



BICENTENNIAL CAMPAIGN



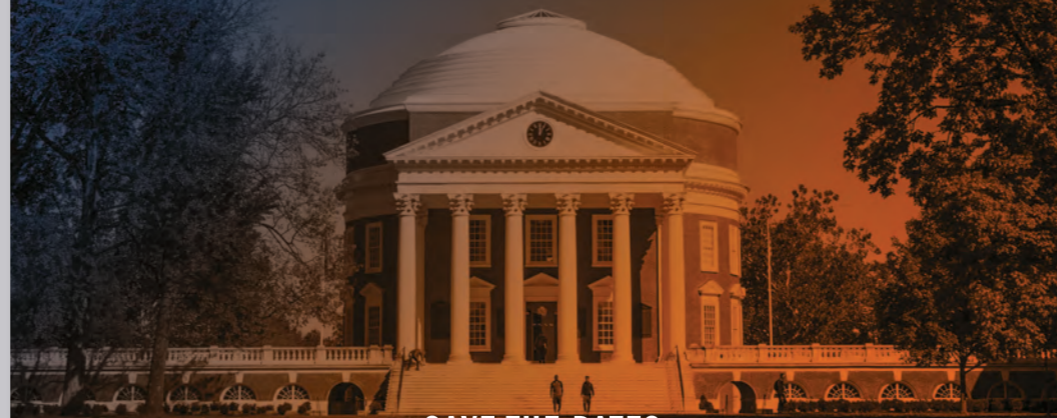
UNIVERSITY *of* VIRGINIA

B I C E N T E N N I A L



UNIVERSITY of VIRGINIA
BICENTENNIAL

COMMEMORATE
THE FIRST 200.
CELEBRATE
THE NEXT.



SAVE THE DATES

October 6-7, 2017

Please join us on October 6-7, 2017 when we mark the 200th anniversary of the laying of the University's cornerstone at Pavilion VII. The commemoration will continue through the anniversary of the University's charter on January 25, 2019. The bicentennial will celebrate the achievements of the University's first 200 years while articulating aspirations for the University's future. We hope you will join us.

BICENTENNIAL.VIRGINIA.EDU





Kayleigh Roy
Architecture '15

THE BICENTENNIAL
SCHOLARS FUND

AMPLIFY YOUR IMPACT

*Leaders give back as they move the world forward.
As we celebrate our bicentennial, UVA honors those who
came before by supporting those in-the-making.*

GROW THE GREATER GOOD

You can ensure that UVA continues to attract and support outstanding students by contributing to the Bicentennial Scholars Fund. In return, UVA will **amplify your generosity by matching your gift** through our Strategic Investment Fund.

TAKE THE FUTURE FURTHER

Shape the UVA community through **this unique opportunity to create a long-term source of financial aid**, limiting both student debt and tuition increases, perpetuating your legacy into the far-reaching future.

SCHOLARSHIPS | [GIVING.VIRGINIA.EDU/BSF](http://giving.virginia.edu/bsf)

THE BICENTENNIAL SCHOLARS FUND

MAKE YOUR MARK

UVA accepts students solely on merit, as one of only two public universities in the nation to meet 100% of undergraduate financial need. With your contribution, we will continue to redefine affordability.

HOW IT WORKS



NAMED FUND
When you contribute \$100,000 or more, you have the opportunity to create a **named endowment awarded and recognized in perpetuity.**



UP TO \$1 MILLION
When you endow undergraduate scholarships, the University will amplify any donation with a **50-cent match on every dollar.**



\$1 MILLION OR MORE
When you contribute \$1 million or more and pay the total within three years, the University will **double your gift.**

RESOLVE TO SOLVE

Together, at our 200-year mark, we will make a commitment to realize student potential. The challenges of our time require that we provide the next generation of innovators every chance to succeed both today and for generations to come.

COMMITMENT LEADS TO PROGRESS

Their endless imagination, insight and ingenuity will move us forward as a nation and a society. Now is the moment to shape their future and ours.



UNIVERSITY OF VIRGINIA
BICENTENNIAL

CONTACT

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Trey Maxham
William Stamps Farish
Entrepreneurial Research Professor,
McIntire School of Commerce

THE BICENTENNIAL
PROFESSORS FUND

AMPLIFY YOUR
IMPACT

Leaders give back as they move the world forward. With a 200-year commitment to the common good, UVA is just getting started. As we celebrate our bicentennial, we honor those who came before by supporting those in-the-making.

GROW THE GREATER GOOD

You can ensure that UVA continues to attract and support outstanding professors by contributing to the Bicentennial Professors Fund. In return, UVA will **amplify your generosity by matching your gift** through our Strategic Investment Fund.

TAKE THE FUTURE FURTHER

Shape the UVA community through **this unique opportunity to support professors** who will challenge, educate and inspire generations, perpetuating your legacy into the far-reaching future.

PROFESSORSHIPS | GIVING.VIRGINIA.EDU/BPF

THE BICENTENNIAL PROFESSORS FUND

MAKE YOUR MARK

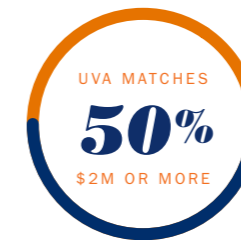
From rising researchers to prominent scholars, UVA professors are dedicated not only to teaching, but to working as a transformative force in the wider world. With your help, we will continue to advance society and transform higher education.

HOW IT WORKS



EMERGING SCHOLARS

When you contribute \$1 million or more to create a named, endowed professorship for an emerging scholar, the University will amplify your gift with a **50-cent match on every dollar**.



MID-CAREER SCHOLARS

When you contribute \$2 million or more to create a named, endowed professorship for a mid-career scholar, the University will amplify your gift with a **50-cent match on every dollar**.



DISTINGUISHED SCHOLARS

When you contribute \$3 million or more to create a named, endowed professorship for a distinguished scholar and pay the total within five years, the University will **provide \$2 million in matching funds**.

RESOLVE TO SOLVE

Endowed professorships enable UVA to recruit dynamic faculty, driving research and collaboration at the University, and cultivating a thriving academic environment. These positions are an honor to hold and stand as an enduring tribute to their establishing donor.

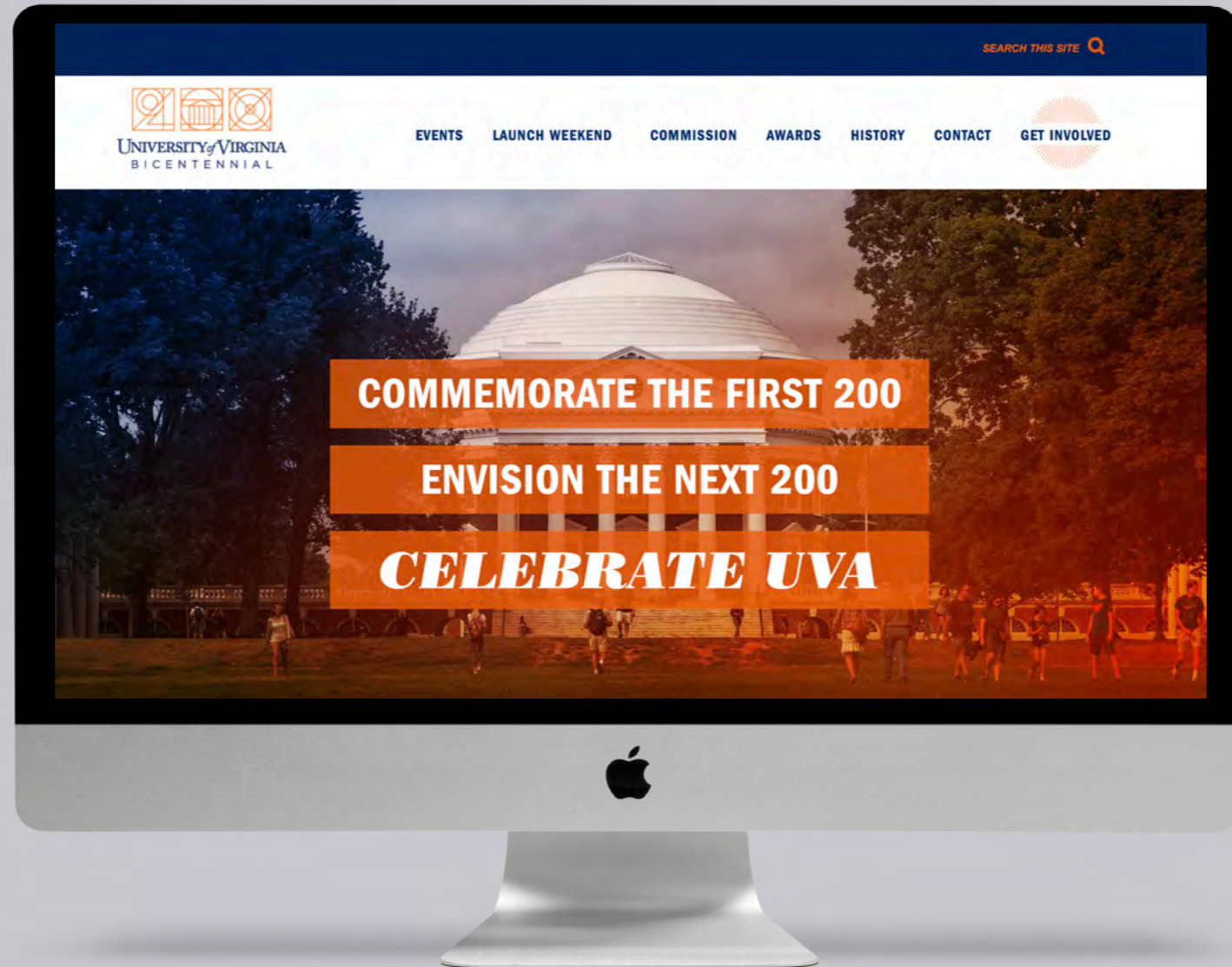
COMMITMENT LEADS TO PROGRESS

Creating an endowed professorship means investing in the discoveries of tomorrow. Partner with UVA to provide long-term faculty support across disciplines. Your gift will secure the University's faculty, our most critical asset.



CONTACT
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UNIVERSITY *of* VIRGINIA
B I C E N T E N N I A L

LOGO USAGE GUIDE | VERSION 1.0

PRIMARY LOGO: INTRODUCTION

The UVA bicentennial logo is inspired by Thomas Jefferson's architectural designs for the Rotunda. Selected by students, the "200" mark evokes the history and heritage of the University of Virginia, in addition to its founding as a revolutionary model for higher education.

While designed specifically for the 2017 bicentennial final exercises and commemoration, this logo is approved for use on all ancillary bicentennial materials.



PRIMARY LOGO

This is the UVA Bicentennial primary logo. It should be used whenever possible to maintain brand consistency when representing the Institute as a whole.

Preferred Full-Color Logo

The Pantone, CMYK or RGB full-color logos are preferred. Use Pantone or CMYK for any print use such as collateral or business materials. Use RGB for electronic use such as computer presentations, digital or TV.

White Knockout Logo

The White Knockout logo is a versatile logo that can be used in both print and digital applications. It is best used on color or photographic backgrounds where the Preferred Full-Color logo would not provide sufficient contrast.

1-Color Logo

1-Color logos can be used with more limited printing or application techniques, such as embroidery or screenprinting. Approved colors include UVA Orange, UVA Blue, and where necessary, black.

UVA ORANGE
PMS 158C / C: 0, M: 63, Y: 100, K: 0 / R: 229, G: 114 B: 0

UVA BLUE
PMS 294C / C: 100, M: 70, Y: 7, K: 45 / R: 0, G: 47 B: 108

Primary Logo: Preferred Full-Color



Primary Logo: White Knockout



Primary Logo: 1-Color



PRIMARY LOGO: INCORRECT USAGE

Correct and consistent use of the primary logo is an essential part of maintaining brand equity. While a great deal of flexibility has been built into the visual identity system, the use of each element has been carefully defined.



Do not add a drop shadow or any other effects to the primary logo.

Do not use unapproved colors for the primary logo.

Do not use unapproved color configurations of the primary logo.



Do not place the primary logo in a container shape of any type.

Do not change the typeface of any part of the primary logo.

Do not rearrange the elements of the primary logo.



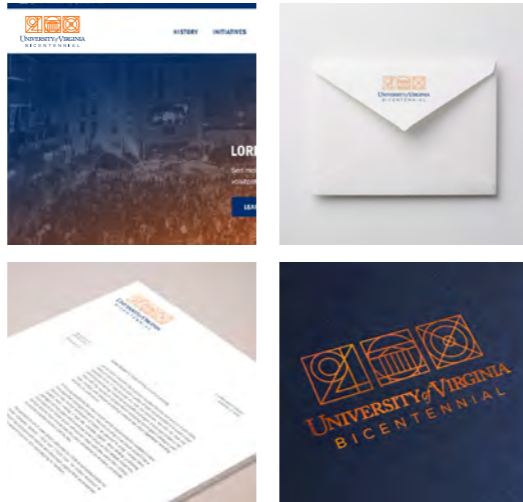
Do not add additional information to the primary logo.

Do not place the primary logo on a color that does not provide sufficient contrast.

Do not place the primary logo on visually distracting backgrounds.

PRIMARY LOGO: APPLICATION EXAMPLES

Correct and consistent use of the primary logo is an essential part of maintaining brand equity. While a great deal of flexibility has been built into the visual identity system, the use of each element has been carefully defined.



SECONDARY LOGO

The Bicentennial Secondary Logo is the 200 mark without the UVA Bicentennial wordmark. It can be used either vertically or horizontally. This mark should be used sparingly and only for internal purposes where the primary logo is established and well known. This could include on-Grounds banners, graduation stoles, zipper pulls, etc. It can also be paired with the primary logo, but should always maintain a vast size difference to prevent visual competition between the two marks (see application examples on page 8).

Secondary Logo Vertical: 1-Color Secondary Logo Horizontal: 1-Color



1-Color Logo

The Secondary logo should always be set in a single, solid color. Approved colors include UVA Orange, UVA Blue, and where limited application techniques are involved, black.

Secondary Logo Vertical: White Knockout Secondary Logo Horizontal: White Knockout

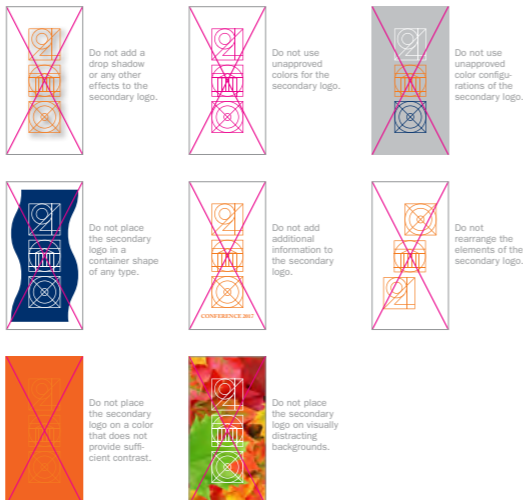


White Knockout Logo

The White Knockout logo should be used on color or photographic backgrounds where a 1-Color logo would not hold up.

SECONDARY LOGO: INCORRECT USAGE

Correct and consistent use of the secondary logo is an essential part of maintaining brand equity. While a great deal of flexibility has been built into the visual identity system, the use of each element has been carefully defined.



SECONDARY LOGO: APPLICATION EXAMPLES

Correct and consistent use of the secondary logo is an essential part of maintaining brand equity. While a great deal of flexibility has been built into the visual identity system, the use of each element has been carefully defined.



MINIMUM SIZES

To ensure visibility and legibility, the logos should never be presented in sizes smaller than the requirements shown on this page.

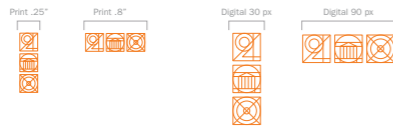
To maintain visual integrity, applications using alternative reproduction techniques such as embroidery and silkscreen may require presenting the logos at larger sizes than indicated here.

These are only minimum sizes. Logos should be sized appropriately for the piece being designed. Consult your print vendor for specifics on minimum sizes based on the piece you are creating.

Primary Logo Minimum Size



Secondary Logo Minimum Size



PRIMARY LOGO CLEARSPACE

Whenever you use the primary logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Clear space is developed from the height of the "University of Virginia Bicentennial" Lockup.

Primary Logo Clear Space

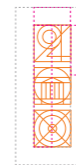


SECONDARY LOGO CLEARSPACE

Whenever you use the secondary logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Clear space is developed by measuring half the width of the logo.

Secondary Logo Clear Space

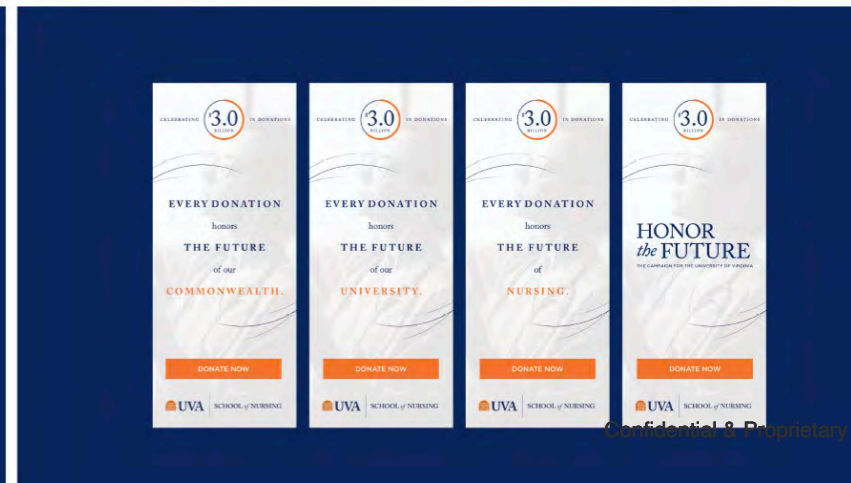
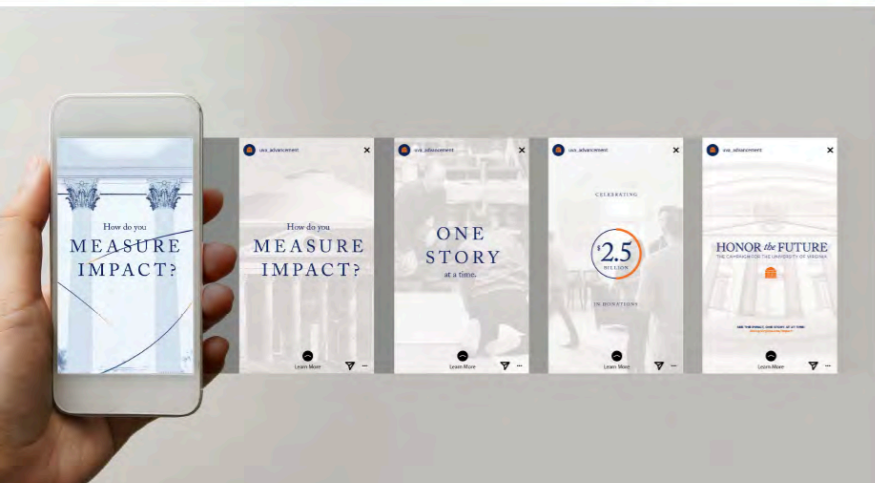


HONOR
the FUTURE

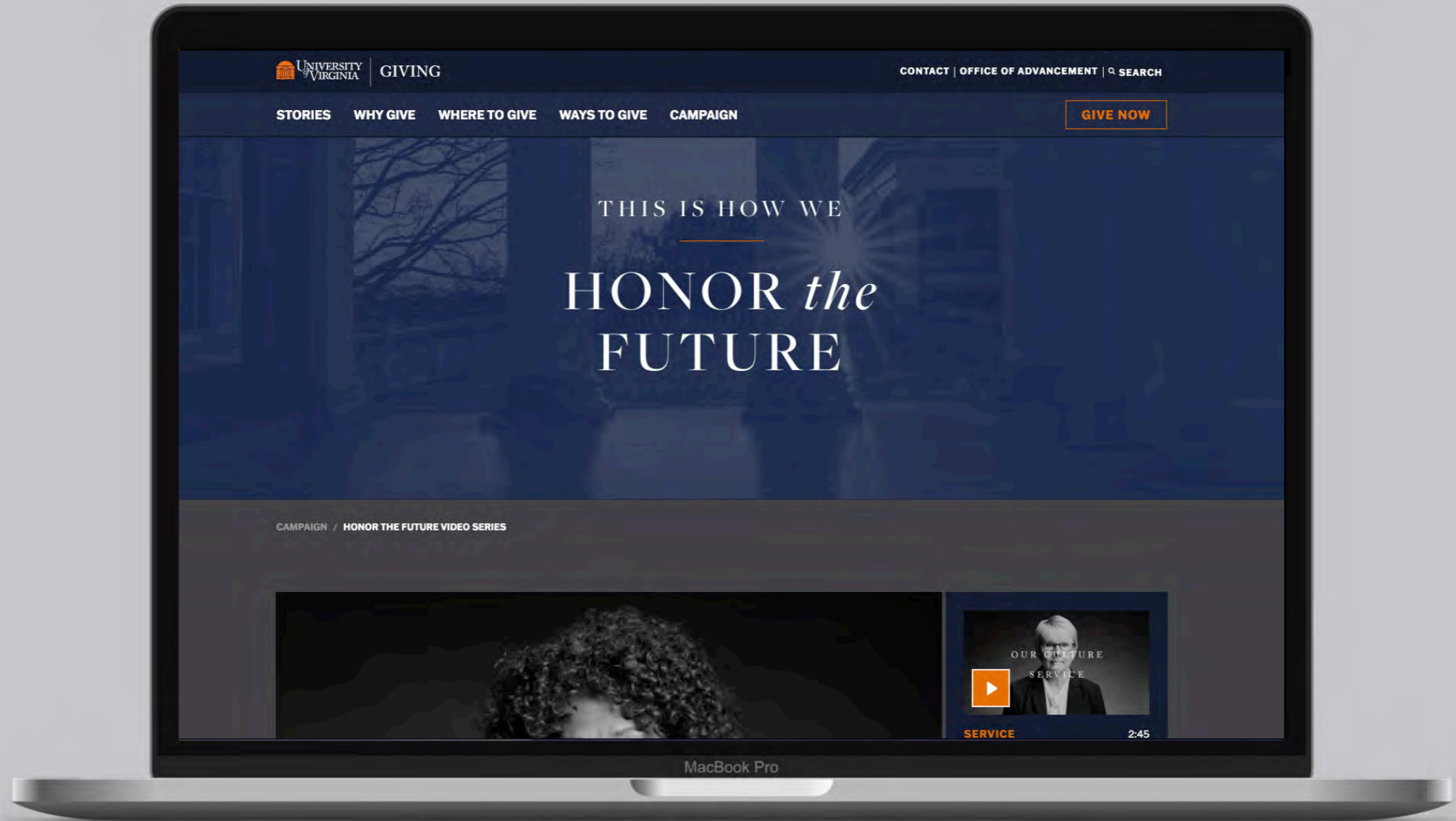
THE CAMPAIGN FOR THE UNIVERSITY OF VIRGINIA

HONOR *the* FUTURE

THE CAMPAIGN FOR THE UNIVERSITY OF VIRGINIA







MacBook Pro

