

7

Graphic Elements

Gradients

Gradients are used as background elements throughout our brand.

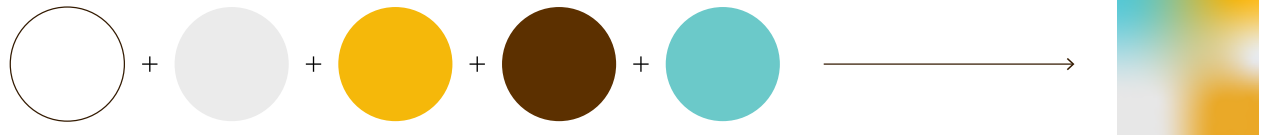
Inspired by the early morning light that swims across the floor of the Chapel of Resurrection, diffused through its towering stained-glass windows, these gradients embody that same warmth and subtle movement. They suggest the true nuance of our radiance, with iridescent colors that reflect in our interdisciplinary pursuits and our concern for all.



Approved Color Combinations

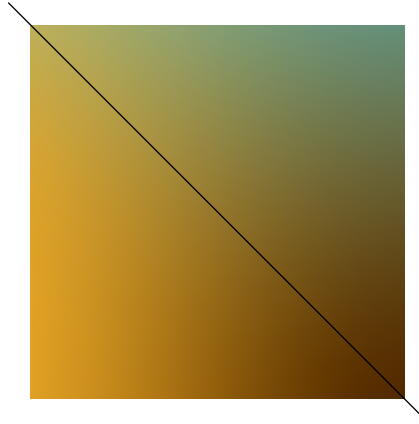
Creating gradients for our materials can take some tweaking and adjustments. Here are some color combos that are tried and true.

All instances of our gradients must include either Brown or Gold, or both.

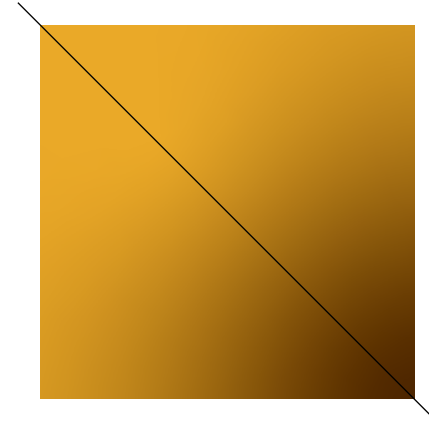


Improper Gradient Usage

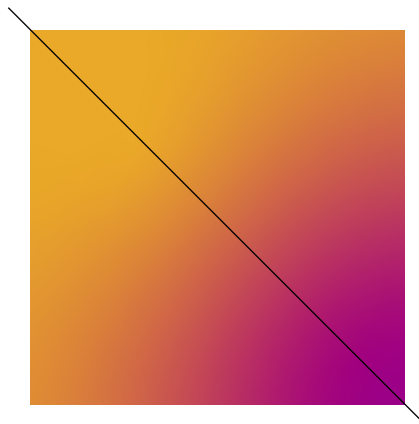
When using gradients in our brand materials, there are a few things to be mindful of. Here are some pitfalls to avoid.



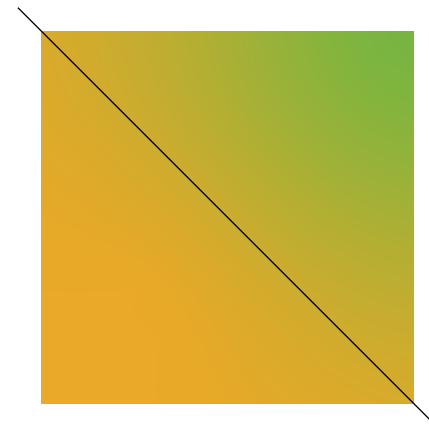
Take care that overlapping colors don't appear too muddy.



Do not use Valpo's primary colors together as a gradient.



Do not use brand colors outside of the approved combinations on the previous page.



Do not use off-brand colors in gradients.

Stained Glass Graphic

If our gradients evoke the gentle light on the Chapel floor, this photo container recalls its iconic stained glass with its striking colors and radial angularity. The circular border creates a motif across our materials that suggests the radiance in every Beacon, succinctly representing our story in a single visual. And because this element incorporates several photos at once, it can provide a lasting impression of Valpo with powerful specificity.

When constructing your own stained glass graphic, try to strike a balance between photos, halftone textures, and solid colors. Shoot for about half of the graphic to be solid colors, and the other half to be photos or halftones.

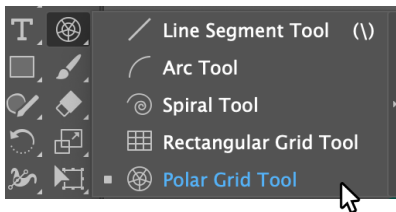


For more subtle or formal applications, crop an area of a stained glass graphic into a narrow rectangle to accent your design.

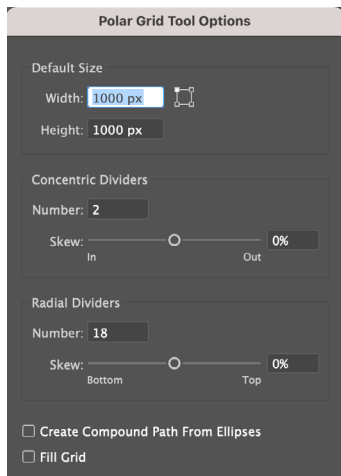


Creating the Stained Glass Graphic

1. Start by selecting the polar grid tool from the toolbar. This is typically nested behind the line tool.

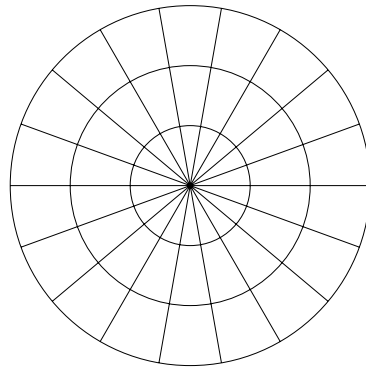


2. With the polar grid tool selected, click on your canvas and adjust the settings. The settings below are suggestions, but play around to find what works for your needs.

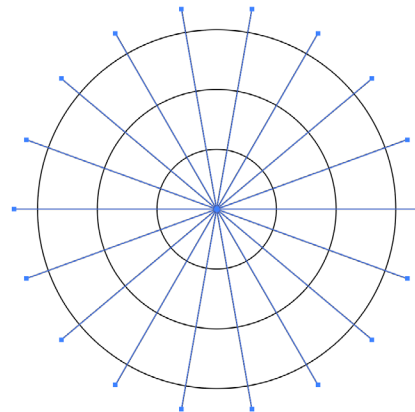


This element can be created in a few steps using Illustrator.

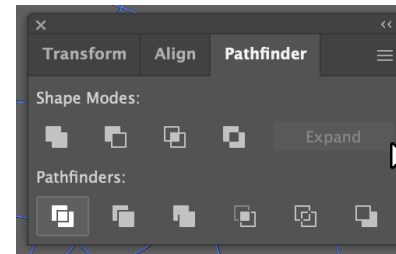
3. This will create a segmented circular grid on your canvas, like the image below.



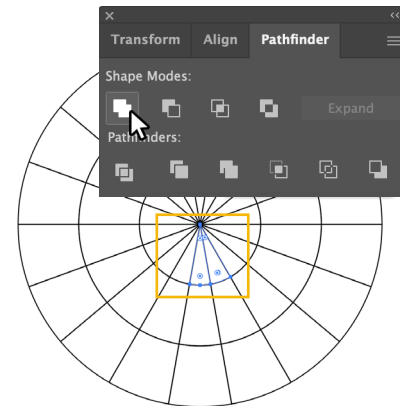
4. Double-click the circular grid to select the radiating lines that intersect the circles. Extend those lines slightly past the largest circle.



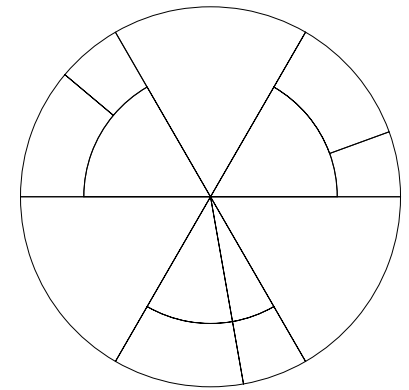
5. Exit the isolation mode and re-select the grid with the extended lines. With the grid selected, use the divide tool from the pathfinder panel. This will create individual shapes from all intersecting lines.



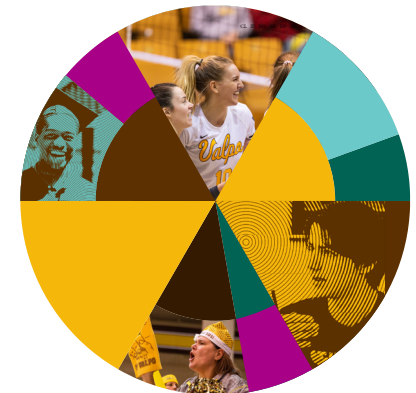
6. Ungroup the grid after dividing the shapes.
7. Select adjoining shapes and use the pathfinder tool to combine them.



8. Repeat step 7 until you have final mosaic that you're happy with.



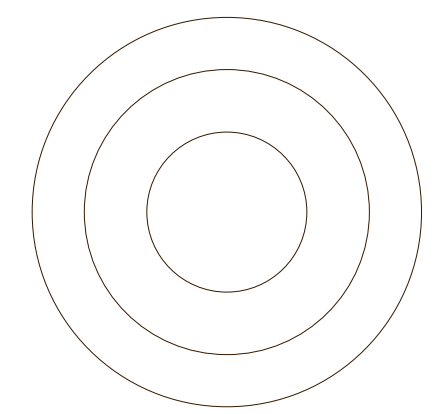
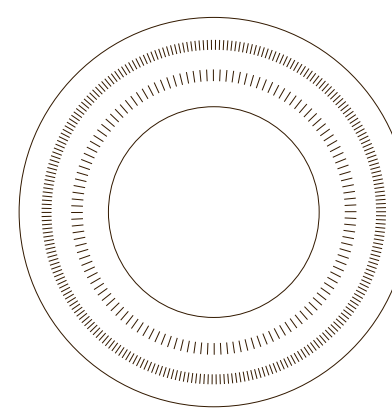
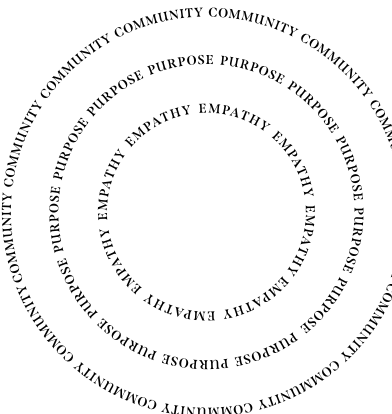
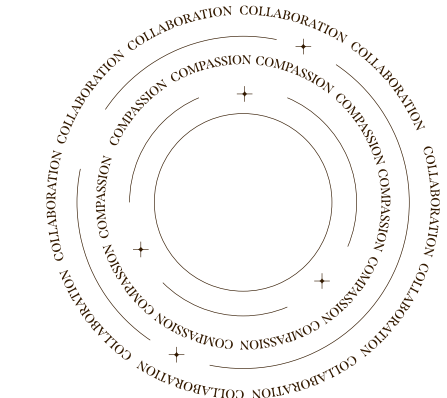
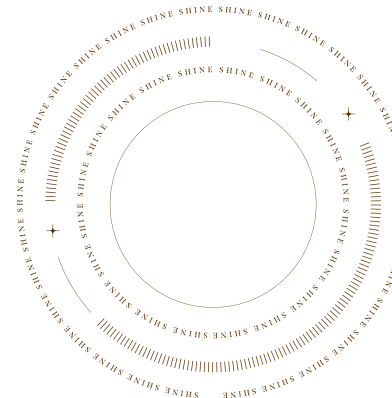
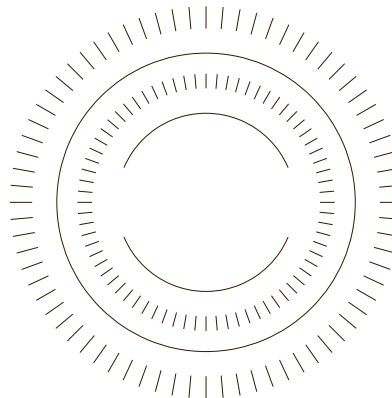
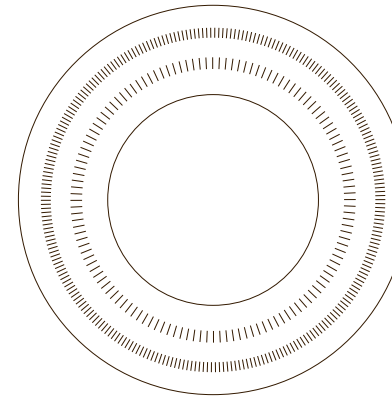
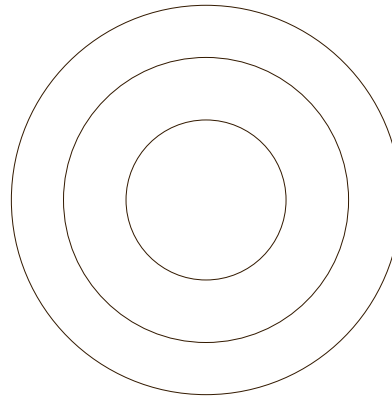
9. Use your final mosaic as a base for colors and graphics.



Radiating Graphic

Not every piece calls for something as visually prominent as the stained glass element, but we can still anchor pieces in our story with more delicate visuals. These radiating graphics can be used as accents with text or as framing devices with photos. They represent our outward impact on the world.

These elements are made with a combination of lines, typography, and starburst elements. There are several combinations here to play with, or you can create your own, using these as inspiration.



VALPARAISO  UNIVERSITY