

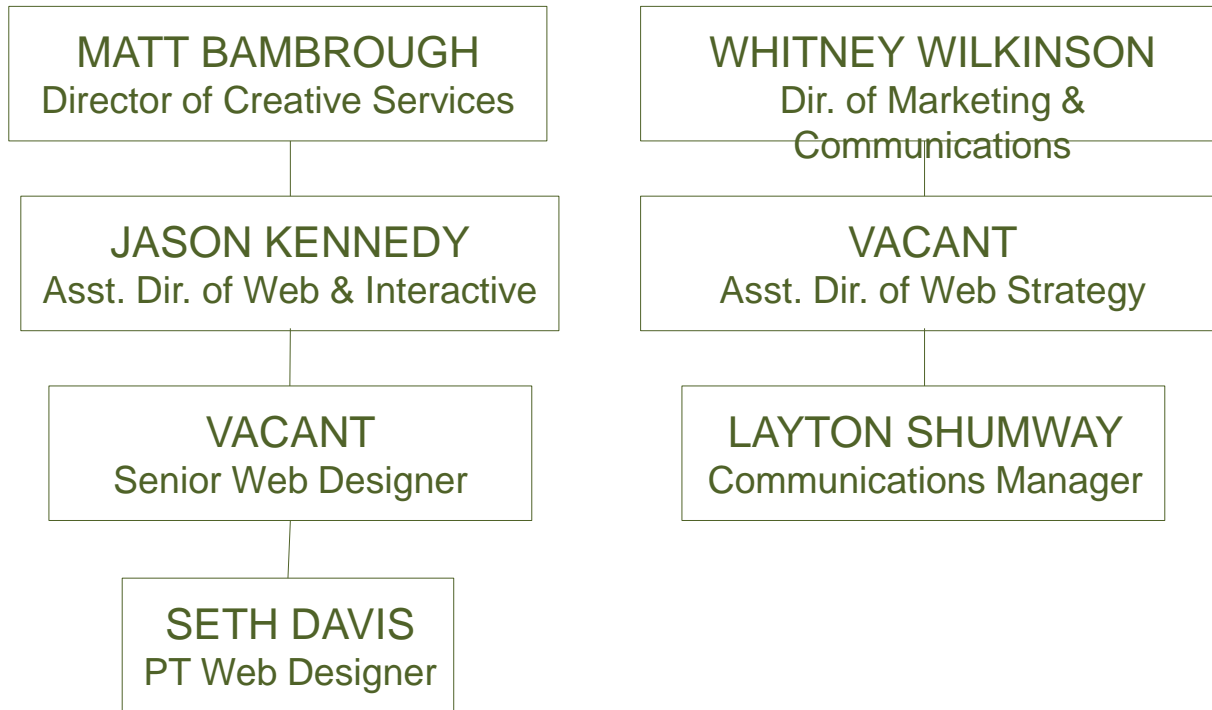
LOOK & FEEL

Maintaining the UVU brand
through web style guides &
standards for uvu.edu



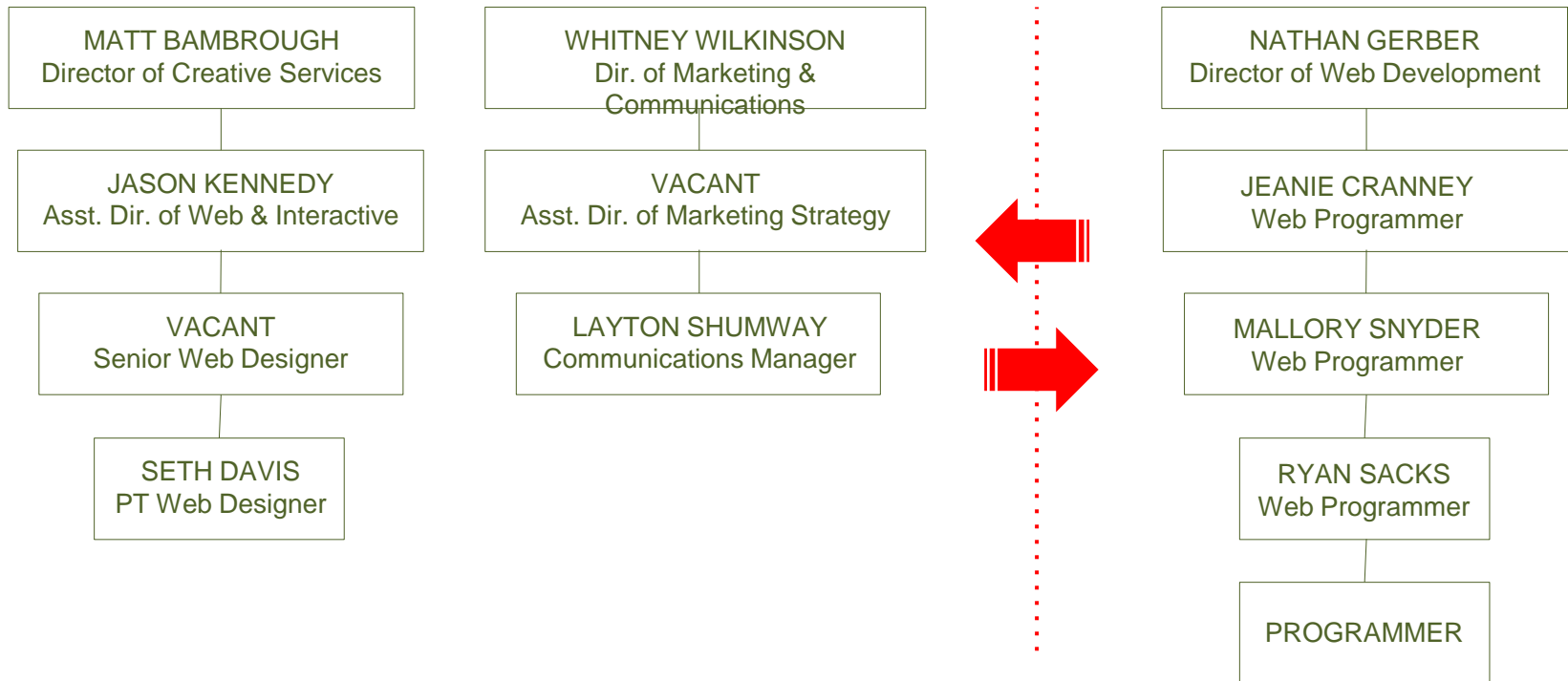
INTRODUCTION

University Marketing & Communications:



INTRODUCTION

Collaboration with Web Development Services (WDS)



INTRODUCTION

Request Web Services:

- *Web Design & Strategy – Contact Marketing*
- fill out request form
- *Web Development & Programming – Contact*
WDS
- get on OIT project list

INTRODUCTION

Resources:

- *uvu.edu/web*
 - other references regarding style and look & feel can also be found here
- *uvu.edu/marketing*
 - launching a new site & service request form in 2-3 weeks ([demo](#))

INTRODUCTION

Outline:

- Branding & Web Style Guide
- Web Template Guide
- Colors
- Fonts
- Images
- Photos
- Questions

BRANDING & WEB STYLE GUIDE

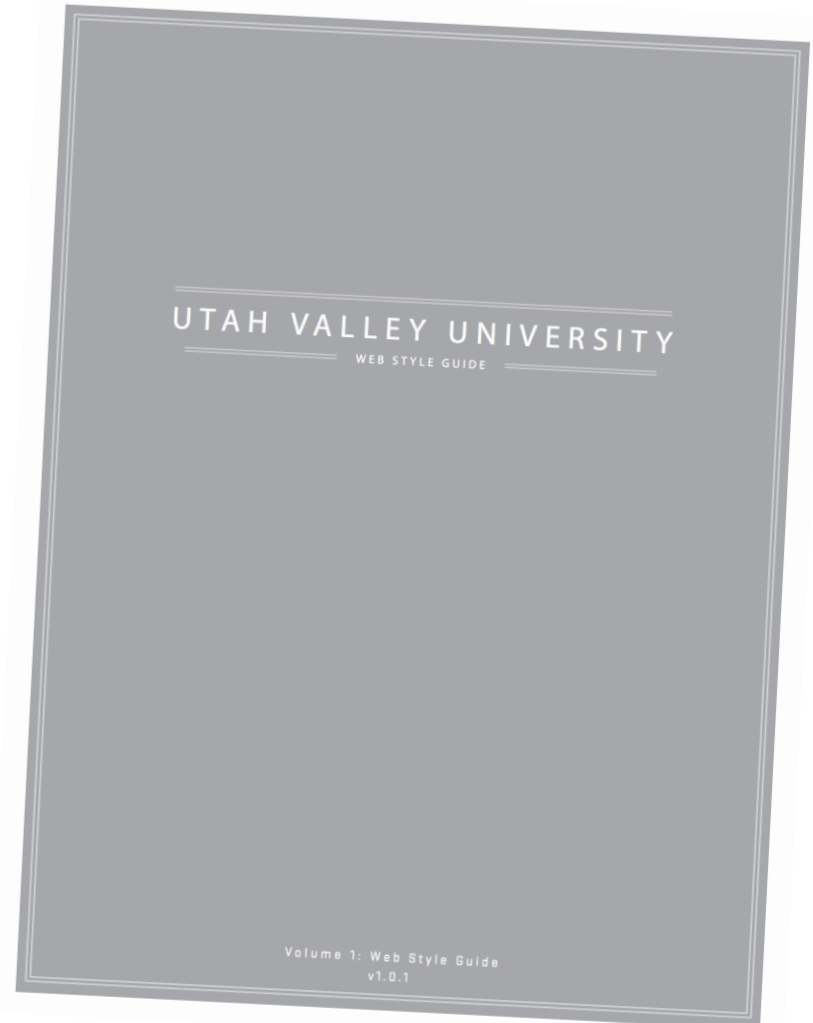
BRANDING & WEB STYLE GUIDE

Style Guide(s):

- 3 style guides
 - Writing standards
 - Logo standards
 - Web standards

Where to find them:

- uvu.edu/marketing
- uvu.edu/web



WEB TEMPLATE GUIDE

WEB TEMPLATE GUIDE

Template:

- Gives you the parameters to work within the UVU Brand.
- In the new look & feel
- Provides consistency
- Starting point for “best practices” in web design

Where to find:

- *uvu.edu/web*



UVU COLORS

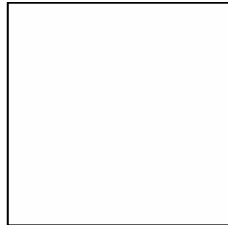
UVU COLORS

What are UVU's Main Colors?:

- *Green*
- *White*
- *Gold accent*



INSTITUTIONAL
L
PANTONE 575
#4d7123



WHITE



ATHLETIC
GREEN
PANTONE 350
#004715



ATHLETIC
YELLOW
PANTONE 458
#e9d66e

UVU COLORS

References:

- Style Guide
- uvu.edu/web



UVU FONTS

UVU WEB STANDARD FONTS

Web Safe Fonts:

Andale Mono

Arial

~~Brush Script MT~~

~~Comic Sans MS~~

Georgia

Impact

Times New Roman

Trebuchet MS

Verdana

Webdings

UVU Recommended Fonts:

- Stratum
- Arial
- Garamond

UVU WEB STANDARD FONTS

Template:

- Stratum is standard with new templates
- Arial is the body copy

Examples:

- [Ethics](#)
- Sustainability
- Summer University

UVU PHOTOS

UVU PHOTOS

UVU Photo Repository:

- Photoshelter – photoshelter.com
- password: gogreen
- August Miller – x. 8244 or august.miller@uvu.edu

Photos for Web “Best Practices”:

- Images should not be more than 1100 pixels wide
- Crop and size images for display size
- Standard size, 72 ppi

NOTE - Most web images should be under 100 Kilobytes

QUESTIONS