

UTAH VALLEY UNIVERSITY *Marks & Logos*

THE UNIVERSITY SEAL

- Do not alter the proportion of the seal artwork —horizontally or vertically
- Do not alter or add anything to the center illustration
- Do not substitute a different font for “Utah Valley University” or “1941”
- Please see the logo style guide for detailed size, color and usage guidelines

1 COLOR APPLICATION

The University seal should only be used in 1-color: institutional primary green, PMS 7483; metallic silver, PMS 8001; black; or reversed to white (using the reversed version shown to the right). Foil, emboss or deboss are also acceptable. A matte silver to match PMS 8001 or a metallic dark green are preferred for the foil stamp.



REVERSED VERSION

If the background offers sufficient contrast for clear legibility, the reversed white version of the seal may be used.

This is a specific file modified for this purpose.

Do not simply reverse the 1-color version shown at the left. Notice the differences in this version and use the accurate logo in every situation.



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WEB SIZE & CLEARSPACE REFERENCE

Minimum Clear space is half of the height of the seal 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 114PX