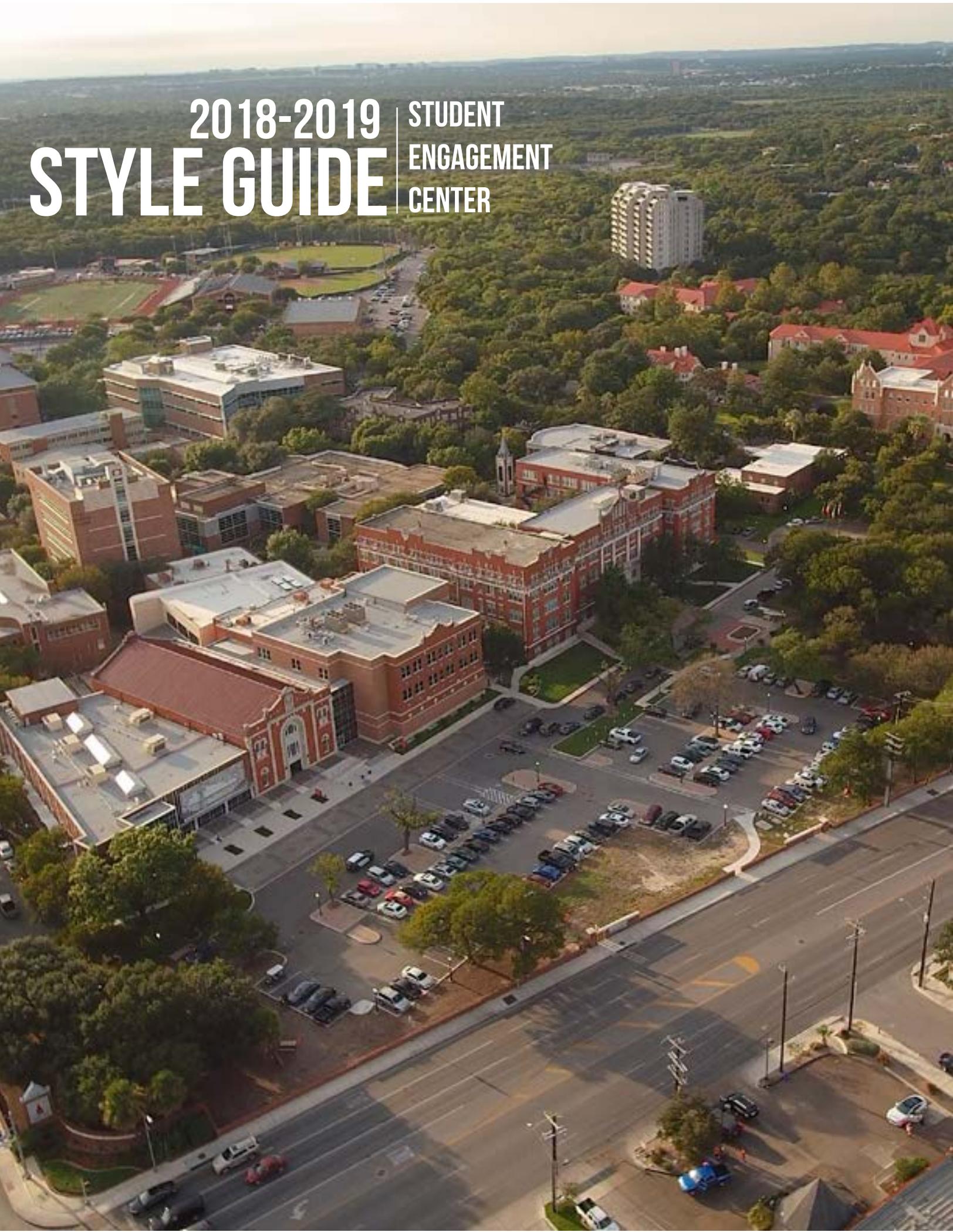


# 2018-2019 STYLE GUIDE

STUDENT  
ENGAGEMENT  
CENTER





# DESIGN GUIDE

GRAPHICS

TYPOGRAPHY

VIDEO

PHOTO

EXAMPLES

# GRAPHICS

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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

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### 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

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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](mailto:campusengagement@uiwtx.edu)** for approval!

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

# EXAMPLES

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## FACEBOOK:

8.5X11 Inches  
JPEG/ PNG

## TWITTER:

8.5X11 Inches  
JPEG/ PNG

## INSTAGRAM:

Square:1080X1080 Pixels  
JPEG/PNG



# VIDEO

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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](mailto: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.

Send all **digital** materials to:  
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# TYPOGRAPHY

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## 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 MOLA 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

La **Celebración**  
 VENDORS • CRAFTS • FOOD • MUSIC  
 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:  
 UNIVERSITY OF THE INCARNATE WORD  
 BY WIRETEL, INC.

1 YEAR FROM CULTURES AROUND THE WORLD  
**Diversi-Tea**  
 1:30-3:00PM STUDENT CENTER PUB

<b>PERU</b> APRIL 18TH	<b>UGANDA</b> MARCH 7TH	<b>PAKISTAN</b> FEB. 7TH	<b>TIBET</b> JAN. 24TH	<b>FINLAND</b> FEB. 21ST	<b>TAIWAN</b> 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

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## ADDRESS

4301 Broadway St San Antonio, TX 78209

## PHONE

(210) 829-6000

## EMAIL

[campusengagement@uiwtx.edu](mailto:campusengagement@uiwtx.edu)

