# GRAPHIC ELEMENT USAGE

Please review this guide to further understand how the graphics could and should be utilized in our various departments throughout the campus. Please if you have questions and would like to learn more about how to use these elements, contact the Office for Marketing & Communications.



# Highlight/Spotlight

- Website housing for a campaign

- Poster, Magazine

- Feature, Coverage Stories, Spotlight

- Initiative Launches

Departments: Alumni Affairs



# Cover Graphics

- Digital ad copies

- Print ad copies

- Animation aspect for a Video Feature

Departments: All Colleges, Student Affairs, Academic Affairs, All Student-Focused Departments & Offices

# Highlight/Spotlight

- Website feature

- Print ad, Magazine

- Digital ad

- Social content; cover, Student highlights

Departments: All Colleges, Student Affairs, Academic Affairs



# Highlight/Spotlight

- Website feature

- Print ad, Magazine

- Digital ad

- Social content; Faculty/Staff highlights

Departments: All Colleges, Alumni Affairs, Academic Affairs

## The 1876 Stamp

Specification Usage: **Only used by the Office for Marketing and Communication (MarComm). All other requests must go through an approval process.** Stamps are not to be manipulated in color, shape, or orientation without approval from the MarComm Office.

## The V-Shaped Arrows

The V-Shaped arrow is a powerful and expressive graphic element that can add a sense of energy, direction, and drama to any design.

Specification Usage: Always point at forward angle, upward angle or any angle in between.  Use the Multiply Blending option with the top or leading arrow opacity decreased to 50%.
Angle: 35.5°px Degree. Can be used in our other colors stated in our Brand Guidelines. Colors can be used in combination (i.e.: purple & gold)

## Ascending Lines

The Ascending Lines can be creatively described as a dynamic and energizing graphic element that imparts a sense of upward momentum and progression. The lines can evoke a feeling of growth, achievement, and ambition as if reaching a goal or climbing a ladder of success of excellence.

Specification Usage: Must be at least three but not exceeding five ascending lines. Can be flipped vertically and horizontally. Distance between each tip of the ascending lines should be 90px. Spacing between the lines should be 15px. Can be used in our other colors stated in our Brand Guidelines

## Slants

Slants can create a feeling of motion or directionality as if the viewer's eye is drawn toward a specific point or area of the design.

Specification Usage: Can be flipped and implemented on any 4 sides of a graphic piece, Multiply Blending Option.
Angle: 9.5°px Degree. Can be used in our other colors stated in our Brand Guidelines.

## Ascending Slants

Specification Usage: Background element of a text and/or callouts. Always ascending to the right of a graphic. Can be placed on either the left or right.

Angle: 9.5°px Degree. Can be used in our other colors stated in our Brand Guidelines.

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**Slant Pattern**

Specification Usage: Background element of print marketing materials such as pole banners and some Recruitment/Admission informational print materials. Can be used as backgrounds in web page sectionals, not full website backgrounds.

Angle: 9.5°px Degree. Can be used in our other colors stated in our Brand Guidelines.