

THE ATHLETIC WORDMARK

- Do not alter the proportion of the wordmark artwork — horizontally or vertically
- Do not alter the wordmark by adding a stroke or drop shadow
- Do not arch or skew the wordmark
- Please see the logo style guide for detailed size, color and usage guidelines

2 COLOR APPLICATION

The athletic wordmark should be used as much as possible as a two color application of institutional green (PMS 7483) #275D38, and black.

UTAH VALLEY
WOLVERINESTM

UTAH VALLEY
UNIVERSITYTM

REVERSED VERSION

If the background offers sufficient contrast for clear legibility, the reversed white version of the wordmark may be used. It is recommended, to uphold university branding, that it only be reversed on a dark green, black or charcoal gray.



CLEAR SPACE

To determine clear space, the height of the “Utah Valley” has been defined as “x.” Clear space should be at least 1x.



MINIMUM SIZE

Use these measurements as a guide in sizing. In some situations, the reproduction method, such as embroidery, will determine that you cannot reproduce the wordmark this small.



UTAH VALLEY UNIVERSITY *Marks & Logos*

WEB SIZE & CLEARSPACE REFERENCE

Minimum Clear Space is half of the height of the “U” within the logo 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



UTAH VALLEY
WOLVERINES

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MIN HEIGHT 24PX