

together **WE REACH**
the Campaign for the University of Utah

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INTRODUCTION

The University of Utah's Office of Development has produced this Graphics Standards Manual to create a strong, consistent visual identity for our comprehensive campaign.

These standards for *Together We Reach* ensure that our alumni and the public receive a clear and consistent message concerning the campaign and, by extension, the quality and professionalism of the University of Utah.

This manual is intended to aid you in the proper use of *Together We Reach*. If you have any questions about the usage, please contact Mark Woodland, University

Marketing and Communications, at 801-581-6773, mark@ucomm.utah.edu.

How to Obtain Logos/For More Information

The *Together We Reach* logo is available in file formats for use in commercial printing, desktop publishing, electronic presentations and web communication. For more information, please contact Mark Woodland, University Marketing and Communications, at 801-581-6773, mark@ucomm.utah.edu.

LOGO

together **WE REACH**
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Campaign Logo

The visual representation of the *Together We Reach* theme has been carefully designed to complement the University of Utah's identity while remaining strong and distinctive in its own right.

The *Together We Reach* logo is a visual representation of the astounding things that are happening at the University of Utah, where students, scientists and scholars are joining together to accomplish visionary goals. These inspired

stewards of the University are addressing such complex issues as controlling climate change, curing cancer, finding alternative energy sources, and unlocking the secrets of the brain. These students, scientists, and scholars as well as supporters of the campaign are represented by the lower case italic treatment of the word *together*, which is offset by the bold capital lettered WE REACH, which illustrates the possibility of their vast accomplishments.

LOGO

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Alternate Reversed Logo

The above reversed version of the logo may be utilized when the full color logo is impractical.

LOGO



Usage Time Frame

The *Together We Reach* logo is intended for use throughout the duration of the campaign, which is tentatively scheduled to run through fall, 2013.

Approved Usage

In order to maintain quality and uniformity, the official *Together We Reach* logo must be reproduced using the criteria outlined on the following pages. It must not be

redrawn, reportioned, or modified in any way. It may be proportionally resized.

Minimum Reproduction

In order to maximize legibility on printed materials, the campaign logo may not appear smaller than the size illustrated above.

LOGO



Clear Space

To ensure it has a distinct visual impact, the logo should always have adequate clear space around it that is free of words or other graphics. The clear space is defined by the height of the letter “W” in the word WE. This clear space should also be applied to ensure sufficient space between the logo and the edge of the page.

LOGO



Incorrect Usage

The campaign logo is a stand-alone design element and must appear separate from other elements in all applications. It is imperative that no words or images crowd, overlap or merge with it and that it not be placed on a photo or design that obscures the words. The logo

may not be rotated or tilted, rearranged, shaded, stretched, used in outline form, or filled with a texture or photo.

Do not substitute another typeface, alter the language, graphics, or colors, or add other text or graphic elements.

COLOR



PMS 187

C - 5 **R** - 167
M - 100 **G** - 25
Y - 71 **B** - 48
K - 22 **HTML** - A71930



PMS 7544

C - 33 **R** - 137
M - 14 **G** - 150
Y - 11 **B** - 160
K - 31 **HTML** - 8996A0



PROCESS BLACK

C - 0 **R** - 0
M - 0 **G** - 0
Y - 0 **B** - 0
K - 100 **HTML** - 000000

Color Usage in Print Applications

A primary palette has been selected for use in all applications. The consistent use of these colors will infuse the University of Utah's campaign communications with a stronger sense of brand identity.

Spot Color

When appearing in a publication that allows the designation of spot colors, the above Pantone Matching System (PMS) colors are to be used. Tints of PMS 7544 are permitted; however, tints of PMS 287 are forbidden.

Four Color

Publications that are produced using process colors can reproduce the Pantone colors closely, although not identically, by specifying the percentages of the four separations that make up the color. (See chart above.)

Color Usage in Web Applications

When using the logo for web communications, an RGB format logo is available. (See chart above.)

TYPOGRAPHY



Typography

The above fonts were used to make up the campaign logo:

TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 *Times New Roman Regular—Shown in caps and lowercase*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 *Trajan Regular*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 *Myriad Roman—Shown in caps and lowercase*

Campaign Font Families

The font families that best complement the logo and that have been used in campaign-related publications include Times New Roman, Trajan, and Myriad.

BUSINESS SUITE



Business Suite

The examples shown here represent the approved business suite for *Together We Reach*, which is in use at the University for the duration of the campaign. The suite includes letterhead, note card and envelope, notepads, and mailing label. Supplies of these materials for development use may be obtained by contacting Elsese Adams, 801-581-4136, elsese.adams@admin.utah.edu.

Shown at left—campaign letterhead and note card



The University of Utah • Development Office • 540 Arapeen Drive, Suite 250 • Salt Lake City, UT 84108-1238 • (800) 716-0377 • www.togetherwereach.net