UVA DATA SCIENCE

VISUAL BRAND GUIDE

DATASCIENCE.VIRGINIA.EDU/BRAND-RESOURCES

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BRAND OVERVIEW

The University of Virginia School of Data Science is the first school of it's kind in the nation. Established with a $120M gift from the Quantitative Foundation, it was created as a "School Without Walls," a place where boundaries between fields are intentionally open. This philosophy emphasizes interdisciplinary collaboration, breaking down traditional academic silos to integrate data science with business, law, medicine, and other fields. Researchers, students, industry partners, and communities work together to solve real problems and advance knowledge that benefits society.

Our brand reflects that mission. It conveys openness, collaboration, curiosity, and rigor. It highlights the human purpose behind data science. We focus not only on what data can do, but on how it is used responsibly, transparently, and ethically. The School of Data Science represents an interdisciplinary approach that integrates computation, statistics, machine learning, design, and communication with social awareness and civic responsibility.

With the UVA brand at it's core, the School of Data Science has created visual elements and standards that reflect the specific mission of the School. Each element, color, font selection, is intentional and expresses the foundation of data science.

BRAND PROMISE
We empower people to use data and AI responsibly to contribute meaningful and lasting impact in the world.

BRAND PERSONALITY
Modern, thoughtful, collaborative, innovative, intellectually bold, and purpose-driven.

BRAND VOICE
Clear and confident language that is informed, human-centered, and inclusive. We avoid unnecessary jargon. We communicate in ways that make data relatable and connected to real-world experience.

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MESSAGING PILLARS

These pillars guide how we describe who we are and what we do. They should appear throughout written, spoken, and visual communication.

Research
Our research and teaching emphasize openness, reproducibility, and public good. We believe knowledge grows stronger when it is shared.

Education
Students and researchers learn to think critically, work across contexts, and apply data to real challenges in health, environment, business, democracy, technology, and more. We prepare well-trained, responsible, diverse leaders.

Societal Benefit & Outcomes
Service that leads to products and outcomes which provide societal benefit.

Institutional Strategy & Growth
From the people that teach, learn and support the student experience to the palpable spaces themselves, it all becomes a physical manifestation of what it is we believe data science to be.

AUDIENCE

The School of Data Science communicates with a range of audiences with unique and varying needs and motivations. Our brand voice and message should adapt to these contexts while maintaining consistency in purpose, clarity, and tone.

PRIMARY AUDIENCES

Prospective students (undergraduate, master's, doctoral, online, certificate learners) Seeking community, mentorship, hands-on learning, and career pathways.

- **Prospective Students**
  Learners deciding on academic pathways (undergraduate, masters, doctoral, lifelong learners) seeking education, career opportunities, mentorship, and community,

- **Current Students**
  Seeking support, engagement, belonging, and return on investment.

- **Faculty and Researchers**
  Focused on collaboration, resources, partnerships, and academic leadership.

- **University Partners and Collaborators**
  Interested in interdisciplinary work, research, and joint programs.

- **External and Corporate Partners** *(industry, nonprofits, government)*
  Seeking applied expertise, talent pipelines, and research solutions.

- **Donors and Supporters**
  Motivated by impact, innovation, and advancing societal good.

- **Secondary Audiences**
  Committed media, peer institutions, and the broader public interested in the role of data in society.

DATA SCIENCE

LOGOS

There are a variety of logo treatments created for a variety of uses. There are stacked logos, horizontal, short-hand, abbreviated, Split-V, and long form. If you have questions on the use of the School of Data Science logo, please ask the Creative Manager. *Noted here are the most common logo forms used.*

PRIMARY / FORMAL

Use: This logo includes UVA recognition and is effective in external communications. This logo is also used for important events such as the graduation ceremony.

Audience: Internal, for high-profile engagements; External for tying closely to the University at large

SHORT FORM / INFORMAL

Use: This logo is the most used School of Data Science logo. It provides the best blend of use, readability, size and recognition. Any type of flyer, event marketing, postcards, website, etc.

Audience: Internal or external audiences.

SPLIT V

Use: The split v is an icon of the University, and almost every school, unit and organization has their own version. Custom split-v logos can be created on the brand.virginia.edu site.

Audience: Used for student-facing communication, swag, gear

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LOGOS

MONOGRAM

Use: This logo combines the UVA monogram with School of Data Science.

Audience: Internal or external audiences

VERTICAL SHORT FORM

Use: This stacked version is an option when a vertical treatment is required.

Audience: Internal or external audiences

VERTICAL

Use: This logo includes UVA recognition and is effective in external communications. It is also used for important events such as the graduation ceremony.

Audience: Internal, for high-profile engagements; External for tying closely to the University at large

VERTICAL MONOGRAM

Use: This logo combines the UVA monogram with School of Data Science, in a stacked orientation.

Audience: Internal or external audiences

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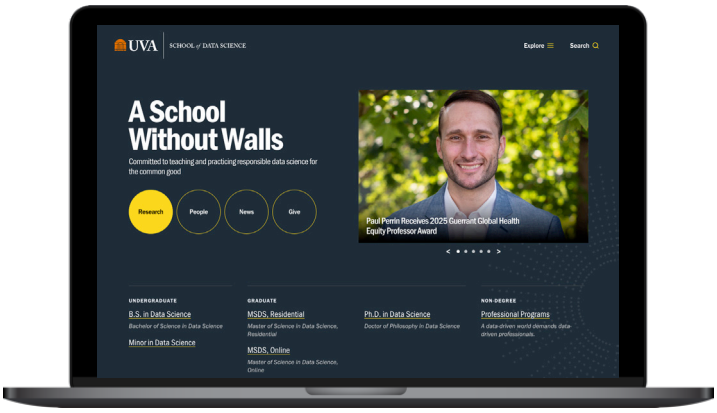
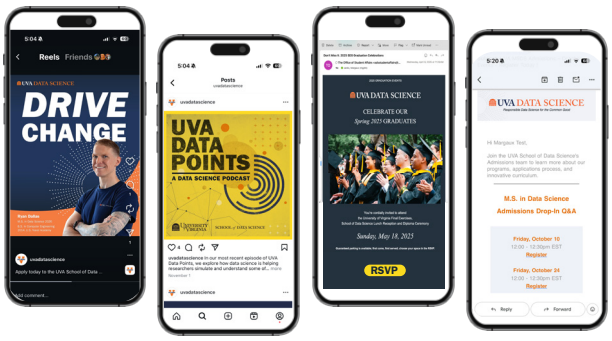
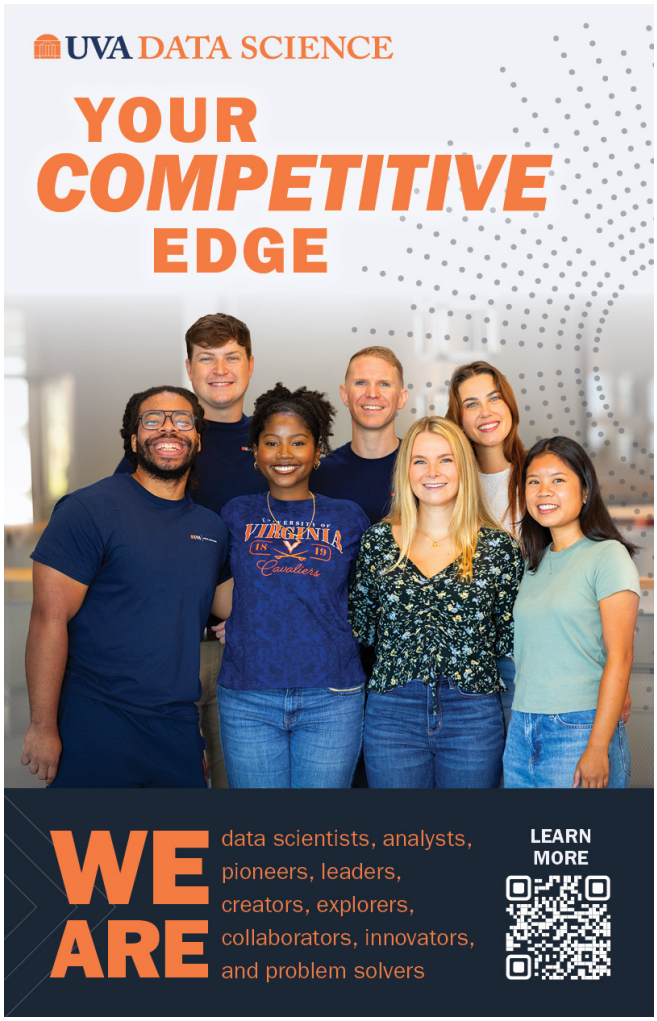

UVA | SCHOOL of DATA SCIENCE
Explore
Search
A School Without Walls
Committed to teaching and practicing responsible data science for the common good
Research
People
News
Give
Paul Perrin Receives 2025 Guerrant Global Health Equity Professor Award
UNDERGRADUATE
B.S. in Data Science
Bachelor of Science in Data Science
Minor in Data Science
GRADUATE
MSDS, Residential
Master of Science in Data Science, Residential
MSDS, Online
Master of Science in Data Science, Online
Ph.D. in Data Science
Doctor of Philosophy in Data Science
NON-DEGREE
Professional Programs
A data-driven world demands data-driven professionals.


MAJOR IN DATA SCIENCE
B.S. IN DATA SCIENCE
UVA | SCHOOL of DATA SCIENCE
Responsible Data Science for the Common Good
SCHOOL OF DATA SCIENCE
A Modern Applied STEM Degree
The three-year B.S. in Data Science (BSDS) prepares you to become an expert in a cutting-edge new field with career paths across the public and private sectors.
Prerequisites
To be eligible to apply, you must enroll in the following prerequisites in the fall and/or spring of your first year:
• DS 1001 - Foundation of Data Science
• DS 1002 - Programming for Data Science (or CS 1110-1112 or CS 1113/PHYS 1655)
Applying to the Major
The BSDS is open to first-year UVA students. Apply in the spring of your first year. If offered admission, you will start your major in the School of Data Science in fall of your second year.
About the Major
BSDS Concentrations
Admissions & Events
Career Services
DATA SCIENCE WILL GROW BY 36% IN THE NEXT DECADE WITH 20,800 NEW JOBS CREATED ANNUALLY.
- U.S. Bureau of Labor Statistics, 2025
Connect with us @uvadatascience
DATA SCIENCE
VIRGINIA


Reels
Friends
DRIVE CHANGE
Posts
UVA DATA POINTS
A DATA SCIENCE PODCAST
UVA DATA SCIENCE
CELEBRATE OUR Spring 2025 GRADUATES
Sunday, May 18, 2025
RSVP
UVA DATA SCIENCE
M.S. in Data Science Admissions Drop-In Q&A
Friday, October 10
Register
Friday, October 24
Register


WELCOME
Class of 2025
DATA SCIENCE GRADUATES
University of Virginia | SCHOOL of DATA SCIENCE


UVA DATA SCIENCE
YOUR COMPETITIVE EDGE
WE ARE
data scientists, analysts, pioneers, leaders, creators, explorers, collaborators, innovators, and problem solvers
LEARN MORE


UVA DATA SCIENCE
ADVANCE YOUR CAREER


ADVANCE YOUR CAREER.
DRIVE CHANGE.
LEAD INNOVATION.
UVA DATA SCIENCE


UVA DATA SCIENCE
IS FOR YOU
GET STARTED TODAY

DATA SCIENCE

FONTS AND TYPOGRAPHY

FRANKLIN GOTHIC

PRIMARY FONT: Franklin Gothic is a simple and versatile sans serif font with a modern feel. This family of fonts is the most flexible among the fonts in the UVA brand. All weights and faces are available for use but should be used with discretion and design best practices in mind. Franklin Gothic is the primary typeface for both headlines and body copy in communications and marketing materials.

» HEADLINE *Franklin Gothic Std Book Condensed*

» **HEADLINE** *Franklin Gothic Std Demi Condensed*

» Body Copy *Franklin Gothic Std Book*

BODONI POSTER

SECONDARY FONT: Bodoni Poster is considered a secondary font in the UVA brand. Bodoni Poster Italic is most frequently used because it provides a bold but studious feel. A more designed font, the typefaces within the Demi Compressed Italic Bodoni family are not intended to be used as primary fonts, but sparingly, as accent design elements.

» ***HEADLINE*** *Bodoni Std Poster Italic*

» **Subhead** *Bodoni Std Poster*

ADOBE CASLON

LIMITED USE: Adobe Caslon is a 20th-century adaptation of a typeface originally designed by William Caslon, the founder of England's first type foundry. This typeface was used extensively throughout the British Empire during the 1700s, including the British colonies in America. When John Dunlap of Philadelphia typeset the first printed edition of Thomas Jefferson's Declaration of Independence, Caslon was the typeface he chose. A serif font, Caslon is suited for more formal, traditional applications such as letterhead, business cards and envelopes. Caslon is the font used in the University's logo system.

» ***Headline*** *Adobe Caslon Bold Italic*

» **Subhead** *Adobe Caslon Bold*

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SAMPLE **TYPOGRAPHY**

RESPONSIBLE DATA SCIENCE
FOR THE COMMON GOOD

Nov. 7 **2025**

2-5 p.m.

DATA

DATA SCIENCE

COLOR PALETTE

The School of Data Science has a primary blue that was created to differentiate the school within the University of Virginia's overall brand. The SDS color palette combines to create two options, dark and light modes.

SCHOOL OF DATA SCIENCE COLORS

PRIMARY BLUE: SDS Navy #24323E / R=36 G=50 B=62 / C=83 M=69 Y=53 K=52
This blue is to be used on all created materials representing the School of Data Science, unless there is a special circumstance otherwise.

SECONDARY BLUE: SDS Deep Navy #10181F / R=15 G=24 B=31 / C=81 M=70 Y=60 K=76
This blue is to be used as a secondary blue to create depth or shadowing.

SECONDARY COLOR: SDS Yellow #FDDA24 / R=253 G=218 B=36 / C=2 M=11 Y=94 K=0
This yellow is to be used only for emphasis or callout, needs to be on one of the School of Data Science blues, and is to be used sparingly.

SECONDARY COLOR: SDS Gray #EFF2F8 / R=239 G=242 B=248 / C=4 M=2 Y=0 K=0
This light gray is to be used only light backgrounds, soft shadowing with white, the data burst. Can be used on text when on SDS blue for contrast.

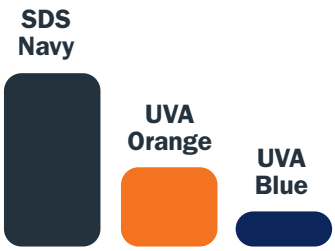
UVA INSTITUTIONAL COLORS

UVA BLUE: #232D4B / R=35 G=45 B=75 / C=87 M=70 Y=22 K=44
UVA Blue is to only be used in institutional logos.

UVA Orange: #E57200 / R=229 G=114 B=0 / C=0 M=64 Y=81 K=0
UVA Orange is to only be used in institutional logos, and as a secondary color for external audiences, such as prospective students, and hiring.

COLOR BREAK DOWN BY AUDIENCE

CURRENT STUDENTS
ALUMNI
COMMUNITY PARTNERS
RESEARCH
FACULTY



PROSPECTIVE STUDENTS
HIRING
RECRUITMENT

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ACCESSIBILITY

Accessibility should always be a key consideration. This is especially important in digital formats where legibility is of the utmost importance. The School of Data Science follows the WCAG AAA guidelines for compliance.

RESOURCES:

Check color contrast at Web Accessibility In Mind.

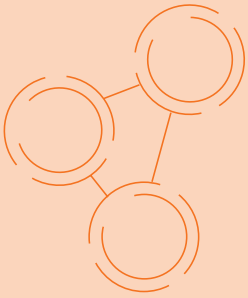
For more documentation on accessible type-color combinations, visit UVA Brand.

UVA ORANGE ON SDS NAVY

When using orange text on SDS Navy, make sure the font is bold, and large enough to be read. In printed materials a minimum of 14 pt type bold works.

WHITE ON UVA ORANGE

Please consider font size when using white type on an orange background, to help ensure readability.



SDS NAVY ON ORANGE

Instances of screened UVA Orange, here at 30% transparency, can create enough contrast for SDS Navy.

SDS LIGHT MODE

Light mode has a bright, clean and modern feel. With the use of SDS Gray and data burst transparency in SDS Navy.

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SDS DARK MODE

Dark mode showcases the SDS Navy, and provides a strong contrast to the SDS Yellow. The richness of the SDS Navy provides an aspirational feel.

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DATA SCIENCE

WRITING TIPS

In general, follow Associated Press Style and the UVA Today Style Guide, which covers a number of UVA-specific points and areas where they deviate from AP Style. Below are issues that frequently come up in School of Data Science communications.

DATES, YEARS, AND TIMES

Always avoid using st, nd, rd, or th when citing dates.

When a month is used alone, spell out. When a month is used with a specific date, abbreviate to Jan., Feb., Aug., Sept., Oct., Nov., and Dec. Spell out March, April, May, June, and July. So, the proper format when writing out a date would be Feb. 2, March 2, etc.

There is no need to include the year of an event when it occurs within the current year. When a date occurs to a past or future year, however, include it and set it off with comma (Jan. 18, 2019; April 8, 2019). When only month and year are necessary for a past or future year, spell out the month (August 2061).

For times, use figures, although noon is acceptable, followed by a.m. or p.m. For a time range that does not span a.m. to p.m., there is no need to use a.m. or p.m. twice. So, examples of appropriate uses would be 10 a.m., 9-11 a.m., 11:30 a.m. to 1 p.m. For event times, particularly with virtual and hybrid events, include ET to denote the School's location in the Eastern Time Zone.

PROGRAM NAMES AND DEGREES

When referring to just a bachelor's degree or master's degree, use an apostrophe. However, do not use one when saying Bachelor of Science or Master of Science.

In general, lower case data science when referring to a degree program — for example, bachelor's degree in data science; master's degree in data science; doctorate degree in data science.

Only use B.S., M.S., or Ph.D. if necessary to identify a specific School of Data Science program.

REFERRING TO B.S. IN DATA SCIENCE PROGRAM YEAR

Use "year one," "year two," or "year three" when referring to program year for B.S. in Data Science students. This is to avoid confusion with the University's widespread use of the second-year student, third-year student, etc. construction for class years. For example, a third-year UVA student is in year two of the data science program; a fourth-year data science major is in year three, etc. You may also use "a third-year student (Class of 20XX)" construction if that is helpful in clarifying.

FOR MORE WRITING TIPS:
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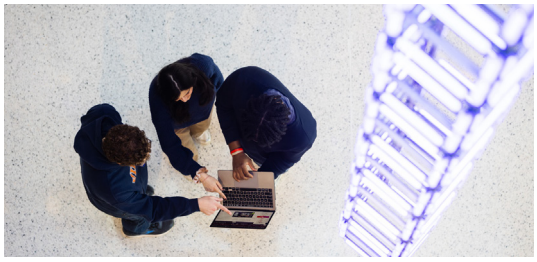
PHOTOGRAPHY

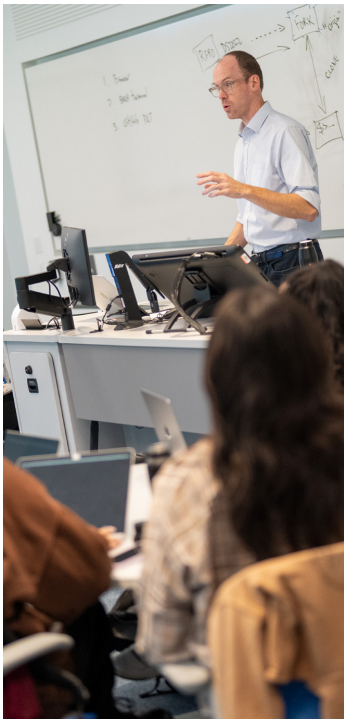
The School of Data Science takes pride in capturing students, faculty, staff, and it's spaces.

The School maintains a Flickr account that showcases professional photography.

www.flickr.com/people/uvaschoolofdatascience/







DATA SCIENCE

ICONOGRAPHY

DATA BURST

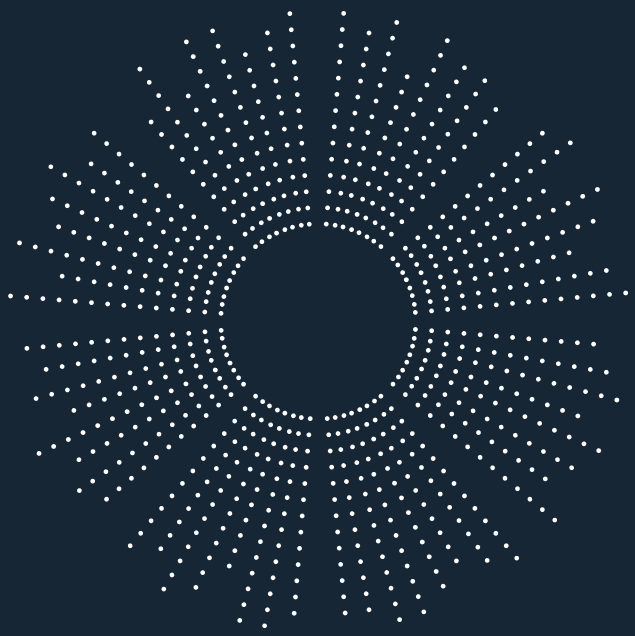
The data burst is the primary icon for the School of Data Science.

It is a brand element that reflects both the “data point” that was an important piece of informing the models, and also the idea of many pieces coming together to form a cohesive whole. It also reflects the idea that through multiple lenses, several data points could show a different picture. From there, the idea of emanating from a central point to reflect an expansion of ideas, came the “data burst”.

TWO VERSIONS

Data burst small dots

This version is used for all communications.



Data burst large dots

This version is used on swag items.

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DATA SCIENCE

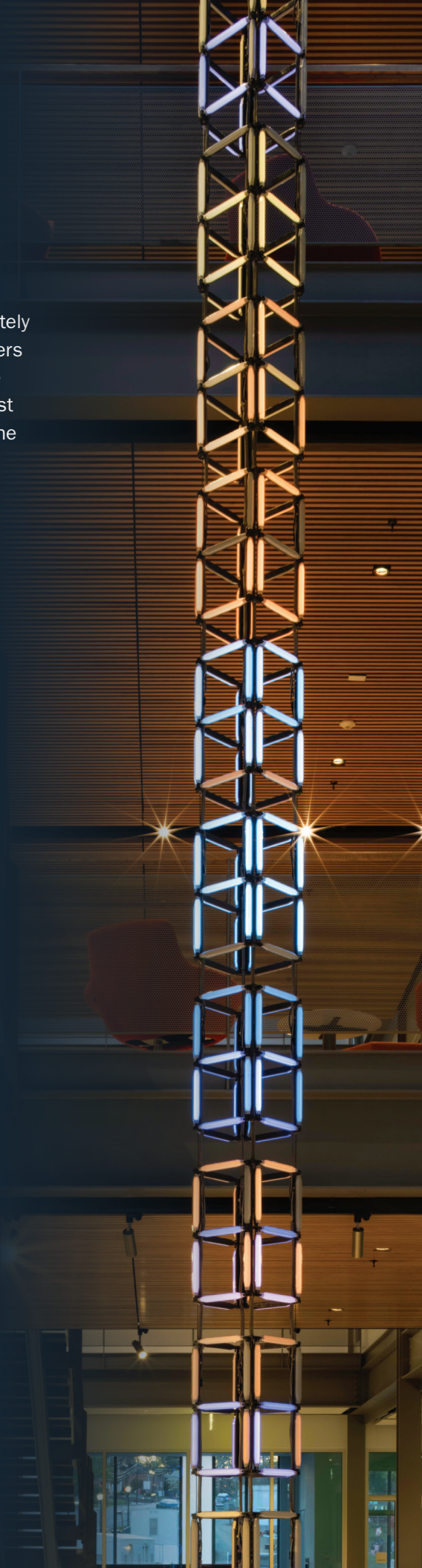
ICONOGRAPHY

DATA SCULPTURE

The data sculpture is a simple column of twenty casements approximately 40-foot-tall, that displays data flows through LED lights of binary numbers running the length of the sculpture. The piece is seen from every angle of the central staircase and every floor. An interactive screen on the first floor at the base of the stairs allows visitors to interface directly with the sculpture, selecting from pre-loaded datasets that visually tell unique stories of data science and society.

INSPIRATION

The data sculpture provides inspiration for iconography, that visually expresses the mission of the school. Here are two graphics that help visually tell the story of the School of Data Science.



DATA SCIENCE

ICONOGRAPHY

BINARY

Utilizing the binary font to visualize data brings the mission of the School of Data Science alive. The two story tall lighted screen becomes a visual backdrop for many spaces within the School. The Capital One hub screen features an animation of binary numerals animated to display The University of Virginia School of Data Science.

Digital-7 is the typeface used for binary.

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RESPONSIBLE DATA SCIENCE FOR THE COMMON GOOD

EDITION 1.0 / JUNE 2026

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