



VITERBO
UNIVERSITY

**BRAND
GUIDELINES**

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INTRODUCTION

HOW TO USE THIS GUIDE

The Viterbo brand is one of the university's most valuable assets. It helps define the university and make it distinctive in the marketplace. A common and consistent visual identity is a crucial component of the brand, and the graphic standards in this manual are designed to maintain the integrity of the university's visual images.

This publication is designed to both guide and empower community members in using Viterbo University's visual assets. Included are specific directions for use of logos, typography, and colors. All university personnel will use Viterbo's visual identity elements for formal and informal communications, advertising, apparel, and promotional purposes in accordance with the brand guidelines. If you send the Viterbo University or athletics logo to an external vendor, always send the guidelines as well.

MISSION, VALUES, IDENTITY STATEMENT, VISION

Mission

The Viterbo University community prepares students for faithful service and ethical leadership.

Core Values

In keeping with the tradition of our Franciscan founders, we hold the following core values:

- **Contemplation**, reflecting upon the presence of God in our lives and work
- **Hospitality**, welcoming everyone we encounter as an honored guest
- **Integrity**, striving for honesty in everything we say and do
- **Stewardship**, practicing responsible use of all resources in our trust
- **Service**, working for the common good in the spirit of humility and joy

Viterbo Identity Statement

Founded by the Franciscan Sisters of Perpetual Adoration, Viterbo is a Catholic, Franciscan University in the liberal arts tradition.

Vision

Leading with its strengths, the university will focus its energies and resources to achieve academic distinction in selected programs, to continue efforts to improve facilities, to strengthen and steward its financial resources, to grow undergraduate and graduate enrollments, and to ensure that each program and service strives for excellence and supports student success, all within the context of Viterbo's mission and Catholic, Franciscan identity.

The university will strive constantly to model servant leadership practices. Governing bodies at all levels will exemplify best practices in academic governance; decision making will emphasize collegiality, accountability, and transparency.

The university's leadership and initiatives will positively impact the city, county, and state through its focus on ethical leadership and management. Viterbo is an anchor institution within La Crosse, and is widely recognized as a valued partner and collaborator by leaders in the community. The quality of the campus neighborhood will be enriched, safer, and stronger.

By graduating more nurses with advanced skills and Christian compassion, the university will better serve healthcare providers and patients. By graduating more teachers committed to the full potential and dignity of every child, and by providing advanced certifications and licensures for professional educators, the teaching and learning environments will improve in our schools. Business, industry, and not-for-profit organizations will thrive under the leadership of more graduates prepared to lead as servant leaders.

Franciscan hospitality will be a hallmark of Viterbo's identity. We will strengthen the programs that support the mission of the Franciscan Sisters of Perpetual Adoration and create unique learning and service opportunities that bring greater awareness to the Franciscan intellectual tradition. As the only Catholic university in the Diocese of La Crosse, Viterbo will extend its resources to serve better the diocese, its Catholic schools, Catholic healthcare, Catholic charities, and people of all faiths.

The university will make significant strides integrating academic and student life. The portfolio of Viterbo graduates will reflect students prepared for faithful service and ethical leadership in a diverse and global community. Innovative programs and services will add value to and enhance the Viterbo experience for all students by such means as increasing global experiences, providing paid internships for students, and by supporting a robust undergraduate and graduate research agenda.

The university will provide ubiquitous access to information technology, accommodating mobile devices and many technology platforms. Classrooms, laboratories, and library spaces will invite conversation, teamwork, and the exchange of ideas and will be equipped with technology that best supports learning outcomes. Active learning strategies will be emphasized by faculty in all programs. Viterbo students, faculty, administrators, and staff are well prepared to utilize technology efficiently, effectively, and ethically.

Measures of sound financial strength will be evident in all financial ratios. Balance sheets will continue to reflect solid yet conservative financial management. Protocols and financial principles guide allocations and investments as the university continues to be an outstanding steward of its financial resources. The human resources of the university are its most treasured assets; as such, compensation and benefits will be very competitive and enable the university to recruit and retain outstanding faculty, administrators, and staff.

Institutional Priorities

- Assuring and Advancing Viterbo's Franciscan Identity
- Offering Distinctive and Innovative Programs
- Supporting and Enhancing Student Experiences
- Enriching and Engaging the Community

BRAND THEMES

Rooted in Viterbo values and identity, the brand themes are the overarching concepts that should be part of the brand messaging. Brand messaging is messaging that reaches external audiences and encourages students to attend the university. The themes will manifest themselves in imagery, graphics, words, and language. They are the ideas behind “the words.”

1. Franciscan and Spiritual

Conveys the heritage, values, what it means to be Franciscan, servant leadership, and the importance of community service

2. Whole Person

Conveys the benefits and marriage between liberal arts, strong programs (career development), hands-on learning, and spiritual development available at Viterbo

3. Welcoming

Conveys the warm, friendly, inclusive, and accepting community at Viterbo and its interconnectedness with the broader community and world

4. Bold

Conveys the university’s foundation in and commitment to being forward-thinking, dynamic, innovative, and modern in its approaches to education and development of the whole person.

In order to reflect these themes, specific Viterbo graphical and written styles should be:

- Inspirational
- Bold
- Friendly/warm
- Forward-thinking

LOGO AND USAGE

THE LOGO

The Viterbo University logo is a combination of a modern wordmark and revamped traditional icon.

The icon stands for many things—it embodies the foundation of Franciscan values that the university is built on. The torch represents knowledge, enlightenment, and the drive and boldness to go forth and make an impact in one’s community and beyond.

The circle encompassing the icon embodies the idea that Viterbo empowers and develops the whole person, enabling them to change our world.

Logos files available at
www.viterbo.edu/logos



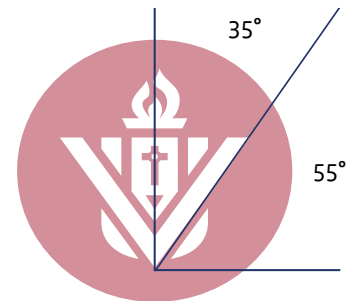
THE ICON

Under certain circumstances, the icon can be used on its own instead of the full logo mark. In general, these are for communications where the Viterbo brand has already been established, either through use of the full logo, in copy, or by voiceover.



THE ANGLE

The angle of the 'V' in the icon is 55 degrees. Shapes and lines used in Viterbo designs may use this angle for a dramatic effect and to imply progress, change, and forward movement. These shapes do not need to be included in every design or layout.



LOGO VARIATIONS

Primary Horizontal and Stacked

There are two primary Viterbo logos that should be used in most cases. The primary vertical logo should be used when the logo is a focus of the design, or the layout lends itself to a more vertical design. Examples are display banners and document covers.

The primary horizontal logo is preferred in situations where the logo should occupy a smaller space, such as at the top of a letterhead, the bottom of a flyer or poster, or on the website, etc.



VITERBO
UNIVERSITY

Because "University" is smaller in the stacked variation, its weight is slightly heavier to ensure legibility at smaller sizes.



LOGO VARIATIONS *continued*

Secondary Horizontal and Wordmark

In cases where the primary horizontal variation is too wide to fit in a layout but height is not an issue, the secondary horizontal variation may be used. The primary is preferred, however.

In rare cases where the Viterbo brand is already established in some other way, the wordmark-only may be used.



The secondary horizontal logo's wordmark aligns to the top and bottom of the 'U' in the icon.

VITERBO UNIVERSITY

One Color Versions

If a one-color logo is required, all logo variations have a one-color version in Viterbo Navy.



Non-color Versions

There will be times when the logo will need to be printed without color. In these cases, an all white logo may appear on black or dark gray, and an all black logo may appear on white or light gray. There should be high contrast between whichever logo is used and the background it sits on.



LOGO USE ON COLORS AND APPAREL

There are specific rules for when the logo appears on a color to preserve branding. These rules also apply when the icon is used on its own.

The two-color logo may appear on white or light gray if there is enough contrast. For economy, the two-color logo on light gray apparel does not require white behind the icon within the circle.

The all-white logo may appear on Viterbo Red, Viterbo Navy, black, or gray dark enough to provide contrast.

To retain the Viterbo Red as an icon color on apparel, use the outlined icon version of the logo with a white wordmark. In this case the icon within the circle does need to be white. This can be used on Viterbo Navy, black, or dark gray.

The navy one-color logo can be used on white or light gray. Again, this does not require the icon within the circle to be white.

Certain color combinations should be avoided. Viterbo Navy and Viterbo Red should not be used on top of one other.



LOGO USE ON PHOTOS

When placing the logo directly on top of a photo, there should be enough contrast to see and read the logo clearly. The white version works well on dark colors. The color version may be used on lighter areas such as the sky.

Photos and textures should NOT show through the icon in the circle. Viterbo Red or Navy should be used behind the icon in the white version to prevent this. White should be used behind the icon in the color version. On a black and white photo, black should be used behind the icon in the white version, and the white should be used behind the icon in the black version.



LOGO USE ON SOCIAL MEDIA



Any primary Viterbo University social media account should use the red university icon on its own.

If a department, program, or organization has its own presence on social media, an alternate division option should be used. This option includes the red university icon and the name of the division, program, or organization under the icon.



When a unit is more uniquely defined, the alternate division identity system logo should be used.



LOGO FILE FORMATS AND USAGE

Viterbo logo files are available in three different formats. Each format has specific uses.

JPEG – Use .jpg/.jpeg files on the web, in PowerPoint, in Microsoft Office, or for printed projects, provided the resolution is high enough. These jpeg files are RGB.

PNG – Use .png files for web projects, PowerPoint, or Microsoft Office where background transparency is required. These .png files are RGB.

EPS – EPS is a vector file format which means it is completely scalable without loss of quality. This is the format most often required for offset and digital printing, apparel, and professional imprinting of promotional items. There are separate CMYK and PMS spot color files available.

EMAIL SIGNATURES

Viterbo employees will use the email signature template available on the website at www.viterbo.edu/signature-template. The website includes instructions on how to personalize the information and apply the template in Outlook.

Additional phone numbers may be added on the same line as the office phone, separated by a vertical line. Social media handles and appropriate web urls may be added on a line beneath the phone numbers. If you would like to add the university mission statement, it should be at the very bottom and italicized.

Default email font should be set to Arial Regular 11 pt. type

First Last Names ([pronouns](#): she/her/hers)

Viterbo University

Title | Department

555-555-5555

Office Room Number



VITERBOUNIVERSITY

www.viterbo.edu | 900 Viterbo Drive, La Crosse, WI 54601

Please consider the environment before printing this email.

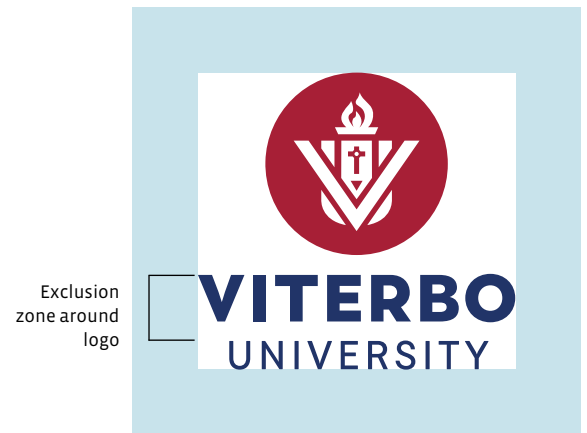
EXCLUSION ZONE

The exclusion zone isolates the logo from competing elements to ensure its legibility and impact. This zone (in blue) should be considered the absolute minimum safe distance, but the logo should be given even more room if possible.



In the horizontal logo, the zone around the icon is half the height of the letters in the logo. The corresponding zone around the wordmark is half the height of the circle of the icon.

The stacked logo's exclusion zone around the entire logo mark is the distance from the top of "Viterbo" to the top of "University."



LOGO MISUSE EXAMPLES

Consistent appearance of the logo is important. The logo should never be modified or added to in any way. Color should remain consistent and unaltered from the official logo files.



Do not scale individual parts of the logo. Do not use a gradient within the logo.



Do not distort or warp the logo.



Do not rotate the logo.



Do not crop photos through the logo.



Do not remove the circle from the logo,

TAGLINE

The tagline expresses the Viterbo University brand. It is a short, memorable phrase that is at the heart of Viterbo's mission, vision, and values.

Rooted in Franciscan values, it is a reminder of the importance of servant leadership, community service, and enlightenment. It conveys the bold and forward-thinking Viterbo approach to education that develops the whole person.

LET'S CHANGE OUR WORLD

The tagline works well as a headline to increase brand awareness on materials like billboards and banners. When used as a headline, it should be in Vista Slab Bold. It should be tracked to at least 20 so serifs don't touch. Some spaces may need optical kerning, such as the spaces between the O and U in "OUR," and the spaces between NGE in "CHANGE."

There are two official logo files that include the tagline. When pairing the tagline with the logo, always use these files. Never try to recreate these files by rearranging parts of the logo and adding text to it.



VITERBO
UNIVERSITY
LET'S CHANGE OUR WORLD



VITERBO UNIVERSITY
LET'S CHANGE OUR WORLD

DIVISION IDENTITY

Division identity distinguishes a specific area of Viterbo University. There is one primary identity system (in vertical and horizontal variations) that should be used by offices and departments across campus. The office of communications will be responsible for creating the division identities.

Primary

This system treats Viterbo University as the most prominent element and treats the division as a tagline.



Alternate


When a unit is more uniquely defined, the alternate division system should be used. This variation swaps out the Viterbo icon for a circle element with a unique icon in the upper portion.




COLOR PALETTE

There are three primary colors used in the Viterbo color palette that create consistency across the brand: Viterbo Red, Viterbo Navy, and White. These will be used most prominently in design and communications. Usage of the primary colors should be approximately even across all communications. Some pieces may use one color more heavily than others, but overall, the sense is that Viterbo Red, Viterbo Navy, and white are all used equally. Secondary colors are to be used sparingly. No secondary colors should overpower the primary colors.


Primary Colors



Viterbo Red
PMS 201
C=25 M=100 Y=80 K=15
R=165 G=30 B=54
#a51e36




Viterbo Navy
PMS 280
C=100 M=90 Y=30 K=20
R=31 G=47 B=95
#1f2f5f




White
C=0 M=0 Y=0 K=0
R=255 G=255 B=255
#ffffff

Secondary Colors



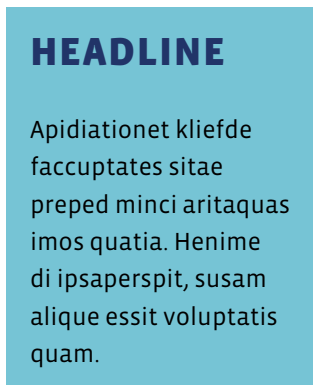
Gray
15% Black
C=0 M=0 Y=0 K=15
R=220 G=220 B=220
#cccccc



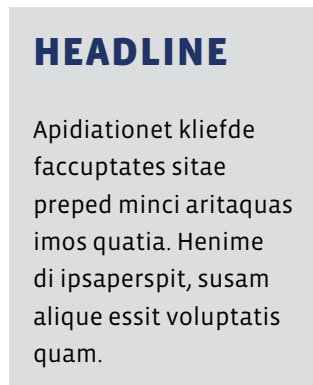
Flood Blue
PMS 630
C=50 M=5 Y=15 K=0
R=116 G=196 B=214
#74c4d6

Flood Colors

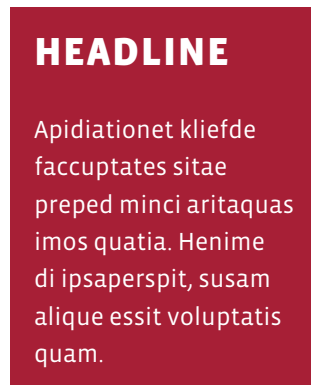
The primary colors along with Viterbo Flood Blue and Viterbo Gray may be used as flood colors. Headlines may appear in Viterbo Navy with black body copy on Viterbo Flood Blue and Viterbo Gray. White text should be used on Viterbo Navy or Viterbo Red flood colors.



HEADLINE
Apidiationet kliefde
faccuptates sitae
preped minci aritaquas
imos quatia. Henime
di ipsaperspit, susam
alique essit voluptatis
quam.



HEADLINE
Apidiationet kliefde
faccuptates sitae
preped minci aritaquas
imos quatia. Henime
di ipsaperspit, susam
alique essit voluptatis
quam.




HEADLINE
Apidiationet kliefde
faccuptates sitae
preped minci aritaquas
imos quatia. Henime
di ipsaperspit, susam
alique essit voluptatis
quam.



HEADLINE
Apidiationet kliefde
faccuptates sitae
preped minci aritaquas
imos quatia. Henime
di ipsaperspit, susam
alique essit voluptatis
quam.

Callouts

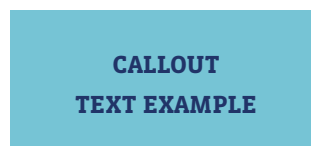
Callouts may also appear on flood colors. Callouts with Viterbo Flood Blue as a background should use Viterbo Navy as a text color.



CALLOUT
TEXT EXAMPLE



CALLOUT
TEXT EXAMPLE



CALLOUT
TEXT EXAMPLE

TYPOGRAPHY

PRIMARY FONT FAMILIES

VISTA SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Vista Sans is an extremely versatile sans serif font family with 12 weight options. When used as body text, it is clean and readable. Its heavier weight options create strong headlines with authority.

Light and *Light Italic*

Light can work well large or small, such as callout text, pullquotes, or bullet point copy. It should not be used for main body copy.

Book and *Book Italic*

Book works well for larger body copy with point sizes ranging from 11–13.

Regular and *Regular Italic*

Regular has great readability as body copy at sizes 8–10.

Medium and *Medium Italic*

Medium should be used for callouts and subheads.

Bold and *Bold Italic*

Bold is ideal for subheads that are 2–4 points larger than body text.

BLACK AND BLACK ITALIC

Black should be used for headlines. Letters should be all caps, and tracking should range from 60–80+.

VISTA SLAB

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Vista Slab is the complement to Vista Sans, sharing the same x-height and other letter traits. Pairing this slab option with sans serif body copy creates a combination of credibility and authority with a soft touch of charm.

Regular and *Regular Italic* – Regular may be used in standard case for callouts, pullquotes, and subheads.

BOLD AND BOLD ITALIC – Bold works well for subheads in all caps.

BLACK AND BLACK ITALIC – Black should be used for display headlines. Letters should be all caps, and tracking should range from 20–40.

Vista Slab Black should not replace Vista Sans Black as the main headline font of a document longer than a page or more extensive than one graphic.

ALTERNATE FONTS

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial is available on most computers and should be used for communications such as letters, flyers, posters, etc.

Cambria

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Cambria is available on most computers and can be used when a more formal feel is required.

PHOTO AND VIDEO STRATEGY

THEME: FRANCISCAN

Option 1: Heritage and Tradition

Images that reflect the Franciscan tradition of the university by showcasing campus architecture and other physical structures. These images should position prestigious structures as the “hero”.

Stylistic Details:

- Dramatic lighting is important. Light should illuminate the buildings, and not wash out detail. Early morning or dusk light is ideal.
- Incorporate strong angles instead of very static, straight-on views. Angles from down low, looking upward are more impactful and create a sense of movement, growth, and strength.
- Buildings can also be shot from the side and at a wide angle, establishing vanishing points in the shot.



Option 2: Service and Servant Leadership

Images that show service and servant leadership in action. Students making an impact by getting involved. Students should be positive, energetic, and confident while being thoughtful and caring.

Stylistic Details:

- If possible, include the individuals receiving the benefit of the service in the shot.
- Show interactions, either between students doing service or between students and the people they’re helping.



PHOTO AND VIDEO STRATEGY

THEME: WHOLE PERSON

Option 1: Personal Connections

Images of students engaging in a one-on-one interaction with faculty and staff. These images should depict the development of strong connections between students and mentors.

Stylistic Details:

- These interactions can happen in and out of the classroom.
- Tight shots on the student and mentor showcase a casual discussion or the duo working through a problem together.
- These shots should be focused on interactions and the subjects should not be looking at the camera.



Option 2: Hands-on Learning

Images of students in environments that are full of hands-on learning opportunities. These students should be absorbed in the opportunity in front of them. These images should include collaborative learning whenever possible.

Stylistic Details:

- These images should be tight shots, focused on an activity a student or multiple students are performing.
- Students should be focused on the activity, not looking at the camera. An exception would be if a student is showcasing a completed project. Then a shot of the student looking at the camera next to their project would be acceptable.



PHOTO AND VIDEO STRATEGY

THEME: WELCOMING

Option 1: Beautiful Campus and Community

Images of the campus and community showcasing beauty. These images should leverage the beauty of the La Crosse area and the welcoming feeling that natural beauty can create.

Stylistic Details:

- Staff and students can be in these shots, but the focus is on the landscape itself.
- Use wide angle shots to capture a scene as opposed to a close-up of something like a flower.
- Good lighting is key with these shots. Light should illuminate the environment and brighten the colors of nature. Early morning and dusk work well.



Option 2: Friendly Campus

Images of Viterbo faculty and staff casually engaging with students. These interactions should be friendly, positive, and energetic.

Stylistic Details:

- Unlike “Personal Connections” these shots should depict employees engaging with multiple students in a casual setting.
- There may be a larger group of students in the setting, but the employee should be interacting with a small group.



PHOTO AND VIDEO STRATEGY

THEME: BOLD

Option 1: In the Spotlight

Images of students confidently stepping into the spotlight. These images show students passionately showcasing the talent they've developed and nurtured at Viterbo.

Stylistic Details:

- These shots should solely focus on the student as they perform, speak, or lead in front of a group.
- They should be engrossed in their activity and not looking at the camera.



Option 2: Taking Initiative

Images of students taking the lead in a group setting. These images should show students inspiring those around them to thought and action.

Stylistic Details:

- The student speaking or leading a group should be the primary focus.
- If possible to include in the shot, incorporate the other students listening or following the lead, but as a secondary focus.



ATHLETICS LOGOS

THE LOGO

The Viterbo Athletics logo is a combination of a modern wordmark and revamped V-Hawk mascot.

Consistent appearance of the logo is important. The logo should never be modified or added to in any way. Color should remain consistent and unaltered in the official logo files. If a graphic is used with the wordmark, it should be the V-Hawk mascot (not the V or V-Hawk Icon).



THE V-HAWK MASCOT

The V-Hawk mascot may appear on its own if the V-Hawk brand has already been established. For example, on a jersey, the full primary logo may appear on the front with the V-Hawk mascot appearing alone on the sleeve. The V-Hawk mascot should always face right.



LOGO VARIATIONS

Primary Horizontal and Stacked

The primary athletics logo features the V-Hawk mascot paired with the Viterbo V-Hawks wordmark. There are two variations of the logo that may be used:

- vertical with the wordmark stacked below the mascot
- horizontal with the wordmark in one line below the mascot



PRIMARY LOGO AND WORDMARK SPORT-SPECIFIC

“V-Hawks” in the primary stacked logo may be replaced with “Athletics” or the sports team that the logo will be used for. The sport-specification should be underneath “Viterbo” and not extend past the edges of the V and O. The office of communications will be responsible for creating the sport-specific variations. This applies to the sport-specific stacked workmark as well.



LOGO USE ON SOCIAL MEDIA

The primary Viterbo University Athletics social media accounts should use the V-Hawk mascot for their profile picture (see page 17). If a Viterbo sport has its own presence on social media and chooses to use a logo to identify their presence, they should use their primary sport-specific logo (e.g., the baseball logo above).

LOGO COLOR VERSIONS



There are five color versions of each logo variation (vertical and horizontal):

- full color logo
- full color mascot with white wordmark
- navy logo
- black logo
- white logo



ATHLETICS SECONDARY ICONS

The secondary logos are icons which are **never** to be used with a wordmark.

V Icon

The V icon acts as an abbreviation of “V-Hawks.” It may be used when the “V-Hawks” name has already been established in another way. For example, if the primary logo appears on one side of apparel, the V icon could appear alone on the opposite side. There are three versions of this icon: navy, black, and white.



V-Hawk Icon

The V-Hawk icon is a combination of the standalone V icon and the V-Hawk mascot. It may be used when the “V-Hawks” name has been established in any other way. There are four versions of this icon: full color, navy, black, and white.



THE SAFETY STROKE

A white safety stroke surrounds every variation of the primary logos and secondary icons. This addition makes the full-color options more versatile, meaning they may be used on darker backgrounds without needing an all-white version. When the full color primary logo is used a darker background, it should include a white wordmark.



ATHLETICS LOGOS ON COLOR AND APPAREL

There are specific rules for when the logo appears on a color to preserve branding.



The full-color logos with white safety stroke and white wordmark may appear on Viterbo Navy, Viterbo Red, black, or dark gray. Note that Viterbo Navy is the primary and preferred color for athletics.



The full-color logos may appear on white or light gray. For economy, the white safety stroke is not required on these lighter colors. And the white areas may be transparent to show the light gray, allowing for two-color printing.



The all-white logos may appear on Viterbo Navy, Viterbo Red, black, or gray dark enough to provide contrast. Again, Viterbo Navy is the primary and preferred color for athletics apparel.



The navy one-color logo and black logo can be used on white or light gray. This does not require the white safety stroke. And the white areas may be transparent to show the light gray, allowing for one-color printing.



Certain color combinations should be avoided. Viterbo Navy and Viterbo Red should never be used directly on top of one other.

NOTES ON CHOOSING VENDOR APPAREL COLORS

To maintain color consistency across all apparel types, ideally, only one brand and vendor would be used. Because all vendors create their own color swatches and those swatches can appear different from Pantone swatches depending on material, there's no guarantee that brand colors will be consistent across different vendors and brands.

When providing multiple apparel options from different brands, physical fabric samples with various color options should be received from each vendor. These color swatches should be matched against Viterbo's Pantone swatches. Once the closest vendor color is chosen, this color should be specified for every order.

APPAREL COLORS FOR ATHLETICS AND SPIRITWEAR

Viterbo Navy is the primary athletics color and should be used as the primary color for jerseys. When color options are limited for various sports equipment, such as baseball helmets, white or gray may be used instead of Viterbo Navy.

Viterbo Red is secondary in athletics or spirit wear and should never overpower Viterbo Navy. To create a strong and consistent brand look among fans, spirit wear should be primarily Viterbo Navy to reflect athletics.

ATHLETICS LOGO ON PHOTOS

When placing the logo directly on top of a photo, the white safety stroke should always be included on the logo.

Choose the version and place the logo where there is enough contrast to see and read the logo clearly. Use the white wordmark on dark areas and the full color wordmark on light areas. Photos and textures should NOT show through any part of the logo no matter what version or variation is used.



CORRECT



INCORRECT

