

UVI GOLDEN JUBILEE logo policy

From January 1, 2012 through December 31, 2012 the University of the Virgin Islands will celebrate its 50th Anniversary or Golden Jubilee year.

A Golden Jubilee logo has been developed and voted upon by faculty, staff, students and alumni.



HONORING OUR PAST – CREATING OUR FUTURE

UVI branding policy remains intact (see UVI Brand Identity Style Guide) with regard to use of the signature University wordmark (stylized version of the University name) and logo on letterhead, print or electronic communications pertaining to the University of the Virgin Islands.

University
of the Virgin Islands



For calendar year 2012, the color Golden Jubilee logo (Page 1) may supercede the UVI wordmark and logo on **promotional items and printed matter** specifically created for use in connection with the University's 50th Anniversary celebration.

Signature Colors:

The UVI Golden Jubilee logo may be printed utilizing:

- four-color process
- Pantone Reflex Blue against a white or light background
- as a black and white image

No other color variations are authorized.

Misuse:

To preserve the integrity of the University brand, never alter the approved Golden Jubilee logo or deviate from its color guidelines. The theme, "HONORING OUR PAST – CREATING OUR FUTURE" (in all caps) is to be used in conjunction with the Golden Jubilee logo (beneath it).

Fonts/Typefaces:

(See attachment)

Design Approval

Use of the Golden Jubilee logo must be approved by the Golden Jubilee Operations Committee. Please forward suggested layouts to hsmith@uvi.edu and sjonesh@uvi.edu

High resolution Golden Jubilee logos and design templates may be requested from the UVI Public Relations Office. Please send an e-mail request to pr@uvi.edu.

For further information, please contact the UVI Public Relations Office at (340) 693-1058.

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