

*Comprehensive Campaign*

# STYLE GUIDE

2022

UVU





## CAMPAIGN STORY

Utah Valley University (UVU) has offered generations of students the opportunity to change their trajectory in life, develop their full potential, and make an impact on the world. Providing access and removing financial barriers to empower the next generation of leaders is at the center of the university's mission and the launch of the inaugural comprehensive campaign.

EverGREEN is the inaugural fundraising campaign for Utah Valley University. Inspired by the Roots of Knowledge, the campaign theme EverGREEN will be a point of unification for UVU students past, present, and future. It will serve as an opportunity for all internal and external stakeholders to join together as ONE. An education from UVU prepares students to be continually relevant. As such, the campaign theme is intended to set a foundation of understanding and help educate key influencers on the importance of a degree from UVU and the role that each member of the community plays in preparing students for a lifetime of success.

The intent of the style guide is to provide marketers and individuals across campus with the needed resources to understand the concept and have the knowledge and messaging to weave the campaign into specific marketing and communications initiatives across the campaign.

The UVU comprehensive fundraising campaign's priorities focus on student scholarships, college and unit initiatives, infrastructure to meet demands of increasing enrollment, planned gifts, and increasing the university's endowment to provide ongoing support for future generations.

Utah Valley University's inaugural comprehensive fundraising campaign will provide an opportunity for the institution to forge a new path as a renowned center for educational excellence that has the capacity, donor base, and internal and external support to meet the demands of students today and tomorrow.

EverGREEN, The Campaign for UVU, will forever change the trajectory of students, industry, the state of Utah, and beyond. We invite you to join us.



# DESIGN INSPIRATIONS

### Roots of Knowledge

A focal point on UVU's Orem Campus, this stained glass installation chronicles human knowledge and innovation.



### Typography & Colors

Referencing current and historical branding, this campaign synthesizes UVU's visual history into a modern presentation.



### University Architecture

Built on a sand and gravel quarry using modular architecture, the UVU Orem Campus is full of lines and layers. These references have been incorporated throughout the patterns ([pages 20-27](#)).



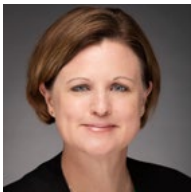
### Bristlecone Pines

Older than the Egyptian pyramids, these "gritty" trees are often known as the "trees of knowledge." The trees' resilience and ability to adapt have helped them survive for thousands of years.



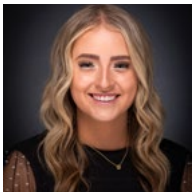
# CONTACT THE INSTITUTIONAL ADVANCEMENT (IA) MARKETING TEAM

## Campaign Questions?



**Christie Denniston**  
Associate Vice President,  
Strategic Engagement

Christie.Denniston@uvu.edu  
801-863-8896



**Jenna Bunkall**  
Program Manager,  
IA Mar/Campaign Initiatives

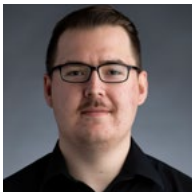
Jenna.Searle@uvu.edu  
801-863-8150

## Design-Related Questions?



**Lindsay Watson**  
Assistant Art Director

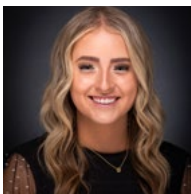
LWatson@uvu.edu  
801-863-8289



**Billy Clouse**  
Graphic Designer

Billy.Clouse@uvu.edu  
801-863-6454

## EverGREEN Newsletter Questions?



**Jenna Bunkall**  
Program Manager,  
IA Mar/Campaign Initiatives

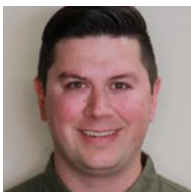
Jenna.Searle@uvu.edu  
801-863-8150



**Heather Bergeson**  
Writer

heather.bergeson@uvu.edu

## Website Questions?



**Andrew Funk**  
Web Content Manager

Andrew.Funk@uvu.edu





**CAMPAIGN MARK & COLORS**



# PRIMARY CAMPAIGN MARK

The primary comprehensive campaign mark is for use when introducing an audience to the campaign. This mark will primarily be used on booklet covers, such as proposals and reports. The full-color version is recommended for use on white or off-white backgrounds.



The stacked mark is for use on square and portrait orientations.

In text, the campaign name will always be stylized as  
  
EverGREEN, The Campaign for UVU



The horizontal mark is for use on landscape orientations.

# SECONDARY CAMPAIGN MARK

Below is the secondary mark for the inaugural comprehensive campaign. The full-color version is recommended for use on white or off-white backgrounds.



The stacked mark is for use on square and portrait orientations.

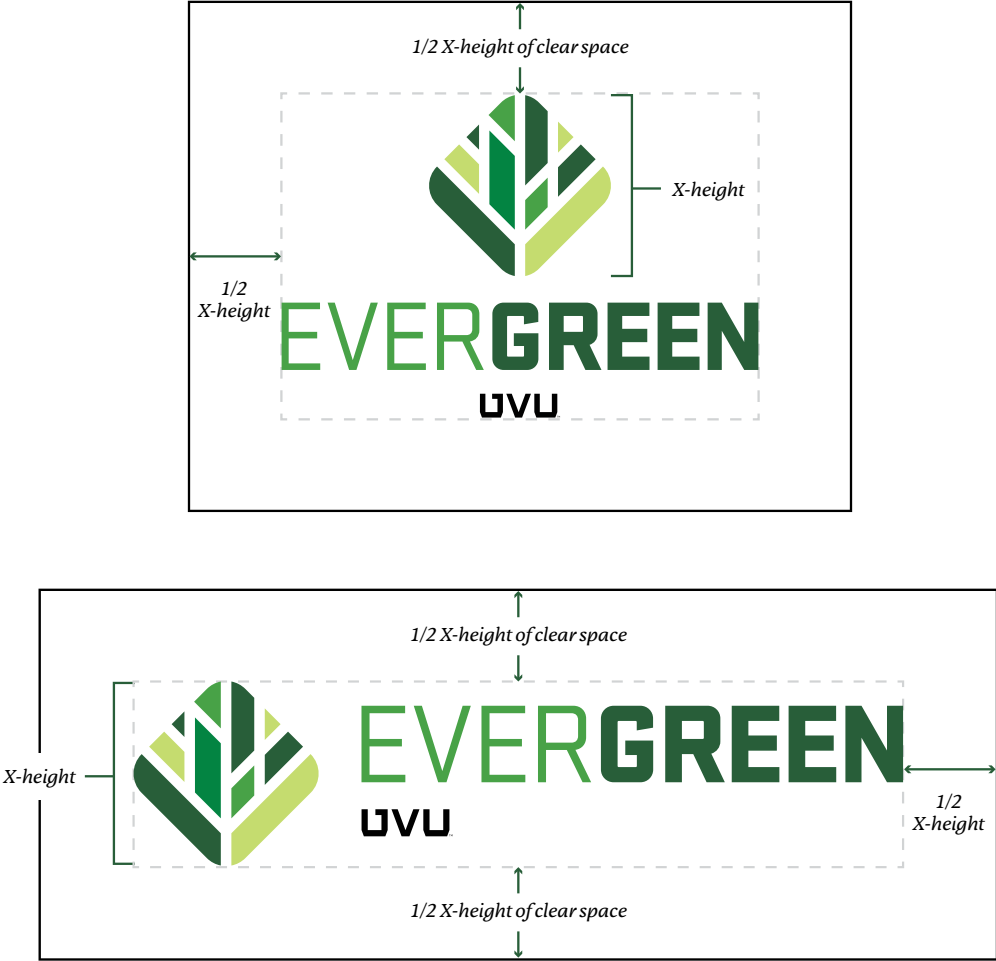


The horizontal mark is for use on landscape orientations.



CLEAR & MINIMUM SPACE

Please use appropriate clear space when placing a campaign mark with other elements. It is recommended to keep 1/2 of the diamond height in clear space around all sides of the mark.



SINGLE-COLOR CAMPAIGN MARKS

Green

For use on white, Pantone 374 C, Pantone 368 C, or other light backgrounds.





# SINGLE-COLOR CAMPAIGN MARKS

## Black

The black mark is for use primarily in monochrome designs. The mark can be used on light backgrounds where the green mark doesn't provide enough contrast.



## White

The white mark is for use on black, Pantone 5535 C, Pantone 7483 C, Pantone 348 C, Pantone 7738 C, or other dark backgrounds.





# CAMPAIGN MARK DON'TS

To maintain consistency in branding, the campaign mark may only be used as provided on the previous pages. **Don't** alter the mark in any way.



**Don't** swap colors for any portion of the mark.



**Don't** use a single-color mark in any color other than white, black, or Pantone 7483 C.



**Don't** reflect or rotate the mark.



**Don't** warp, stretch, or distort the mark. Always scale the mark proportionally. If you have questions, reach out to the IA Marketing team ([page 5](#)).



**Never** use the diamond portion of the mark on its own. Always use the complete mark with the EverGREEN name and UVU monogram.



the campaign for **UVU** students and scholarships

**Don't** alter the text in the secondary mark.



**Don't** use the mark on top of "busy" photos or patterns.



**Don't** use a version of the mark that does not provide sufficient contrast from the background. See pages 11–13 for recommendations on which single-color mark to use.



# COLOR PALETTE

## Primary



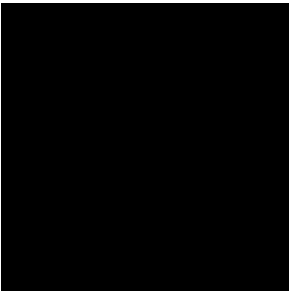
**Pantone** 7483 C  
**CMYK** 83, 39, 88, 34  
**RGB** 36, 93, 56  
**Hex** #275d38



**White**



**Pantone** 348 C  
**CMYK** 88, 24, 100, 10  
**RGB** 3, 132, 66  
**Hex** #009933



**Black**

## Secondary

These additional colors are only for use in *mosaic patterns* ([pages 20–27](#)) or as *accents*.



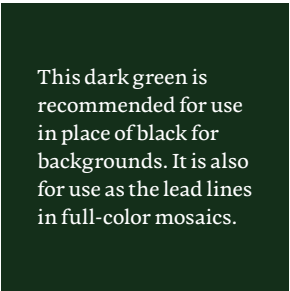
**Pantone** 7738 C  
**CMYK** 75, 12, 100, 1  
**RGB** 72, 162, 71  
**Hex** #339933



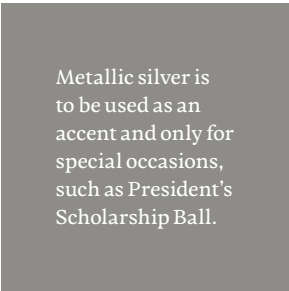
**Pantone** 368 C  
**CMYK** 58, 1, 100, 0  
**RGB** 120, 190, 67  
**Hex** #66CC33



**Pantone** 374 C  
**CMYK** 26, 0, 72, 0  
**RGB** 197, 220, 111  
**Hex** #99cc66



**Pantone** 5535 C  
**CMYK** 81, 52, 86, 68  
**RGB** 19, 47, 25  
**Hex** #003300



**Pantone** 8001 C





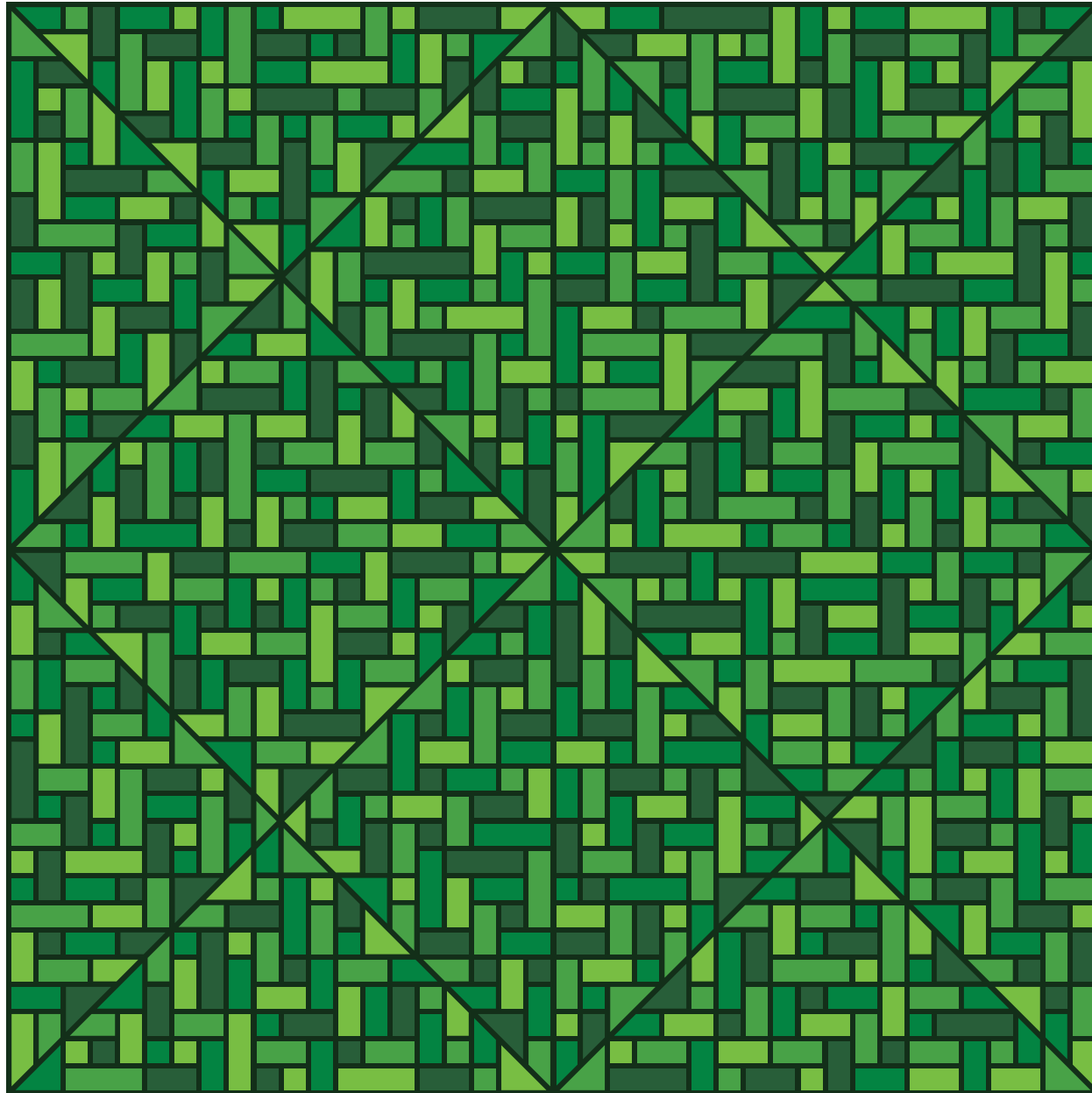
**CAMPAIGN PATTERNS**

# PATTERN – USES

The patterns for the campaign are inspired by stained glass. In addition to other branding elements, they visually distinguish the campaign from other UVU materials. Below are examples of the patterns.

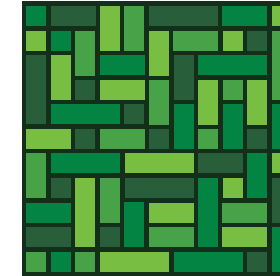




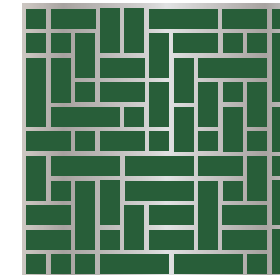


## PATTERN – ARCHITECTURAL MOSAIC

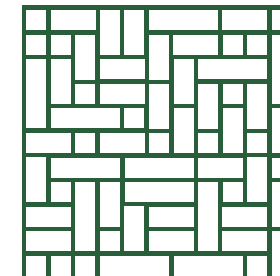
Inspired by UVU's modular architecture, this mosaic pattern is a flattened interpretation of stained glass.



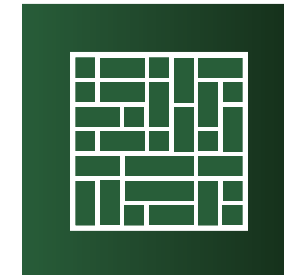
The full-color version of the pattern is recommended.



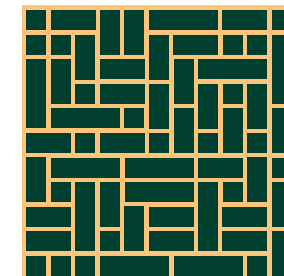
Use foil in place of the lead lines, not the glass.



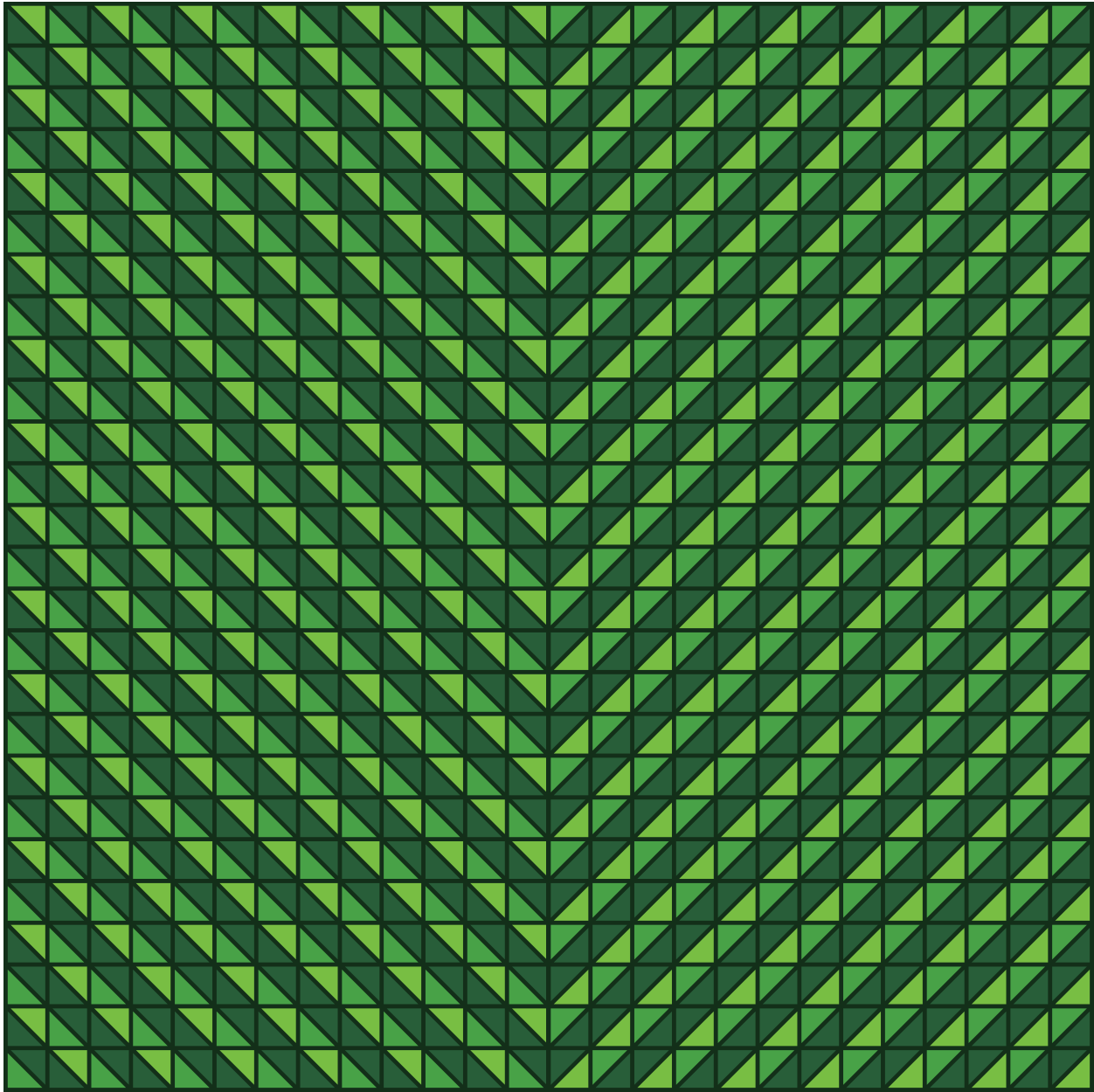
Use the lead-line-only version to provide texture. This can be overlaid on background portions of photos when appropriate.



The white lead-line-only version may be overlaid on dark backgrounds and photos when appropriate.

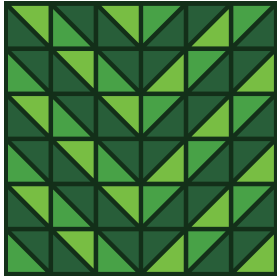


This mosaic pattern may only be used for President's Emerald Society. The colors used are only approved for this group.

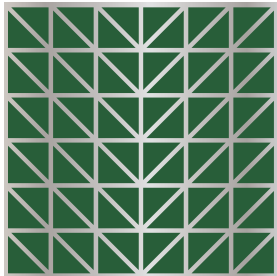


# PATTERN – FRACTAL MOSAIC

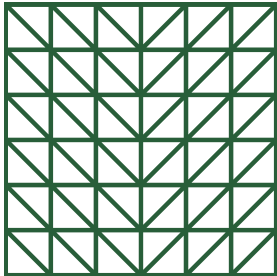
Referencing the shapes of the campaign mark, this mosaic will always change direction at the halfway point of a document or file ([see example on page 20](#)).



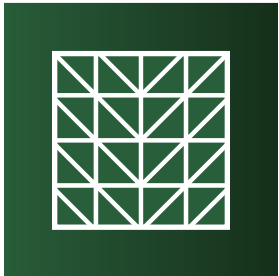
The full-color version of the pattern is recommended.



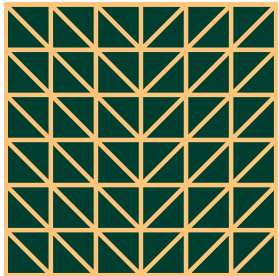
Use foil in place of the lead lines, not the glass.



Use the lead-line-only version to provide texture. This can be overlaid on background portions of photos when appropriate.

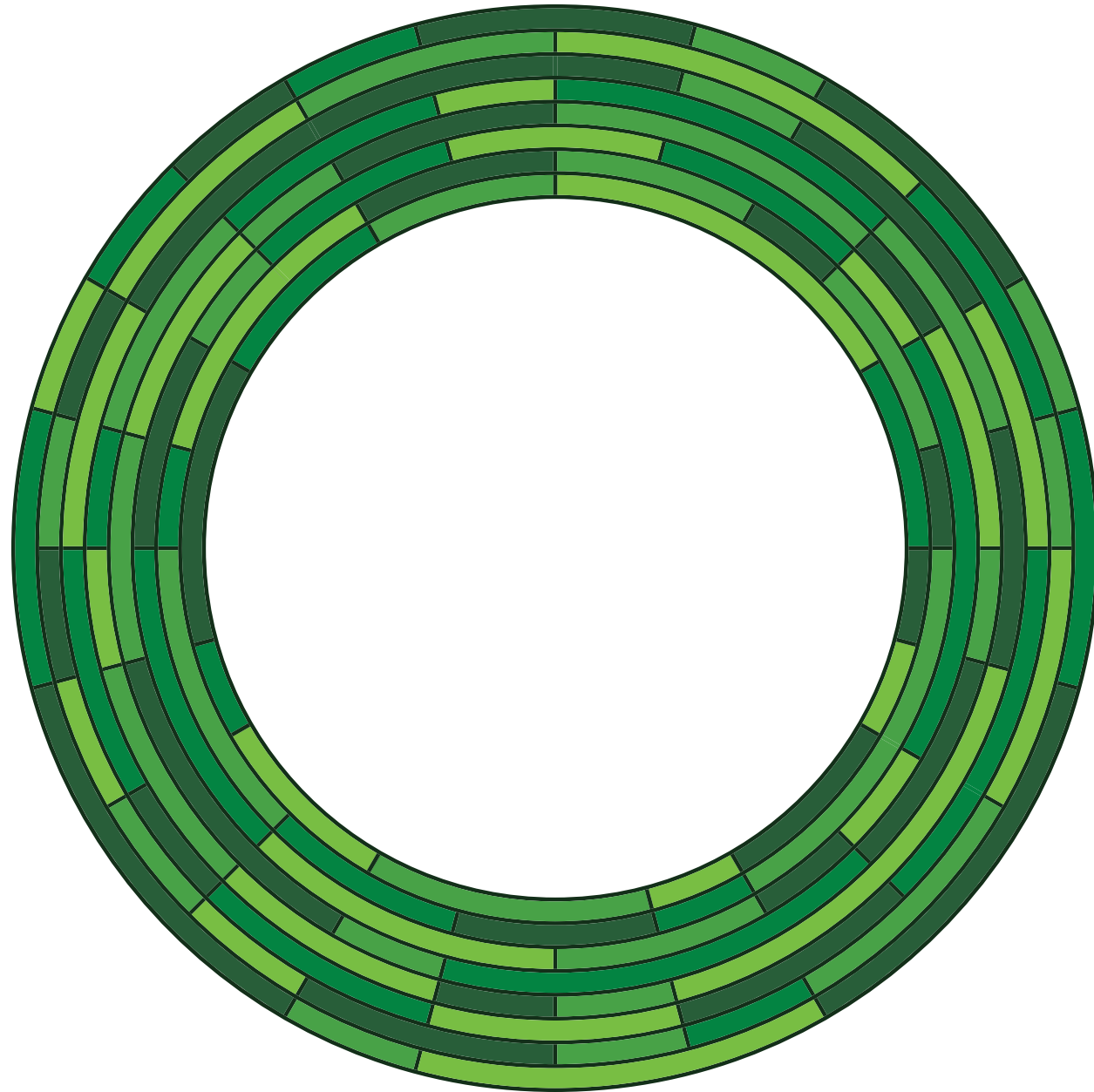


The white lead-line-only version may be overlaid on dark backgrounds and photos when appropriate.



This mosaic pattern may only be used for President's Emerald Society. The colors used are only approved for this group.





## PATTERN – RADIAL MOSAIC

This mosaic may only be used upon approval from the IA Marketing team. It is for specific contexts, such as social media profile picture frames or Instagram highlights.



WHM



Wolverines



Valleytines



BHM



Coming S...



Resources



**EverGREEN TYPOGRAPHY**



# TYPEFACES

There are only two approved typefaces for use on campaign materials. These typefaces include: Stratum 1 (university font) and Adelbrook, a new font used exclusively for the comprehensive campaign.

**Stratum 1 Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Adelbrook Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Adelbrook Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Adelbrook Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**Stratum 1 Black**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

*Adelbrook Regular Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

*Adelbrook Medium Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

***Adelbrook Bold Italic***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

# DROP CAPS

In text-heavy, multi-page documents, drop caps made from Stratum 1 should be used to denote the start of sections. There should be no more than one per spread. These are only approved for use as drop caps in print.

ABCDEFGHI  
JKLMNOP  
STUVWXY

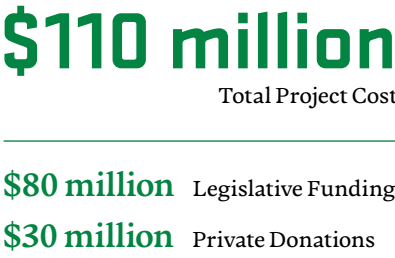
Methuselah the Patriarch is older than the Giza pyramids. This Great Basin bristlecone pine has watched human civilizations rise and fall for millennia. It has survived by adapting to the prevailing winds of the centuries.

“Your immortals are mortal, they were once flesh and blood. Escape the delusion, the noise and pollution, The true immortals are made out of wood.”

– Roger McGough, The Curse of Methuselah

# NUMERALS

When highlighting numbers, you can use either Stratum 1 or Adelbrook. For contrast, consider using both.



# TYPOGRAPHY STYLES

These styles are to be used for all print and digital collateral, with exceptions for pieces that require Google Fonts, such as the university website and PowerPoint templates provided.

## INSPIRATIONS

### *Methuselah the Patriarch*

Older than the Giza pyramids, a Great Basin bristlecone pine known as Methuselah has watched human civilizations rise and fall for millennia.

Methuselah has survived by adapting to the prevailing winds of the centuries.

*“Your immortals are mortal, they were once flesh and blood. Escape the delusion, the noise and pollution, The true immortals are made out of wood.”*

Roger McGough, *The Curse of Methuselah*

### *Pando, the Trembling Giant*

Located in Utah, this is the oldest and heaviest clonal grove on earth. Made of aspens, it shares a single root system.

### *An Uncertain Future*

Near Richfield, Utah, the outlook for Pando is grim. Pests are attacking its root system, which can lead to a sudden death for the forest.

Heading 1  
Stratum 1 Bold  
Tracking 50  
Caps | Optical kerning

Body  
Adelbrook Regular  
Justified when appropriate  
Optical kerning

Quote  
Adelbrook Bold Italic  
Justified when appropriate  
Optical kerning

Heading 2  
Adelbrook Bold Italic  
Tracking 10  
Optical kerning

Heading 3  
Adelbrook Medium Italic  
Tracking 10  
Optical kerning

# TYPOGRAPHY STYLES – WEBSITE

To prevent slow load times, Google Fonts are used on the university website rather than the originals. PT Serif is the selected alternative to Adelbrook.

## INSPIRATIONS

### *Methuselah the Patriarch*

Older than the Giza pyramids, a Great Basin bristlecone pine known as Methuselah has watched human civilizations rise and fall for millennia.

Methuselah has survived by adapting to the prevailing winds of the centuries.

*“Your immortals are mortal, they were once flesh and blood. Escape the delusion, the noise and pollution, The true immortals are made out of wood.”*

Roger McGough, *The Curse of Methuselah*

### *Pando, the Trembling Giant*

Located in Utah, this is the oldest and heaviest clonal grove on earth. Made of aspens, it shares a single root system.

### *An Uncertain Future*

Near Richfield, Utah, the outlook for Pando is grim. Pests are attacking its root system, which can lead to a sudden death for the forest.

Heading 1  
Rajdhani Bold  
Tracking 50  
Caps

Body  
PT Serif Regular  
Never justified  
CSS backup is ‘serif’

Quote  
PT Serif Bold Italic  
Never justified

Heading 2  
PT Serif Bold Italic  
Tracking 10

Heading 3  
PT Serif Bold Italic  
Tracking 10





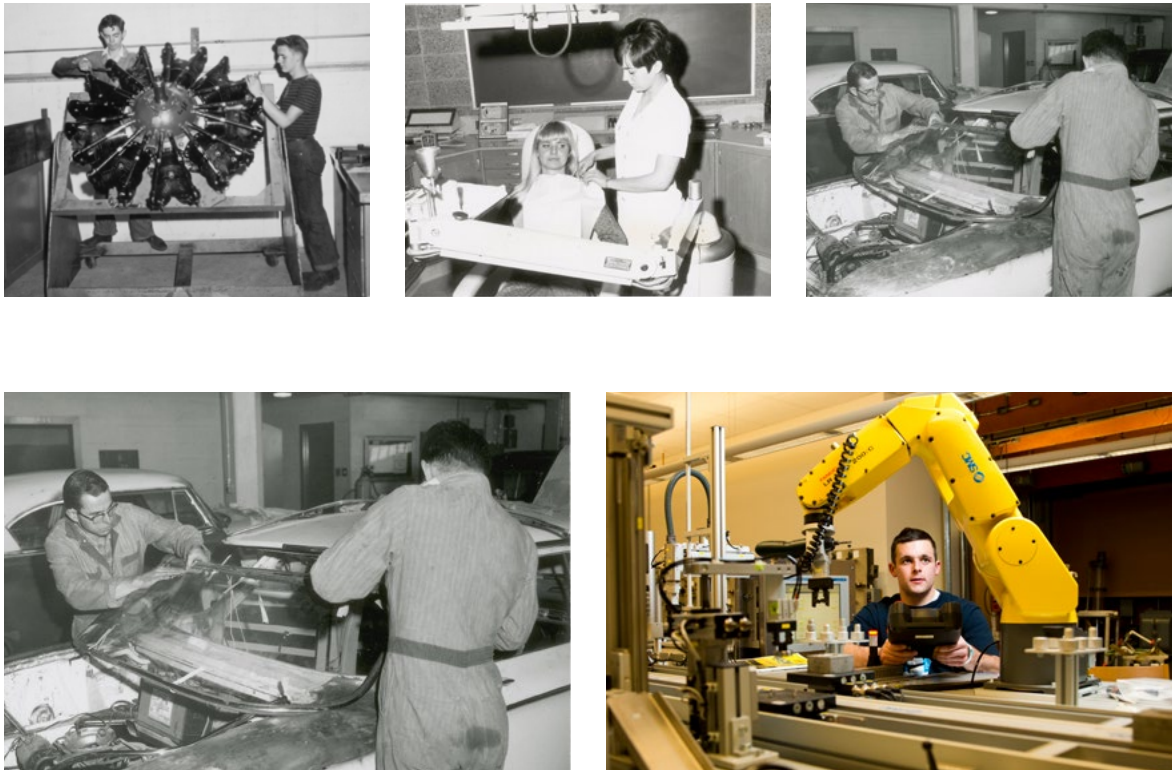
**FIRE DEPARTMENT**

**EverGREEN IMAGERY**



# PHOTOGRAPHY

Throughout the campaign materials, it is recommended university marketing partners use a mix of historic and contemporary photos. Leveraging these photos will show both the university's enormous growth and unwavering potential.

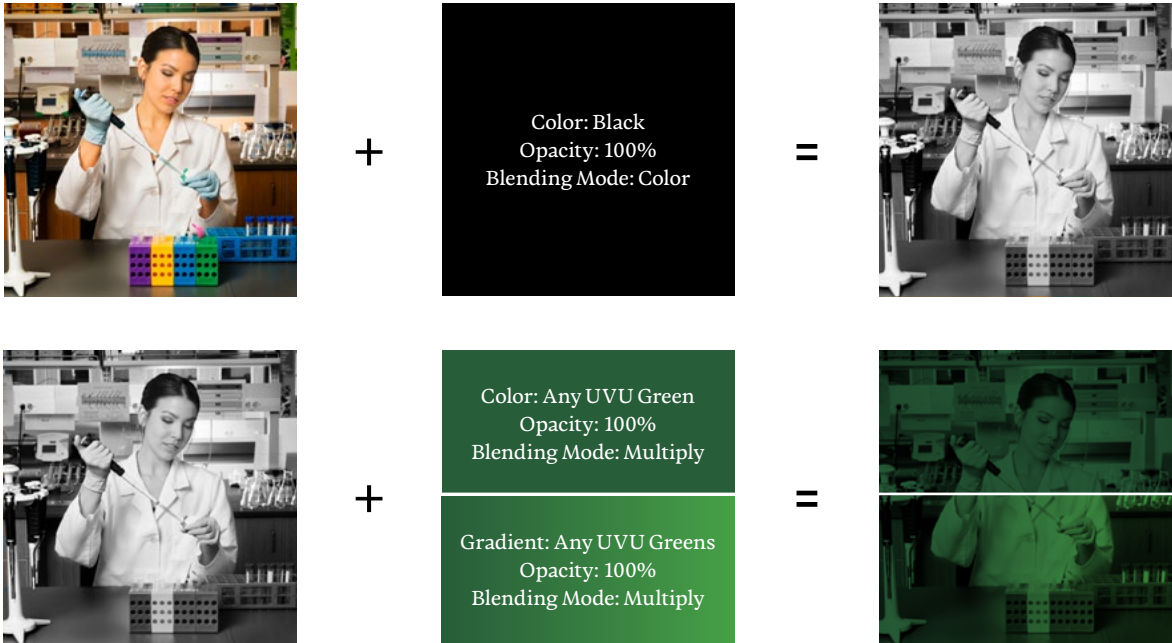


**Note:** To access the library of historic and contemporary photo pairs, [click this link](#).

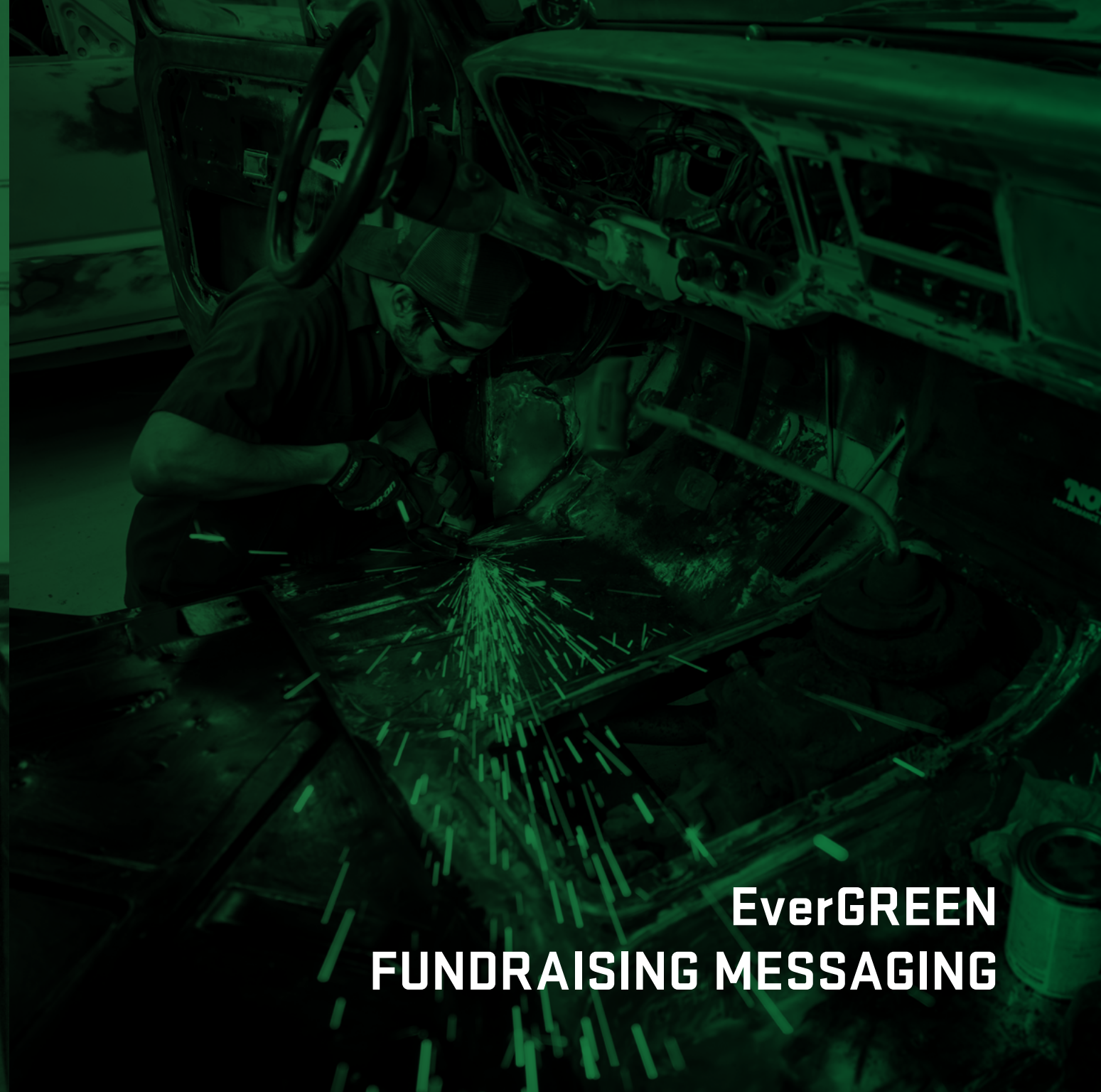
**Note:** For historic images, use the credit line:  
"Photographs property of Fulton Library's George Sutherland Archives"

# IMAGE OVERLAYS

When using images as textural backgrounds, such as the section openers of this document, please consider adding an overlay. Below are the steps for doing so consistently.







**EverGREEN**  
**FUNDRAISING MESSAGING**



# UVU'S FUNDRAISING CAMPAIGN

EverGREEN, the Campaign for UVU, is the University's first comprehensive fundraising campaign. This momentous philanthropic effort is UVU's moment. As the University surpassed enrollment of more than 43,000 in Fall 2022, coupled with recently celebrating its 80th year, the time is perfect for undertaking a comprehensive campaign that will establish a foundation for ongoing growth and future needs of the University. This ambitious fundraising campaign will also ensure the University is able to continue to provide exceptional care, exceptional accountability, and exceptional results for current and future generations of UVU students. The campaign will impact every area of campus, from academics and athletics to student life and engaged learning.

The fundraising campaign will serve as a public declaration of the University's growth as a formidable institution and will be an opportunity for faculty, staff, students, alumni, community members, businesses, and organizations to transform lives. As an open-enrollment institution, access to education is available to all learners at UVU. EverGREEN, the campaign for UVU will forever change the trajectory of students, industry, and the state of Utah.

## Messaging Pillars

Utah Valley University's inaugural comprehensive campaign will focus on fundraising efforts related to the following three pillars detailed below. All fundraising initiatives and activities will help to support:

*Advancing Student Success and Teaching Impact*

*Expanding Health and Wellness*

*Increasing Industry and Community Collaboration*

# MESSAGING MAP

Slogan	UVU: A PLACE TO MAKE AN IMPACT		
Values	EXCEPTIONAL CARE	EXCEPTIONAL ACCOUNTABILITY	EXCEPTIONAL RESULTS
Action Commitments	INCLUDE	ENGAGE	ACHIEVE
Messaging Pillars	Student Potential	Flexible, Relevant Approach	High Return on Investment
EverGREEN Messaging Pillars	Advancing Student Success and Teaching Impact, Expanding Health and Wellness	Increasing Industry and Community Collaboration	Enhancing Learning and Teaching
Messaging & Proof Points	Impact Rooted Connected Opportunities to support Embrace new and innovative approaches Collaborative	Credible connections Central hub for impact Agility to meet workforce demands Sustaining and scaling partnerships and engagements Strengthened partnerships with community and industry	ROI - gift is greater Transformative impact Compelling ideas Partners in success Embrace innovation Ambitious Educates workforce Accelerate student success Meet workforce and community needs Improve state and world



EverGREEN SOCIAL MEDIA



# SOCIAL MEDIA

The EverGREEN social media campaign and overall social efforts are focused on connecting the university with audiences, starting conversations, and building community. Below are a few general guidelines related to the use of social media efforts connected to the campaign. If you have questions or an idea for a campaign or university post, please contact the IA Marketing team using the contact directory on [page 5](#) of this style guide.

### EverGREEN Campaign Social Media Tips:

1. **Know** and **understand** what platforms reach your intended audience. Keep in mind that Facebook is generally the best platform for reaching adults ages 25 to 34.
2. **Prepare** and **share** your content with your audience in mind.
3. **Connect** with your audiences in an authentic and meaningful way, always being truthful in all posts and citing all statistics.
4. **Use hashtags** connected to the campaign whenever possible. The preferred hashtags include: #UVUEverGREEN, #UVU, #UVUunited, #APlaceForYou, and #HigherEd.

### Guidelines:

The look and feel of official social communication channels is dictated by the corresponding guidelines and policy outlined for the UVU brand and [its subsidiaries](#). Usage for personal representation or for any purposes beyond official approved application is prohibited.

Your content should always be prepared and shared with your audience in mind. Identify which audiences follow you on which platforms and tailor the content to those audiences by platform. A platform with a student focus will call for different imagery, copy, and themes than one with a faculty focus, for example.

Have questions? Please contact a member of [the university's social media team](#) or the IA Marketing team.

### Denoting UVU Alumni in Communications

The UVU Office of Alumni Relations encourages all university marketing and communication professionals across campus to highlight, share, and cite an alum in communications, whenever possible. The preferred format is cited below with the graduation year included for the highest degree awarded by the university. In instances when both a bachelor's and master's degree were awarded, but cite only the name of the master's program, as shown in the example provided below.

Preferred format for an alum with a bachelor's or associate's degree listing, only the graduation year of the most advanced degree:

*Crystal Sedano '17 shares about her role as CEO of Utah Bank.*

When the person has a master's degree:

*Adam Wilson MBA '02 is interviewed about his forthcoming book.*

When the person has BOTH an undergraduate and graduate degree from UVU:

*Stephanie Thomas '92 MSW '95 joins students on campus to discuss their career journey.*

Have questions? [Please contact the Office of Alumni Relations](#).

Alumni Definitions: prefer use of alum for singular and alumni for plural.

- **alum** – *sg.* a person of any gender who graduated with a certificate or degree from an institution; preferred gender-neutral term
- **alumni** – *pl.* a group of people who have graduated with a certificate or degree from an institution; never use as a singular
- **alumnus** – *sg.* a man who graduated with a certificate or degree from an institution; while alumnus can be considered gender neutral, alum is preferred
- **alumna** – *sg.* a woman who graduated with a certificate or degree from an institution
- **alumnae** – *pl.* a group of women who graduated with a certificate or degree from an institution

Avoid use of “alums” – *informal pl.* a group of people who have graduated with a certificate or degree from an institution





# **EVERGREEN AMBASSADOR PROGRAM**

# EverGREEN AMBASSADOR PROGRAM

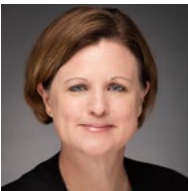
The EverGREEN ambassador program is an invitation to serve as an extension of our Institutional Advancement strategic engagement team. In your role as an EverGREEN Ambassador, you will be an “insider” and receive information related to events and special ambassador-related activities. We are thrilled to welcome you!

## What is expected of EverGREEN Ambassadors?

Once a month, we will provide you with an update to share with your followers on selected social media channels. We’ll ask you to share suggested posts on your platform to help us educate and inform your contacts about UVU and the important role it plays in higher education. Please feel free to personalize the post so that it is authentic to your voice; we will simply provide you with a set of recommended suggestions in terms of content. Once the content is posted, look for a little “thank you” each month for your support and commitment to UVU. For more information, [visit the EverGREEN website](#).

## Questions

Have a question? Feel free to reach out to Christie Denniston or Julie Anderson.



**Christie Denniston**  
*Associate Vice President,  
Strategic Engagement*

Christie.Denniston@uvu.edu  
801-863-8896



**Julie Anderson**  
*Director, Foundation  
and Division Projects*

Julie.Anderson@uvu.edu  
801-863-5378

## Example Social Media Posts:







EVERGREEN  
ENV

