

UCM



University Communications
and Marketing

creative team presentation

09.22.16

**HEALTHY CAMPUS INITIATIVE
GRAPHICS AND USAGE**

HEALTHY CAMPUS INITIATIVE GRAPHICS AND USAGE

COMMUNICATING TONE

balance • change • support • growth • access • whole • safe • advocacy • opportunity

HEALTHY CAMPUS INITIATIVE GRAPHICS AND USAGE

SAMPLE HEADLINES

Make yourself a priority.
Choose you.
Feed your attitude.
Let's clear the air.
Eat like you mean it.
Move yourself forward.
Get up and go!
Keep your head in the game.
Love the body you're in.
Keep your balance.
Move your body — boost your brain.
Get Fit. Have fun. Make friends.
To do your best, you need to be your best.
A healthy U starts with you.
C'mon get healthy.
Got a study buddy? You've got a workout partner.

COPY POINTS

This is about your physical, emotional and social health.
At Kent State, we want you to feel your best.
We offer information and resources to address important areas of health and wellness.
We want you to take care of yourself so you can take care of others.
Try something new!
Don't be afraid to ask. We're here to help.
The Kent State of Wellness addresses the whole person.

RATIONALE

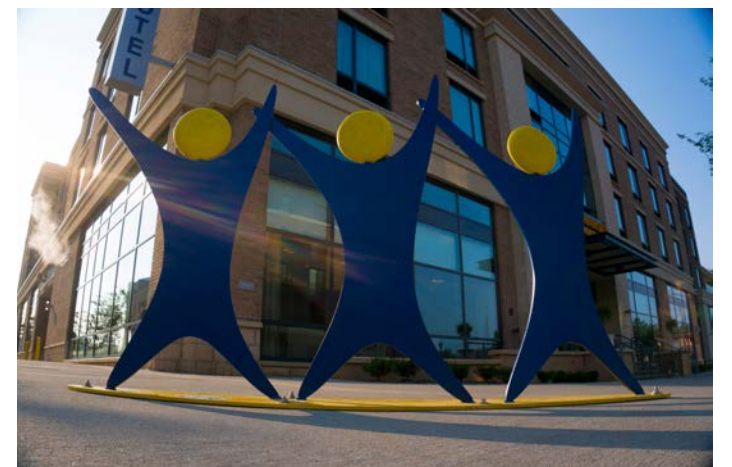
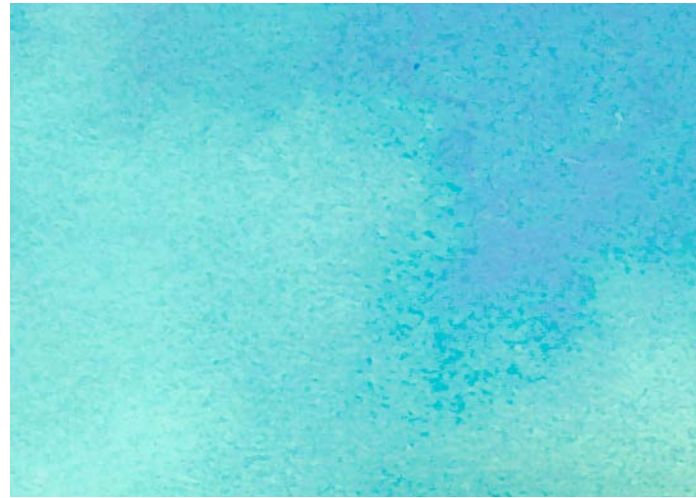
Kent State has a university-level healthy campus initiative to make the health and wellness of students, faculty and staff a top priority. We want to be one of the healthiest universities in the nation.

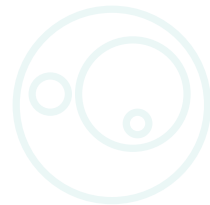
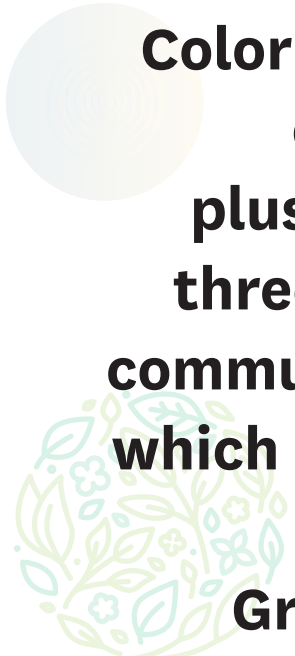
We have a holistic view of health and wellness that includes seven areas:

- Alcohol/drug use
- Mental health
- Nutrition
- Physical activity
- Preventive care
- Safety
- Smoking and tobacco use

A group of faculty and staff have come together to create a multifaceted collection of information and resources to motivate the Kent State community to participate in healthy practices. In the spirit of continuous personal improvement, we want everyone to feel and perform their best while they work, live and play here at Kent State.

Graphic Palette

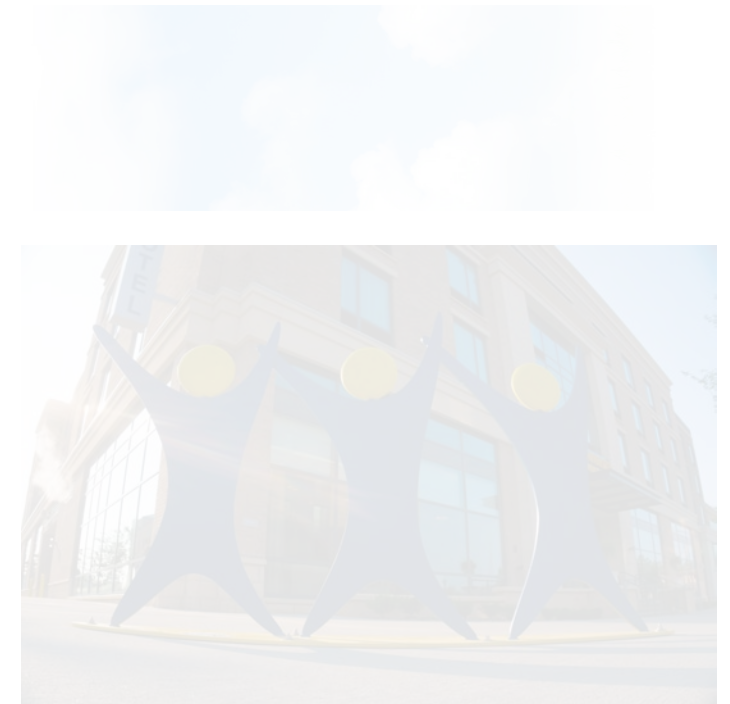
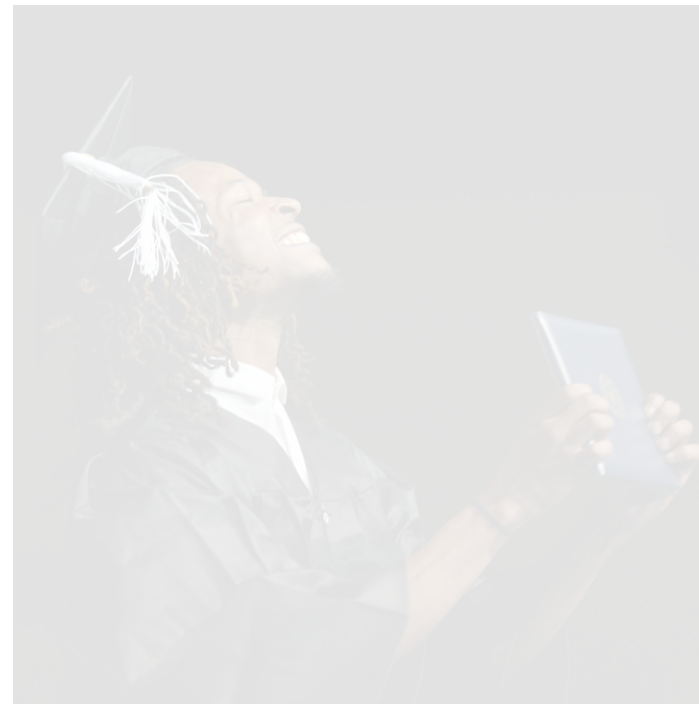




Color should be comprised mostly of university blue and yellow plus green, and variations of the three. These colors are chosen to communicate earth, sky and water, which are all necessary for growth.

Gradations can also be used as accents to the primary three colors.

PMS 281	
PMS 124	
PMS 7739	
PMS 382	PMS 7739
PMS 637	PMS 101
PMS 101	PMS 124
PMS 281	PMS 640

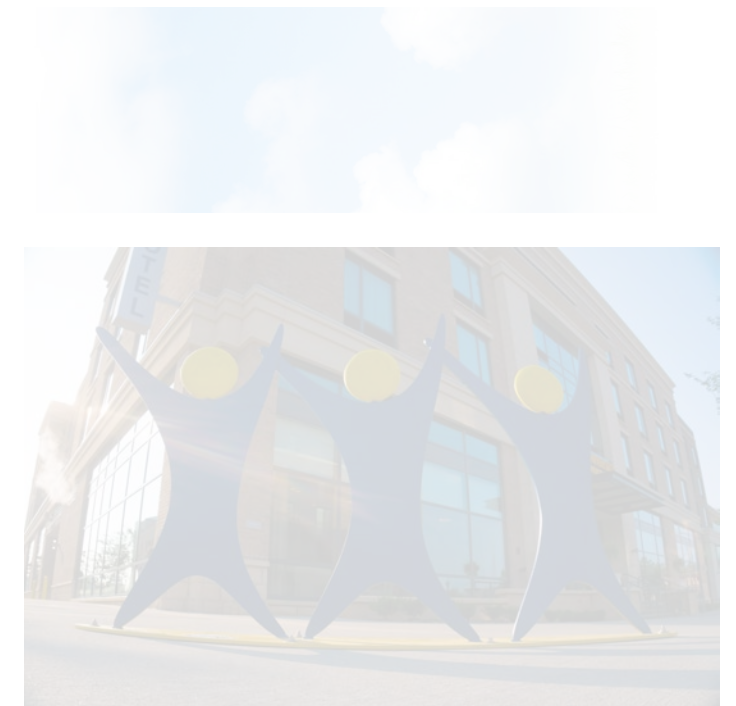
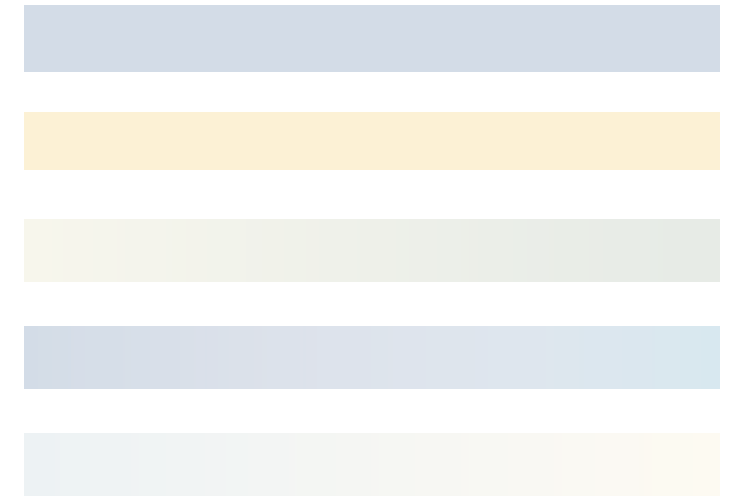
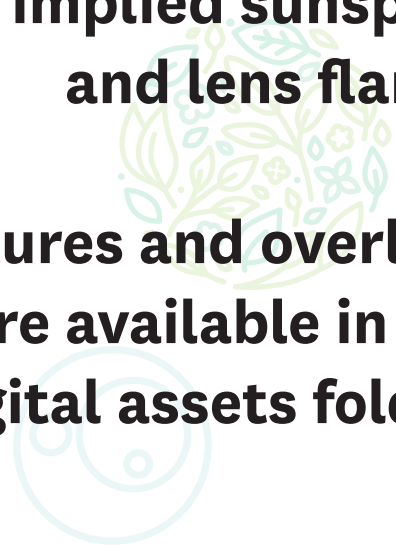




**Textures and overlays can
be applied maintaining the
established color scheme and can
be accented by implied sunspots
and lens flares.**

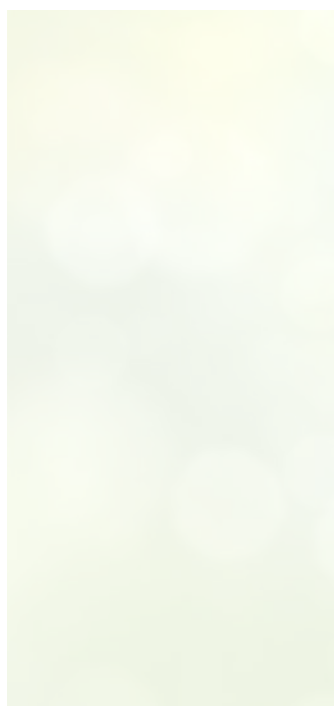


**Textures and overlays
are available in the
digital assets folder.**





Vector graphics can be used to imply growth and transition. These graphics are available in the digital assets folder named “vector art.”

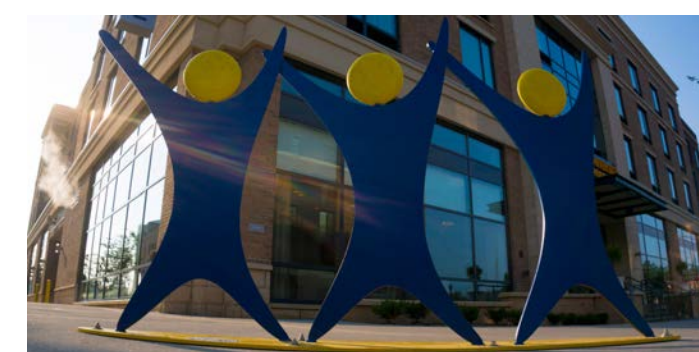
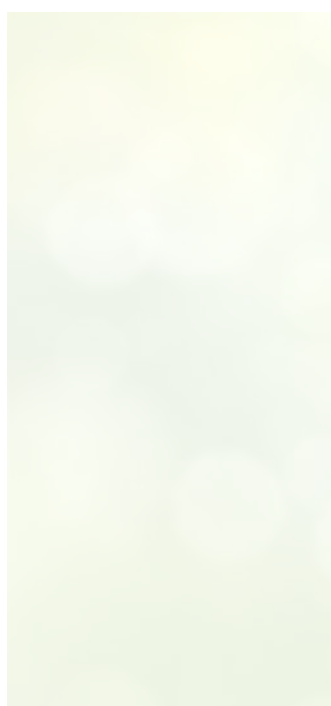
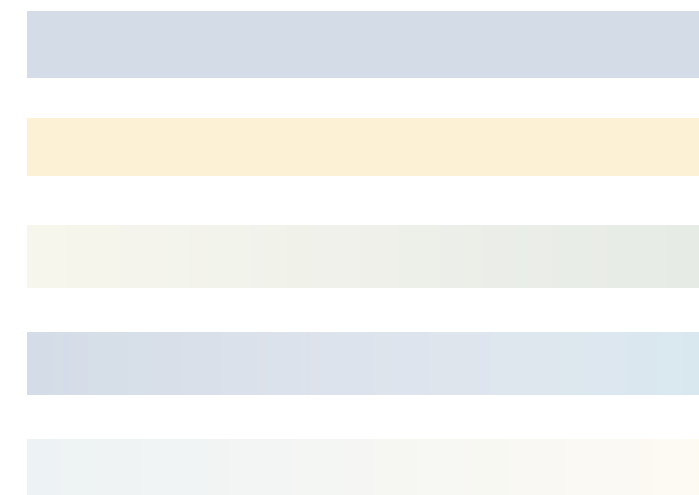




Photography should focus on the path to good health as well as the outcome of living a healthy lifestyle. It should never focus on the negative.

Additional photo suggestions:

- **Include a variety of body types**
- **Show energetic and engaged individuals**
- **Show images that reflect mindfulness or serenity**



KENT STATE OF WELLNESS GRAPHIC

HEALTHY CAMPUS INITIATIVE GRAPHICS AND USAGE

Kent State of Wellness Identifying Graphic - USAGE

EPS, JPG and PNG files are included in the “KSOW Graphic” folder inside the “Kent State of Wellness Digital Assets” folder.

EPS files are used for commercial printing and for screen printing on promotional items.

JPG files are used for Word documents and video and web applications.

PNG files are transparent and can be used in print, video and web applications.

The Kent State of Wellness identifying graphic should not be used as a logo. It should never appear without the Kent State University logo.

The graphic should be used primarily as a small photograph or illustration would be used in communications. In some cases, the symbol can be used on communications as a “bug” (small graphic) at the bottom corner of a small ad or web banner. Examples are shown on the following pages.

Kent State of Wellness Identifying Graphic
Used on light background



Kent State of Wellness Identifying Graphic
Used on dark background



HEALTHY CAMPUS INITIATIVE GRAPHICS AND USAGE

Kent State of Wellness Identifying Graphic - USAGE

The following examples demonstrate how to use the Kent State of Wellness identifying graphic in various communications. Examples 1, 2 and 3 show the graphic used in a way that a small photograph or illustration would be used. The graphic can be placed near body copy and should not be placed large on the page. Example 4 shows the graphic being used as a “bug” on a web banner.

The Kent State of Wellness identifying graphic should not be used as a logo. It should never appear next the Kent State University logo.

1.) Graphic used along with body text on a 8.5 x 11 ad



2.) Graphic used along with body text on a rack card



4.) Graphic used as a “bug” on two web banners



3.) Graphic used along with body text on lage sign



HEALTHY CAMPUS INITIATIVE GRAPHICS AND USAGE

Kent State of Wellness Identifying Graphic - Layout and Design

The examples below can be used as models for layouts that communicate any aspect of the healthy campus initiative. Asset, texture, overlay and photo use are indicated below. The assets for the Healthy Campus Initiative work well with university brand elements and should offer multiple options for design solutions.

Graphic used along with body text

Photography illustrating energetic and engaged individuals

Vector graphic used in layout at varying sizes and transparencies

Textures and overlays used in layout at varying transparencies

