

A decorative pattern of white circuit board lines and nodes on a dark green background, spanning the top third of the page.

# COLLEGE OF ENGINEERING AND TECHNOLOGY BRANDING GUIDE

# TABLE OF CONTENTS

- 01 University core messages
- 02 CET core messages
- 03 University logos
- 04 CET secondary logo
- 05 CET department logos
- 06 Logo integrity
- 07 Brand violations
- 08 Typography
- 09 Color palette
- 10 Photography
- 12 Design elements

## University mission statement

Utah Valley University is an integrated university and community college that educates every student for success in work and life through excellence in engaged teaching, services, and scholarship.

# UNIVERSITY CORE MESSAGES

Utah Valley University (UVU) as a whole has several key values, action commitments, and objectives. Utah Valley University's College of Engineering and Technology (CET) is dedicated to upholding these values and objectives through the collateral we create and the stories we tell.

## Values

### Exceptional care

CET welcomes all students exactly as they are. Our commitment to exceptional care means that we set the bar high and provide challenging, honest conversations and feedback. We are deeply invested in seeing each and every student succeed at UVU and beyond.

### Exceptional accountability

CET is dedicated to working ethically and effectively. We do everything we can to help provide students with a positive experience while recognizing both individual and collective successes.

### Exceptional results

CET faculty and staff create engaged-learning experiences and encourage students to apply their skills as they serve the community. By the time they leave UVU, students will have the skills and experience they need to excel in any career.

## Action commitments and objectives

### Include

CET degrees provide students with a safe and supportive environment where they will receive a comprehensive education that exposes them to new ideas, cultures, and experiences.

### Engage

CET faculty and staff work hard to help students succeed by creating engaged-learning experiences in the classroom and beyond.

### Achieve

CET students will realize their educational, personal, and professional aspirations. CET gives students the knowledge, skills, and experience they need to excel.

# CET CORE MESSAGES

**The College of Engineering and Technology offers a broad range of degrees and programs that prepare students to make an immediate positive impact in the industry. Our invitation to students is to “engineer your future.”**

## CET brand

The College of Engineering and Technology (CET) is committed to providing engaging, hands-on learning experiences that equip students with skills and qualifications that are in high demand within the fields of engineering and technology. Our faculty updates the curriculum to meet industry standards, practices, and new technologies. We highlight the success of real, hard-working students who achieve success in the industry.

## CET core messaging statements

1. The College of Engineering and Technology strives to deliver world-class educational experiences for students from every background.
2. Faculty provides hands-on, engaging learning experiences that prepare students to succeed within the fields of science, technology, engineering, and math (STEM).
3. Students learn complex problem-solving skills and real-world applications through meaningful course instruction and internship experience that lead to full-time employment opportunities upon graduation.
4. Staff and faculty foster connections with students, building critical support systems that encourage student success.
5. We inspire the next generation of engineers and technologists through participating in community outreach, partnering with industry stakeholders, and providing opportunities for local K-12 schools to engage in STEM.

# UNIVERSITY LOGOS

Square logo



Horizontal logo



Monogram



Multiple formats of the official UVU logos are available. Please choose the orientation that best fits your project space. It is recommended that materials that are created for a broader state or national audience include the square or horizontal mark. Materials for a UVU audience are fine with the monogram and the secondary CET logo.

University seal



Logos shown here can be downloaded at [uvu.edu/marketing/branding](http://uvu.edu/marketing/branding).



Institutional logos should only appear in Pantone 7483, black, white, or silver.

# CET SECONDARY LOGO

## CET secondary logo

The College of Engineering and Technology (CET) has a secondary logo that works in conjunction with institutional logos.



## Secondary logo guidelines

1. The secondary logo can be used for all CET marketing materials, such as flyers, posters, digital signage, brochures, handouts, etc.
2. On materials for external audiences, it is recommended the university logo is also used. For example, the secondary logo could be used on the the front cover, with the university logo on the back cover or by the mailing address.
3. On materials for internal audiences, the secondary CET logo or the department-level logo may stand alone.
4. Secondary symbols may be used on webpages but must not replace the institutional UVU mark in the primary header of the web templates.

# CET DEPARTMENT LOGOS

Department-level secondary logos help to amplify the department's presence and help students recognize materials from the department or program they are in. Any department-specific collateral, including digital signage that will be displayed on campus, should use the CET secondary logo or the department-level logo below.



If you do not have a digital copy of your department or program secondary symbol shown above, it can be obtained by emailing [trademarks@uvu.edu](mailto:trademarks@uvu.edu).



# 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 with it or interfere with its legibility.



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

## 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.



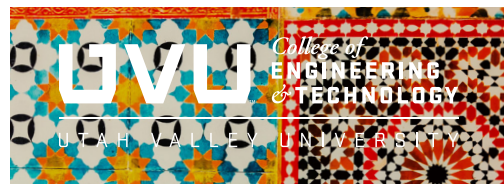
**Minimum size** - Use these measurements as a sizing guide. In some situations, the reproduction method, such as embroidery, will determine that you cannot reproduce the logos at such a small size.



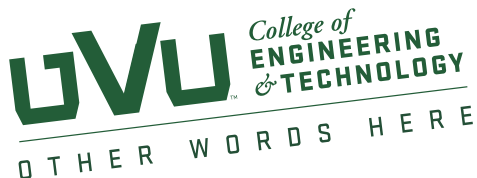
# BRAND VIOLATIONS



**DO NOT** combine or put two logos too closely next to each other (follow the clear space guidelines found in this guide). The same rule applies to department logos.



**DO NOT** place the logo on a busy background or photograph. The same rule applies to department logos.



**DO NOT** alter, rearrange, or resize any of the primary elements. **DO NOT** alter or change the typography. **DO NOT** angle the logo in its application. The same rule applies to department logos.



**DO NOT** use a full-color logo on a dark background or reverse the logo on a color that is too light. The same rule applies to department logos.



**DO NOT** use the "U" by itself.



**DO NOT** stretch or alter the proportion of the logo horizontally or vertically. The same rule applies to department logos.

# TYPOGRAPHY

Stratum 1 is recommended to support and maintain the consistency of CET identity. This font is able to meet most university typography needs. It offers the weight, character, and interest needed to build and support the CET identity. Use this font to create consistency in branding.

Other fonts may be used, so long as they fit the style of design and are easily readable.

Stratum 1 is the primary UVU font. To access a licensed copy of Stratum, email [trademarks@uvu.edu](mailto:trademarks@uvu.edu).

## STRATUM 1

Aa Bb Cc 123 ABCD

STRATUM 1 THIN

Aa Bb Cc 123 ABCD

STRATUM 1 LIGHT

Aa Bb Cc 123 ABCD

STRATUM 1 REGULAR

Aa Bb Cc 123 ABCD

STRATUM 1 MEDIUM

Aa Bb Cc 123 ABCD

STRATUM 1 BOLD

Aa Bb Cc 123 ABCD

STRATUM 1 BLACK

# COLOR PALETTE

This color palette has been selected to represent CET. Use these specific colors for every marketing asset you create. Do not use approximations or colors that look “close enough.” Consistency in color usage is essential to establishing a recognizable and consistent identity.

The complementary color is used only as a complement for the primary palette in the design of campus communication materials. Use it sparingly in relation to the other colors in the palette.

You can find the full university color palette at [uvu.edu/marketing/branding](http://uvu.edu/marketing/branding).

## Primary color palette



CMYK: 83 - 39 - 88 - 34  
RGB: 36 - 93 - 56  
WEB SAFE: #275038  
PANTONE: 7483



CMYK: 46 - 37 - 39 - 2  
RGB: 145 - 146 - 144  
WEB SAFE: 919290  
PANTONE: 8001



COMPLEMENTARY  
COLOR

CMYK: 65 - 1 - 100 - 0  
RGB: 120 - 190 - 32  
WEB SAFE: #78BE20  
PANTONE: 368



BLACK



WHITE

## Color balance breakdowns

The color balance breakdowns are given to show which combination and quantity of colors in the UVU color palette best represent CET. When creating deliverables, keep these color balances in mind.



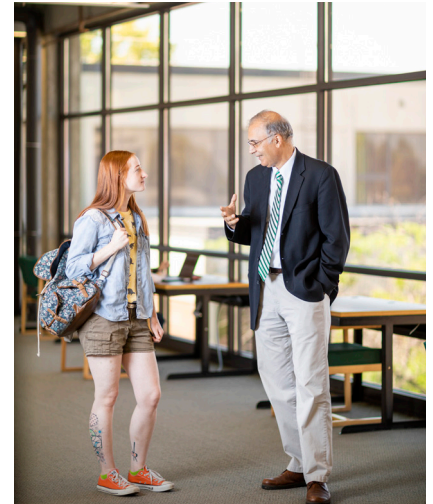
# PHOTOGRAPHY

The image of Utah Valley 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 in the institution by showing the exciting, diverse experiences available here. The subject matter of photos should reflect our university mission and core themes of include, engage, and achieve. University Marketing and Communications has an extensive photo library available to the university. You can also schedule a photographer to shoot for your department or event.

## GENERAL GALLERY OF PHOTOS

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





# DESIGN ELEMENTS

Design elements can be added to posters, digital signage, and other deliverables. These elements should always be secondary to the messaging. Using lower opacity is a great way to achieve this.

