



<b>POLICY TITLE</b>	Graphic Standards, Signage, and Use of Institutional Logos and Seals	<b>Policy Number</b>	428
<b>Section</b>	Facilities, Operations, and Information Technology	<b>Approval Date</b>	August 17, 1992
<b>Subsection</b>	Facilities and Scheduling	<b>Effective Date</b>	September 17, 1992
<b>Responsible Office</b>	Vice President of University Relations		

### 1.0 PURPOSE

1.1 A positive and unified image is important to the success of Utah Valley University. For this purpose, graphic standards have been established. The success of a unified image depends on consistent use of each element in these standards.

### 2.0 REFERENCES

### 3.0 DEFINITIONS

### 4.0 POLICY

#### 4.1 University Logo

4.1.1 The single most important element of a graphic identity system is a distinctive logo that creates a strong graphic expression of the organization. Care has been taken to design a visual presentation that is simple and memorable, and communicates the spirit of Utah Valley University.

4.1.1.1 No other symbols are permitted to represent the University and its departments externally. Exception: Use of different or second logos externally is permitted for those departments that have dual reporting, the University and an external agency (i.e., Fire Science is a university department and a state agency).

4.1.1.2 The logo may appear on university publications including advertisements, flyers, posters, brochures, etc. The logo shall be placed in a position consistent with good design format.

4.1.1.3 The logo must remain consistent in reproduction. The logo consists of two parts: the words "Utah Valley University" and the symbol consisting of the combined UV shape and small



triangles. There are slight variations approved to accommodate design requirements (see the Graphics Standards Brochure or contact University Relations).

**4.1.1.4** The standard color usage for the logo is black lettering and a forest green symbol. The logo may appear in other colors but bright flashy colors must be avoided.

**4.1.1.5** Neither the symbol nor the name may be distorted proportionally. The name has been spaced to complement the logo and to maximize readability. No other type style shall be substituted; neither shall the spacing be changed.

**4.1.2** Departments and organizations affiliated with the University may create a secondary symbol to represent their services using the following guidelines:

**4.1.2.1 Creation of Symbol**

**4.1.2.1.1** All secondary symbols must contain one of the following elements within the design:

- 1) "Utah Valley University"
- 2) "UVU" or
- 3) The interlocking "UV."

**4.1.2.1.2** Creation of a symbol must be coordinated through University Relations.

**4.1.2.1.3** New symbols must be presented by the appropriate vice president to the President's Council for final approval.

**4.1.2.2 Use of Symbol**

**4.1.2.2.1** Department symbols may be used without the University logo for internal communication.

**4.1.2.2.2** When used external to the University, department symbols must be used in conjunction with the University logo.

c) Department symbols can be used alone for shirts, web pages, bags, etc.

d) Department symbols are not to be used for letterhead, business cards, or envelopes.

**4.2 University Seal**



**4.2.1** The university seal is to be used on official university documents such as diplomas and certificates.

**4.2.2** The seal can be used in publications if part of a quality design concept.

**4.2.3** The seal must not be altered.

**4.2.4** The seal must not be printed in bright or extreme colors.

### **4.3 University Colors**

**4.3.1** The official school colors are forest green and gold. The official colors are identified by the Pantone Matching System (PMS), an international printing color reference system providing accurate methods of matching and selecting colors. The official university colors are identified by PMS 3435 (forest green) and PMS 109 (gold).

**4.3.2** The choices involved in the production of publications are many. There are so many different options of paper, ink, fonts, etc. that it would be impossible for any university to designate general uses. The use of the official colors is not required, but when possible they are a great choice.

### **4.4 Internal Signage**

**4.4.1** To maintain a standard campus appearance, several standards have been created to meet most signage needs and to comply with ADA requirements.

#### **1) Permanent signage**

a) Room identification shall be accomplished with a standard sign installed by the Signage department. Each sign shall have the room number and a braille version of the numbers. Other information can include room number, department name, and name of office occupant.

b) Department identification signage shall include oak-framed Plexiglas signs produced by the Signage department that can be mounted to the wall or hung in the hallway.

c) Directional signs shall be provided by the Signage department in key locations around campus. The signs shall be oak framed and hung in the center of the hallways.

#### **2) Temporary Signs**

**4.4.1.2.1** Temporary signs are only to be hung on bulletin boards or tack strips available throughout university facilities.



4.4.1.2.2 No signs shall be hung on windows, painted walls, or cement structures.

4.4.1.2.3 Signs must be neat in appearance, and any free-hand writing must be of exceptional quality.

4.4.1.2.4 Signs must have no misspellings, cross-outs, ink spots, etc.

4.4.1.2.5 Signs must be hung with masking tape only, with tape not visible.

4.4.1.2.6 Signs must not advertise any commercial or private interests.

4.4.1.2.7 Signs must be related to university or community activities or programs.

4.4.1.2.8 Signs must be removed immediately following the event.

4.4.1.2.9 Signs must have stamped approval from the Student Center or University Relations.

4.4.1.3 Banners may be hung in the following locations for a period not to exceed five days:

1) Science Building Atrium, stair railing on the first landing down from the third floor

2) PE concourse near racquetball courts

3) Auto Trades, railing at the west end of the third-level concourse.

4) Sign regulations for the Sorensen Student Center differ and shall be cleared through the director of that facility.

## 4.5 External Signage

### 4.5.1 Permanent

4.5.1.1 Exterior building signage attached to the structure is standardized and falls under the direction of Facilities.

4.5.1.2 Exterior road signage is standardized to meet legal requirements and the directional needs of campus visitors.

### 4.5.2 Temporary

4.5.2.1 Temporary lawn signs are available through the campus Signage department at minimal costs that can help direct visitors to a specific location on campus.



**4.5.2.2** No temporary signs shall be placed in the traffic circle at the south entrance of campus.

**4.5.2.3** Temporary signs must be removed as soon as possible. No temporary signs are to be posted on any permanent sign or structure on campus.

## **4.6 Printed Material**

### **4.6.1 Letterhead, Business Cards, Envelopes**

**4.6.1.1** The format for university letterhead, business cards, and business-sized envelopes is standardized for all departments, clubs, and organizations. Secondary logos can only be added to departments that have a dual reporting role to the University and an agency outside the University.

**4.6.1.2** Information contained on business cards must be limited to the individual's name, certification/degree initials, title, address, phone number, fax number, and email address.

### **4.7 Vehicle Identification**

**4.7.1** Campus vehicles shall be identified with the state seal on both the driver's and front passenger doors. Under the seal shall be the letters: UVU.

### **4.8 Clarification, Exception, and Enforcement**

**4.8.1** Any clarification to these standards shall be directed to the Associate Vice President of University Relations.

**4.8.2** Any exception to these standards may be proposed through the appropriate vice president to either President's Council for logo usage/symbol creation or Space and Infrastructure for signage issues.

#### **4.8.3 Enforcement**

**4.8.3.1** Enforcement of printed materials shall be monitored by Printing Services and University Relations. Proper usage and appearance of the University logo and seal shall be emphasized and the continued maintenance of standardized letterhead, business cards, and envelopes.

**4.8.3.2** Signage violations shall be removed and discarded.

**4.8.3.3** Individuals/departments who develop and use unauthorized logos shall be asked to desist by the vice president responsible for their area.

## **5.0 PROCEDURES**



**UTAH VALLEY UNIVERSITY**  
Policies and Procedures

<b>POLICY HISTORY</b>		
<b>Date of Last Action</b>	<b>Action Taken</b>	<b>Authorizing Entity</b>