1.0 Introduction

Overview

The purpose of these guidelines is to explain the use of the sustainability logo and brand style, to reinforce consistent application of the visual elements in all communications. This includes publications, presentations, and all other marketing materials both online and offline. Guidelines on the use of the logo are included, along with font types, color pallets, and best use cases.
U.Va. Sustainability Identity

U.Va.’s Sustainability identity is the collective representation of the collaborative efforts to foster a culture of sustainability on Grounds. It’s an important banner for unity and a consistent presence for external audiences. The identity is the total effect of our logo, actions, committees, groups, brochures, and presentations—everything that represents us.

In order for the identity to remain consistent and easily allow others to adopt as their own, we’ve created this guide to provide all the pertinent specifications you need to maintain its integrity. The guidelines set in this document are not meant to inhibit, but to improve the creative process. By following these guidelines, the materials you create will represent your efforts cohesively to the outside world.

The conceptual background

Sustainability at U.Va. encompasses many facets; to create an identity that is broad in scope yet simple was our objective. The approach we have chosen to use is one that is framed around three categories: curriculum/research, stewardship, and engagement.

Steward – how we advance sustainability on Grounds and reduce impact
Engage – participate and connect with others
Discover – curriculum, research, and using the Grounds as a living lab

This framework guides our actions and they are the building blocks of our collective identity.
The sustainability logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.
SUSTAINABILITY • UVA
From the Grounds Up

Primary logo - in color
2.0 The Logo Design

Primary logo - alternative colors
Always use the provided logo artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

When reproducing any logo elements, only the original high resolution or vector graphic files shall be used - logos should not be taken from this document.
7.2.1 The Logo Usage

Exclusion zone

Make sure that text or other design elements do not encroach upon the logo.

The marked space should always be given to let the logo ‘breathe’, free from distraction.

Minimum reproduction size

In the primary logo format a minimum size must be adhered to so that legibility is retained.

In certain circumstances where space is below the recommended size, adjustments may have to be made to balance the shape and visibility.
Correct!
The logo's shape is consistent with the initial design, retaining balance and legibility.

Wrong!
The logo has become distorted from its designed aspect ratio, therefore stretching or squishing the shape and text.

If the space is restrictive, the scale of the logo (not the dimensions) must be adjusted to fit.
Correct!

The logo is clear and visible, set in primary colors onto a backdrop which shows contrast.

Although the backdrop is not white, the colors have been adjusted accordingly to work with the design.

Wrong!

The backdrop for the logo's placement is too similar to the primary color - it lacks visibility and contrast.

To fix this problem, you can either select a contrasting base color, or switch to one of the secondary colors assigned to the logo.
Accurate reproduction of the sustainability color scheme is essential in communicating a clear and cohesive message (and it looks nice too).

The CMYK, RGB, and HEX colors should be used wherever possible. These will help enhance your designs and reduce production time.

Black and white are acceptable as accent colors, in addition to the colors within the assigned scheme.
<table>
<thead>
<tr>
<th>Color Scheme</th>
<th>Pantone Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
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<tbody>
<tr>
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<td>CMYK</td>
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<td></td>
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<tr>
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</table>
Examples of how the primary branding deals with the alternative color backgrounds from the suggested scheme.

The only ‘rules’ are that the colors do not clash and that there is a level of contrast (or difference) between typography and its specified backdrop.

This also applies to the text placement over a background, pattern, visual graphics or other media.
**COLOR TIPS**

**Purpose of color?**

Color can define a shape, portray emotion, or emphasize an object.

**Choosing a color**

High saturation is vibrant, low saturation is dull. Go with something in between.

Mix colors and create contrast. Use light tint for text and dark shades for backgrounds and vice versa. Avoid color extremes like super bright or deep saturations.

**Let it breathe**

Use white space to allow everything to breathe, draw attention to details. Set specific padding around each object or group similar ones together.

**Using colors**

Use low saturation colors and lighter tint loose / organic shapes and designs.

Use high saturation colors for rigid / geometric shapes.

Use grey tones to balance text and negative space.
The primary typeface is Open Sans with a secondary Big John / Bebas Neue / Slim Joe / Futura to complement the primary. These have been carefully selected to best represent the style, and should be used to retain consistency.

Replacing fonts with alternatives is acceptable. In most circumstances, the ones provided should suffice.
Primary Typeface

Open Sans (Regular)  Main text / Content

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£$%^&*()¡€#¢∞§¶ªº-–_=+{}[\];:/\,.~
å∫çð´ƒ©·^Δ°⁻µ~øπœ®ß†¨√Σ≈¥Ω
Secondary Typeface

**BIG JOHN (BOLD)** Title / Headings / Subheadings

**BEBUS NEUE (BOLD)** Title / Headings / Subheadings

**Futura (Cnd bold)** Title / Headings / Subheadings

**SLIM JOE (REGULAR)** Title / Headings / Subheadings

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
**Choose 3**

Use a maximum of three different font types.

Header fonts should stand alone. Body text may have variations on the same type face and can be used to complement each other.

**Kerning is your friend**

Space out individual characters in a word to draw focus to it and make the text more legible.

Avoid overlapping letters or stretching or contracting characters. Fonts should not be skewed to fit a design.

**San-Serifs for Screens**

When designing for small screens, it is best practise to use san-serifs to ensure legibility in smaller sizes.

**Hierarchy**

Vary the fonts used for headings, body, and sub headings. Maintain font consistency between categories within the design.

Stick to a pattern of use.
5.0 Design Tips
**Rule of thirds**
To balance a composition, cut it up into nine equal sections and use the opposing sections to balance one another or to highlight a specific element.

**Rule of odds**
An odd number of objects is more pleasing to the eye than an even number of objects.

**Rule of space**
Creating movement in a composition can be done by leaving space in-front of an object. The eye will move to the space in front, simulating movement.
Wise Words

1. Less but better
2. Good design is innovative
3. Good design is useful
4. Good design is aesthetic
5. Good design is understandable
6. Good design is honest
7. Good design is long-lasting
8. Good design is thorough down to the last detail
9. Good design is environmentally friendly
10. Good design is as little design as possible.

Most Important: Good design is about having fun!

— Dieter Rams
## Contact Details

<table>
<thead>
<tr>
<th>Department</th>
<th>Office for Sustainability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Designer</td>
<td>Sakib Ahmed</td>
</tr>
<tr>
<td>Email</td>
<td><a href="mailto:sakib@virginia.edu">sakib@virginia.edu</a></td>
</tr>
<tr>
<td>Web</td>
<td>sustainability.virginia.edu</td>
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