Facilities Management
Occupational Programs
Occupational Training

How-To Session
UVA BRANDING OVERVIEW

Overview

The goal of this course is to explore the UVA branding guidelines related to documents and presentations we are in FM. This will be an hands-on session where participants will have an opportunity to review the tools, principles, artwork, and guidelines that faithfully express the shared energy, purpose and character of this iconic public institution.

Coordinator | Occupational Training in collaboration with FM Technology & Innovation: User Experience and Engagement team

Target Audience | Individuals that would like to increase their knowledge related to UVA Branding

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
Please include your name
and computing ID