



BRAND GUIDELINES

▲ *VERSION 1.1*



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WELCOME TO THE UVA WISE BRAND

Our brand is much more than a logo or our history. Our brand is what students, parents, faculty, alumni, partners, peers and outside observers think, feel and respond to when they encounter anything and everything “UVA Wise.” Since 1954, our college has been a center for higher learning in Southwest Virginia. We have become a catalyst for intellectual growth, individual progress and economic development for our region and beyond. We are proud and practical, hopeful and hardworking. We are connected to one of the top public universities in the nation, while also uniquely rooted in the ethos of our Appalachian home. All these elements influence the look, feel and tone reflected in our brand standards.

BRAND STANDARDS

Great brands build strong bonds with their audiences by being consistent. They are instantly recognizable and always stand for something. They communicate a consistent message, despite the fact that they may be speaking to very different people from very different places.

This document is intended for those responsible for creating marketing and communication materials for UVA Wise. Our brand will live in many spaces, flexing naturally across digital, print, social and video. Following these guidelines will not only ensure quality and consistency, but will also help to clarify, inspire, define, unify and serve as a platform for building the brand and making it real.

DISCLAIMER // Some photos in this guide may be part of the conceptual work and are not owned by UVA Wise.



SEC. 1

BRAND OVERVIEW

BRAND POSITIONING

Our positioning statement is a brief articulation of what we stand for. It is a concise, internally-facing idea intended to reflect our unique purpose. This phrase is not a tagline, instead, it is used to shape and guide brand communications. The Brand Positioning statement is influenced and formed by the four brand pillars, which are used to guide content strategy.

BRAND POSITIONING STATEMENT



Igniting Possible



BRAND PILLARS

**BUILDERS FOR THE
GREATER GOOD**

**EMPATHETIC
AMBITION**

**SHARED
TRAJECTORY**

**ELEVATING APPALACHIA
AND BEYOND**

BRAND PILLARS

The pillars are values unique to UVA Wise and serve to influence the work on the following pages. Brand pillars are generally not referenced outside the organization, but they may be used as a framework for message development and serve to influence all creative work.

BUILDERS FOR THE GREATER GOOD

Rooted in service and guided by a deep and lasting sense of place, the University of Virginia's College at Wise was born out of a commitment to building community and perpetuating growth in Southwest Virginia. The College nurtures intellect through a welcoming, familial, and collegial atmosphere, helping individuals and entire communities identify new and existing opportunities, providing tools to capitalize on them, and ultimately realizing their full potential. Our students, faculty, staff, alumni and industry partners are active participants and change agents driven to build better lives and partnerships together. They are committed to achieving success and shaping healthy and productive communities in and around Appalachia, the nation, and the world.

EMPATHETIC AMBITION

The Appalachian temperament informs the UVA Wise identity and way of life. Traits like empathy, ambition and resilience are reflected in the College's people, programs and pedagogy, which are consistently evolving to best serve the social and economic needs, desires and aspirations of the time. UVA Wise's faculty find joy in nurturing effective leaders who pursue ideas and translate them into action. A challenging yet supportive environment with hands-on, applied learning experiences cultivates students who are creative, confident and critical thinkers and effective problem-solvers, ready to shape their world.

SHARED TRAJECTORY

UVA Wise graduates are ready for what's next. Carefully built over decades to serve evolving student and regional needs, an array of program offerings is designed to foster critical thinking above all else, as well as adaptability for whatever the future holds. The College is filled with passionate people who are a reflection of the institution and the region: self-reliant, inventive, and determined. Students are academically and socially driven, and hungry to make a change. With 30+ majors and minors, the Peake Honors Program, and a host of events, activities, travel abroad, and research opportunities, internships, and service programs, UVA Wise helps students build social and intellectual capital, and delivers outsized impact on both a personal and professional level.

ELEVATING APPALACHIA AND BEYOND

UVA Wise is a beacon of hope and unity in the region. Built upon the Jeffersonian values it still holds strong today, the College has worked hard to educate leaders, advance knowledge and cultivate an informed citizenry. A nexus for the exchange of ideas and attitudes, UVA Wise serves as a great social and cultural convener, hosting more than 200 public events annually in an effort to promote awareness and understanding and develop a global mindset. Partnerships formed across campus and beyond serve as a symbiotic strength: UVA Wise is a major contributor to the local region, University of Virginia and the Commonwealth through its economic impact, education programs, research discoveries and public health efforts.

RATIONALE

This rationale is intended to further guide concept development and execution, set a baseline tone, and function as a springboard for the entire brand expression.

At the University of Virginia, the pursuit of a greater tomorrow is considered a duty and held as a sacred belief. Here at UVA Wise, that belief is strengthened with a clarity of vision, and realized with pragmatism and a dedication to building our own brighter future. Because here, high on the Appalachian Plateau, we can see all that's possible: an emerging role in a highly-connected, technology-fueled world that never stops moving. We are our region's greatest natural resource and our vision is our mission: the exchange of ideas that light the way for opportunity, progress and a clear path forward.



SEC. 2

BRAND VOICE

BRAND VOICE

The UVA Wise brand is honorable, approachable, elevated by idealism and grounded in pragmatism. The brand voice echoes these sentiments. Our language is both hopeful and practical, inspiring our audience to elevate their ambitions and build a better tomorrow. We speak plainly, but with pride and purpose, confident in our ability to spark progress.

With the Positioning Statement and supporting pillars, and using our tone words as our guide, the copy that we develop should echo the spirit found at UVA Wise. Language should be smart, compelling and engaging, enticing the reader to accompany us on our journey and igniting possibility across Southwest Virginia and beyond.

BRAND TONE

The positioning statement is complemented by tone words that reflect the personality of the brand. The tone may adapt depending on the audience, but all communications — from social media posts to printed materials to web — should use the following words as a guide.

WELCOMING

Rooted in the supportive culture of our region, our brand is clearly welcoming to all who pass through our orbit. We are host to our region.

ENTERPRISING

Guided by our clear vision, we are driven to build for the greater good. Our plans for the future of our college can only come to fruition through our own work.

RESILIENT

We have the grit and determination to find our way through a challenge, and to always bounce back when we encounter a setback.

NURTURING

Our mission is to encourage the development of our greatest natural resource our students, our town, and our region.

DEDICATED

Founded in 1954 to be in service to the region of Southwest Virginia (and beyond), we stand by this mission and will always be dedicated to this pursuit.

HONORABLE

Always be mindful, not just of what we're doing, but how we're doing it. Our character is important to us — we share the University of Virginia's mission to produce citizen-leaders and to be both great and good in all that we do.

PROVEN

For decades we have been a source of knowledge, inspiration and economic development for the people of our region. We've been recognized as one of the top public liberal arts colleges in the nation, as well as an established partner for companies in Southwest Virginia and beyond. We're ready for our next challenge.

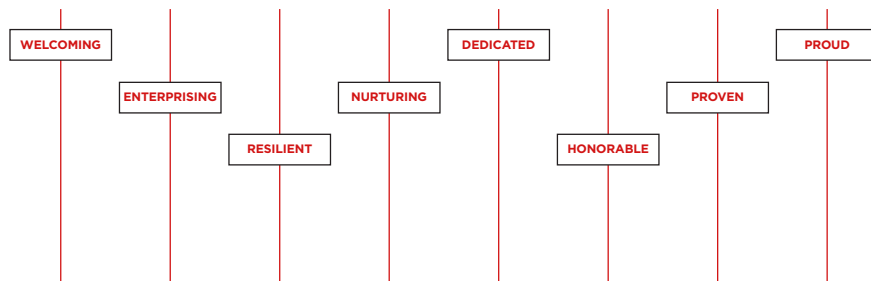
PROUD

We are proud of where we're from and where we're going. We know our strengths and we welcome opportunities to share our story.

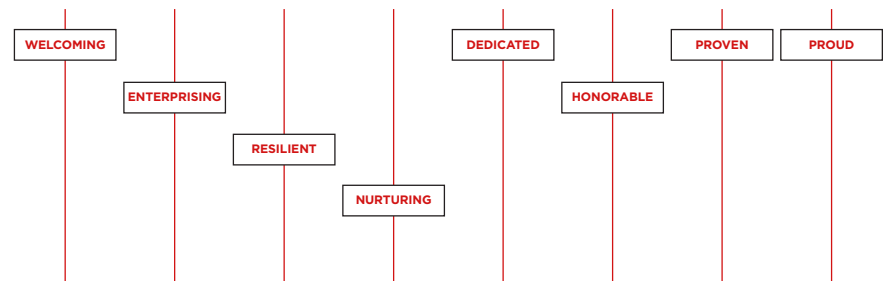
AUDIENCES

While our brand has one clear voice, the groups of people we speak to are wide and varied. The brand should contain the characteristics of the tone words, yet the degree to which the audiences feel them should vary. Putting these tone words on an equalizer allows us to illustrate dialing them up or down (these depictions are not meant to be exact settings, but rather rough guidelines). Much like a human personality, the brand voice should adapt to the audience to whom it is speaking.

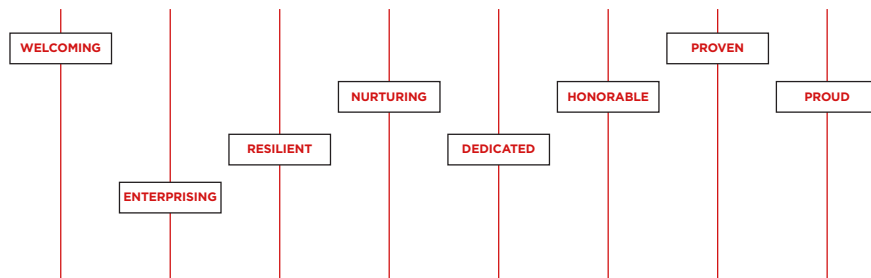
COLLEGE + WISE COMMUNITY



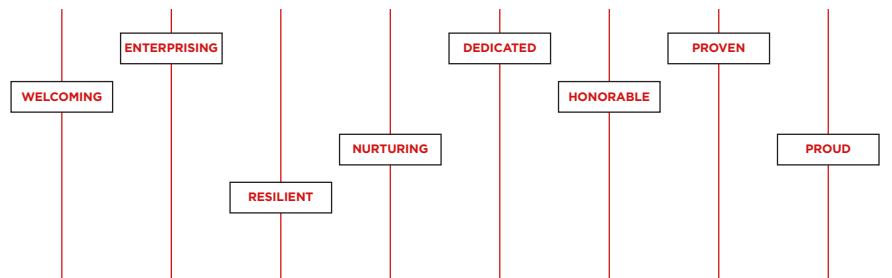
ALUMNI + DONORS



PROSPECTIVE STUDENTS



PROSPECTIVE INDUSTRY PARTNERS



HEADLINES

For branding work, your headline is your first and best opportunity to grab the reader's undivided attention and get them to commit to the rest of the story. Headlines should be intriguing, interesting, smart and simple. It's important not to pack too much information into the headline or make it obtuse or confusing. If a headline takes more than a second or two to comprehend, it has failed to do its job.

Headline word choice can be unconventional and multifaceted, providing a double meaning to engage the reader. Headlines can also innovate through context, pairing straightforward language with unexpected photography to make a more powerful statement. As a general rule, UVA Wise's headline style should be inspiring, empowering and instantly recognizable.



EXAMPLES

**DOWN TO EARTH,
UP TO THE MOMENT**

BUILD YOUR TOMORROW

CREATE YOUR POSSIBLE

IGNITE A NEW DREAM



SEC. 3

COLOR

COLOR PALETTE

All colors below are RGB representations and are not accurate color values for print.

Primary

The lead color for UVA Wise branding is an updated red called Highland Red. Supporting this is UVA's Jefferson Blue.

HIGHLAND RED
PANTONE 186
CMYK COATED: C-2 M-100 Y-85 K-6
CMYK UNCOATED: C-1 M-91 Y-72 K-3
RGB: R-210 G-20 B-20
HEX: #D21414

JEFFERSON BLUE
PMS COATED INK MIXTURE:
 PANTONE PROCESS BLUE-19.80
 PANTONE MEDIUM PURPLE-14.50
 PANTONE BLACK-15.70
 PANTONE TRANS. WHITE-50.00

PMS UNCOATED INK MIXTURE:
 PANTONE PROCESS BLUE-58.90
 PANTONE MEDIUM PURPLE-27.90
 PANTONE BLACK-13.20

CMYK COATED: C-87 M-70 Y-22 K-44
CMYK UNCOATED: C-98 M-83 Y-12 K-46
RGB: R-35 G-45 B-75
HEX: #232D4B

Neutrals

Black and gray play an important supporting role as neutrals.

HIGHLAND BLACK
CMYK: C-30 M-20 Y-10 K-100
RGB: R-0 G-0 B-0
HEX: #000000

DARK GRAY
CMYK: C-0 M-0 Y-0 K-85
RGB: R-64 G-64 B-64
HEX: #404040

LIGHT GRAY
CMYK: C-0 M-0 Y-0 K-15
RGB: R-229 G-229 B-229
HEX: #E5E5E5

COLOR PALETTE

All colors below are RGB representations and are not accurate color values for print.

Accents

UVA's Rotunda Orange and UVA Cyan can be used for small accents. Avoid using floods of these.

NOTE: these should never be used in place of our primary colors.

UVA ROTUNDA ORANGE
PMS COATED INK MIXTURE:
 PANTONE YELLOW 012-28.50
 PANTONE RUBINE RED-18.75
 PANTONE PROCESS BLUE-0.50
 PANTONE TRANS. WHITE-52.25

PMS UNCOATED INK MIXTURE:
 PANTONE YELLOW 012-54.60
 PANTONE RUBINE RED-16.00
 PANTONE BLACK-0.40
 PANTONE TRANS. WHITE-29.00

CMYK COATED: C-0 M-64 Y-81 K-0
CMYK UNCOATED: C-0 M-68 Y-100 K-0
RGB: R-229 G-114 B-0
HEX: #E57200

UVA CYAN
CMYK: C-100 M-0 Y-0 K-0
RGB: R-0 G-159 B-223
HEX: #009FDF

Tints

Many of these colors can be used as very light tints for additional functionality when building layouts.

NOTE: these should never be used in place of our primary colors.

UVA ROTUNDA ORANGE
TINT: 10%

UVA CYAN
TINT: 10%

HIGHLAND RED
TINT: 10%



SEC. 4

LOGO SYSTEM

ABOUT OUR LOGO

LOGO ELEMENTS



1. THE HIGHLAND RED ROTUNDA

The rotunda is an icon shared across the University of Virginia family. The symbol is based on Thomas Jefferson's own rendering for the design of the University of Virginia's Rotunda. The Rotunda was patterned after the Pantheon in Rome, and like the Pantheon, it is based on a perfect sphere. Jefferson dotted in an invisible globe on his sketch. This adaptation replaces the dots with the 13 stars from the original American flag to signify Jefferson's intention to create a national University to cultivate an educated citizenry and generations of leaders.

2. THE COLLEGE LOGOTYPE

This logotype is based on Adobe Caslon, a 20th-century adaptation of a typeface originally designed by William Caslon in the eighteenth century. It is the typeface used throughout the larger University of Virginia identity system.

INSTITUTIONAL LOGOS

ABOUT THE SYSTEM

Our logo is the most important and recognizable element of our brand's identity. It is an icon that represents our organization to the outside world and acts as an identifying and unifying mark.

There are three variations of the logo that serve specific purposes. The **primary** logo is the preferred mark. The **longform** version is available for formal applications. The **stacked** logo can be used when a vertical orientation is required.

Further details on the appropriate use of institutional logos are provided in the sections that follow.

PRIMARY



LONGFORM



STACKED



Do not alter, redraw or add any additional words or graphic elements to the logo.

COLOR VARIATIONS

Our logos are available in multiple color variations. Here is an explanation of when and where to use each one.

FULL-COLOR LOGO

The Pantone, CMYK or RGB full-color logo is always preferred. Use Pantone or CMYK for any print applications such as collateral or business materials. Use RGB for digital applications such as for web, presentations or video.

REVERSE LOGO

Use the reverse logos for applications on color or photographic backgrounds. Always ensure that the background you choose provides sufficient contrast for the logo.

ONE-COLOR LOGO

When full-color printing is not an option, use the black version of the logo. This is also helpful for applications such as embossing, debossing, die-cutting or extrusion.

FULL-COLOR (PREFERRED)



REVERSE LOGO



ONE-COLOR LOGO (AS NEEDED)



OFFICES & UNITS

The University's primary logo represents the organization as a whole and forms the basis of our visual identity system. In contrast, logo lock-ups show the relationship between the University and its administrative units.

These lock-ups are available in both horizontal and vertical versions, and with one or two lines of text (as shown below).

HORIZONTAL LOCK-UPS (MAX 28 CHARACTERS PER LINE)



Office of the Chancellor



Office of Advancement
and Alumni Engagement

STACKED LOCK-UPS (MAX 28 CHARACTERS PER LINE)



Office of the Chancellor



Office of Advancement
and Alumni Engagement

Contact the marketing office to have a logo lockup created for your office or unit. Do not attempt to recreate these lockups on your own.

INSTITUTIONAL LOGOS: MINIMUM SIZES & CLEAR SPACE

To ensure visibility and legibility, the logos should never be presented in sizes smaller than the requirements shown on this page. To maintain visual integrity, applications using alternative reproduction techniques such as embroidery and silkscreen may require presenting the logos at larger sizes than indicated here.

These are only minimum sizes. Logos should be sized appropriately for the piece being designed. Consult your print vendor for specifics on minimum sizes based on the piece you are creating. Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

MINIMUM WIDTHS

Print 2" / Digital 200px



Print 1.5" / Digital 150px



CLEAR SPACE

Clear space should be height of UVA WISE wordmark.



INCORRECT USAGE

Correct and consistent use of our logo is an essential part of building brand equity. While flexibility has been built into the visual identity system, the use of each element has been carefully defined. Here are a few examples of things that should not be done.

All examples shown here use the primary version of our logo, but all rules also apply to the entire system of logo variations.



Do not add a drop shadow or any other effects to the logo.



Do not use unapproved color combinations for the logo.



Do not crop or remove any parts of the logo.



Do not place the primary logo in a container shape of any type.



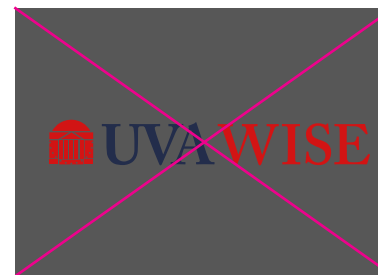
Do not crop or remove any parts of the logo.



Do not rearrange the elements of the logo.



Do not add additional information or elements to the logo.



Do not place the logo on a color that does not provide sufficient contrast.



Do not place the logo on visually distracting backgrounds.

ATHLETICS LOGO: THE POWER V

The primary logo for UVA Wise Athletics is the Power V. It has represented us for decades as the program brings together students, faculty, staff, parents, alumni and the wider community. Freshly updated in 2019, it is designed to capture our strength, energy, forward motion and the pride of our athletics programs.

As our Athletics logo, this mark is intended for any and all items that need to represent UVA Wise athletics, and *only* athletics. The Power V is also available in outlined variations for use when needed. See the following page for more guidelines for color variations.

ATHLETICS COLORS

In order to maintain a strong link with the heritage of the athletics brand, we are using Highland Red and Highland Black as the primary palette for Athletics only. This will aid in the transition to a refreshed brand.

ONE-COLOR



Red on white.



White on red.

OUTLINED



White with black on red.



Black with white on red.



Red with white on gray.



White with red on black.

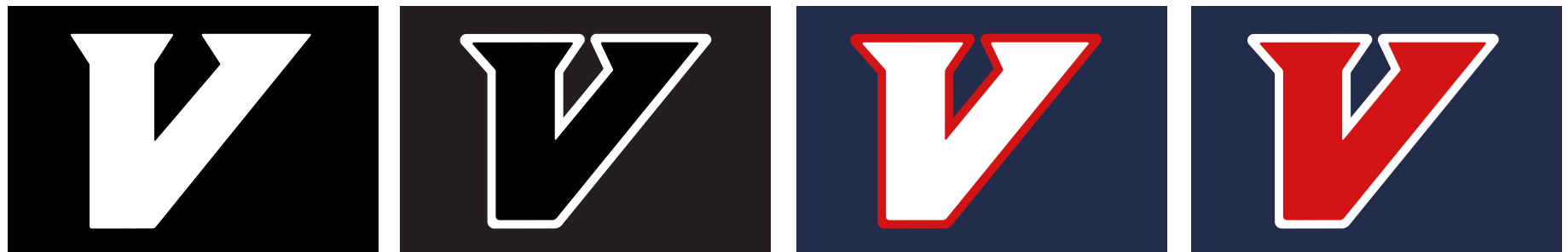
COLOR VARIATIONS

There are many color variations of the Power V needed for use on signage, uniforms, print and digital materials and internal communications. Here are the usage guidelines and approved versions for use on white, red, black, gray and photo backgrounds.



MERCHANDISING ONLY

Merchandising usage is a little broader and specifically allows for several black, white, and gray color combinations, as well as the use of other institutional and promotional colors. Shown below is Jefferson blue as a special-use background.



ATHLETICS WORDMARK: SPECIAL-USE ONLY

For special usage such as uniforms, stadium signage, and other merchandising and fanwear, this UVA Wise wordmark makes use of a custom type treatment designed in the style of the Power V. There are horizontal and vertical versions. This mark is not intended to be an official logo for UVA Wise Athletics, and its use is required to be approved by the UVA Wise Marketing Department.

HORIZONTAL WORDMARK



Red & Black (on white background)



White & Black (on red background)



Red & White (on black background)

VERTICAL WORDMARK



Red & Black
(on white background)



White & Black
(on red background)



Red & White
(on black background)

ATHLETICS LOCK-UPS

ATHLETICS PROGRAM LOGO

This version of our wordmark adds the "Athletics" identifier and is intended for use where there is a need to specify the program name. For example: office signage, recruiting materials, internal communications and merchandise.

SPORTS-SPECIFIC LOGOS

This system of wordmarks creates an official logo for each sports program within UVA Wise athletics. Some examples are shown to the right.

ATHLETICS PROGRAM LOCK-UP



SPORTS LOCK-UPS



MINIMUM SIZES & CLEAR SPACE

To ensure visibility and legibility, the logos should never be presented in sizes smaller than the requirements shown on this page. To maintain visual integrity, applications using alternative reproduction techniques such as embroidery and silkscreen may require presenting the logos at larger sizes than indicated here.

These are only minimum sizes. Logos should be sized appropriately for the piece being designed. Consult your print vendor for specifics on minimum sizes based on the piece you are creating. Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

MINIMUM WIDTHS

Print 3/8"
Digital 35px



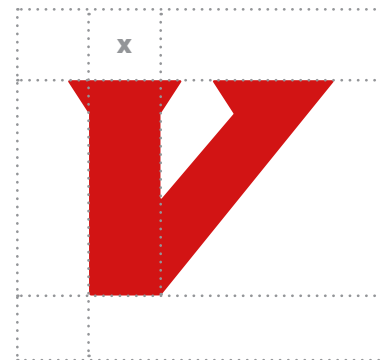
Print 1"
Digital 85px



Print 1"
Digital 100px



CLEAR SPACE

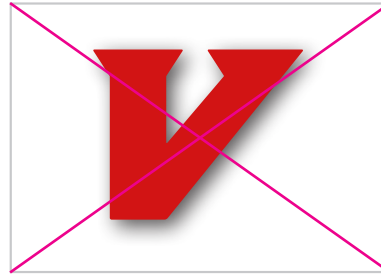


Clear space should be the width of the vertical stroke of the V or the height of the wordmark.

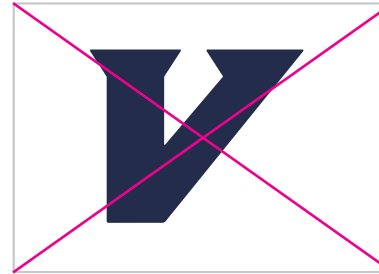


INCORRECT USAGE

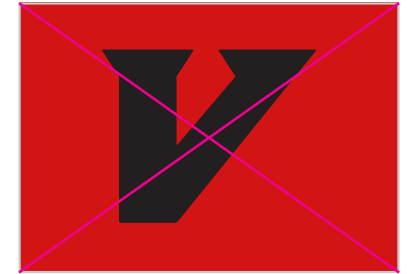
Correct and consistent use of the Athletics logo is an essential part of building brand equity. While flexibility has been built into the visual identity system, the use of each element has been carefully defined.



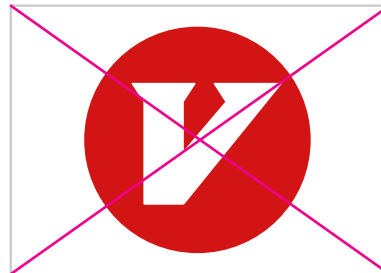
Do not add a drop shadow or any other effects to the primary logo.



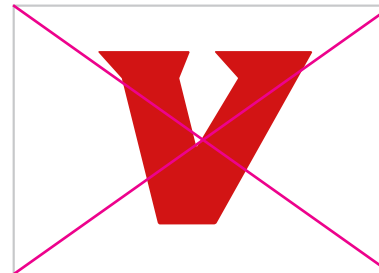
Do not use unapproved colors for the primary logo.



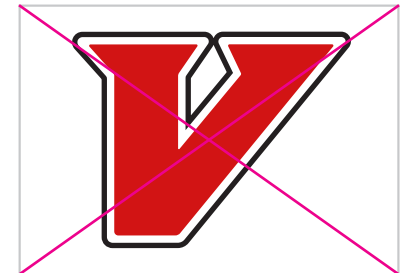
Do not use unapproved color configurations of the primary logo.



Do not place the primary logo in a container shape of any type.



Do not skew or stretch the logo.



Do not add an additional outline to the outlined version of the logo.



Do not add the wordmark or other elements to the primary logo.



Do not place the primary logo on a color that does not provide sufficient contrast.



Do not place the primary logo on visually distracting backgrounds.



SEC. 5

TYPOGRAPHY

TYPEFACES

HEADLINE FONT | **GOTHAM BLACK**

GOTHAM BLACK

with Bodoni Poster Italic

SUBHEAD FONT | **BODONI POSTER ITALIC**

OVERSIZED BODY COPY FONT | **BODONI BOLD**

Bodoni bold can be used on occasion for large running text. It is an unconventional move with more impact.

BODY COPY FONT | **GOTHAM BOOK**

All body copy should be set in Gotham Book. A modern-day classic, Gotham is a sans-serif typeface that is both highly functional and beautifully crafted. In body copy, it's easy to read and includes a full range of weights and italics and pairs well with Bodoni.

ATHLETICS HEADLINE FONT | **GOTHAM ULTRA ITALIC**

HEADLINES FOR ATHLETICS ARE SET IN GOTHAM ULTRA ITALIC.

HEADLINE STYLES

There are a variety of headline styles that offer flexibility and bring interest to a design. Having several headline styles and spacing options to choose from gives communication pieces more flexibility and ensures the design doesn't feel repetitive from page to page. The format, available space and layout pacing will often determine what treatments work best within the design.

1 / GOTHAM BOLD OR BLACK

At its simplest, a headline can be set in Gotham Bold or Black and offer enough branded personality. It's best to set headlines in ALL CAPS and keep tracking set to Opt, optical for a strong presentation.

2 / BODONI POSTER ITALIC

As a secondary type style for supporting headlines in longer documents, Bodoni Poster Italic may be used on its own. Bodoni Poster Italic should always be set in all lowercase, with tracking set to Opt.

3 / MIXED TYPE

Our preferred headline style is a graphic and expressive variation that combines both brand typefaces for maximum impact. Use Gotham Bold or Black, set in all caps, to highlight your headline's action words or most important ideas. Then use Bodoni Poster Italic, set in all lowercase, for all other wording to complete your headline. The resulting contrast is at the core of the UVA Wise branding system, and efforts should be made to incorporate this type style in all major branded communications.

4 / GOTHAM ULTRA ITALIC

For materials in the UVA Wise Athletics brand, Gotham Ultra Italic may be used on its own, set in all caps, to signify action and speed. Tracking should be set to 30pt for optimal readability.

ALL CAPS

**ALL GOTHAM
BOLD OR BLACK**

SENTENCE CASE

Just Bodoni

MIXED

**USING
them
TOGETHER**

ATHLETICS

***ALL IN GOTHAM
ULTRA ITALIC.***

HEADLINE APPLICATION

Here are some examples that illustrate the various headline styles and how they are used in layout.



ATHLETICS TYPOGRAPHY

This ready-made, textured treatment is commonly used for Athletics headlines and is included in the toolkit. For all other Athletics headlines, use standard Gotham Ultra Italic.



BEST PRACTICES

Setting type is a subtle art. It is important to have guidelines in place to ensure legibility and continuity of the brand. Here are some general rules to keep in mind when laying out type for headlines or body copy.

Headlines are always set larger than the body copy and in the bold weight, which provides the most contrast from body copy.

Body copy should be set between 7-11pts for print, and 12-16px for web.

THINGS TO AVOID WHEN SETTING HEADLINES

- 1 /** Do not create your own modifications to the font. Use only the typefaces provided.
- 2 /** Do not use the outline headline style in a size smaller than 30pts.
- 3 /** Do not place the headline over a photo in such a way that the legibility is compromised.
- 4 /** Do not vary the size of a specific weight or style within a headline treatment.

THINGS TO AVOID WHEN SETTING BODY COPY

- 1 /** Do not track out the body copy more than 5pts as it becomes difficult to read.
- 2 /** Do not set body copy in all bold; it will become too dense to read at small sizes.
- 3 /** Do not place the copy over a photo in such a way that the legibility is compromised.
- 4 /** Do not set body copy in a weight other than light, regular or medium for call-outs.



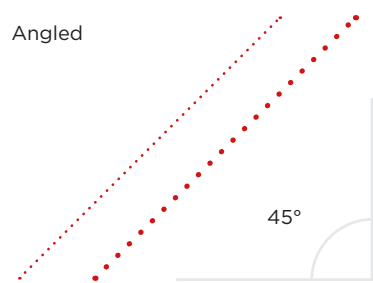
SEC. 6

DESIGN ELEMENTS

GRAPHIC TOOLKIT

The elements in the graphic toolkit are part of our visual design system. When used in conjunction with photography, type and color, they assist in creating a sophisticated and energetic visual brand that reflects the culture of forward progress and ambition at UVA Wise.

DOTTED LINES



TRIANGLE BULLETS



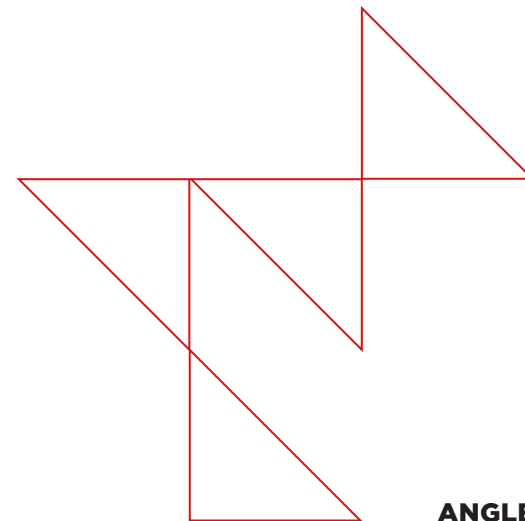
NOTCHES



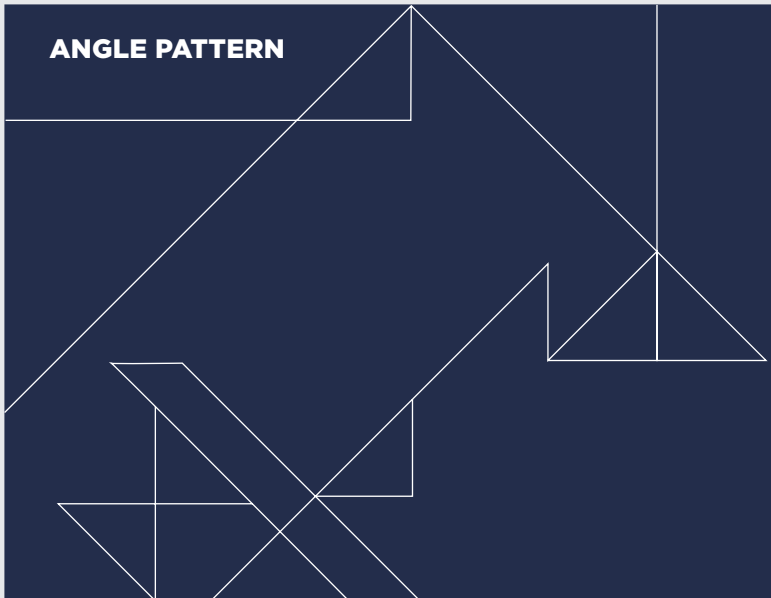
CORNERS



BORDER WITH NOTCH



ANGLE PATTERN



DESIGN ELEMENTS

DOTTED + ANGLED LINEWORK

A dynamic system for organizing space and making connections. These tools can be used to energize and provide structure in a layout, directing the eye to key moments and information.



DESIGN ELEMENTS

NOTCHES, ANGLES AND TRIANGLE BULLETS

A simple and consistent way to create layout systems that reflect the larger UVA brand.



DESIGN ELEMENTS

ANGLED PATTERNS AND SHAPES

As an abstract visual representation of the brand, this system of angled patterns and shapes can add dynamic energy to the page.



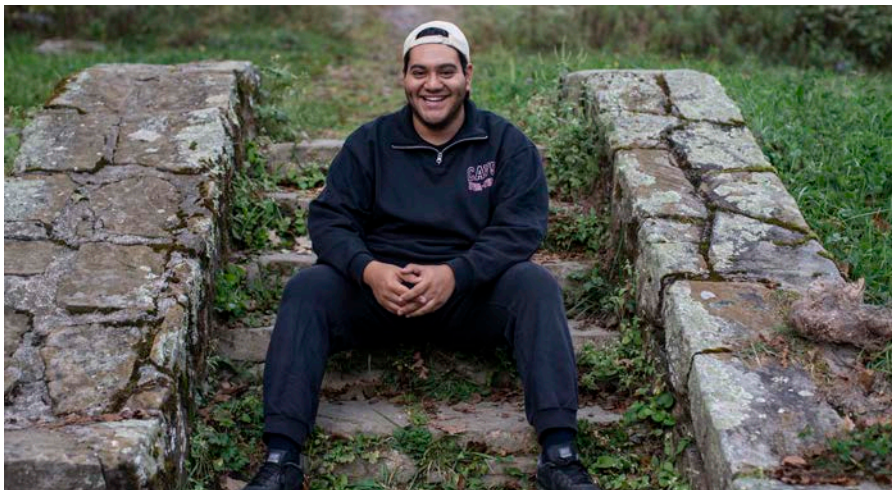


SEC. 7

PHOTOGRAPHY

PHOTOGRAPHY STYLE

Our brand photography should reflect our story. We are a welcoming, enterprising, resilient and proud community that knows how to embrace a challenge, spark new ideas and pursue exciting new opportunities.



PHOTOGRAPHY TREATMENTS

COLOR TREATED PHOTOS

UVA Wise brand photography has the option of using four different types of color effects. They are used to distinguish certain photos and bring a branded feel to a photo that might have too much color variation.

These photo treatments are created with a gradient map in Photoshop.

The image displays four examples of color-treated photos using gradient maps. Each example includes a gradient map and the resulting photo.

- Photo Gradient Map / Red 1:** The gradient map transitions from dark red to light red. The resulting photo shows a woman in a white UVA-Wise jersey against a red background.
- Photo Gradient Map / Red 2:** The gradient map transitions from dark red to bright red. The resulting photo shows a woman with the text "DOWN to EARTH" overlaid on a landscape background.
- Photo Gradient Map / Blue 1:** The gradient map transitions from dark blue to light blue. The resulting photo shows a woman with a backpack writing on a notepad.
- Photo Gradient Map / Blue 2:** The gradient map transitions from dark blue to light blue. The resulting photo shows a landscape of mountains.

PHOTOGRAPHY TREATMENTS



ACCEPTABLE PHOTO ADJUSTMENTS

1 / TONE AND COLOR

Color and tone correction to ensure accurate reproduction of the original photograph.

2 / RETOUCHING AND EDITING

Technical touch-ups such as balancing or removal of flaws (dust spots, scratches, digital noise, artifacts, etc.) to achieve better reproduction.

3 / CROPPING

Cutting into a photograph to remove distracting elements and creating a more interesting composition.

4 / BLACK AND WHITE

Conversion of a color image to black and white if context calls for it.

5 / COLOR OVERLAY

Conversion of an image to a tinted color, giving a more graphic quality.



UNACCEPTABLE PHOTO ADJUSTMENTS

1 / CONTENT ALTERATION

Avoid content alteration—moving, adding, deleting, combining, stretching, flipping, shrinking, etc.

2 / OVER CROPPING

Avoid cropping an image so severely that the subject and emotion of the photo are compromised.

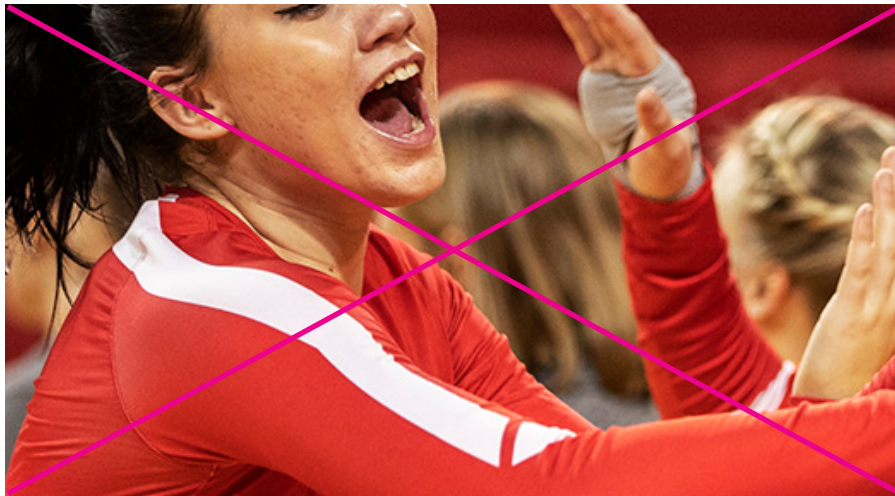
3 / OVER EDITING

Avoid combining multiple overlays or editing in a way that the subject matter becomes hard to discern or looks out of brand.

4/ ULTERIOR COLOR OVERLAYS

Avoid applying color overlays that do not reflect the hierarchy of the UVA Wise color palette. Only use the gradient map photo treatments provided in the photo treatment section. Neutral, accent and tint colors are not to be used on their own to create gradient map variations.

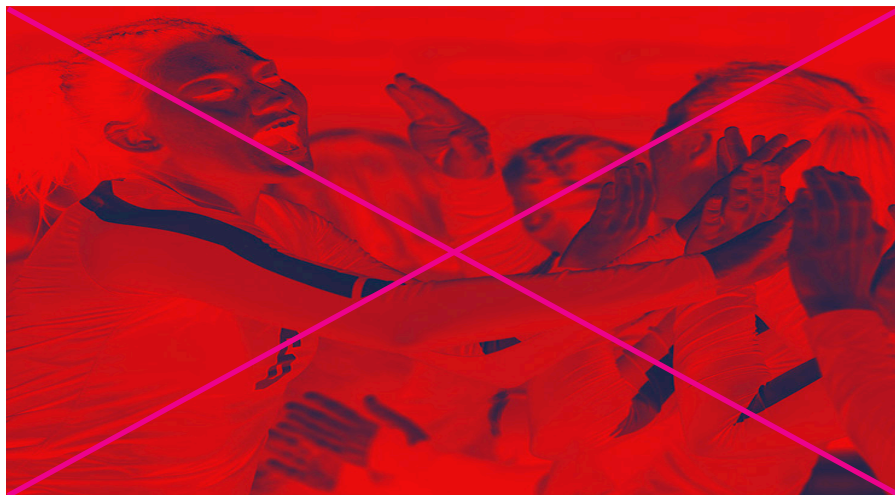
PHOTOGRAPHY TREATMENTS WHAT NOT TO DO



OVER CROPPING



ULTERIOR COLOR OVERLAYS



OVER EDITING



CONTENT ALTERATION

CONTACT INFO

QUESTIONS?

If you have any questions about how to use the brand guidelines, where to find elements, or any other concerns regarding the new UVA Wise brand, please contact the communications department.

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