

Avatar frames

Primary university account marks

- Restricted for use on primary university social media accounts
- Not approved for use on unit (school, office, department, division, etc.) pages

Unit-level frame templates

- For use on unit (school, office, department, division, etc.) social media pages
- Are adaptable for square, circular or shape-shifting avatars
- To be used in conjunction with background photography or graphics specific to a unit
- Allows units to create a distinct social media identity while maintaining an official connection to the university

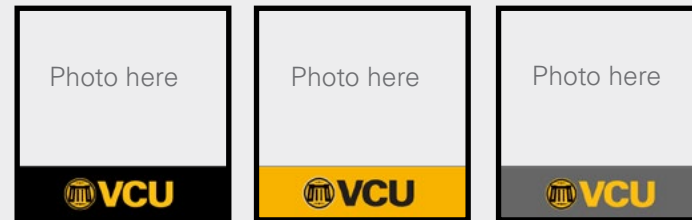
Templates can be downloaded from identity.vcu.edu.

Primary university account marks

RESTRICTED
USE



Unit-level frame templates



NOTE: Template is square, but will adapt to fit both circular and square avatars. Do not have critical elements at the edges of your image as they will get cropped out.

