



Brand Expression: Visual Guidelines

Optional Design Elements

Design elements are specific parts of a layout that build the basic structure of the page and can carry a wide variety of messages.

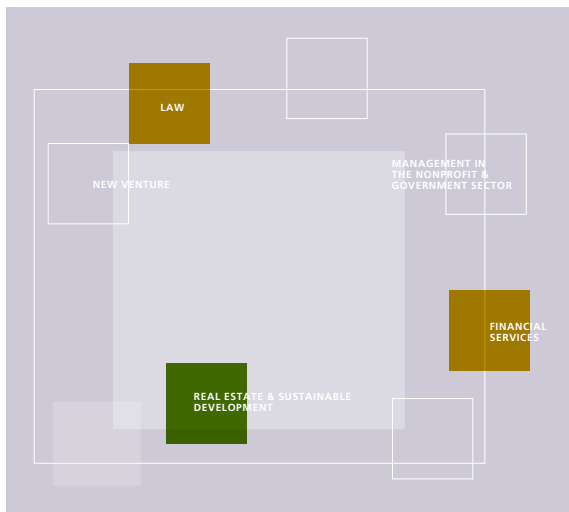
Finishing the Look

Below are a few design elements that — along with logos, typography, color and photography — will help you pull the overall University look together.

It is recommended that each communications piece contains at least two of the following elements. Design Elements should utilize colors from the primary, secondary or supplementary palettes as outlined on pages 35-36. Samples are provided to show how all these elements come together.

Transparent Elements

When used over solid bands of color or photography, overlapping transparent elements—in different shapes and sizes, colors and opacities—create interesting layered effects.



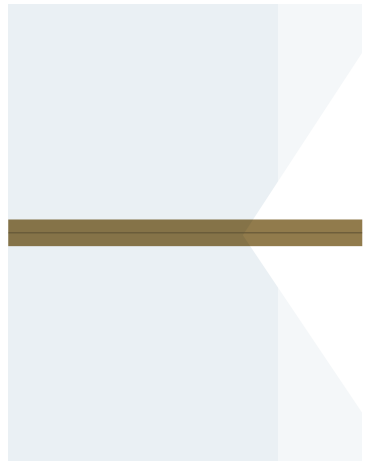
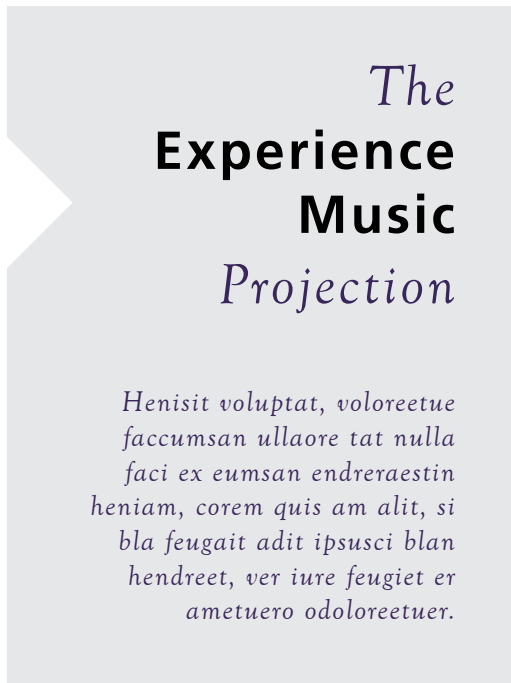


Brand Expression: Visual Guidelines

Optional Design Elements

Notches

A simple notch is used to call out parts of your communications. These can be made in a variety of shapes, sizes and colors. The notch is often used to mark a new section of copy.





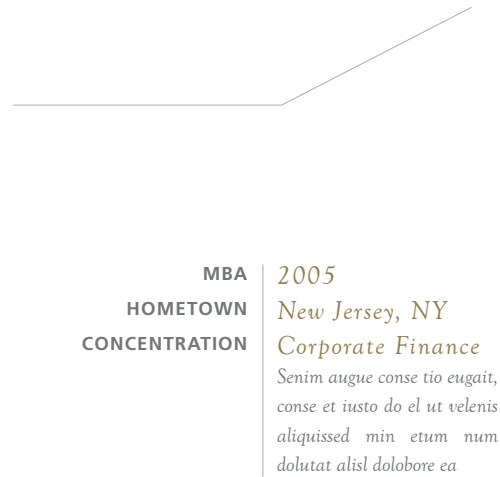
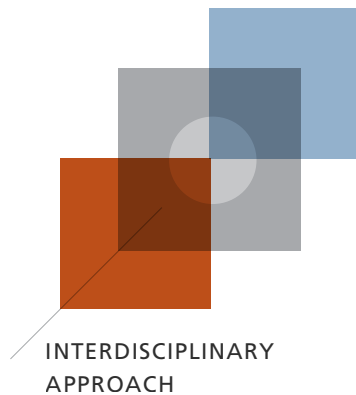
Brand Expression: Visual Guidelines

Optional Design Elements

Lines and Diagonals

Thin lines, as a design element, are a great way to help create charts or link information.

Angles and diagonals help create added interest.



	UNDERGRADUATE	GRADUATE	PROFESSIONAL
Women	57.8%	59.3%	56.0%
Men	42.2%	40.7%	44.0%
Underrepresented			
Minorities	13.0%	8.3%	7.7%
Asian American	18.3%	8.6%	17.4%
International Students	1.7%	8.7%	1.9%





Brand Expression: Visual Guidelines

Optional Design Elements

Information Graphics

By using interesting shapes and combinations of colors and lines you can make your information tell a story faster than a large block of copy. When at all possible, use the Show Me philosophy of charting and drawing out facts, rather than telling it in words.

