

# UTAH VALLEY UNIVERSITY

## QUICK BRAND GUIDELINES



Full guide and asset downloads can be found at [www.uvu.edu/marketing](http://www.uvu.edu/marketing)

### PRIMARY LOGO



### TYPEFACE

#### PRIMARY

# STRATUM

Ideal for: Headlines/Subheads/Body

Stratum is UVU’s primary typeface and the cornerstone of our visual identity. It creates a unified, recognizable voice across all communications and **should be used as the lead font in most applications**, from headlines to body copy. Activate UVU’s brand fonts at ***fonts.adobe.com*** using your UVU credentials.

#### SECONDARY

## PROXIMA NOVA

Ideal for: Headlines/Subheads/Body text

## FACTORIA

Ideal for: Headline/Callout

## Sutro

Ideal for: Subheads/Quotes/Callout

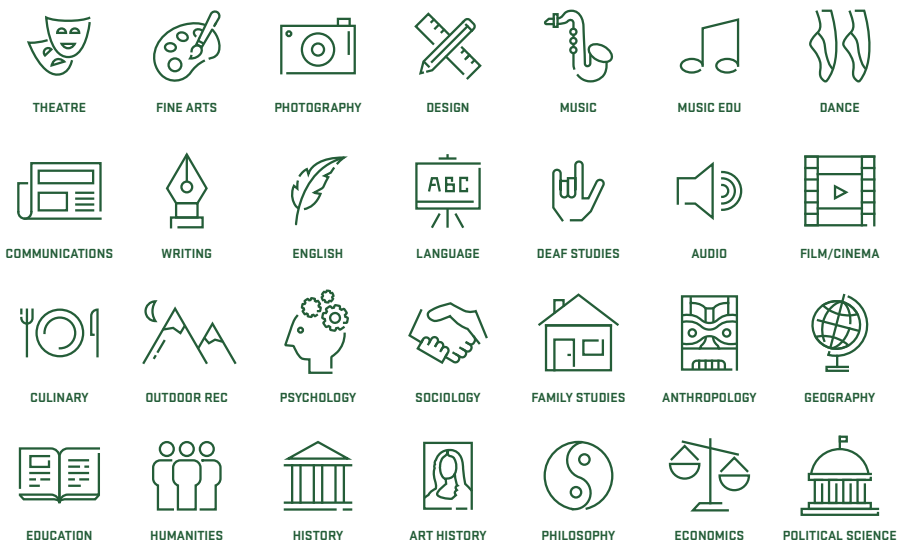
## Sources San

Ideal for: Body Text

### BRAND ELEMENTS & PATTERNS



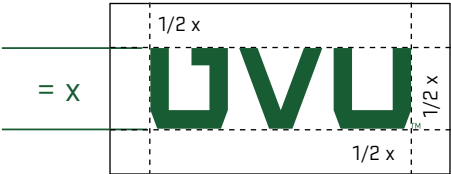
### ICON LIBRARY EXAMPLES



### PRIMARY MONOGRAM

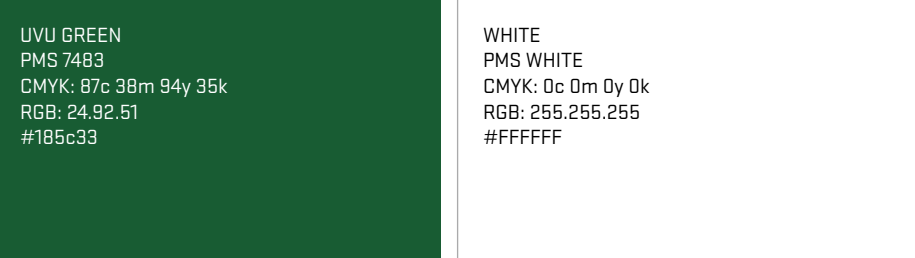


**Always maintain proper size and spacing when using the UVU logo** or unit lockups to ensure they remain clear, legible, and recognizable. The minimum width for the UVU monogram is .5 inches. Scale all elements proportionally to meet this standard.

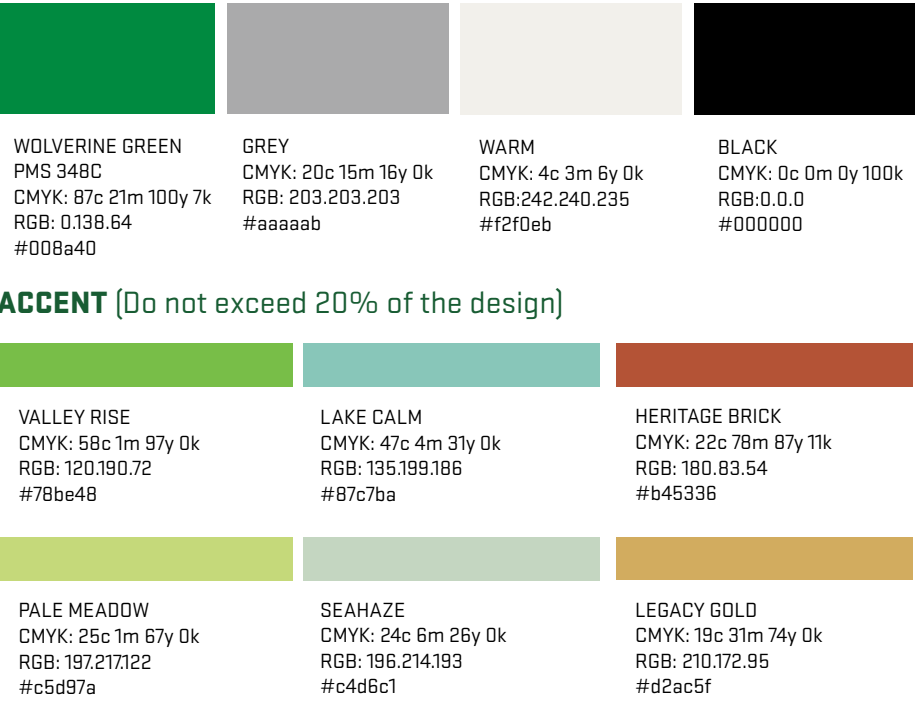


### BRAND COLORS

#### PRIMARY



#### SECONDARY (Do not lead with secondary colors)



### BRAND GLOSSARY

**Brand Identity**  
The consistent look and feel of all UVU communications. This includes fixed elements such as logos, colors, and fonts that unite UVU and make our brand recognizable.

**Logo**  
The primary mark that represents UVU. This includes the university logo, the UVU monogram, and the university seal, each used in specific contexts.

**Secondary Mark**  
A lockup that includes a college, department, or program name. Used by internal units/groups to identify themselves within the UVU brand. It follows a **standardized format** and ensures each area is visually tied to the core UVU identity.

**Unique Mark**  
Custom mark that **serve a clear, strategic purpose for time-limited campaigns or events**. These graphics should be thoughtfully designed to complement UVU’s brand identity, not compete with or replace logo or secondary marks.

**Brand Elements**  
Visual elements such as patterns, icons, or illustrations designed to support your content and add visual interest. **Content and context should lead design, not the other way around.**

This quick brand guide provides a high-level overview; for details and comprehensive standards, please visit [uvu.edu/marketing](http://uvu.edu/marketing) or contact [brand@uvu.edu](mailto:brand@uvu.edu)