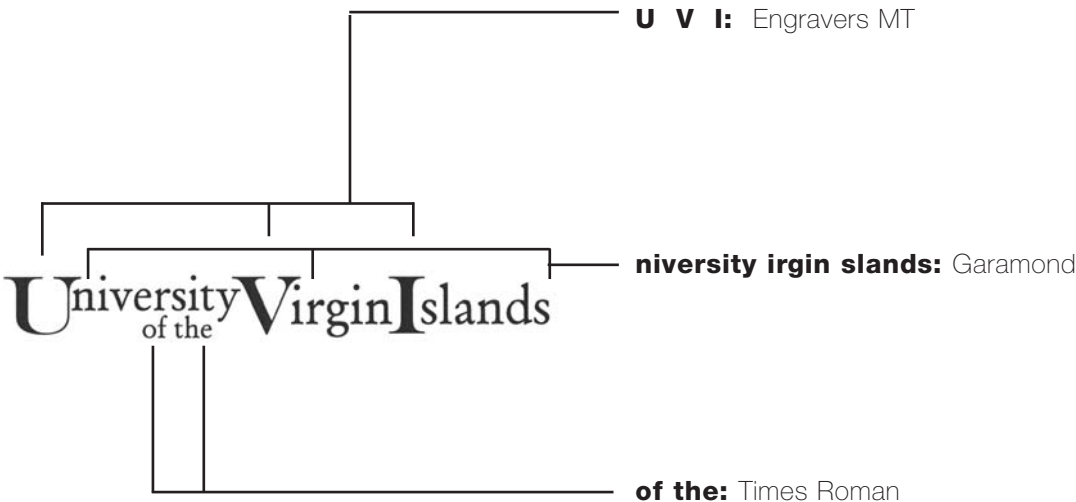
The signature wordmark is a stylized version of the name University of the Virgin Islands. Its unique design is composed of customized size and positioned letter treatment.



#### **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:

University of the Virgin Islands

SPECIALIZING IN FUTURES

### 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.

SPECIALIZING IN FUTURES



HISTORICALLY AMERICAN.  
UNIQUELY CARIBBEAN.  
GLOBALLY INTERACTIVE.

### 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 logo for the University of the Virgin Islands, featuring the text "University of the Virgin Islands" in a blue serif font.

PANTONE REFLEX BLUE

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.

The logo for the University of the Virgin Islands, featuring the text "University of the Virgin Islands" in a blue serif font.

FOUR COLOR PROCESS  
BUILD TO MATCH  
PANTONE REFLEX BLUE  
C= 100 M= 73 Y= 0 K=2

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.

The logo for the University of the Virgin Islands, featuring the text "University of the Virgin Islands" in white serif font on a solid blue background.

WHITE

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

The logo for the University of the Virgin Islands, featuring the text "University of the Virgin Islands" in black serif font.

BLACK

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:



FOUR COLOR PROCESS

The official color for the logo is four color process.



PANTONE REFLEX BLUE

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.



BLACK

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:**



Change the type font



Change color



Resize wordmark elements



Mix colors



Rearrange wordmark elements



Place the wordmark on a color that provides insufficient contrast and compromises readability

**DO NOT:**



Use four color seal as one color half tone



Change color



change color



Mix colors



reverse



provide insufficient contrast and compromises readability

**The University of the Virgin Islands' typefaces:** The Helvetica Font Family is a contemporary modern sans serif type face. 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.

ABC  
abc

**25 Helvetica Ultra Light**  
For use in titles, headlines.

ABC  
abc

**Helvetica Condensed Bold**  
For use in subheads or highlighting

ABC  
abc

**35 Helvetica Thin**  
Alternate for use in titles, headlines.

ABC  
abc

**Helvetica Condensed**  
For use in subheads or highlighting

ABC  
abc

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

*ABC abc*  
*ABC abc*  
*ABC abc*  
*ABC abc*  
***ABC abc***

**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.

**ABC**  
**abc**

**Helvetica Bold**

For use in subheads or highlighting

**ABC**  
**abc**

**Helvetica Medium**

For use in subheads or highlighting

ABC  
abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**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 collateral material**



**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.**

UNIVERSITY OF THE VIRGIN ISLANDS 5.  
Annual Giving Campaign

UVI as an important part of the life of the Virgin Islands. Preparing the future community leaders, religious and government officials, artistic and cultural performers...Think of UVI as one of the leading industries in the Virgin Islands producing a critically needed product – well-educated contributing citizens of this beautiful island that is in need of people to keep their talents and gifts and education at home to continue to improve the quality of life of the Virgin Islands.

Lorem ipsum dolorem novium wertyu lorem ispumdolo vovium epsiuump. Lorem ipsum dolorem novium wertyu lorem ispumdolo vovium epsiuump. Lorem ipsum dolorem novium wertyu lorem ispumdolo

Preparing Our Future

vovium epsiuump. Lorem ipsum dolorem novium wertyu lorem ispumdolo vovium epsiuu ovium epsiuiptium dolorem novium wertyu lorem ispumdolo vovium epsiuu vovium epsiuump. Lorem ipsum dolorem novium wertyu lorem ispumdolo vovium epsiuump. Lorem ipsum dolorem novium wertyu lorem ispumdolo vovium epsiuiptium dolorem novium wertyu lorem ispumdolo vovium epsiuu vovium epsiuump ovium epsiuump. Lorem ipsum dolorem novium wertyu lorem ispu.

Wrtu lorem ispumdolo vovium epsiuump. Lorem ipsum dolorem novium wertyu lore wertyu lorem ispumdolo vovium epsiuump.

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**

**The University of the Virgin Islands' type guidelines:** simple typography guidelines for setting headlines, subheads and body copy.

## 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.**

Thinking about going to college?

If you are looking for an outstanding educational experience surrounded by a golf course and pristine turquoise bay, over 500 acres of land between two college campuses on the islands of St. Thomas and St. Croix, then the University of the Virgin Islands has your number. At UVI, you can bring your own laptop and hook up to the web in your dorm. Study for finals while relaxing in a beach chair. Sip chai tea while conversing with students and faculty who come from all over the world. Take part in competitive and recreational sports. All in a setting where we challenge you to learn, think, grow and expand your horizons. Cool, huh! Come join us at UVI. Let's shape and change our world together. Call today for your application.

SPECIALIZING IN FUTURES

HISTORICALLY AMERICAN.  
UNIQUELY CARIBBEAN.  
GLOBALLY INTERACTIVE.

**UNIVERSITY OF THE VIRGIN ISLANDS**  
St. Thomas Admissions (340) 776-9200 [www.uvi.edu](http://www.uvi.edu)  
St. Croix Admissions (340) 778-1620 [www.uvi.edu](http://www.uvi.edu)  
c. John Brewer, 3 Bay, Rm2, Box 113000 Kingstham,  
St. Thomas, USVI 00802-9990 St. Croix, USVI 00850

**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.

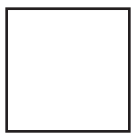
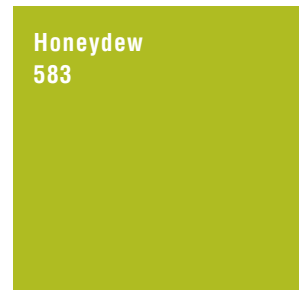
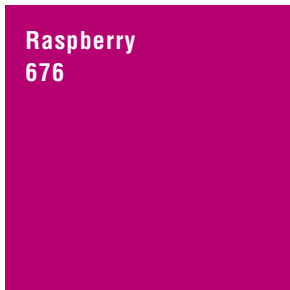
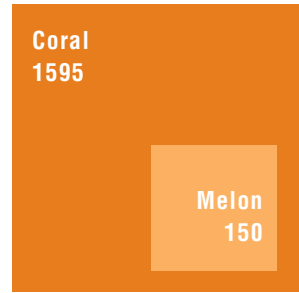
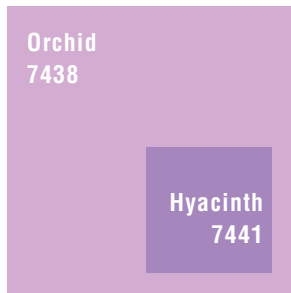
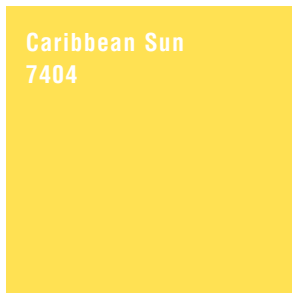
**Pinks/Reds/Rose** are healthy and optimistic.

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

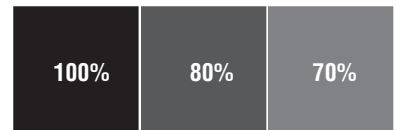
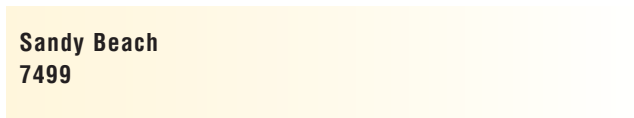
\*Source: Pantone Guide to Communicating with Color, Eiseman, Leatrice, Graphix Press, Ltd., 2000.

**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.



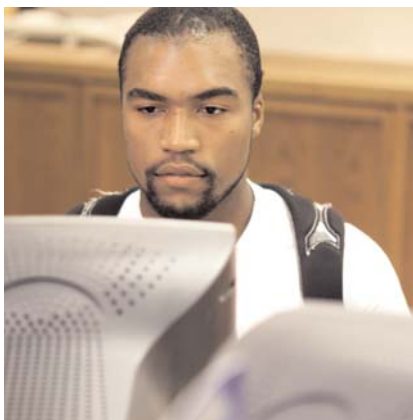
White



**TEXT COLOR**  
 Ebony  
 Pantone Process Black  
 Percent/Value of Black  
 will be determined based on usage.



**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 Carribean. 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.



**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.