Communications, Creative Services & Marketing







Main focus/scope



Consistency of the brand

The Student Affairs graphic identity is the outward expression of the division's unity, strength and values.

The branding guidelines ensure we express these shared values with every communication.

How does our work impact students?

We design communications that get their attention and help to shape and prioritize messaging/talking points by creating connections in a way that's immediate, visual and easy to retain.



UCI Identity & Student Affairs graphics

UCI

UCI University of California, Irvine

UCI identity





Student Affairs wordmark & graphic

Websites



- 1. Student Affairs
 StudentAffairs.uci.edu
- 2. Current Students students.uci.edu
- 3. Commencement commencement.uci.edu
- 4. Convocation convocation.studentaffairs.uci.edu
- 5. New Student Handbook newstudents.uci.edu



Anteaters















Available for download at studentaffairs.uci.edu/sa-brand-visual-identity



Anteaters in use

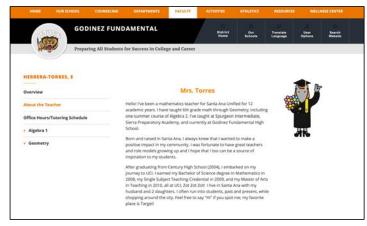




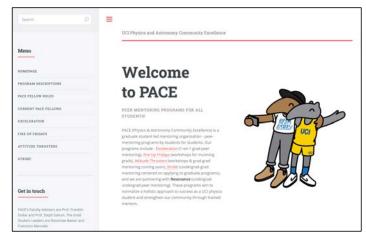










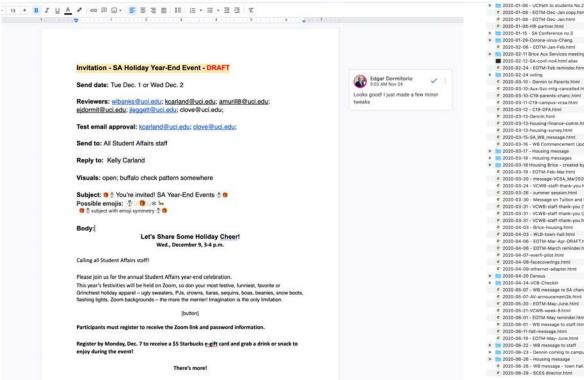




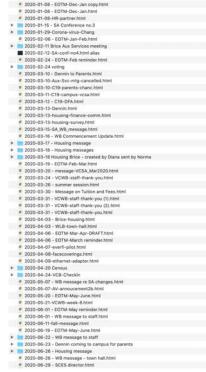


OVCSA Zotmail Communications





SA Holiday Year-End Event Invitation - DRAFT 🔅 🗀 🙆 File Edit View Insert Format Tools Add-ons Help Last edit was seconds ago







UCI Division of Student Affairs

Important information regarding winds and local fires

- Due to the current unhealthy air quality caused by the local o Students scheduled for the Plaza Verde outdoor testing ouwerns senecured for the Frace verse curoour resting site are advised to go to the Vista Del Campo or Division of
 - Students scheduled for the Prieto Sports Medicine testing
 - site are advised to go to the Bren Events Center testing

 - Students are advised to wear their masks outdoors and refrain

from any outdoor activities.

- Weekly COVID-19 testing for ALL STUDENT RESIDENTS begins today Monday, Oct. 26 until
- Saturday appointments are now available 8
- a.m.-1 p.m at the Division of Continuing
- Education (UVE)

 Recurring weekly appointments are now open!
- Undergraduate Student Residents; The appointment you scheduled during the week of Oct. 19 is now your weekly DECLIDBING appointment You should be not added as อยช บชเวพ เบเ เกรเาบะบบกระ • Undergraduate Student Residents: The appointment you acreating appointment. You should have selected an weekly RECURRING appointment. You should have selected an weekly RELUKKING appointment. You should have selected an appointment to which you can commit on a weekly basis. Call the appointment to which you can commit on a weekly basis. Call the Student Health Center appointment line at 949-824-5904 if you need to compare the student Health Center appointment line at 949-824-5904 if you need to compare the student Health Center appointment line at 949-824-5904 if you need to compare the student Health Center appointment line at 949-824-5904 if you need to compare the student Health Center appointment line at 949-824-5904 if you need to compare the student Health Center appointment line at 949-824-5904 if you need to compare the student Health Center appointment line at 949-824-5904 if you need to compare the student Health Center appointment line at 949-824-5904 if you need the student Health Center appointment line at 949-824-5904 if you need the student Health Center appointment line at 949-824-5904 if you need the student Health Center appointment line at 949-824-5904 if you need the student Health Center appointment line at 949-824-5904 if you need the student Health Center appointment line at 949-824-5904 if you need the student Health Center appointment line at 949-824-5904 if you need the student Health Center appointment line at 949-824-5904 if you need the student Health Center appointment line at 949-824-5904 if you need the student line at 949-824-5904 if you need the stud
- to reschedule.

 Graduate Student Residents: The appointment that you will select
- tor the week of Oct. 26 will become your weekly RECURRING for the week of Oct. 26 will become your weekly **RECURKING** appointment. Please select a day of the week and time to which you Can commit on a weekly basis. Call the Student Health Center can commit on a weekly basis. Call the Student Health Cente appointment line at 949-824-5304 if you need to reschedule.

Be sure to schedule your recurring weekly

shodule your recurring appointment your UCINetID and



Dear UCI Student,

As we head toward the end of the Fall Quarter, we continue o be greatly impressed by your resilience and fortitude in avigating this pandemic while balancing your academic nd personal commitments. Our collective sacrifices have wed us to keep campus COVID-19 positivity rates low continue to find ways to support the campus







COVID-19 testing for all undergraduate on-campus residents begins today, October 5 and continues through October 9. Ongoing weekly testing for all student residents resumes on October 19 until further notice.

lick here for details and more information, or visit the UCL Coronavirus Testing ebsite for FAQs and new information

- e are answers to some common questions we have received:
- r did we move the site locations from outdoors to indoors? xilections sites were moved indoors due to concerns with inclement weather such heat wave we are currently experiencing and the air quality caused by local
- The sites will continue to have safety measures in place such as physical g markers, a touchless check-in process, plexiglass and physical barriers. vintment time is set up to minimize any overcrowding or long queues so that an complete the process in less than 10 minutes. These plans have been e Orange County Public Health Agency.

place at the testing center where the collection can be

has a private area for students to conduct the nasal swab. Just let the now you would like to use the private area.

irus Testing Website & FAQs »





iber to complete these items and tasks:

udents

on to the Anteater Pledge.

plete the Healthy Practices during COVID-19 ing for UCI students and upload your certificate

ond to the Daily Symptom Check once you re-

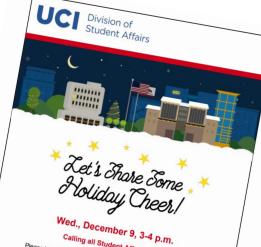
Are Living on Campus

lete the Healthy Practices Training: #ZotWe d your certificate of completion to CampusC



Zot On! Have Fr





Calling all Student Affairs staff

Please join us for the annual Student Affairs year-end celebration! This year's festivities will be held on Zoom, so don your most festive, funniest, fine year a resummer muse require the control of courts, and other years are required favorite or Grinchiest holiday apparel – ugly sweaters, PJs, crowns, faras, sequins, boas, beanies, snow boots, flashing lights, Zoom backgrounds – the more the merrier! Imagination is the only limitation.

REGISTER »

Participants must register in advance to receive the Zoom link and

Register by Monday, Dec. 7 to receive a \$5 Starbucks e-giftcard and grab a drink or snack to enjoy during the event!

There's more!

Pre- & Post-Event Activities

 SA Kudoboard – Share some holiday fun with Student Affairs colleagues and post on the Student Affairs kudoboard! Your message can include a photo or

KUDOBOARD »

 Activities & more – In addition to the division-wide gathering on Dec. 9. Several optional activities hosted by Student Affairs colleagues – cooking. serveran uprusted acurences involved by student various contragues – working, crafting, mixology, Pictionary, Booch Basics and beyond – are planned for the Weeks of Dec. 7-11 and Dec. 14-15. Information and verying — we provided the second section of the second s

Colors



UCI Blue

Pantone: 7685 CMYK: 93 73 11 1 RGB:

0 100 164 #0064a4 Web:



UCI Gold

Pantone: 109 CMYK: 0 16 100 0 RGB: 255 210 0

#ffd200



UC Blue

Pantone: 299 C CMYK: 69 10 0 0 RGB: 18 149 216 Web: #1295d8



UC Gold

Pantone: 116 C CMYK: 0 19 100 0 RGB: 255 181 17 Web: #ffb511



COMBINED UCI & UC PALETTE

Web:

The UCI Graphic Standards site provides a set of colors for various print and web applications.

The Student Affairs combination palette includes colors from both UCI and UC color options, carefully selected to work together.



Pantone: 172 C/UC CMYK: 0 58 79 0 RGB: 255 110 27 #ff6e1b



CMYK: 0 43 91 0 RGB: 255 143 40 Hex: #ff8f28



CMYK: 11 66 0 0 RGB: 228 76 154 #e44c9A



CMYK: 93 73 11 1 CMYK: 69 10 0 0 RGB: 0 100 164 RGB: 18 149 216 Hex: #0064a4 Hex: #1295d8



CMYK: 97 0 30 0 RGB: 0 163 173 Hex: #00a3ad



CMYK: 30 0 100 0 RGR: 182 189 0 Hex: #b6bd00



CMYK: 02790 RGB: 255 229 82 Hex: #ffe552



Pantone: 109 C/UC CMYK: 011960 RGB: 255 210 0 Hex: #ffd200

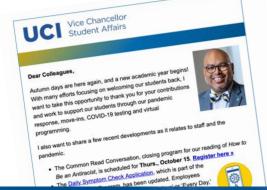


CMYK: 100 84 31 17 PGR: 27 61 109 Hex: #1b3d6d



Creative Services, Promotion & Consultations VC Communications







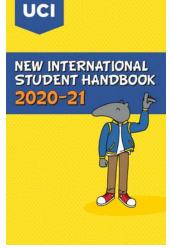


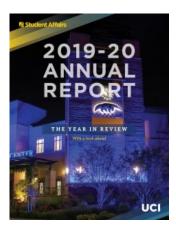


Creative Services, Promotion & Consultations For SA offices/units





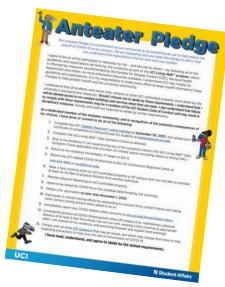










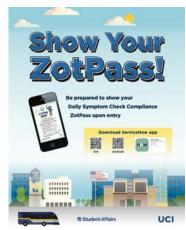






















Creative Services, Promotion & Consultations OVCSA Initiatives & Special Events





















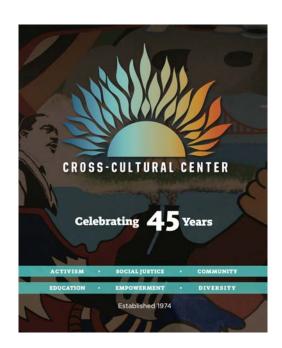
Creative Services, Promotion & Consultations Within the Division



















Social Media



THANK YOU!

The Student Affairs Facebook and Instagram accounts, together with the Vice Chancellor's Twitter, continue to engage and inform students

thanks to the OVCSA
Student Assistants!





THANK YOU

OVCSA Student Staff for all that you do!