

UVA School of Data Science

Social Media Guidance

DECEMBER 2023

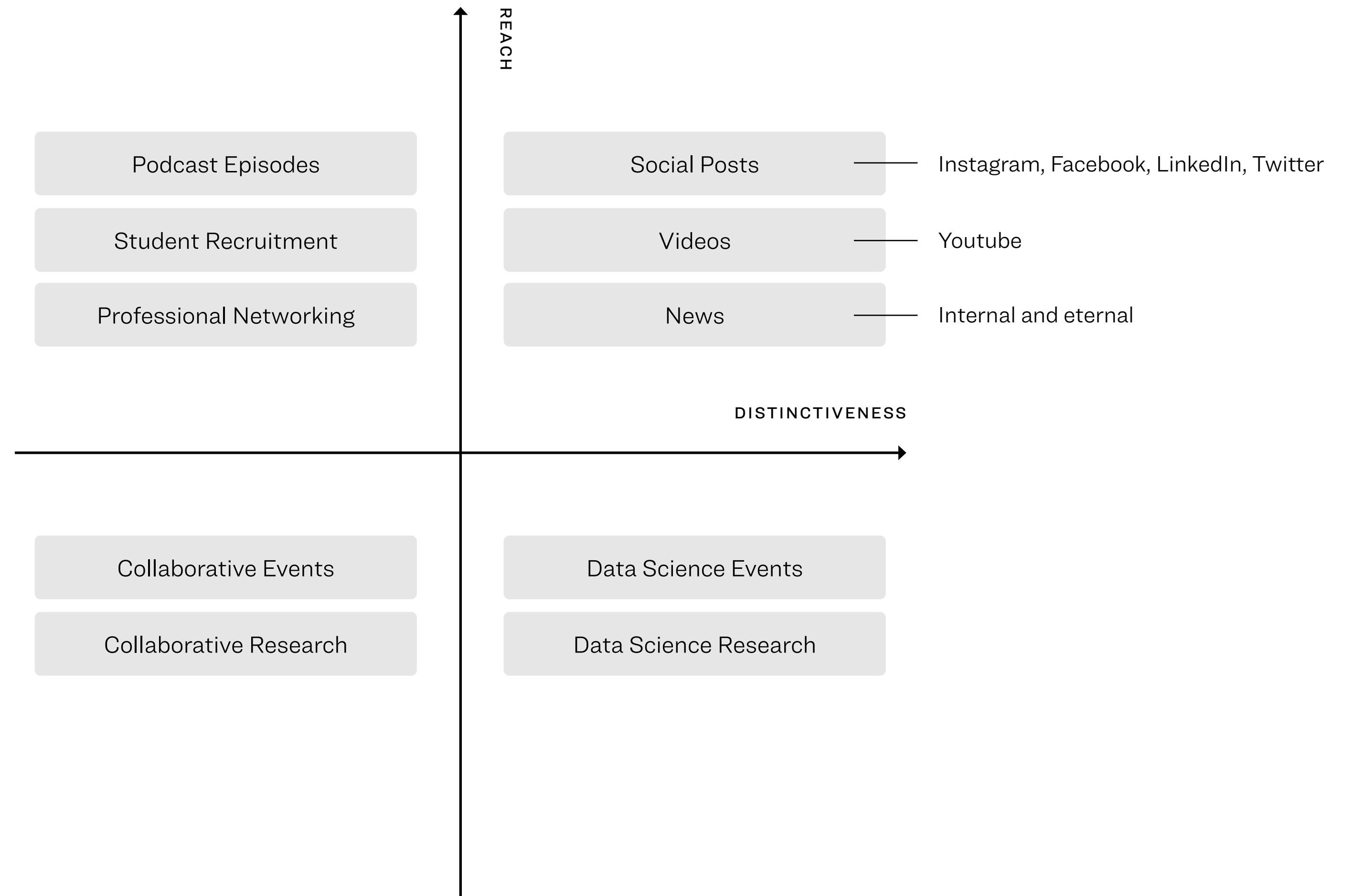
RECOMMENDATIONS:

1. Adopt University brand conventions to signal clear association
2. Consider your audience(s) and channel(s) when selecting styles to use in assets
3. Continue to leverage brand distinctives
4. Be mindful of the color values you use in assets to avoid brand confusion
5. Align brand visuals with content and publishing strategy

It is key to align with the broader University brand ecosystem when creating social assets.

When creating messaging that is designed to connect the UVA School of Data Science (SDS) to the greater University community, using core UVA brand elements is best.

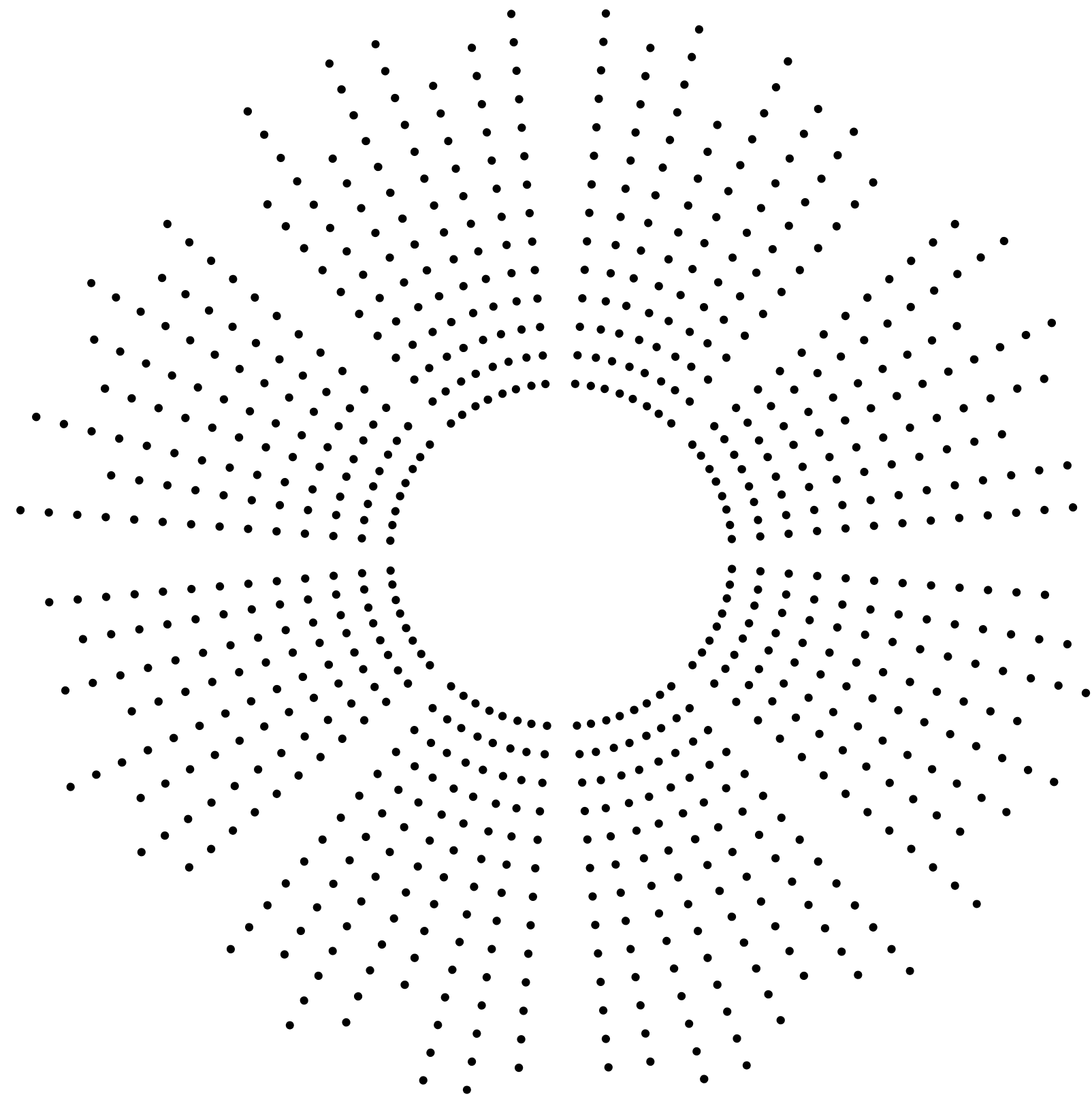
The matrix to the right shows how you can consider the visual distinctiveness of the SDS brand in the context of audience reach. These broad categories help lend guidance to the aesthetic choices you make when creating assets. They consider both the audience reach and their association with your work and the broader university community.



There are several brand elements that are unique to SDS. These include: the databurst, school-specific colors, and use of Franklin Gothic Condensed. Using these distinctives well and consistently will ensure that your audiences create a meaningful connection with your brand.

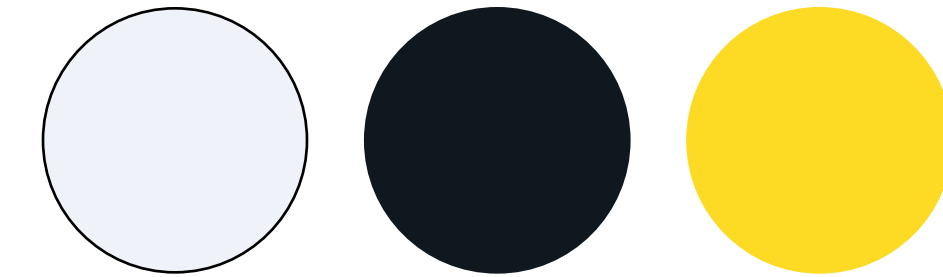
It is also key to utilize these elements in concert with core UVA brand elements to avoid brand confusion.

GRAPHICS:



Databurst

COLORS:



School-specific colors

TYPE:

A School Without Walls

Committed to teaching and practicing responsible data science for the common good

Franklin Gothic Condensed

One fresh and dynamic way to express your brand identity is to create a wide variety of expressions that all feel visually unified.

By creating designs and layouts that emphasize your community and work, you allow social assets to connect with your diverse audiences.

By mapping specific aesthetics with content types, you can create a consistent look and feel that strengthens your content strategy and messaging.

Example content types include:

- Podcast Episodes
- Recruitment
- Events
- Announcements
- Research
- News



The following examples showcase how aligning your branded posts more closely with content and publishing strategy will naturally create dynamic and sustainable visuals.

Example video types include:

- Research
- Spotlights
- Events
- Meet Our Team



Accessibility should always be a key consideration. This is especially important in digital formats where legibility is of the utmost importance.

All colors shown are WCAG AAA compliant, unless marked with an asterisk, which notes a color that passes contrast only with large text and is WCAG AA compliant.

For more documentation on which color contrast tests were performed to evaluate brand colors, visit:

webaim.org/resources/contrastchecker

For more documentation on accessible type-color combinations, visit:

brand.virginia.edu/design-assets/colors/accessible-type-color-combinations

UNIVERSITY

UVA Blue
#232D4B



UVA Orange
#E57200

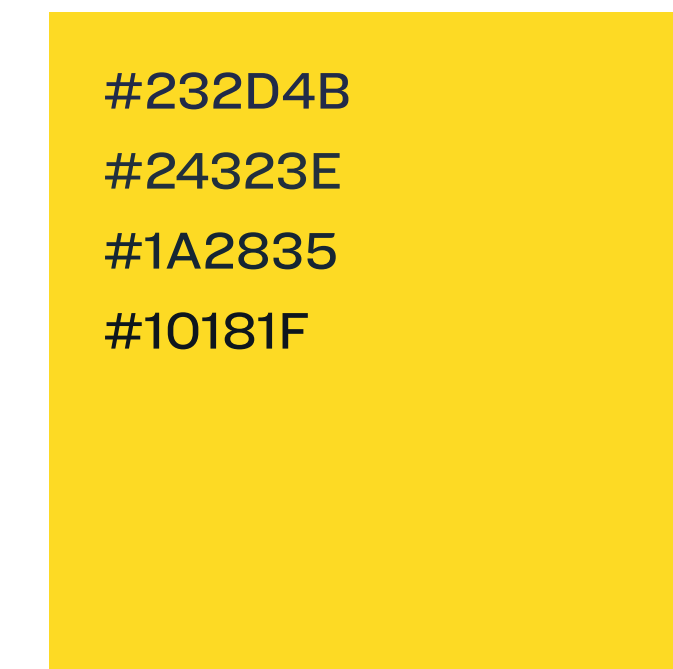


SCHOOL

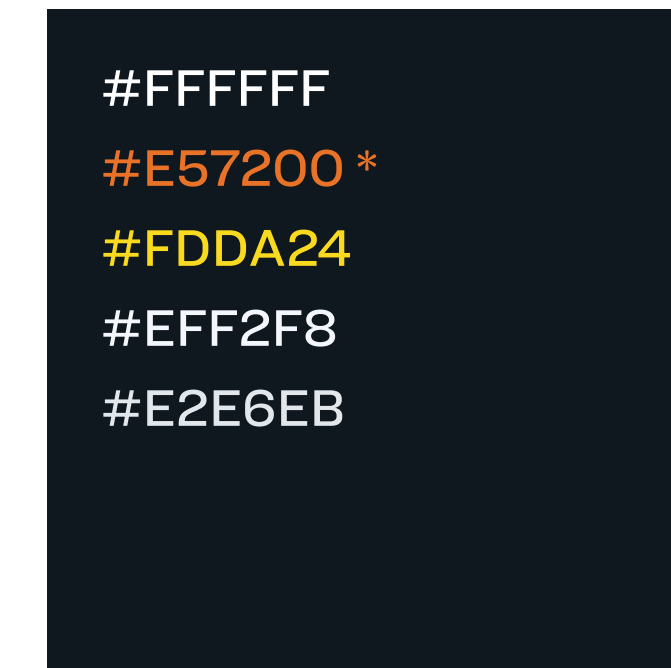
Navy
#24323E



Yellow
#FDDA24



Deep Navy
#10181F



Jefferson Gray
#EFF2F8

