

SUPPORTING BRAND GUIDE FOR

# DONOR SIGNAGE STANDARDS



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Utah Valley University (UVU) understands the importance of recognizing the generosity and support of its donors. This document outlines the procedures to ensure uniformity in all donor recognition signage on UVU's campuses. The purpose of these guidelines is to acknowledge the extraordinary impact of donors while maintaining brand consistency in naming opportunities and signage.

Utah Valley University will commit to naming a physical space only after reviewing the effect the naming will have on the university and the campus community. Further, reserving naming opportunities for UVU's most esteemed donors serves to uphold the legacy of its most dedicated supporters. As the largest university in Utah, and with continued growth, adherence to brand standards is essential to support unity, consistency, and UVU's unique identity.



# How to use this guide

The UVU Donor Style Guide is devoted to the proper application of donor recognition on signage. It is intended to serve as prescriptive standards for signage shape, size, material, text layout, and other details. In addition to ensuring brand identity will align with UVU's mission and priorities, it is important to standardize donor and wayfinding signage in order to meet Americans with Disabilities Act (ADA) guidelines and other state and federal mandates.

The standards in this guide have been determined by UVU Marketing and Communications, UVU Institutional Advancement Marketing and Strategic Communications, and UVU Donor Relations. This coordination of efforts increases efficiency, optimizes contact with donors, and ensures all relevant laws and regulations are upheld. Donor tiers, final materials, messaging, and placement details are provided as guidelines, but they will ultimately be approved by the governing bodies listed on page 3.

If you have questions about these guidelines or process, please contact:

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To view this style guide online, download applicable marks, and find additional resources, visit [uvu.com/marketing](http://uvu.com/marketing).

# Approvals

## Governing Bodies

### INSTITUTIONAL ADVANCEMENT

Institutional Advancement (IA) Marketing and Strategic Communications and Donor Relations work directly with donors and initiate the approval process for donor recognition signage.

### UNIVERSITY MARKETING AND COMMUNICATIONS

University Marketing and Communications (UMC) sets and approves the guidelines for the look and application of the brand standards you see in this booklet.

### FACILITIES

Facilities may assist with the production and installation of donor recognition items.

### POLICY STANDARDS

Donor signage will be designed in accordance with the following campus and system-wide policies:

231 – Fundraising authority, responsibility, and coordination

232 – Honorary and gift-based naming

234 – Coordination of Sponsorship and Advertising

UVU Donor Signage Standards Guide

UVU Branding Standards Guide

UVU Web Style Guide

Corporate or organization logos may not be incorporated into recognition signage, except in athletic areas and must have the approval of the Institutional Advancement's AVP of strategic engagement in consultation with the university president. Special consideration will be given to language that recognizes gifts from corporations in order to avoid the appearance of advertising.

### DONOR SUPPORTED ART INSTALLATION

Donor-funded artwork must be approved by the above governing bodies, and managed by Institutional Advancement Donor Relations. Institutional Advancement will coordinate with area VP's and members of the dean's office where the art is proposed. It is important that art follow these guidelines:

1. All donated artwork should have an approved plaque that follows the UVU Donor Signage Standards Guide.
2. The plaque must include: the name of the artist, the name of the artwork, and a short description to provide context for the art. The plaque should also include the names of the donors unless they choose to remain anonymous.
3. All installations costs must be included using donor funds, or be discussed between governing bodies before artwork is accepted.

State building art provided through the Utah's Percent-For-Art Act is not subject to university or donor guidelines. For more information on Utah's Percent-For-Art Act, visit: [artsandmuseums.utah.gov/publicart/](https://artsandmuseums.utah.gov/publicart/)

# Process Plan

The following is the recommended step-by-step process for the implementation of donor recognition signage of any scale. It is recommended that one person from the university be identified as the project manager for each recognition implementation to streamline all communications and to guide the installation through the following process. In most cases, this is the senior director of donor relations or vice president of Institutional Advancement (IA). Physical donor recognition items must be approved by the appropriate university representatives and the donor prior to production and installation and may not be installed until the terms outlined in this policy have been met.

## 1. Recognition hierarchy

The development of an appropriate hierarchy of types of spaces and associated tier category recognition is the first step of any donor recognition implementation. The evaluation of each opportunity should be evaluated in context to the greater whole.

## 2. Content development

Once the hierarchy of recognition has been identified and the space has been identified, appropriate content for each recognition opportunity should be created. Each opportunity should be evaluated for consistent language and content application.

## 3. Recognition design

The design of the individual recognition components should be created by IA Marketing and Strategic Communications, utilizing the graphic standards for sign type, layout, materials, size, and location outlined in this guide. The senior director of donor relations will submit an IA Marketing and Communications Marketing Request Form, including donor name, category level, content, and installation location.

## 4. University vetting

Upon completion of the hierarchy, space, and designed content, recognition components should be thoroughly vetted with appropriate university teams listed under governing bodies on page 4 of this guide. Also note, donations of a principal gift amount (defined by Institutional Advancement) will also require the approval by area dean or vice president and the Board of Trustees.

## 5. Donor vetting

Once university approvals have been met, recognition components should be signed off and approved with the donor or donor's representative to ensure that content and spelling are correct and that the intent and conditions of the gift have been met. Donor Relations will manage approvals and appropriate documentation of approval.

## 6. Implementation

After proper approvals, the design documents and standards guide should be released to qualified sign contractors for fabrication and installation. Larger installations over the university-approved dollar amount should be handled by Donor Relations with Facilities through the bidding process.

## 7. Completion of work

At the completion of the recognition installation, it is recommended that the university project manager and senior director of donor relations inspect each recognition piece for errors or deficiencies. Notification of the install, including photos and words of appreciation, should be sent to the donor by donor relations and approved.

# Name Conventions

## Donor Name Conventions

Follow these guidelines when establishing naming formats for donor signage areas:

- Coupled, without using “Mr./Mrs.,” donor preference regarding which name is listed first
- No affiliations
- No periods between “M.D.” and “Ph.D.”
- Used the full word “and” not the ampersand “&”
- DOD's are responsible for reviewing gift agreements for donor
- Recognition preferences
- Organizations and foundations should be cross-checked between the university database and the web for such subtleties as including “The..” in their titles and require final written approval from organization/foundation..

## Common Recognition Conventions

The following are wording suggestions for named materials. The donor may have suggestions or input for acknowledgment style as well.

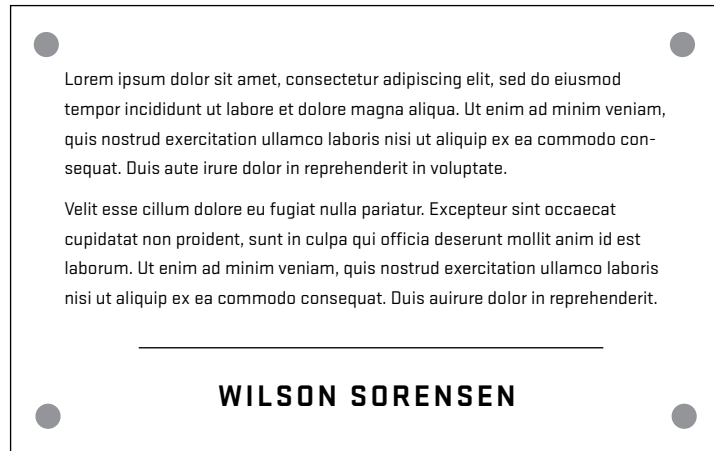
- In recognition of
- Donated in honor of
- In acknowledgment of
- Dedicated by/to
- Made possible by
- In recognition of the charitable spirit of
- Through the generous support of

# Types of Recognition

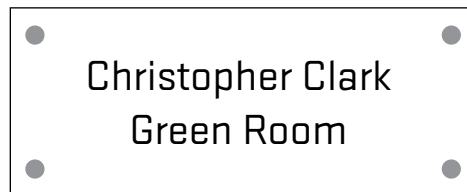
## Plaques

Different types of recognition will, by necessity, require different content. In all cases, simple and direct text is recommended.

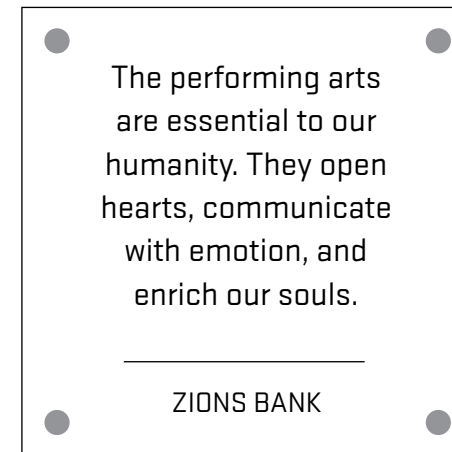
**Donor Bio Plaque:** Only the principal gift categories include a donor bio plaque, usually accompanying a donor photo.



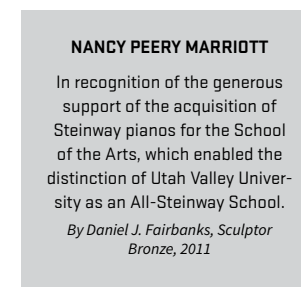
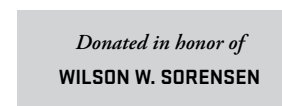
**Space/Donor Naming Plaque:** These plaques recognize appreciation for a specific space with the donor name or one of the recognition conventions below and the donor name. Corporate logos are approved on this plaque.



**Recognition Plaque:** Also called Plaques of Gratitude, these plaques do not “name” a space but are used to acknowledge a gift given. This type of plaque is often the donor’s favorite quote or statement, followed by the donor’s name below. Corporate logos are approved on this plaque.



**Silver Plaque:** These small silver plaques are for the purpose of identifying a donation of art or equipment and are mounted on or near the donation.



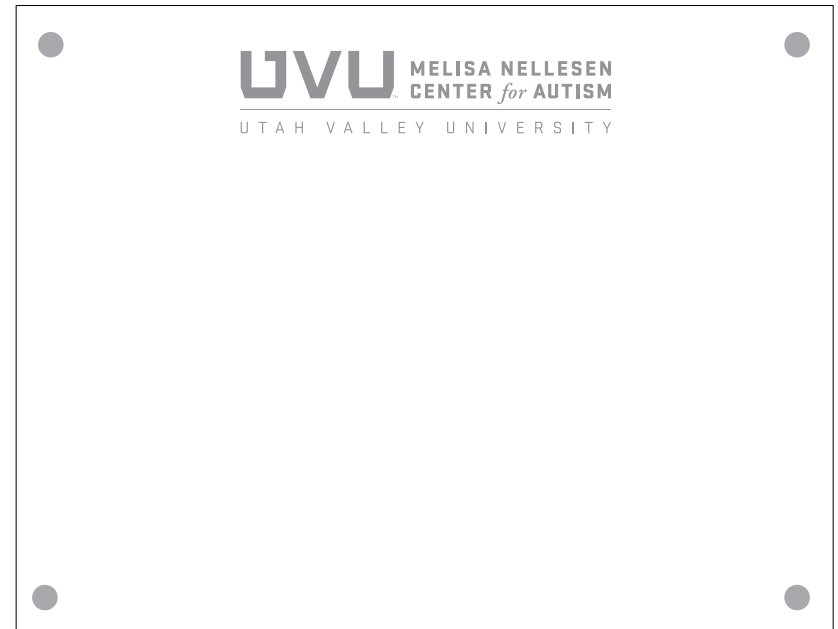
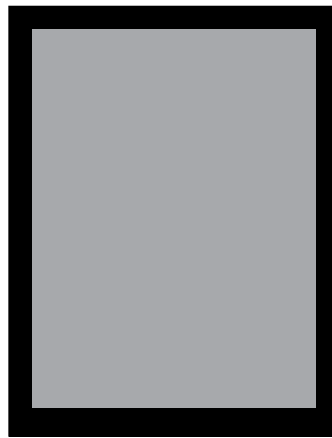
# Types of Recognition

## Dedication Walls

**Dedication Plaques:** These plaques commemorate the opening of a building or significant space. This type of plaque identifies the purpose of the space or building, commemorates the date of the opening, and recognizes the architect, builder, and project team responsible for the successful completion of the project. These plaques are coordinated by the facilities team.

**Donor Wall Installation:** This is the interior installation of the greatest magnitude, identifying all primary donors responsible for a new building or significant space. This type of recognition has the most latitude for a custom design to fit the architecture of the new space, yet still following the guidelines of fonts and materials in this guide. Size is determined by the available space. Some spaces may choose to recognize donors in a digital format. Do NOT use corporate logos in the development of this space, but display all donor names uniformly using the approved fonts.

DONOR BUILDING NAME HERE





# Approved Typography

## Fonts

The fonts Stratum and Garamond are recommended to support and maintain brand consistency of the UVU identity when labeling named donor spaces. These fonts offer the weight, character, and interest needed to build and support UVU's identity.

When donor signage is adjacent to or incorporated into wayfinding signage, it must remain consistent and use the same typeface and adhere to rules regarding font size, capitalization, color, and Braille.

### Institutional Primary – sanserif (use in naming)

A a B b C c 1 2 3 A B C D

*Stratum 1 Light*

A a B b C c 1 2 3 A B C D

*Stratum 1 Regular*

A a B b C c 1 2 3 A B C D

*Stratum 1 Medium*

A a B b C c 1 2 3 A B C D

*Stratum 1 Black*

A a B b C c 1 2 3 A B C D

*Stratum 1 Black*

### Institutional Primary – serif (body copy)

A a B b C c 1 2 3 A a B b C c

*Adobe Garamond Pro, Regular and Italic*

A a B b C c 1 2 3 A a B b C c

*Adobe Garamond Pro, Semibold and Semibold Italic*

A a B b C c 1 2 3 A a B b C c

*Adobe Garamond Pro, Bold and Bold Italic*

Fonts may be different on the internet. Find the Web Style Guide at [uvu.edu/marketing/branding](http://uvu.edu/marketing/branding) for designated web fonts.

# Typography Layout

## Brushed Aluminum Lettering

All donor naming is labeled above entry areas or dedicated recognition areas using the standard university brushed aluminum letter style. Corporate logos are NOT approved to be cut in the brushed aluminum style, but they are approved for some plaques only.



Clear Space: To determine clear space, the height of the letter has been defined as "X." The proper clear space for the lettering above a door or opening is at least one "X-height" of clear space above the defining molding or opening.

## Font guidelines

Stratum bold, all caps, letter spaced 100 units is our standard university lettering style. Most lettering is laser cut from 1/4" 5052 aluminum. Letters are brushed horizontally and anodized.

Larger letters over double-door openings are up to 6" in height and are laser cut from 1/2" 5052 aluminum. Letters brushed horizontally and anodized. Letters are mounted flush to the wall with 3M VHB (very high bond double-stick tape). Larger letters are also studded and 3M VHB.

## Vinyl Applications

There are some situations where there is not a wall appropriate for donor identification. In these cases, vinyl on glass is appropriate. Follow the same guidelines for the aluminum lettering in sizing and spacing. In most situations, white vinyl will work best, but it should be evaluated in a space by space situation, with silver or black also as options.

# Typography Sizing

## Sizing guidelines

There are two elements that must be taken into consideration when deciding the proper sizing for donor letting: location, and size of donor gift. In some situations, even though the donation was a significant amount, the lettering size is limited to a give space. In other situations, the space for recognition might be significant, but the donation was much smaller. It is at this point, that flexibility must be decided by those involved (See governing bodies on page 4 and process plan on page 5.) Working under the adage that "We will be fair, but not always equal", becomes an effective way to describe the situation. The communication of these changes to the donor will be the responsibility of donor relations and DOD.

BARBARA BARRINGTON JONES  
DANCE THEATRE

Extra-long naming conventions: In some situations, with extremely long naming conventions that do not fit over the standard door width, a stacked treatment might be appropriate, with the first line being half the height of the second line.

### Here are various size suggestions:

- Larger letters over double-door openings such as an auditorium are up to 6" in height, 1/2" brushed aluminum.
- Letters over a single doorway are 3" in height, 1/4" brushed aluminum.
- Two line stack, the first line is 1/2 the height of the second line. We recommend that most all situations can fit in the following proportions:
  - *1 1/2" first line and 3" second line. Used for smaller classrooms or study rooms, and at times, simply because the space is limited, even if the donation was more substantial. (In this situation, it is encouraged to also suggest a donor plaque inside the space.)*
  - *2 1/4" first line and 4 1/2" second line. Larger classrooms, conference rooms, or a space where the smaller signage will seem dwarfed because of the large branding space available.*
  - *3" first line and 6" second line. This size reserved for major areas, such as auditoriums and atriums, where spaces are much larger and viewing distance is greater. Usually coincides with larger donations.*

# Material Guidelines

## Recognition Plaques

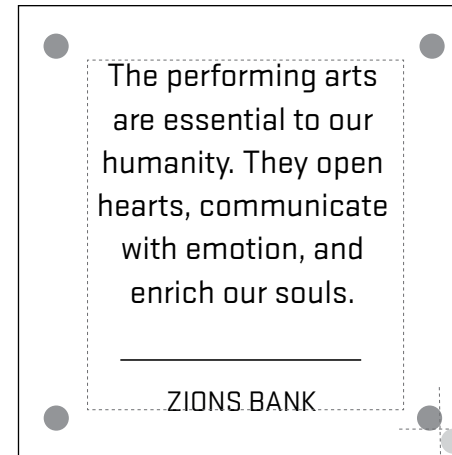
For each major project, the kit of plaque types should be adjusted to fit the approved hierarchy, and the plaques should be sized as is appropriate to fit the relative sizes of the architectural spaces. Recognition placement should be sensitive to surrounding architecture and positioned in a way that does not conflict with other signs or architectural details.

Space/Donor recognition plaques are mounted next to the door or opening, typically above the wayfinding door plaque. All other plaque styles are mounted in a space that has been approved by the project manager, DOD representing the donor, and a representative from UVU Facilities.

### Frosted plaque material

There are two different processes to achieve the frosted plaques:

1. *Etched plate glass donor wall plaque: 3/8" etched plate glass with polished edges. Etched text with black paint fill. Corner holes drilled to accommodate stand-off pucks.*
2. *Frosted acrylic donor wall plaque: 3/8" clear acrylic with polished edges. Printed black text on second-surface frosted vinyl. Corner holes drilled to accommodate stand-off pucks.*



**Margins and spacing:** A well-designed plaque will have adequate margins to buffer the text from the edges. A master template file is available with multiple sizes of sample templates. Pucks are inset, one puck distance from the edges.

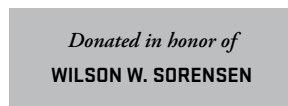
### Stand-off pucks

The stand-off “pucks” for mounting the plaques to the wall need to be sized appropriately to the size of the plaque. Plaques smaller than 72 square inches should use 3/4" pucks. Plaques more than 72 square inches should use 1" pucks. Pucks are mounted with 3/4" stand-offs and placed in one puck width from the edge. When in doubt, refer to the master template file for size and placement references.

# Material Guidelines

## SMALL SILVER PLAQUES

These small silver plaques are for the purpose of identifying a donation of art or equipment and are mounted on or near the donation.



*Silver plaques for smaller recognition areas such as equipment or art donations.*

## Brushed aluminum

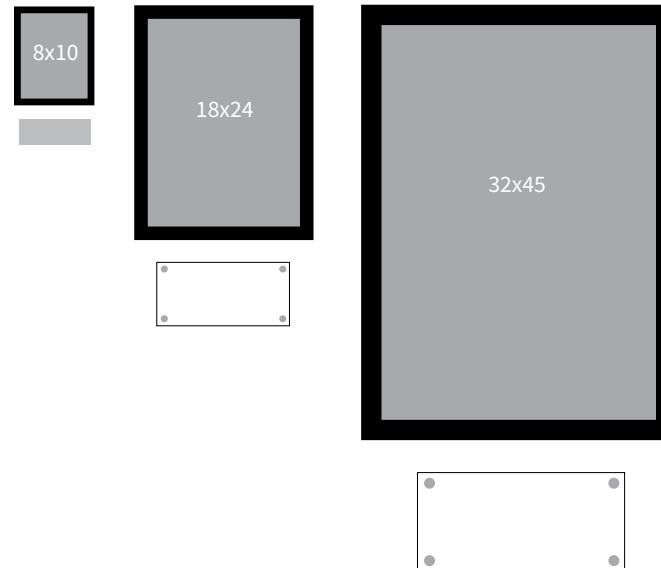
The silver plaques are 1/6" brushed aluminum plastic, laser engraved to black, and mounted on 1/4" black laser-cut plexi glass. Orders can be sent directly to [order@mcgeesstamp.com](mailto:order@mcgeesstamp.com) with the subject line: UVU Silver Donor Plaque.

## Framed Photos

In some cases, a photo or portrait of a donor will be installed as part of the recognition agreement. The photo will be accompanied by an identifying name or bio plaque. A standard flat black frame is recommended.

## Photo standards

- The donor photo or portrait may be installed in print or digital formats. The picture must be high-quality both in terms of aesthetics and at least 300 DPI .jpg format.
- UVU's photography services can take an in-studio donor photo if necessary. Schedule and provide index number at [uvu.edu/marketing/photography](http://uvu.edu/marketing/photography).



# Recognition Standards

## RECOGNITION HIERARCHY

Recognition opportunities should be broken down into gift amounts according to the associated prominence of the opportunity. The nature and attributes of the physical recognition will be commensurate to the level and type of gift. The recognition will be designed in accordance with university standards and aligned with the features of the intended placement location.

A unique hierarchy of recognition should be organized for every campaign or building project. The hierarchy identifies the opportunities for giving and the associated gift amounts and defines the types of recognition signage that will be used for each level of gift. Because all projects are different, a hierarchy of recognition should be determined on a project-by-project basis.

Once the hierarchy of spaces or naming opportunities is organized, appropriate types of recognition can be assigned to each category of a gift. Each category of gift should be assigned appropriately sized plaques, and where spaces are named, appropriately scaled dimensional recognition letters. Advance organization of the hierarchy can aid in the development of the recognition and can be used as a tool to describe the project opportunities and associated recognition to potential donors. The establishment of the hierarchy should be finalized by donor relations and DOD and communicated to all parties named within the document.

## OTHER RECOGNITION

Naming gift donors may also be recognized via other means (e.g., events and media announcements), corresponding with the type, amount, and purpose of the gift.

## Signage Customization and Exceptions

Custom donor signage for interior spaces (inside the named room) may be proposed when special circumstances arise or to accommodate unique architectural conditions. Institutional Advancement and Donor Relations will coordinate with Facilities and other stakeholders to secure all necessary approvals for custom donor signage.

# Tier Opportunities

Donor recognition and appreciation are the keys to successful donor stewardship. UVU values the philanthropic efforts of all its donors and strives to offer tangible appreciation for the resources it receives. By displaying the names of individuals loyal to UVU, we intend to instill in them a sense of pride and commitment. Recognition of donors illustrates a culture of philanthropy for students, parents, and others committed to UVU's success.

Advanced organization of a hierarchy can aid in conversations with donors and setting donor expectations. The following chart\* outlines tier opportunities, defined by the type of space, the recognition expectations, and the gift level.

Type of space	Recognition category	Gift
New building (or renaming of existing building)	Category 1: Exterior lettering, naming on directional wayfinding signage and marquee, donor wall including interior naming lettering, donor photo, and donor bio plaque inside or out of the room	In consultation with Vice President of Institutional Advancement
Auditorium, gallery, major classroom seating of 100+ or other defined large space	Category 2: Interior lettering above large or multiple door space. Optional donor photo and donor bio plaque inside or out of the room	In consultation with Vice President of Institutional Advancement
Classroom seating under 100, conference room, atrium, or lounge	Category 3: Lettering above single-entry door, space- or donor-naming plaque	\$XX – \$XX
Gift of Recognition: Donation to existing space or program	Category 4: Recognition plaque in or around the defined space	\$XX – \$XX
Gift of equipment, goods, art, or benches, etc.	Category 5: Silver identification and recognition plaque on or near the donation	Varies

(\*Please note that the hierarchy shown is for reference only and may not be representative of the final campaign or program organization.)

# Exterior Donor Recognition

The design of the exterior donor recognition signage for gifts associated with landscape elements-installed artwork or architecture must meet university guidelines and be consistent across the campus. For landscape projects, a standard may be set once a designated area is established as a new donor opportunity.

The materials and signage styles listed in this guide influence the development of all custom donor signage installations. In addition, a thorough analysis of local conditions, including preexisting donor signage, should inform the design process. Additional consideration must be taken for environmental impacts to signage such as sprinklers, sun damage, or other conditions.

## Outside Art Installations

### Gift level varies

Each work of art should be identified by a plaque. Due to the varied sizes of install and plaque placement, signage applications should be approached on a custom basis with the specific goal of creating a contextual solution. Typography guidelines in this guide should be followed, and materials should be cast aluminum or silver metal substrate and black lettering. (Bronze or antique bronze is not an approved color or material choice.)

## Building Identification

### Gift level varies

A donor's name may be incorporated into the external identification of the building they donated. Corporate logos are not permitted as part of exterior signage. The text size should be composed to best suit the architectural elevation as well as viewing sight lines. Typographical choices should follow the standards outlined in this guide. Any additional donor naming signage beyond the university's standard wayfinding sign must be approved by all the governing bodies listed in this guide and the UVU Board of Trustees.



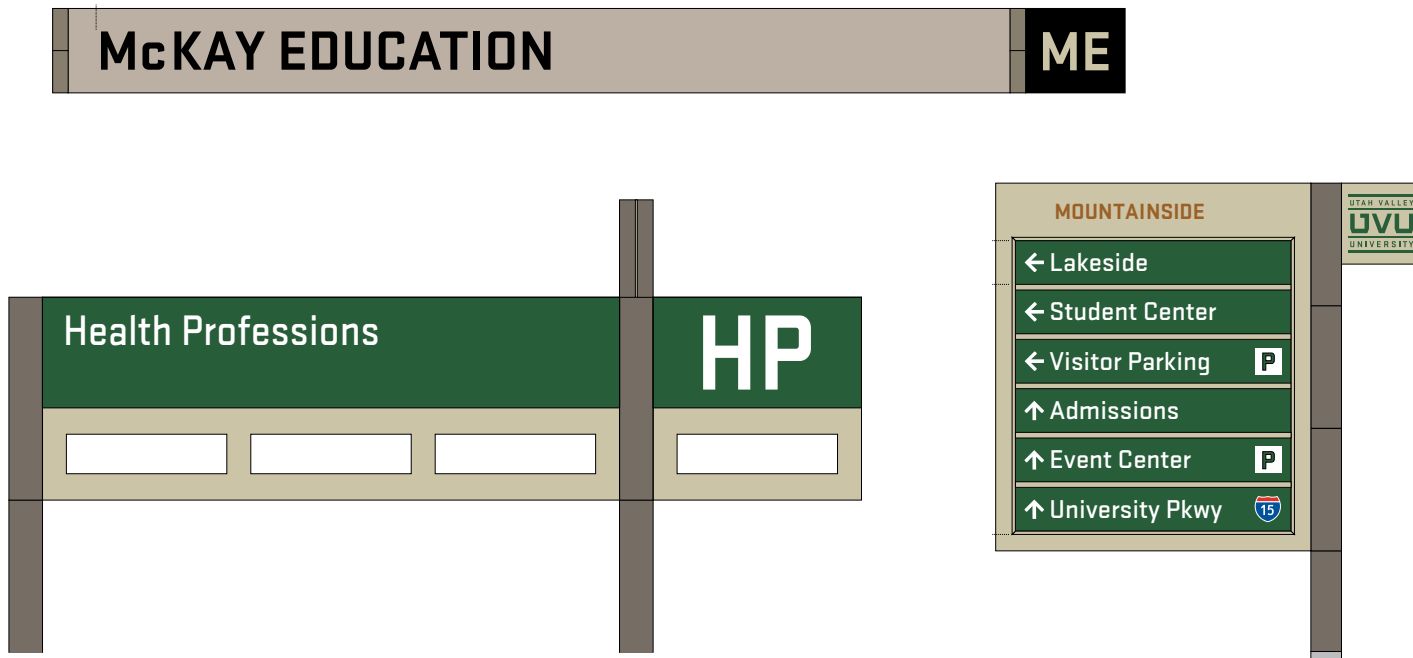
# Wayfinding Signage Guideline

## Exterior Wayfinding System

Signage is a visible expression of the UVU brand and helps our visitors, students, and employees navigate campus. All exterior wayfinding signage is initiated and managed by the office of the VP of Administration/Strategic Relations. All building and wayfinding signage on UVU's campuses is maintained by Facilities Management as part of the campus master planning project. Strict guidelines create a consistent method of building identification for wayfinding purposes. When new buildings are added to our campus, how they will affect multiple directional signs must be considered and

coordinated and costs evaluated. Donor names other than the building name itself (Keller Building, Clarke Building, etc.) are not included in wayfinding signage. To coordinate wayfinding signage changes, contact Facilities.

University Marketing and Communications will also work with Student Affairs and Web Development to implement naming across all maps and digital and print collateral.



# Wayfinding Signage Guideline

## Interior Wayfinding System

In keeping with these specifications — and to ensure compliance with Americans with Disabilities Act and other state and federal mandates — the Donor Signage Guidelines create additional recognition elements that can be integrated with the standard department/room identity signage system for interior donor recognition. All interior wayfinding signage is initiated and managed by the VP of Administration/Strategic Relations. In most cases, the donor recognition materials are added in addition to the wayfinding signage and not applied on the wayfinding signage elements. UVU does

not allow adding donor content to wayfinding signage. This standard exists to prevent confusion in campus navigation, expense, and logistical challenges associated with excessive signage changes. In some situations, larger named spaces (such as dōTERRA Auditorium) or new building names will need to be added to interior wayfinding directional signage. It is recommended that a representative from IA Donor Relations contact the Facilities member managing the wayfinding system to initiate these changes.

