

University Graphic Identity

The University of Utah

The purpose

- Establish consistent and coherent identity
- Enhance prestige and value of University
- Set University apart / distinguish University programs
- Strengthen University brand
 - Extraordinary education = “panoramic, intensive, transformative



University Symbols / Marks



University Symbols / Marks

- www.ucomm.utah.edu
 - Print-quality logo downloads
 - Logo Standards Guide
 - Quick Reference Guide
 - Writing Style Guide
- Size and proportion restrictions / “safe zone” restrictions
- Use is restricted and licensed

University Symbols / Marks

- **Print:**
 - THE UNIVERSITY OF UTAH = Trajan Regular / Times New Roman
- **Web:**
 - THE UNIVERSITY OF UTAH = Myriad Pro / Arial



University Colors

- **Primary Colors:**
 - Red
 - Black
 - White
 - Grey
 - Tan
- Secondary colors range from brick red to peach to teal
 - Forbidden: Blue or purple



Block U in
black, red, or
white ONLY

College / Department Logos



THE UNIVERSITY OF UTAH
Career Services



THE UNIVERSITY OF UTAH
DEPARTMENT OF
FACILITIES PLANNING



The University of Utah
Health Sciences Public Affairs

http://www.ucomm.utah.edu/logos/logo_form.html

University Web

- Consistency in design...but individuality in consistency.
- Identify the U. Always link to home page.
- University color palette.
- Requirements: Disclaimer, privacy, contact...