



OFFICE OF COMPLIANCE SERVICES
UVM.EDU/POLICIES

POLICY

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Title: Graphic Design

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, video style and the use of logos and wordmarks for materials meant to represent the institution and sub-units in an official capacity. As further elaborated below, the logomark ("V Shield)" with the University wordmark ("University of Vermont") is the University's official logo. Deviations from the use of the logomark, wordmark, and the posted guidelines in the brand guide (uvm.edu/brand) are discouraged and may occur only with the approval of the President or their designee.

Reason for the Policy

The policy ensures consistency and integrity in the university's visual brand and maintains a cohesive and recognizable identity across all communications, from marketing materials to digital platforms. By adhering to established design guidelines, the university can effectively convey its values and mission, fostering a strong, unified image that resonates with both internal and external audiences. Consistent branding enhances the university's reputation, making it instantly recognizable and reinforcing its presence in the broader community.

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; stationery; and brochures. The guidelines are also broad enough to indicate design direction for all other materials produced by the University.

Definitions

- Graphic identity: The overall look and feel of UVM's print and web material, which includes the use of the UVM logo mark ("V Shield") and UVM wordmark ("University of Vermont") but is not confined to those design elements.
- Brand 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, videography, and logos and wordmarks in UVM print materials and on the University's Web site. The guide can be found at uvm.edu/brand.
- V Shield logo: The mark that identifies UVM, which currently appears on signage, stationery, and business cards, and which is available through the Division of Strategic Communications by way of the Brand Guide (uvm.edu/brand).
- University seal: The seal of the University of Vermont, which is used in presidential communications.

Procedures

Graphic design at the University of Vermont shall follow basic guidelines established by the institution concerning fonts, colors, grids, layout, photography, videography, and the use of logos and wordmarks. These guidelines are enumerated in detail in the UVM Brand Guide (uvm.edu/brand)

An adaptation of the Brand Guide for the Web can be found in our design system at go.uvm.edu/designsystem.

The guidelines are both general, allowing for interpretation by a professional designer 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 "V Shield" logo shall be conveyed to any graphics or design individuals or firms working for the University and is as follows:

- The "V Shield" 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 Brand Guide. The Brand Guide has downloadable templates, and the Print and Mail Center can assist with production of materials.
- For business cards, the name of the unit should be added to the right of the "V Shield" logo, in the place and in the font specified in the Brand Guide. Several variations are permissible, as outlined by the Brand Guide. Print & Mail also has this template and can assist with the production of business card orders.
- 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 "V Shield" on business cards or stationery, pending approval by the Division of Strategic Communications, with oversight from the Office of the President.
- The "V Shield" is also the official logo for all UVM websites and for print material such as brochures and posters. If any secondary marks or badges are used, they should be clearly subordinate to the V Shield. They must be smaller and cannot appear on the same line as the V Shield, 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 the Division of Strategic 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.

Procedures for using the Brand 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 V Shield logo and the guidelines described above are strongly discouraged and may occur only with the approval of the President or their designee. For specific questions about these modifications, or general questions about logo use or the guidelines, contact the chief communications and marketing officer, creative director, or director of the UVM Print and Mail Center, with questions. (Contact information is below.)

Contacts

Questions concerning the daily operational interpretation of this policy should be directed to the following (in accordance with the policy elaboration and procedures):	
Title(s)/Department(s):	Contact Information:
Chief Communications Officer	(802) 656-7883 stratcomm@uvm.edu
Creative Director	stratcomm@uvm.edu
Print and Mail Director	shane.desautels@uvm.edu

Forms/Flowcharts/Diagrams

- The UVM Brand Guide (uvm.edu/brand)
- "V Shield" Logos (<https://www.uvm.edu/stratcomm/brand/university-logos>)
- Web Design System (go.uvm.edu/designsystem)
- Logo Request Form (go.uvm.edu/logorequest)

Related Documents/Policies

- [Computer, Communication, and Network Technology Acceptable Use Policy](#)
- [Licensing – Trademarks Policy](#)
- [Trademarks Policy](#)
- [University Name, Symbols, Letterhead, and other Proprietary Indicia of Affiliation Policy](#)

Regulatory References/Citations

- None

Training/Education

Training will be provided on an as-needed basis as determined by the Approval Authority or the Responsible Official.

About this Policy

Responsible Official:	Chief Communications Officer	Approval Authority:	Chief Communications Officer
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Policy Number:	V. 5:13.2	Effective Date:	November 2, 2010
Revision History:	<ul style="list-style-type: none">• Approved by President on November 2, 2010• Responsible official officially changed from the Vice President for University Relations and Administration to the Chief Communications Officer on October 1, 2019• Reaffirmed January 4, 2021• Minor Revisions April 19 2025		

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