

University of Vermont Brand Guidelines



March 2024

Process

These brand guidelines mark an exciting moment for the University of Vermont (UVM) as we strengthen our position among America's leading public research universities and pursue R1 classification. In line with this dynamic progress, the University has undertaken a comprehensive brand update, including new brand language and logos. On the pages that follow, we present a striking identity that mirrors the future-focused ideals of our university while still honoring our core values and rich history. To shape this refreshed brand, we gathered input from a diverse range of individuals within the UVM community. Their valuable perspectives are greatly appreciated and were integral to our process.

The resulting brand guidelines serve as a practical reference for anyone who creates communications for UVM. Its purpose is to make our language more impactful, simplify our creative process, and ensure a distinct and unmistakable identity for UVM.

If you have any questions or concerns about how to use this guide, please contact:

**The Division of Strategic Communications at
stratcomm@uvm.edu**

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1.0 Positioning

Positioning

For individuals committed to a thriving future for people and planet, UVM is the leading university where discovery, creativity, community, and action coalesce to secure a healthier, greener tomorrow.

For people and planet.

Core Messages

01 Now is the time

A thriving future for people and planet requires serious action now. UVM's distinctive excellence in human health and environmental programs is more critical today—to industry, government, and citizens—than ever before. Our singular, urgent goal: Make tomorrow better.

02 Discovery and innovation

A comprehensive, intensively productive research university, UVM is a place of discovery, a catalyst for innovation, and an incubator of new ventures. Immersed in research across all disciplines, our students, faculty, and staff learn how to test and advance ideas that will change the world.

03 Global influence

UVM is an emerging hub of cross-cultural engagement with lasting global reach. Our researchers and their ideas are influential around the world. We nurture a global mindset that celebrates differences and strives for equity. Increasing numbers of international researchers, scholars, artists, clinicians, leaders, and citizens choose UVM to achieve their goals.

04 Our Common Ground

We recognize and live by "Our Common Ground" values: respect, integrity, innovation, openness, justice, and responsibility. These values define our highly engaged campus community and shape our lives as students, scholars, and professionals.

05 Sustainability is in our DNA

We are unwavering champions of healthy, sustainable interactions between people and the environment, prolific producers of groundbreaking scholarships in health and environmental systems, and leaders of outreach and professional practices that help communities and ecosystems thrive. We choose to live, work, and play in ways that forge a healthier, greener world.

06 Uncompromising belonging

We welcome and celebrate every person and every identity. UVM is committed to inclusive excellence strengthened by enduring relationships, and invigorated by personal engagement. Students, faculty, and staff come to UVM as unique individuals, and we welcome all in our community.

07 Handcrafted for you in Vermont

Vermont, like UVM, is an experience like no other. Your journey will be unique, tailored to meet your academic, professional, and personal goals. You deserve nothing less than the best Vermont can offer.

08 Catamounts lead, Catamounts succeed

The future demands committed, brave leaders in every sector. Catamounts are biologists and painters, physicians and farmers, CEOs and teachers—people in every field with the courage, vision, global mindset, and ambition to effect lasting change.

2.0 University Marks

Primary Logo

The University of Vermont logo is the heart of our visual identity. The primary logo features a distinctive “V” shield accompanied by the official university wordmark. The primary logo proudly signifies the excellence found throughout our university and the integrity, sustainability, and quality craftsmanship synonymous with the state of Vermont.

The primary logo exists in both a center stacked layout and a horizontal, left-aligned layout. The choice of which mark to use in any given layout depends upon the space constraints of the page or asset being designed.

The university wordmark should never appear without the “V” shield.



Primary Logo Clear Space

Logos need to breathe. Please keep a minimum clear space around the logo that is approximately one-half of the shield's height.

When technical limitations do not allow for sufficient white space, please maintain white space as close as possible to the prescribed amount.

.5 X	.5 X	.5 X
↑ X ↓		↑ X ↓
.5 X	.5 X	.5 X

“V” Shield

The UVM brand includes a stand-alone “V” shield. This mark is considered less formal than the primary logo and can be used for celebratory applications, such as lapel pins, plaques, or awards. It can also be used when space is constrained or if there is a desire to use a mark that is bolder than the full wordmark.

The green “V” Shield on a transparent background is the signature favicon for the UVM identity.



“V”

The University’s stand-alone “V” is considered a spirit mark. This mark is primarily used by athletics, but it can be used for university-wide communications when space is constrained or if there is a desire to use a mark that is more casual.

The white “V” on Catamount Green (see page 16) is the signature favicon for the UVM identity.



UVM

The initials UVM come from the Latin name *Universitas Viridis Montis*, translating to “University of the Green Mountains.” As the institution’s original name, this phrase is prominently featured on the official university seal as “Universitas V. Montis.”

While the monogram is intended for both internal and external audiences, it is important to note that this mark is deliberately included in our brand to pay homage to our current students and esteemed alumni, all of whom proudly refer to their university and alma mater as UVM.

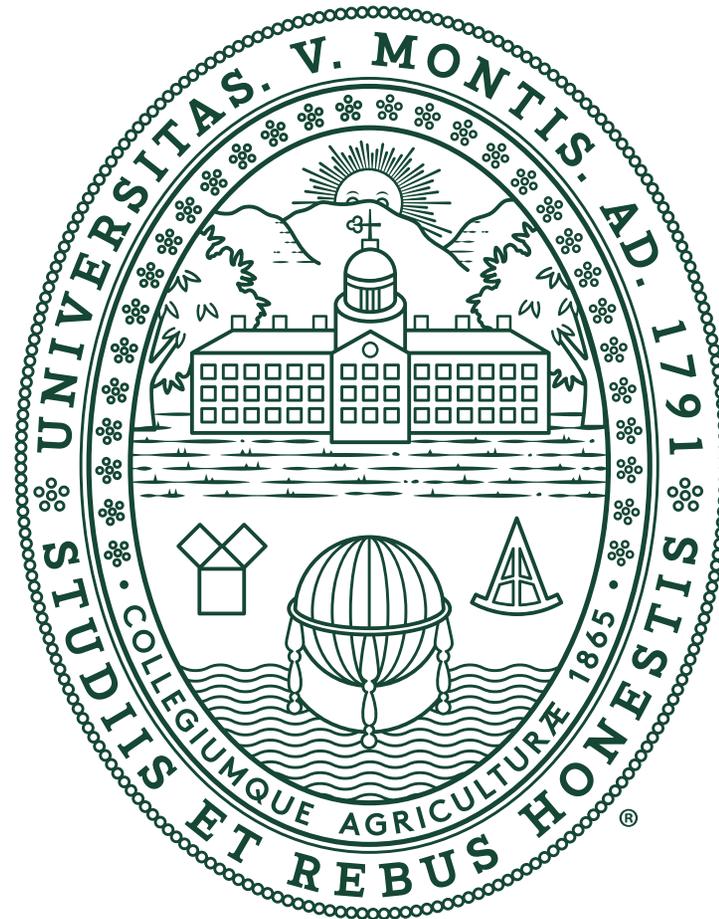
When this monogram is used for external communications, especially where the audience may not recognize the meaning of these initials, it is important that either the primary logo or the full name of the university is also visible.

The image shows the UVM monogram in a white, bold, serif font. The letters are closely spaced and set against a dark green background.The image shows the UVM monogram in a dark green, bold, serif font. The letters are closely spaced and set against a white background.

University Seal

The University first adopted an official seal in 1807. The seal depicts the sun rising over the Green Mountains with the original “college edifice” (now the remodeled Old Mill) in the upper foreground and a diagram of the Pythagorean Theorem, a quadrant, and a globe in the lower foreground. The outer ring of the oval includes the text “Universitas. V. Montis. AD. 1791.” “Collegiumque Agriculturae” in an inner ring notes the establishment of the College of Agriculture in 1865.

It is important as a fiduciary matter and to the integrity of the University that the seal be used only for permissible purposes by authorized University officials. For more information, please see [UVM policies](#).



Logo Misuse

The logo must always be reproduced from high-resolution digital artwork.

Brand marks cannot be altered in any way. Alteration of the brand marks weakens the integrity of the UVM brand. Applications like those shown here should be avoided. These rules apply to all official University brand marks.



DO NOT
Apply outlines



DO NOT
Add drop shadows



DO NOT
Change color



DO NOT
Stretch



DO NOT
Stretch



DO NOT
Skew



DO NOT
Tilt



DO NOT
Apply gradients



DO NOT
Add patterns or images

Logo and Background Contrast

It is important to maintain legibility when any UVM brand mark is placed on a background image or color. High contrast between the logo and background aids in visibility, making it easier to recognize the UVM brand. Achieving the right contrast involves considering factors such as color, brightness, and composition. The applications shown on this page are examples of acceptable and unacceptable logo and background color contrasts.



Logo and background color contrast ratios above 4:1 are acceptable.



Logo and background color contrast ratios below 4:1 DO NOT meet our legibility standards.

3.0 School Colors

CATAMOUNT GREEN
SPOT: PANTONE 3435 C
CMYK: 95, 19, 70, 72
HEX: 154734

Print and Digital Colors

The University's color palette is directly inspired by the beauty of our natural environment—and a reminder of our shared mission for people and planet.

Catamount Green is the primary color of UVM. It is named for our fierce mascot and celebrates the Green Mountains that border our campus and inspire our name. Gold is our secondary color, evoking the triumphant sun rising over the Green Mountains every morning.

Our tertiary colors are Vermont Slate, Clear Sky, Old Mill, and Morning Fog. Each color mirrors the ones we see on our campus, in our home city of Burlington, and in the surrounding landscape.

When secondary or tertiary colors are used, they should be paired with, but never overpower, Catamount Green.

GOLD
SPOT: PANTONE 109 C
CMYK: 0, 10, 100, 0
HEX: FFD100

VERMONT SLATE
SPOT: PANTONE 547 C
CMYK: 100, 29, 27, 79
HEX: 00313C

PAGE 17

CLEAR SKY
SPOT: PANTONE 2171C
CMYK: 68, 29, 0, 13
HEX: 489FDF

OLD MILL
SPOT: PANTONE 7579 C
CMYK: 0, 60, 81, 14
HEX: DC582A

MORNING FOG
SPOT: 179-1 C
CMYK: 0, 0, 0, 3
HEX: F7F7F7

4.0 School Typography

Typography

Primary Typeface

Lora is a well-balanced, contemporary typeface that draws inspiration from calligraphy. Lora is recognizable for its fluid curves and sharp serifs.

As part of the UVM brand, Lora is best suited for headlines and body copy. This typeface is optimized for screen visibility but is also very effective in print.

Lora is available from [Google Fonts](#).

Lora

Lora Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Lora Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Lora SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Lora Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Typography

Secondary Typeface

Acumin Pro, crafted by Robert Slimbach and released by Adobe in 2015, is a sans-serif typeface designed for text applications. Acumin Pro has been described as “a Helvetica for readers.” The extensive Acumin Pro font family comprises five widths—extra condensed, semi-condensed, condensed, normal, and wide—each offered in nine weights accompanied by corresponding italics.

As part of the UVM brand, Acumin Pro is best suited for folios, sidebars, and subheadings. Acumin Pro is the University's preferred typeface for print design.

Acumin is available from [Adobe Fonts](#).

Acumin Pro

Acumin Pro Bold

ABCDEFGHIJKLMNQRST
UVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Acumin Pro Semibold

ABCDEFGHIJKLMNQRST
UVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Acumin Pro Regular

ABCDEFGHIJKLMNQRST
UVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Acumin Pro Light

ABCDEFGHIJKLMNQRST
UVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Typography

Complementary Typeface

Roboto is a structured sans serif with predominantly geometric forms and friendly, open curves. These qualities contribute to a more organic reading cadence often associated with serif typefaces.

As part of the UVM brand, Roboto is best suited for folios, sidebars, and subheadings. Roboto is the University's preferred typeface for web and for digital and print designs when Acumin is unavailable.

Roboto is available from [Google Fonts](#).

Roboto

Roboto Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&***

Roboto Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&***

Roboto Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&***

Roboto Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&***

5.0 Unit-specific branding

Tiered Branding

All UVM sub-brands follow a tiered branding system. When the full name of the University is used, the name University of Vermont sits in the tier one position, followed by the school or college name in tier two, and the department or center name in tier three.

Each major academic unit (schools, colleges) has a tier two logo created for its exclusive use. Additionally, departments, programs, and other entities within each academic unit can request a logo lockup for digital, print, and other uses at

<https://go.uvm.edu/logorequest>



University of Vermont TIER 1

**Rubenstein School for Environment
and Natural Resources** TIER 2

Sustainability, Ecology and Policy TIER 3



**Rubenstein School for Environment
and Natural Resources** TIER 2