



UNIVERSITY STYLE GUIDE  
Logo & Graphic Standards

identity



# from the president

As an employee of this great university, you share in the important responsibility of building and maintaining the Utah Valley University brand identity. We are part of something extraordinary at UVU, and this is a critical time for reinforcing what the institution stands for through consistency in messaging and presentation. This style guide is designed to serve as a reference for you as you create marketing collateral, order merchandise, build web pages, and in all other ways act as an ambassador of the UVU brand.

UVU is a large, complex organization with many entities serving a variety of specific roles, but each campus unit benefits from a united brand message. As an institution, we want to articulate certain consistent messages to the public and our various constituencies. This is accomplished through careful adherence to the time-tested principles contained in these pages. Please follow these guidelines and concepts as you help us promote UVU and your specific area.

It is an exciting time to be involved in higher education, especially here at UVU. This institution has tremendous potential and serves an indispensable and increasingly relevant role. Thank you for your support and dedication as we move forward in advancing this essential work.

Sincerely,

A handwritten signature in black ink, appearing to read "Matthew S. Holland", with a long, sweeping underline that extends to the right.

Matthew S. Holland  
President

# how to use this guide

The Utah Valley University *Style Guide* has been created to give you the tools you need to be an effective ambassador of UVU in all your communication efforts, as mentioned by President Holland. Consistent use of logos, colors, and typography is key in managing and maintaining the integrity of the institution's overall brand. We encourage you to turn to this guide as you consider what you might do in your area to reinforce the UVU brand and strengthen your subsidiary brand as part of the University.

This volume of the University Style Guide is devoted to proper usage of University logos and marks, including primary and alternate institutional and athletic logos, as well as secondary symbols created for colleges, schools, departments, and programs. It provides you with the approved colors, sizing, spacing, and intended usage for each of these marks. This volume also includes standards for how the University's primary, complementary, and accent colors may be used in designing your communication collateral, as well as guidelines for appropriate use of University typography. Information about the University's licensing program for the creation and purchase of merchandise is also included. Other volumes of the University Style Guide that are devoted to writing and language standards, web standards, and other topics are available through University Relations.

If you have questions about University logo usage that are not answered in this volume, do not hesitate to contact our office.

## **UNIVERSITY MARKETING & COMMUNICATIONS**

(801) 863-8206

Licensing Manager  
(801) 863-7628

Art Director  
(801) 863-6411

To view this style guide online, download applicable marks, and find additional resources, visit [uvu.edu/marketing/style](http://uvu.edu/marketing/style)

Published by Utah Valley University  
Marketing & Communications

# logos

## INSTITUTIONAL MARKS



### SQUARE

The square version of the institutional mark is the primary representation of the University. Please choose this mark in all situations where size, placement, and usage make it the best choice.



### HORIZONTAL

There are limited situations where the square mark is not the most logical choice. The horizontal mark is provided for these situations, such as on a pen or shirt, or in placement next to other horizontal marks.



### MONOGRAM

The simpler UVU monogram is for situations where you are confident your audience will know it represents Utah Valley University. In some broader markets, we encourage the square mark usage.

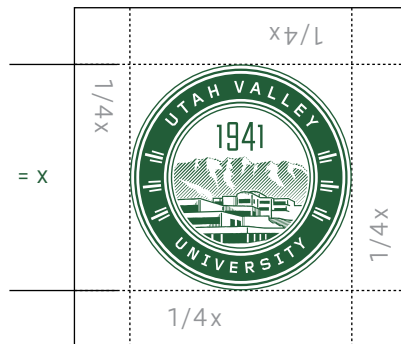
# Seal

## UNIVERSITY SEAL

The seal, with a representation of the main campus and Mount Timpanogos behind it, has been created to be used on official University documents, such as diplomas and certificates, that are more formal in nature. The seal should be used with discretion.

### COLOR SCHEME

The seal is to be used in 1-color: Pantone 7483, Pantone 8001 (silver), black, or reversed white. Background should offer sufficient contrast for legibility. It may also be used as blind embossed or blind debossed or as a foil stamp.



**Clear Space** – To determine clear space, the height of the seal has been defined as “X.” The proper clear space for the seal is at least 1/4X.

**Minimum Size** – Proper logo size is vital to maintaining readability. This is particularly important for the University seal. It should never be reproduced smaller than 1” in diameter.

The production method should dictate the true minimum size for the seal. If it is “plugging” or looking splotchy, it will need to be bigger.



1”



**Reversed Version** – A specific file has been created for the reversed white version – see example above. Do not simply reverse the black or green version. Correct files can be downloaded from the marketing website at [uvu.edu/marketing/branding](http://uvu.edu/marketing/branding).

# secondary

## DEPARTMENTS, PROGRAMS, CENTERS



### THE SECONDARY SYMBOL SYSTEM

In communicating the UVU brand, there will be instances in which it will be appropriate to identify a specific department in conjunction with the institutional logos. For this purpose, a uniform system for “Secondary Symbols,” including departments and extensions of the University, has been developed. The consistent use and application of this system will help identify and add credibility to the University. **Campus entities are not permitted to create their own logos.**

### HOW TO GET A SECONDARY SYMBOL

Secondary symbols can be ordered online at [uvu.edu/marketing/branding](http://uvu.edu/marketing/branding). University Marketing & Communications will deliver secondary symbols via e-mail within five working days from the date the order was submitted. Orders must be approved at the AVP or associate dean level or higher and by University Marketing & Communications before they are created and released.

### SECONDARY SYMBOL GUIDELINES

1. On materials for external audiences, the university logo must accompany secondary logos.  
On a brochure for example, the secondary logo could be used on the front cover and the University logo on the back cover.
2. On materials for internal audiences (digital signage for example) the secondary logo may stand alone.
3. Secondary symbols may be used on Web pages but must not replace the institutional UVU mark in the primary header of the Web templates.
4. Secondary symbols are not to be used on letterhead, business cards or envelopes.
5. **The same color and clear-space requirements that apply to the Institutional Primary Marks also apply to Secondary Symbols.**

TO ORDER SECONDARY SYMBOLS, VISIT [uvu.edu/marketing/branding](http://uvu.edu/marketing/branding)

# sizing

## LOGO INTEGRITY

The integrity of the University marks is maintained when proper sizing and spacing have been considered. Please use these instructions as a guide to protect the logos from distraction and interference from other elements.

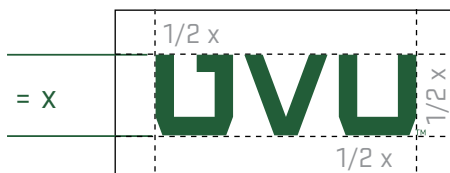
### CLEAR SPACE

Clear space is intended to protect the mark from distractions in various applications. Nothing should overlap it or interfere with its legibility.

### SIZING

Make sure the mark is applied at a confident size. This means the mark should never be overpowering (too large) or understated (too small) for each individual application.

**Clear Space** – To determine clear space, the height of the “UVU” monogram has been defined as “X.” Clear space should be at least 1x.



**Minimum Size** – Use these measurements as a guide in sizing. In some situations, the reproduction method, such as embroidery, will determine that you cannot reproduce the logos this small.



## INSTITUTIONAL FONTS

Several fonts are recommended to support and maintain the consistency of the University identity. These fonts are not intended to replace all existing University typography needs. They offer the weight, character, and interest needed to build and support the University identity. Use them to create consistency in branding, but also understand some creative applications require a creative font choice.

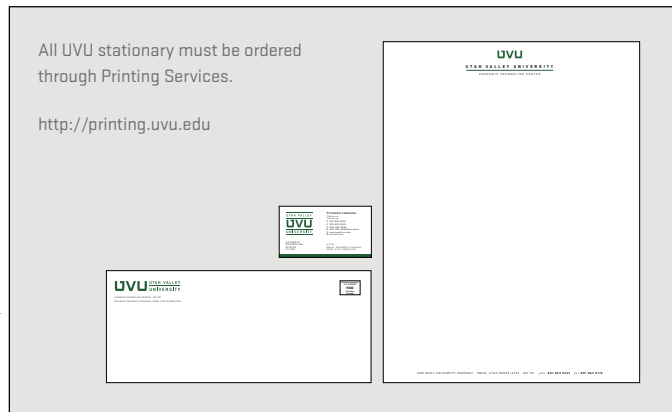
Typography included in the official institutional and athletic logos CANNOT be changed or altered in any way.

### PURCHASE

The Stratum 1 font set may be purchased from the Process Type Foundry.

+1-612-338-2856  
processtypefoundry.com  
Or  
myfonts.com

Fonts may be different on the Internet. Find the Web style guide at [uvu.edu/marketing/branding](http://uvu.edu/marketing/branding) for designated web fonts.



### Institutional Primary – sanserif (use in headings)

A a B b C c 1 2 3 A B C D  
Stratum 1 Thin

A a B b C c 1 2 3 A B C D  
Stratum 1 Light

A a B b C c 1 2 3 A B C D  
Stratum 1 Regular

A a B b C c 1 2 3 A B C D  
Stratum 1 Medium

A a B b C c 1 2 3 A B C D  
Stratum 1 Black

A a B b C c 1 2 3 A B C D  
Stratum 1 Black

### Institutional Primary – serif (body copy)

A a B b C c 1 2 3 *A a B b C c*  
Adobe Garamond Pro, Regular and Italic

A a B b C c 1 2 3 *A a B b C c*  
Adobe Garamond Pro, Semibold and Semibold Italic

A a B b C c 1 2 3 *A a B b C c*  
Adobe Garamond Pro, Bold and Bold Italic

### Institutional Secondary (body copy)

A a B b C c 1 2 3 A B C D  
Arial Regular, Bold and Oblique

A a B b C c 1 2 3 A B C D  
Arial Narrow Regular, Italic, Bold and Bold Italic

# color

## OFFICIAL UNIVERSITY COLOR

Consistency in color usage is essential to establishing a recognizable and consistent identity. The primary green to be used with all institutional and athletic marks is Pantone 7483.



The institutional marks should only appear in Pantone 7483, black or white.

### PRIMARY COLOR PALETTE

	CMYK: C83 M39 Y88 K34 RGB: 36R 93G 56B Web Safe: #275D38
	Black
	White
	Pantone Cool Gray 6

### SECONDARY COLOR PALETTE

Pantone 348	Pantone 7738	Pantone 368
Specialty Silver Pantone		

## ONLINE PRESENCE

Many people interact with UVU's brand identity through a variety of online properties, including the University's website, search engine results, and your department's social media accounts. It is imperative that the information they find there is clear and concise and that your use of brand images is appropriate. Whether your content is in front of or behind a login screen, please continually take inventory of how you present UVU's brand identity, making sure that all information is up-to-date and clearly and consistently stated.

If you feel the web properties representing your department or area need assistance, please contact University Marketing & Communications who will work side-by-side with Web Development to create a web presence that is attractive while also meeting your department's objectives.

### WEB DESIGN ASSISTANCE

[uvu.edu/marketing/web](http://uvu.edu/marketing/web)

### GETTING DIGITAL SIGNAGE ON THE WEB

[uvu.edu/marketing/sliders](http://uvu.edu/marketing/sliders)

### SOCIAL MEDIA PROTOCOL

[uvu.edu/marketing/social](http://uvu.edu/marketing/social)

### WEB COMMUNITY RESOURCES

[uvu.edu/web](http://uvu.edu/web)



# images

## PHOTOGRAPHY

The image of the University is not just accomplished in color or logo usage but also in the photographic imagery we choose to represent the experience here at UVU. We want to express the pride we feel for the institution by showing the exciting, diverse experience available here. Subject matter of photos should reflect our University mission and core

themes of Engaged, Inclusive, Serious, and Student Success. University Marketing & Communications has an extensive photo library available to the University. You can also schedule a photographer to shoot for your department or event.

### IMAGE DOWNLOAD

[uvu.edu/marketing/photography](http://uvu.edu/marketing/photography)



# don'ts

## BRANDING VIOLATIONS



**Do Not** – create a white box to put a green logo in if the background is green. Rather use the white logo on a green background.



**Do Not** – use the logo on a complex photo or patterned background that will interfere with legibility.



**Do Not** – alter the color. Please see page 8 for approved color schemes.



**Do Not** – reverse the logo on a color that is too light.



**Do Not** – Combine or put two logos too closely next to each other (follow the clear space guidelines found in this guide).



**Do Not** – delete or add any of the individual elements.



**Do Not** – alter the proportion of the logo horizontally or vertically.



**Do Not** – use a full-color logo on a dark, or nonbrand, background.



**Do Not** – use the “U” by itself.



**Do Not** – alter or rearrange any of the primary elements.



**Do Not** – alter the typography or alter the proportions of individual elements.



**Do Not** – angle the logo when it is used as the primary mark/signature for any University communication piece.



athletics

# mascot

## PRIMARY ATHLETIC MARK

The UVU wolverine mascot has gained presence as the recognizable symbol of UVU in the athletic community. We want to continue to grow that presence with an accurate, clean presentation of the mascot. The wolverine can be a stand-alone element, such as on the left breast of a sport shirt, but we would encourage additional branding (such as on the sleeve or back) of University marks or the new athletic wordmark provided here.

### COLOR SCHEME

The color palette for athletics is the same as the primary palette for the University as found on page 8.

NOTE: All color standards have been shared with the licensed vendors of the University.

### CLEAR SPACE

Clear space is intended to protect the mark from distractions in various applications. Nothing should overlap it, touch it, or interfere with its legibility.

### SIZING

Make sure the mark is applied at a confident size. This means the mark should never be overpowering (too large) or understated (too small) for each individual application.

**Minimum Size** – Accurate and legible reproduction should be used as the rule of thumb. If a small size or production process distorts the image, it should not be used.



5/8"

**Clear Space** – To determine clear space, the height of the Primary Athletic Mark has been defined as "X." Clear space should be at least 1/4X.



**Reversed Version** (On dark background) If the background color is dark enough to offer good contrast and is compatible with the athletic color palette the reversed mark can be used – printing only in opaque white. A special reverse file has been created. Please do not try to reverse the original version. Please visit [uvu.edu/marketing/branding](http://uvu.edu/marketing/branding) to download the reversed version of all logos.

# wordmark

## PRIMARY ATHLETIC WORDMARK

**UTAH VALLEY**  
**WOLVERINES™**

**UTAH VALLEY™**  
**WOLVERINES**



**UTAH VALLEY**  
**WOLVERINES**

1 1/4"

New University athletic wordmarks have been designed to stand alone or accompany the wolverine. They are designed, trademarked images that are not to be added to or manipulated in any way. Options are provided so users can decide where to establish emphasis for their given application.

**Minimum Size** – Accurate and legible reproduction should be used as the rule of thumb. If a small size or production process distorts the image, it should not be used.

**Clear Space** – To determine clear space, the height of the word Utah Valley has been defined as "X." Clear space should be at least 1x.



# athletics

## PRIMARY ATHLETIC MARKS COMBINED

The mascot and the wordmark can be combined in the configurations shown here. Options are available using a variety of wordmarks in combination with the wolverine. All files should be provided by Marketing & Communications to ensure that consistent sizing and relationships are maintained. Please make sure to use the proper version — regular or reversed — for your application. If you have any doubts or questions, please contact our office for assistance.

**Minimum Size** – The minimum size for this combination is the same requirement as for the wordmark and wolverine mark. Accurate and legible reproduction should be used as the rule of thumb. If a small size or production process distorts the image, it should not be used.

**Clear Space** – Follow general guidelines established for the wolverine and the wordmarks.



**Reversed Version** – A specific file has been created for the reversed version; see example above. Do not simply reverse the black and green version. Correct files can be downloaded from the marketing website at [uvu.edu/marketing/branding](http://uvu.edu/marketing/branding).

All versions can be downloaded at [uvu.edu/marketing/branding](http://uvu.edu/marketing/branding).



## PRIMARY ATHLETIC MARKS COMBINED

These versions of the athletic marks are also available.

Please consider your audience when deciding which version to use. Factors may include national versus local audiences, athletic versus academic, and prior familiarity with the University. If you have questions about the most appropriate usage, please contact Marketing & Communications to help you decide.



**Reversed Version** – A specific file has been created for the reversed version; see example above. Do not simply reverse the black and green version. Correct files can be downloaded from the marketing website at [uvu.edu/marketing/branding](http://uvu.edu/marketing/branding).





**PRIMARY ATHLETIC FONT**

For the athletic identity of the University, a font has been designed and licensed for specialty and heading uses. It is not meant to be overused heavily in text situations. Please partner this font with the others shown below. For access to this font, please contact Athletics.

These fonts are not intended to completely replace all existing University typography. They may replace some and complement others. They offer the weight, character, and interest needed to build and support the new University identity.

Typography included in the official institutional and athletic logos CANNOT be changed or altered in any way.

**PURCHASE**

The “UVU Wolverine” font may be used only with express permission from UVU Athletics.

Assistant Director, Athletics  
(801) 863-7291

The Foundry Gridnik font set may be purchased from The Foundry.  
+44-[0]20-7255-1222  
[www.foundrytypes.co.uk](http://www.foundrytypes.co.uk)

Fonts may be different on the Internet. Find the Web style guide at [uvu.edu/marketing/branding](http://uvu.edu/marketing/branding)

**Athletic Primary (Headlines only)**

**A B C D E F G H I J K L M  
N O P Q R S T U V Z X Y Z  
1 2 3 4 5 6 7 8 9 0**

*UVU Wolverine*

**Athletic Secondary**

A a B b C c 1 2 3 A B C D

Foundry Gridnik Light

A a B b C c 1 2 3 A B C D

Foundry Gridnik Regular

A a B b C c 1 2 3 A B C D

Foundry Gridnik Medium

A a B b C c 1 2 3 A B C D

Foundry Gridnik Bold

# don'ts

## ATHLETIC LOGO VIOLATIONS

The examples shown here illustrate a number of incorrect uses and are not intended to be a complete list. **Never** apply these examples. If you are not sure about the permissibility of any particular application, please contact Marketing & Communications.



**Do Not** — alter the color. Please see page 5 for approved color schemes.



**Do Not** — reverse the logo for use on a different background. A specific logo has been designed for this purpose.



**Do Not** — alter the proportion of the logo horizontally or vertically.



**Do Not** — alter the relationship between the wordmark and the wolverine mark.



**Do Not** — reflect or mirror the mark so it is facing left instead of right. Do not rotate or tilt the mark.



**Do Not** — distort the wordmark in any way.



**Do Not** — partner the athletic wordmark with nonathletic departments or programs.

# merchandise

## L I C E N S I N G

The University's Trademark and Licensing Program has been commissioned to promote, profit, and protect the official brand of Utah Valley University.

### OFFICIAL TRADEMARKS

Visual designs represented through names, icons, initials, logos, indicia, symbols, insignia, trade names, service marks, trademarks, and wordmarks convey the visual passion and brand recognition for the UVU brand to students, employees, alumni, and fans.

### TRADEMARK ICON "TM"

The name and identifying marks of the University are registered trademarks and, as such, should always bear the indicative "TM." The size of the "TM" may vary, depending on the application of the mark, but should always be legible.

### PRODUCING UNIVERSITY-BRANDED MERCHANDISE

The University has a contract with a licensing agency, which handles all trademark licensing and revenue collections associated with UVU's trademark and licensing program. All departments that desire to produce any University-branded merchandise, on behalf of the University or for resale to the general public, must use officially licensed vendors approved by UVU.

A number of approved licensed vendors are properly licensed and ready for use. Please refer to UVU's Trademark and Licensing website at [uvu.edu/trademarks](http://uvu.edu/trademarks) for the most updated list of approved licensed vendors to work with.

### ORDER WARNINGS:

1. Creation and purchases of University-branded products are deemed "Restricted Purchases." All items with the University name or trademarks on them must be submitted by purchase order and may not be purchased using a purchase card.
2. If a department makes an order with a nonlicensed vendor, the purchase order will not be approved and payment will not be made until the vendor has become officially licensed with the University. Vendor applications and fees can take up to 30 days to process.
3. Merchandise bearing University trademarks and produced without written authorization from the licensing administrator is an infringement and subject to legal remedies, including but not limited to, seizure of the merchandise and employment discipline.

### CONTACT US

For more licensing and policy information, please contact the Department of Trademarks and Licensing, under University Marketing & Communications:

Website: [uvu.edu/trademarks](http://uvu.edu/trademarks)

Email: [trademarks@uvu.edu](mailto:trademarks@uvu.edu)

Phone: (801) 863-7628

