



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, 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 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 webpberndThe policy applies to all g
freelance graphic designers employed by faculty, staff, and
admissions and development ptimaterial; invitations; news
broad enough to indicate design direction for all other mate

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

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

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

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) 6562005 joel.seligman@uvm.edu
Associate Director, University Communications Print and Mail Director	jeffrey.wakefield@uvm.edu shane.d