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

**VERTICAL LOCKUP**

**HONOR the FUTURE**

THE CAMPAIGN FOR THE UNIVERSITY OF VIRGINIA

1.25” Horizontal Lockup 1” Vertical Lockup

**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.

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

TEXT EXAMPLES

TITLES & Headlines

“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.

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.

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.
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 O12 – 28.50
PANTONE Rubine Red – 18.75
PANTONE Process Blue – 0.50
PANTONE Trans. White – 52.25

PMS Uncoated Ink Mixture:
PANTONE Yellow O12 – 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: #D8D8DC
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.

HONOR the FUTURE
THE CAMPAIGN FOR THE UNIVERSITY OF VIRGINIA
OBTAINING JUSTICE FOR ALL
If the moral arc of the universe bends towards justice, then students at the University of Virginia Law School are going to help shape the conversation. Gifts that fund initiatives like The Civil Rights Litigation Pro Bono Clinic, help law students gain invaluable legal experience while serving the broader community.

HONOR the FUTURE
THE CAMPAIGN FOR THE UNIVERSITY OF VIRGINIA

CONNECTING TO COMMUNITY
As part of its commitment to the Charlottesville area economy, Darden’s i.Lab prioritizes giving resources to local community startups and connecting them with funders. “This year alone, we’ll support over 40 entrepreneurs who start their new companies in Charlottesville,” said i.Lab Director David Touve. Gifts to the Darden School of Business fund student-led initiatives that are committed to bettering their communities.

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

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.

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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 startups. 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.

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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
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.
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

A LIFE TRANSFORMED
Jannette Nguyen (Col '20) is a first generation college student. As a high school senior in Houston, she received a full scholarship from the Posse Foundation, which allowed her to attend UVa. Currently a third-year student, she recently returned from a summer internship at Goldman Sachs in New York City. Here, in her own words, she describes how a scholarship changed her life.

I still remember the summer my aunt and uncle told me that it was time to live with my real family again. At age 14, I was still confused as to why I had lived with other families for the last three years. No one told me that my mom was hearing voices. No one told me about the pills she had to take. No one realized how much she had been struggling.

After I moved back in, the months passed, filled with hospital visits, talks with psychiatrists, and a doctor's list full of complex medical terms. Each day, as soon as my alarm rang at 7 a.m., I carefully put a colorful assortment of pills into my mom's day-of-the-week medicine box. Failure to give the right medication, at the right time, on the right day, would result in anxiety, depression, and threatening voices for her.

I was under such tremendous pressure to care for my mom while balancing extracurricular activities and rigorous classes that I developed ulcers. My dad was working overtime, so I spent my days studying for AP classes and SATs while constantly keeping an eye on my mom. Neither my friends nor my teachers bothered to ask what was happening at home. No one seemed to care.

I was desperate—yet driven—to make it out of my disadvantaged community and high-stress home life.

When I stood on the stage to receive the Posse Scholarship, I cried. I cried for all those years I was in constant fear, sadness, and confusion. I cried for what this meant for my immigrant family and extended family's sacrifices. I cried for all of the great things this scholarship would offer me in the future.

I'm tremendously grateful for all of the love and support—both financial and emotional—I've received. My fellow scholarship recipients and mentors stood by me when I told them that I would need counseling for PTSD. They stood by me during my entire journey, encouraging me as I fought tooth-and-nail to land on the Dean's list, and prepping me for when I interviewed to obtain my dream internship at Goldman Sachs.

Not all scholarship students can count on the same support network. Many exhaust themselves by trying to excel. They endure constant pressure from familial responsibilities, and with little guidance and support, they feel that they have no other option but to go home. I know this could have happened to me, so I'm working to create opportunities for others. I'm committing my life to helping future students who grew up like me.

A scholarship check does not solve a disadvantaged student's problems. My problems did not end when I entered college on a full ride. There are still days when I jump at loud noises. There are still days when I can't stop crying. But each day becomes more bearable because my scholarship and the support of my friends gives me something that money alone cannot. They gave me companionship, friendship, guidance, and encouragement. My scholarship has allowed me to live out the American Dream.
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

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 Schooling, 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: 0.625”
  - **CORNERSTONE SOCIETY**
    - Minimum Size
      - Vertical Lockup: 1”
  - **ROTUNDA SOCIETY**
    - Minimum Size
      - Vertical Lockup: 0.825”

- **HORIZONTAL LOCKUP**
  - **LAWN SOCIETY**
    - Minimum Size
      - Horizontal Lockup: 1.5”
  - **CORNERSTONE SOCIETY**
    - Minimum Size
      - Horizontal Lockup: 2”
  - **ROTUNDA SOCIETY**
    - Minimum Size
      - Horizontal Lockup: 1.825”
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.
Invitation

BUILDING TOMORROW
A PROPOSAL FOR MEG & BLAKE WALKER
FROM THE UNIVERSITY OF VIRGINIA

JANUARY 18, 2019
Dear [title first name last name],

THANK YOU FOR YOUR GIFT TO THE UNIVERSITY OF VIRGINIA! Your generous support will help the University 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

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).

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 PLEDGE AMOUNT PLEDGE BALANCE

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.
Our goals are ambitious: to elevate the College among elite peer institutions, and ensure the excellence of our liberal arts education, by making major new investments in three areas:

- **People**—competing for passionate, talented, and diverse students, scholars, and faculty
- **The power of knowledge**—expanding our revolutionary New College Curriculum, new scholarship in science, technology, engineering, arts, and mathematics, and new breakthroughs critical in emerging areas
- **Our place in the world**—establishing Charlottesville as a new global center for democracy studies and reaching well beyond our Grounds with new global hubs and innovation zones

By joining the Benefactors Society, you will provide indispensable support for The College Fund, the Dean’s overall discretionary budget. Leveraging public funding, the Fund supports a range of activities, from the cost of routine operations, to the Dean’s visionary priorities.

"Whether it’s through the Democracy Initiative, the New College Curriculum, exciting work in brain science, environmental resilience, arts & media, the Graduate School of Arts & Sciences, or supporting scholarships and professorships, I hope you will always stay connected to the work of the College in some way.”

Ian Baucom
Dean of Arts & Sciences

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

WE MAKE GIVING EASY

Wherever Hoos are in their lives—from fourth-year students, to recent graduates, to alumni up to 14 years since 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+

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.

Jessica Robertson ’16, Curry ’20
Assistant Director of Development
Arts & Sciences Development
P.O. Box 400801
Charlottesville, VA 22904
434.924.8333 | jrobertson@virginia.edu

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.

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.

CONTACT
Jessica Robertson | 804.324.5678
Jessica@virginia.edu

HONOR THE FUTURE CAMPAIGN IDENTITY V 4.0
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.
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HONOR THE FUTURE CAMPAIGN IDENTITY V 4.0
A NEW PLACE FOR CARE
The University’s approach to student health care has expanded over the years—从最初的基本医疗需要到提供全面的医疗、心理和残疾服务，以及促进健康生活方式。The center serves a variety of purposes. The Student Health & Wellness Center will serve nearly 23,000 students who will use its services daily. It will be built on the University’s existing campus in the area where the Student Health Center is currently located. The new center will feature a welcoming environment, providing care in a state-of-the-art facility that promotes student well-being.

A GATEWAY TO LIFELONG HEALTH
The new center will feature the ideal space for preventive medicine, health promotion, and wellness activities. It will provide students with opportunities to connect and learn about healthy habits for years to come. The center will offer a wide range of services, including primary care, specialty care, mental health, and substance abuse treatment. Additionally, the center will promote wellness through educational programs and resources.

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.

The Vision
Brett Greenwood
Director of Development
Office of Student Affairs
P.O. Box 400807
Charlottesville, VA 22904
434-924-3245 | cgg5d@virginia.edu

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.

With a $40 million lead gift from an anonymous donor, the University has committed $100 million to the Student Health & Wellness Center. The University has also committed $30 million, and an additional $30 million remains to be raised through private gifts.

Honor the future.
Posters (Landscape & Portrait)
WEB ADS – GIFT PLANNING

HONOR the FUTURE
THE CAMPAIGN FOR THE UNIVERSITY OF VIRGINIA

Tony (Col ’70) and Donna Mozingeo created a charitable gift annuity to support scholarships at UVA while providing them with guaranteed income for life. Learn more >

Virginia Living Billboard Ad

HONOR the FUTURE
THE CAMPAIGN FOR THE UNIVERSITY OF VIRGINIA

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Washington Post Billboard Ad

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Washington Post Box Ad

SOCIAL MEDIA – CAMPAIGN IDENTITY

HONOR the FUTURE
THE CAMPAIGN FOR THE UNIVERSITY OF VIRGINIA

Facebook Cover Photo

Facebook Highlighted Image

Instagram Photo
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!