

### UVA School of Data Science

# Social Media Guidance

DECEMBER 2023

### **RECOMMENDATIONS:**

- Adopt University brand conventions to signal clear association 1.
- 2. Consider your audience(s) and channel(s) when selecting styles to use in assets
- Continue to leverage brand distinctives З.
- Be mindful of the color values you use in assets to avoid brand confusion 4.
- 5. Align brand visuals with content and publishing strategy

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It is key to align with the broader University brand ecosystem when creating social assets.

When creating messaging that is designed to connect the UVA School of Data Science (SDS) to the greater University community, using core UVA brand elements is best.

The matrix to the right shows how you can consider the visual distinctiveness of the SDS brand in the context of audience reach. These broad categories help lend guidance to the aesthetic choices you make when creating assets. They consider both the audience reach and their association with your work and the broader university community. Podcas

Student

Profession

Collabora

Collaborat

	REACH	
st Episodes	Social Posts —	— Instagram, Facebook, LinkedIn, Twitter
Recruitment	Videos —	— Youtube
al Networking	News —	— Internal and eternal
	DISTINCTIVENES	SS
ative Events	Data Science Events	
tive Research	Data Science Research	

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There are several brand elements that are unique to SDS. These include: the databurst, school-specific colors, and use of Franklin Gothic Condensed. Using these distinctives well and consistently will ensure that your audiences create a meaningful connection with your brand.

It is also key to utilize these elements in concert with core UVA brand elements to avoid brand confusion.



Databurst



School-specific colors

TYPE:

# **A School** Without Walls

Committed to teaching and practicing responsible data science for the common good

Franklin Gothic Condensed

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One fresh and dynamic way to express your brand identity is to create a wide variety of expressions that all feel visually unified.

By creating designs and layouts that emphasize your community and work, you allow social assets to connect with your diverse audiences.

By mapping specific aesthetics with content types, you can create a consistent look and feel that strengthens your content strategy and messaging.

Example content types include:

- Podcast Episodes
- Recruitment
- Events
- Announcements
- Research
- News

# The future *impact of AI* on Society

**WVA DATA SCIENCE** 

## 2022 Teaching Award Recipient

**WVA DATA SCIENCE** 



tor of Undergraduate Progran

UVA SCHOOL OF DATA SCIENCE



Establishing Forms of Nighttime Governance

**WVA DATA SCIENCE** 



NEWS Data, Al Changing the Landscape of Sports, **Experts Say** 

**WVA DATA SCIENCE** 

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The following examples showcase how aligning your branded posts more closely with content and publishing strategy will naturally create dynamic and sustainable visuals.

Example video types include:

- Research
- Spotlights
- Events
- Meet Our Team

# RESEARCH How to Transform Ecology with Artificial Intelligence

**WVA DATA SCIENCE** 

EVENT

Understanding the Age of AI: **Key Takeaways** from UVA Data Conference

**WVA DATA SCIENCE** 



# SPOTLIGHT **UVA Football and** the School of Data Science: Sports Analytics

**WVA DATA SCIENCE** 



**OUR PEOPLE** 

Stephen Baek

Associate Professor of Data Science

**WVA DATA SCIENCE** 











Accessibility should always be a key consideration. This is especially important in digital formats where legibility is of the utmost importance.

All colors shown are WCAG AAA compliant, unless marked with an asterisk, which notes a color that passes contrast only with large text and is WCAG AA compliant.

For more documentation on which color contrast tests were performed to evaluate brand colors, visit:

#### webaim.org/resources/contrastchecker

For more documentation on accessible typecolor combinations, visit:

brand.virginia.edu/design-assets/colors/ accessible-type-color-combinations UNIVERSITY

**UVA Blue** #232D4B

> #FFFFFF #E57200\* #FDDA24 #EFF2F8 #E2E6EB

**UVA Orange** #E57200

> #FFFFFF\* #232D4B\* #24323E\* #1A2835 #10181F

#### UVA SCHOOL OF DATA SCIENCE



**Navy** #24323E

> #FFFFF #E57200\* #FDDA24 #EFF2F8 #E2E6EB

#### **Deep Navy** #10181F

#FFFFFF #E57200\* #FDDA24 #EFF2F8 #E2E6EB

Yellow #FDDA24

> #232D4B #24323E #1A2835 #10181F

**Jefferson Gray** #EFF2F8

> #232D4B #24323E #1A2835 #10181F

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