



**EVERGREEN**  
UVU

# STYLE GUIDE

*ever*GUIDING 2024



## EverGREEN CAMPAIGN STORY

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Utah Valley University (UVU) has offered generations of students the opportunity to change their trajectory in life, and make an impact on the world. Providing **access** and removing financial barriers to **empower** the next generation of leaders is at the center of the university's mission and the inaugural comprehensive fundraising campaign, EverGREEN.

Inspired by the Roots of Knowledge, the EverGREEN campaign is a point of unity. It will serve as a financial foundation to support students, the dynamic workforce, and Utah's needs.

The intent of the **EverGREEN** style guide is to provide marketers and communicators across the UVU campus with the needed resources and knowledge and messaging to weave the campaign into specific marketing and communications initiatives across the campaign and throughout the university.

EverGREEN's priorities focus on student scholarships, college and unit initiatives, infrastructure to meet demands of increasing enrollment, planned gifts, and increasing the university's endowment to provide ongoing support for future generations.

**EverGREEN**, The Campaign for UVU, will forever change the trajectory of students, the state of Utah, and beyond.

We invite you to join us.

UVU provides mentorship and support to student entrepreneurs. This guides most UVU founders to start their businesses in Utah, including Ben Perkins '19, founder of &Collar (featured on the cover).

# DESIGN INSPIRATIONS

## Roots of Knowledge

A focal point on UVU's Orem Campus, this stained glass installation chronicles human knowledge and innovation.



## Typography & Colors

Referencing current and historical branding, this campaign synthesizes UVU's visual history into a modern presentation.



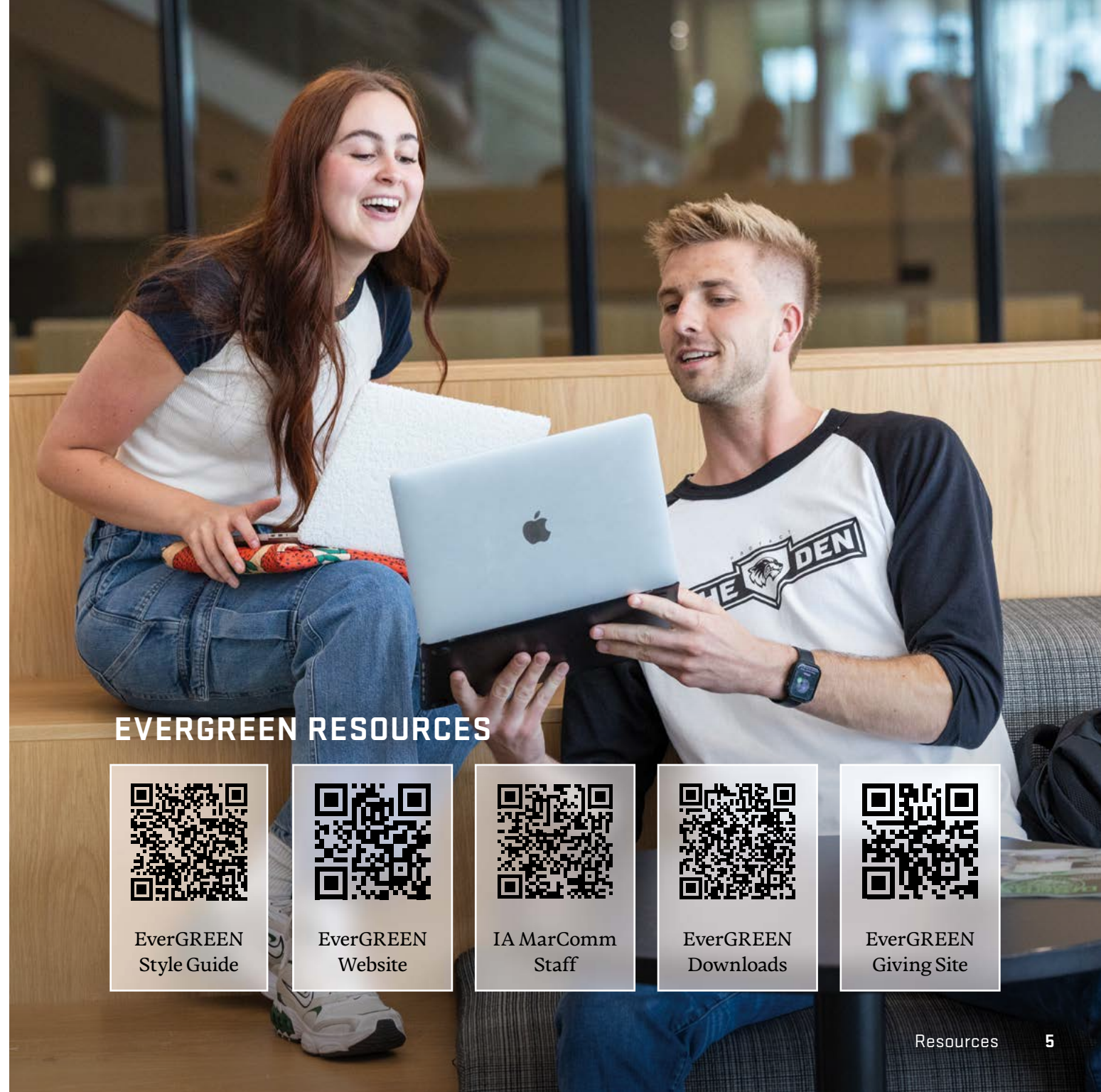
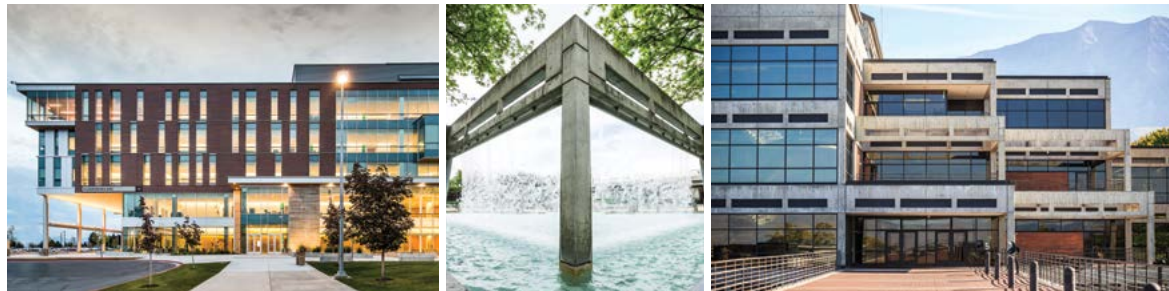
## Bristlecone Pines

Older than the Egyptian pyramids, these "gritty" trees are often known as the "trees of knowledge." The trees' resilience and ability to adapt have helped them survive for thousands of years.



## University Architecture

Built on a sand and gravel quarry using modular architecture, the UVU Orem Campus is full of lines and layers. These references have been incorporated throughout the patterns used for the campaign (pages 18-25).



## EVERGREEN RESOURCES



EverGREEN  
Style Guide



EverGREEN  
Website



IA MarComm  
Staff



EverGREEN  
Downloads



EverGREEN  
Giving Site

## PRIMARY EverGREEN CAMPAIGN MARK

The **primary comprehensive campaign mark** is for use when introducing an audience to the campaign. This mark will primarily be used on booklet covers, such as proposals and reports. The **full-color version** is recommended for use on white or off-white backgrounds.



The stacked mark is for use on square and portrait orientations

In text, the campaign name will always be stylized as

**EverGREEN, The Campaign for UVU**

## SECONDARY EverGREEN CAMPAIGN MARK

Below is the secondary mark for the inaugural comprehensive campaign. The full-color version is recommended for use on white or off-white backgrounds.



The stacked mark is for use on square and portrait orientations



The horizontal mark is for use on landscape orientations

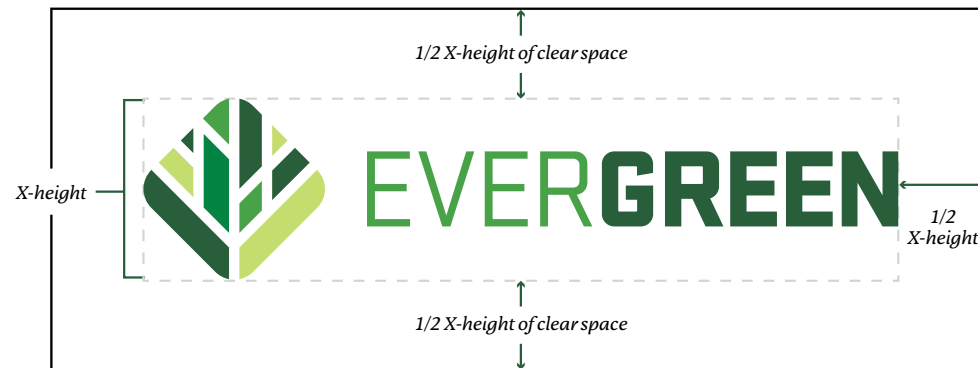
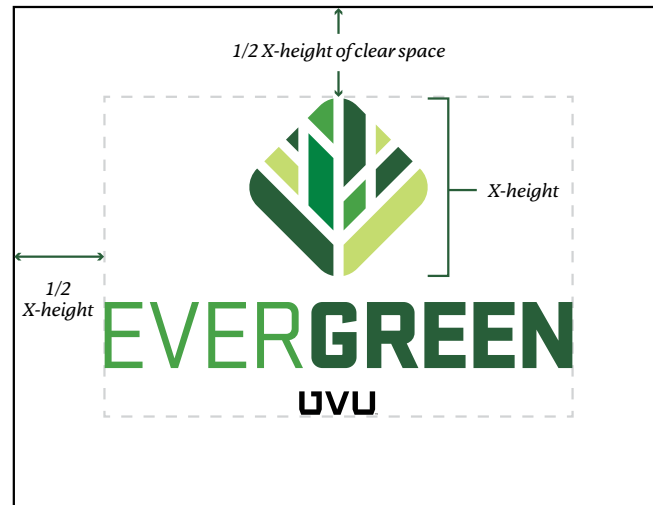


The horizontal mark is for use on landscape orientations

**Note:** When using this version, the **UVU monogram** must be used elsewhere in the same graphic or on the same page.

## CLEAR & MINIMUM SPACE

Please use appropriate clear space when placing an EverGREEN campaign mark with other elements. It is recommended to keep 1/2 of the diamond height in clear space around all sides of the mark.



## SINGLE-COLOR EverGREEN CAMPAIGN MARKS

### Green

The **green mark** is for use on white, Pantone 374 C, Pantone 368 C, or other light backgrounds.



## SINGLE-COLOR EverGREEN CAMPAIGN MARKS

### *Black*

The **black mark** is for use primarily in monochrome designs. The mark can be used on light backgrounds where the green mark doesn't provide enough contrast.



## SINGLE-COLOR EverGREEN CAMPAIGN MARKS

### *White*

The **white mark** is for use on black, Pantone 5535 C, Pantone 7483 C, Pantone 348 C, Pantone 7738 C, or other dark backgrounds.



## EverGREEN CAMPAIGN MARK DON'TS

To maintain consistency in branding, the campaign mark may only be used as provided on the previous pages. **Don't** alter the mark in any way.



**Don't** swap colors for any portion of the mark



**Don't** use a single-color mark in any color other than white, black, or Pantone 7483 C



**Don't** warp, stretch, or distort the mark. Always scale the mark proportionally. If you have questions, reach out to the IA Marketing team



**Don't** reflect or rotate the mark



## EverGREEN CAMPAIGN MARK DON'TS



**Never** use the diamond portion of the mark on its own. Always use the complete mark with the EverGREEN name and UVU monogram



the campaign for **UVU** students and scholarships

**Don't** alter the text in the secondary mark



**Don't** use the mark on top of "busy" photos or patterns



**Don't** use a version of the mark that does not provide sufficient contrast from the background. See [pages 9-11](#) for recommendations on which single-color mark to use

## EverGREEN COLOR PALETTE

### Primary



**Pantone** 7483 C  
**CMYK** 83, 39, 88, 34  
**RGB** 36, 93, 56  
**Hex** #275d38



**White**



**Pantone** 348 C  
**CMYK** 88, 24, 100, 10  
**RGB** 3, 132, 66  
**Hex** #009933



**Black**

## EverGREEN COLOR PALETTE

### Secondary

These additional colors are for use in *mosaic patterns* ([pages 18-25](#)) or as *accents*.



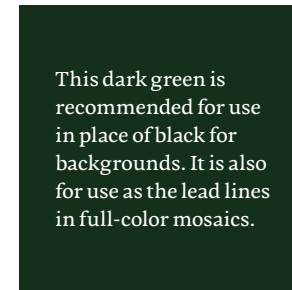
**Pantone** 7738 C  
**CMYK** 75, 12, 100, 1  
**RGB** 72, 162, 71  
**Hex** #339933



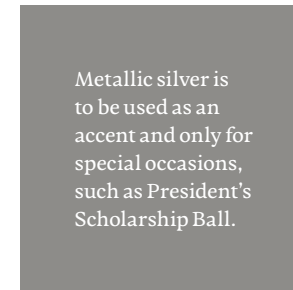
**Pantone** 368 C  
**CMYK** 58, 1, 100, 0  
**RGB** 120, 190, 67  
**Hex** #66CC33



**Pantone** 374 C  
**CMYK** 26, 0, 72, 0  
**RGB** 197, 220, 111  
**Hex** #99cc66



**Pantone** 5535 C  
**CMYK** 81, 52, 86, 68  
**RGB** 19, 47, 25  
**Hex** #003300

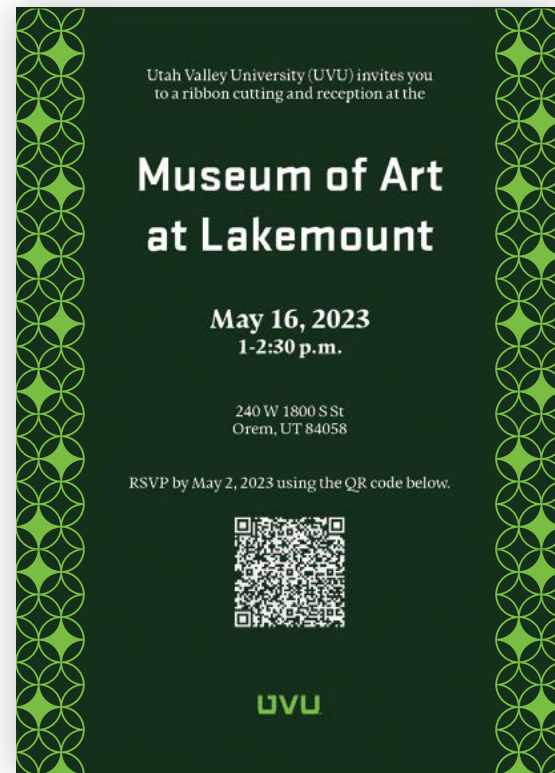


**Pantone** 8001 C



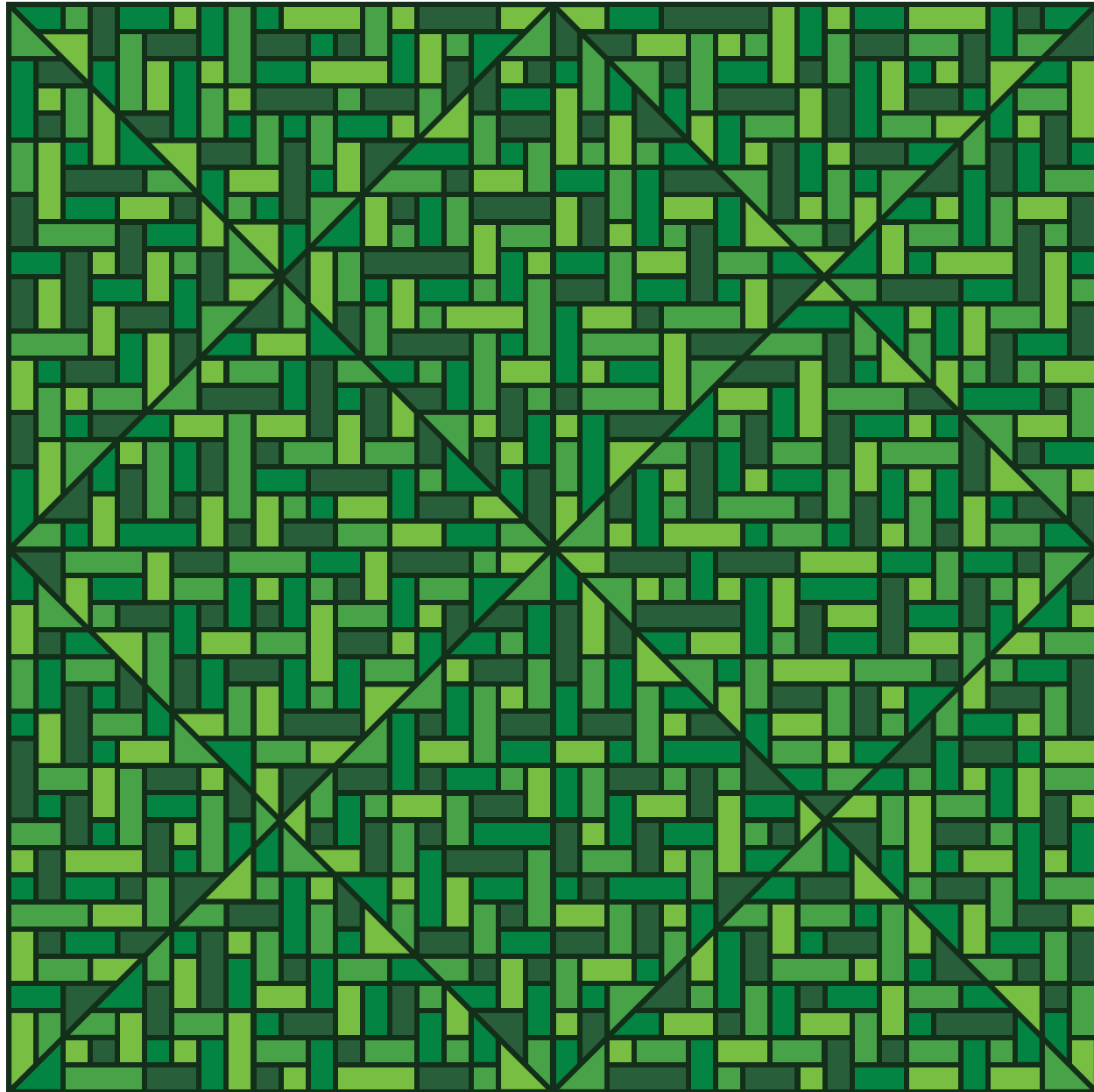
## EverGREEN PATTERN – USES

The patterns for the campaign are inspired by stained glass. In addition to other branding elements, they visually distinguish the campaign from other UVU materials. Below are examples of the patterns.



## EverGREEN PATTERN – USES

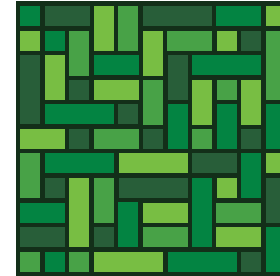




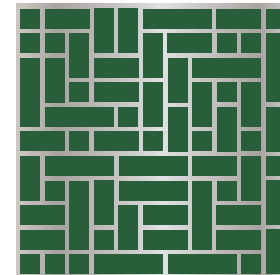
## EverGREEN PATTERN – ARCHITECTURAL MOSAIC

Inspired by UVU's modular architecture, this mosaic pattern is a flattened interpretation of stained glass.

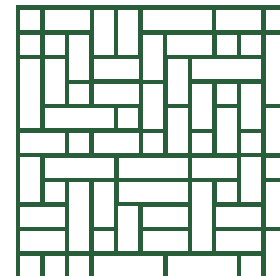
*This pattern was introduced in 2022.*



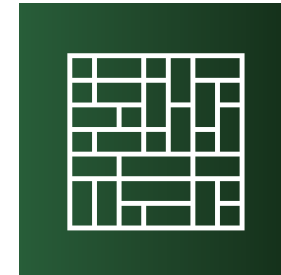
The full-color version of the pattern is recommended



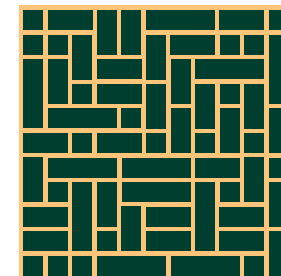
Use foil in place of the lead lines, not the glass



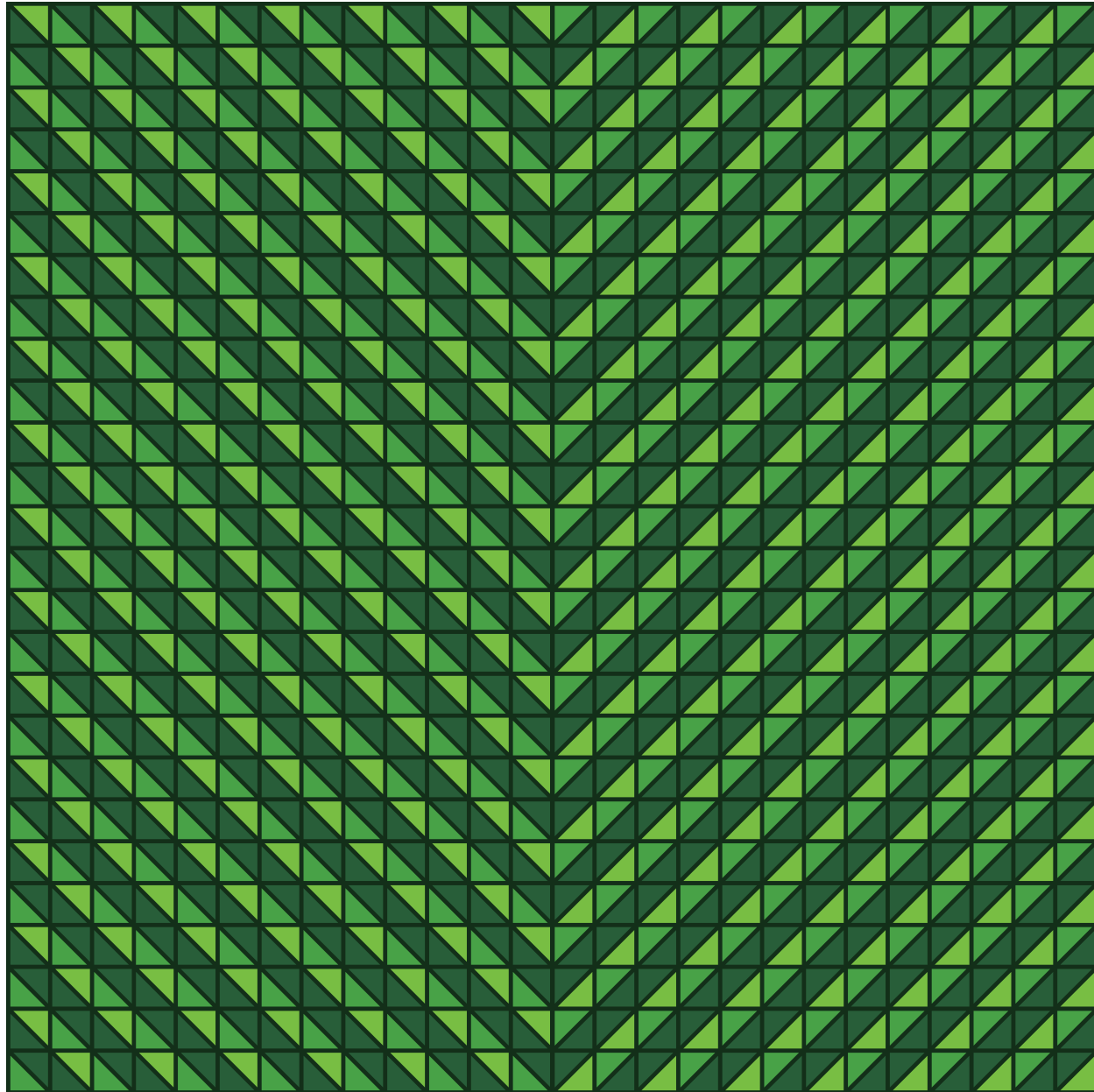
Use the lead-line-only version to provide texture. This can be overlaid on background portions of photos when appropriate



The white lead-line-only version may be overlaid on dark backgrounds and photos when appropriate



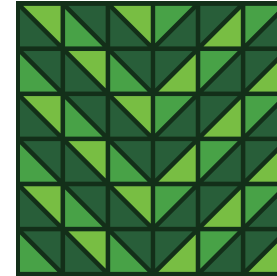
This mosaic pattern may only be used for President's Emerald Society. The colors used are only approved for this group



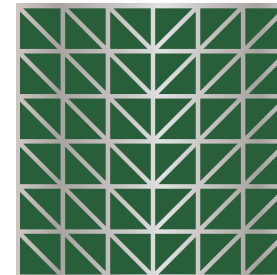
## EverGREEN PATTERN – FRACTAL MOSAIC

Referencing the shapes of the campaign mark, this mosaic will always change direction at the halfway point of a document or file.

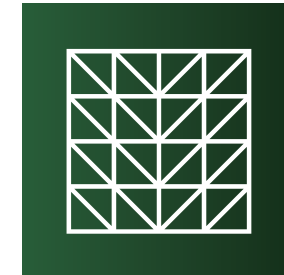
*This pattern was introduced in 2022.*



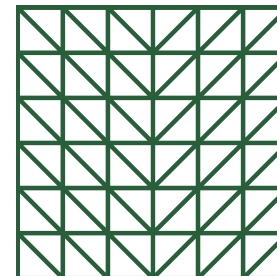
The full-color version of the pattern is recommended



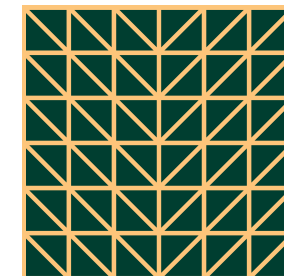
Use foil in place of the lead lines, not the glass



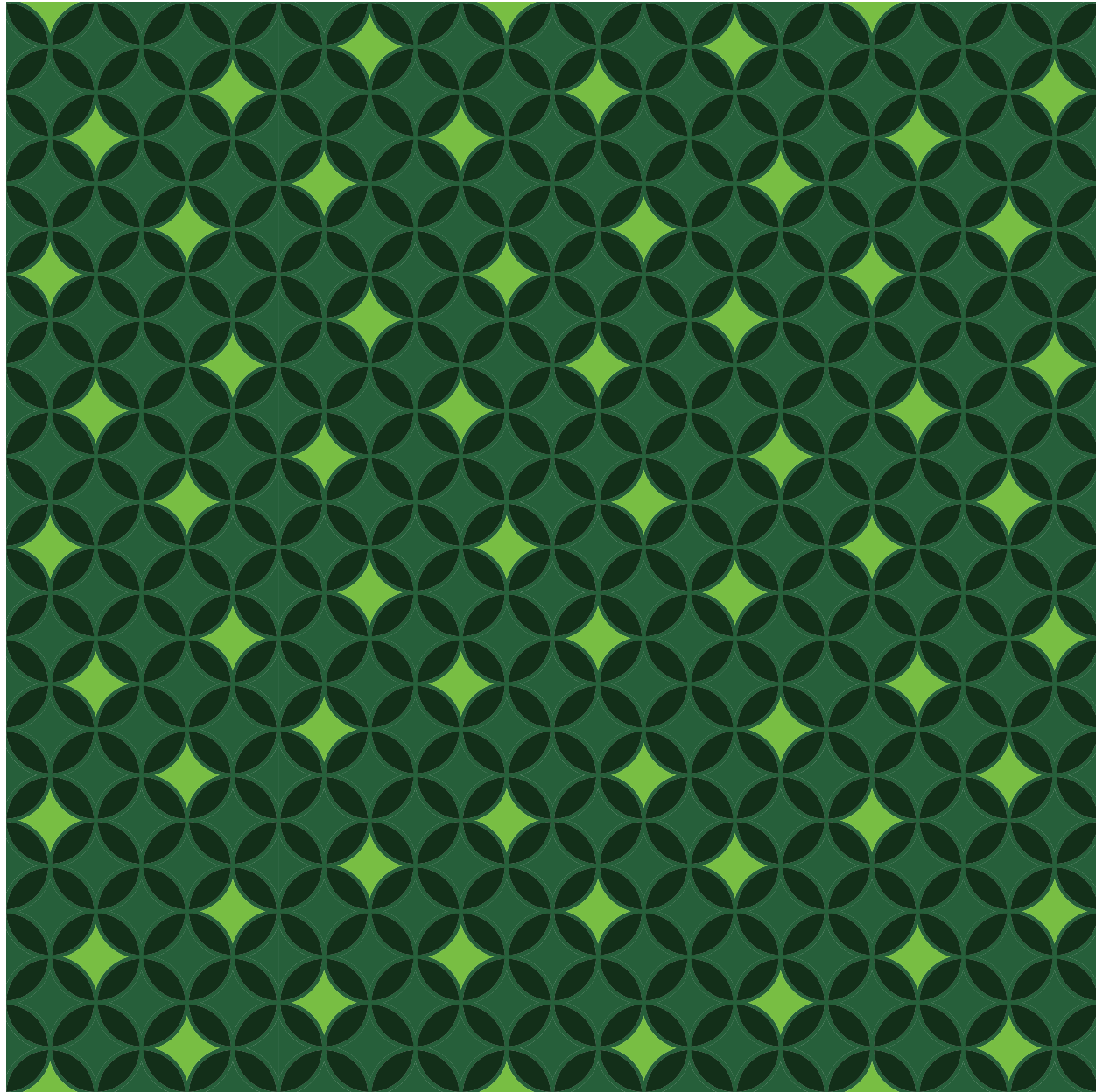
The white lead-line-only version may be overlaid on dark backgrounds and photos when appropriate



Use the lead-line-only version to provide texture. This can be overlaid on background portions of photos when appropriate



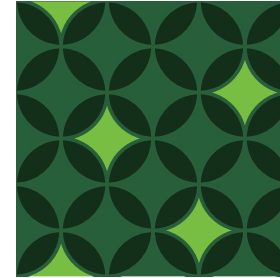
This mosaic pattern may only be used for President's Emerald Society. The colors used are only approved for this group



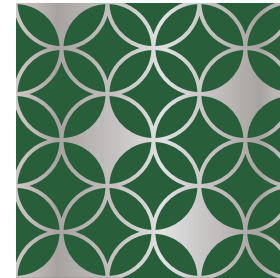
## EverGREEN PATTERN – STAR MOSAIC

Built from simple geometric forms, this mosaic breaks from the straight lines of the others.

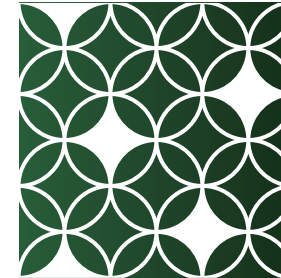
*This pattern was introduced in 2024.*



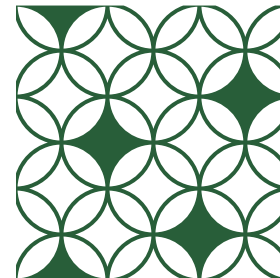
The full-color version of the pattern is recommended



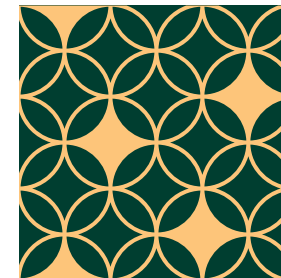
Use foil in place of the lead lines, not the glass



The white lead-line-only version may be overlaid on dark backgrounds and photos when appropriate



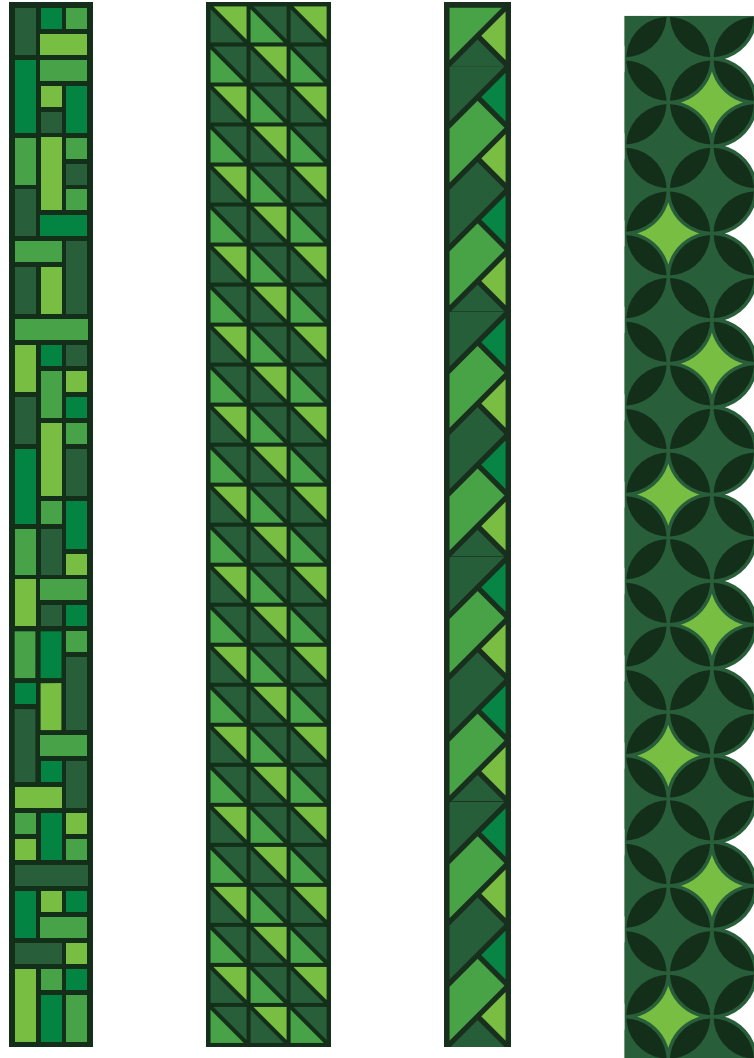
Use the lead-line-only version to provide texture. This can be overlaid on background portions of photos when appropriate



This mosaic pattern may only be used for President's Emerald Society. The colors used are only approved for this group

## EverGREEN MOSAIC ORIENTATION

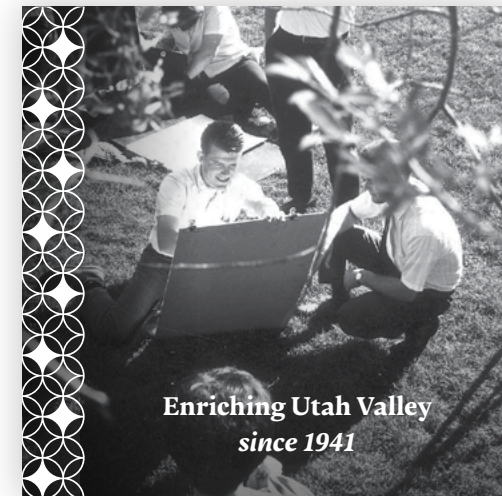
Since the 2023 update, Institutional Advancement is encouraging campus marketers to use the mosaics vertically on collateral.



## EverGREEN MOSAIC ORIENTATION

### Example

In addition to those on [page 16](#), examples of vertical orientation are below.



## EverGREEN TYPOGRAPHY STYLES

These styles **are to be used for all** print and digital collateral, with exceptions for pieces that require Google Fonts, such as the university website and PowerPoint templates provided. PT Serif is the selected alternative to Adelbrook.

### INSPIRATIONS

#### *Methuselah the Patriarch*

Older than the Giza pyramids, a Great Basin bristlecone pine known as Methuselah has watched human civilizations rise and fall for millennia.

Methuselah has survived by adapting to the prevailing winds of the centuries.

*“Your immortals are mortal, they were once flesh and blood. Escape the delusion, the noise and pollution, The true immortals are made out of wood.”*

Roger McGough, *The Curse of Methuselah*

#### *Pando, the Trembling Giant*

Located in Utah, this is the oldest and heaviest clonal grove on earth. Made of aspens, it shares a single root system.

#### *An Uncertain Future*

Near Richfield, Utah, the outlook for Pando is grim. Pests are attacking its root system, which can lead to a sudden death for the forest.

Heading 1  
Stratum 1 Bold  
Tracking 50  
Caps | Optical kerning

Body  
Adelbrook Regular  
Justified when appropriate  
Optical kerning

Quote  
Adelbrook Bold Italic  
Justified when appropriate  
Optical kerning

Heading 2  
Adelbrook Bold Italic  
Tracking 10  
Optical kerning

Heading 3  
Adelbrook Medium Italic  
Tracking 10  
Optical kerning

## EverGREEN TYPOGRAPHY STYLES

### Drop caps

In text-heavy, multi-page documents, drop caps made from Stratum 1 should be used to denote the start of sections. There should be no more than one per spread. These are only approved for use as drop caps in print.

A B C D E F G H I  
J K L M N O P Q R  
S T U V W X Y Z

**M**ethuselah the Patriarch is older than the Giza pyramids. This Great Basin bristlecone pine has watched human civilizations rise and fall for millennia. It has survived by adapting to the prevailing winds of the centuries.

“Your immortals are mortal, they were once flesh and blood. Escape the delusion, the noise and pollution, The true immortals are made out of wood.”

– Roger McGough, *The Curse of Methuselah*

### Numerals

When highlighting numbers, you can use either Stratum 1 or Adelbrook. For contrast, consider using both.

**\$110 million**  
Total Project Cost

**\$80 million** Legislative Funding

**\$30 million** Private Donations

# PHOTOGRAPHY

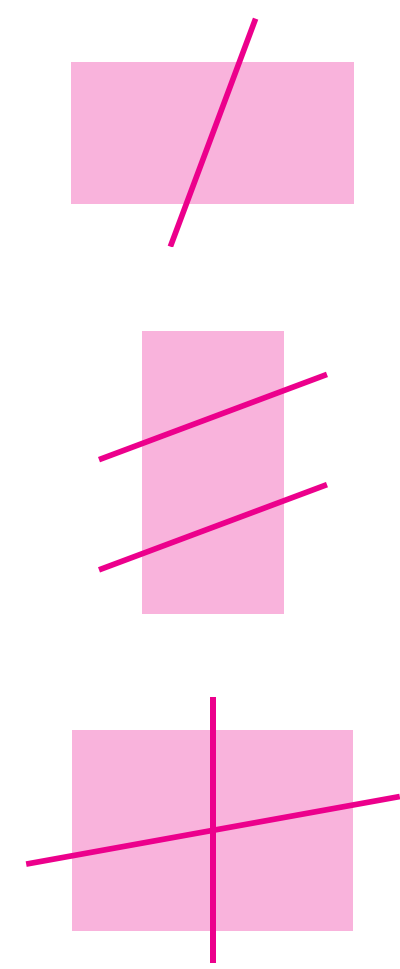
Throughout the EverGREEN campaign materials, it is recommended university marketing partners use a mix of historic and contemporary photos, with an emphasis on newer images. Leveraging these photos will show both the university's growth and unwavering potential.




**Note:** For historic images, use the credit line:  
"Photographs property of Fulton Library's George Sutherland Archives"

# PHOTOGRAPHY

Institutional Advancement advises university marketers to incorporate the angles found in the UVU monogram (20.5 degrees), or half of that (10.25), into photo collages. These frames mimic the angled motifs found in many of the EverGREEN campaign mosaics, add motion to a design, and reference growth with their upward trajectory.



**Downloadable Items**

		
General Historic Photos	Personalized Historic Photos	Image Frames
<a href="#">Scan or click here</a>	<a href="#">Scan or click here</a>	<a href="#">Scan or click here</a>

# UVU'S FUNDRAISING CAMPAIGN

Launched in October 2022, EverGREEN is UVU's first comprehensive fundraising campaign. In just two years, UVU has made remarkable progress toward its ambitious \$350 million goal, already surpassing the halfway mark. In 2023, UVU transitioned to its second phase, EverGROWING, highlighting the university's rapid expansion, including welcoming 14,230 additional students in Fall 2023 and maintaining the largest enrollment in Utah.

Now, in 2024, UVU enters the third phase of the campaign with a focus on EverGUIDING, emphasizing how the university is guiding students, alumni, the community, and the state. With 83% of UVU graduates staying in Utah, UVU is guiding the future of Utah's workforce.

## Stages of the EverGREEN Campaign



# EverGREEN AMBASSADOR PROGRAM

By becoming an EverGREEN Ambassador, you are part of the UVU community. As an ambassador, you will gain access to exclusive "insider" information. UVU will share with you news, information, and details about what is happening on campus and beyond. By participating in the monthly contests, you have an opportunity to win exciting prizes.

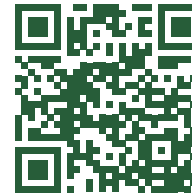
## What do EverGREEN Ambassadors do?

**Weekly Updates:** Receive updates to share with your social media community.

**Engage and Share:** Inform your followers about UVU and its students by sharing posts.

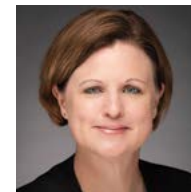
**Personalize Content:** Customize the content to make it authentic to YOU!

## Become an EverGREEN Ambassador to share UVU's impact



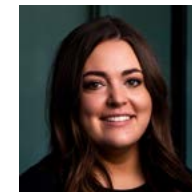
Help tell the story of UVU

Scan or click here



**Christie Denniston**  
Associate Vice President,  
Strategic Engagement

Christie.Denniston@uvu.edu  
801-863-8896



**Lauren James '23**  
Coordinator,  
Strategic Engagement

Lauren.James@uvu.edu  
801-863-5812



## SOCIAL MEDIA

The EverGREEN social media campaign focuses on connecting UVU with its audiences, fostering conversations, and building a strong sense of community. Below are key guidelines to follow when contributing to the campaign's social efforts. For questions or ideas related to campaign or university posts, please reach out to the [university's social media team](#) or the IA Marketing team.

### **Social Media Tips for EverGREEN Campaign:**

1. **Know your audience and platform:** Understand which platforms resonate with your audience. For example, Facebook often engages adults aged 25 to 34, while Instagram and TikTok may be more effective for younger audiences.
2. **Craft content with intention:** Always consider your audience when preparing content. Ensure it's engaging, relevant, and adds value.
3. **Foster genuine connections:** Be authentic and transparent in all posts. Always cite statistics or sources when making claims, and prioritize building meaningful connections.
4. **Hashtag Strategy:** Use campaign-related hashtags to increase visibility and engagement. The preferred hashtags include: #UVUEverGREEN, #UVU, and #APlaceForYou.

### **Content Guidelines:**

Adhere to brand standards: All official social media communication should follow UVU's brand guidelines. Personal use or posting outside of the approved content scope is not permitted.

**Audience-specific content:** Tailor content to each platform's audience. For instance, platforms with a student demographic may require more vibrant imagery and informal language, while platforms engaging faculty or alumni might need a more professional tone and academic focus.

For additional guidance or support, please reach out to the university's social media team or the IA Marketing team.

## ALUMNI

### **Denoting UVU Alumni in Communications**

The UVU Office of Alumni Relations encourages all university marketing and communication professionals across campus to highlight, share, and cite an alum in communications, whenever possible. The preferred format is cited below with the graduation year included for the highest degree awarded by the university. In instances when both a bachelor's and master's degree were awarded, cite both graduation years and include the name of the master's program, as shown in the example provided below.

Preferred format for an alum with a bachelor's or associate degree, listing only the graduation year of the most advanced degree:

*Laura Blanco '21 is interviewed about her experience at SUR Cafe.*

Preferred format for an alum with a bachelor's or associate degree listing both the graduation year of the most advanced degree title:

*Laura Blanco '21, Culinary Arts is interviewed about her experience at SUR Cafe.*

When an alum has a double major from the SAME year as their bachelor's or associate degree please the following as their title:

*Elizabeth Crook '27, Art and Design, Geology talks about the impact a UVU scholarship had on her life.*

When the person has a master's degree:  
*Brett Klezmer '25, MPAS speaks about why he chose UVU.*

When the person has BOTH an undergraduate and graduate degree from UVU:

*Skyler Payne '18, Personal Financial Planning and '23, FPA is interviewed on his experience on the Alumni Association Advisory Board*

Have questions? Please contact Rynell Lewis, Senior Director, Alumni Relations.

Alumni Definitions: prefer use of alum for singular and alumni for plural.

- **alum** – *sg.* a person of any gender who graduated with a certificate or degree from an institution; preferred gender-neutral term
- **alumni** – *pl.* a group of people who have graduated with a certificate or degree from an institution; never use as a singular
- **alumnus** – *sg.* a man who graduated with a certificate or degree from an institution; while alumnus can be considered gender neutral, alum is preferred
- **alumna** – *sg.* a woman who graduated with a certificate or degree from an institution
- **alumnae** – *pl.* a group of women who graduated with a certificate or degree from an institution

Avoid use of “alums” – *informal pl.* a group of people who have graduated with a certificate or degree from an institution



## HAVE QUESTIONS?

Reach out to a member of the IA MarComm team.



## STAY UP-TO-DATE

View campaign progress by scanning the QR code.





**EVERGREEN**  
LUVU

