



EVERGREEN  
UVU

# STYLE GUIDE

2023



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 18-27](#)).



### 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.

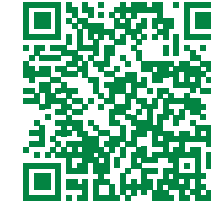


## EVERGREEN RESOURCES



EverGREEN  
Website

[Scan or click here](#)



EverGREEN  
Style Guide

[Scan or click here](#)



IA MarComm  
Staff

[Scan or click here](#)



EverGREEN  
Downloads

[Scan or click here](#)



Giving  
Site

[Scan or click here](#)

## 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

## 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.



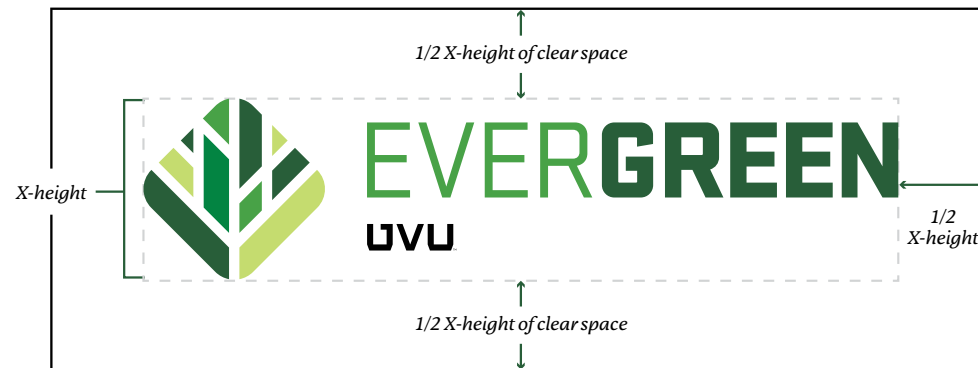
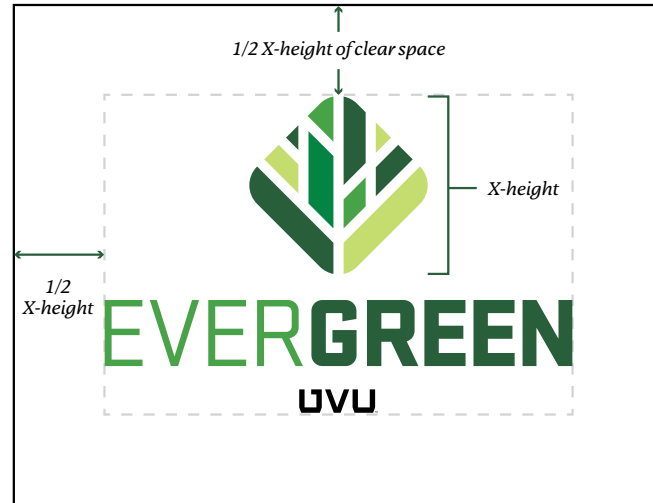
The horizontal mark is for use on landscape orientations.



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.



**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** 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.



**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 9-11](#) for recommendations on which single-color mark to use.

## CAMPAIGN LOCKUPS

Lockups provide a personalized mark for each fundraising area, helping to reach various audiences. **Don't** alter the words for your area's lockup.



*Example: Smith College of Engineering and Technology*



*Example: College of Humanities and Social Sciences*

## Variations

There are four color variations for each lockup. Use an option that provides appropriate contrast.



Full-Color

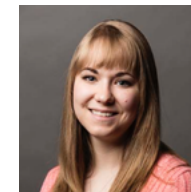
UVU Primary Green

Black

White

## Obtaining Your Area's Lockup

Because these are customized for each area, they are created in collaboration between that area and the IA MarComm team. To obtain your area's lockup, please contact Lindsay Watson.



**Lindsay Watson**  
Director of Graphic Design

LWatson@uvu.edu  
801-863-8289



# COLOR PALETTE

## Primary



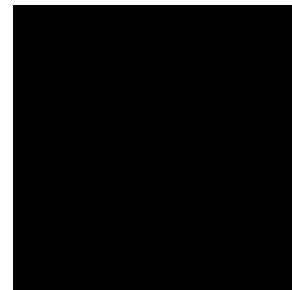
**Pantone** 7483 C  
**CMYK** 83, 39, 88, 34  
**RGB** 36, 93, 56  
**Hex** #275d38



**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 18–27](#)) or as *accents*.



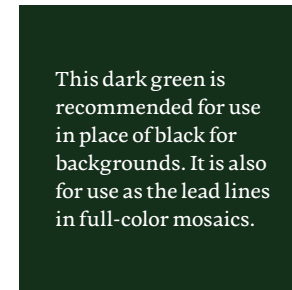
**Pantone** 7738 C  
**CMYK** 75, 12, 100, 1  
**RGB** 72, 162, 71  
**Hex** #339933



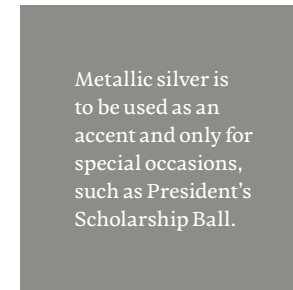
**Pantone** 368 C  
**CMYK** 58, 1, 100, 0  
**RGB** 120, 190, 67  
**Hex** #66CC33



**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

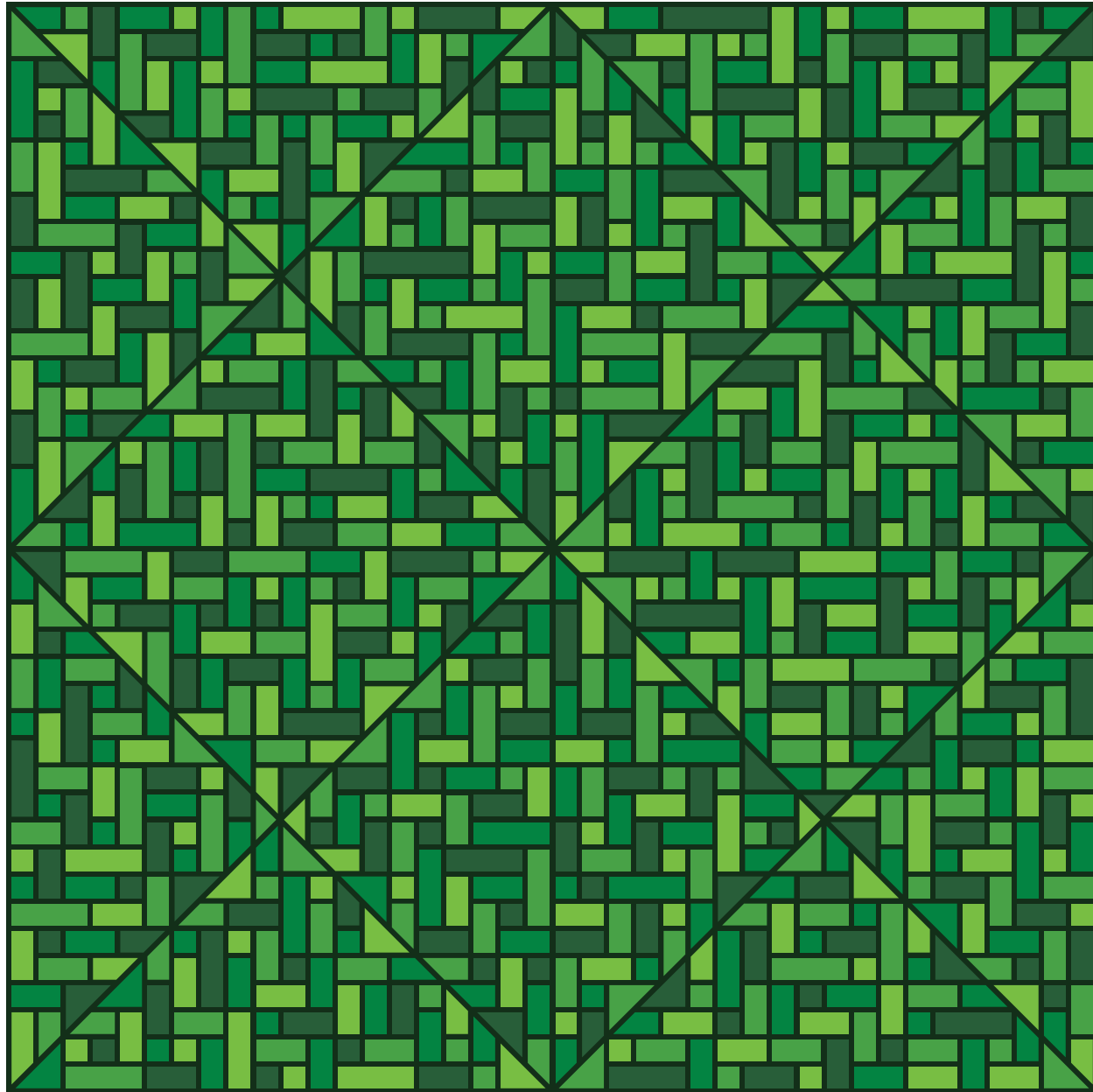


**Pantone** 8001 C

## PATTERN – USES

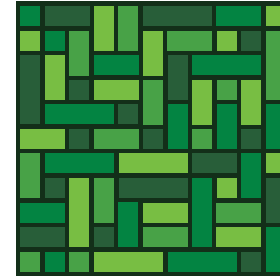
The patterns for the campaign are inspired by stained glass. In addition to other branding elements, they visually distinguish the campaign from other UVU materials. Below are examples of the patterns.



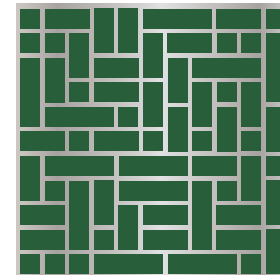


## PATTERN – ARCHITECTURAL MOSAIC

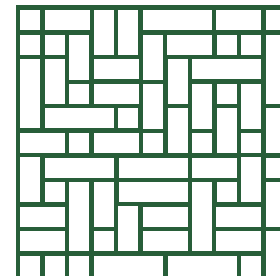
Inspired by UVU's modular architecture, this mosaic pattern is a flattened interpretation of stained glass.



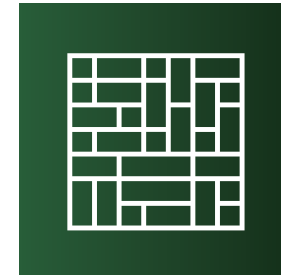
The full-color version of the pattern is recommended.



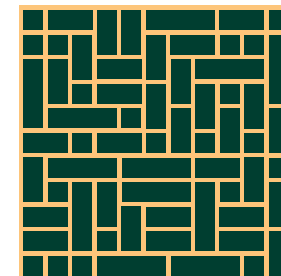
Use foil in place of the lead lines, not the glass.



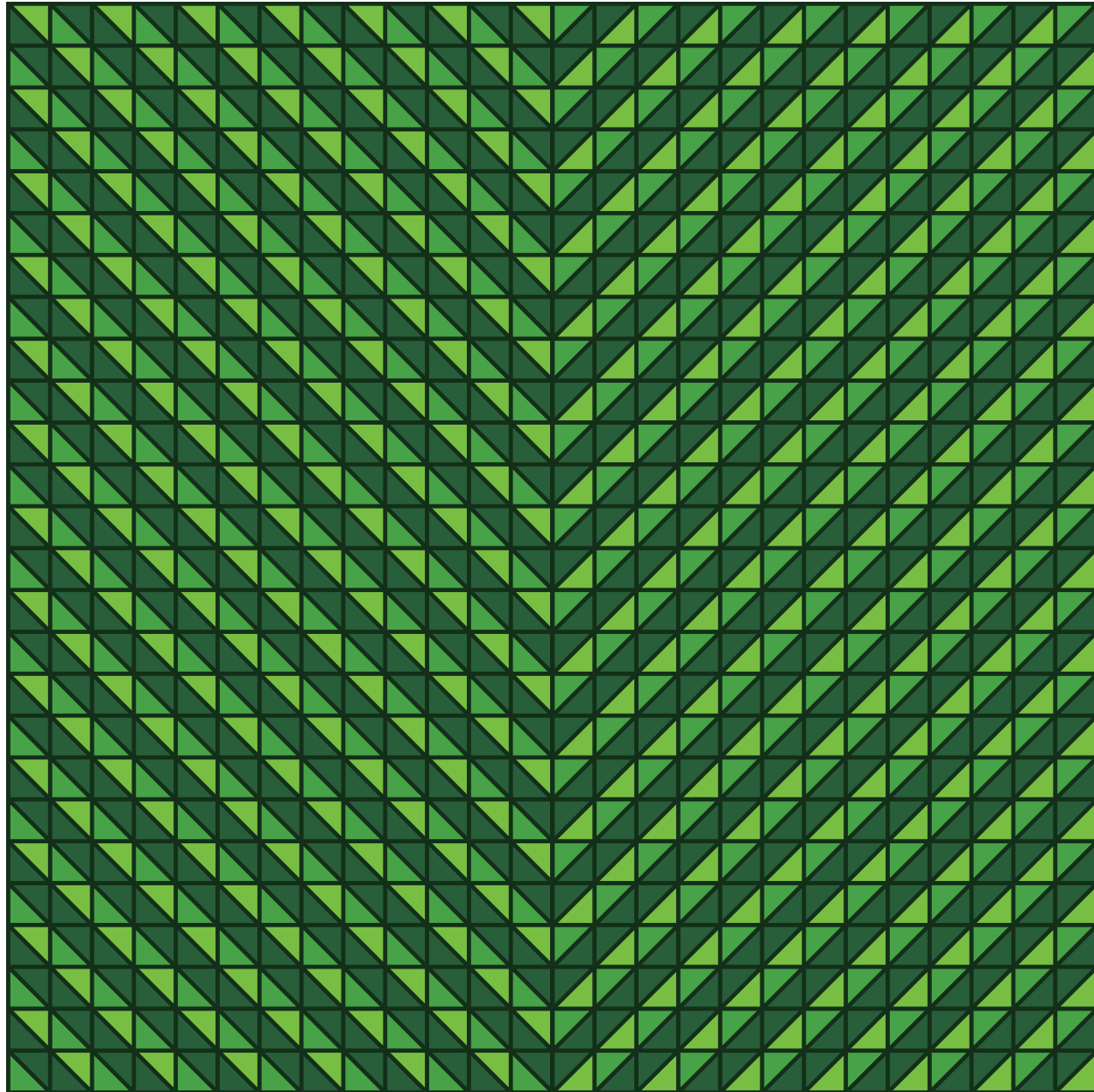
Use the lead-line-only version to provide texture. This can be overlaid on background portions of photos when appropriate.



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

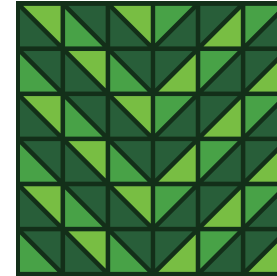


This mosaic pattern may only be used for President's Emerald Society. The colors used are only approved for this group.

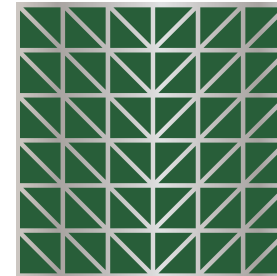


## PATTERN – FRACTAL MOSAIC

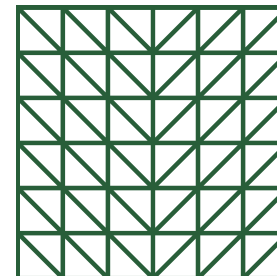
Referencing the shapes of the campaign mark, this mosaic will always change direction at the halfway point of a document or file.



The full-color version of the pattern is recommended.



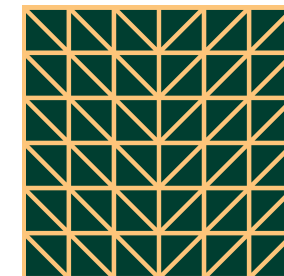
Use foil in place of the lead lines, not the glass.



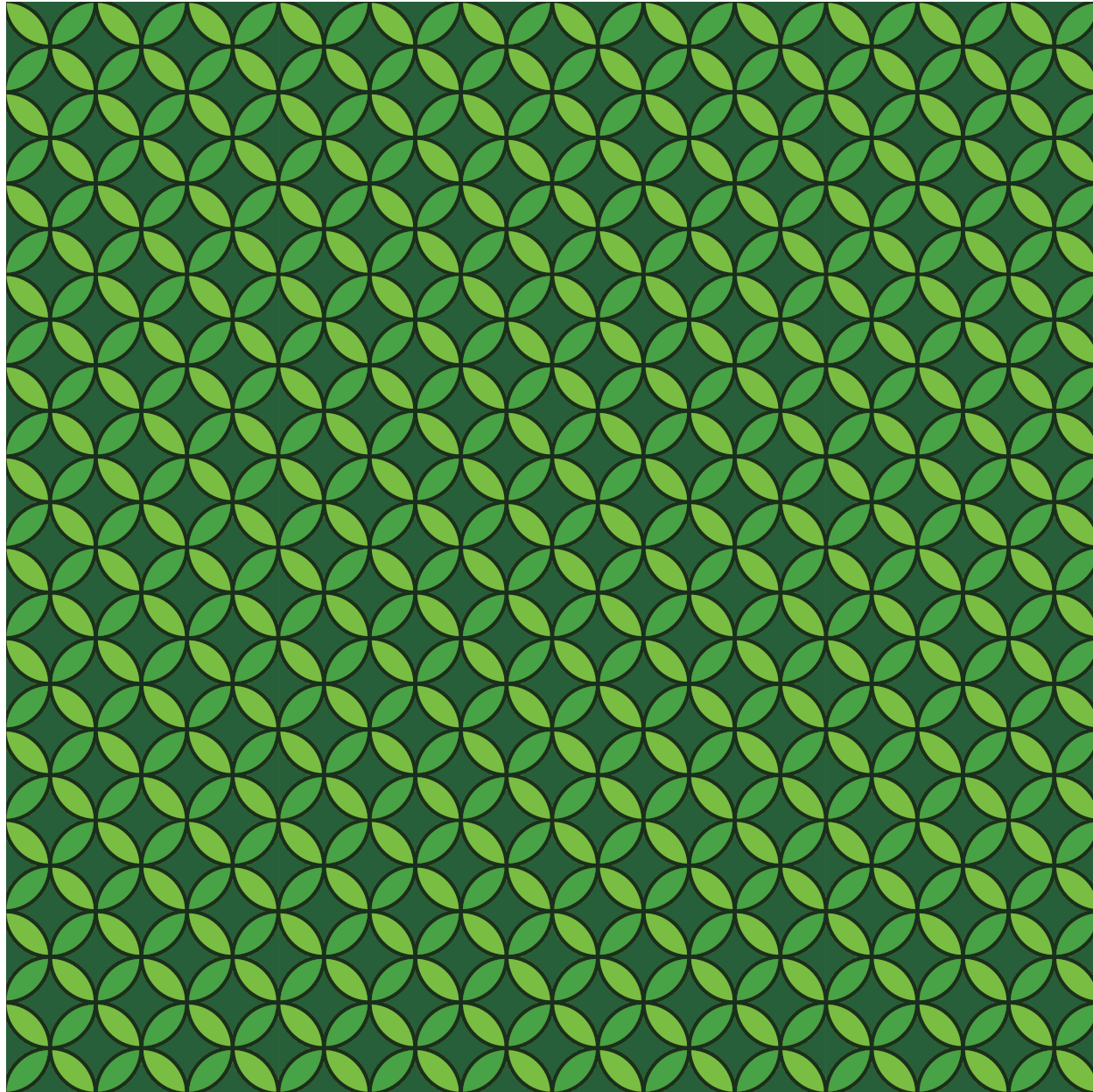
Use the lead-line-only version to provide texture. This can be overlaid on background portions of photos when appropriate.



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

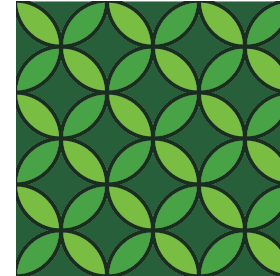


This mosaic pattern may only be used for President's Emerald Society. The colors used are only approved for this group.

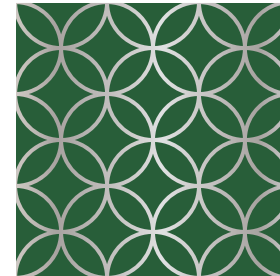


## PATTERN – LEAF MOSAIC

Built from simple geometric forms, this mosaic breaks from the straight lines of the others.



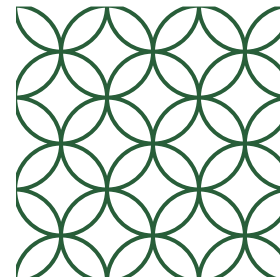
The full-color version of the pattern is recommended.



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



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



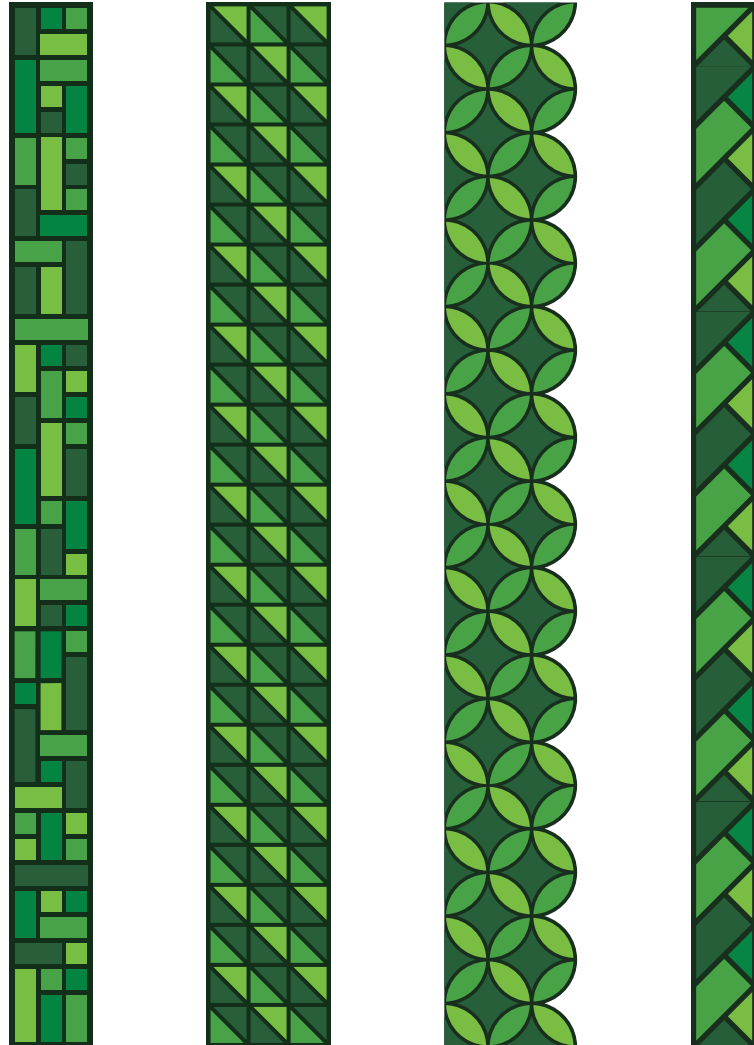
Use the lead-line-only version to provide texture. This can be overlaid on background portions of photos when appropriate.



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

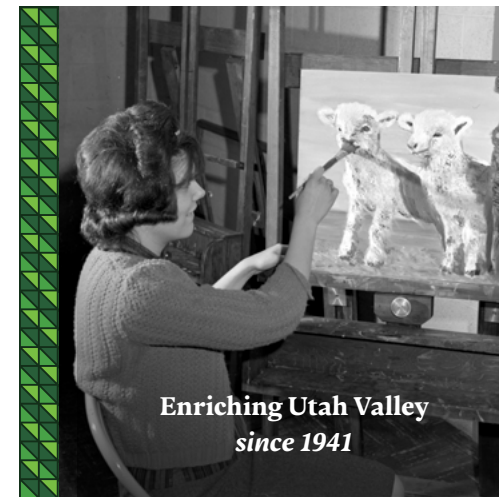
# MOSAIC ORIENTATION

For the 2023 update, we are encouraging campus marketers to use the mosaics vertically on collateral.



## Example

In addition to those on [page 18](#), examples of vertical orientation are below.



# 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. 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**  
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

## 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.

A B C D E F G H I  
J K L M N O P Q R  
S T U V W X Y Z

**M**ethuselah 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.

**\$110 million**  
Total Project Cost

**\$80 million** Legislative Funding

**\$30 million** Private Donations

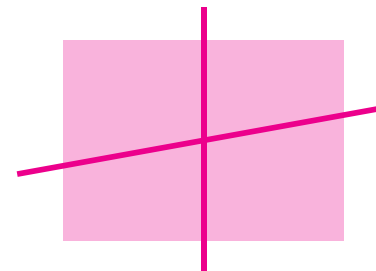
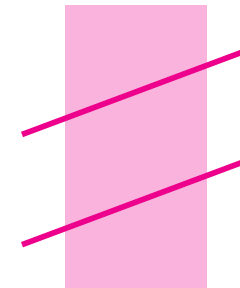
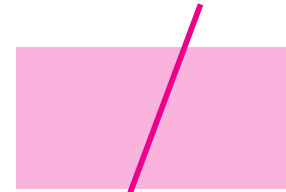
# PHOTOGRAPHY

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

We are advising marketers incorporate the angles found in the UVU monogram (20.5 degrees), or half of that (10.25), into photo collages. These frames mimic the angled motifs found in many of the campaign mosaics, add motion to a design, and reference growth with their upward trajectory.



## Downloadable Items



General  
Historic Photos  
*Scan or click here*



Personalized  
Historic Photos  
*Scan or click here*



Image  
Frames  
*Scan or click here*



## 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***

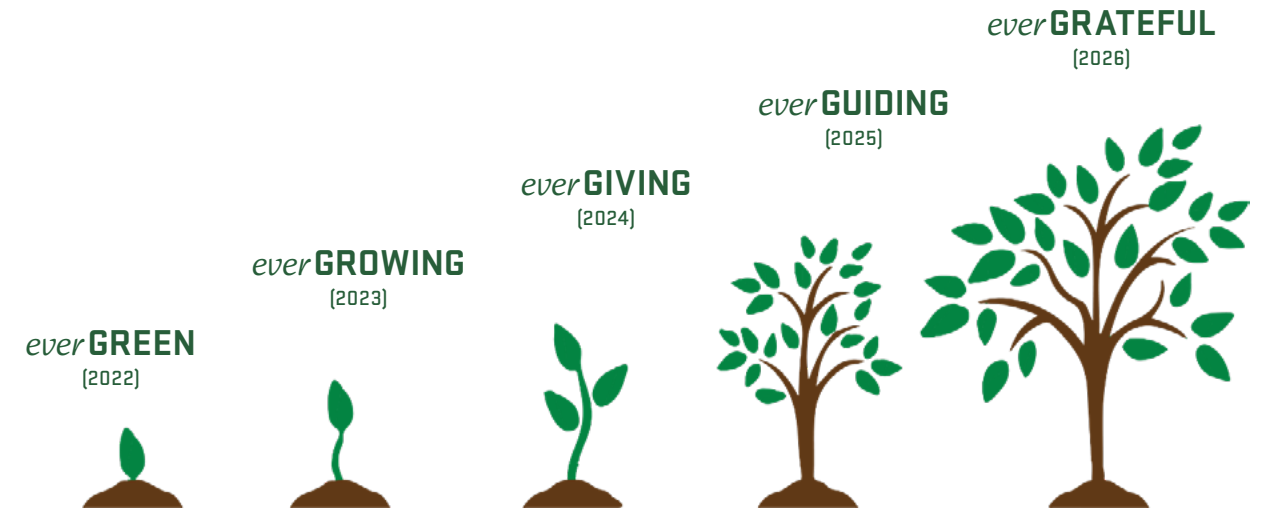
Utah Valley University's inaugural comprehensive campaign will focus on fundraising efforts related to the following three pillars detailed below. All fundraising initiatives and activities will help to support:

*Advancing Student Success and Teaching Impact*

*Expanding Health and Wellness*

*Increasing Industry and Community Collaboration*

### ***Stages of the EverGREEN Campaign***



# 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.

## ***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, cite both graduation years and include 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

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

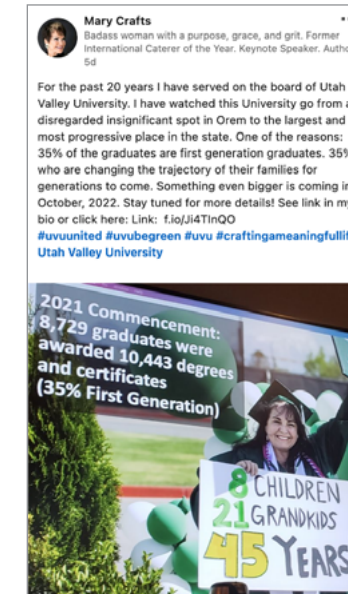
Christie.Denniston@uvu.edu  
801-863-8896



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

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

## Example Social Media Posts:





**EVERGREEN**

GVU