

The Woodbury School of Business

At Utah Valley University



OUR BRAND = UVU'S BRAND

By utilizing creative ways to showcase UVU's brand, we are able to create a look and feel that is exclusive to the Woodbury School of Business

Why our branding follows UVU's brand guidelines

The WSB's brand is an extension of UVU's brand. Keeping all WSB programs and associations in line with UVU's brand helps prospective students feel like they know who we are. The familiarity with UVU is key to helping students want to become students within the Woodbury School of Business.

WSB Brand Color Palette

These colors reflect our brand's identity and personality.



#245E39

#00843D

#4BA23F

#78BE20

#000000

Fonts Guide

Our fonts are most effective when paired and sized correctly.

Large Heading

SUB-HEADING

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut hendrerit ipsum quam, quis convallis tellus gravida ut. Donec commodo interdum magna.

Fonts in Use

These fonts have been crafted specifically for the brand.

Aa

Rajdhani

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZabcdefghijklmnopqrstuvwxyz
xyz1234567890!@#\$%^&*()

Aa

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZabcdefghijklmnopqrstuvwxyz
pqrstuvwxyz1234567890!@
#\$%^&*()



Photo description:

- Primary photos should be utilized from the most current program lifestyle photo shoot.
- Stock photos should be in neutral colors
- Stock photos should primarily display students

School messaging here:

- Mission Statement: "Through **exceptional** business education we help **students** become **successful professionals** who build our **community**"
- Core values: Connection, retention, engaged learning, exceptional teaching, navigated placement, inclusion



Mission Statement

The words we live by, and the part we play at Utah Valley University.

"Through exceptional business education we help students become successful professionals who build our community."

Core Values

Short one-two word beliefs that we structure our content and messaging around.

- Genuine Connection
- Retention
- Engaged Learning
- Exceptional Teaching
- Navigated Placement

Logo Variations

These logos reflect our brand's identity and relation to the university



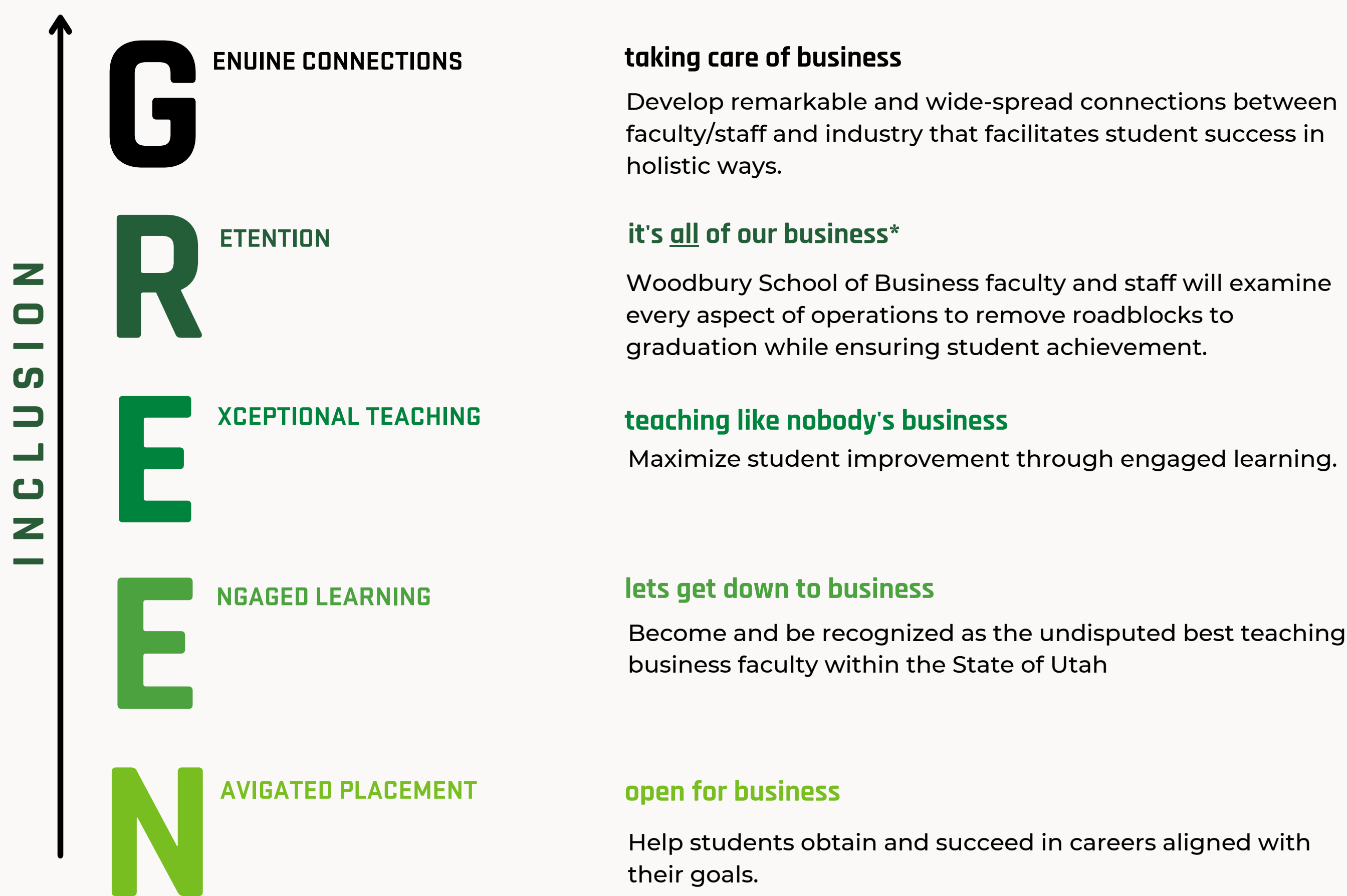
Logo Hierarchy at UVU

There is a hierarchy to be aware of with logo use.



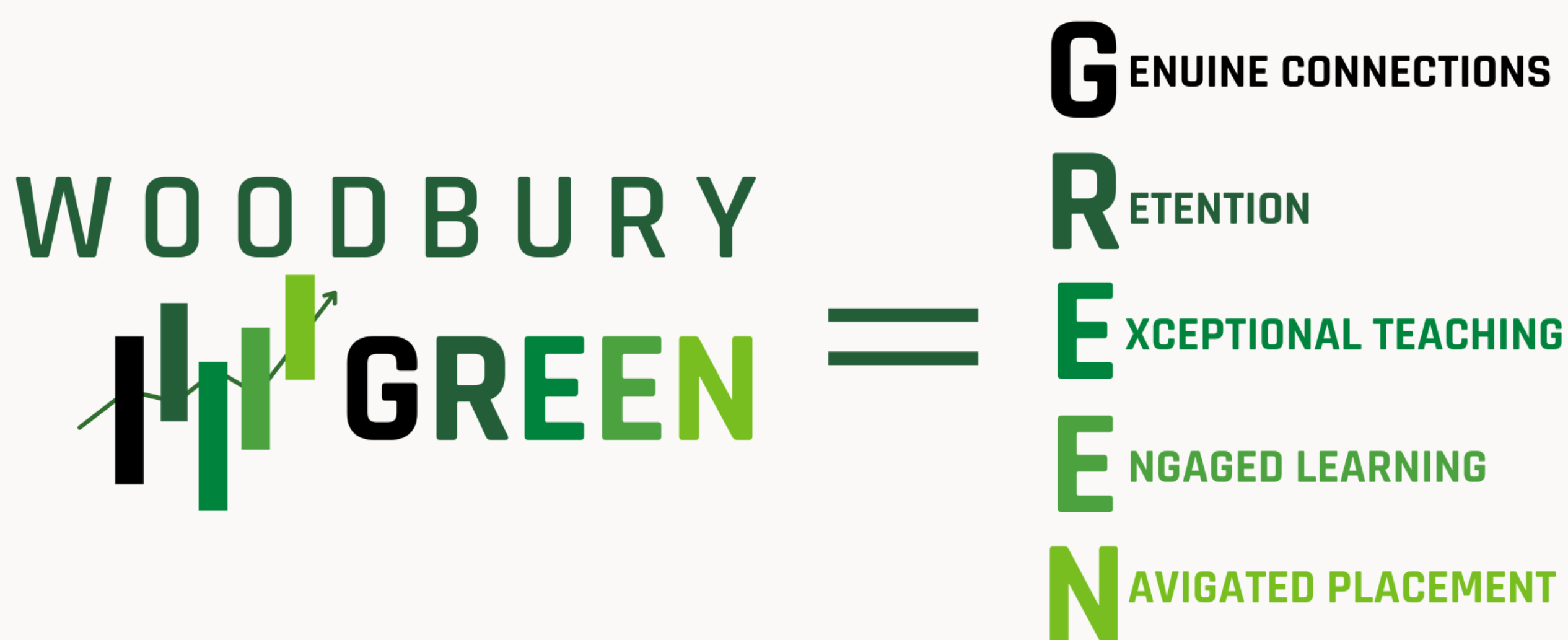
Woodbury's GREEN Initiative

Our Core Values in ACTION



GRAPHIC VARIATIONS





Voice & Tone

Who the readers hear talking and how we come across.

Voice

The Woodbury School of business speaks for itself using first person pronouns: "we" and "us".

Tone

Our tone is different depending on who our audience is and where the messaging is being placed.

Social Media Tone

- **Instagram & Facebook**
 - On student facing social media the WSB sounds inclusive, energizing, informative, engaging, successful, & friendly
- **LinkedIn**
 - On alumni, employee & employer facing social media the WSB sounds professional, exciting, informative & intentional
- **Website/Webpages**
 - On our website the WSB takes on a mix of the two because we're speaking to all audiences.