

# CREATE YOUR OWN

## BRAND GUIDES & DOWNLOADS

Please download and use the Brand Guide for proper usage and guides for all logos, graphics, fonts, colors, and other materials provided.

### UNIVERSITY BRAND GUIDE



Download the Brand Guide

## EXPLORE THE BRAND

Jump to a section:

### UUVU Brand Basics

- Logos
- Fonts
- Colors
- Photography
- Brand voice
- Guidelines

### Templates

- Library
- Products & promotional

### Downloads & Ready to Print

- Patterns
- Icons
- Data graphics
- Printable cards
- Mission statement poster
- Custom e-mail signature
- Letterhead & stationery

## UUVU BRAND BASICS

### UNIVERSITY LOGOS



To maintain our visual identity and build university recognition, follow the standards in the University Brand Guide for all graphic design elements.

- University logo downloads
- Request Secondary Mark



### UNIVERSITY FONTS

Stratum is the primary university font print. Request access to our university license to use Stratum by emailing brand@uuvu.edu. Please reference the brand guide for more font guidelines and details.

Google fonts

Rajdhani is the replacement for Stratum on the web. It is used on the university website and available for print. UUVU has these Google fonts loaded across all pages under the uuvu.edu website.



### UNIVERSITY COLORS

Use this official UUVU color palette to keep your UUVU colors consistent across all platforms.

Color Palette Guide

### PHOTOGRAPHY

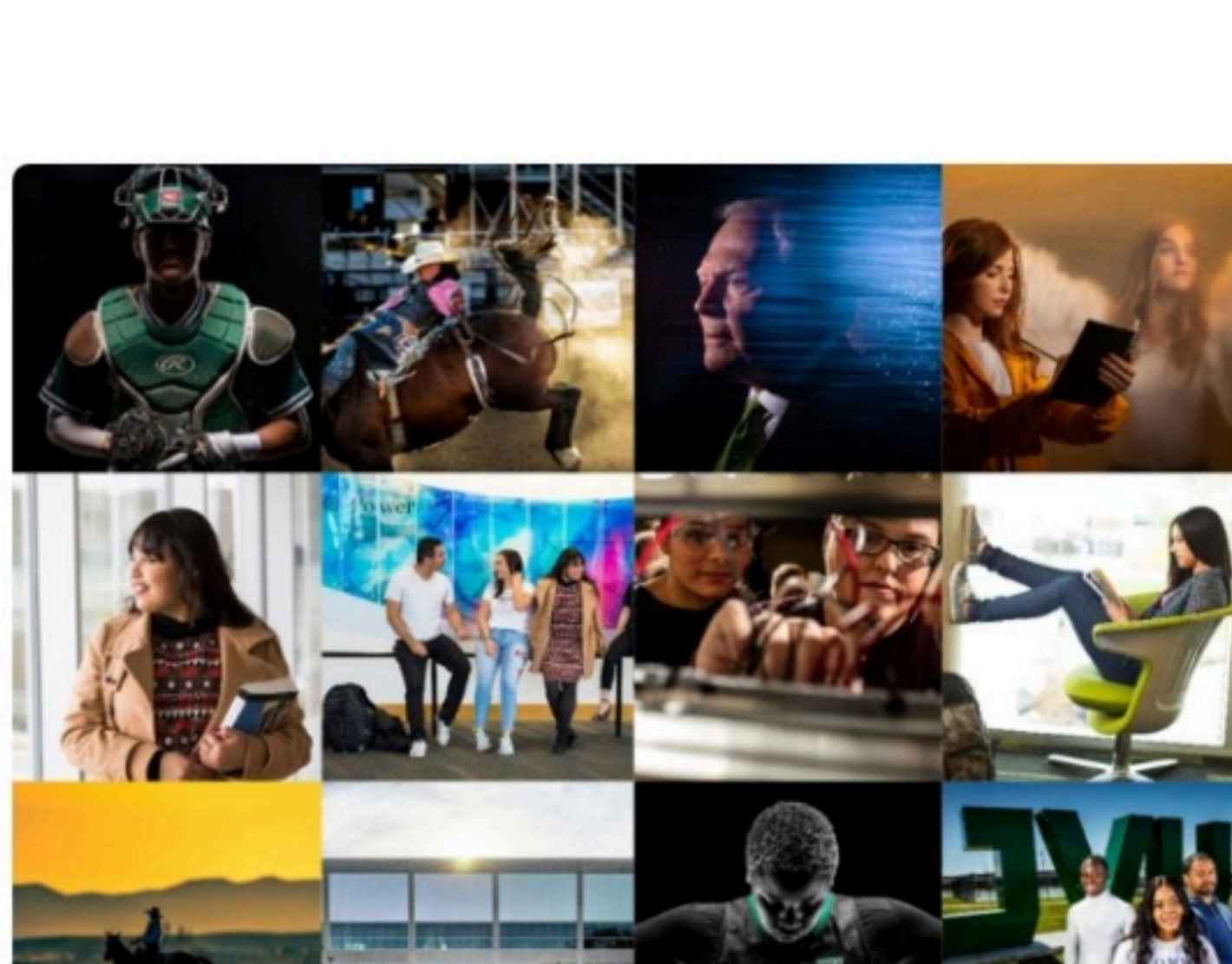
High-quality campus photos are readily available at uuvumarketing.photoshelter.com. Be sure to browse UUVU Photo galleries at uuvu.photoshelter.com for examples of powerful visual storytelling.

Photo request

Photo downloads

Video conference backgrounds  
uuvumarketing.photoshelter.com

\*All galleries require a password which is: "gogreen" (in all lowercase letters)



### BRAND VOICE

EDITORIAL | TONE | PERSONALITY | PURPOSE

Learn how to use the language of UUVU.

Brand voice info page

Download the editorial guide

## TEMPLATES

### CREATE YOUR OWN UUVU-BRANDED POSTERS, PRESENTATIONS, DIGITAL SIGNAGE, SOCIAL MEDIA POSTS, AND MORE!

University Marketing has provided a variety of templates for every skill level — from user-friendly Canva and PowerPoint files to robust Photoshop and InDesign documents. Browse through our templates library to find the perfect design for your project!!

Go to Library



### PRODUCTS & PROMOTIONAL

Do you need a T-shirt or branded giveaway item? We've got you covered. From UUVU flags and golf balls, to backpacks and tablecloths, make it your own with UUVU product templates.

Template options

## DOWNLOADS & READY TO PRINT

### ICONS

For web, please reference the available icons found at fontawesome.com. For help or questions, contact your area support, or visit uuvu.edu/web for more information.

The icon library contains symbols representing every aspect of university communication.

Font Awesome

Download Icon Library

### DATA GRAPHICS

These simplified and easy-to-use tools and containers can help call out UUVU's distinct data in print and digital projects.

Data graphics

### PATTERNS

To add that extra UUVU flavor to your designs, download our professional patterns for print, digital, or promotional materials.

Pattern options



### MISSION STATEMENT POSTER

Have UUVU's core messaging at your fingertips by displaying this beautifully designed mission statement poster in your office.

Download poster



### EMAIL SIGNATURE

Add a professional touch to your emails with official UUVU logos and branding.

Signature builder

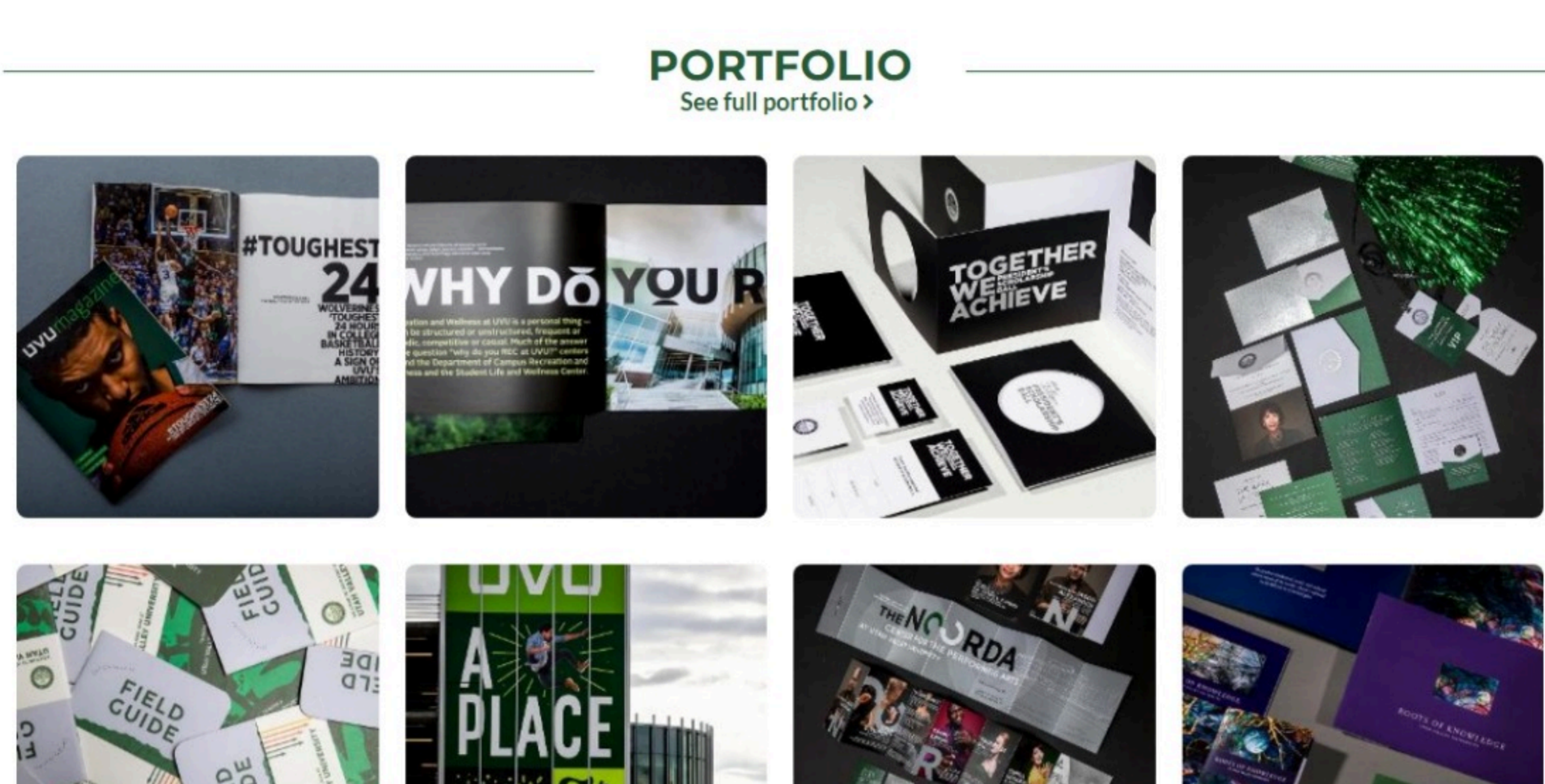
### LETTERHEAD & STATIONERY

Printed letterhead, envelopes and business cards can be ordered directly from Print Services. Digital header and footer for letterhead are also available with request.

Visit Print Services

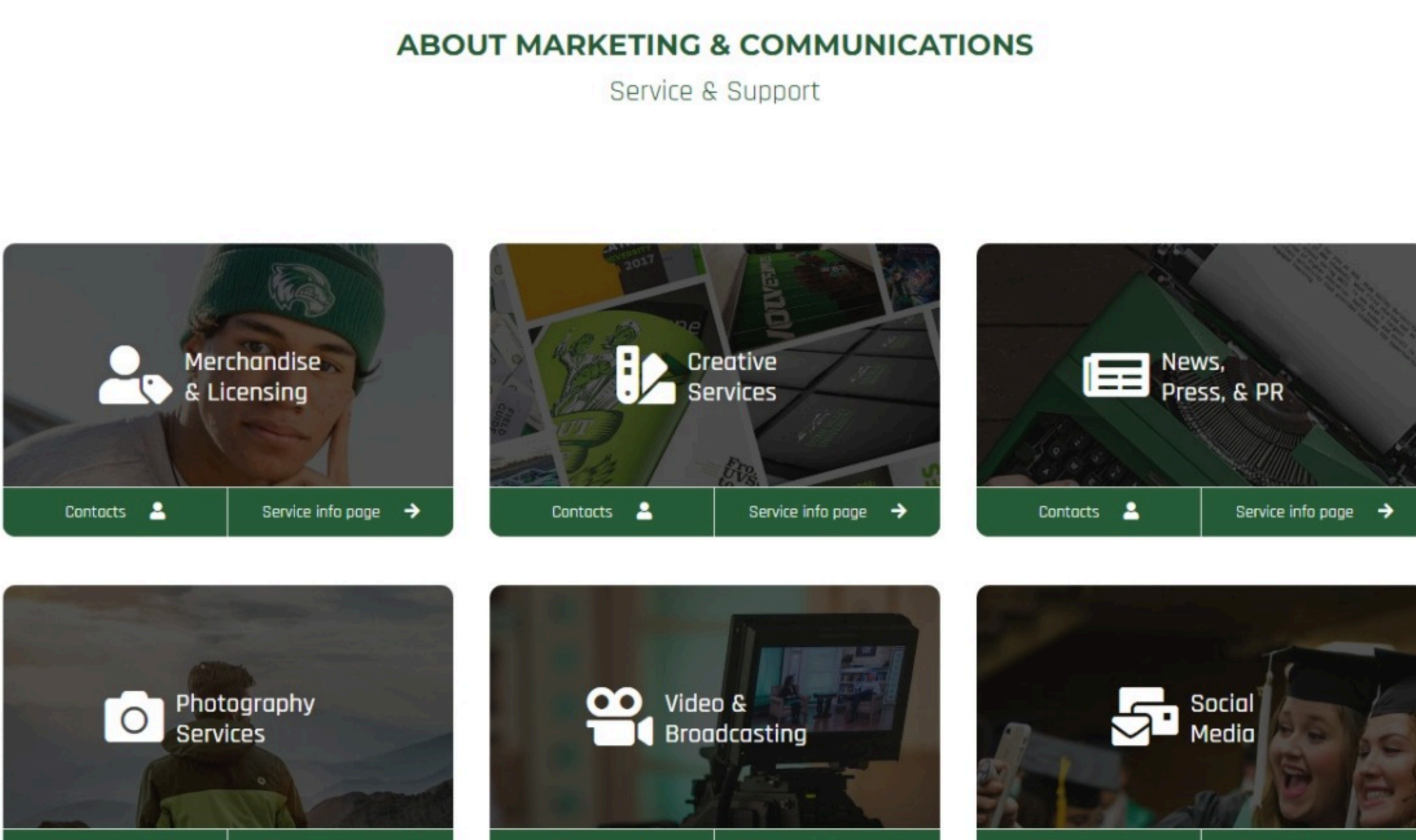
## PORTFOLIO

See full portfolio



## ABOUT MARKETING & COMMUNICATIONS

Service & Support



**AREA SUPPORT**  
Connect with your team  
UNIVERSITY MARKETING TEAM,  
POD'S & DEPARTMENT SUPPORT.

**WORK WITH US**  
Start a project  
PHOTO REQUEST / VIDEO REQUEST  
MARKETING CAMPAIGNS / CUSTOM GRAPHICS

University Marketing & Communications | Building LC 221

<b>STUDENT</b> ADMISSIONS ACADEMICS CAMPAIGN LIFE LOOKING TO ATTEND UUVU CURRENT STUDENT ACCREDITATION	<b>EMPLOYEES</b> CAREER OPPORTUNITIES EMPLOYEE RESOURCES DIRECTORY PEOPLE & CULTURE	<b>COMMUNITY</b> ATHLETICS VISITORS & COMMUNITY ABOUT UUVU / HISTORY ALUMNI INCLUSION & DIVERSITY ESPAÑOL GIVE TO UUVU CONTACT US	<b>UTILITY</b> COVID-19 INFO MAPS / PARKING SERVICE DESK EMERGENCY COLISE GET HELP SEARCH ACCESSIBILITY TITLE IX / EQUAL OPPORTUNITY
--	---	---	---