

A quick guide to publication policy and visual identity guidelines for The University of Virginia's College at Wise

The Office of College Relations is charged with drafting and maintaining the Style Guide, as well as setting procedures to carry out the guide's policies to meet institutional needs. The Office of College Relations will monitor policy, as well as resolve conflicts and answer questions regarding the policy.

All material to be printed using College funds must be printed by Printing Services, located in the Resource Center, who will assist departments by outsourcing any request that cannot be printed internally. It is the responsibility of the department to ensure Printing Services is given the appropriate amount of time to ensure the piece is printed in accordance with all College policies and procedures.

Every printed piece that will be distributed externally, uses any College logo or seal, or will have the signature of the Chancellor must have prior documented approval of the Office of College Relations before being printed.

No publications are exempt from the logo and identity standards. Any questions should be directed to the Office of College Relations.

For the complete policy regarding publications and visual identity guidelines for UVa-Wise, consult the UVa-Wise Style Guide, available from the Office of College Relations. Call 276-376-1027 or e-mail kls7ad@uvawise.edu for more information.

## THE NAME

### Required

The University of Virginia's College at Wise  
 UVa-Wise  
 UVA-WISE

### Not acceptable

University of Virginia's College at Wise  
 UVA's College at Wise  
 UVA-Wise  
 UVAW  
 UVA-WISE

## THE LOGOMARK



THE UNIVERSITY OF VIRGINIA'S COLLEGE AT WISE



THE UNIVERSITY OF VIRGINIA'S COLLEGE AT WISE



## REQUIRED COLORS



Pantone 200



Pantone 431



Pantone black

## THE SEAL

The Seal may be used only with permission of the Chancellor.



## THE WORDMARK



## THE V MARK



## THE SYMBOL



The Symbol  
 Red on White



The Symbol  
 White on Red

## **OTHER IMPORTANT GUIDELINES**

Consult the UVa-Wise Style Guide for complete information on the following important guidelines:

- Administration of Policy (Outside Use, Departmental Logos, etc.) 0.2.0
- Style and Usage (academic degrees, punctuation, titles, Web terms) 2.6.1
- PowerPoint Guidelines 2.7.0
- Precautions: Pixelation and Distortion 3.7.0

## **CONTACT THE OFFICE OF COLLEGE RELATIONS**

For a complete UVa-Wise Style Guide or for questions and/or comments about the Style Guide, publication policy, logo usage, etc., contact

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