



## How-To Session

# MICROSOFT POWERPOINT

### UVA BRANDING OVERVIEW

**Date** | April 25<sup>th</sup>  
1:00-3:00pm

**Location** | Skipwith – RM112

**Coordinator** | Occupational Training

**Target Audience** | Individuals who are already proficient with Microsoft PowerPoint that would like to increase their knowledge related to UVA Branding

#### Overview

The goal of this course is to explore the UVA branding guidelines related to Microsoft PowerPoint through an interactive, hands-on session. This session reviews the tools, principles, artwork, and guidelines that faithfully express the shared energy, purpose and character of this iconic public institution of higher education.

#### Program Content

- Logos
  - Primary logo
  - Clear space
  - Minimum sizes
  - Photo backgrounds
- Fonts
  - Primary and Secondary Fonts
- Colors
  - Primary Color Palette
- Brand Art
  - Patterns and shapes
  - Auras
  - Color Effects
  - Photo Treatments
  - Collages
- Brand Design Toolkit
- Additional Resources & Tutorials

## Enroll Now

Email: [Fm-Training@virginia.edu](mailto:Fm-Training@virginia.edu)  
Please include your name  
and computing ID