

UTAH VALLEY UNIVERSITY *Marks & Logos*

THE INSTITUTIONAL MARKS

- Do not alter the proportion of the logos horizontally or vertically
- Do not change or alter typography, or substitute a different font
- Please see the logo style guide for additional details

1 COLOR APPLICATION

The institutional marks should only be used in 1-color: institutional primary green, PMS 7483; black; or reversed to white.

SQUARE



HORIZONTAL

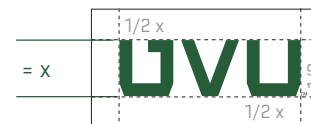
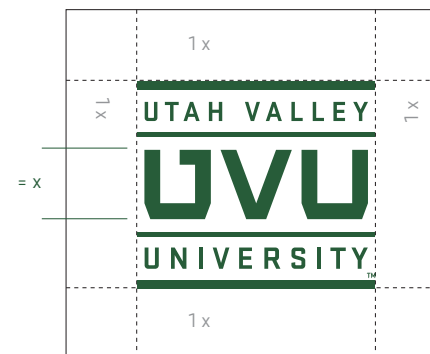


MONOGRAM



CLEAR SPACE

To determine clear space, the height of the "UVU" monogram has been defined as "x." Clear space should be at least 1x for square and horizontal marks and 1/2x for the monogram.



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.



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WEB SIZE & CLEARSPACE REFERENCE

Minimum Clear Space is half of the height of the “U” within the logo represented by “X”.

The recommended space is X*2 where possible or when used with other logos.

#275D38
RGB: 39 93 56

Pantone 7483 (Primary)

#000000
RGB: 0 0 0

Black

#FFFFFF
RGB: 255 255 255

White

#8E8C89
RGB: 142 140 137

Pantone 8001 – web



MIN HEIGHT 32PX



MIN HEIGHT 32PX



MIN HEIGHT 20PX