

UNIVERSITY OF VERMONT

Creative Narrative & Graphic Elements:

STYLE GUIDE VOL. 1.3



The University
of Vermont

Introduction

In an effort to provide a resource that will aid designers and those managing the implementation of the University of Vermont's revitalized creative work, we've compiled this brief creative style guide. While far from a comprehensive Creative Guidelines document, this guide will outline the primary visual elements and provide basic instructions as we begin to roll out new work.

This abbreviated guide places an emphasis on the overarching University of Vermont creative work. Individual directions for specific divisions of the University (i.e. Athletics, Alumni relations) will be explored over the coming year and guidelines may be developed at that juncture.

It should also be noted that, like the University, the creative work and this document will evolve over time. Guidelines and creative elements will be periodically reviewed and assessed to determine if changes are needed.

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Usable Elements



The following elements can be used in communications starting immediately.



Creative Positioning

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Creative Positioning

After a lengthy qualitative and quantitative research study, the following position statement was created for the University of Vermont. Note that this statement, which encapsulates the UVM experience, serves as an **internal reference** to guide communications, and should not appear on outward facing materials.

UVM positioning statement: Elevating Humankind

This statement is supported by the following pillars that provide distinctive ownership for UVM (full description of pillars on the next page):

- Public Ivy, Pivotal Approach
- Enriching Atmosphere
- Citizens of Empowerment
- Decidedly Different

This statement is informed by the following tone words that reflect the personality of the institution:

- Passionate
- Active
- Genuine
- Open-Minded
- Determined
- Intellectual
- Approachable

Creative Positioning

And this statement is supported by the following pillars:

PUBLIC IVY, PIVOTAL APPROACH

This pillar speaks to UVM's storied history, while highlighting what makes it stand out from its strong academic peers. UVM is a traditional "public ivy" given its academic caliber and proud tradition—but its approach to education, research and the overall university experience is truly unique. Additionally, UVM's commitment to integrating qualitative and quantitative knowledge further bolsters its academic/research offering and trajectory.

ENRICHING ATMOSPHERE

UVM is in the heart of Burlington, which provides a beautiful backdrop of mountains, a lake, hiking trails, and more. UVM is, however, so much greater than just a pretty location. The environment of the city and university encourages movement, restlessness and energy, which creates a culture of discovery and innovation. It truly is an academically charged atmosphere.

DECIDEDLY DIFFERENT

The students and faculty here are encouraged to be independent thinkers and unapologetically themselves, whose voices and passions are crafted into effective problem solving for the world around them. UVM is not simply producing graduates. They are cultivating citizens who will go on to make an impact on society in countless ways through knowledge and know-how. It is never too far-fetched to say that communities everywhere will be made better through UVM students, graduates, teachers, and researchers.

CITIZENS OF EMPOWERMENT

At UVM, we're not unique just because—we're unique on purpose. We possess the solid foundation and stature of a public institution, yet are equipped to approach the world's challenges headfirst and hands-on. We have the tools and resources to do incredible work, maintain a high academic bar, and approach all things from our own perspective. We are decidedly different. And that is celebrated, throughout our commitment to our students, the environment, the arts and sciences, and humanity as a whole.



Type Usage

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Typefaces

PRIMARY TYPEFACES

Four primary typefaces have been chosen for the University of Vermont:

- Tiempos Headline (serif)
- Piek (slab serif)
- Brown (sans serif)
- GoBold (Condensed Headline)

All attempts should be made to use Tiempos, Piek, Brown and GoBold.

All fonts (excluding GoBold) need to be purchased to be used. Fonts being used by individual colleges outside of the main University of Vermont communications department need to purchase extended font usage licenses. For information on font licenses, contact your internal communications representative.

TIEMPOS

Tiempos Light
Tiempos Light Italic
 Tiempos Regular
Tiempos Italic
 Tiempos Medium
Tiempos Medium Italic
 Tiempos Semibold
Tiempos Semibold Italic
 Tiempos Bold
Tiempos Bold Italic
 Tiempos Black
Tiempos Black Italic

PIEK

Piek Light
Piek Light Italic
 Piek Regular
Piek Regular Italic
 Piek Bold
Piek Bold Italic

BROWN

Brown Thin
Brown Thin Italic
 Brown Light
Brown Light Italic
 Brown Regular
Brown Regular Italic
 Brown Bold
Brown Bold Italic

GOBOLD

GOBOLD THIN
GOBOLD THIN ITALIC
 GOBOLD REGULAR
GOBOLD REGULAR ITALIC
 GOBOLD BOLD
GOBOLD BOLD ITALIC
 GOBOLD HOLLOW
GOBOLD HOLLOW ITALIC

Typefaces

SECONDARY TYPEFACES - FOR WEB USE

While the four primary typefaces are highly recommended, there are alternative GoogleFonts Web-friendly typefaces. We recommend using:

- Playfair Display (serif) as an alternative to Tiempos Headline
- Roboto Slab (slab serif) in place of Piek
- Raleway (sans serif) in place of Brown
- Oswald (Condensed Headline) in place of GoBold

However, all attempts should be made to use Tiempos, Piek, Brown and GoBold.

Headlines

Headlines, when being used for overarching University communications, should be set in Tiempos Medium - Black. The weight can vary based on the length of the headline in relation to the layout.

Headlines, when speaking specifically to the students, can be set in either GoBold bold, or Tiempos—depending on the tone of the layout.

YOU CAN USE:

Tiempos Medium
Tiempos Medium Italic
Tiempos Semibold
Tiempos Semibold Italic
Tiempos Bold
Tiempos Bold Italic
Tiempos Black

GoBold Regular
GoBold Bold
GoBold Bold Italic

ABOUT THESE TYPEFACES:

- Tiempos has an elevated, formal and timeless presence, while remaining contemporary with style elements that easily fit within the student aesthetic.
- GoBold is informal, assertive and bold. It holds its own when you want to make a bigger impact, or call something out when speaking in the student tone of voice.

TIEMPOS BOLD

**Some of our labs
don't appear on
a campus map.**

GOBOLD BOLD

**SOME OF OUR LABS
DON'T APPEAR ON A
CAMPUS MAP.**

Body Copy

Body copy should be set in either Brown Light or Piek Light. Body copy should never be smaller than 9pt. The maximum point size for body copy depends on the type of piece—larger posters can have body copy 12pt or more, while brochure and postcard body copy should be set around 9pt (Brown) or 9pt (Piek).

HEADLINE + BODY COPY WITH LEAD-IN

Some of our labs don't appear on a campus map.

WE LIVE THROUGH THE WAYS WE LEARN AROUND HERE. A great example of that is the Melosira, a research boat that faculty and students use to study the native trout population. During a typical class, students examine tiny silver trout with their bare hands. Their research contributes to the larger studies on replenishing the trout population. After they record their findings, they can take in the Lake Champlain views. It's learning at its most scenic.

10 lines
9pt/13pt

BROWN LIGHT

We live through the ways we learn around here. A great example of that is the Melosira, a research boat that faculty and students use to study the native trout population. During a typical class, students examine tiny silver trout with their bare hands. Their research contributes to the larger studies on replenishing the trout population. After they record their findings, they can take in the Lake Champlain views. It's learning at its most scenic.

PIEK LIGHT

We live through the ways we learn around here. A great example of that is the Melosira, a research boat that faculty and students use to study the native trout population. During a typical class, students examine tiny silver trout with their bare hands. Their research contributes to the larger studies on replenishing the trout population. After they record their findings, they can take in the Lake Champlain views. It's learning at its most scenic.

11 lines
9pt/13pt



Creative Tone

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Creative Tone

When writing any form of copy for the University of Vermont, remember the tone we are setting for ourselves informed by our positioning statement:

ELEVATING HUMANKIND

This means that we do all things with purpose. We hold ourselves to high academic and personal standards, so that we can pursue life-changing missions with the attention they deserve. Our passions align with our career choices. And our day-to-day studies, research, and more are impacting a much bigger picture.

These thoughts should always inform the voice and tone of headlines. In short, “our work here helps the world at large.”

Tone words that reflect the personality of the institution:

- Passionate
- Active
- Genuine
- Open-Minded
- Determined
- Intellectual
- Approachable

tone example: VIEWBOOK INTRODUCTION

Think about this.

IN THE NEXT FEW YEARS, YOUR LIFE WILL LOOK ENTIRELY DIFFERENT THAN IT DOES NOW.

And that’s the best news ever. Because college is a time when you’ll explore, learn, make friends, eat, hike mountains (or ski down them), take risks, ace tests, have adventures, prepare for a career, serve others. The list goes on.

And we might be a little biased, but we happen to believe the University of Vermont is the very best place you could have your college adventure. Your discovery. Your years where you’ll become authentically you. Because we’re home to some of the top teachers—and researchers—in the world. Who will above all be your professors. Some of the brightest and kindest students. And some of the most beautiful surroundings in the country. Like the waters of Lake Champlain. The vistas of Mount Mansfield. The bustling streets of Burlington. The chocolate chunks in a Ben and Jerry’s pint. The piney scent of our air. Cheese. We could go on, but we think we’ll let the rest of this book do the explaining for us.

Turn the page. And meet the next chapter of your life.

Headline Tone

The headlines you see here bring our tone words and positioning statement (Elevating Humankind) to life in a short, digestible form. They serve as mantras that communicate our new creative narrative in a way that speaks to a wide range of audiences—specifically, students, teachers, staff and visitors.

Genuine Ingenuity

Doing All Things with Purpose

The Academic Ecosystem

The Living Classroom

In Partnership with the World



Color Palette



Color Palette

See page 22 for color overlay examples.

The color palette for the overall creative work is primarily comprised of these colors, which are based on the original UVM palette. A 50% tint may be used with any of these colors to create a screened-back version in [web only](#). Do not tint these colors in print. All colors show CMYK, RGB, hex (for digital) and PANTONE. The CMYK process colors are to be used in standard printing jobs. PANTONE is reserved for use in 1/c - 2/c spot color speciality printing jobs. (U = uncoated)

PRIMARY PALETTE



UVM GREEN*

PANTONE: 7484 U
CMYK – 85/0/64/45 *
RGB – 0/113/86 *
HEX – #007155 *



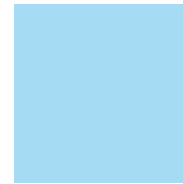
BRIGHT GREEN*

PANTONE: 362 U
CMYK – 60/1/93/10 *
RGB – 103/172/71 *
HEX – #66AC47 *



LIGHT GREEN*

PANTONE: 381 U
CMYK – 35/0/95/0 *
RGB – 178/211/62 *
HEX – #B2D23E *



SKY BLUE

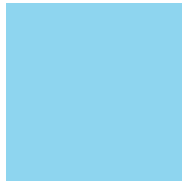
PANTONE: 290 U
CMYK – 32/1/2/0
RGB – 167/212/238
HEX – #A7D4EE

SECONDARY PALETTE



BRIGHT YELLOW*

PANTONE: 109 U
CMYK – 0/15/96/0 *
RGB – 255/212/22 *
HEX – #FFD416 *



MID BLUE*

PANTONE: 297 U
CMYK – 40/1/3/0 *
RGB – 141/212/238 *
HEX – #90D4ED *

TERTIARY PALETTE



ORANGE*

PANTONE: 158 U
CMYK – 0/63/100/0 *
RGB – 244/125/32 *
HEX – #F47D20 *



YELLOW OCHRE*

PANTONE: 124 U
CMYK – 0/33/100/15 *
RGB – 218/156/19 *
HEX – #D99B13 *



DARK BLUE*

PANTONE: 299 U
CMYK – 74/21/0/0 *
RGB – 22/160/219 *
HEX – #159FDA *



Photography

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Photography

GENERAL CAMPUS

Photography should feel natural, energetic and “in the moment.” Highlight the high level of academic facilities and diversity of classrooms when possible. Additional assets are being shot for the viewbook. For future photography needs please contact your internal communications representative.*

These are existing UVM assets.



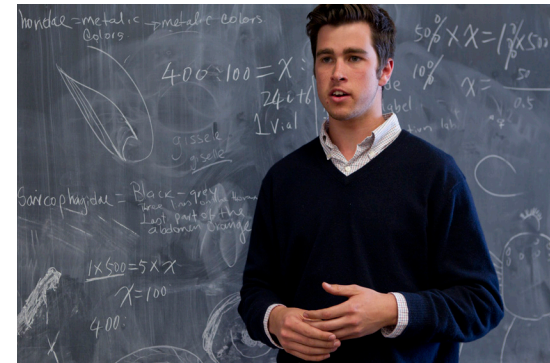
*See page 34 for internal communications representative.

Photography

STUDENTS

Students should be shown in-motion, interacting with each other and their environment, using natural light as much as possible. We want to embody the UVM experience through the authenticity of student activities. Additional assets are being shot for the viewbook. For future photography needs please contact your internal communications representative.*

These are existing UVM assets.



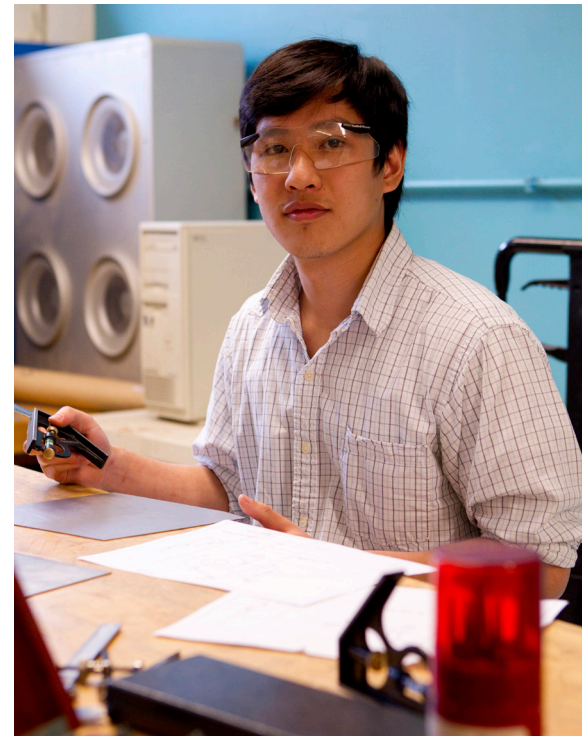
*See page 34 for internal communications representative.

Photography

PORTRAITS

Portraits of students and faculty should feel un-posed and candid. Showing them within their natural environment, area of study, or interest will add depth to the overall creative work and storytelling. When capturing subjects, engage them in discussion to avoid posed shots and embrace their natural gestures. Additional assets are being shot for the viewbook. For future photography needs please contact your internal communications representative.*

These are existing UVM assets.



*See page 34 for internal communications representative.



Enhancing Elements

PART I

Shapes & Color Overlay

Additional graphic elements such as pattern and shapes can be used within the creative work to both enhance and simplify design.

SQUARES & TRIANGLES

Inspired by classic geometry and symmetry, below are a few of the patterns we've created with squares and triangles. These elements can be used alone to create a colorful graphic and modern pattern, or can be used to enhance photography and type. When using, set the transparency to "multiply" to create multiple layers of color on color. Limit color usage to the primary UVM color palette.

An example of geometric colors interacting through a color overlay. The first row shows the interaction of blue, yellow and orange.



This is an example of color overlays used amongst white space.



*See next page for additional examples.

Shapes & Color Overlay

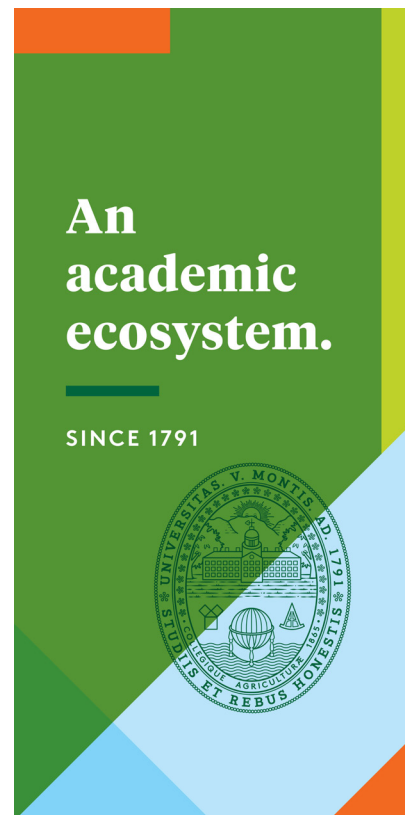
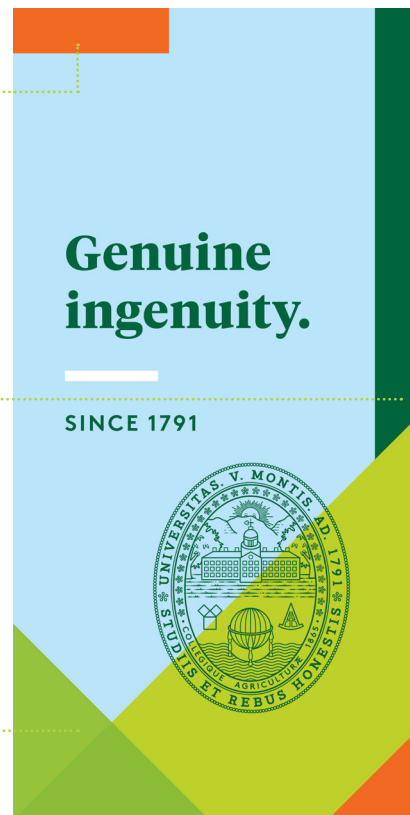
The banners below are examples of what will be rolling out for on-campus signage. Please use as a reference on how to create layout using shapes and color overlays. This is also a good example of how to use typography in a color-driven design.

Rectangles can be used as small accent shapes amongst geometric squares and triangles to help balance a design. Here is an example of the corner and sides being balanced by small blocks of color.

When placing colors next to/over-top of each other, be mindful of contrast between colors. This is an example of a high contrast between colors.

Color and shapes can interact with each other as solid colors, without changing transparency effects. This is an example of two solid colors next to each other, without being "multiplied".

This is an example of color overlays used over light and dark colors.



Badge

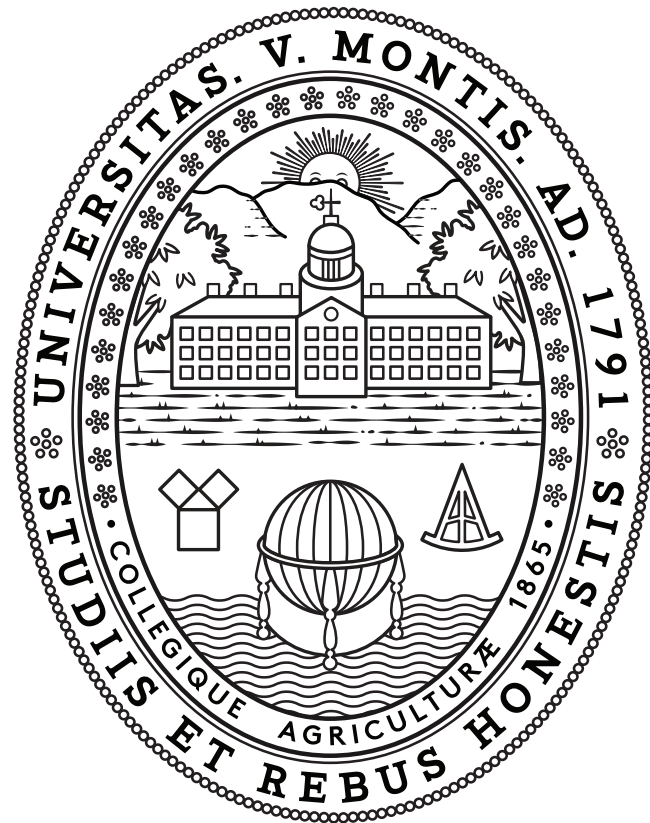
Inspired by the six Common Ground principles, the Common Ground badge is meant to be a statement badge for the student audience. It is a piece that represents school pride and the voice of the student body. This may be used as a design enhancing element on select applications, particularly student-facing ones. Do not render or change elements within this badge, and avoid extracting the “UVM” from the center for use elsewhere. Using the shorthand “UVM” will be addressed as more work is created and rules are developed.

Stay tuned.



Seal

This is a modernized vector-based rendering of the traditional University seal. We modernized the seal to make it an element that can be used (and seen) outside of commencement and presidential communications. It can be used as an ornamental element on select University designs, as a way to add traditional yet approachable academic prestige for students and faculty alike. This seal will evolve to completion as new work is developed.



Developing Elements



The following elements are still being developed and will be seen in work as it rolls out. This section will be updated as more use cases and parameters are determined. While these elements aren't for externally facing use yet, the following will give you a sense of what is to come.



Enhancing Elements

PART II

Treatments & Textures

Treatments and textures in combination with photography and design elements add visual interest and depth to the creative work. These elements were used as enhancing elements in the creative concept work, and will never be used as complete replacements to actual photography. As more creative work is developed, more technical details will be provided on how to use these treatments and textures in future executions.

HALFTONE

Halftone photo treatments are an excellent complement to standard full-spectrum photography. Created in Adobe Photoshop, this is a simple way to make an image into a textural/pattern element.



LIGHT LEAK

Light leaks can be applied through Photoshop and mirror the same effect that is created from exposed film. They add texture, imperfection and authenticity to photography.



TEXTURED EDGE

A Photoshop brush can be used to make a ragged/textured edge, creating a subtle border on photos without any other treatments. (Drop shadow is used on image to show the textured white edge.)



SPECKLE TONE + OVERLAYS

Referencing marble and granite textures found throughout campus, this speckled pattern is a subtle background element that creates depth to standard white space.



Ornaments, Icons & Pattern

ORNAMENTAL ALPHABET

Created from the illustration style and based off the font, GoBold, this ornamental alphabet should be used sparingly for select headlines, flyers, posters, and more speaking to the students. It should be used for headlines only.



INFOGRAPHIC ICONS

These infographic icons were custom-created for the University of Vermont creative concept work. These infographic icons are simple, mono-stroke vector illustrations with attention to symmetry and simplicity of form. More of these will develop as the work begins to roll out.



LINEAR COLOR PATTERN

Inspired by the illustration style, select linear color patterns can be used to add a graphic element to a layout or photography.



This is an existing UVM photo asset



Digital & Web

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Digital & Web

Coming soon. As we develop work for the web and for other digital applications, we will update this section of the creative style guide.



Logo Guidelines



Logo Guidelines

Below are the currently established logo guidelines stated in your original University of Vermont Style Guide. Please adhere to these for now—this section will be updated as a full logo audit is developed.

Use the shorthand “UVM” when speaking to an internal, primarily student, audience. For now, use “the University of Vermont” on all external communications. As more creative and strategic work is developed, we will craft more official rules around using UVM to represent the University in a broader sense.

LOGO

Most common use of logo, horizontal name centered vertically to the right of the tower art.

The horizontal name can also be used squared up to bottom of tower art, or centered below tower art. The type may be used alone, as can the tower, and their relation to each other is flexible dependent upon the context of the design layout.

Most commonly used on signs, banners, and smaller, on invitations, covers and backs of print material like brochures, pamphlets, etc.



The University of Vermont



The University of Vermont



The University of Vermont



The University of Vermont

Logo used on the web



The University of Vermont

Solid logo can be made to take on tint of background color.



The University of Vermont



The University of Vermont

This is the first iteration of this document that will continue to be updated with new guidelines and examples as new work is created. The creative narrative and graphic design pieces are ongoing and we will add new direction for design and copy tone as they are further developed.

Questions?

PLEASE USE UNIVERSITY COMMUNICATIONS AS A RESOURCE:

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