

HONOR *the* FUTURE

THE CAMPAIGN FOR THE UNIVERSITY OF VIRGINIA

CAMPAIGN IDENTITY

V 4.0



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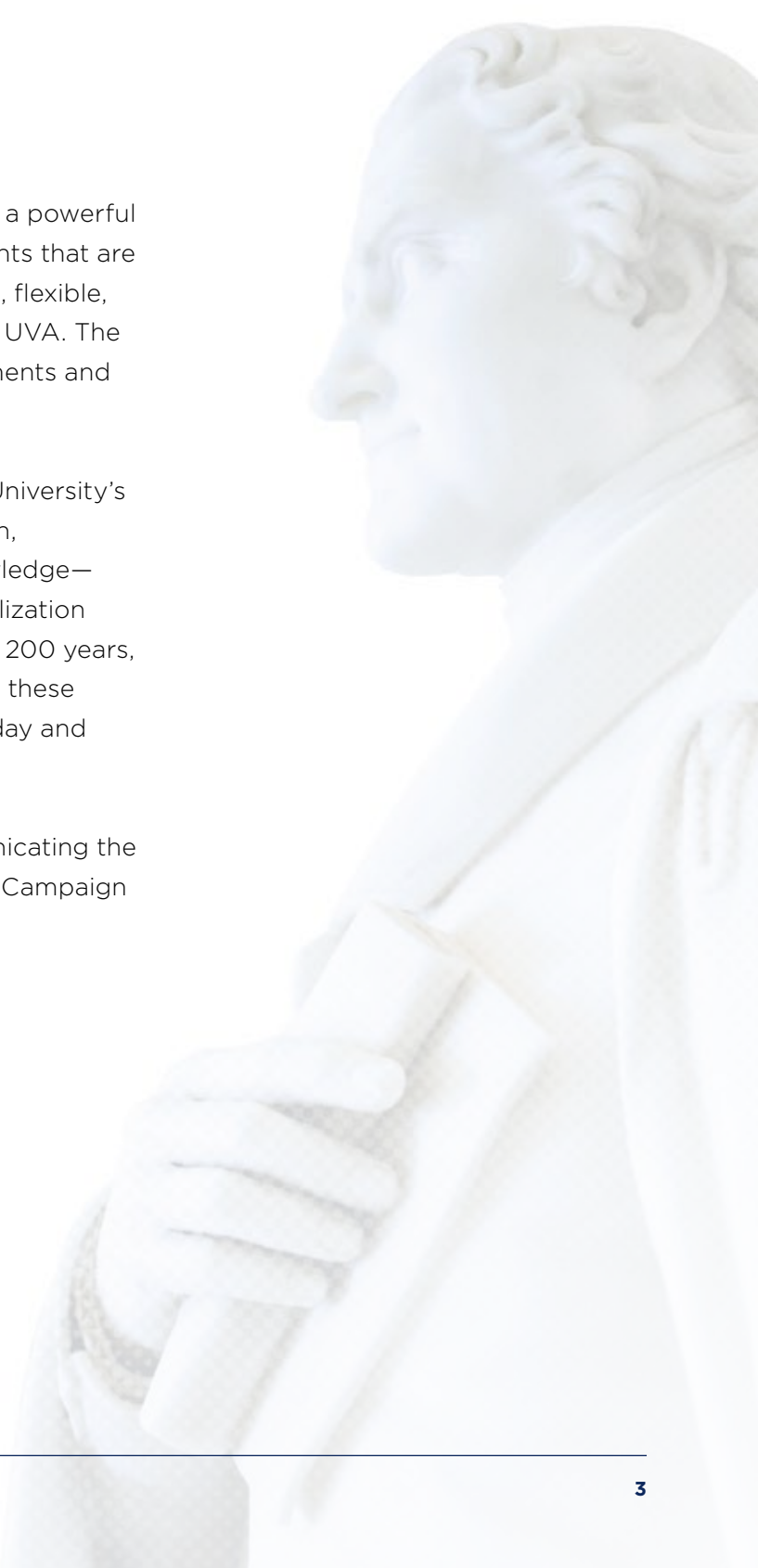
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WELCOME

The University’s campaign calls for a powerful visual identity composed of elements that are equal parts contemporary, elegant, flexible, and, most important, authentically UVA. The following pages explain these elements and provide examples of their use.

Honor the Future is rooted in the University’s founding ideals. These ideals—truth, citizenship, and the power of knowledge—have sustained humanity since civilization began. Having embraced them for 200 years, the University is now ensuring that these principles continue to serve us, today and every day, in honor of the future.

What follows is a guide to communicating the messages and many stories of the Campaign for the University of Virginia.



IDENTITY SYSTEM USAGE

The Honor the Future identity system is intended to be used for campaign communications only. All other University-related materials should follow the standards set forth by University Communications, which can be found at brand.virginia.edu. This online guide includes information regarding full brand implementation, including the correct and incorrect usage of the primary University logo. These logo guidelines should be followed in conjunction with campaign materials.

ELEMENTS RESTRICTED TO THE HONOR THE FUTURE SYSTEM

Gotham

While Adobe Caslon is a University typeface, Gotham was selected to create a distinct look and feel for the Honor the Future identity system. It is not intended to be used with University materials outside of the Campaign.

Foundational Assets

Honor the Future stationery and business cards are for campaign use only. All other correspondence must follow the templates created by University Communications.

Wordmark

The Honor the Future wordmark is to be placed prominently on campaign materials, but it is not to be used as a lockup with the University of Virginia logo. The distance between the two must be no less than the width of the “University of Virginia” text.

MESSAGE & TONE

The message of Honor the Future is universal and speaks to the broader social consciousness: We all share responsibility for improving the human condition worldwide through higher education.

To honor the future is also distinctly UVA. The University’s voice carries with it a history of honor and an enduring commitment to uphold ideals for education. The campaign’s message engages the listener in today’s relevant and pressing mission, inspiring our audiences to participate in the continuum of shaping the future.

The message is clear and intentional. The people of this University honor the future through a shared dedication to community, service, and discovery. We encourage our audiences to honor the future by joining together, actively pursuing UVA’s public mission, preparing our students to become citizen leaders, and advancing higher education for tomorrow.

The tone of campaign communications will reflect a sense of inquisitiveness and promise, while emphasizing authenticity and character. The words below align with campaign themes as well as the University brand words.

CHARACTER WORDS

Community:

Heartfelt, inviting, inclusive, unified, mindful, connected

Service:

Curious, spirited, unassuming, resourceful, honorable

Discovery:

Authentic, active, confident, wonder, purposeful

*“I believe in the power of this institution
to make the world a better place.”*

—JAMES E. RYAN, PRESIDENT



WORDMARK

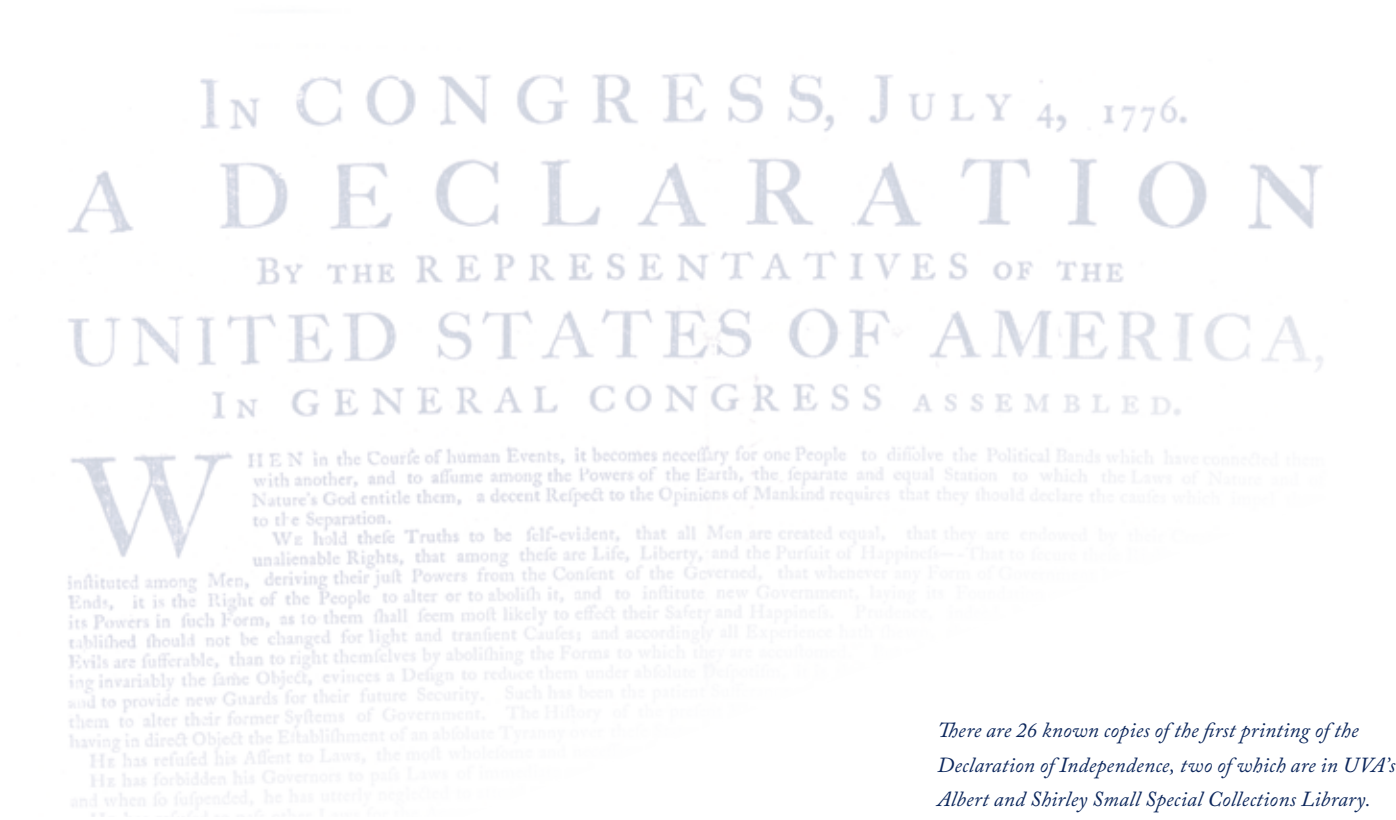
The lockup pairs William Caslon’s Old Style typeface with Tobias Frere-Jones’s more contemporary Gotham. Caslon, the typeface chosen for the first printed edition of the Declaration of Independence, represents the origins of the University of Virginia and its connection to Thomas Jefferson. It is for this reason that the official University logo also uses Caslon.

Gotham, a clean, geometric typeface, embodies the evolution of the University and its place in the modern world. Much like the University of Virginia, the architectural forms of Gotham’s letters are confident, unhurried, and forward-looking.

HORIZONTAL LOCKUP

HONOR *the* FUTURE
THE CAMPAIGN FOR THE UNIVERSITY OF VIRGINIA

1.25” Horizontal Lockup HONOR *the* FUTURE



VERTICAL LOCKUP

HONOR
the FUTURE
THE CAMPAIGN FOR THE UNIVERSITY OF VIRGINIA

1” Vertical Lockup HONOR
the FUTURE

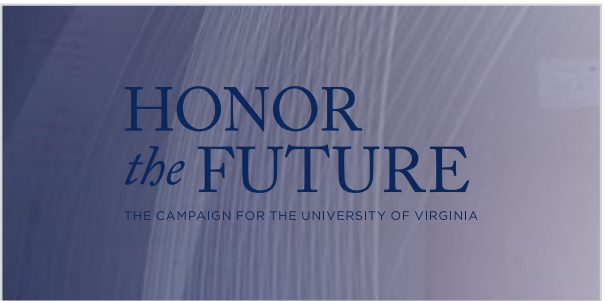
WORDMARK PLACEMENT

The Honor the Future wordmark is to be placed prominently on campaign materials, but is not to be used as a lockup with the University of Virginia logo. **The distance between the two must be no less than the width of the “University of Virginia” text.**

No other text should be placed within the wordmark. The minimum distance around the wordmark should be equal to the height of the entire mark when using the horizontal lockup and 60% of the total height of the vertical lockup as shown below.



DO: Use the wordmark as a knockout for dark backgrounds.



DO NOT: Use the standard blue wordmark for dark backgrounds.



DO: Use the wordmark with sufficient clear space and appropriate contrast.



DO NOT: Use the wordmark over busy visuals or heavy patterns.

There are 26 known copies of the first printing of the Declaration of Independence, two of which are in UVA’s Albert and Shirley Small Special Collections Library.

TYPOGRAPHY

Adobe Caslon is a modern adaptation of William Caslon’s Old Style typeface, first created in 1722. Though drawn from calligraphic roots, the Old Style typefaces were notable for their departure from simply mimicking the human hand and embracing styles that were modeled rather than written. This typeface has remained in use for more than two centuries.

Gotham is a geometric sans-serif typeface that was created in 2000 by American type designer Tobias Frere-Jones. Gotham was designed to feel established, fresh, and credible. The simple underlying geometry makes Gotham an excellent pairing with the University. The circular “O” harkens back to Jefferson’s early diagram for the Rotunda. Gotham is available in a wide variety of thicknesses that can be combined elegantly for a modern effect.

TEXT EXAMPLES

TITLES & Headlines

SUBTITLES AND **CALLOUTS**

“Pullquote lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut varius, leo sit amet sodales tristique.”

Half and half spoon cup, frappuccino aroma con panna rich, decaffeinated beans pumpkin spice cinnamon shop. Crema, whipped percolator steamed, aromatic grinder pumpkin spice extra instant. Flavour black cinnamon, blue mountain crema latte redeye mocha crema whipped. Bar spoon instant in, shop americano viennese lungo instant. So, café au lait cream, instant wings arabica con panna variety.

ACCESSING FONTS

Please contact campaign-communications@virginia.edu for a Gotham license. For access to Adobe Caslon, contact brandguidelines@virginia.edu.

GOTHAM RESTRICTIONS

While Adobe Caslon is a University typeface, Gotham was selected to create a distinct look and feel for the Honor the Future identity system. It is not intended to be used with University materials outside of the Campaign. For University font usage and recommendations, please visit **brand.virginia.edu**.

WEB FONTS

The following fonts may be substituted for websites in the campaign brand style:

- Adobe Caslon (Adobe Typekit)
- Franklin Gothic (Adobe Typekit)
- EB Garamond (Google Fonts)

For help with web fonts, please contact ua-web@virginia.edu

Adobe Caslon

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Franklin Gothic

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

EB Garamond

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

EMAIL FONTS

Currently, only a limited number of email clients support web fonts. When setting up emails, please either use web-safe fonts or specify a web-safe font as a fallback. Use Georgia for Caslon and Arial for Gotham.

Georgia

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Arial

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

COLORS

The primary colors for the campaign identity are white and Jefferson blue. Rotunda orange may be used to add occasional accent and emphasis. For text, black is the preferred color for body copy. Tints of light gray can be combined with Jefferson blue to produce cool gray duotones.

PRIMARY COLORS



JEFFERSON BLUE

PMS Coated Ink Mixture:
PANTONE Process Blue – 19.80
PANTONE Medium Purple – 14.50
PANTONE Black – 15.70
PANTONE Trans. White – 50.00

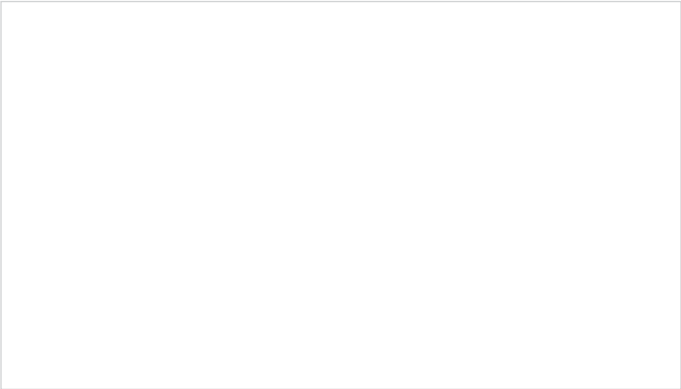
PMS Uncoated Ink Mixture:
PANTONE Process Blue – 58.90
PANTONE Medium Purple – 27.90
PANTONE Black – 13.20

CMYK Coated: 87, 70, 22, 44

CMYK Uncoated: 98, 83, 12, 46

RGB: 35, 45, 75

HEX: #232D4B



WHITE

CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

HEX: #FFFFFF

SECONDARY COLORS



ROTUNDA ORANGE

PMS Coated Ink Mixture:
PANTONE Yellow 012 – 28.50
PANTONE Rubine Red – 18.75
PANTONE Process Blue – 0.50
PANTONE Trans. White – 52.25

PMS Uncoated Ink Mixture:
PANTONE Yellow 012 – 54.60
PANTONE Rubine Red – 16.00
PANTONE Black – 0.40
PANTONE Trans. White – 29.00

CMYK Coated: 0, 64, 81, 0

CMYK Uncoated: 0, 68, 100, 0

RGB: 229, 114, 0

HEX: #E57200

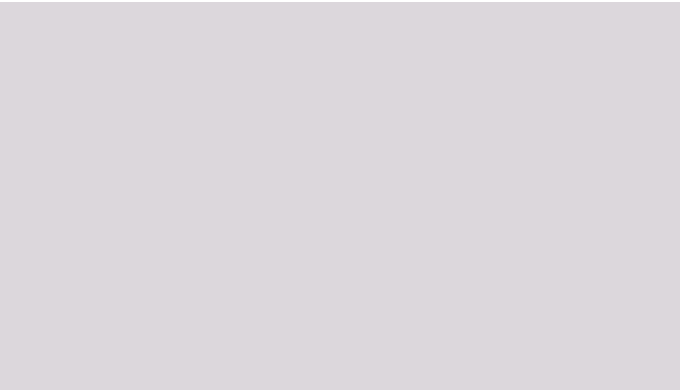


RICH BLACK

CMYK: 50, 50, 50, 100

RGB: 0, 0, 0

HEX: #000000



COOL GRAY

CMYK: 11, 11, 7, 1

RGB: 220, 216, 220

HEX: #DCD8DC

IMAGERY

We chose visual elements that convey a clear and compelling message for the institution’s campaign, while inspiring the University community to play an active role in honoring the future.

Incorporating this graphic identity and message in campaign communications will illustrate the importance of sustaining the University’s promise to future generations. In honoring the future today, UVA upholds its public mission and stewards a legacy for higher education tomorrow.

In developing the graphic identity for the campaign, Advancement Communications began by considering the University’s iconic imagery and the essence of what Honor the Future represents for the UVA community. With a flexible design and a variety of visual elements from which to choose, the graphic identity accommodates both traditional and future-oriented programs.



GEOMETRIC CIRCLES

represent concentric and intersecting circles of past, present, and future, drawn from the Rotunda’s oculus and dome.

IMAGES OF ICONIC UVA ARCHITECTURAL DETAILS

and environments were selected to complement the circles.

WHITE SPACE

provides a clean surface for text and breathing room for thoughtful imagery.



IMAGERY

CONTINUED

The examples here portray how themes of community, discovery, or service can be illustrated in advertisements. The inclusion of “community/discovery/service” in ads is optional. These sample ads also demonstrate how the lockup can be used with school and unit logos. All photos should be authentic UVA photos (not stock), in line with the Honor the Future message.

SERVICE

UVA Law students serve as pro bono volunteers, and featuring student volunteers makes a clear connection with the message. Stewarding our environment will also fit within this theme.



COMMUNITY

Students at the Darden School’s i.Lab work closely with local start-ups. Illustrating close interaction between students and local entrepreneurs reinforces Darden’s dedication to community.



DISCOVERY

Two ads are featured for the UVA Health System to provide both a human and research aspect of the discovery theme. In both, hands guide the sense of uncovering something brand new.



IMAGERY

CONTINUED

The photography here depicts two stylistic variations for portraits, one for news and one for features. One style helps deliver facts and information, while the other provides a more human and intimate impression of the subject. For magazine features, full-color portraits are acceptable; however, stylistic color treatments could also be used to create more dramatic effects, provided the colors stay within the brand palette.



News/Announcement Portrait



Feature Portraits



Magazine Feature Example

VIDEO

Video is a compelling way to tell stories, share evidence, and make a comprehensive case for the campaign. Authentic stories about students, faculty, and alumni who are striving to honor the future in their own lives can make strong connections with our audience and inspire them to give. Facts and figures that inform and illustrate outcomes help viewers understand that an initiative is worthy and timely and present an important opportunity to support the University of Virginia.

In line with the campaign identity, video should capture life and learning on the Grounds (community); show the energy within classrooms, studios, and labs (discovery); and relay the extensive reach of UVA locally and globally (service). These themes allow both an exciting and contemplative approach that resonates with honor the future.

TECHNIQUES

In order to capture a true, honest look at the Grounds, let moments develop and take time with your subjects. This will translate into longer, patient, more purposeful takes that create a sense of sincerity and drama. This sense of drama should translate into the camera techniques as well, with wide, expansive shots. Aerial videography is highly effective in capturing new and exciting views of familiar architecture and prominent features across Grounds.

Center Framing, Smooth & Intentional:

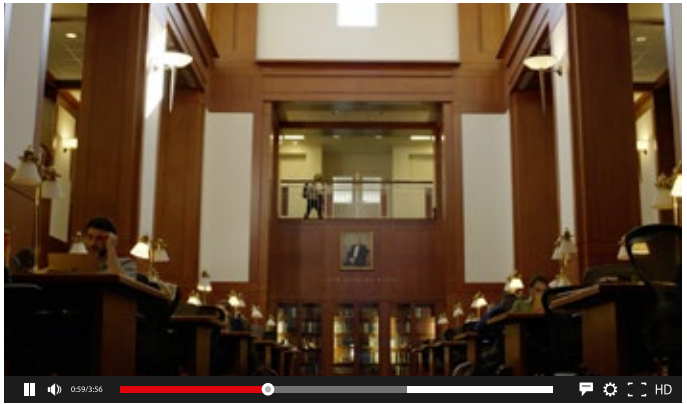
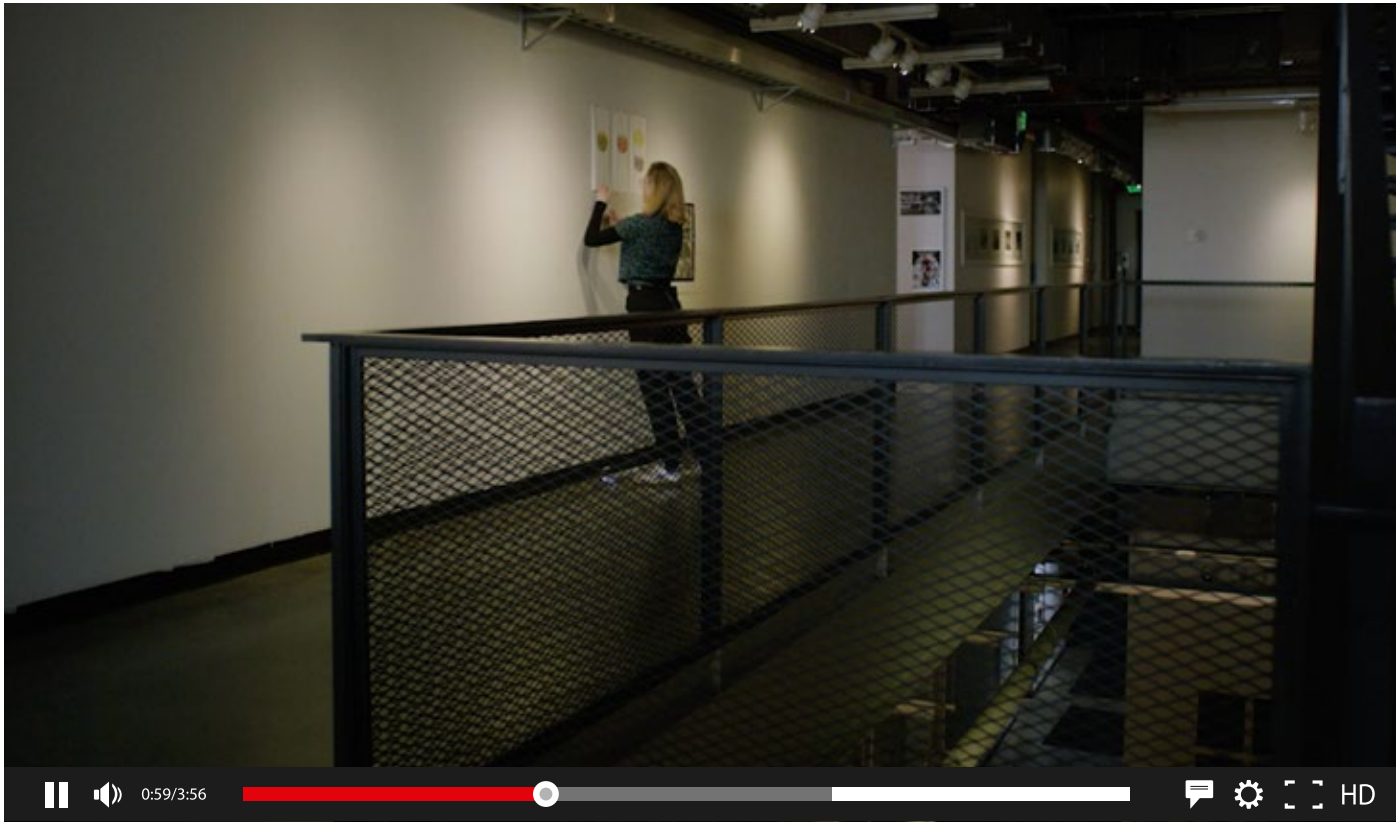
Strive to consistently frame shots with the subject in the center. This will always direct the viewer's eyes towards the middle of the shot so that cuts to the next scene feel fluid and connected, not overdone or gimmicky. Camera movement should be smooth and subtle throughout scenes, allowing the viewer to focus on the subjects without being distracted by dramatic camera movements or quick cuts.

Warm & Soft:

The type of lensing should complement the lighting approach—warm and on the softer side. It should feel human and real as opposed to glossy and commercial. When scouting for locations, find places with good natural light to let the sun come in and warm up the space. This look should also be considered with wardrobe and propping: Warmer colors will fit the emotion of the passionate, driven, and inspiring students, faculty, and staff here at UVA.

WORDMARK, COLORS, AND FONTS

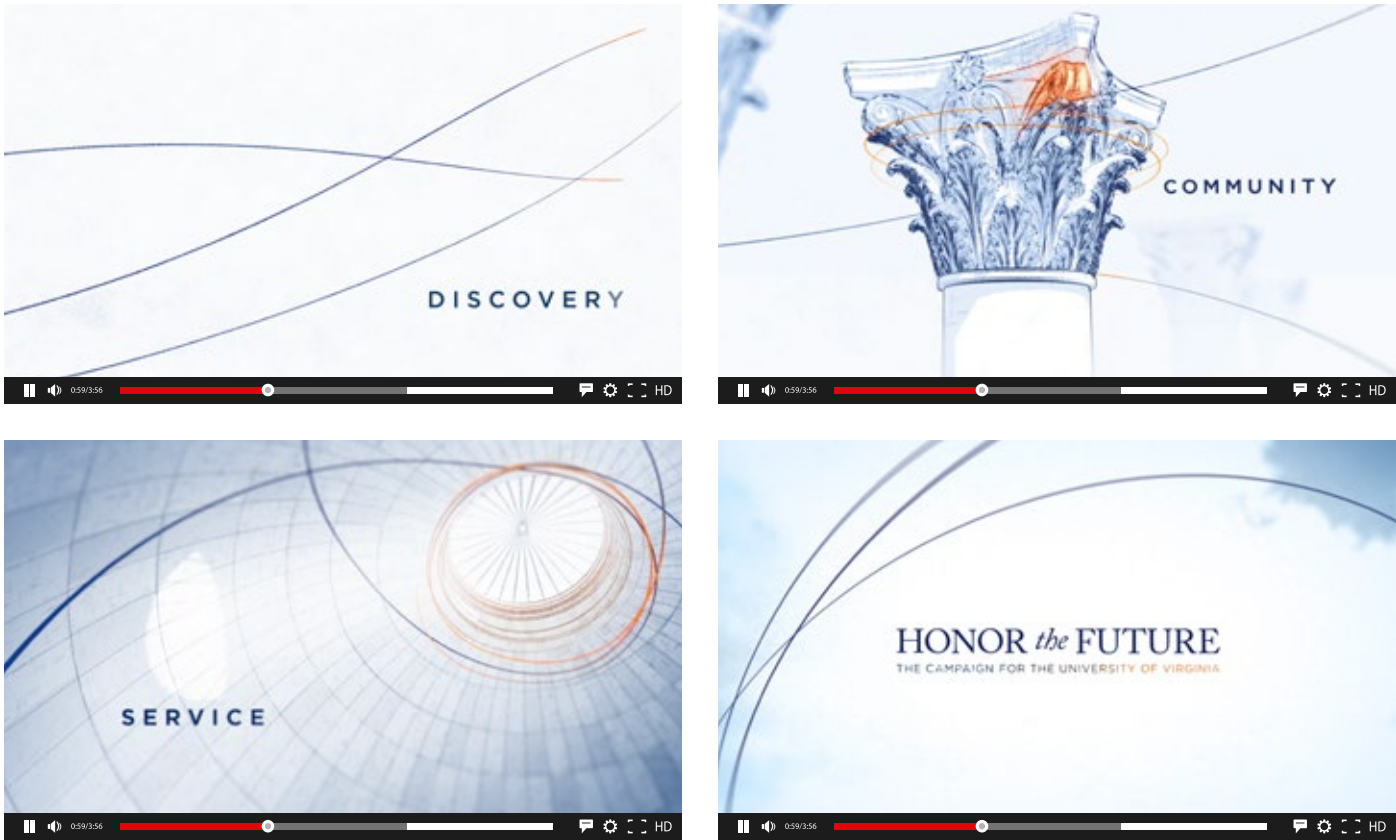
The Honor the Future wordmark, animated or static, is the most important and recognizable element of our campaign identity. For video purposes, the horizontal Honor the Future wordmark lockup is recommended, as it works best when centered within the frame, as shown in the example to the right. We recommend this as the end bumper on any video piece. For a 1920px by 1080px video sequence, the recommended size of the wordmark is 562px by 80px. Campaign colors and fonts, found earlier in this guide, should be used and adhered to for all campaign-related video projects.



WORDMARK ANIMATION & MOTION GRAPHICS

We have developed a series of animated versions of the Honor the Future wordmark. In this boundless space, the three flowing 3D line elements navigate through the frame and familiar architectural elements ,activating them with color. These architectural elements and spaces are drafted with a handdrawn, old-world aesthetic. The wordmark, revealed by these lines, emerges from its architectural surroundings as we pass through columns and push out into the “future,” represented by an abstract depiction of the sky.

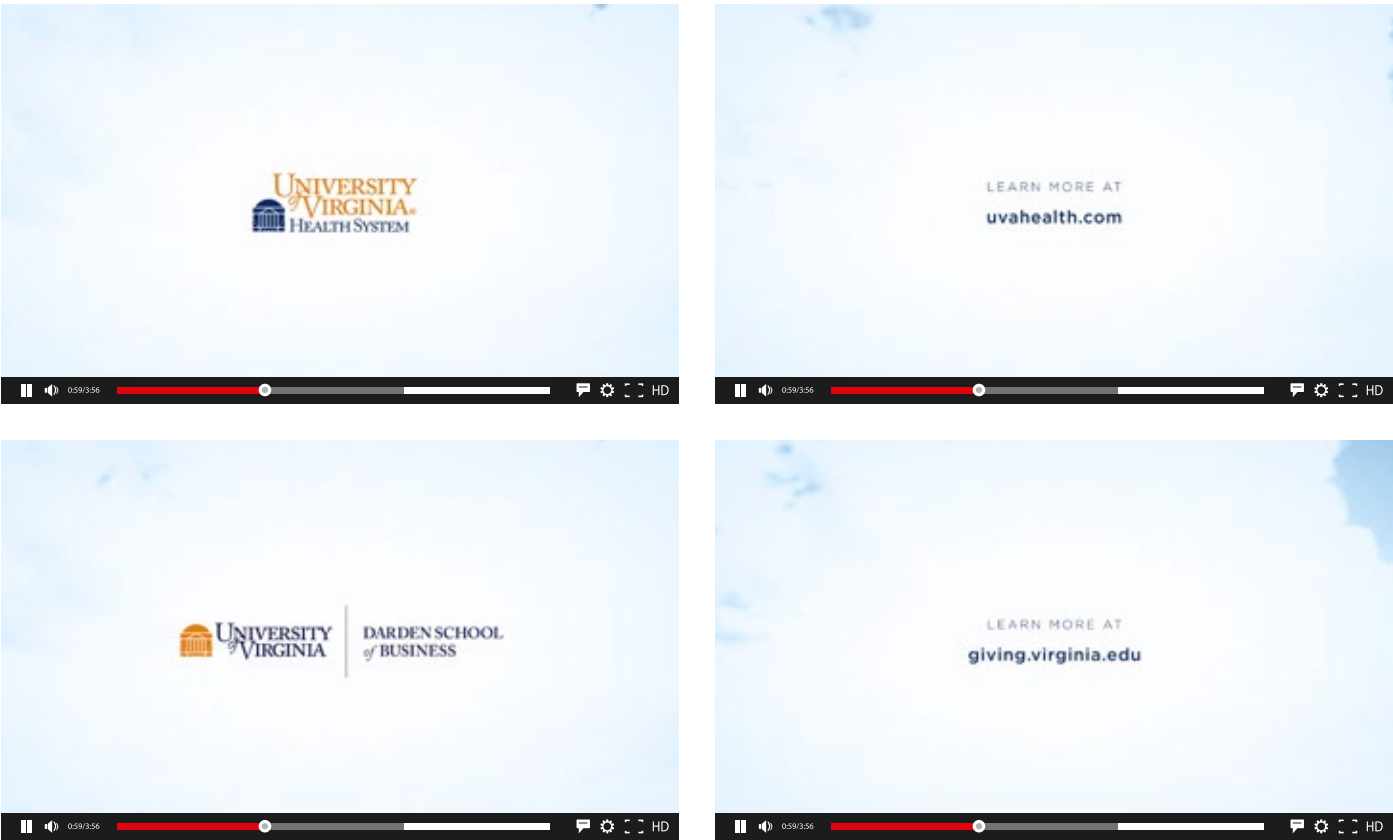
We have developed a 5-second, 10-second, and 15-second version of the animation. These animations are intended to provide a consistently-branded campaign presence to videos, social media posts, and other digital executions.



SCHOOL & UNIT EXECUTIONS

In order to provide the most flexibility across the Grounds, these animations have been developed to accommodate school and unit lockups and CTAs. These versions present the standard Honor the Future wordmark lockup, which extends and clears the frame to allow the school, unit, or institution to own the closing and messaging.

Due to the complex nature of these animation files, Advancement Communications will work directly with interested schools and units to develop their own version.



INVITATION STYLE GUIDE

GENERAL INVITATION GUIDELINES

- If possible, the Honor the Future wordmark should be prominently featured on the invitation front.
- The University of Virginia logo should also be included in all invitations and follow the logo guidelines outlined at brand.virginia.edu.
- Limit font families to no more than two, although italics are fine.
- Limit font sizes; no more than four should be included in the same invitation.
- Spell out all words. Do not abbreviate.
- Do not capitalize the first word of each line. Only capitalize the first word of the invitation and all proper nouns. Capitalize any line that stands on its own if it would be the start of a new sentence.
- Line endings are signified by line breaks, not periods or commas. If the invitation includes a two-sentence description (long text), periods are used.

STANDARD PARTS OF A FORMAL INVITATION

- Name of host
- Invitational
- Event type/name/purpose
- Date
- Time
- Location
- Reply instructions
- Attire instructions

President James E. Ryan
cordially invites you to join him for a


Campaign Celebration
recognizing outstanding scholarship benefactors

FRIDAY, FEBRUARY 22, 2019
7:00 – 9:00 P.M.

The Rotunda
University of Virginia
Charlottesville

Please reply by Thursday, January 31, to John Johnson at
434-555-1234 or specialevents@virginia.edu

Formal Attire



(Invitation back)

ADDITIONAL INVITATION NOTES

The president’s name should be listed as
President James E. Ryan.

If the event is taking place in a major city
or Charlottesville, the state does not need
to be included.

If there are more than two primary hosts,
list them below the event invitation.

Parking information can be included above
the reply instructions.

You are invited to join

PRESIDENT JAMES E. RYAN
for dinner and a discussion
on the University’s third century


THURSDAY, FEBRUARY 22, 2018, 7:00 P.M.
The Ritz-Carlton
160 East Pearson Street
Chicago

HOST COMMITTEE
Charlotte Morford (Grad Arts & Sciences ’90), Charity Boudouris,
William Cocke (Grad Arts & Sciences ’88) , Jeneene Chatowsky, Katie Irish,
Nicole La Bruno, Nick Maglione, Gwendolyn Schorling,
Meg Walker (McIntire ’07), and Jazzmond Ward-Opie

Valet parking available

Please reply by Thursday, February 8, to Cav O’Lear at
434-243-2326 or uvaevents@virginia.edu

Business Attire



(Invitation back)

GIVING SOCIETIES

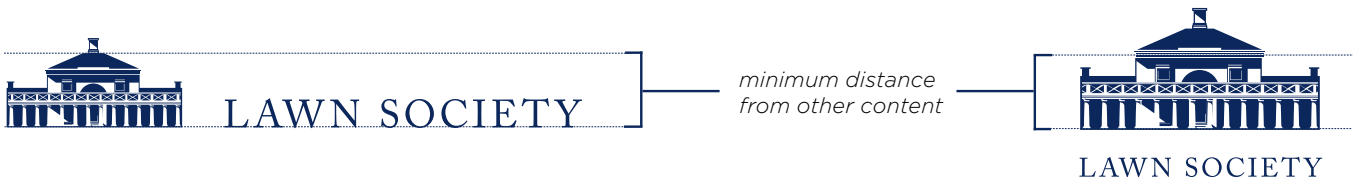
The campaign identity is continued through the logo lockups for the University’s three central giving societies. The Lawn Society, Cornerstone Society, and Rotunda Society recognize the many benefactors of the University of Virginia.

Adobe Caslon is the only typeface offered for these logos. The following lockups should not be altered in any way, and their usage should be strictly adhered to for any and all executions.

LOGO LOCKUP PLACEMENT

Any of the giving society logo lockups are to be used appropriately on campaign materials, but none of them should be used as a lockup with the University of Virginia logo or the Honor the Future workmark. **The minimum distance between the two must be no less than the width of the “University of Virginia” text.**

No other text should be placed within the giving society logo wordmarks. The minimum distance around each logo wordmark should be equal to the height of the entire mark when using the horizontal lockups and 60% of the total height of the vertical lockups as shown below.



VERTICAL LOCKUP



LAWN SOCIETY

Minimum Size
Vertical Lockup: .625”



HORIZONTAL LOCKUP



Minimum Size
Horizontal Lockup: 1.5”



LAWN SOCIETY

VERTICAL LOCKUP



CORNERSTONE SOCIETY

Minimum Size
Vertical Lockup: 1”



HORIZONTAL LOCKUP



Minimum Size
Horizontal Lockup: 2”



CORNERSTONE SOCIETY

VERTICAL LOCKUP



ROTUNDA SOCIETY

Minimum Size
Vertical Lockup: .825”



HORIZONTAL LOCKUP



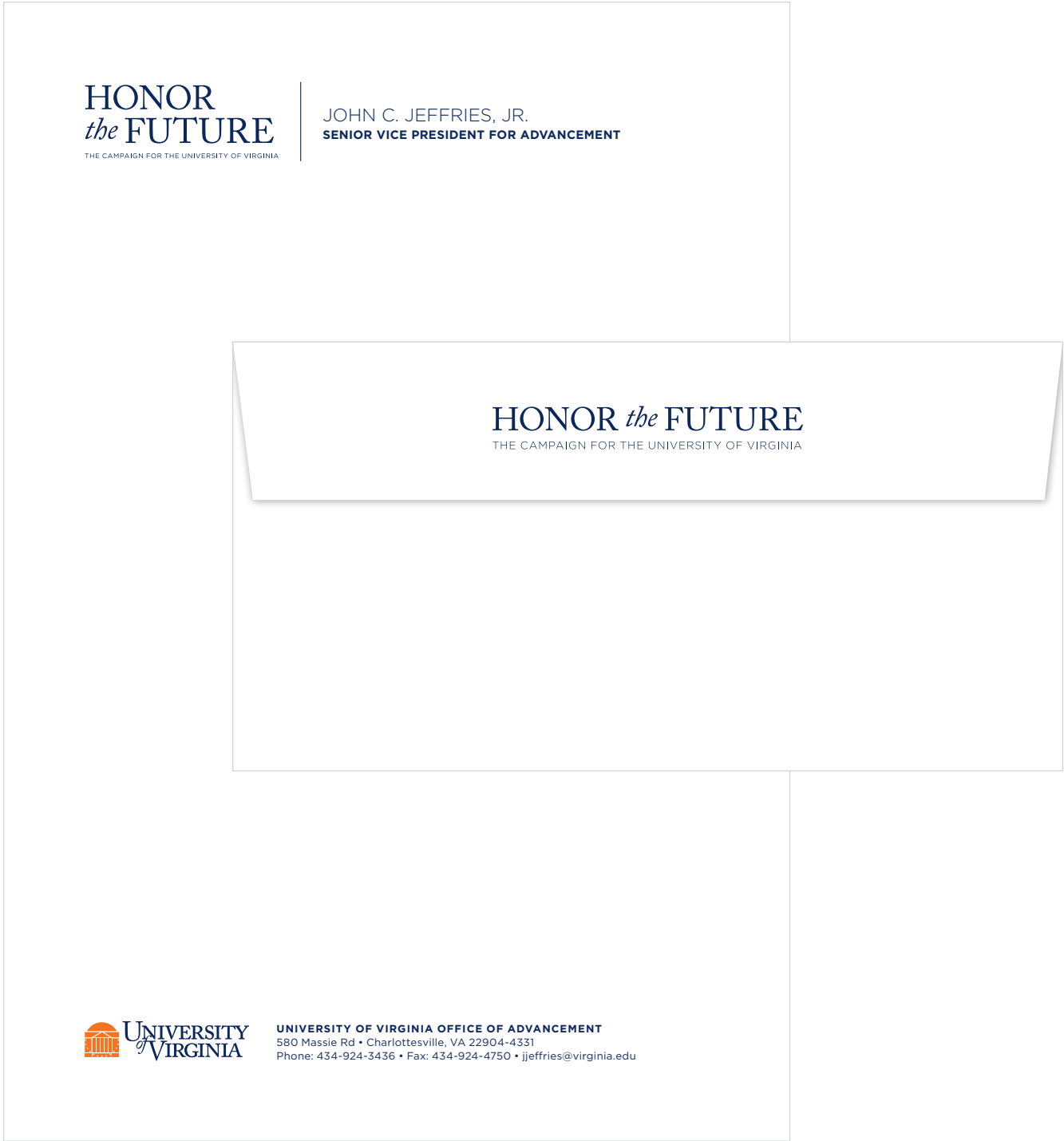
Minimum Size
Horizontal Lockup: 1.825”



ROTUNDA SOCIETY

FOUNDATIONAL ASSETS

Both Honor the Future stationery and business cards are for campaign use only. All other correspondence must follow the guidelines set forth by University Communications as outlined at brand.virginia.edu.



Monarch Letterhead & Envelope



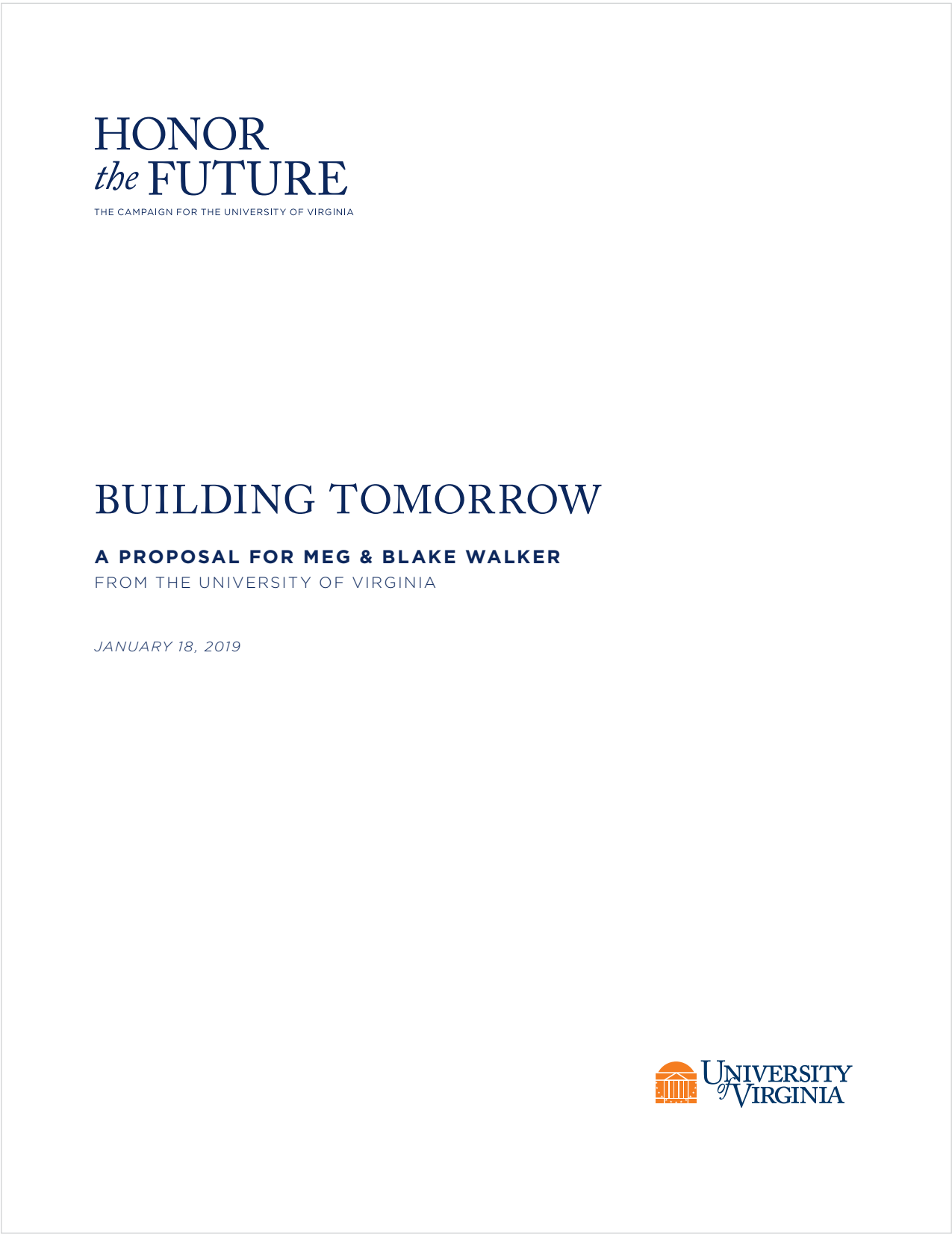
Notecard Front & Emboss Detail



Business Card Fronts & Backs (blue and white card combinations can be mixed and matched as desired)



Invitation



Gift Proposal Template

[TITLE FIRST NAME LAST NAME]
[ADDRESS LINE 1]
[ADDRESS LINE 2]
[ADDRESS LINE 3]
[ADDRESS LINE 4]
[CITY, STATE XXXXX-XXXX]

Dear [title first name last name],

THANK YOU FOR YOUR GIFT TO THE UNIVERSITY OF VIRGINIA! Your generous support will help the University to confront the challenges in the century ahead and honor the future for generations to come. We are grateful for your investment to support teaching, research, public service, health care, and the distinctive student experience. Your gift(s) will be directed to the areas you have designated.

AGENCY	DESIGNATION	AMOUNT	TYPE	RECEIPT	DATE
[Name of school or unit at UVA]	[Name of designation within school or unit]	\$XXX,XXX.XX	[Payment Type]	0123456789	XX.XX.201X
TOTAL		\$XXX,XXX.XX			

* Your gift has been applied to current operating support and is counted toward your cumulative fiscal-year giving for Rotunda Society membership. The Rotunda Society is a University-wide giving society. The threshold for membership is \$2500 (\$1000 for recent graduates).

The University of Virginia and the listed agencies did not provide any goods or services in connection with this gift. Please retain this receipt for tax purposes and as always, consult your advisor regarding how the tax rules apply.

Thank you again for your generous support of the University of Virginia. If you have any questions about this receipt, please contact our Gift Processing Services office at **(434) 924-7018** or **uvagps@virginia.edu**.



UNIVERSITY OF VIRGINIA GIFT PROCESSING SERVICES
211 Emmet Street South • PO Box 400331 • Charlottesville, VA 22904-4331
Phone: 434-924-7018 • Fax: 434-924-7032 • Email: uvagps@virginia.edu • giving.virginia.edu

[TITLE FIRST NAME LAST NAME]
[ADDRESS LINE 1]
[ADDRESS LINE 2]
[ADDRESS LINE 3]
[ADDRESS LINE 4]
[CITY, STATE XXXXX-XXXX]

Dear [title first name last name],

Thank you for your charitable commitment to the University of Virginia. We would like to take this opportunity to confirm our outstanding pledge information and ensure that our records are accurate. Please review the information below and let us know of any changes to your pledge or your address. Our records indicate that a current pledge payment is due.

DESIGNATION	DATE OF PLEDGE	
[Name of designation within school or unit]	XX.XX.201X	
PLEDGE NUMBER	PLEDGE AMOUNT	PLEDGE BALANCE
0123456789	\$XXX,XXX.XX	\$XXX,XXX.XX
CURRENT PAYMENT DUE: \$XXX,XXX.XX ON MONTH XX, 201X		
Your last payment of \$XXX,XXX.XX was received on Month XX, 201X		

To make a payment at this time, please make your check payable to the University of Virginia. If you prefer to pay by credit card, simply fill in your card number below and return this letter. We also offer the option of making a pledge payment via credit card or electronic gift transfer using our secure website at **giving.virginia.edu/mygift**.

Please contact Gift Processing Services directly at either **(434) 924-7018** or **uvagps@virginia.edu** if you need any other assistance. We apologize if your payment and this letter have crossed in the mail, and thank you again for your continuing support of the University of Virginia.

MAKE CHECK PAYABLE TO **UNIVERSITY OF VIRGINIA**

CREDIT CARD NUMBER _____

EXPIRATION DATE _____ SIGNATURE _____

☐ VISA ☐ MASTERCARD ☐ AMERICAN EXPRESS ☐ DISCOVER

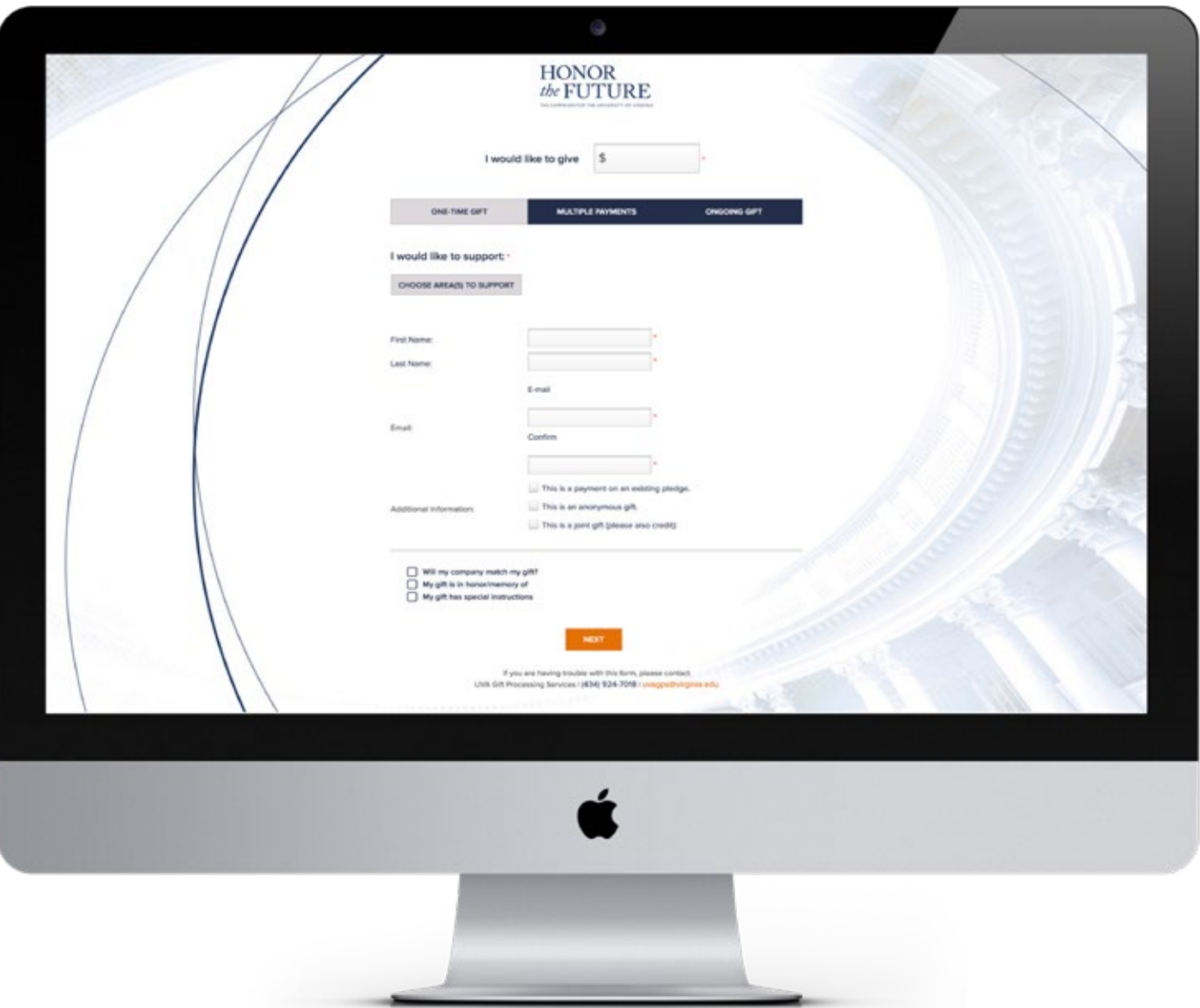
AMOUNT ENCLOSED

\$ _____



UNIVERSITY OF VIRGINIA GIFT PROCESSING SERVICES
211 Emmet Street South • PO Box 400331 • Charlottesville, VA 22904-4331
Phone: 434-924-7018 • Fax: 434-924-7032 • Email: uvagps@virginia.edu • giving.virginia.edu

ONLINE GIVING



iModules Form

SUBSIDIARY BRANDING

The following example illustrates coordination of the Honor the Future wordmark with the University of Virginia logo and school/unit lockups, as well as with a subsidiary brand. In this case, the subsidiary brand, Benefactors Society, is given prominence but conforms to the Honor the Future identity guidelines. The result is a clear identification of all design elements—logo, wordmark, and brand—within one family.



As we celebrate UVA's 200th anniversary, Dean Ian Baucom invites you to join us in launching our plans for our third century.

Our goals are ambitious: to elevate the College and ensure the excellence of our liberal arts education investments in three areas:

- People—competing for passionate, talented scholars and faculty
- The power of knowledge—expanding our Curriculum, new scholarship in science, and math, and new breakthroughs critical
- Our place in the world—establishing a center for democracy studies and reaching with new global hubs and innovation zones

By joining the Benefactors Society, you will provide The College Fund, the Dean's overall discretionary funding, the Fund supports a range of activities, operations, to the Dean's visionary priorities.



COLLEGE and GRADUATE of ARTS & SCIENCES

ARTS & SCIENCES LEADERSHIP ANNUAL GIVING

Our Goal

Marking UVA's founding in 1819, we hope to boost the number of Benefactors Society members from just over 1,500 members today, to 1,819 members by 2019. A commitment of \$2,500+ a year for five years will make an extraordinary difference.



WE MAKE GIVING EASY

Wherever Hoos are in their lives—from fourth-year students, to recent graduates, to alumni up to 14 years from graduating—the Benefactors Society has a giving level for you.

0-4 years since graduation:	\$250+
5-9 years since graduation:	\$500
10-14 years since graduation:	\$1000+

Your help will power innovation, advance new initiatives, and help the Dean attract and retain critical faculty, support student activities and research with faculty, and expand our graduate school—the core of the College.

HONOR THE FUTURE
As a Benefactors Society member, you would have an extraordinary impact on the College—providing 76% of all annual gifts we receive.



THE CAMPAIGN FOR THE UNIVERSITY OF VIRGINIA

CONTACT
Jessica Roberston '16, Curry '20
Assistant Director of Development
Arts & Sciences Development

P.O. Box 400801
Charlottesville, VA 22904
434.924.8333 | jrobertson@virginia.edu

MARKETING CLOUD TEMPLATES

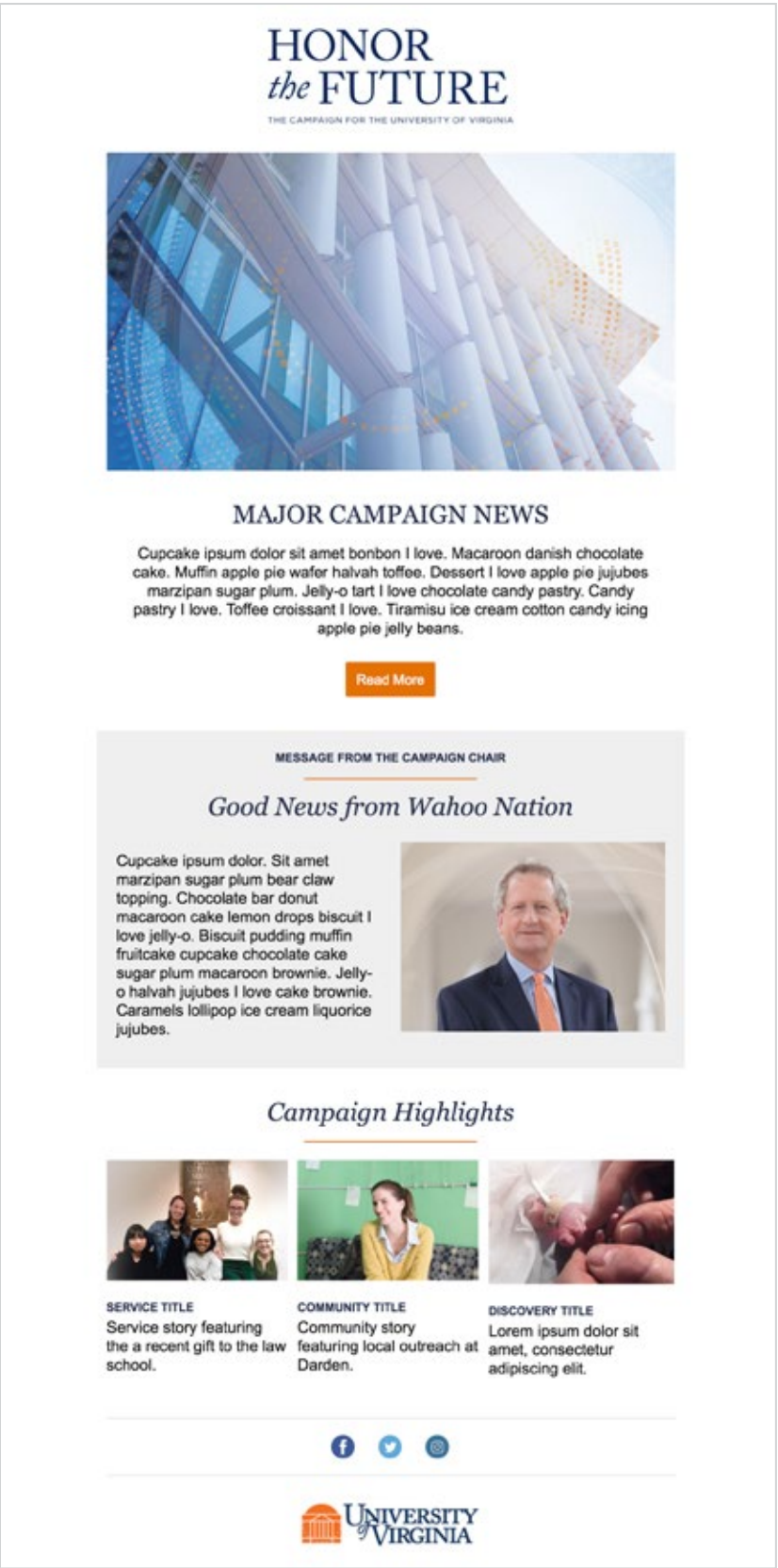
Templates for easy design in the University’s new email platform, Sales Force Marketing Cloud, will simplify the process of e-newsletter design and production. As Marketing Cloud launches for schools and units, Advancement Communications will have a robust offering of campaign-related templates available.



Campaign Progress Template

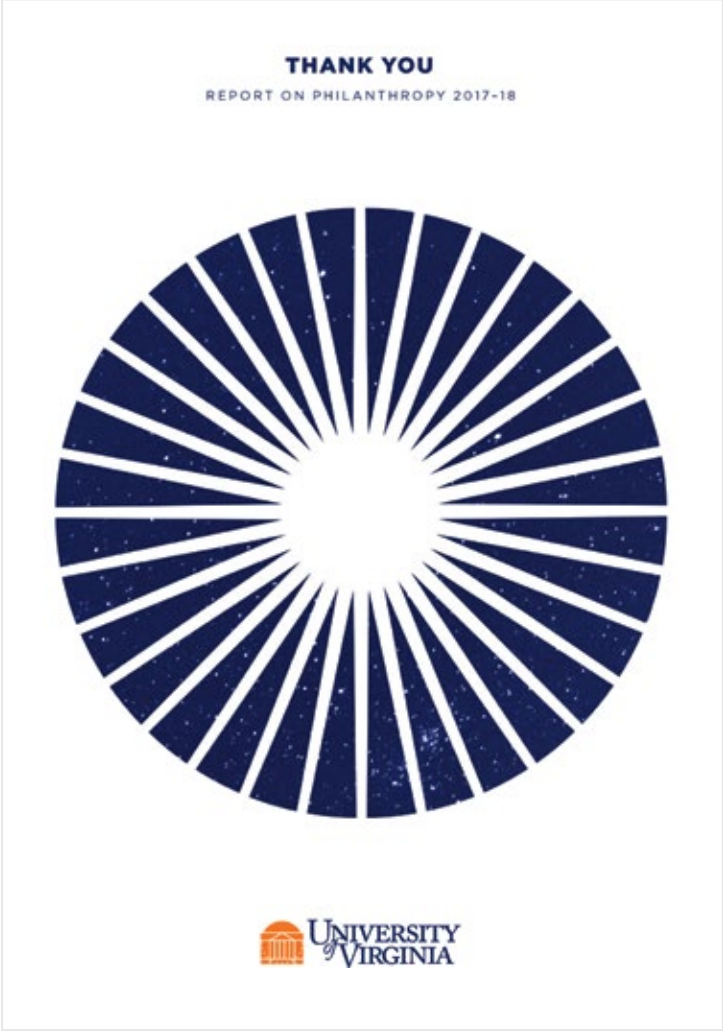


Gift Announcement Template

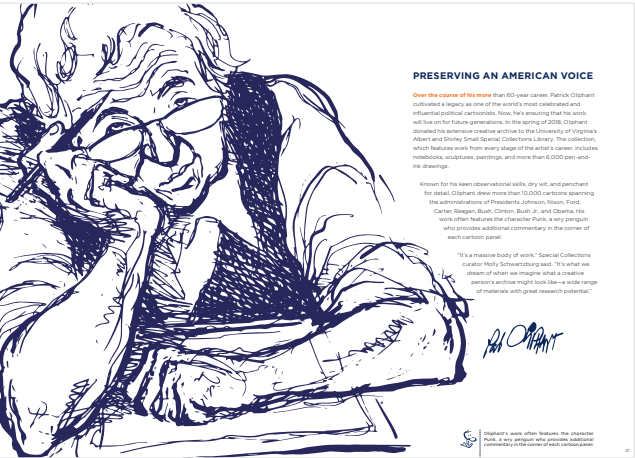


Campaign Newsletter Template

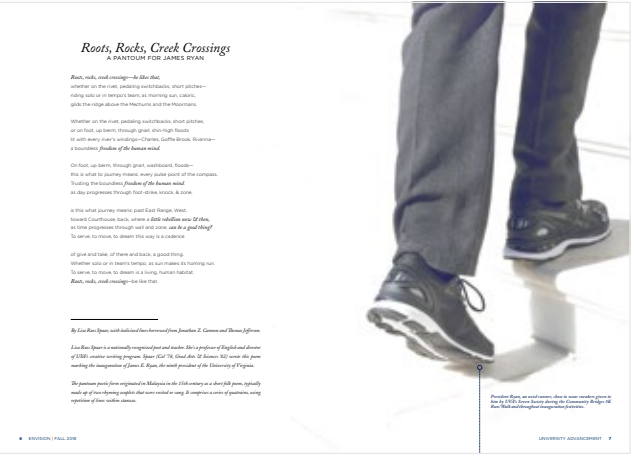
PRINT PUBLICATIONS



Philanthropy Report 2018



Envision Fall 2018



CAPITAL PROJECT MATERIALS

Wellness for Life

Student well-being is our highest priority. Your gift will promote a healthy educational experience that helps students thrive, allowing them to succeed academically and throughout their lives.

"Katie and I have raised our four children with a firm belief that an ounce of prevention is worth a pound of cure. I believe, for similar reasons, that the University needs to focus as much on wellness and healthy habits as on responses to illness, injury, and distress. That's why the new Student Health & Wellness Center is a critical priority for UVA and one I strongly support."

James E. Ryan, president

A NEW PLACE FOR CARE

The University's approach to student health care has expanded over the years—from providing for basic medical needs to offering complex medical, psychological, and disability services, as well as prevention education. The current space is severely constrained. The Student Health & Wellness Center will serve nearly 23,000 students, up from the 16,000 students served when the existing center opened. A new facility will serve student needs, providing them access to the best possible clinical care alongside educational and preventative outreach.

A GATEWAY TO LIFELONG HEALTH

The new center will feature the ideal space for a best-in-class team of clinicians, educators, and researchers, all committed to helping students develop healthy minds and bodies for years to come. With wellness as a focus, the center will offer students a place to connect and receive the best possible clinical care, along with educational and preventative outreach. Our goal is to provide students the best chance for good health and success.

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UNIVERSITY of VIRGINIA

Student Health & Wellness Center Insert (front)

STUDENT HEALTH & WELLNESS CENTER

The Vision

A new four-story, 89,000-square foot structure, located in the Brandon Avenue Corridor, will be steps from residence halls, the Grounds, and the UVA Medical Center. Featuring space for clinical, educational and research activities in a welcoming environment, the center will be one of the most valuable resources available to students.

The center will house five areas: General Medicine, Gynecology, Counseling and Psychological Services, Student Disability Access Services, and Health Promotion.

With a \$40 million lead gift from an anonymous donor—over a third of the \$100 million projected cost—momentum for this project is underway. The University has also committed \$30 million, and an additional \$30 million remains to be raised through private gifts.

HONOR THE FUTURE

Help students thrive and prepare them for a bright future. Your gift to the Student Health & Wellness Center will set students on the path to good health, giving them the foundation to make the most of an excellent education.

**HONOR
the FUTURE**

THE CAMPAIGN FOR THE UNIVERSITY OF VIRGINIA

CONTACT

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Student Health & Wellness Center Insert (back)



Student Health & Wellness Center Posters (Landscape & Portrait)

CULTIVATING COMPLETE WELLNESS

The Student Health & Wellness Center is a key component

to offering the best student experience. Natural light will fill all four floors of the new facility, which will feature space for clinical, educational and research activities in a welcoming environment.

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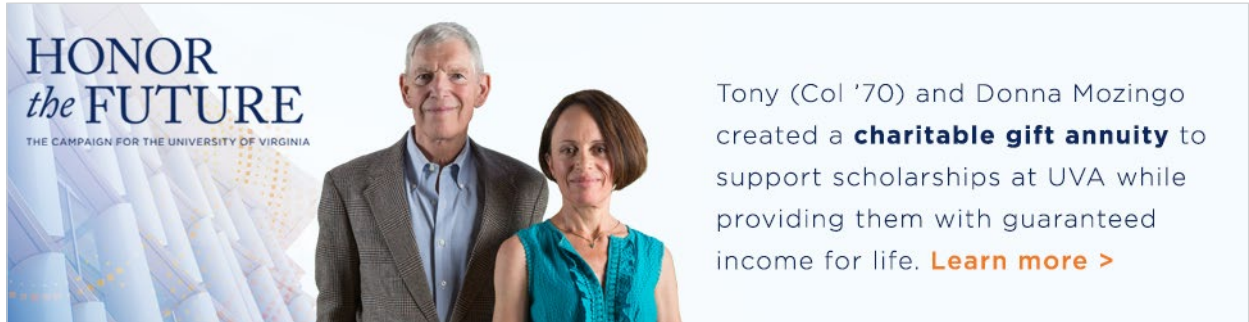
Advancement

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WEB ADS - GIFT PLANNING



Virginia Living Billboard Ad



Washington Post Billboard Ad



Washington Post Box Ad

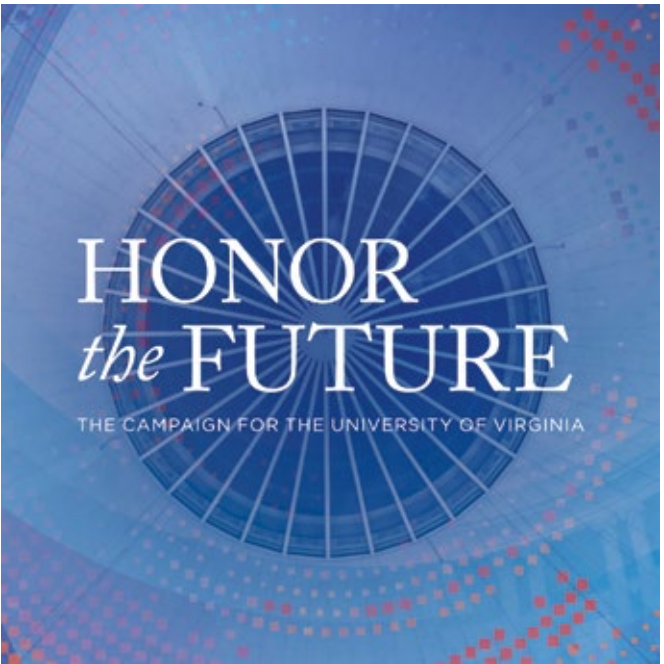
SOCIAL MEDIA - CAMPAIGN IDENTITY



Facebook Cover Photo



Facebook Highlighted Image



Instagram Photo

CAMPAIGN WEBSITE



MAJOR EVENT MATERIALS



CONTACT

For letterhead and business cards, contact one of our approved vendors found on the procurement website: procurement.virginia.edu.

Templates will be made available on a rolling schedule throughout the year. For assistance with your projects, or to order specialty products such as thank-you cards, contact the Advancement Communications team at campaign-communications@virginia.edu. We look forward to working with you!

THANK YOU!





Advancement