



PRESIDENTIAL STYLE GUIDE

TWO THOUSAND & EIGHTEEN

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This guide is meant as a resource for university personnel working on collateral specifically related to the current university president. Before you begin working on any material that claims direct presidential involvement, please obtain the appropriate approval from the Office of the President.

PRESIDENTIAL STYLE GUIDE

In partnership with UVU Development & Alumni, Prospective Student Services, and the Office of the President, Marketing & Communications has developed a style guide for the president of Utah Valley University. This style guide provides recommendations based on elements and principles of writing, branding, and design. The following guidelines have been established for the purpose of maintaining uniformity and clarity in official university publications and materials when referencing the university president and related people, events, and places. This will ensure that any collateral created for the president will be consistent with the UVU brand while providing a style specific to President Astrid S. Tuminez.

This guide will give specific direction on fonts, colors, photography, writing, formatting, and logos pertaining to the presidential style. Rules for writing are built upon the established guidelines of The Associated Press Stylebook and relate specifically to UVU. For additional style guidelines, please see the University Style Guide, available at uvu.edu/marketing.

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STYLE *of the* PRESIDENT

President Tuminez’s brand is based on academic seriousness while championing those who traditionally do not have access to higher education. She is a world leader in technology and political science, yet is approachable and concerned about students and the community. She should be presented as forward-thinking, sophisticated, and progressive — in both words and design. She is a committed community partner, with the best interest at heart of both the university and her neighbors throughout UVU’s service region and the state of Utah.

President Tuminez’s brand aesthetic includes generous white space with clean lines and contemporary, diverse photography. Please consider these aspects when designing materials for the president. The pronunciation of President Tuminez’s last name is as follows: Too-MEE-nez.

PLEASE NOTE:

The president’s husband, Jeffrey S. Tolk, has his own unique style and brand, which must be taken into consideration when writing or designing for an event in which he is involved. For more information, see the enclosures.

WRITING STYLE

PRESIDENT ASTRID S. TUMINEZ

On first reference, the university president will always be referred to by her complete name. Always include middle initial on first reference. On second reference, use title and last name. Subsequent verbal references should use both title and last name, while subsequent written references (a press release, for example) should use last name only.

UVU President Astrid S. Tuminez attended the groundbreaking.

President Tuminez said she was pleased with the new design.

This building is the first dedicated by Tuminez since arriving at UVU.

It is appropriate to refer to President Tuminez by her first name in approved informal instances when it is important to establish familiarity with the audience. In most cases, this applies to verbal rather than written descriptions or presentations. It is never appropriate to refer to President Tuminez as Astrid in any official capacity. It is unnecessary to list academic titles with the university president's name. Capitalize "president" only if the title immediately precedes the name:

Utah Governor Gary R. Herbert and UVU President Astrid S. Tuminez attended the gala.

As president of the university, Tuminez addressed the attendees.

The president needs to approve all scripts for the event.

WRITING STYLE *(continued)*

JEFFREY S. TOLK

On first reference, the spouse of the current university president will always be referred to by his complete name. On second reference and thereafter, use last name only.

Jeffrey S. Tolk has made extending higher education access and opportunities to young people throughout Utah a top priority.

Tolk hosts an annual luncheon with leaders from around the area to highlight the opportunities available.

When referring to the spouse of the current university president when he is acting in an official university capacity on his own (without the president), the term “first gentleman” should be used in all formal settings and “Mr. Tolk” on subsequent references. The phrase “husband of the president” should be used in all casual settings.

Jeffrey S. Tolk, first gentleman of the university, spoke at the event.

Mr. Tolk told the audience about financial planning.

PRESIDENT TUMINEZ WITH JEFFREY S. TOLK

When referring to President Tuminez and Jeffrey Tolk together, either verbally or in writing, the reference should change depending on the formality of the event.

Generally, the standard reference applies on all references:

President Astrid S. Tuminez and husband, Jeffrey S. Tolk, addressed the audience.

UVU President Astrid S. Tuminez and her husband, Jeffrey S. Tolk, hosted the gala.

President Tuminez presented her goals for the next year, and Mr. Tolk delivered remarks on inclusivity.

WRITING STYLE *(continued)*

Presidential Signature

When including a signature from President Tuminez, include her full name (without title) under the signature, followed by title and the university name. If others are pictured with a name and title (with or without a signature), make their format consistent with President Tuminez's.

[signature]

Astrid S. Tuminez

President, Utah Valley University

[signature]

Elaine S. Dalton

Chair, UVU Board of Trustees

If it is difficult to make their format match President Tuminez's, or if President Tuminez is a secondary host of the event, it is acceptable to revise the format to match theirs instead.

[signature]

Gary R. Herbert

Governor of Utah

[signature]

Astrid S. Tuminez

President of Utah Valley University

WRITING STYLE *(continued)*

Office of the President

The Office of the President should always be referred to as such (not the President's Office). The office is located in BA 218 and is mail stop 186.

Former Presidents

For former presidents, refer to them as former presidents on first reference, following capitalization rules, and last name only thereafter.

After former UVU President Matthew S. Holland joined the university in 2008, he added 26 new bachelor degrees.

Holland, former president of UVU, enjoyed meeting with students.

OFFICIAL BIOS

PRESIDENT TUMINEZ OFFICIAL BIO

President Tuminez’s bio should be tailored to the audience when appropriate, emphasizing those aspects of her presidency that are most relevant for the event and the audience.

Formal Written Bio

Dr. Astrid S. Tuminez was appointed the seventh president of Utah Valley University (UVU) in 2018, and is the institution’s first female president. Tuminez brings to UVU a broad and rich experience in academia, philanthropy, technology, and business. Born in a farming village in the Philippine province of Iloilo, Tuminez moved with her parents and six siblings to the slums of Iloilo City when she was 2 years old, her parents seeking better educational opportunities for their children.

Eventually this led Tuminez to the United States, where she earned a bachelor of arts degree from Brigham Young University, a master’s degree from Harvard University (where she was a resident tutor for undergraduates at Mather House), and a doctorate from the Massachusetts Institute of Technology.

Tuminez’s storied career includes positions as senior consultant to the U.S. Institute of Peace, with responsibility for a peace process between the Philippine government and the Moro Islamic Liberation Front; director of research (alternative investments) at AIG Global Investment; and program officer at Carnegie Corporation of New York, where her grant-making focused on democratization, market reform, and non-proliferation of weapons of mass destruction. Tuminez also ran the Moscow office of the Harvard Project on Strengthening Democratic Institutions in the 1990s, and worked with key reformers including Mikhail Gorbachev and Eduard Shevardnadze. Tuminez sat on the boards of Singapore American School and the Bank of the Philippine Islands (BPI). She was also chair of the board of ASKI Global, an NGO that promotes financial literacy and entrepreneurship among migrant workers, especially domestic helpers, in Singapore. Tuminez is an international adviser to the Global Economic Symposium and, formerly, to the Institute on Disability and Public Policy in ASEAN and the Asian Women’s Leadership University Project.

Prior to joining UVU, Tuminez worked for Microsoft in Singapore as regional director for Corporate, External, and Legal Affairs (Southeast Asia). Her Microsoft team supported 15 markets and drove government affairs, policy and regulatory engagements, academic and non-profit relations, and other activities to enhance understanding and use of technology for the public good. Tuminez is also the former vice dean of research and assistant dean of executive education at Asia’s premier school of public policy, the Lee Kuan Yew School of Public Policy (National University of Singapore). At the LKY School, she trained over 2,000 government officials and private sector professionals in leadership and organizational change.

BIOS *(continued)*

In 2013, Tuminez received the Filipina Women’s Network’s “100 Most Influential Filipinas” recognition. She has been a U.S. Institute of Peace Scholar, a Freeman Fellow of the Salzburg Global Seminar, a Harvard Kennedy School Fellow, a distinguished alumna of Brigham Young University, and a fellowship recipient of the Social Science Research Council and the MacArthur Foundation.

Tuminez is a permanent member and former Adjunct Fellow of the Council on Foreign Relations in New York. She is the author of “Rising to the Top? A Report on Women’s Leadership in Asia” and “Russian Nationalism Since 1856: Ideology and the Making of Foreign Policy” (Rowman and Littlefield, 2000), as well as numerous articles, essays, and op-eds on a range of subjects. She was awarded the 2016 Gold Standard Award for Professional Excellence by Public Affairs Asia for her work in corporate affairs and public policy.

Tuminez enjoys running, dancing, and martial arts. She and her husband, Jeffrey S. Tolk, have three children.

Formal Condensed Written Bio

Following a rich and storied career in business, philanthropy, and academia, Dr. Astrid S. Tuminez became the seventh president of Utah Valley University in 2018. She is the first woman to serve full-time as UVU president. Raised in the slums of the Philippines, Tuminez rose to become a world leader in the fields of technology and political science, most recently serving as an executive at Microsoft. She is also the former vice dean of research and assistant dean of executive education at the Lee Kuan Yew School of Public Policy, National University of Singapore.

BIOS *(continued)*

Short Bio (for speaker introduction)

Dr. Astrid S. Tuminez (pronounced Too-MEE-nez) was appointed the seventh president of Utah Valley University in 2018, and is the institution's first female president. Tuminez brings to UVU a broad and rich experience in academia, philanthropy, technology, and business. Born in a farming village in the Philippine province of Iloilo, Tuminez moved with her parents and six siblings to the slums of Iloilo City when she was 2 years old, her parents seeking better educational opportunities for their children.

Her pursuit of education eventually took her to the United States, to Brigham Young University where she graduated summa cum laude in 1986 with a bachelor's degree in international relations and Russian literature. She earned a master's degree from Harvard University in Soviet Studies (1988) and a Ph.D. from the Massachusetts Institute of Technology in political science (1996).

Before assuming her current position, President Tuminez was a world leader in the fields of technology and political science, most recently serving as an executive at Microsoft, where she led corporate, external, and legal affairs in Southeast Asia. Tuminez is also the former vice dean of research and assistant dean of executive education at the Lee Kuan Yew School of Public Policy, National University of Singapore, the premier school of public policy in Asia. She and her husband, Jeffrey S. Tolk, have three children. In her spare time, she enjoys running, dancing, and martial arts.

BIOS *(continued)*

JEFFREY S. TOLK OFFICIAL BIO

Formal Written Bio

Jeffrey S. Tolk has more than 25 years of experience in international banking, capital markets, private financing, and asset management. He began his career as a corporate lawyer with a large international law firm on Wall Street. He subsequently worked for Moody's Investors Service in New York City, where he was a pioneer in helping to create, structure, and analyze various derivatives-based products. Following Moody's, Tolk joined the Structured Credit group at HSBC, which transferred him to Hong Kong in 2003 as managing director and Asia head of structuring. While at HSBC, Tolk put together over 100 collateralized debt obligations, credit-linked notes, credit default swaps, total return swaps, and other derivatives-based structures.

In 2008 Tolk moved with his family to Singapore to be a portfolio manager and head of research at the Asian Debt Fund, a hedge fund focusing on distressed debt, special situations, and private equity in Asia. While at the fund, he made a number of successful investments, led major restructurings in Thailand and Indonesia, and provided financing for various companies throughout Asia.

While in Singapore, Tolk also worked at Standard Bank as Asia head of institutional and corporate solutions, and at Resource Capital Markets, where he structured the first all-Asian collateralized loan obligation (CLO). He is currently the owner of Eastgate Advisors Pte. Ltd., a Singapore-based consulting and advisory firm with clients in Indonesia, the Philippines, India, and Singapore. He continues to run Eastgate from Utah, along with his partners in Singapore.

Tolk holds a bachelor's degree from Harvard University, a law degree from Harvard Law School, and is a CFA charterholder. He is married to Utah Valley University President Astrid S. Tuminez. They have three children.

BIOS *(continued)*

Formal Condensed Written Bio

Jeffrey S. Tolk has more than 25 years of experience in international banking and asset management. He has practiced corporate law, worked as an analyst with Moody's, as a managing director with various investment banks, and as a portfolio manager with a hedge fund. He lived in Asia for the past 13 years. Tolk holds a bachelor's degree from Harvard University and a law degree from Harvard Law School. Tolk is married to Utah Valley University President Astrid S. Tuminez. They have three children.

Short Bio (for speaker introduction)

Jeffrey S. Tolk has more than 25 years of experience in international banking and asset management. He began his career as a corporate lawyer on Wall Street. He subsequently worked for Moody's Investors Service in the Structured Derivatives group. Following Moody's, Tolk joined the Structured Credit group at HSBC, which transferred him to Hong Kong in 2003 as managing director and Asia head of structuring.

In 2008 Tolk moved with his family to Singapore to be a portfolio manager and head of research at a hedge fund focusing on distressed debt, special situations, and private equity in Asia. While in Singapore, Tolk also worked at Standard Bank as Asia head of institutional and corporate solutions, and at Resource Capital Markets. He is currently the owner of Eastgate Advisors Pte. Ltd., a Singapore-based consulting and advisory firm.

Tolk holds a bachelor's degree from Harvard University, a law degree from Harvard Law School, and is a CFA charterholder. He is married to Utah Valley University President Astrid S. Tuminez. They have three children.

PRESIDENTIAL EVENT CATEGORIES

In addition to the style and characteristics of the president, other factors must be kept in mind when writing and designing for any of the many events that the president attends and participates in — from formal to informal. Be aware of the type of event as well as its intended audience when creating collateral for the president. Below are four categories and relevant events that provide guidance on how to design for a particular event.

Please consider the four categories below when creating materials in the presidential style.

1 | PRESIDENTIAL

- Awards of Excellence
- Commencement
- Scholarship Ball
- State of the University

2 | HIGH PROFILE

- Building events (groundbreakings, ribbon-cuttings, grand openings, anniversary celebrations, etc.)
- Freshman Convocation
- Major gift announcements
- VIP donor events (in- & out-of-state)

3 | MEDIUM PROFILE

- Alumni Awards
- Business & Economic Forum
- Culinary Arts Gala
- Executive Lecture Series
- Faculty Convocation
- Freshman Reading
- Juggernaut: The Utah Business and Economic Forum
- President's Advisory Board Breakfast
- Staff Fall Forum
- Wolverine Achievement Awards

4 | INFORMAL

- Alumni & Friends Society events (out of state)
- Athletic events (including tailgating)
- Auto Expo
- Family Fun Fair
- In-state movie nights
- Out-of-state alumni events
- Out-of-state movie nights

EVENT CATEGORIES

PRESIDENTIAL EVENTS

Presidential events are hosted by President Tuminez. These events require direct approval of all text and design from the president before any final product is published for public consumption (e.g., invitations, programs, scripts, ads, etc.) unless otherwise noted.

Awards of Excellence

The annual Awards of Excellence ceremony recognizes faculty and staff who dedicate their time and talents to students, scholarship, and the advancement of higher education. The Awards of Excellence include:

Board of Trustees Awards of Excellence, awarded to employees by the Board of Trustees to recognize their contributions to advancing UVU's mission.

Presidential Awards of Excellence, awarded to faculty and staff for their efforts in key areas related to UVU's mission and core themes (including efficiency and effectiveness, inclusion, leadership, scholarship, teaching and engagement, and student success).

Awards of Excellence 2013–2014

Board of Trustees Awards of Excellence

Presidential Awards of Excellence

Commencement

The annual commencement ceremony presents the dignity of academic tradition as the university's most formal academic event of the year, and as such requires a formal tone. The main audience of this event is graduating students and their families, but includes faculty, alumni, community members, and honored guests.

Utah Valley University's Seventy-Eighth Commencement

EVENT CATEGORIES *(continued)*

President's Scholarship Ball

The annual President's Scholarship Ball is Utah County's premier gala event. Funds raised through the ball are the primary support for the university's prestigious Presidential Scholarship, which awards 50 full-ride scholarships annually. The 700-person guest list consists of prominent businesses and citizens, including local and state elected officials.

Utah Valley University's Twenty-Eighth Annual President's Scholarship Ball

State of the University

The annual State of the University address is presented by President Tuminez to the faculty and staff of the university. The address discusses successes from the past year and strategic opportunities and challenges for the future. Capitalize in all references State of the University, but not address.

2019 State of the University address

In a previous State of the University address, President Tuminez announced her arts initiative.

HIGH-PROFILE EVENTS

High-profile events include high presidential involvement but are not hosted directly by the president. These events require presidential approval on final versions of all deliverables for public consumption (invitations, scripts, etc.).

Building events (groundbreakings, ribbon-cuttings, grand openings, anniversary celebrations, etc.)

Building events are often attended by local dignitaries and require a formal tone.

UVU Clarke Building Groundbreaking

UVU Science Building Ribbon-Cutting Ceremony

Freshman Convocation

The annual Freshman Convocation honors the incoming freshman class each year with a ceremony meant to serve as a bookend to their eventual graduation from the university, giving freshmen their

EVENT CATEGORIES *(continued)*

first taste of university life and expectations. The audience includes first-year students and their families, and the event includes presentations by the university president, student body president, and more.

Freshman Convocation

Major gift announcements

VIP donor events (in-state & out-of-state)

MEDIUM-PROFILE EVENTS

Medium-profile events include presidential involvement but are not hosted by the president, and do not necessarily feature the president in a prominent way. Only materials directly relating to the president need to be approved by the Office of the President.

Alumni Awards

Each spring, the UVU Alumni Association honors individuals for the contributions in advancing and promoting the university's goals and mission.

25th annual Alumni Awards

Culinary Arts Gala

The annual gourmet dinner is designed to spotlight the expertise of UVU's culinary arts students, as well as raise funds for culinary student scholarships. The students are placed in teams to create fine cuisines for guests to experience.

Culinary Arts Institute Gala

Faculty Convocation

In the fall, prior to the beginning of the school year, this convocation provides training and specialized messages for faculty.

the 2018 Faculty Convocation

EVENT CATEGORIES *(continued)*

Freshman Reading Program

The Freshman Reading Program serves as an introduction to academia for new college students. Before fall classes start, all new freshmen are invited to read a book chosen by President Tuminez. At the beginning of fall semester, freshmen are invited to attend a book discussion led by the president.

Freshman Reading Program

Juggernaut: The Utah Business and Economic Forum

This one-day forum features workshops, keynote speakers, and engaging opportunities with industry professionals and administrators from UVU.

third annual Business & Economic Forum

President's Advisory Board Meeting

Members of advisory boards are invited to join President Tuminez to engage in the university's mission and goals for the upcoming year.

UVU Advisory Board Meeting with President Tuminez

Presidential Lecture Series

The lecture series is an initiative to help enhance the academic exchange on campus by bringing in some of the nation's very best scholars to speak to UVU faculty, staff, and students.

UVU Presidential Lecture Series

Presidential Lecture Series

Staff Fall Forum

Leading into the start of a new school year, this forum geared toward staff offers training and specialized instruction.

the 2018 Staff Fall Forum

EVENT CATEGORIES *(continued)*

Wolverine Achievement Awards

The annual Wolverine Achievement Awards celebrate the pathway to wisdom forged by UVU's educators and students.

eighth annual Wolverine Achievement Awards

INFORMAL EVENTS

Informal events may or may not include presidential involvement, and require presidential approval only for items directly involving the president.

Auto Expo

The Auto Expo is one of the largest and best-known car shows in Utah. The expo supports student success in the university's Department of Automotive Technology. Proceeds from the event support scholarships in in-demand automotive training and program needs for the automotive department.

32nd annual Auto Expo & Swap Meet

Family Fun Fair

The Alumni Association's fair for families is a community celebration to showcase what the university has to offer — especially to those who once attended the university and their families.

*Utah Valley University Alumni Association Family Fun Fair
Family Fun Fair*

Alumni & Friends Society events (out of state)

Athletic events (including tailgating)

In-state movie nights

Out-of-state movie nights

LOGOS

The primary institutional mark should be used on all university collateral, following the guidelines in the University Branding Style Guide. The institutional seal is to be used on official university documents and should be used with discretion — not all collateral involving the president will require use of the institutional seal. When the institutional seal is used, please note that the seal does not replace the primary institutional mark; instead, the two should be used in tandem to effectively reinforce the UVU brand.

Official guidelines for use of the presidential seal are included below. Please follow the style guide rules closely for its use and the use of all official university marks.

THE UNIVERSITY SEAL

- Do not alter the proportion of the seal artwork — horizontally or vertically.
- Do not alter or add anything to the center illustration.
- Do not substitute a different font for “Utah Valley University” or “1941.”
- Please see the logo style guide for detailed size, color, and usage guidelines.

1 COLOR APPLICATION

The university seal should only be used in one color: institutional primary green, PMS 7483; metallic silver, PMS 8001; black; or reversed to white (using the reversed version shown to the right).

Foil, emboss, or deboss are also acceptable. A matte silver to match PMS 8001 or a metallic dark green are preferred for the foil stamp.



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REVERSED VERSION

If the background offers sufficient contrast for clear legibility, the reversed white version of the seal may be used.

This is a specific file modified for this purpose.

Do not simply reverse the 1-color version shown at the left. Notice the differences in this version, and use the accurate logo in every situation.



COLORS AND SIZING

Pantone 7483
#275038
RGB: 39 93 56

Black
#000000
RGB: 0 0 0

White
#FFFFFF
RGB: 255 255 255

Pantone 8001
#8E8C89
RGB: 142 140 137



MIN HEIGHT 1 INCH

FONT S

The fonts recommended for use in presidential collateral are traditional and conservative, to match the president's brand. It is important to note that the fonts listed below are not the only fonts that can be used in presidential collateral. There are many events involving the president that may require different fonts to embrace certain themes or audiences.

Below are the fonts that are recommended for the presidential style:

1| STRATUM 1

There is a whole family of fonts with Stratum. Please use this font primarily for titles, subtitles, pull quotes, and other display fonts, including graphic elements. This font can also be used as body copy.

Aa Bb Cc Dd Ee

2| ADOBE GARAMOND PRO

This font is used mostly for body copy. However, this font could also be used as titles or subtitles as well. This is a more traditional/conservative font and can be used in all categories from presidential to formal, and even other less-formal events.

Aa Bb Cc Dd Ee

PHOTOGRAPHY

The photography for the president should follow the standards set by the university. Below is the photo that the president has approved and recommended for biography, press release, or other press-related use. Additional approved lifestyle images of President Tuminez and her family can be accessed online at www.uvu.edu/president. For official usage and other university photography needs, see www.uvu.edu/marketing or contact University Marketing & Communications at 801-863-8037.

PRESIDENT ASTRID S. TUMINEZ OFFICIAL PHOTO



PHOTOGRAPHY

JEFFREY S. TOLK OFFICIAL PHOTO



PRESIDENT TUMINEZ & MR. TOLK OFFICIAL PHOTO



