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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



Key Colors



VIMS Blue
Pantone (spot color)
PMS 294
CMYK
100 | 68 | 7 | 28
RGB
0 | 70 | 127
HEX#
00467f



Teal
Pantone (spot color)
PMS 3145
CMYK
100 | 5 | 20 | 22
RGB
0 | 136 | 164
HEX#
0088a4

2-Color VIMS Graphic Letterforms

(CMYK-Match or PMS 294 & PMS 3145)



1-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.



1 inch

Sizing

The logo should never be reproduced smaller than 1 inch in width.

LOGO

What to Avoid

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



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- X** Never scale the logo disproportionately.



VIRGINIA INSTITUTE OF MARINE SCIENCE



VIRGINIA INSTITUTE OF MARINE SCIENCE

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



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



- X** Never change the standard colors of the logo.



VIRGINIA INSTITUTE OF MARINE SCIENCE












VIRGINIA INSTITUTE OF MARINE SCIENCE

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.

VIMS Blue PMS 294	Teal PMS 3145	Stormy Gray PMS 5425	Sea Blue PMS 645	Sky Blue PMS 537	Sand PMS 4535	Coral PMS 7413	Marsh Green PMS 5673	Slate Gray PMS Cool Gray 10
								
C 100 M 68 Y 7 K 28	C 100 M 5 Y 20 K 22	C 44 M 15 Y 7 K 22	C 55 M 24 Y 2 K 8	C 21 M 9 Y 1 K 4	C 5 M 7 Y 32 K 10	C 1 M 62 Y 95 K 2	C 36 M 16 Y 62 K 48	C 38 M 29 Y 20 K 58
R 0 G 70 B 127	R 0 G 136 B 164	R 115 G 153 B 177	R 105 G 154 B 197	R 188 G 206 B 226	R 219 G 208 B 167	R 235 G 123 B 40	R 101 G 113 B 75	R 84 G 88 B 97

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
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

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

Virginia Institute of Marine Science

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

Virginia Institute of Marine Science

Virginia Institute of Marine Science

X Never use the darker colors on a dark background.

Virginia Institute of Marine Science

Virginia Institute of Marine Science

X Never typeset words in multiple colors.

Virginia Institute of Marine Science

Virginia Institute of Marine Science

TYPOGRAPHY

The VIMS brand includes one main sans-serif typeface 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.

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

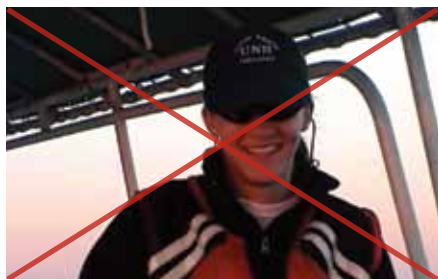
Compelling images provide wonderful opportunities to engage the viewer and represent VIMS' mission and programs. Here are some dos and don'ts for photography at VIMS.



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

CONTACT INFORMATION

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.

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



VIRGINIA INSTITUTE OF MARINE SCIENCE

Name (Myriad Pro - Bold Condensed 12pt/HEX# 0088a4)

Title (Myriad Pro - Semibold Italic 10pt/HEX# 00467f)

Phone and Address (Myriad Pro - Semibold Condensed 10pt/HEX# 00467f)

Div. Lines (Myriad Pro - Semibold Condensed 10pt/HEX# d47b22)

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