**Learning in Action (LIA)** is the primary resource for public service initiatives at the University of Virginia. It is recommended that you use the LIA logo whenever appropriate with all programs and events that are compatible with the goals of LIA and public service campaigns at the University. Public service initiatives that use the LIA logo are united visually and present the various parts of our campaign as a single strong unit at this large and diverse institution. This unifying public image is important in establishing a visual presence within the University communities and is an indication of the quality of these programs and services. Moreover, programs and events that make use of the LIA logo distinguish themselves from other on and off Grounds programs.

In order to present a common, reinforcing public service image at the University, there are several guidelines to follow in using the LIA logo:

1. Do not use low-quality reproductions of the logo.
2. Logos are not to be altered in any way other than to adjust the size proportionally. Do not modify the size or position relationship of any element within the logo.
3. Do not distort, rearrange, or crop the logo image in any way. This includes altering the logo with a different, unapproved color or rotating the logo. The logo area must be kept clear of graphic imagery, text, and/or page edges. A reasonable amount of white space must be maintained when using the logos.
4. The logo may only be used in connection with actions that are compatible with the goals of the Learning in Action campaign.
5. Learning in Action reserves the right to review and/or retract any usage of the logos.
6. You may only use the (3) acceptable versions of the Learning in Action logo for print and web use. Do not create secondary logos or combine the logo with any other symbols, words, graphics, or other design elements. This weakens our goal of creating a common, unified public service image at the University. The three acceptable versions are as follows:

1. **LEARNING IN ACTION**
   FROM *classrooms* TO *communities*
Using the Learning in Action Logo

2.

LEARNING IN ACTION
FROM *classrooms* TO *communities*

3.

Please inform LIA when using the logo:

- Jessica Strang, Web Communications Coordinator for the Office of the Vice President and Chief Student Affairs Officer
  jls4nc@virginia.edu
  434-924-0901

Include the following information:

1. Your event/project name and description;
2. Contact information (including email);
3. Name of the organization or program and brief description;
4. Approximate number of participants in the event/project.