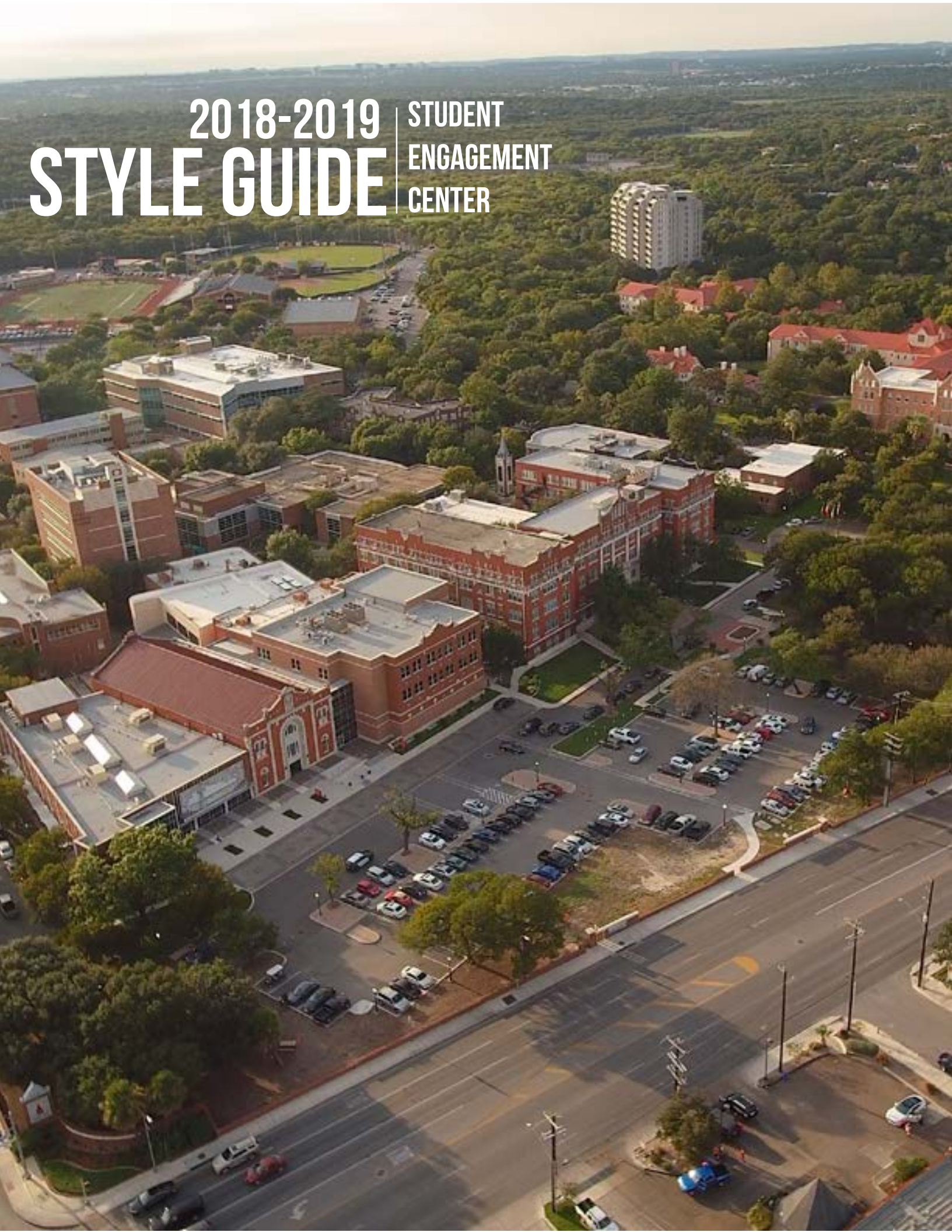


2018-2019 STYLE GUIDE

STUDENT
ENGAGEMENT
CENTER





DESIGN GUIDE

GRAPHICS

TYPOGRAPHY

VIDEO

PHOTO

EXAMPLES

GRAPHICS

Here are some basic guidelines to remember when creating your event/ program design!

LOGOS

When designing, it is important to be careful when placing a UIW or club logo on the design. For logo guidelines and restrictions please see UIW campus wide Style Guide here:

<http://www.uiw.edu/styleguide/styleguidedownload.html>

APPROVAL

All designs must be approved by Office of Campus Engagement. Email and contact information for approval is on the following page.

SOFTWARE

If possible, use either Adobe Photoshop or Illustrator to create designs. If you do not know how to use these programs, Canva.com is a good resource.

SEC PROMOTION GUIDELINES FOR PRINT

FLIER

1. 8.5 x 11 inches
2. Fliers must be approved by Campus Engagement Office, located on the third floor of the Student Engagement Center.

SEC PROMOTION GUIDELINES FOR WEB

In order to promote with Campus Engagement or in the Student Engagement Center, please follow graphic guidelines from the previous page. Digital designs should be in the formats below:

SOCIAL MEDIA

1. Flyer size (8.5x11) or Square (1080x1080 Pixels)
2. .PNG or JPEG format

WHAT'S THE WORD

1. Flyer Size (8.5x11 Inches)
2. PDF or .PNG format

TV MONITORS

1. Size: 1920x1080 Pixels
2. PDF or .ai format



Send all **digital** materials to:
campusengagement@uiwtx.edu for approval!

*print materials must be approved in person at Campus Engagement Office

EXAMPLES

FACEBOOK:

8.5X11 Inches
JPEG/ PNG

TWITTER:

8.5X11 Inches
JPEG/ PNG

INSTAGRAM:

Square:1080X1080 Pixels
JPEG/PNG



VIDEO

When creating a video for promotion, it is best to keep things short and sweet. Programs to use for video production include Premiere Pro, Final Cut, or iMovie.

TV MONITOR FORMAT:

1. Size: 1920 x1080 Pixels
2. Music used in videos must be royalty free
3. It is recommended videos not exceed 10 seconds (.mov format)

SOCIAL MEDIA FORMAT:

FACEBOOK:

MOV or MP4
30fps or below
1280px wide
1.75 GB

INSTAGRAM

MP4
30fps
1080 px Wide
15mb

TWITTER:

MP4
40fps
1280px x 1024px
15 MB

PHOTO

HIGH RESOLUTION

If possible, use photos taken on a professional camera. Do not stretch photo sizes in order to avoid quality loss.

AVOID DISTRACTIONS

In using photos in a design, make sure you are not taking away from your main message. Avoid using light colored text on light colored photos and vice versa. Remember the most important aspect of your design is marketing the message.

PHOTO SELECTION

In choosing an appropriate photo, make sure you find free, non-commercial photos on google or contact UIW Marketing for assistance. You can also take your own photos as long as you have the proper materials.

UIW Marketing: pr@uiwtx.edu, (210)-829-6001

FORMAT

If you would like a photo posted on social media or elsewhere, follow previous guidelines for dimensions and formats mentioned earlier in the guide.

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campusengagement@uiwtx.edu for approval!

*print materials must be approved in person at Campus Engagement Office



TYPOGRAPHY

LEGIBILITY

Make sure your chosen font is legible and the right size. You want readers to be able to read the message easily.

FONTS

Don't use too many different fonts. One font can usually work if you switch up the leading and boldness. More than three fonts in one design is too many.

FONT PAIRING

Fonts must compliment each other well. You do not want fonts that look too similar or are too drastically different.

FONT CHOICE

When selecting a font, consider legibility, theme, audience, etc. You would not want to choose a font that is western themed for a disco party, just because you like the western font. Avoid fonts that are overused or outdated like Comic Sans or Papyrus. You can download interesting fonts for free on websites like Dafont.com or fontsquirrel.com. If you google free fonts, you will also find some valid websites.

EXAMPLE FONTS:

BEBAS NEUE

Helvetica

Gilroy

LEMON MILK

Sign Painter

Noteworthy

Bromello

Caviar Dreams

Antonio

Vendetta

FONT WEBSITES:

dafont.com

fontsquirrel.com

fontspace.com

abstractfonts.com

behance.com

Campus Engagement and International Affairs presents
THURSDAY, MARCH 1
DUBUIS LAWN | 1PM-4PM

Holi


FESTIVAL OF COLORS

11:30AM - 3:30PM | World Market
 1 PM | Food, Fair, & Live DJ
 4 PM | Waves of Color
 Free T-shirts to participants

UIW's Annual Festival of Colors celebrates the diversity of our campus. Live music, artists & vendors from around the world, free international food, and other activities.

Open to all students, faculty, and staff.

ENTERTAINMENT • FOOD • TSHIRTS • ACTIVITIES

Food Tshirts Prizes Giveaways and more
 University of the Incarnate Word

Cardinal Mardi Gras
TUESDAY, FEB 13TH
 2-7pm | Red's Pub

Photobooth	Jazz Music
Beignets	Activities
King Cake	Trivia - Bingo
Hurricane Mocktails	Raffle
Tshirts	Prizes

2:45pm | Bead and Shirt Tossing | SEC Concourse
 Join us at the SEC Concourse to celebrate Mardi Gras style with a shirt/bead toss!

UIW Faculty and Staff Present:
Cardinal Feast
 INTERNATIONAL CUISINE
 Hosted by:
President Thomas Evans & Family
SEC 4-7P.M.
Tuesday, December 5
 Students eat free with UIW Student ID
 \$10 per guest

VENDORS • CRAFTS • FOOD • MUSIC
La Celebración
 A Hispanic Heritage Month Event
PERU
SEC WALKWAY
THURSDAY, OCT. 12
10AM-1PM

GREEK LIFE - INTRAMURALS AND CLUB SPORTS
 UNIVERSITY OF THE INCARNATE WORD



SPIKED
 LET'S SPIKE UP SOME CONVERSATION

4-7PM AUGUST 31
 SAND VOLLEYBALL COURTS

GAMES - FOOD - TSHIRTS - AND MORE!

HOSTED BY:


TAKE YOUR CULTURES AROUND THE WORLD
Diversi-Tea
 1:30-3:00PM STUDENT CENTER PUB



PERU APRIL 18TH	UGANDA MARCH 7TH	PAKISTAN FEB. 7TH	TIBET JAN. 24TH	FINLAND FEB. 21ST	TAIWAN APRIL 4TH
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MAKE YOUR 2017 HOMECOMING COURT NOMINATIONS
 USING THE LINK BELOW!

[HTTPS://ORGSYNC.COM/9997/FORMS/82819](https://orgsync.com/9997/forms/82819)
NOMINATIONS CLOSE ON 9/26



CONTACT

ADDRESS

4301 Broadway St San Antonio, TX 78209

PHONE

(210) 829-6000

EMAIL

campusengagement@uiwtx.edu

