UVI Brand Identity Style Guide

University **of the** Virgin Islands

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Purpose of the Style Guide

The University of the Virgin Islands (UVI) Brand Style Guide is your toolkit for sharing the UVI brand with clarity and consistency. Every flyer, ad, sign or presentation is a chance to show who we are and what we stand for. This guide makes it easy to ensure that all visuals reflect our unique UVI identity.

Whether you are faculty, staff, a student worker, or an outside partner, these guidelines are for you. By following them, we create one cohesive brand experience so that every interaction with UVI feels clear, professional, and unmistakably ours.

BRAND

What it means

Your brand is your reputation—how people think and feel about UVI.

Why it matters

Every interaction, from a campus visit to a social post, shapes that impression.

BRAND IDENTITY

What it means

Your brand identity is the visual system that represents UVI—our logo, colors, fonts, photos, and layout style.

Why it matters

Consistent visuals help people immediately recognize UVI and trust the information we share.

WHY FOLLOWING THE BRAND GUIDELINES MATTERS

A consistent visual identity is essential to how people recognize and trust the University. Every time someone sees our logo, colors, photos, or design elements, whether on a flyer, social media graphic, website page, or presentation, they form an impression of who we are. When we all follow the same visual standards, UVI appears organized, credible and unified. When we don't, our materials can look mismatched, unprofessional or confusing, which weakens the overall impact of our communications.

WHY VISUAL CONSISTENCY IS IMPORTANT

- **Improves Recognition:** Using the same logos, colors, fonts, and layout styles helps audiences instantly identify a piece as belonging to UVI.
- **Builds Trust:** Clean, coordinated visuals signal professionalism and reliability—qualities people expect from a university.
- **Protects Our Image:** Consistent use of official design elements keeps the UVI brand strong and prevents inaccurate or distorted representations.
- **Enhances Accessibility:** Following design standards helps ensure materials are easy to read and understand for all audiences.
- **Supports All Departments:** When everyone uses the same visual foundation, materials across campus look cohesive, making the University appear unified and well-managed.

WHAT HAPPENS WHEN WE DON'T FOLLOW THE GUIDELINES

- **Off-brand colors** or **distorted logos** can make UVI look unpolished or inconsistent.
- **Different styles of flyers or social media graphics** can make it seem like messages are coming from unrelated organizations rather than one university.
- **Inconsistent photo styles** can cause materials to feel disconnected or lower in quality.
- **Unapproved fonts or design elements** can reduce readability and make official content appear less credible.
- **Mixed visual styles across departments** can confuse audiences and dilute the University's identity.

Following the brand guidelines ensures that every piece of visual content—no matter who creates it—contributes to a strong, unified image of UVI.

Logo Usage

The UVI logo honors our legacy as a Virgin Islands institution of higher learning founded in 1962. Our logo consists of two parts: The "**Graphic Logo**" and the "**Wordmark**".

GRAPHIC LOGO

The **Graphic Logo** should always be used in conjunction with the Wordmark to further reinforce the University's heritage. The Graphic Logo and Wordmark should be included on marketing materials and other public-facing materials.

WORDMARK

HORIZONTAL LAYOUT /COMBINED

STACKED LAYOUT /COMBINED

Logo Usage

It is acceptable to detach the Graphic Logo from the Wordmark for specific situations, such as social media profiles, limited spaces on promotional items, or cases that warrant an abbreviated version. However, this practice should not become the standard. When the Graphic Logo is separated, the full logo should be included elsewhere in the document or application, if possible.

CLEARSPACE

Both the Graphic Logo and Wordmark should always appear with a minimum area of clear space around the logo. The minimum clear space is the smallest margin allowed between the logo and the edge of a page, photo, or body text. The margin of the clear space around the logo is defined in relation to the height of the "U" in the Wordmark.

Horizontal Logo Clearspace = "U" x 1

Horizontal Logo minimum size is 1" for print and 48 pixels for online

MINIMUM SIZE

To maintain maximum clarity, the logos should not be produced or displayed smaller than the minimum sizes noted here.

Stacked Logo Clearspace = "U" x 1

Stacked Logo minimum size is .5" for print and 30 pixels for online

Logo Usage

COLOR APPLICATIONS

For versatility, each logo composition is available in 4-color as well as black and white. The 4-color application is preferred and should be used whenever possible.

REVERSED LOGO

In instances with dark backgrounds, the reversed may be used.

DOS AND DON'TS

The graphic logo is the most recognizable element of our brand. Following these guidelines ensures consistency, legibility, and impact. In addition to the previously defined rules (clearspace, approved colors, and minimum size), keep these general principles in mind:

Preserve proportions and elements.

- Do not stretch, condense, skew, or rearrange elements of the logo.

- Do not alter the design.

- Do not change the fonts, add effects, or add extra words or graphics to the logo or wordmark.

Co–Branding / Sponsorhips

CO-BRANDING AND USE OF THE UVI LOGO

The University of the Virgin Islands logo must always appear prominently in any co-branded communication. When UVI partners with other organizations, the UVI logo should maintain equal visual weight to ensure UVI is clearly identified as a equal and visible partner.

In co-branding with external partners, logos should be presented with equal prominence and spacing. Avoid altering, resizing disproportionately, or crowding the UVI logo in multi-logo arrangements.

By consistently including the UVI logo, we strengthen recognition of our brand and highlight the University's role in every partnership and initiative.

For assistance with co-branding questions or creative support, contact the PR Office at pr@uvi.edu.

SUB-BRANDS

Distinctive sub-brands within UVI, such as UVI Athletics and the Reichhold Center for the Arts, should always appear with the UVI logo. While these sub-brands have their own logos and visual identities, every communication—whether an ad, flyer, social post, or event promotion—must also include the primary UVI logo. This reinforces the connection to the University and makes it clear to the public that these programs are part of the larger UVI community.

Official University Seal

The UVI Seal serves as the University's highest and most ceremonial emblem, reflecting its heritage, legitimacy, and academic distinction. It is reserved for the institution's most official functions and must always be treated with dignity and discretion.

The seal should be used exclusively for:

- Diplomas, academic certificates, and official transcripts
- Formal University and legal documentation
- Commencement materials and other ceremonial pieces authorized by University leadership

The seal is not interchangeable with the UVI logo or wordmark and must never be used as a substitute. Its appearance is limited to black, white, or metallic gold. The design may not be modified, stylized, or applied as a decorative element on marketing collateral, merchandise, or social media graphics.

All uses of the UVI Seal require prior approval from the Office of Public Relations or the Office of the President.

Typography

Source Sans Pro is our core typeface. Clean, friendly, professional and highly legible. Use Source Sans Pro for most communications, especially body copy, headlines and digital materials.

SOURCE SANS PRO

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Black	***Black IItalic***
Bold	***Bold Italic***
Semi Bold	***Semi Bold***
Regular	*Italic*
Light	*Italic*
Extra Light	*Light Italic*
	Extra Light
	Italic

Merriweather is our secondary typeface. It is traditional in feeling despite the modern shapes. It communicates warmth and credibility. Use Merriweather for most communications, especially headlines.

MERRIWEATHER

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Ultra Bold	***Ultra Bold Italic***
Bold	***Bold Italic***
Regular	*Italic*
Light	*Light Italic*

When the primary (Source Sans Pro) and secondary (Merriweather) brand fonts are not available—such as in Microsoft Office documents, email, or PowerPoint presentations—use system fonts that maintain brand tone and readability. Use **Calibri** in place of Source Sans Pro and **Arial** in place of Merriweather.

Color Palette

PRIMARY COLOR

Reflex Blue is our foundational color –recognizable, trusted, and central to our brand identity. Use it prominently in layouts, headlines, and key graphics to ensure visual consistency and brand recognition across all materials.
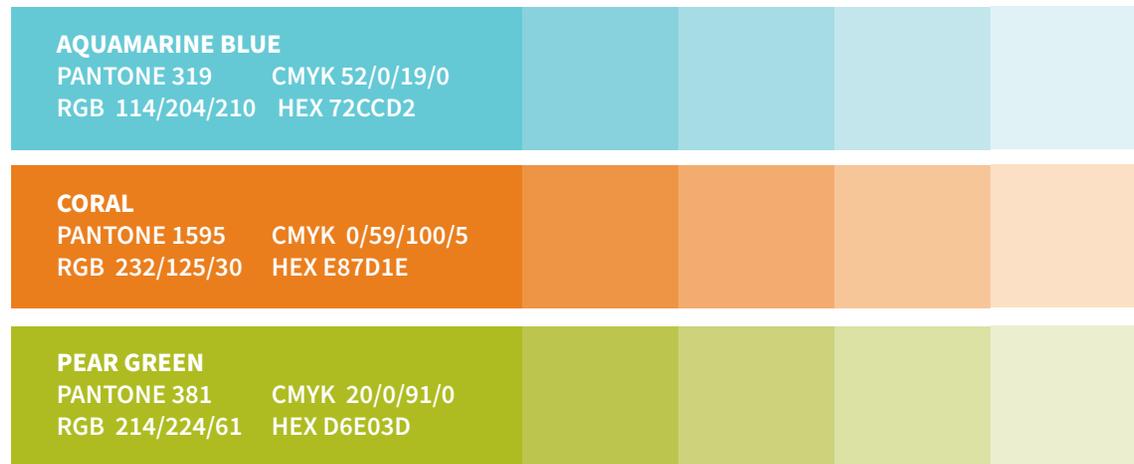
REFLEX BLUE
CMYK 100/72/0/0
RGB 0/88/169
HEX 0058A9

| 80% TINT | 60%TINT | 40%TINT | 20%TINT |
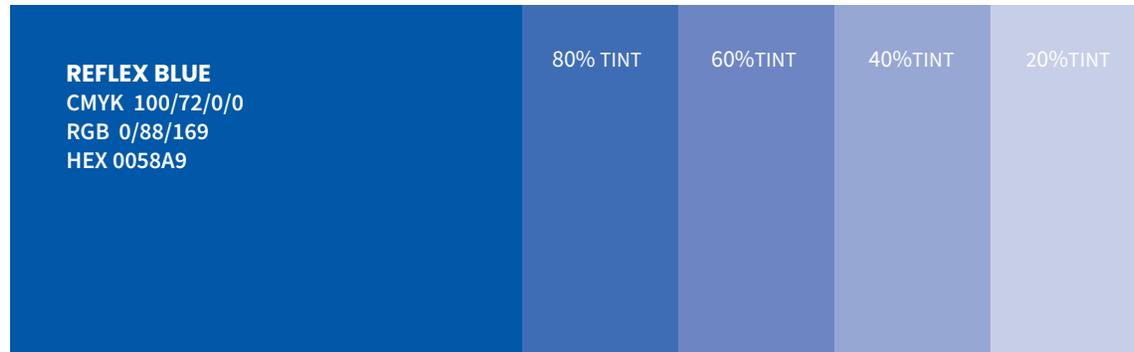
SECONDARY COLORS

We use our secondary colors frequently and in a broad range of communications.

Tints
Tints of our primary and secondary colors may be used sparingly to create lighter background fields ideal for text callouts or highlight information.

A tint is created by adding white to a pure color, making it lighter, softer, and more pastel.

AQUAMARINE BLUE
PANTONE 319   CMYK 52/0/19/0
RGB 114/204/210   HEX 72CCD2

CORAL
PANTONE 1595   CMYK 0/59/100/5
RGB 232/125/30   HEX E87D1E

PEAR GREEN
PANTONE 381   CMYK 20/0/91/0
RGB 214/224/61   HEX D6E03D

HOW TO USE TINTS IN POWERPOINT: Shape Fill > More Colors > Adjust Lightness
HOW TO USE TINTS IN CANVA: Edit Photo > Adjust > Tint Slider

Color Palette

ACCENTS

Accent colors add vibrancy and flexibility to our designs. They should be applied thoughtfully to emphasize important details, introduce contrast or enhance visual appeal. These tones are intended to support—not overpower—our core Reflex Blue. When uncertain, prioritize primary and secondary brand colors, allowing accent colors to serve as complementary elements rather than focal points.

HYACINTH	PANTONE 7441 CMYK 36/50/0/0 RGB 165/135/190 HEX A587BE
RASPBERRY	PANTONE 676 CMYK 6/100/0/22 RGB 182/0/14 HEX B60072
CARIBBEAN GREEN	PANTONE 7489 CMYK 60/0/80/7 RGB 102/179/96 HEX 66B360
TURQUOISE SEA	PANTONE 7460 CMYK 100/0/0/5 RGB 0/65/227 HEX 00A5E3

| CARIBBEAN SUN	PANTONE 7404 CMYK 6/9/87/0 RGB 244/218/64 HEX F4DA40
MIDNIGHT BLUE	PANTONE 289 CMYK 100/64/0/60 RGB 0/43/92 HEX 002b5c
SANDY BEACH	PANTONE 7499 CMYK 0/2/15/0 RGB 255/249/221 HEX fff6dc
WHITE	CMYK 0/0/0/0 RGB 255/255/255 HEX FFFFFF
BLACK	CMYK 0/0/0/100 RGB 0/0/0 HEX 00000

COLOR COMBINATIONS

Balance - By combining consistent primary colors with more expressive accent tones, we strengthen brand recognition while maintaining the versatility needed to support a wide range of messages.

Example color combinations are provided as guidance. When applying color, follow these key principles:

- Use a restrained palette—ideally no more than 3–5 colors—and always incorporate at least one primary brand color
- Ensure sufficient contrast to promote readability and accessibility
- Follow light-on-dark or dark-on-light contrast best practices
- Avoid color pairings that reduce legibility or create visual strain

Sample color combination

11
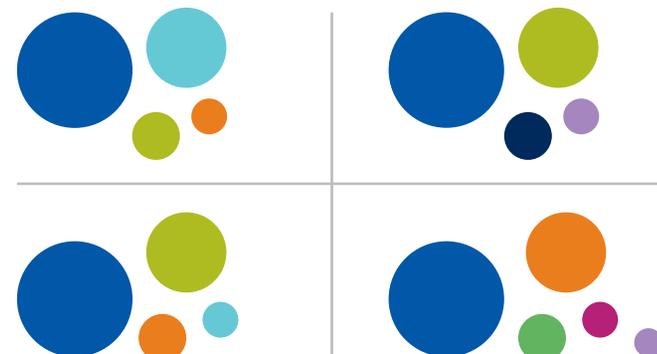
Photography

DOS

A mix of posed and candid imagery creates visual variety.

Capture genuine emotions like laughter, focus, and pride to reflect brand values.

Ensure diverse representation across age, race, gender, ability, and background.

Capture students interacting, studying together, sharing a laugh, attending events, or simply being themselves on campus.

Highlight hands-on learning, engaged professors, and modern environments—labs, discussion groups, computer-based learning, and experiential learning.

Showcase engagement with the broader community—service projects, student orgs, faculty-student collaboration, events that bring people together.

Look for interactions that reflect collaboration and inclusion.

Photography

DON'TS

Prioritize authentic photography that reflects the real people, places and experiences of our University community. Genuine imagery builds credibility and reinforces our institutional identity in ways artificial visuals cannot replicate.

While AI-generated images may be useful for conceptual exploration, they should not replace real photography for official communications.

- Avoid stock photography and clip art.
- Avoid photos that are unnatural or unrealistic.
- Avoid dark photos, odd angles, and overly busy photos
- Avoid too many photos in one piece.

Exception: For internal, UVI Community-facing materials, clip art and stock photography are permitted where appropriate.

LETTERHEAD / EMAIL SIGNATURE

Use the official UVI letterhead for communications that represent the University in an official or formal capacity, including for external correspondence, formal announcements or requests sent outside the University, letters of endorsement or verification issued on behalf of the University, and documents requiring an authorized signature from UVI leadership, administrators or designated staff. Always use the letterhead exactly as provided, without stretching, modifying, or adding other design elements.

Our email signature is part of our brand, helping us present a consistent and professional image. Please use the official UVI signature as provided. To maintain professionalism, do not add unofficial logos or graphics, inspirational quotes or personal mottos, or promotional banners not provided by the University.

Visual Brand Alignment Checklist

Use this checklist as a final review step before publishing or sharing any visual content—whether it's a flyer, slide, webpage, or social post. The questions are grouped into four core areas of brand alignment. As you review your design, ask yourself each question honestly. Aim to check off all—but if not, revise accordingly to stay aligned with the brand.

LOGO USAGE

1. Am I using the correct version of the logo (horizontal or stacked)?
2. Is the logo sized correctly and surrounded by enough clear space?
3. Does the logo have strong contrast with the background?
4. Have I used the approved version—no effects, outlines, or alterations?
5. If using the wordmark, is the full logo also included elsewhere?

COLOR PALETTE

6. Are Reflex Blue and the secondary colors the foundation of the design?
7. Are accent colors used purposefully and not overwhelming the layout?
8. Have I used a limited palette (3–5 colors) with high contrast for readability?
9. Have I avoided low-contrast or hard-to-read combinations?

TYPOGRAPHY & HIERARCHY

10. Am I using approved fonts?
11. Does the type styling clearly guide the viewer using size, weight, and caps appropriately?
12. Is the text easy to read against the background?

VISUAL STRUCTURE & CONSISTENCY

13. Do the photos match our approved photography style (authentic, bright, student-centered, etc.)?
14. Is there a clear visual hierarchy—what's most important stands out first?
15. Does the overall design feel cohesive, clean, and recognizably UVI?
16. If using graphics or icons, do they align with the UVI visual style?
17. Does this piece reflect the professionalism and reputation of UVI?

The Office of Public Relations is here to support. For assistance with brand questions or creative support, contact the PR Office at pr@uvi.edu.

Tips for Creating a Professional, UVI Branded Flyer/ Poster

1. **Use a UVI Brand template and the UVI Brand Guide**
   (Refer to the checklist on page 14)

2. **Keep the Message Focused**
   - Highlight one main message
   - Use short phrases instead of paragraphs
   - Eliminate unnecessary or duplicate information

3. **Establish Clear Visual Hierarchy**
   Organize information by importance:
   - Headline (largest text)
   - Subheading or key detail
   - Event information / Supporting details
   - Call to action

   Use size, weight (bold), and spacing (not decorative effects) to create emphasis

4. **Use Fonts Correctly (see page 9)**
   - Use UVI brand fonts (no more than 1–2 fonts) see page
   - Avoid script or decorative fonts

5. **Use Color with Intention (see page 10-11)**

6. **Use Images Strategically (see page 12-13)**
   - Avoid cluttered and textured backgrounds
   - Use one strong image rather than multiple small ones

7. **Embrace White Space**
   White space improves readability and professionalism
   - Don't crowd the edges
   - Leave breathing room around text and logos
   - Avoid filling every empty space

8. **Keep It Balanced**
   - Align elements consistently
   - Avoid random placement of text or graphics
   - Keep margins even

9. **Avoid Over-Designing**
   Do not use:
   - Drop shadows
   - Glows
   - 3D effects
   - Heavy gradients
   - Decorative borders
   - Too many icons

   Professional design is simple and intentional.