Campaign Style Guide

MORE THAN YOU IMAGINE

USCB

01

What's Inside

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02

Intent of This Guide

This style guide is a reference for our internal design team, vendors and others who are authorized to work with the USCB brand.

What we strive for is a coordinated, consistent and effective brand presence in everything we create. If we make something, we want to make sure that people know where it came from.

The focus of this guide is to empower you with the elements you need to create. By utilizing these tools and resources and adhering to the guidelines within, you'll make things that look like the USCB brand, every time.

Please refer back to this guide often. We believe that our style guide is a living document. It should evolve over time, just as our brand inevitably will.

03

Using Our Brand Materials

For legal, copyright or usage questions relating to our brand visuals, please reach out to communications@uscb.edu.

We are reasonable people—and open to most things—but when it comes to our brand and our reputation, we maintain strict control. We hold ourselves to incredibly high standards, and we expect the same wherever our brand is represented.

You must have specific permission and authorization to use any of our brand materials, including any resources, graphics or visual elements found within this guide and its accompanying files. Simply being in possession of these materials does not imply or imbue permission in any way.

The approval process for materials and implementations of our brand will vary. Please contact an authorized USCB representative (usually your point of contact) with questions.

We reserve the right to disapprove or deny any use or uses of our logo, our brand visuals or other brand elements at any time, for any reason.

About the Campaign

We're ready to prove ourselves.

The University of South Carolina–Beaufort has been around for more than 200 years. But we're ready for a renaissance.

After developing a new brand, we decided to keep the momentum going. It was time to turn the tide and redefine the community's perceptions of USCB.

We have developed a new campaign to assert to every audience—prospective students, alumni, donors, and the community at large—that we are a high-quality, high-value academic institution.

05

For prospective students in the South Carolina Lowcountry who are seeking an accessible, affordable four-year pathway to a successful career, USCB delivers an intimate and opportunity-rich college experience characterized by personalized mentorship and an engaged campus culture—all in a relaxed coastal setting that's close to home.

Positioning Statement

06   These brand pillars are USCB's core beliefs. They inform everything we do. Every headline and design element we create should enrich our students and our community by fostering inclusion, nurturing connections, and amplifying potential.

01

Fostering Inclusion

We believe every student is worthy of the transformative power of higher education.

02

Nurturing Connections

USCB cultivates intentional relationships that enrich the lives of our students and our local community.

03

Amplifying Potential

Our supportive campus culture and unique coastal location provide students with access to opportunities and experiences that will help them become the best version of themselves.

Brand Pillars

Campaign Goal

First and foremost, USCB needs to clearly articulate who they are and what they offer across all platforms in a consistent way. Then, we need to debunk any misconceptions about USCB as an institution—in particular any misconceptions pertaining to quality and availability of opportunities for students.

Finally, we need to help students develop an affinity for USCB by delivering a clear, authentic and attractive impression of the experience we offer.

Our Anthem

There's a lot you might not know about USCB.

Like the fact that we've been recognized as a top producer of Fulbright Scholars.

Or that our alumni include civic leaders, award-winning educators, entrepreneurs, neuroscience intensive care nurses, critically acclaimed chefs, multi-published authors and more.

Despite our small size, USCB defies expectations.

We're more **ambitious**. More **accomplished**. More **involved**. More **connected**.

But most of all, more **impactful** to our students' lives and our surrounding Lowcountry community.

AT USCB, WE'RE MORE THAN YOU IMAGINE.

09 "More than you imagine" redefines peoples' perceptions of USCB. It presents them with what USCB truly is: a meaningful college experience for students looking to challenge themselves and chart a new future.

Our Tagline

MORE THAN YOU IMAGINE

MORE THAN YOU IMAGINE

10   Our tagline "More than you imagine" sets up the structure of our messaging. Every execution for the campaign should achieve these two goals:

1

USCB offers boundless opportunities. At every point possible, we should aim to describe more than one thing.

2

Each execution needs to be specific and descriptive, so the audience can imagine the USCB experience.

Our Tagline

11

In keeping with the campaign theme, headlines should always highlight more than one thing. Refer to these sample headlines to see how content can flex, while remaining united by the ampersand and campaign objectives.

Enrollment

· Sand, sun & small class sizes.

· Fulbright research & friendly faces.

· Close-knit relationships & world-class internships.

· High-quality academics & Lowcountry living.

· Make an impact & make grandma proud.

· Crushing midterms & kayaking mid-tide.

Advancement

· Granting scholarships & cultivating leadership.

· Investing in education & innovation.

Priority Programs

Nursing

· Hands-on clinical experiences & homecoming oyster roasts.

Marine Biology

· Jaw-dropping learning experiences & outdoor jam sessions.

Business

· Shaping business goals & surfing Burkes Beach.

Hospitality

· Create unforgettable guest experiences & college memories.

Sample Headlines by Audience

Tone and Voice

We're optimistic, purposeful and approachable.

How we communicate should always be conversational, genuine and kind.

Our messaging should always be concise and focused. While we do have a lot of great things to say about USCB, sometimes what we don't say is just as impactful. Like white space on a page, we must let our story breathe.

This section provides specific guidance and examples of how to always be on-brand when developing materials for this campaign.

Tone

We're proud of our life in the Lowcountry. Our proximity to beautiful beaches, a supportive community and hands-on learning opportunities gives us an optimistic, joyful view of the future.

We believe every student is capable of accomplishing more than they thought possible. Our objective is to promote the Lowcountry as their jumping-off point to the rest of the world.

When building deliverables for USCB, our tone should both welcome students home and inspire them to grow. Our communications should always set them at ease and inspire them to be excited about all that life has to offer.

14

The voice of USCB is...

Optimistic

We speak with hopeful assurance. We have a bright view of the future, a lighthearted approach to making new friends and an open mind to new experiences. When writing, aim to be outgoing and positive, but never disorganized or flighty.

Purposeful

We speak with determination and confidence. We are proud of who we are. Our students have what it takes to achieve anything they set their minds to. When we write, we should always seek to remind students that they can achieve great things with focus and drive.

Approachable

We speak with friendly southern hospitality. We're inspired by our laid-back Lowcountry setting — whether our students are out kayaking or applying for local jobs, we value our connection to our community first and foremost. When writing, our welcoming personality should always shine through.

Voice

15   In keeping with the personality of the USCB brand, your content strategy should always bear in mind the following objectives:

Be clear

Opt for active voice over passive voice. Whenever possible, provide supporting examples that show—rather than tell—readers what the USCB experience is like.

- **Avoid — Passive Voice:** *A variety of intramural sports opportunities are offered at USCB, from basketball and soccer to flag football—and even cornhole!*

- **Preferred — Active Voice:** *USCB offers a variety of intramural sports leagues, from basketball and soccer to flag football—and even cornhole!*

- **Avoid — Too general:** *USCB offers a number of academic support services to help you succeed in school.*

- **Preferred — More specific:** *Whether you're tackling a tough math assignment or need help with a big term paper, we've got you covered. We offer tutoring services and one-on-one writing assistance to help you rise to any academic challenge.*

Be human

Aim for copy that feels conversational. Use contractions where you can to keep your content from feeling too straitlaced.

- **Avoid — Too formal:** *If you would like more information about USCB, please contact us to schedule a campus tour.*

- **Preferred — More conversational:** *Want to know more about USCB? Schedule a visit and see for yourself what we're all about!*

Be audience-oriented

Whenever possible, speak directly to the reader with first- and second-person language ("we" and "you").

- **Avoid:** *As part of the marine biology concentration, students will have the opportunity to gain hands-on experience in biochemistry and ecosystem research.*

- **Preferred:** *As part of the marine biology concentration, you'll have the opportunity to gain hands-on experience in biochemistry and ecosystem research.*

Be interesting

Headlines that pose a challenge or ask a question are a great way to keep your readers engaged. Alliteration and wordplay may be used sparingly to bring an added pop of personality to your headlines and calls to action.

- *Get the facts about FAFSA.*
- *Ready to dive into the USCB community? Stop by soon and check us out!*
- *Sand Sharks don't swim with the tide. We change it.*

Writing Guidelines

16   In keeping with the personality of the USCB brand, your content strategy should always bear in mind the following objectives based on the audience:

Writing Considerations by Audience

Prospective Undergraduate Students

First-person (we, our) and second-person (you, your) point of view is preferred. Speak directly to the audience using a friendly, informal tone.

Parents

First-person (we, our) and second-person (you, your) point of view is preferred; speak directly to the audience whenever possible. Shift focus away from student life activities in favor of a heavier emphasis on campus safety, student support services, and career preparation. Copy tone for this audience should be professional but still human, as though a member of the admissions office is speaking one-on-one with the parent.

Community

First-person (we, our) and second-person (you, your) point of view is preferred; speak directly to the audience whenever possible. Introduce USCB to the general public through the lens of the academic and professional achievements of our students, alumni and faculty. Use a tone that is professional but warm.

17   This campaign requires a structured headline system. Review our existing headlines before you write a new one. You might find one that suits your needs. If not, please follow these guidelines for writing headlines.

The goal behind the headline is to combine two distinct, unique experiences USCB offers using an ampersand. In order to write a successful headline, each word should be as visually descriptive as possible, while remaining short and sweet.

① **Jaw-dropping learning experiences**

The first part of our headline is both illustrative and audience-focused. Be sure to include relevant terms when writing for program-specific audiences.

&
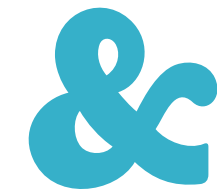
② **Outdoor jam sessions**

Following the ampersand, the second part of our headline highlights a surprising contrast to provide a well-rounded impression of the USCB experience.

Writing Headlines

Lockups

The heart, soul and center of our campaign.

Our campaign lockup is the unifying wordmark of our tagline "More than you imagine."

As such, it is vital that our lockups are presented correctly in every execution. This section covers these guidelines in detail.

Any use of our campaign lockups outside of, or conflicting with, the contents of this section will be considered unauthorized.

Avoid rewriting, rewording or editing the phrase "More than you imagine."

Primary Lockup

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The campaign lockup is a carefully created piece of locked artwork that should not be altered in any way. (The only exception is for live text web use.)

Our primary lockup, which includes the campaign tagline and the USCB logo, is the preferred lockup in most cases.

The primary acronym logo—without the full university name—is the only version that should be used in the enrollment campaign applications. This is to avoid confusion when marketing the different USCB campuses.

Font: Barlow Condensed
Weight: Semi-Bold
Kerning: Optical
Tracking: 7.3%

0.5" or 80px

MINIMUM SIZE

The minimum height is 0.5" for print applications and 80px for digital applications.
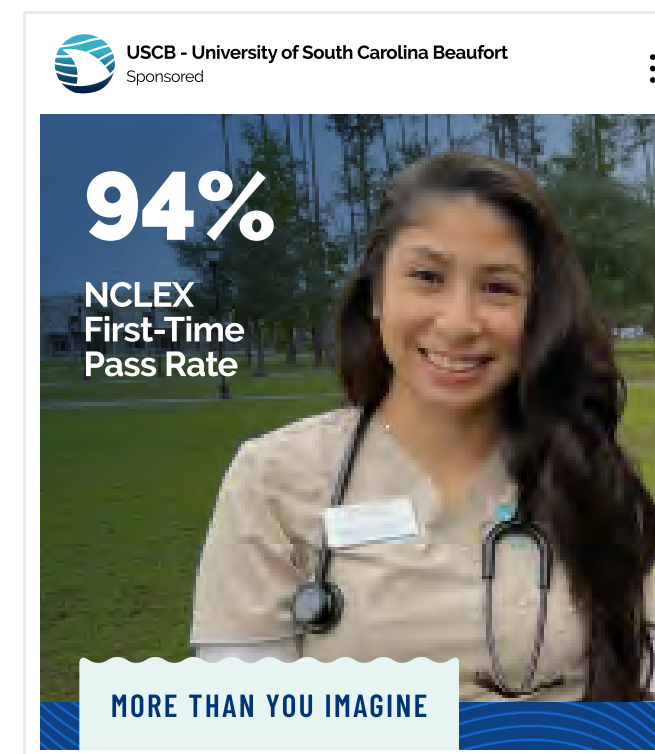
20

Alternate Lockup

MORE THAN YOU IMAGINE

In some compositions where the logo is already displayed in layout, the tagline-only version of the lockup is available.

While we generally prefer the primary lockup, there are no specific restrictions that would prevent this version from being used.

USCB - University of South Carolina Beaufort
Sponsored

94%

NCLEX
First-Time
Pass Rate

MORE THAN YOU IMAGINE

Example: In this social post, the USCB logo is included in the post so the alternate logo can be used alone.

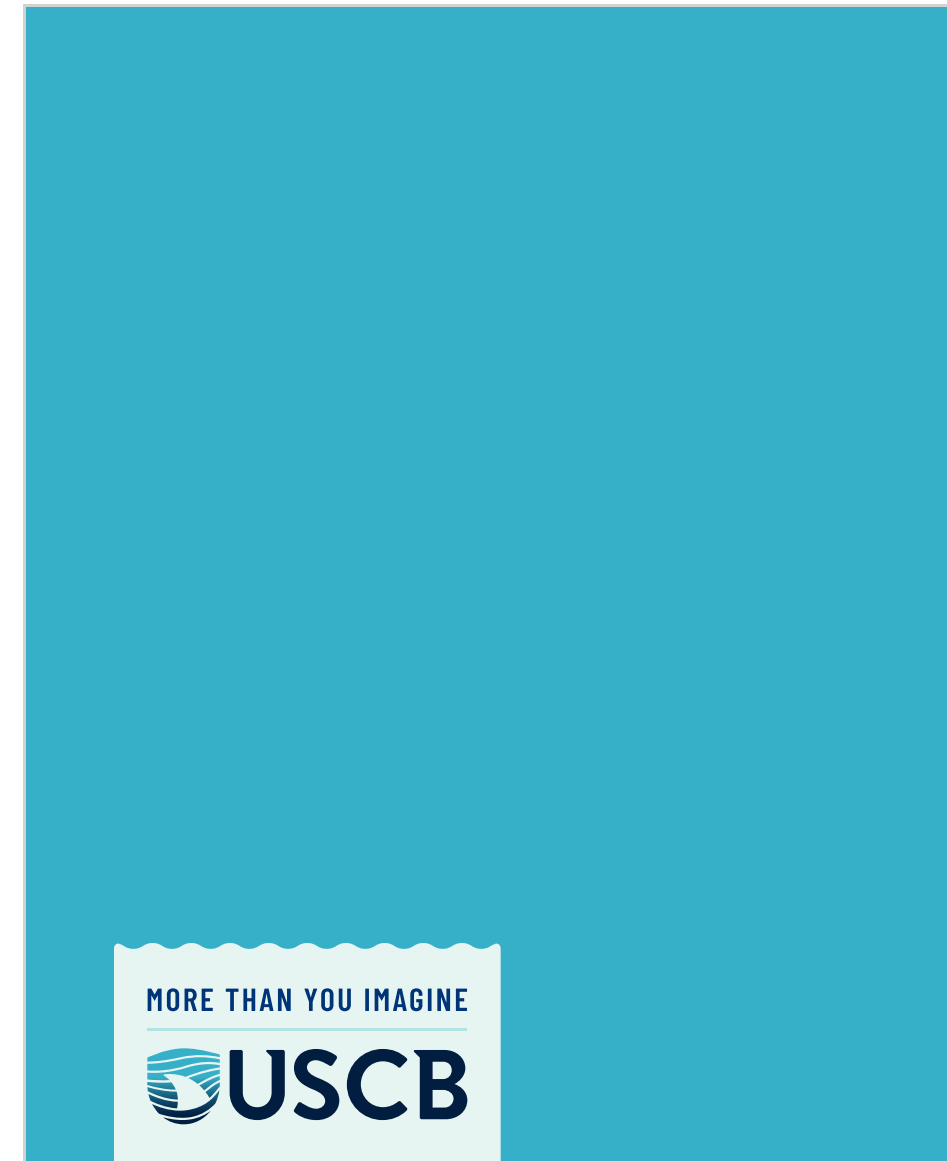MORE THAN YOU IMAGINE   0.25" or 35px

MINIMUM SIZE

The minimum height is 0.25" for print applications and 35px for digital applications.

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Lockup
Placement

The lockup contains a wavy border on one side, depending on the lockup placement. The lockup should be pinned to the edge of the composition with the wavy border facing out.

22

Clear Space

Clear space, or negative space, is the area surrounding the lockup that is completely clear of any other graphical element. Clear space helps the lockup stand out from the rest of the elements on the page and ensures legibility, even at small sizes.

As a general rule, the more clear, or negative, space around the lockup, the better.

At a minimum, there should be clear space equal to the size of the USCB shield on all four sides of the logo. Using an element from the lockup as a unit of measurement ensures enough clear space at any size.

MORE THAN YOU IMAGINE

USCB

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Background Control

The lockup can be placed on any of our primary colors.

The lockup may be used on any photographic background as long as there is enough contrast for the lockup to be distinguished from the background. Ensure the placement of the lockup does not detract from the subject in the photo.

Contrast is the name of the game when considering placing the lockup on any background.

Our lockup should not only be legible; it should also make a clear, strong statement when used. If there is not enough contrast between the lockup and the background, the presence of the lockup is weakened.

The lockup may be placed on photographs and patterns as long as there is enough contrast for the lockup to be visible.

The lockup should always have sufficient contrast from the background. If the background photo has similar shades as the lockup, apply a gradient overlay or edit the photo's exposure in order to increase the contrast.

Example shown: 20% opacity royal blue pull gradient applied on the photo.

The lockup may be used on low-contrast patterns.

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Common Errors

Do not center the lockup in the composition. It must always be anchored to the frame of the composition.

Do not allow the lockup to cover up important visual elements in photos.

Do not use the alternate lockup without the logo elsewhere in the composition.

Do not use the primary lockup if you already have the USCB logo in the composition.

Do not use the USCB acronym logo.

Do not use the stacked University of South Carolina Beaufort logo.

The following examples are not compliant with the style guide for the campaign. Please avoid these compositions in all cases.

Note: This is not a comprehensive list of errors, but these are the most common.

Colors

Color sets us apart & helps to evoke emotion.

The colors we've chosen for our campaign are a key factor in differentiation and brand recognition.

As such, it is vital that our colors are reproduced faithfully and combined in the right way. This section covers these guidelines in detail.

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Primary Color Palette

Any campaign marketing piece should be grounded in our primary brand color palette shown here.

The consistent use of these colors is vital to effective brand recognition. Our brand should always be represented in one of the colors on this page, aside from specific recommendations within this guide. Do not use any other unauthorized colors.

Use of the Pantone Matching System is highly recommended to ensure color consistency across any and all touchpoints. If Pantone color matching is not available or out of budget, please take great care to match the hues above precisely.

Midnight Blue

PMS 294
CMYK: 100, 86, 14, 24
RGB: 0, 52, 120
HEX: #003478

USCB Blue

PMS 631 C
CMYK: 75, 13, 18, 0
RGB: 54, 176, 201
HEX: #36B0C9

White

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

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Secondary Color Palette

The secondary palette is designed to complement the primary brand palette, while offering a wider array of hues. When used and seen together, the complete brand palette feels consistent.

Aviation Blue

PMS 282 C
CMYK: 100, 90, 13, 68
RGB: 0, 30, 68
HEX: #011E41

Soft Turquoise

CMYK: 50, 0, 24, 0
RGB: 119, 209, 204
HEX: #77D1CC

Seafoam Green

CMYK: 29, 0, 13, 0
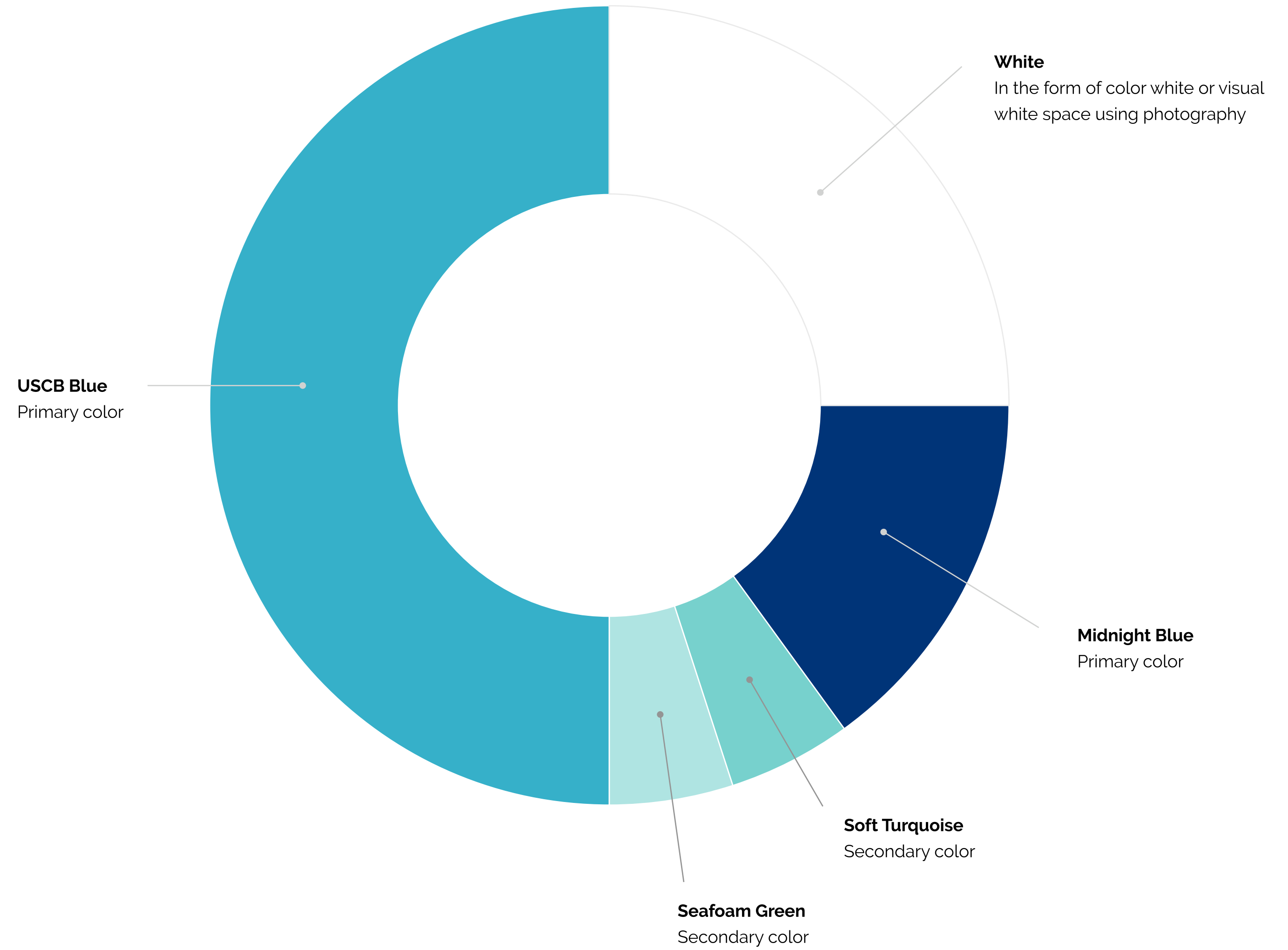RGB: 175, 228, 226
HEX: #AFE4E2

Mist Green

CMYK: 8, 0, 5, 0
RGB: 230, 245, 242
HEX: #E6F5F2

Black

PMS Black C
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000

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Proportions

The USCB campaign color palette differs across applications, but overall it remains consistent in how it is used. Use this chart as a guide to incorporate primary and secondary color palettes into any campaign execution.

Using Color

White
In the form of color white or visual white space using photography

USCB Blue
Primary color

Midnight Blue
Primary color

Soft Turquoise
Secondary color

Seafoam Green
Secondary color

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Tints

We prefer our brand colors to be used without editing, but some situations require the use of color tints (especially on the web). For example, when a user hovers over a button on our website, using a tint can help confirm their action.

If necessary, use a 20% tint step system. Always keep legibility in mind; any background tint below 60% will require dark text.

Using Color

100%	100%	100%	100%
80%	80%	80%	80%
60%	60%	60%	60%
40%	40%	40%	40%
20%	20%	20%	20%
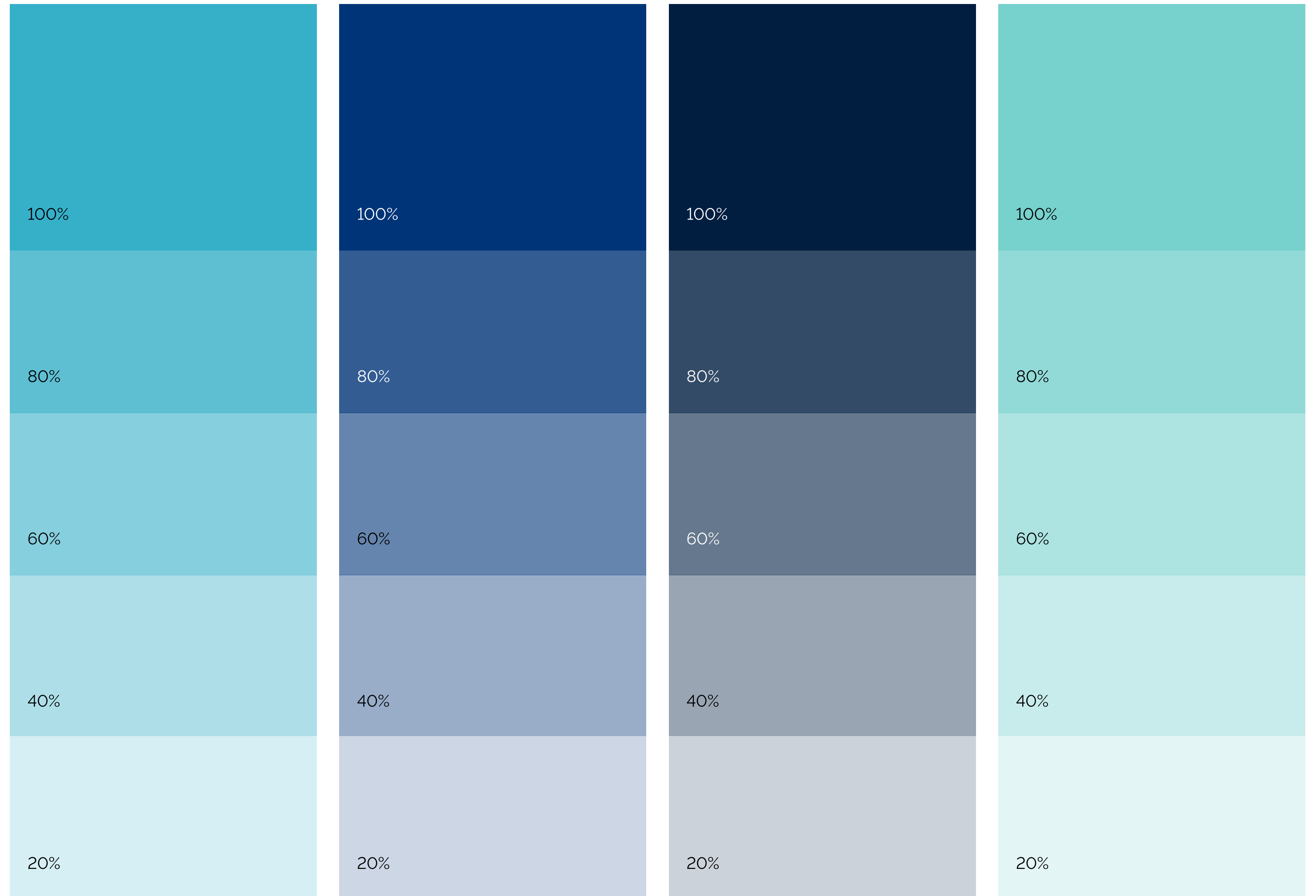
Typography

We believe in the beauty of type.

Few things communicate the look and feel of a brand more clearly than the way letters, numbers and symbols are put together. We believe typography should strike a balance between legibility and interest.

This section will cover our approved typeface, the way we use typography to communicate clearly and some helpful usage tips.

Any typeface not referenced in this section will be considered unauthorized for use.

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Raleway

The typeface we chose for all brand applications.

A workhorse sans serif

Raleway is an friendly sans serif typeface family and is our primary typeface for this campaign. The typeface includes both old style and lining numerals; however, please make sure type is set using lining numerals throughout all applications.

Raleway is free and open source. As such, neither paid licenses nor accreditations are required. Download it free from Google Fonts.

ACCEPTABLE ALTERNATIVES

Raleway should be used for every campaign execution. In rare cases where custom fonts are unavailable, the following system default sans serif fonts should be used: Helvetica Neue, Helvetica and Arial, respectively.

This should not occur frequently.

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Weight Variations

Raleway contains nine weights, but we typically stay within these four weights.

Use contrast between heavy and lighter weights to communicate relevant importance of information.

Approved Weights

Raleway Regular

aaᵒbcçdðeéƒƒghiîjklmµnñoøpqœrstuüvwxyz
AAᵒÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789o(.,'"-;:)!?&© ˙ᵒπ®‡≈◊TM£¢∞§·ao

Raleway Medium

aaᵒbcçdðeéƒƒghiîjklmµnñoøpqœrstuüvwxyz
AAᵒÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789o(.,'"-;:)!?&© ˙ᵒπ®‡≈◊TM£¢∞§·ao

Raleway Bold

aåbcçdðeéƒƒghiîjklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
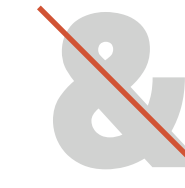0123456789o(.,'"-;:)!?&© ˙ᵒπ®‡≈◊TM£¢∞§·ao

Raleway Black

aaᵒbcçdðeéƒƒghiîjklmµnñoøpqœrstuüvwxyz
AAᵒÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789o(.,'"-;:)!?&© ˙ᵒπ®‡≈◊TM£¢∞§·ao

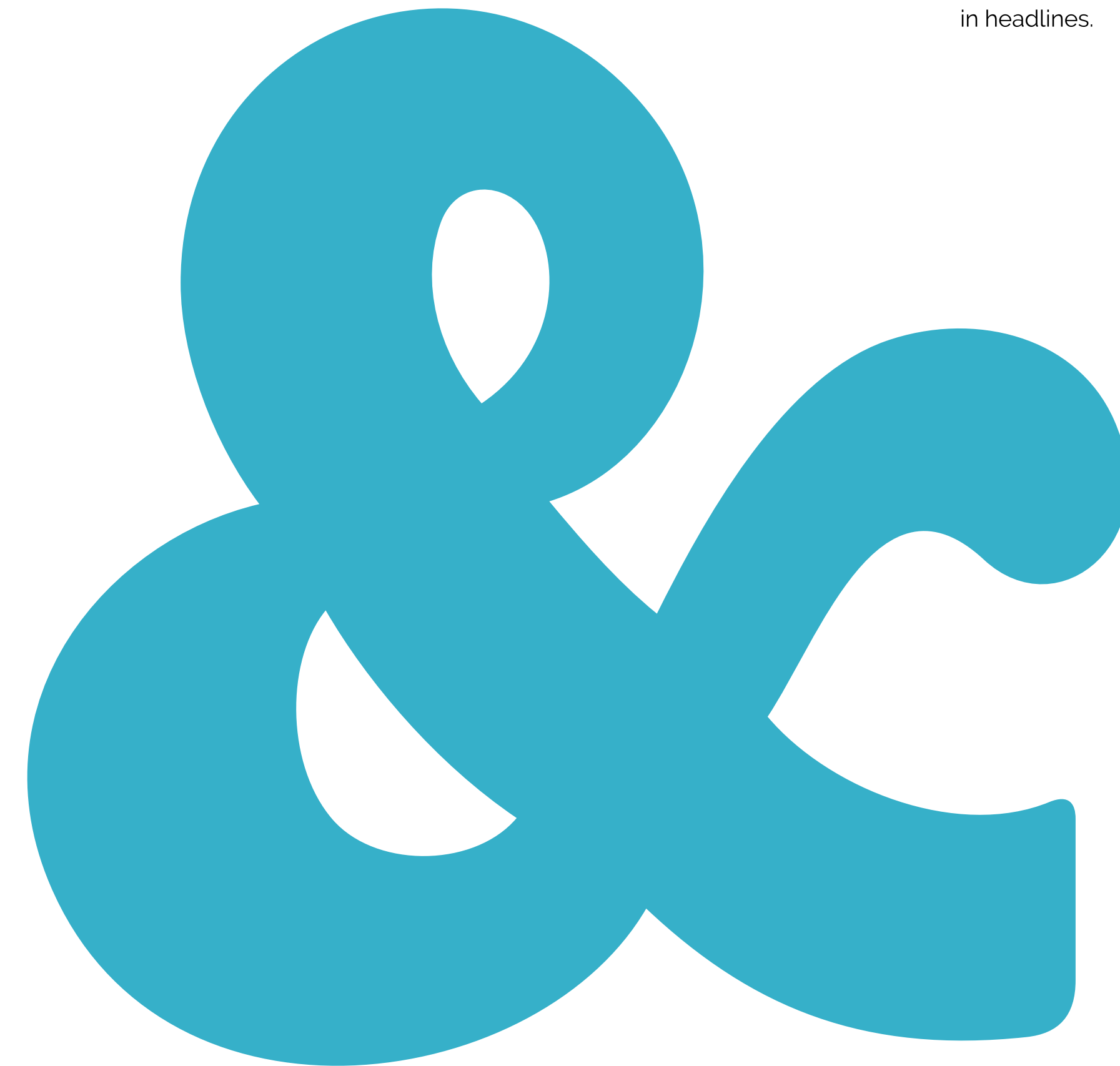The ampersand character from Raleway should never be used in headlines.

33

Decorative Ampersand

Our headings incorporate a decorative, hand-drawn ampersand character. It is a key part of the campaign; it illustrates the transformative power of education when supported by a dynamic campus environment.

When designing headlines for the campaign, never use the ampersand character from Raleway. Instead, use the decorative ampersand art provided with the campaign asset files.

Type Treatment

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Type treatment for headlines

A consistent type treatment for our headlines creates a cohesive campaign and is the core of our visual language. Use this type guide to set the type of main headlines in a consistent way across all applications.

CAP HEIGHT

Cap height is measured from the baseline to the top of a capitalized character.

AMPERSAND

The scale of the ampersand is always 120% of the cap height. It is centered vertically to the headline's character height.

STROKE WIDTH

To make sure the decorative ampersand has appropriate spacing between other characters, use the stroke width of a nearby character to guide you in determining the space around the ampersand.

Cap Height

High-quality academics & Lowcountry living.

Baseline

Stroke Width

Sand & sun.
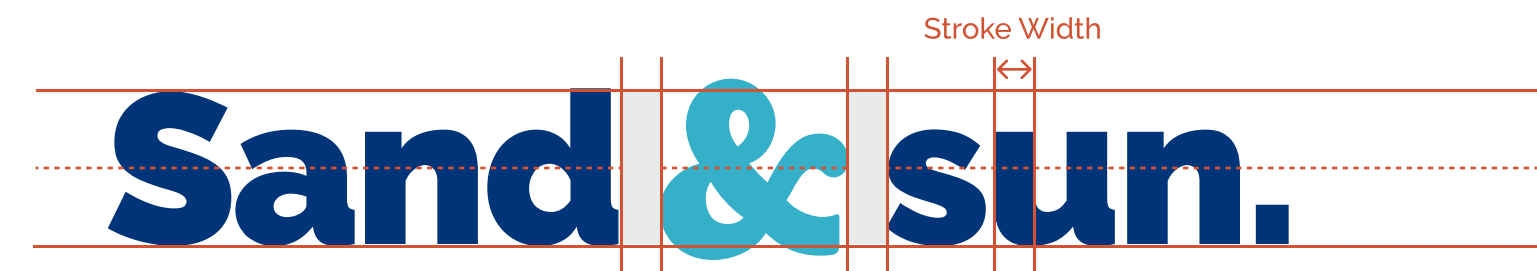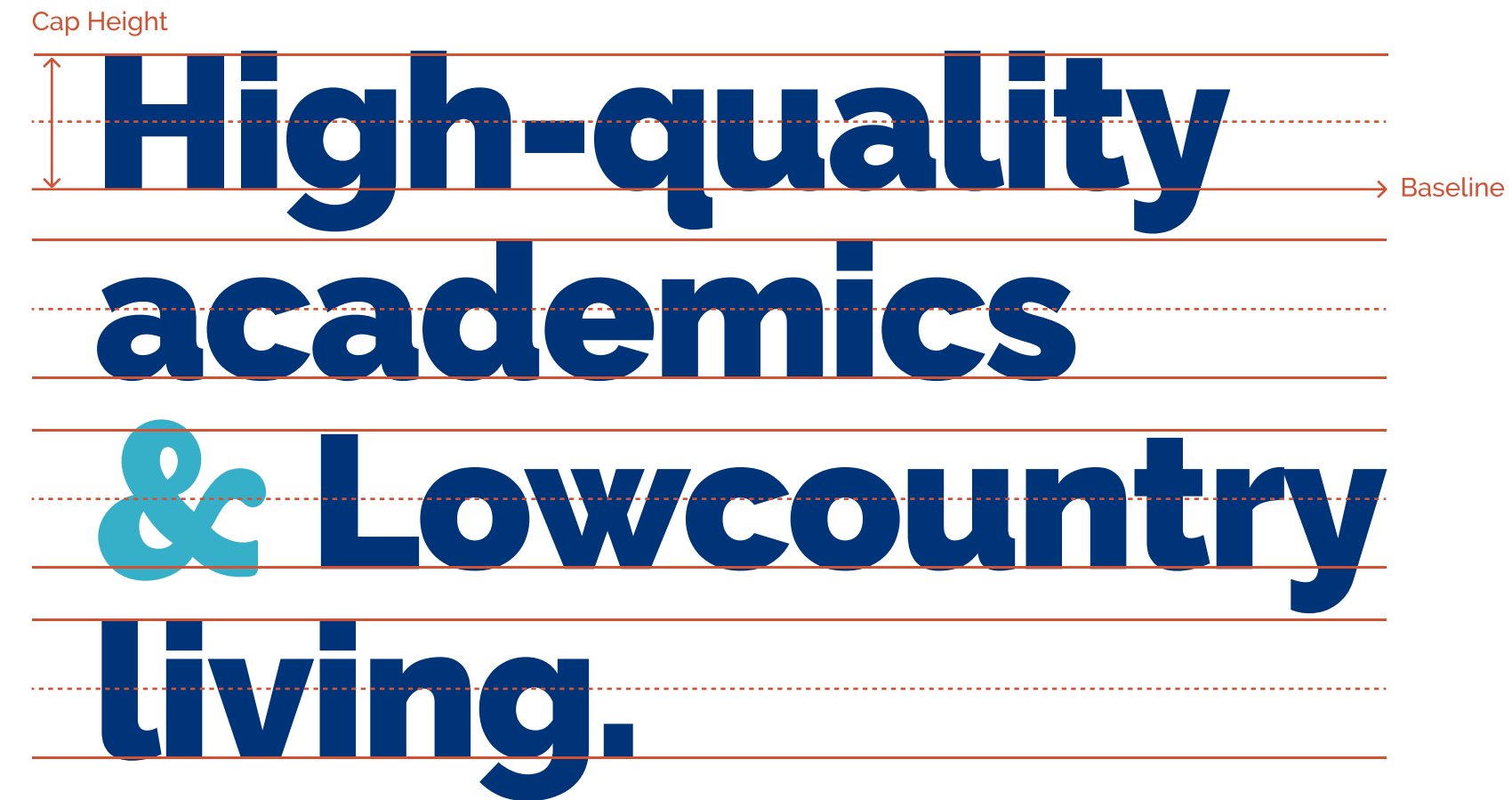
HEADLINE

The font size of headline font is scalable to the size of the composition. The following line-height and letter-spacing percentages ensure those specs scale in proportion to the type for a consistent type treatment.

Weight: Black
Line height: 100%
Letter-spacing: -2%
Color: Midnight Blue
Case: Sentence Case

Type Treatment

35

Type Hierarchy

Here, we demonstrate how to use typefaces to achieve hierarchy. Raleway, our workhorse typeface, is used for all type. Generous spacing and line heights aid in the readability of the copy.

Using Type

HEADLINE

Weight: Black
Size: 73px
Line height: 73px / 100%
Letter-spacing: -1.46px / -2%
Color: Midnight Blue
Bottom margin: 36px

PARAGRAPH

Weight: Regular
Size: 16px
Line height: 24px / 150%
Color: Black
Bottom margin: 16px

BLOCK QUOTE

Weight: Regular
Size: 24px
Line height: 36px / 150%
Color: Black
Top & bottom margin: 20px

SUBHEADLINE

Weight: Bold
Size: 20px
Line height: 23px / Auto
Color: Midnight Blue
Bottom margin: 16px
Top margin: 20px

Marine biology labs & movie nights under the stars.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia..

> "Ut enim ad minima veniam, quis nostrum exercitation ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur."

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Lorem ipsum dolor sit amet consectetur.

Lorem ipsum dolor sit amet consectetur. Fermentum eget dictum eget duis ut. Sit eros morbi ut nec consectetur vulputate senectus iaculis vulputate. Elementum volutpat tempor faucibus elementum suspendisse imperdiet.

36

The Six Type Commandments

When constructing layouts, these tips will help you build dynamic, interesting and on-brand compositions with typography.

While these rules are proven and sound, sometimes breaking them is the right call.

Using Type

01

Stay Left-Aligned, Rag Right

Legibility and clarity are vitally important to great typographical layouts. Since most people read from left to right, we should align our type accordingly.

02

Skip Weights and Double Size

Contrast is the name of the game when it comes to great design. When in doubt, skip a weight when pairing two weights, and double the size between two texts.

03

Align X-Heights or Baselines

Whenever you place text next to each other, either align the baselines (the line that the bottom of a lowercase x sits on) or align the x-heights (the top of a lowercase x). This helps align each line visually.

04

Watch the Rag

When setting paragraphs, keep an eye on the right (ragged) edge. If the rag unintentionally creates a recognizable shape, consider tweaking the language or resizing the container. Also, try to prevent single-word lines (orphans).

05

Give Things Space, If Needed

Negative space, or the space around elements, is vitally important. That being said, if informational elements belong together, move them closer together. Use grouping wisely: Try not to cram too many things into one space!

06

Keep Line Length Reasonable

It is easy for the user to get lost in long lines of text, and short ones are easily ignored. It's best to keep lines between 45 and 70 characters long, depending on the size of the font. This will ensure legibility as the font sizes increase or decrease.

Visual Style

Ingredients for an on-brand campaign

While brand consistency relies heavily on logo usage, color and typography, our campaign also includes a selection of additional visual elements. This section will advise you on their proper use.

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Wave Pattern

We have developed a horizontally seamless wave pattern that is approved for usage as a background layered with our primary and secondary colors. It is available in both light and dark versions. Using a combination of layer blending mode, scale, rotation and opacity, we can make this single pattern look very different across applications.

The blending modes that work best with the pattern are Normal, Multiply, Screen and Overlay. Experiment with each option to choose the best blending mode.
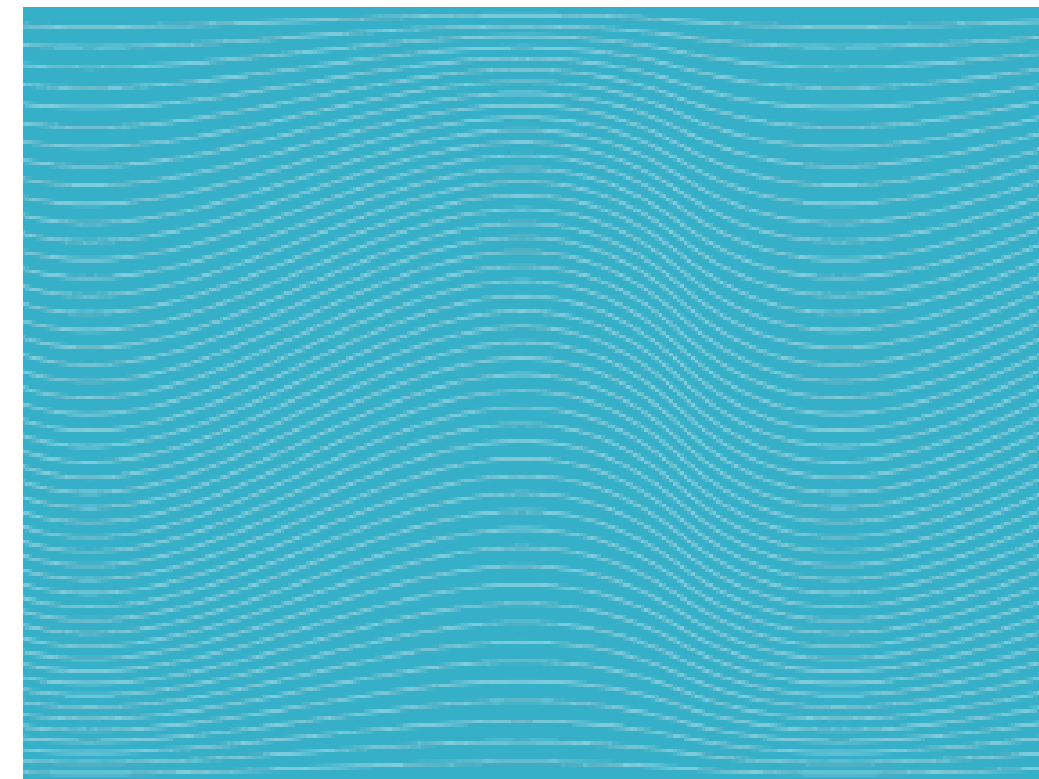
Base color: USCB blue
Normal blending mode
100% scale
50% opacity

Base color: Midnight Blue
Overlay blending mode
200% scale
70% opacity

Dark version
50% opacity
Overlay blending mode

Light version
50% opacity
Overlay blending mode

Patterns

39

Dynamic Layouts

Effective color-blocking creates balanced and dynamic color arrangements. This can lead the viewer through the composition or call their attention to specific content.

To achieve this, combine two or three bold colors from our primary and secondary color palettes to form a unifying, eye-catching design. According to the color proportions chart, use blocks of color to help ground type and balance the layout.

Be cautious. Color blocking can make your composition look disparate. Take care to maintain a unified, balanced layout at all times.

Color Blocking

Marine biology labs & movie nights under the stars.

Uncover the mysteries of the deep sea at USCB. As a Marine Biology student, plunge into the underwater realm. Swim beside bobbing seahorses, ambling manatees and spotted sea trout—and once you've scrubbed the salt from your skin, catch a movie with friends on the front lawn of USCB's Center for the Arts.

MORE THAN YOU IMAGINE
USCB

uscb.edu

Defines the layout.

Draws your eye to the unique shape.

Balances the layout & adds visual interest.

Fulbright research & friendly faces.

2019-2020 Top Fulbright Producing Institution

MORE THAN YOU IMAGINE
USCB

Photography

Photographs: worth more than 1,000 words.

A great photograph can change the entire trajectory of our institution. In other words, photography is vital to the success of our brand and should be treated as an essential part of our brand applications. In this section, you will find guidelines on photographic composition and tips for photographing people.

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Photography is a key tool for showing off our campus and community. It portrays USCB authentically and invites the viewer to engage.

As a whole, our photography should capture the people and places that convey our hands-on learning environments, caring community and the sense of belonging felt by our students. It should always be true to USCB and never feel like stock imagery.

In general, these moments capture experiences with authentic expressions and moments of joy. Unconventional angles, such as shooting from above, can help to portray our dynamic student culture and campus community.

Tone
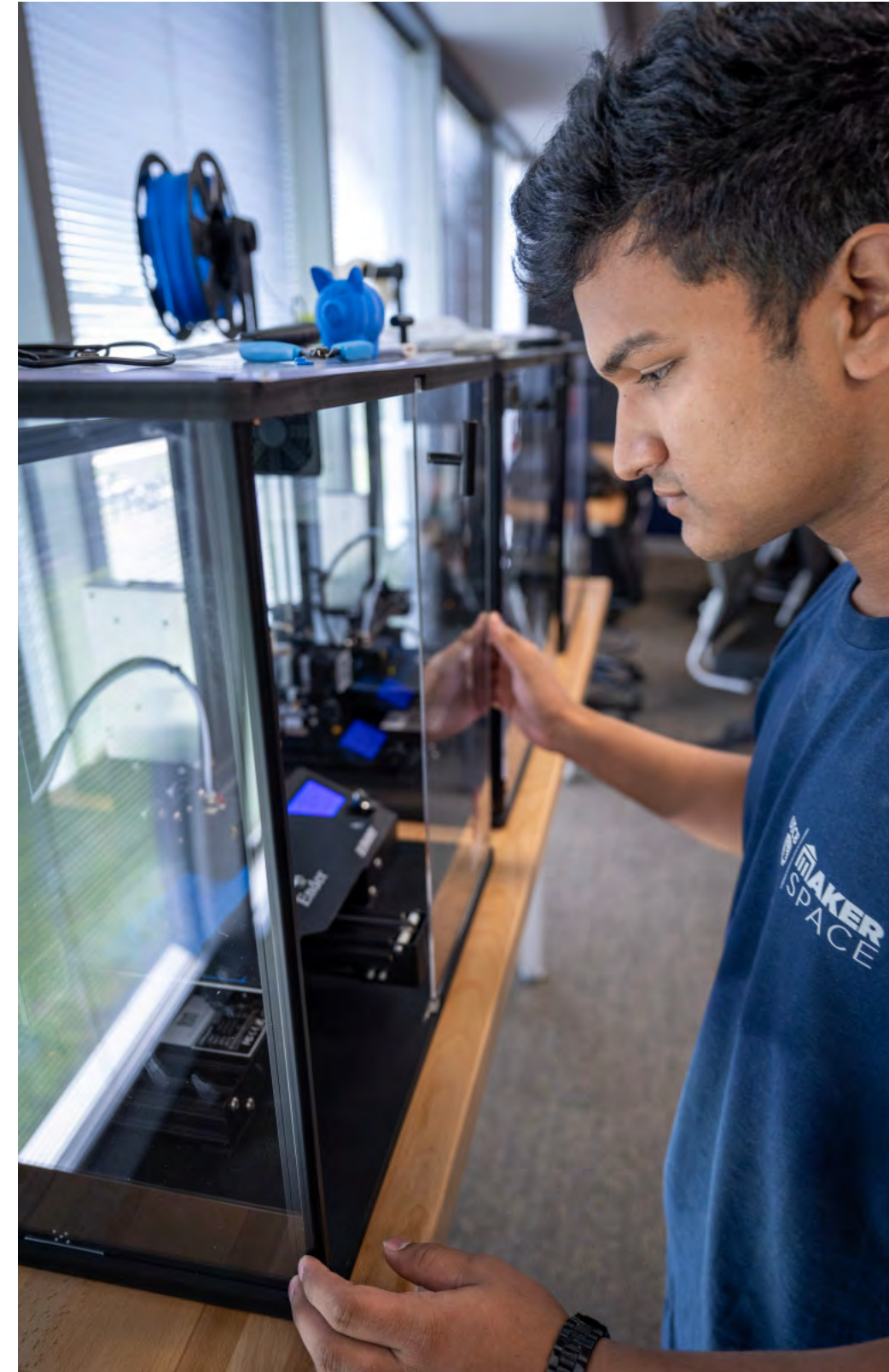
42

Dynamic and intriguing

When composing a shot, use the foreground and background to ignite visual interest and curiosity. Consider partially obscuring the subject with an object in the foreground or obscuring an otherwise dull background with a very shallow depth of field.

Avoid busy compositions. Use key compositional elements such as framing, rule of thirds, selective focus, etc., to create clean compositions. Frame your subjects to build a varied library of wide, medium and detailed images. When possible, incorporate negative space to allow for overlay of texts.

Composition

43

Campus shots

Showcasing our beautiful campus in the best way possible is very important to our brand.

Each location should be photographed using the same look, feel, framing and composition as the wide shots portrayed on this page. Close-up shots of textures, materials and points of interest can show off the beautiful details of our campus.

Soft lighting is ideal. Ensure that no highlight is fully "blown out" and that the shadows still have recognizable details.

Around Campus

Photo from Liollio Architecture

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Photographing people

Photos of students, faculty and staff should feel authentic and unstaged. Avoid using stock photography. Show real students engaging in active learning environments, enjoying life on campus and participating in the community. Create scenes for the students and/or talent to organically engage in and allow your photographer to capture raw moments rather than staged poses. Photographing our people is how we show our friendliness, diversity and spirit.

Whenever a person is the subject of a photograph, they should look relaxed, happy and engaged. In order for the subject to appear natural, try to capture them "in the moment" instead of posing them. As a general rule, do not have them look directly into the camera lens and smile.
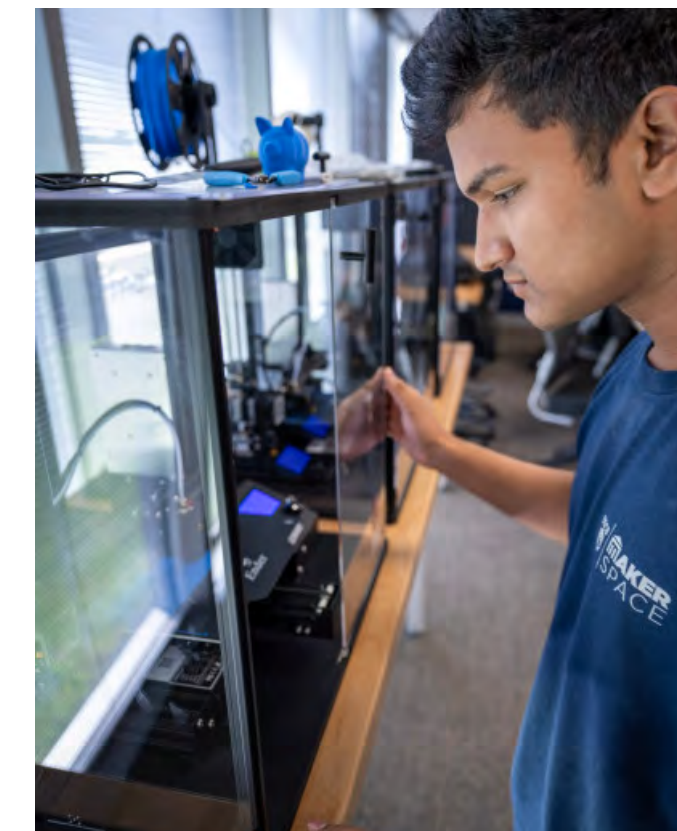
People

45

Pairing photography with the headline

In this campaign, images and copy should go hand in hand. When possible, include photos that reflect the headline.

This campaign allows us to use multiple images to tell a story, so it is no longer critical to capture a whole story in one shot. When using multiple photos, be sure to focus on the subject matter and provide balance so the eye can rest.

Marine biology labs & movie nights under the stars.

Uncover the mysteries of the deep sea at USCB. As a Marine Biology student, plunge into the underwater realm. Swim beside bobbing seahorses, ambling manatees and spotted sea trout—and once you've scrubbed the salt from your skin, catch a movie with friends on the front lawn of USCB's Center for the Arts.

MORE THAN YOU IMAGINE

USCB

uscb.edu

Active learning experience to showcase Marine Biology.

Authentic moment with students showcasing campus culture.

Selecting Shots

08.

Samples

Examples of campaign creative

Our campaign is a collection of elements that create the look and feel of the entire USCB experience. The colors, typography, photography, visual elements and voice all combine to create a strong, unique image.

The following pages showcase the way we use these elements to create a unified campaign.

47 Print

Aim to keep the goal of the marketing piece clear and to the point. White space, concise copy and an eye-catching photo can do this successfully.

Marine biology labs & movie nights under the stars.

Uncover the mysteries of the deep sea at USCB. As a Marine Biology student, plunge into the underwater realm. Swim beside bobbing seahorses, ambling manatees and spotted sea trout—and once you've scrubbed the salt from your skin, catch a movie with friends on the front lawn of USCB's Center for the Arts.

MORE THAN YOU IMAGINE
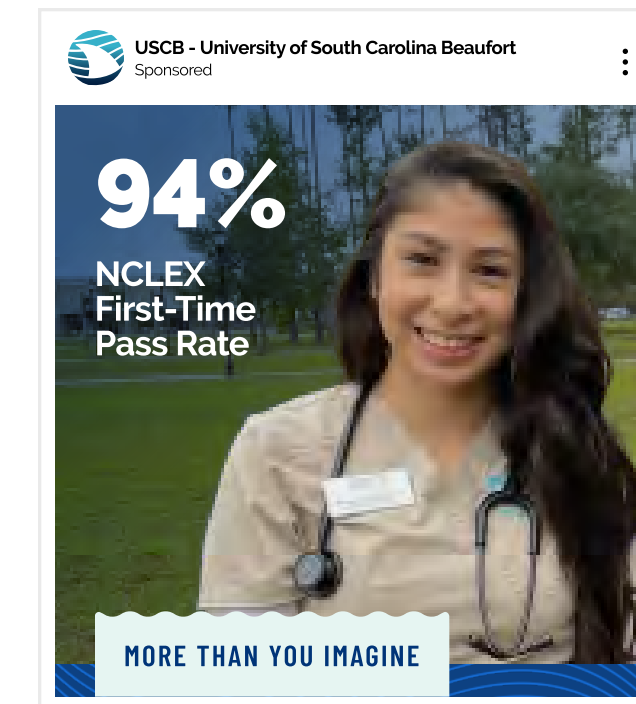USCB

uscb.edu

Fulbright research & friendly faces.

MORE THAN YOU IMAGINE
USCB

2019-2020 Top Fulbright Producing Institution

Samples

48

Digital

Aim to keep the goal of the marketing piece clear and to the point. White space, concise copy and an eye-catching photo can do this successfully.

World-class internships & close-knit relationships.

MORE THAN YOU IMAGINE
USCB

Sand, sun & small class sizes.

USCB   MORE THAN YOU IMAGINE

USCB - University of South Carolina Beaufort
Sponsored

94%
NCLEX
First-Time
Pass Rate

MORE THAN YOU IMAGINE

USCB logo is included in the social post meta.

" The Honors trip to the CDC really opened my eyes to the opportunities available to myself and my peers. I'm currently striving to get into the undergraduate summer research program.

Emmajyn Blair
Sophomore, Nursing Major

uscb.edu   MORE THAN YOU IMAGINE
USCB

Samples

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Billboard

Where applicable, incorporate the campaign visual style into campus signage or out-of-home advertising applications.

Samples

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Signage

Where applicable, incorporate
the campaign visual style into
campus signage or out-of-home
advertising applications.

Samples

09.

In Closing

Everything we forgot to mention before this.

Though we've come to the end of this guide, this is only the beginning of our journey.

In this section, you will find details on our approval process, file types and a warm thank-you note.

Why? Because we care.

As previously stated, this guide is not a comprehensive list of rules. We recognize the creative journey is full of twists and turns. New approaches, new trends and changes in technology will inevitably have an effect on our brand and the way we execute it visually.

That being said, we insist that any brand execution follow the guidelines listed within. Anything outside of these guidelines must be approved by an authorized representative from USCB.

Outside approvals may be submitted electronically by emailing the concept to communications@uscb.edu or by calling our marketing and communications department.

If you are a vendor working on one of our brand applications, we require an electronic or physical proof before any item is printed, published or otherwise executed. These proofs can be submitted to your point of contact within USCB.

Questions prevent mishaps: If you have a question about the use of our brand materials, please do not hesitate to ask!

Approvals

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The files provided with this guide generally fall into two types: raster and vector files. While both can be used for most applications, typically one is more suitable, depending on the usage intent.

Raster files

Raster files are composed of a grid of pixels. These types of files always have a set resolution and size. Once you increase the size past its predetermined size, the quality decreases. You've probably seen this before, images begin to appear pixelated if they're pushed too far.

Graphics, like the brand logo, can be exported in raster versions. Photographs are always raster files.

Raster files are typically used for web graphics and digital applications. When used in print applications, you must ensure that the file exceeds the minimum DPI (dots per inch) of 150 DPI, or risk a low-quality print.

Typically, raster files end with .jpg, .png, .gif and .psd. They are easy to open and apply.

Vector files

Vector files create their shapes by mathematical equations between anchor points. Since they are crafted by ratios, and not a grid of colored squares, vector images can be infinitely scaled.

Graphics, like the brand logo, are typically created as vector files. Illustrations, iconography and many of our simple shapes and graphic elements are created as vector files.

The limitations of vector files lie in their strengths. Because each relationship is an equation, complex items, gradients, photographs often make vector file sizes too large. Raster images are more efficient in those situations.

Vector files are typically used for printing or producing the logo or other graphics in most forms. If you're ever asked for a high-resolution logo file, send a vector file.

Typically, vector files end with .ai, .eps and .svg. Without special programs, these files will be difficult to open.

File Types

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Thank you.

Thank you for your attention to detail and your commitment to making our brand vision a reality for so many people.

To all of our vendors, creative teams and outside consultants: We are here for you. If you need any help with our brand at all, especially when working on a brand execution, please do not hesitate to reach out to your point of contact.