

**University  
Brand  
Guidelines**

**GVU**™

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## It's actually easy being green.

At Utah Valley University, we're all about student success. That also applies when it comes to our verbal and visual identity.

We use consistent fonts, colors, photographs, designs, logos, and themes to advance our mission to help every student succeed in work and life.

These brand guidelines will help strengthen your messaging and make it easier for all of us to be Wolverine green.

At UVU, we tell everyone to **come as you are – there’s a place for you**. Our brand voice reflects that philosophy. No matter what you’re writing, if the personality and emotion behind your words match that voice, you’ll be showing what makes us Wolverines.

The UVU voice is based on four principles:

**Empower your audience:** Project positive energy that empowers readers to reach their potential.

**Be friendly:** Embrace your audience and treat them as who they are — as individuals and part of the UVU community.

**Rep the brand:** Keep UVU at the forefront of all communication and messaging.

**Be authentic:** Appeal to your audience with honest and real communication.

When you use these principles in your writing, you’ll end up with messaging that sounds and feels like UVU’s voice. You don’t have to use all four in every message — consider your audience and objectives and select the most relevant principles.

Our university writing style guide can help refine your writing even more. If you’ve ever wondered about the official name of a building, when to spell out words instead of using numbers, or how to refer to a program or degree, we’ve got your back. Find the guide at [uvu.edu/marketing](https://uvu.edu/marketing).



## Meet the UVU voice.

Words matter. When writing copy and headlines for UVU, consider not only the clarity and content of your message but also the feelings your words invoke.

Keep these words and emotions in mind as you write to help guide you in the right direction.

### UVU's personality is:

- Approachable
- Authentic
- Curious
- Driven
- Engaged
- Inclusive
- Innovative
- Optimistic
- Passionate
- Purposeful

### UVU's tone is:

- Knowledgeable, not stuffy
- Personal, not distant
- Genuine, not pretentious
- Clear, not ambiguous
- Accessible, not exclusive

You should also keep in mind UVU's official mission statement, values, action commitments, and objectives. These drive everything we do. Read more here: [uvu.edu/president/mission.html](https://uvu.edu/president/mission.html)

Need more help with your writing? Contact University Marketing and Communications for a consultation.

## We bleed green.

Our brand appearance demonstrates our commitment to welcoming students and empowering them to achieve their dreams.

The UVU aesthetic is characterized by:

- Clean lines and logos
- Generous spacing
- Traditional, linear fonts
- Green, black, white, and silver colors
- Simple, stylish line icons and graphics

Consistency is a good look. To maintain our visual identity and build university recognition, follow the standards in this guide for all graphic design elements.



Have you ever wondered why the first “U” in our logo has that little hook? Look again, and shift your perspective. Do you see it now? That design helps frame the shape of Utah and UVU’s place in the heart of the state with Utah’s largest student body population.



A logo is often the first thing people notice when they see an asset. Use the official versions of the UVU logo below to identify the university in different situations.

## SQUARE

The square version of the institutional mark is the primary representation of the university. **Tip:** *This should be your default choice in all situations where size, placement, and usage appropriately permit.*

## HORIZONTAL

Designed for limited situations, the horizontal logo is intended for special use when space or size constraints exclude appropriate use of the square logo. **Tip:** *This logo is ideal for pens or shirts or when used in conjunction with other horizontal logos.*

## MONOGRAM

This simple logo is best used for audiences already familiar with the university. **Tip:** *For audiences outside of Utah, the square logo is recommended over the monogram.*

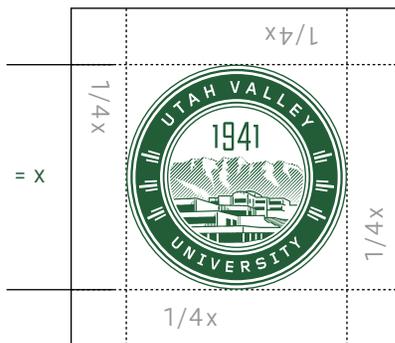
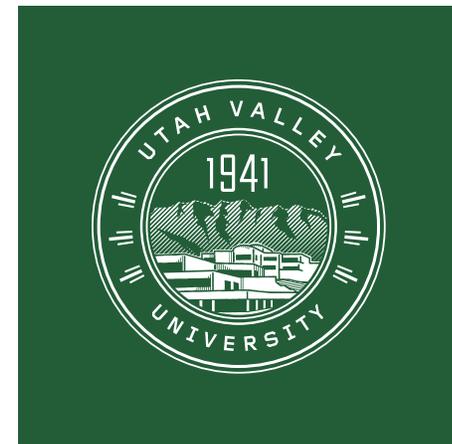
Download UVU logos at [uvu.edu/marketing](https://uvu.edu/marketing).

## Seal the deal.

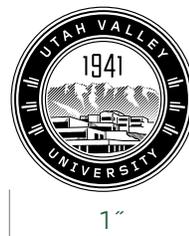
The university seal symbolizes UVU's growth from a vocational school in 1941 to the largest university in Utah today. The university seal should only be used for special occasions. In general, save the seal for formal documents like diplomas and certificates.

### COLOR SCHEME

The seal is to be used in one color: Pantone 7483, Pantone 8001 (silver), black, or reversed white. The background should offer sufficient contrast for legibility. The seal may also be used as blind embossed or blind debossed, a watermark, or a foil stamp.



**Clear space:** To determine clear space, the height of the seal has been defined as "x." The proper clear space for the seal is at least 1/4x.



**Minimum size:** Proper logo size is vital to maintaining readability for the university seal; it should never be reproduced smaller than 1" in diameter. The production method should dictate the true minimum size of the seal. If the seal is "plugging" or looking blotchy, it will need to be bigger.

**Reversed version:** A specific file has been created for the reversed white version; see example above. Do not simply reverse the black or green version. Correct files can be downloaded from the marketing website at [uvu.edu/marketing/branding](http://uvu.edu/marketing/branding).



Request a secondary logo at [uvu.edu/marketing](https://uvu.edu/marketing).

## Symbolize your spot within UVU.

We use consistent logos across the university to showcase our shared campus culture. To highlight your department or division's place within the UVU brand, you may use a customized secondary logo.

### HOW TO GET A SECONDARY SYMBOL

Secondary marks can be ordered online at [uvu.edu/marketing/branding](https://uvu.edu/marketing/branding). Orders must be approved at the AVP or associate dean level (or higher) and by University Marketing and Communications before they are created and released. **Campus entities are not permitted to create their own logos.**

### SECONDARY SYMBOL GUIDELINES

1. The secondary logo may stand alone on materials for internal audiences (such as on-campus digital signage). For external audiences, we recommend also adding the square university logo (say on the back of a brochure), or have the full university name spelled out somewhere prominent.
2. Secondary symbols may be used on webpages but must not replace the institutional UVU mark in the primary header of the web templates.
3. Don't use secondary symbols on letterheads, business cards, or envelopes.
4. The same color and clear-space requirements that apply to UVU's primary logo also apply to secondary logos.

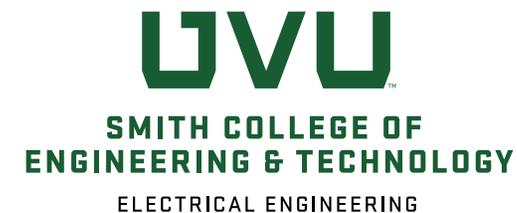
## Find your place within a place.

Sometimes, it's important to show your place within your place, within UVU. To bring more presence back to the primary college or center, the tertiary logo system has been added to our core branding package. Use the tertiary system when it is important that the primary college or center still carries the recognition in the brand.

### TERTIARY LOGO GUIDELINES

1. The tertiary logo can be used for all marketing materials, such as flyers, posters, digital signage, brochures, handouts, etc. It would replace needing additional secondary marks.
2. Do not manipulate size or spacing relationships of the lines of text in the logo.
3. With a few exceptions, the tertiary logo is not for use for product applications.
3. On materials for internal audiences, the tertiary logo may stand alone. For external audiences, adding an additional square university logo to your project is also encouraged.

Request a tertiary logo at [uvu.edu/marketing](https://uvu.edu/marketing).



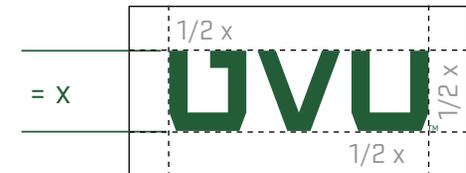
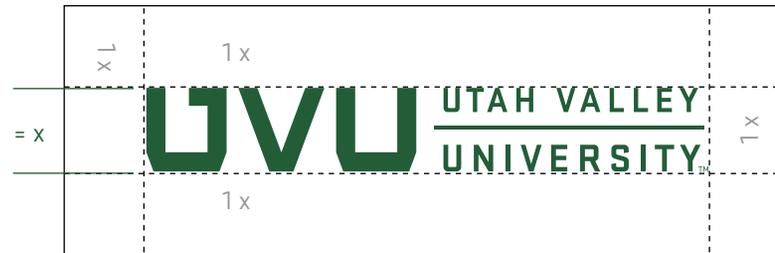
## Give the UVU logo space to breathe (and room to shine).

The UVU logo should be surrounded by generous space so it can be easily recognized. Clear space protects the mark from distraction, leveraging the power of our brand. Nothing should overlap with the symbol or interfere with its legibility.

### SIZING

Make sure the logo is proportionally sized to command attention confidently. Depending on your asset, you'll need to adjust the logo's size so that it is neither overpowering (too large) or understated (too small).

**Clear space:** To determine clear space, the height of the "UVU" monogram has been defined as "x."



**Minimum size:** These minimum size measurements are only a guide and will not be appropriate for all reproduction methods, such as embroidery.

Our brand identity is not only communicated through the words we choose but also how the words themselves appear. We use traditional, linear fonts to create recognizable, professional, and uniform messaging across divisions and departments.

## General use fonts

Staying on brand should be easy. That's why the fonts below are web-safe and readily available in all programs. The fonts listed below are free and can be easily downloaded from [fonts.google.com](https://fonts.google.com).

### Institutional secondary and web

**Rajdhani** Web-safe version to replace Stratum on web applications

AaBbCc123 ABCD

**Source Sans** Available in Extra Light, Light, Regular, Semibold, Bold, Black

AaBbCc123 *ABCD*

**Source Serif** Available in Extra Light, Light, Regular, Semibold, Bold, Black

AaBbCc123 *AaBbCc*

**Montserrat** Available in Extra Light, Light, Regular, Medium, Semibold, Bold, Extra Bold, Black

AaBbCc123 *AaBbCc*

**Arial** Available in Regular and Bold

AaBbCc123 *AaBbCc*

## Brand fonts

Stratum is the primary university font. Request access to our university license to use Stratum by emailing [brand@uvu.edu](mailto:brand@uvu.edu). Adobe Garamond is available through the Adobe Creative Suite.

### Institutional primary: Stratum 1

AaBbCc123 ABCD  
Stratum 1 Thin

AaBbCc123 ABCD  
Stratum 1 Light

AaBbCc123 ABCD  
Stratum 1 Regular

AaBbCc123 ABCD  
Stratum 1 Medium

AaBbCc123 ABCD  
Stratum 1 Bold

AaBbCc123 ABCD  
Stratum 1 Black

### Institutional primary: Adobe Garamond

AaBbCc123 *AaBbCc*  
Adobe Garamond Pro, Regular and Italic

AaBbCc123 *AaBbCc*  
Adobe Garamond Pro, Semibold and Semibold Italic

AaBbCc123 *AaBbCc*  
Adobe Garamond Pro, Bold and Bold Italic

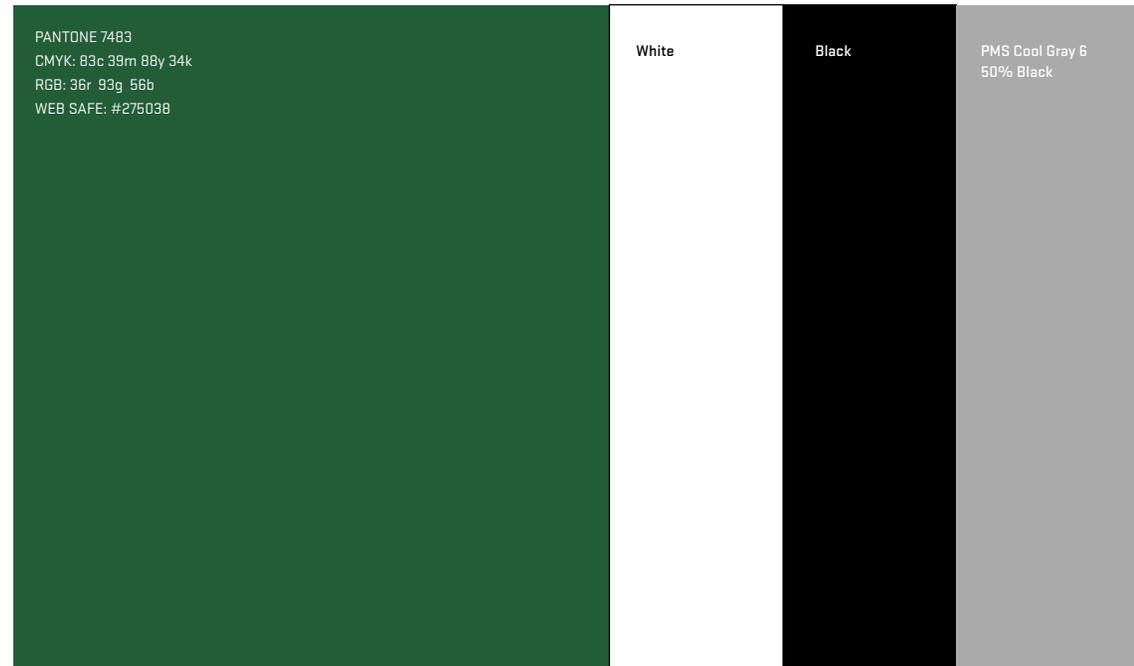
## Go green. (But make sure it's the right green.)

Not just any green will do when it comes to maintaining UVU's consistent brand presence. Pantone 7483 is the official UVU green.

UVU's color palette is green, black, white, and silver. All official university marks must be printed in these colors.

The secondary greens shown here are also part of our color palette. Use them to add a pop of brightness to the primary colors.

### PRIMARY COLOR PALETTE



### SECONDARY GREEN COLOR PALETTE



### SPECIALTY SILVER



# Logo dont's

The UVU logo should be easily recognizable, legible, and consistent. Here are a few examples of what not to do with the symbol.



**Don't** create a white box to put a green logo in if the background is green. Rather use the white logo on a green background.



**Don't** use the logo on a complex photo or patterned background that will interfere with legibility.



**Don't** alter the color. Please see page 8 for approved color schemes.



**Don't** reverse the logo on a color that is too light.



**Don't** combine or put two logos too closely next to each other (follow the clear-space guidelines found in this guide).



**Don't** delete or add any of the individual elements.



**Don't** alter the proportion of the logo horizontally or vertically.



**Don't** use a full-color logo on a dark or nonbrand, background.



**Don't** use the "U" by itself.



**Don't** alter or rearrange any of the primary elements.



**Don't** alter the typography or alter the proportions of individual elements.



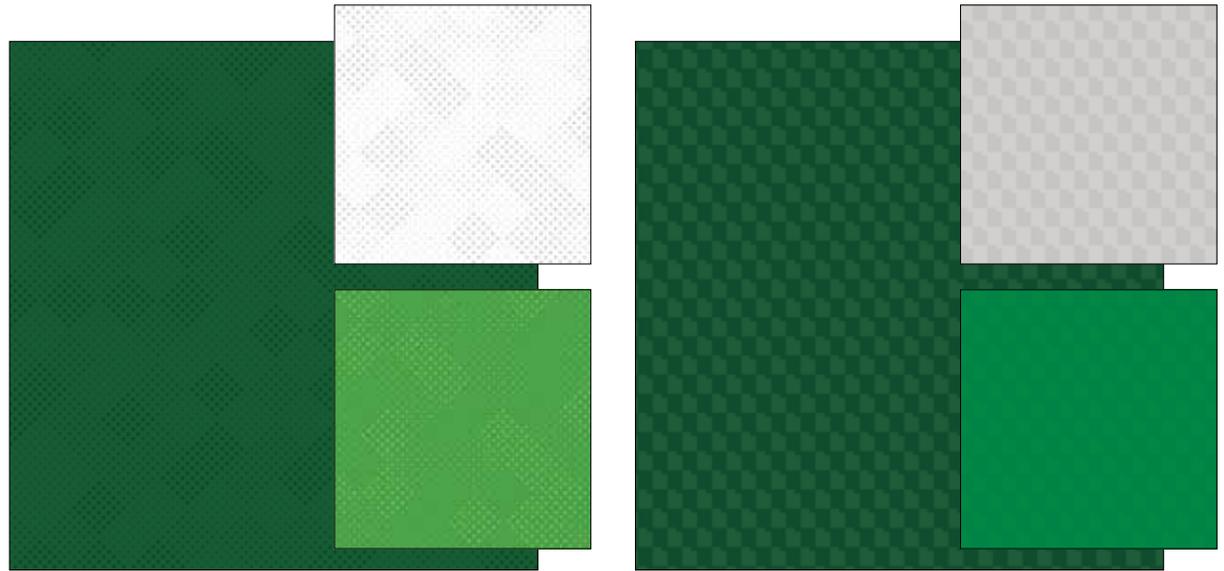
**Don't** angle the logo when it is used as the primary mark or signature for any university communication piece.

## Create designs with unique UVU personality.

On-brand patterns and graphics add interest and texture to our assets, welcoming the eye and inviting our audience to learn more.

To add that extra UVU flavor to your designs, download our professional patterns, icons, and templates for print, digital, or promotional materials.

Download these files at [uvu.edu/marketing](https://uvu.edu/marketing).





THEATER



FINE ARTS



PHOTOGRAPHY



DESIGN



MUSIC



COMMUNICATIONS



WRITING



ENGLISH



LANGUAGE



DEAF STUDIES



CULINARY



OUTDOOR REC



PSYCHOLOGY



SOCIOLOGY



FAMILY STUDIES



EDUCATION



HUMANITIES



HISTORY



ART HISTORY



PHILOSOPHY

## Be iconic.

Icons are a language of their own and can speak volumes without words. Use this library of icons to tell a visual story and capture the audience's attention.

The icon library contains symbols representing every aspect of university communication. The complete library download includes a master Adobe Illustrator file and individual icons saved as a .png in four different colors. Still can't find what you need? Please contact [brand@uvu.edu](mailto:brand@uvu.edu).

Download the files at [uvu.edu/marketing](https://uvu.edu/marketing).

## Paint the picture.

Charts, symbols, and graphics support our mission of accessible education by simplifying data and illustrating the unique narrative of UVU. The data visualization tools included here are examples of how to highlight numbers and data in clean, clear, and compelling ways.

The downloadable icon file on our website includes an illustrator file with the working master document. You'll also find ready-made data images in a PowerPoint format that can be added to your presentations.

**Please note:** The data can be edited. It is the user's responsibility to verify all facts and numbers against data provided by Institutional Research at [uvu.edu/IR](http://uvu.edu/IR).

Download the files at [uvu.edu/marketing](http://uvu.edu/marketing).



Student percentage

Student percentage

The University Data Visualization style guide provides additional guidelines on how to build and display data. Find this guide and additional templates on the marketing site under icons and data graphics.



**Did you know?**  
For every dollar the state invests in Utah Valley University, UVU returns \$8 in value to the state



Download UVU-branded cards that say “Thank You,” “Happy Birthday,” or “Congratulations.” These cards can be printed for your department through Print Services.



Access the design template files and cards at [uvu.edu/marketing](https://uvu.edu/marketing).

## Download designs for your department or division.

Need a UVU-themed marketing flyer on the double? No problem. Our ready-made design templates are user-friendly, on-brand, and high quality.

Template kits include a predesigned poster (11 x 17), flyer (8 1/2 x 11), postcard (6 x 9), and trifold brochure (4 x 9). Design template files are delivered via InDesign format and use UVU’s approved fonts and colors. We’ve also included PowerPoint versions of these templates so you can easily save them as a PDF and send them to print.

### Kit download instructions:

1. Download a kit and open the zip folder.
2. Install fonts from the fonts folder.
3. Open .indd document in Adobe InDesign.
4. Change text to meet your needs.
5. Replace the default images with your own, or visit the UVU General Use Gallery.

### Card download instructions:

1. Download the PDF file of the card.
2. Print on your own printer if available, or
3. Email file to [printservices@uvu.edu](mailto:printservices@uvu.edu). Print Services can help you customize your card with your department logo, print and fold any quantity of cards, and provide blank card envelopes.

## Want your message to be seen? Put it on the screen.

You've probably noticed the digital advertising boards around campus, and so have our students. Digital signage is highly effective in communicating and promoting upcoming events, conferences, classes, or programs.

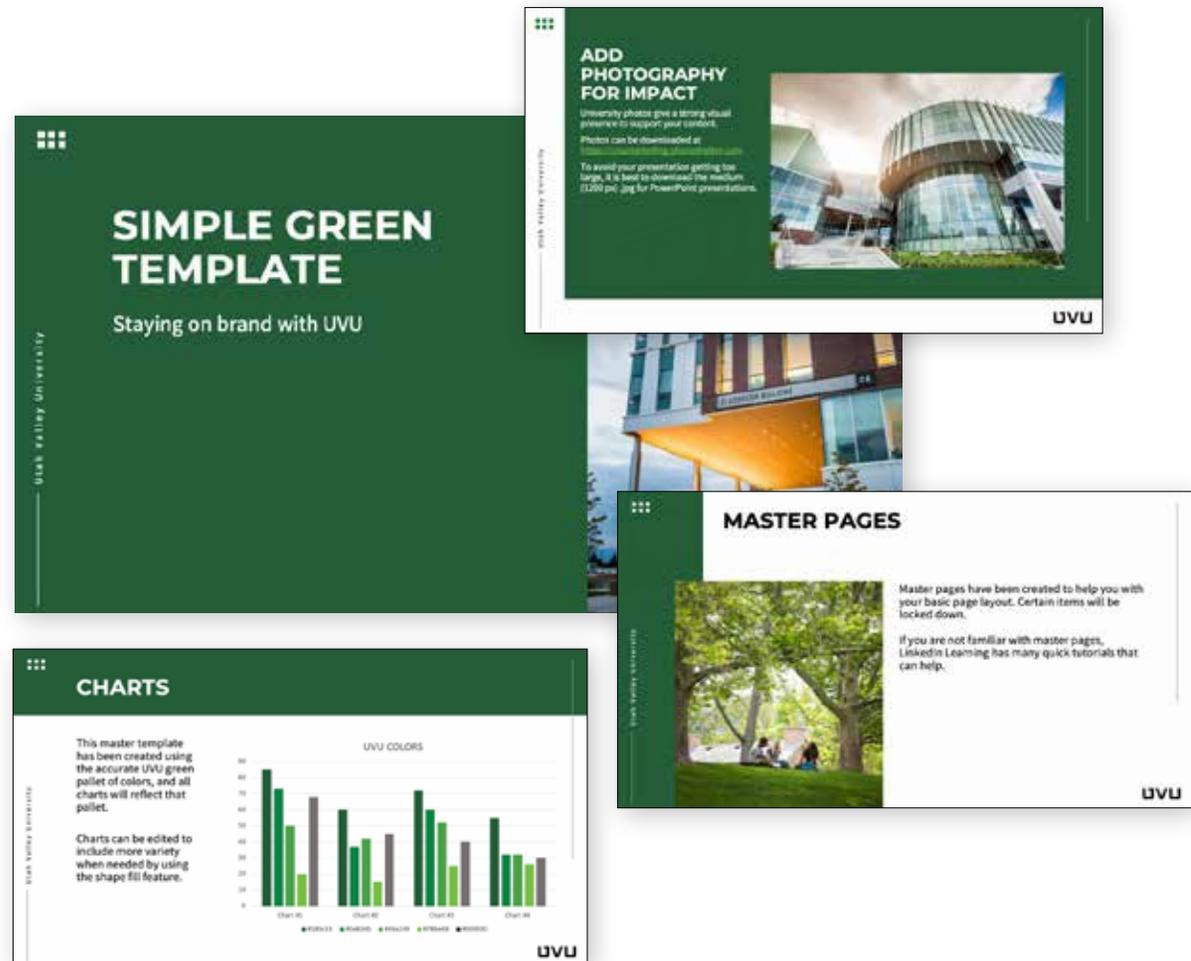
Use our ready-made digital signage templates to display your information in UVU style. Files are available in Adobe Illustrator and PowerPoint. Save your final file in a .jpg format before sending it to [digitaldisplay@uvu.edu](mailto:digitaldisplay@uvu.edu), who will have your signage running on the digital boards within 48 hours. Content can run for up to two weeks (or until your event date has passed).



Download the files at [uvu.edu/marketing/ds/](https://uvu.edu/marketing/ds/).

## Send the right message with on-brand presentations.

Our ready-made PowerPoint presentation templates feature UVU colors, photography, and branding. Choose from six different design templates. The colors and logos will give your presentation a distinct UVU look and feel.



Download the files at [uvu.edu/marketing](https://uvu.edu/marketing).

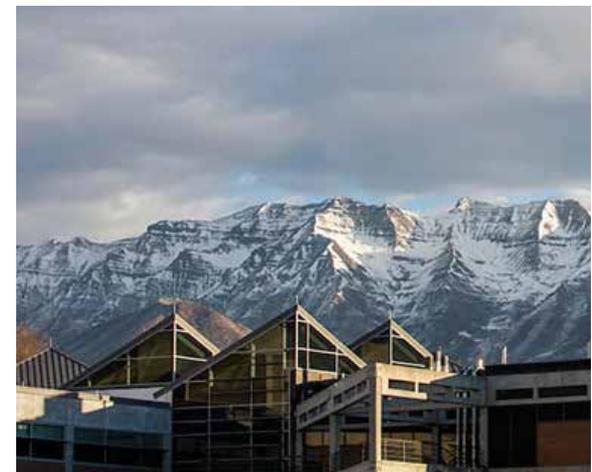
## Social media is a powerful tool.

Getting the most out of your social media channels requires committed time, effort, energy, and most of all, strategy. Before starting any social media account for your department, conference, program, or event, consult with University Marketing and Communications so we can help you start strong. To set one up, send an email to [social@uvu.edu](mailto:social@uvu.edu).

For more information about social media here at UVU, please visit [uvu.edu/marketing](http://uvu.edu/marketing).



Cover photo banner images for social media should be simple and not contain text. Using our classic campus photography, we have created 30 pre-sized images that can be used as Facebook and Twitter header images. Header images for Facebook, Twitter, and LinkedIn do not need to be approved by the social media team.



## Naming

The handle of all social media accounts should start with UVU.

Examples: @uvuXXXX or @uvu\_XXXX.

Page names should state the department or program followed by the words “at UVU”.

Examples:

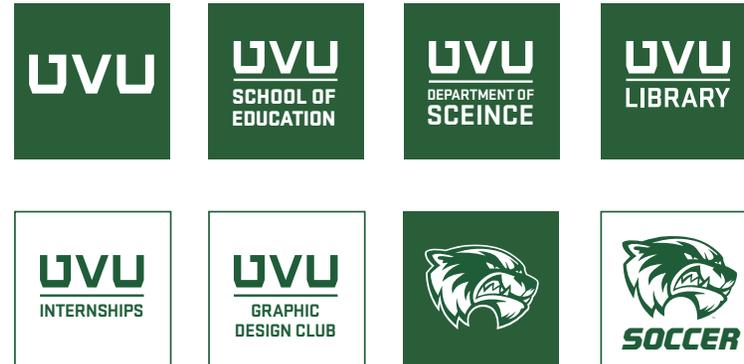
@uvu\_nursing would be: Nursing at UVU

@uvuadmissions would be: Admissions Department at UVU

@uvu\_fultonlibrary would be: Fulton Library at UVU

## Crisis communications

Should a crisis occur, do not share, post, or comment regarding the incident on your social media channels, and do not reshare information or posts from main university channels.



Profile images must be approved before they are used. To request your custom profile image, please email [social@uvu.edu](mailto:social@uvu.edu).

## BEST PRACTICES FOR SOCIAL MEDIA

**Be committed.** Know who your audience is and provide value to them by posting relatable content consistently.

**Be active.** Interact when appropriate with your followers and make your page an engaging destination.

**Have a strategy.** Create social media strategies that support your department’s objectives and help you meet your goals.

**Polish your visuals.** Use high-resolution images, videos, and graphics.

Add a professional touch to your emails with official UVU logos and branding.

Instructions on how to easily create a custom signature and apply it to your email are available at [uvu.edu/marketing](https://uvu.edu/marketing).



FULL NAME  
Job Title  
UTAH VALLEY UNIVERSITY

Stationery and business cards can be ordered directly from Print Services. A digital stationery file can also be requested. Place an order for stationery at [uvu.edu/printingservices](https://uvu.edu/printingservices).



FULL NAME  
UTAH VALLEY UNIVERSITY  
Job Title  
Department Title



FULL NAME  
UTAH VALLEY UNIVERSITY  
Job Title  
Department Title  
[myemail@uvu.edu](mailto:myemail@uvu.edu)  
(801) 863-0000

## We live in a visual world.

As technology accelerates, visual communication becomes more important — and attention spans continue to shrink. Great photos can cut through the noise and grab the audience's attention.

The best photos capture a compelling narrative that evokes an emotional response in the viewer. We're here to help you tell those stories.





## Whatever your visual goals, UVU Photo can help.

We collaborate with campus community members to understand your unique needs and create the greatest impact. UVU Photo will guide photo sessions and use creative post-processing techniques to help you fulfill your vision and connect with your audience.





To request photo services and view UVU Photo's charging structure, visit [uvu.edu/marketing](https://uvu.edu/marketing).

High-quality campus photos are readily available at [uvumarketing.photoshelter.com](https://uvumarketing.photoshelter.com).

Be sure to browse the UVU Photo Gallery at [uvuphoto.exposure.co](https://uvuphoto.exposure.co) for examples of powerful visual storytelling.

## We are the proud Wolverines.

We all love to cheer on our UVU student-athletes. But the guidelines for athletics branding are a little different from other university materials. Check out the following tips and instructions on how to use the Wolverine logo and athletic fonts and colors so we're all cheering for the same team.



The Wolverine mascot is the most recognizable symbol of UVU in the athletic community. Keeping logo use and presentation clean and accurate is key to that growth. That means making sure the Wolverine is used in the right colors, sizes, and combinations. Consistency is a good look.

While the Wolverine can be a stand-alone element, additional branding with the university logo or the athletic wordmark is encouraged. Example: If you place the mascot logo on the left breast of a sport shirt, place the university logo or athletic wordmark on the sleeve or back of the shirt.



5/8"

**Minimum size:** Reproduction should be accurate and legible. Do not use the logo if a small size or production process distorts the graphic.



**Clear space:** To determine clear space, the height of the primary athletic mark has been defined as "x." Clear space should be at least 1/4x.



**Reversed version:** Please do not try to reverse the original version. Special reversed files for all logos have been created for you, and you can download them at [uvu.edu/marketing](http://uvu.edu/marketing).

## COLOR SCHEME

The color palette for athletics is the same as the primary palette for the university as found on p. 11.

NOTE: All color standards have been shared with the university's licensed vendors.

## CLEAR SPACE

Clear space is intended to protect the mark from distractions in various applications. Nothing should overlap with it or interfere with its legibility.

## SIZING

Adjust the logo's size so it is neither overpowering (too large) or understated (too small).

UVU’s athletic wordmarks have been designed to stand alone or accompany the Wolverine. But it’s important to remember these are trademarked images — they shouldn’t be added to or manipulated in any way. Fortunately, we’ve provided plenty of options so you can decide what works best for you.



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



Typography included in the official institutional and athletic logos  
CANNOT be changed or altered in any way.



1 1/4"

**Minimum size:** Reproduction should be accurate and legible. Do not use the wordmark if a small size or production process distorts the graphic.

Download university athletic logos at [uvu.edu/marketing](http://uvu.edu/marketing).

# Combinations

If you're looking to use both the mascot and athletic wordmarks, they can be combined in the configurations shown here. Options are available using a variety of wordmarks in combination with the Wolverine. Just make sure you're using files provided by University Marketing and Communications — we've made sure that all the mixing and matching stays consistent.

**Minimum size:** The minimum size for this combination is the same requirement as for the wordmark and Wolverine mark. Accurate and legible reproduction should be used as the rule of thumb. If a small size or production process distorts the image, it should not be used.

**Clear space:** Follow general guidelines established for the Wolverine and the wordmarks.



**Reversed version:** A specific file has been created for the reversed version; see the example above. Do not simply reverse the black and green version. Download the correct files from the marketing website at [uvu.edu/marketing](http://uvu.edu/marketing).



All versions can be downloaded at [uvu.edu/marketing](http://uvu.edu/marketing).

These versions of the athletic marks are also available.

Please consider your audience when deciding which version to use. Factors may include national versus local audiences, athletic versus academic, and prior familiarity with the university. If you have questions about the most appropriate usage, please contact Marketing and Communications to help you decide.



**Reversed version:** A specific file has been created for the reversed version; see the example above. Do not simply reverse the black and green version. Download the correct files from the marketing website at [uvu.edu/marketing](http://uvu.edu/marketing).



## Strong in words, strong in battle.

These fonts are not intended to completely replace all existing university typography. They may replace some and complement others. They offer the weight, character, and interest needed to build and support the new university identity.

The “UVU Wolverine” font may be used only with express permission from UVU Athletics.

### Athletic primary

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

Vitesse Sans Light

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

Vitesse Sans Book

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

Vitesse Sans Medium

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

Vitesse Sans Bold

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

Vitesse Sans Black

### Athletic custom (headlines only)

**A B C D E F G H I J K L M**

**N O P Q R S T U V Z X Y Z**

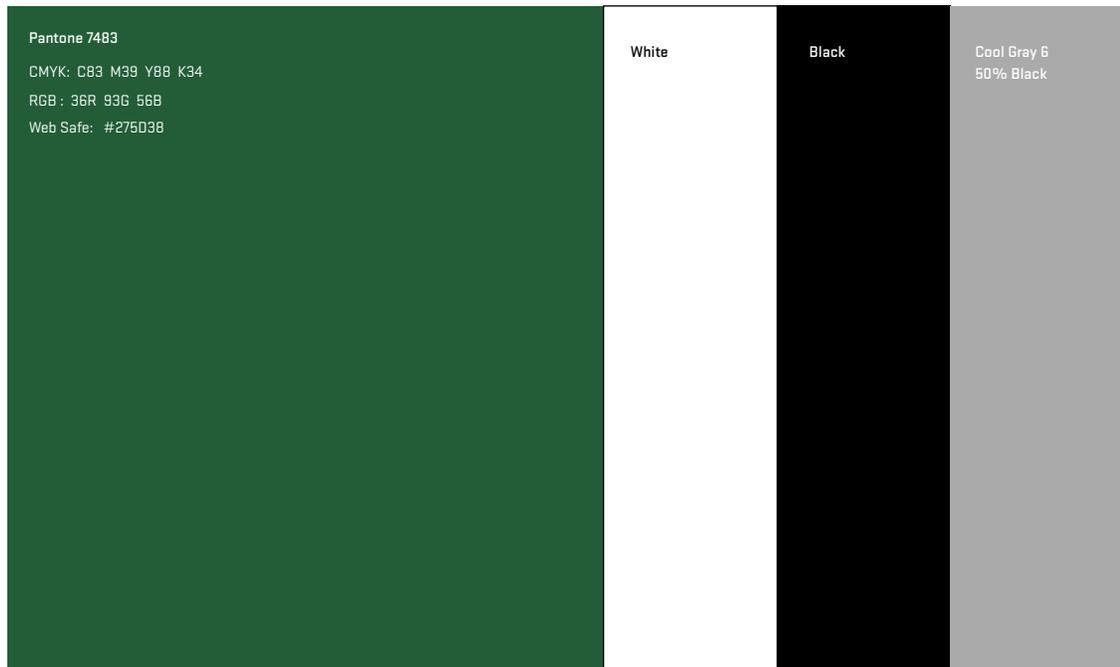
**1 2 3 4 5 6 7 8 9 0**

UVU Wolverine

## Stand up and cheer mighty green.

For many people, sports are the first exposure they have to UVU. That's why it's so important to keep our athletics branding fresh, creative, and consistent. Make sure you're showing Wolverine pride by using the right colors.

### PRIMARY COLOR PALETTE



### SECONDARY GREEN COLOR PALETTE



# Athletic logo don'ts

The examples shown here illustrate a number of incorrect uses and are not intended to be a complete list. Never apply these examples. If you are not sure about the permissibility of any particular application, please contact University Marketing and Communications.



**Don't** alter the color. Please see p. 31 for approved color schemes.



**Don't** reverse the logo for use on a different background. A specific logo has been designed for this purpose.



**Don't** alter the proportion of the logo horizontally or vertically.



**Don't** alter the relationship between the wordmark and the Wolverine mark.



**Don't** reflect or mirror the mark so it is facing left instead of right. Do not rotate or tilt the mark.



**Don't** distort the wordmark in any way.



**Don't** partner the athletic wordmark with nonathletic departments or programs.

## Look good, feel good.

We love seeing Wolverine green out in the community. But it's important to make sure the gear that gets out there is using the right colors, logos, and standards. We've set up purchasing approval processes to make sure the UVU you see is the one we want to promote.

Download our product and promotional templates at [uvu.edu/marketing](https://uvu.edu/marketing).

## Keep it legal.

Approved trademark-licensed vendors must produce products bearing the UVU name or trademarks to ensure we're all on the same team. This helps protect our vendors and us from various liabilities. It's a win-win.

For more details about licensing, visit [uvu.edu/marketing](https://uvu.edu/marketing).

A trademark is a word, phrase, symbol, or design that legally identifies and distinguishes the source of the goods of one party from those of another. Basically, when you see a trademark, it means that the product is legit.

UVU trademarks are legally protected both in the state and federally. In addition, brand extensions called secondary unit logos may be used by campus entities to create uniform consistency and identify the unit's association with the university.

Campus entities are not permitted to create their own logos. Secondary unit logos can be ordered through UMC and must be approved at the associate vice president and associate dean level.

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