

CHSS

COLLEGE OF HUMANITIES AND SOCIAL SCIENCES

BRANDING GUIDE



The College of Humanities and Social Sciences offers a broad range of degrees and programs to give students the skills they need to excel after graduation, truly making them “Degrees to Anywhere.”

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OUR BRAND

The College of Humanities and Social Sciences (CHSS) is committed to helping students reach their full potential. Our diverse curriculum introduces students to new ideas, teaches them to solve complex problems, and engages them in hands-on learning that improves their critical thinking skills. Each member of the faculty and staff is dedicated to student success and fostering an environment that turns every degree into a **“Degree to Anywhere.”**

PLEASE CONTACT US

If you have any questions regarding the branding guide or need help creating any marketing materials, please don't hesitate to contact our CHSS marketing director Amanda Hyer or our CHSS graphic designer Kimberlee Curtiss. They would be more than happy to help you with all of your projects.

Amanda Hyer - CHSS Marketing Director

- AHyer@uvu.edu or ext. 6042

Kimberlee Curtiss - CHSS Graphic Designer

- Kimberlee.Curtiss@uvu.edu or ext. 6042

CHSS LOGO

The College of Humanities and Social Sciences (CHSS) has a secondary logo that works in conjunction with institutional logos.

Secondary Symbol Guidelines

1. The secondary logo can be used for all CHSS marketing materials such as flyers, posters, digital signage, brochures, handouts, etc.
2. On material for external audiences, the University logo **must** accompany secondary logos. For example, the secondary logo could be used on the front cover and the University logo on the back cover.
3. On materials for internal audiences the secondary logo may stand alone.
4. Secondary symbols may be used on web pages but must not replace the institutional UVU mark in the primary header of the web templates.
5. Secondary symbols are not to be used on letterhead, business cards or envelopes. All UVU stationery must be ordered through Printing Services (<http://printing.uvu.edu>).

CHSS Logo



Square Logo



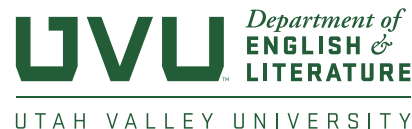
Monogram



CHSS DEPARTMENT LOGOS

Department-level secondary logos should be used conservatively. We want to unify the departments and help students recognize the college as a whole, so a college-level secondary logo should be used in most cases. Any collateral that will be displayed on campus should use the college-level logo.

Department-level secondaries logos may be used within your own department materials and in the classroom.



LOGO INTEGRITY

Logo Integrity

1. Never change the proportions of the logo vertically or horizontally or alter the appearance in any way.
2. Do not stack the logo's elements in any manner other than what has been established in the full, partial, and solo versions of the logo.
3. Avoid using background colors or images that reduce the contrast of the logo.
5. Do not change the font of the logo.
7. Do not rotate the full, partial, or solo version of the logo.
8. When using the logo, consider the space surrounding the logo to avoid creating conflicts with other elements.
9. Make sure the mark is applied at a confident size. This means the mark should never be overpowering (too large) or understated (too small) for each individual application.

Clear Space - To determine clear space, the height of the "UVU" monogram has been defined as "X". Clear space should be at least 1x.



Minimum Size - Use these measurements as a guide in sizing. In some situations, the reproduction method, such as embroidery, will determine that you cannot reproduce the logos at such a small size.

LOGO COLORS

Logo Colors

Some applications, such as printing, may require certain elements of the logo to have a different fill color, such as black or white.



BRANDING VIOLATIONS



DO NOT create a white box to put a green logo in if the background is green. Rather, use the white logo on a green background. The same rule applies to department logos.



DO NOT combine or put two logo too closely next to each other (follow the clear space guidelines found in this guide). The same rule applies to department logos.



DO NOT use the “U” by itself. The same rule applies to department logos.



DO NOT create a white box to put a green logo in if the background is green. Rather, use the white logo on a green background. The same rule applies to department logos.



DO NOT delete or add any of the individual elements. The same rule applies to department logos.



DO NOT alter or rearrange any of the primary elements. The same rule applies to department logos.



DO NOT use a full-color logo on a dark, or nonbrand, background. The same rule applies to department logos.



DO NOT reverse the logo on a color that is too light. The same rule applies to department logos.



DO NOT alter the proportion of the logo horizontally or vertically. The same rule applies to department logos.



DO NOT alter the color. The same rule applies to department logos.



DO NOT alter the typography or alter the proportions of individual elements. The same rule applies to department logos.



DO NOT angle the logo when it is used as the primary mark/signature for any University communication place. The same rule applies to department logos.

TYPOGRAPHY

Two fonts – Stratum 1 and Brix Slab – are recommended to support and maintain the consistency of CHSS identity. These fonts **are not** intended to replace all existing University typography needs. They offer the weight, character, and interest needed to build and support CHSS identity. Use them to create consistency in branding.

Other fonts may be used, so long as they fit the style of design and are easily readable.

Stratum 1 is the primary UVU font.

Access to Fonts

You may request access to Stratum 1 from Amanda or Kimberlee.

The Brix Slab can be found in Adobe Fonts.

STRATUM 1 (body copy)

Aa Bb Cc 123 ABCD

STRATUM 1 THIN

Aa Bb Cc 123 ABCD

STRATUM 1 LIGHT

Aa Bb Cc 123 ABCD

STRATUM 1 REGULAR

Aa Bb Cc 123 ABCD

STRATUM 1 MEDIUM

Aa Bb Cc 123 ABCD

STRATUM 1 BOLD

Aa Bb Cc 123 ABCD

STRATUM 1 BLACK

BRIX SLAB (use in headings)

Aa Bb Cc 123 ABCD

BRIX SLAB EXTRA LIGHT

Aa Bb Cc 123 ABCD

BRIX SLAB LIGHT

Aa Bb Cc 123 ABCD

BRIX SLAB REGULAR

Aa Bb Cc 123 ABCD

BRIX SLAB MEDIUM

Aa Bb Cc 123 ABCD

BRIX SLAB BOLD

Aa Bb Cc 123 ABCD

BRIX SLAB BLACK

COLOR PALETTE

This color palette has been selected to represent CHSS. Use these specific colors for every marketing asset you create. Do not use approximations or colors that look “close enough.” Consistency in color usage is essential to establishing a recognizable and consistent identity.

The complementary palette is used only as a complement for the primary palette in the design of campus communication materials.

You can find the full University Color Palette at uvu.edu/marketing/branding.

Primary Color Palette



CMYK: 83 - 39 - 88 - 34
RGB: 36 - 93 - 56
WEB SAFE: #275038
PANTONE: 7483



CMYK: 96 - 2 - 100 - 12
RGB: 0 - 132 - 61
WEB SAFE: #00843D
PANTONE: 348



CMYK: 74 - 0 - 98 - 2
RGB: 74 - 16 - 613
WEB SAFE: #3CB14A
PANTONE: 7738



BLACK



WHITE

Complementary Color Palette



CMYK: 0 - 82 - 80 - 0
RGB: 225 - 82 - 61
WEB SAFE: #E1523D
PANTONE: 7625



CMYK: 99 - 1 - 5 - 5
RGB: 0 - 149 - 200
WEB SAFE: #0095C8
PANTONE: 639



CMYK: 0 - 22 - 100 - 2
RGB: 255 - 181 - 0
WEB SAFE: #FFB500
PANTONE: 7549



CMYK: 65 - 1 - 100 - 0
RGB: 120 - 190 - 32
WEB SAFE: #78BE20
PANTONE: 368



CMYK: 30 - 0 - 64 - 0
RGB: 197 - 232 - 108
WEB SAFE: #C5E86C
PANTONE: 374

PHOTOGRAPHY

Photography

The image of the University is not just accomplished in color or logo usage but also in the photographic imagery we choose to represent the experience here at UVU. We want to express the pride we feel for the institution by showing the exciting, diverse experience available here. The subject matter of photos should reflect our University mission and core themes of Include, Engage, and Achieve. University Marketing & Communications has an extensive photo library available to the University. You can also schedule a photographer to shoot for your department or event.

General Gallery of Photos

Visit uvu.edu/marketing/photography







CORE MESSAGES

General

1. The College of Humanities and Social Sciences strives to deliver world-class educational experiences for students from every background.
2. Faculty provide hands-on, engaging learning experiences that prepare students to succeed in any field.
3. Students learn vital communication, critical thinking, and research skills while tackling issues of local, national, and global importance.
4. Staff and faculty foster connections with students, building critical support systems that encourage student success.
5. The College of Humanities and Social Sciences partners with local and national thought leaders to engage the community in meaningful discussions about critical social issues.

UVU CHSS BRAND

UVU as a whole has several key values, action commitments, and objectives. UVU CHSS is dedicated to upholding these values and objectives through the collateral we create and the stories we tell.

Values

Exceptional Care

UVU CHSS welcomes all students exactly as they are. Our commitment to exceptional care means that we set the bar high and provide challenging, honest conversations and feedback. We are deeply invested in seeing each and every student succeed at UVU and beyond.

Exceptional Accountability

UVU CHSS is dedicated to working ethically and effectively. We do everything we can to help provide students with a positive experience while recognizing both individual and collective successes.

Exceptional Results

CHSS faculty and staff create engaging learning experiences and encourage students to apply their skills as they serve the community. By the time they leave UVU, students will have the skills and experience they need to excel in any career.

Objectives

Include

UVU CHSS degrees provide students with a safe and supportive environment where they will receive a comprehensive education that exposes them to new ideas, cultures, and experiences.

Engage

UVU CHSS faculty and staff work hard to help students succeed by creating engaged-learning experiences in the classroom and beyond.

Achieve

UVU CHSS students will realize their educational, personal, and professional aspirations. UVU CHSS gives students the knowledge, skills, and experience they need to excel.



