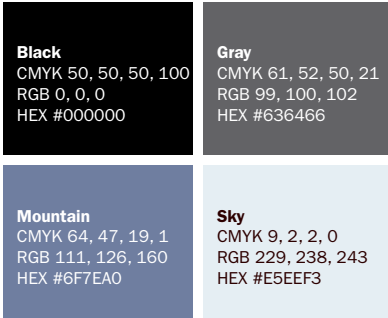


Colors

PRIMARY COLORS



FONT & ACCENT COLORS



Typography

MARKETING ONLY

BODONI POSTER ITALIC (ALL CAPS)

Use Bodoni sparingly. Set in Italic weight and all caps. Can be used as a design element for quotation marks and numbers. Limit headlines to 7-10 words.

ITC Franklin Gothic Demi **ITC Franklin Gothic Demi Italic**

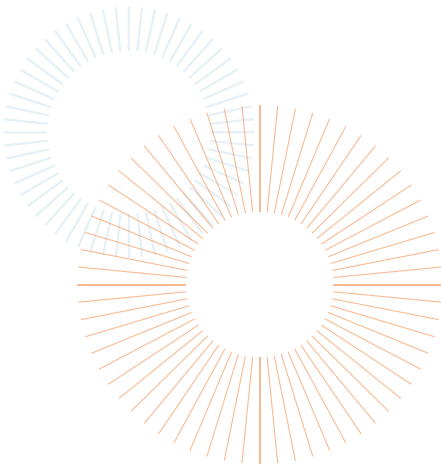
MARKETING & ACADEMIC

ITC Franklin Gothic Book *ITC Franklin Gothic Book Italic* **ITC Franklin Gothic Demi** **ITC Franklin Gothic Demi Italic**

ITC Franklin can be used in all materials. It replaces Bodoni Poster Italic as the headline style for academic collateral. You may also use Arial should Franklin not be available.

Graphic Elements & Treatments

OCULUS



Reach out to the OCM team for graphic element and treatment support.

GRADIENT FRAME



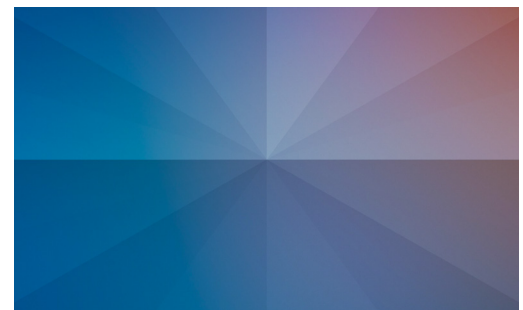
DOTTED LINE / BOX



ENERGY BURST (DARK)



ENERGY BURST (LIGHT)



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Our Logo

PREFERRED PRIMARY LOGO
Full-Color



SCHOOL *of* EDUCATION
and HUMAN DEVELOPMENT

Monogram Version



SCHOOL *of* EDUCATION
and HUMAN DEVELOPMENT

VERTICAL LOGO
Full-Color



SCHOOL *of* EDUCATION
and HUMAN DEVELOPMENT

Monogram Version



SCHOOL *of* EDUCATION
and HUMAN DEVELOPMENT

Our Name

Primary names:

- The University of Virginia School of Education and Human Development
- The UVA School of Education and Human Development

Secondary names, typically used after full name is already mentioned:

- The School
- The Education School

Abbreviation:

- UVA EHD

Our logo also has shortform versions, and is available in one-color (white) and two-color reverse (knockout).

We have a small assortment of logos on the OCM web page for download. More versions can be downloaded from the UVA Brand website: brand.virginia.edu or email ehd-ocm@virginia.edu for assistance.



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