CONTENTS

Visual Themes ............................................................................................................. 1
Conveying the spirit of the Virginia Institute of Marine Science (VIMS) through design.

Logo
Specifications & usage guidelines .................................................................................. 2
Size & placement ............................................................................................................. 3
What to avoid .................................................................................................................. 4

Colors ............................................................................................................................ 5
What to avoid .................................................................................................................. 6

Typography .................................................................................................................... 7

Formatting ....................................................................................................................... 8

Co-brands ....................................................................................................................... 9
Partnering with other organizations

Photography ................................................................................................................... 10

Contact Information ..................................................................................................... 11
VISUAL THEMES
Conveying the spirit of the Virginia Institute of Marine Science (VIMS) through design

The visual identity system for VIMS is designed to achieve three key goals:

- Enhance brand recognition by promoting consistency across the wide variety of elements that constitute VIMS
- Project a progressive, fresh and polished image
- Render visible the unique spirit of VIMS as the leader in hands-on scientific research and outreach related to coastal, estuarine, and aquatic environments

In order to communicate the “spirit of VIMS,” the color palette is built on the theme of vibrancy in nature. The blue/green color palette projects a fresh, clean image while supporting the signature VIMS logo with its ocean inferences. The natural colors also represent the coastal areas and aquatic life forms that are the subjects of VIMS research, studies, and areas of influence.

The identity guidelines on the following pages are intended to help shape the graphic design of VIMS’ communication materials in ways that portray these goals and themes visually.
LOGO
Specification & Usage Guidelines

Along with its subtle background wave, the VIMS logo graphic letterform features graduated shades of VIMS blue and teal, suggesting the depths and movement of the coastal ocean.

The logo serves as the primary visual cue for the VIMS brand, and should appear prominently on every communication piece. Logo files can be downloaded from the VIMS website at http://www.vims.edu/intranet/logos

Gradient CMYK Version

2-Color VIMS Graphic Letterforms
(CMYK-Match or PMS 294 & PMS 3145)

I-Color VIMS Graphic Letterforms
(PMS 294)

Gray VIMS Graphic Letterforms

Black & White VIMS Graphic Letterforms

Reverse (White) Version

Logo can be used in reverse (white) on solid colors or simplistic photos upon approval of Communications Department staff.
LOGO
Size & Placement

As the primary visual cue for the VIMS brand, the logo should—whenever possible—appear on the front of every printed piece.

Clear Space
To give the logo proper prominence, a reserved area surrounds it. This area should be free of imagery, graphics or any other element that may interfere with the clarity of the logo. The minimum amount of clear space is in proportion to the logo size. It is equal to the width of the letter “W” within the wordmark.

Sizing
The logo should never be reproduced smaller than 1 inch in width.
LOGO
What to Avoid

Never separate the elements of the logo, move their position, or change their proportion.

Never scale the logo disproportionately.

Do not rotate the logo or run it at an angle.

Never place the logo above textures or backgrounds that will impair the legibility.

Never change the standard colors of the logo.
COLORS

The colors used in the logo—VIMS blue and teal—are bold, sophisticated colors that should be used consistently across all pieces where color printing is possible and in all digital media. Together, these two colors are an important visual cue that will help lend consistency and strength to VIMS communications.

The supporting colors are inspired by natural elements and are meant to compliment the logo, while adding uniqueness and allowing flexibility within each collateral piece or digital media component.

All of the colors can be used in large solid blocks.

All of the colors can be screened back to various tints.

___ WHITE TYPE CAN BE REVERSED OUT OF THE DARKER COLORS IN ALL TYPEFACE WEIGHTS ___

While the logo colors should not be altered, text can be set in any of the darker colors.

VIMS VIMS VIMS VIMS VIMS VIMS VIMS
COLORS
What to Avoid

Never typeset text in the Sky Blue or Sand unless on a darker background.

Never use the Sky Blue for text on a solid area of Sand or vice-versa.

Never use the darker colors on a dark background.

Never typeset words in multiple colors.
TYPOGRAPHY

The VIMS brand includes two main sans-serif typefaces with various weights, two script typefaces, and one serif typeface for the logo.

Myriad Pro - Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 !@$&%(),;/

Myriad Pro - Semibold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 !@$&%(),;/

Myriad Pro - Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 !@$&%(),;/

Myriad Pro is also available in Condensed Italic, Bold Condensed Italic, Regular, Italic, Semibold, Semibold Italic, Bold, Bold Italic.

Myriad Pro is the official typeface for body text within VIMS’ marketing materials.

Lucida Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 !@$&%(),;/

Use Lucida Sans for your VIMS e-mail signature (see p. 11).

Brisa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 !@$&%(),;/

FELT TIP SENIOR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 !@$&%(),;/

ITC New Baskerville BT - Semi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 !@$&%(),;/
FORMATTING
Size & Placement

Phone number components should be separated by periods and not hyphens or open spaces.

804.684.7000
NOT 804-684-7000

Initial Caps should always be used for the Virginia Institute of Marine Science name.

It is appropriate to refer to the Virginia Institute of Marine Science as “VIMS” after a logo or full-name mention appears. In a longer printed piece or digital media, it is preferable to use the full name for the first mention and “VIMS” thereafter.
CO-BRANDS
Partnering with other organizations

When VIMS participates in an event or program with a partner organization, every effort should be made to ensure that the design of any communication piece harmonizes with these design guidelines.

In co-branded applications, the VIMS logo should be featured prominently alongside the logo of the partnering organization; when both organizations desire equal prominence, a horizontal arrangement of logos is best.

Communications Department staff at VIMS should review any piece that features the VIMS logo to verify compliance with the logo standards on pages 2, 3, & 4 of this guide.
PHOTOGRAPHY

Compelling images provide wonderful opportunities to engage the viewer and represent VIMS’ mission and programs. Here are some dos and don’ts for photography at VIMS.

Frontal views are more engaging than derrières, so get in front of your subject and zoom to the face.

Dawn and dusk offer the best light for photos.

Avoid sunglasses and hats (especially with non-VIMS logos), as well as bright backgrounds.

Avoid and crop clutter.

Zoom in to your subject, whether animal, vegetable or mineral.
E-mail signature

VIMS employees should utilize the following standard e-mail signature for any and all instances of company communication. The signature line rests at the bottom of each e-mail, projecting consistency, professionalism, and confidence to the recipient. Use of the widely available Lucida Sans font ensures that the format of the signature is consistent among recipients.

First/Last Name
Title
804.684.7000 | xxx.xxx.xxxx fax | xxx.xxx.xxxx cell (if applicable)
email@vims.edu | vims.edu
PO Box 1346 | Rt. 1208 Greate Rd., Gloucester Pt., VA 23062

Affiliation

For proper affiliation on scientific papers, use the following format.

First/Last Name
Virginia Institute of Marine Science, College of William & Mary, P.O. Box 1346, Gloucester Point, VA 23062 USA