

UTAH VALLEY UNIVERSITY

QUICK BRAND GUIDELINES

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

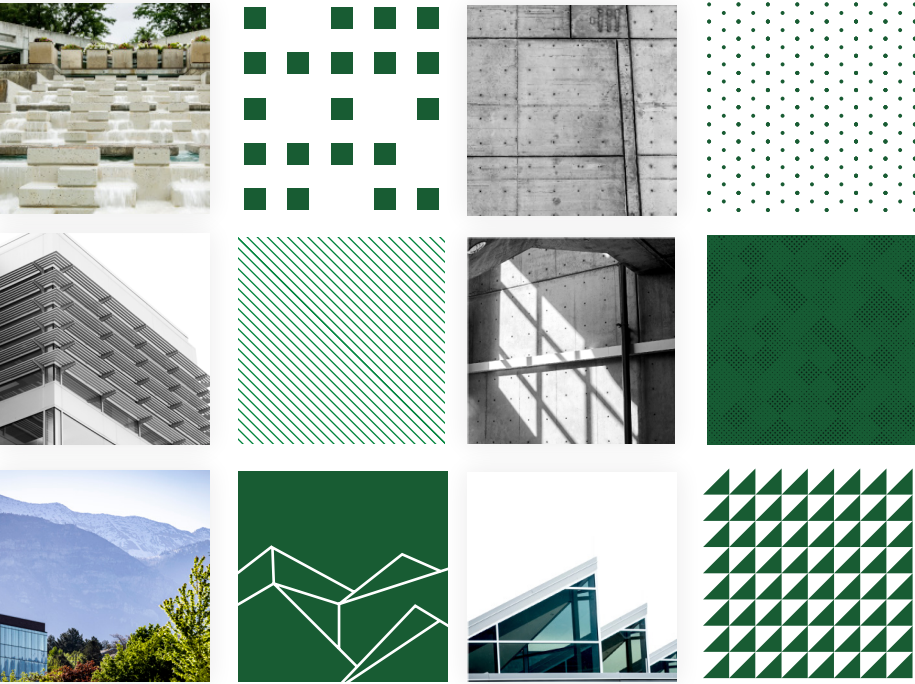
Sutro

Ideal for: Subheads/Quotes/Callout

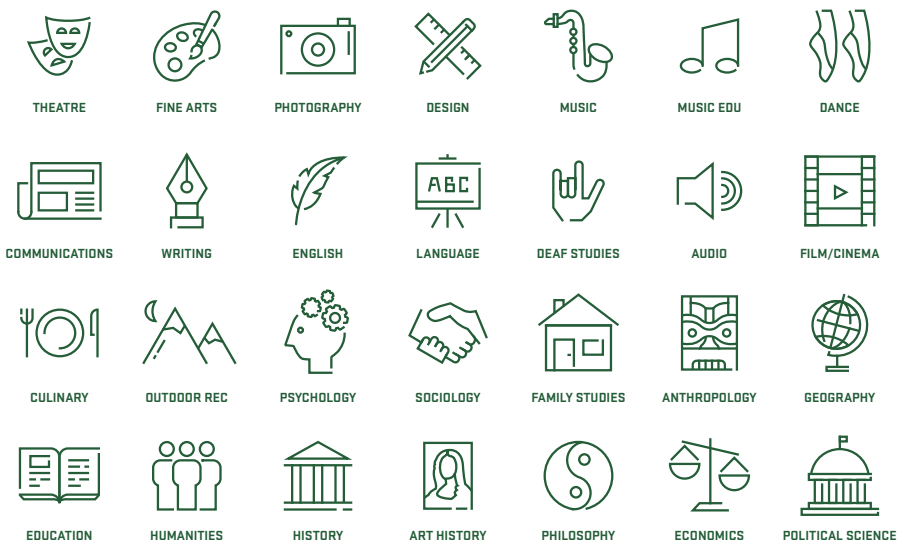
Sources San

Ideal for: Body Text

BRAND ELEMENTS & PATTERNS



ICON LIBRARY EXAMPLES

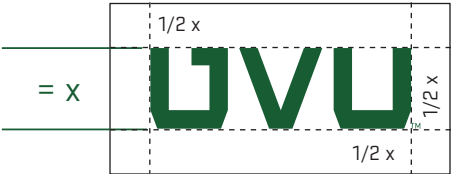


Full guide and asset downloads can be found at www.uvu.edu/marketing

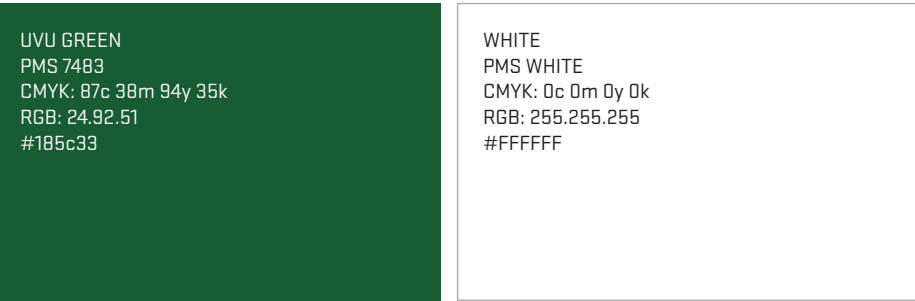
PRIMARY MONOGRAM



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.



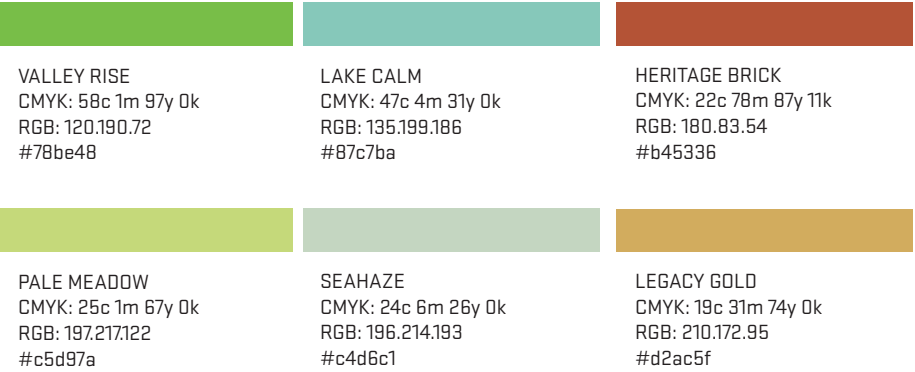
BRAND COLORS



SECONDARY (Do not lead with secondary colors)



ACCENT (Do not exceed 20% of the design)



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 or contact brand@uvu.edu