TYPEFACES FOR WEB & PRINT

Dosis Bold

*Primary Font Used for Headlines, Omni Earum Core Lat Ser Consequibus Maiori Volo Ommodi Quam.*

Dosis Light

*Alternate Font Used When Variety is Needed*

All fonts used are for print and digital.

COLOR PALETTE

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>7706</td>
<td></td>
</tr>
<tr>
<td>7412</td>
<td></td>
</tr>
<tr>
<td>2975</td>
<td></td>
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<tr>
<td>1235</td>
<td></td>
</tr>
<tr>
<td>2311</td>
<td></td>
</tr>
</tbody>
</table>

PATTERNS

![Patterns](image)

ICON STYLING

![Icons](image)
LOGO SPECIFICATION & USAGE GUIDELINES

COLORS

Pantone 7706  Reversed  Black

Sea Grant Virginia

3/4 inch

SIZE

Minimum reproduction size of the logo is 3/4” wide

CLEAR SPACE

Clear space needed to give the logo proper prominence. The minimum amount of clear space is in proportion to the logo size. It is equal to the width of the letter “G” within the wordmark.

INCORRECT LOGO USAGE

These examples represent the most common mistakes that can compromise the integrity of the Sea Grant logo.

DO NOT use multiple colors  DO NOT stretch  DO NOT skew  DO NOT remove any elements

DO NOT rearrange elements  DO NOT rotate  DO NOT place over complex backgrounds

UNIVERSITY PARTNERS STYLING
Based off Carl Jung’s archetypal theory, your Brand Archetype helps uncover the voice, values and personality of your organization.

**THE SOURCE**

All-Knowing • Audiences Look to The Source for Expertise, Advice & Connections

**BRAND EXAMPLES**

Well-known brands that encompass "The Source"

- Harvard
- Google
- CNN
- National Geographic
- Disney
- United Way

**CHARACTERS/CELEBS**

Famous people who embody "The Source"

- Ryan Seacrest
- Pharrell
- Pope Francis
- Michelle Obama
- E. O. Wilson

**VOICE**

Tone used to communicate on behalf of the brand

- Collaborative
- Trustworthy
- Expert
- Intelligent
- Confident
- Helpful
- Passionate
- Networker

**AUDIENCE PERCEPTIONS**

How your target audience feels about your brand after an interaction

- Enlightened
- Supported
- Inspired
- Understood
- Confident
- Connected
- Motivated
- Energized

**PROFESSIONAL POSITIONS**

Jobs with "Source-like" responsibilities

- Chief Operating Officer
- Office Administrator
- Matchmaker
- Hospital Administrator
- Career Counselor
- Headhunter
- President’s Chief of Staff

**PITFALLS**

Potential negative perceptions

- Necessity
- Role Confusion
- Under-valued
- Gatekeeper
- Know-it-all

**BRAND MANTRA**

I’m A Thought Leader

I SOLVE PROBLEMS BY CONNECTING EXPERTS AND FORMING PARTNERSHIPS

I’m A Hub Of Information

I CREATE CONNECTIONS, ENABLING DISCOVERIES