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## Graphic Design

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### Policy Statement

Creating consistent, high quality graphic design across units and departments is a key element of UVM's communications strategy and is important to the university's continued advance. Such a coordinated look conveys professionalism and a sense of quality, including academic quality; uncoordinated graphic design executions of varying caliber risk doing the opposite.

Moving forward, graphic design at the University of Vermont should follow basic guidelines established by the institution concerning fonts, colors, grids, layout, photographic style, and the use of logos and wordmarks. As further elaborated below, the "tower" is the University's official logo. Deviations from the use of the tower logo and the posted guidelines are discouraged and may occur only with the approval of the President or his/her designee.

### Reason for the Policy

The University, through its Board and senior administrative leadership, must maintain control over the means by which the University is portrayed in official communications and on web sites within the "uvm.edu" domain. A consistent design framework, which allows for some flexibility but strives to create a unified look and feel among the many print and web designs created at the University, is critical in our efforts to project a high quality image for the University and to build the UVM brand.

### Strategic Direction

This policy supports the following goal in the University's Strategic Plan:

[http://www.uvm.edu/president/strategic\\_planning/Strategic%20Plan%202009-2013.pdf](http://www.uvm.edu/president/strategic_planning/Strategic%20Plan%202009-2013.pdf)

- *Institutional Efficacy*: As an institution, model the highest standard of ethical conduct, accountability and best practice, public service, and strong commitment to lifelong learning.

## Applicability of the Policy

The policy applies to all graphic design material created by University faculty, staff, and students as well as by freelance graphic designers employed by faculty, staff, and students.

The policy covers web design; admissions and development print material; invitations; newsletters; and brochures. The guidelines are also broad enough to indicate design direction for all other materials produced by the University.

## Policy Elaboration

Graphic design at the University of Vermont shall follow basic guidelines established by the institution concerning fonts, colors, grids, layout, photography, and the use of logos and wordmarks. These guidelines are enumerated in detail in the UVM Style Guide, which is available as a downloadable PDF file on the Print and Mail Center website at the following URL:

[http://www.uvm.edu/~pmc/print\\_styleguide](http://www.uvm.edu/~pmc/print_styleguide)

An adaptation of the Style Guide for the Web can be found here:

<http://www.uvm.edu/webguide/policies>

The guidelines are both general, allowing for interpretation by a professional designer, such as those at the Print and Mail Center or outside the UVM community, and specific, expressed as a series of templates, enabling non-professionals on campus in of need print and web materials to rely on them. The retention of external design professionals must comply with the Contract Approval and Signatory Approval Policy and applicable Procurement policies and procedures.

The University's policy concerning use of the tower logo shall be conveyed to any graphics or design individuals or firms working for the University and is as follows:

- The tower is the official logo for all UVM stationery, business cards, and signage.
- For stationery the name of the unit with the address should be added at the bottom left of the page in the position and font specified in the Style Guide. Print & Mail has the template.
- For business cards, the name of the unit should be added to the right of the tower logo, in the place and in the font specified in the Style Guide. Several variations are permissible, as outlined by the Style Guide. Print & Mail also has this template.
- Taglines may not be used on business cards and are strongly discouraged for stationery.
- In rare instances, the university seal may be used as a substitute for the tower on business cards or stationery, pending approval by Printing & Graphics and University Communications, with oversight from the Office of the President.
- The tower is also the official logo for all UVM websites and for print material such as brochures and posters. If the seal is used, it must be clearly subordinate to

- the tower. It must be smaller and cannot appear on the same line as the tower, for instance.
- Exceptions to these rules will be considered in unusual circumstances – if a unit is affiliated with a federal or state agency with its own design guidelines, for instance, or if it has a longstanding and demonstrably independent identity in the community. All exceptions will be made on a case-by-case basis by a team from Printing & Graphics and University Communications, with oversight from the Office of the President.
  - Already existing materials that do not follow the guidelines may be used until they are depleted. When new ones are printed, it is strongly encouraged that they follow the guidelines.

## Definitions

*Graphic identity:* The overall look and feel of UVM’s print and web material, which includes the use of the UVM tower logo and UVM wordmark but is not confined to those design elements.

*Style Guide:* A reference tool available both on the Web and as a printable PDF file. The guide provides specific rules for the use of fonts, colors, grids, photography, and logos and wordmarks in UVM print materials and on the University’s Web site.

*Tower logo:* the mark that identifies UVM, which currently appears on signage, stationery, and business cards, and which is available through Print & Mail.

*University seal.* The seal of the University of Vermont, which is used in presidential communications.

## Procedures

The Style Guide is housed on the UVM Print and Mail Web site.  
[http://www.uvm.edu/~pmc/print\\_styleguide](http://www.uvm.edu/~pmc/print_styleguide)

An adaptation of the Style Guide for the UVM web site is here:  
<http://www.uvm.edu/webguide/policies>

Procedures for using the Style Guide differ, depending on the user. Professional designers must consult the guide, then use it as a conceptual framework in creating their original designs. UVM faculty and staff should work with Print and Mail Center staff to select from, or adapt, one of the specified templates.

Deviations from the use of the tower logo and the guidelines described above are strongly discouraged and may occur only with the approval of the President or his/her designee. For specific questions about these modifications, or general questions about logo use or the guidelines, contact Jeff Wakefield, associated director of University Communications, or Rick Carlson, director of the UVM Print and Mail Center, with questions. (Contact information is below.)

## Forms

The print guidelines, which contain the templates described above, are here:

[http://www.uvm.edu/~pmc/print\\_styleguide](http://www.uvm.edu/~pmc/print_styleguide)

The Web guidelines are found here:

<http://www.uvm.edu/webguide/policies>

The tower logo can be downloaded here:

[http://www.uvm.edu/~pmc/uvm\\_logos](http://www.uvm.edu/~pmc/uvm_logos)

## Contacts

Rick Carlson, director, UVM Print and Mail, 318 Waterman Building, 656-2960,  
[rick.carlson@uvm.edu](mailto:rick.carlson@uvm.edu)

Jeff Wakefield, associate director of University Communications, 86 South Williams St.,  
656-5799, [jeffrey.wakefield@uvm.edu](mailto:jeffrey.wakefield@uvm.edu).

## Related Documents and Policies

Computer and Network Use Policy

<http://www.uvm.edu/~uvmppg/ppg/cit/compuse.pdf>

Licensing

[http://www.uvm.edu/~uvmppg/ppg/general\\_html/licensing.pdf](http://www.uvm.edu/~uvmppg/ppg/general_html/licensing.pdf)

Trademarks

[http://www.uvm.edu/~uvmppg/ppg/general\\_html/trademark.pdf](http://www.uvm.edu/~uvmppg/ppg/general_html/trademark.pdf)

University Name, Symbols, Letterhead, and Other Proprietary Indicia of Affiliation

[http://www.uvm.edu/~uvmppg/ppg/general\\_html/letterhead.pdf](http://www.uvm.edu/~uvmppg/ppg/general_html/letterhead.pdf)

## Effective Date

Approved by President on November 2, 2010