



MEMO

TO: All UVU Entities
FROM: President William A. Sederburg
DATE: May 2008
RE: UVU Brand Identity

When we received the news that UVSC would be granted university status during last year's Legislative session, I knew the transition would be an exciting one, but I also knew we would be presented with various challenges – our new brand identity being one of them. As an institution, we are not unaccustomed to change. In fact, we are quite used to name changes around here. However, with this ultimate change to a university, we as a campus community are going to experience some growing pains. In order to promote UVU not only throughout the state, but nationwide, we have an opportunity to present a consistent identity to our constituents.

As I stated this spring in my State of the College address, a more unified and coordinated brand identity for UVU is something that will benefit every entity of the university, and I urge your full participation. In the past, many campus entities have sought to create their own department-specific logos, whether it be for internal or external purposes. While we all know that each entity on campus is unique, with different needs and responsibilities, from an outside perspective, we are seen as one entity – Utah Valley University – and it's important that this be reflected in our branding efforts.

I do not wish to overlook the value of individuality or downplay the important singularity of each organization on campus, quite the contrary. As we unify under a single brand or identity, our individual successes are actually heightened, and more attention is garnered. This unified brand will aid in our efforts with student recruitment and retention, grants, scholarships, donations both public and private, event attendance, and more.

It is for this reason that I commissioned the University Image Committee with the task of establishing and unifying our UVU brand. The new university logos are available for use. Thus far, they have been very popular, and we urge their full use effective immediately. In the spirit of our 2008 Summer University theme, "It's Our Brand!" This effort, however, involves much more than the university logos we are, by now, all familiar with. It includes promoting a consistent brand throughout our various entities, whether on a College or School level or an individual department or program. Every publication, poster, flyer, letter or other communication we distribute will either help or hurt the UVU identity. Just as important, these branding efforts also very much apply to the new UVU web site, which is being built and incrementally launched as we speak.

I understand that there will be instances in which it will be appropriate to identify specific departments. A variety of templates have been formulated to make this possible, and I invite you to embrace the tools that have been established, both in terms of logos and the web, to tie campus entities into the UVU brand. Should you have questions, I invite you to work closely with Val Hale,

vice president for advancement and Chris Taylor, associate vice president for marketing and communications as co-chairs of the Image Committee.

We may experience some “growing pains” as we move to a more consistent look and feel across both campus, but I am confident in the long run that this measure will pay dividends. I thank you in advance for your willingness to join UVU in this effort.