

UTAH VALLEY UNIVERSITY QUICK BRAND GUIDELINES

PRIMARY LOGO



TYPEFACE

PRIMARY STRATUM

Ideal for: Headlines/Subheads/Body

SECONDARY

PROXIMA NOVA

Ideal for: Headlines/Subheads/Body text

Sutro

Ideal for: Subheads/Quotes/Callout

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.

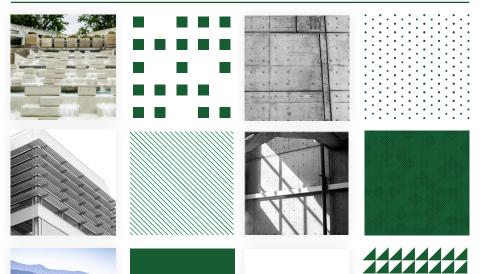
FACTORIA

Ideal for: Headline/Callout

Sources San

Ideal for: Body Text

BRAND ELEMENTS & PATTERNS



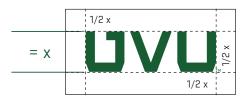
Full quide and asset downloads can be found at www.uvu.edu/marketing

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

UVU GREEN PMS 7483 CMYK: 87c 38m 94y 35k RGB: 24.92.51 #185c33

PMS WHITE RGB: 255.255.255 #FFFFFF

WHITE CMYK: Oc Om Oy Ok

SECONDARY (Do not lead with secondary colors)

WOLVERINE GREEN PMS 348C CMYK: 87c 21m 100y 7k RGB: 0.138.64 #008a40	GREY CMYK: 20c 15m 16y 0k RGB: 203.203.203 #aaaaab	WARM CMYK: 4c 3m 6y Ok RGB:242.240.235 #f2f0eb	BLACK CMYK: Oc Om Oy 100k RGB:0.0.0 #f2f0eb

ACCENT (Do not exceed 20% of the design)

VALLEY RISE CMYK: 58c 1m 97y Ok RGB: 120.190.72 #78be48	LAKE CALM CMYK: 47c 4m 31y Dk RGB: 135.199.186 #87c7ba	HERITAGE BRICK CMYK: 22c 78m 87y 11k RGB: 180.83.54 #b45336
PALE MEADOW CMYK: 25c 1m 67y Ok RGB: 197.217.122 #c5d97a	SEAHAZE CMYK: 24c 6m 26y 0k RGB: 196.214.193 #c4d6c1	LEGACY GOLD CMYK: 19c 31m 74y 0k RGB: 210.172.95 #d2ac5f

BRAND GLOSSARY



ICON LIBRARY EXAMPLES



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 <u>uvu.edu/marketing</u> or contact <u>brand@uvu.edu</u>