Introduction

U Belong is a campaign of the University of Utah. It is designed to convey that all are welcome at the U and each student can find their people, passion, and purpose. This style guide has been developed to help create communication consistency for this campaign across the university. And to contribute to an overall feeling of belonging for each student attending the University of Utah.

Contents

Art Direction

The look and feel.

In their purest form, campaign application layouts will typically contain a U Belong mark statement as the headline, a short message, an image and a University logo.

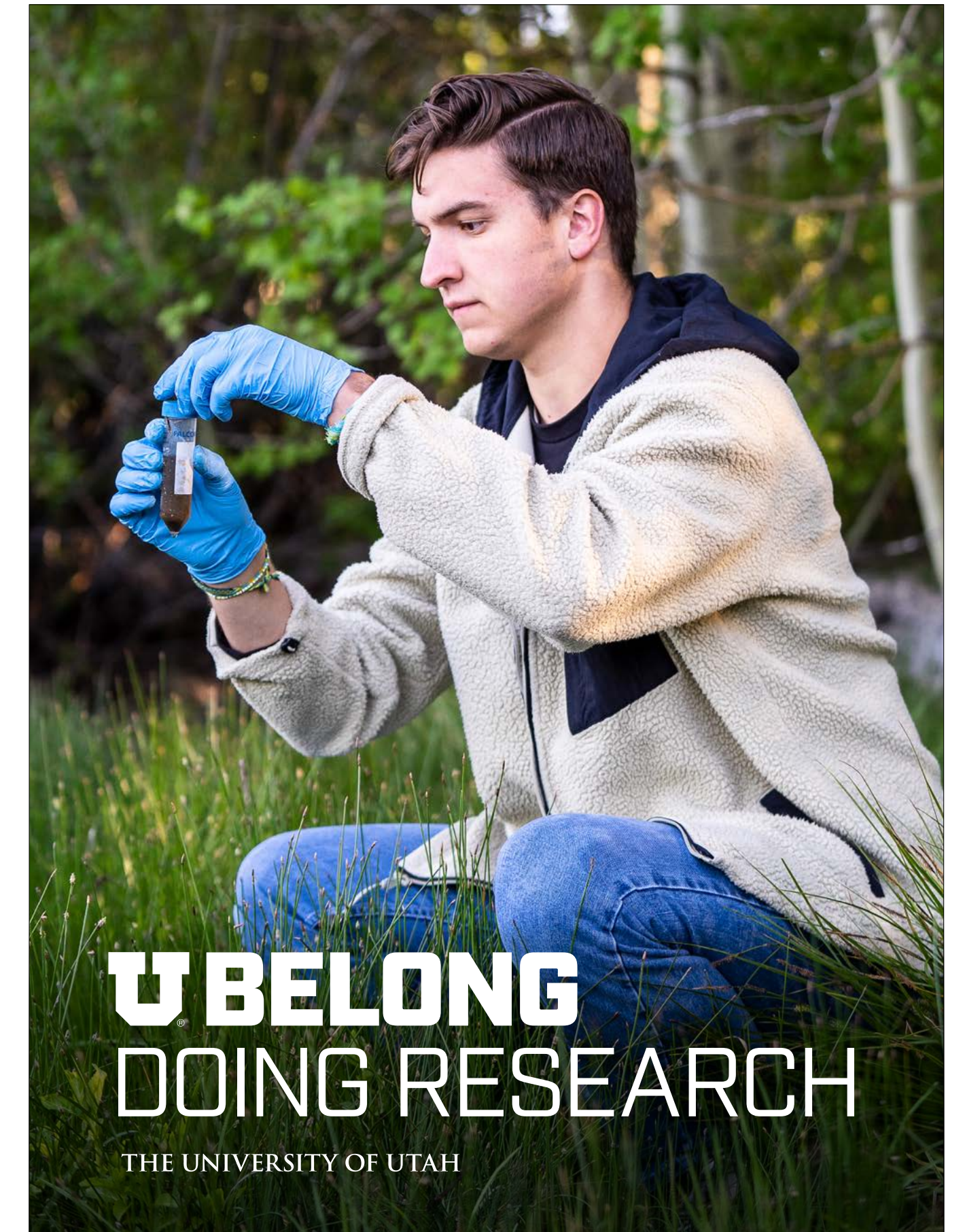Shown here is one way to combine those elements.

Layout example

U BELONG IN THE STANDS

Molorum quisqui omnim reprem expe dus doluptatior similique si cus qui dolut et peliquat labore doluptatem ut occum faccae delis dita di ommodig endunde bistis est eum venem fugiae simi, ullabor iasimpo riores ut et porest, quas volecus quatenti sum con cumquatem rectotaquunt volut qui nam, ut excerum ipsanistior as rehenis mintis aditest.

THE **U** UNIVERSITY OF UTAH

A few more examples.

This playbook also provides more information about the campaign elements.

Ad layout examples

U BELONG
IN YOUR MAJOR

Molorum quisqui omnim reprem expe dus doluptatior similique si cus qui dolut et peliquat labore

THE UNIVERSITY OF UTAH

U BELONG
SURROUNDED BY YOUR PEOPLE

Molorum quisqui omnim reprem expe dus doluptatior similique si cus qui dolut et peliquat labore Minctatem rescitis nihicati denturitem utemodi oremquide nonserciet ut offic to veles antion rerum enditaernam,

THE UNIVERSITY OF UTAH

U BELONG
LIVING AND LEARNING TOGETHER

Molorum quisqui omnim reprem expe dus doluptatior similique si cus qui dolut e

THE UNIVERSITY OF UTAH

U BELONG
DOING RESEARCH

THE UNIVERSITY OF UTAH

Getting the message out there.

Interior Wall Banner
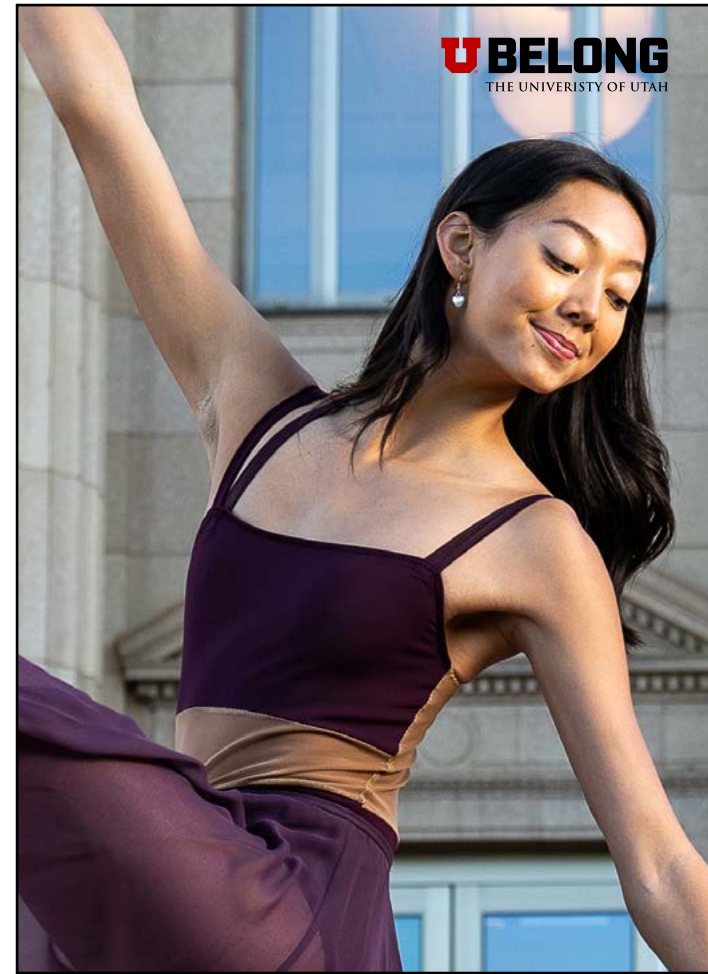

Floor Graphics

Take the message to the streets.
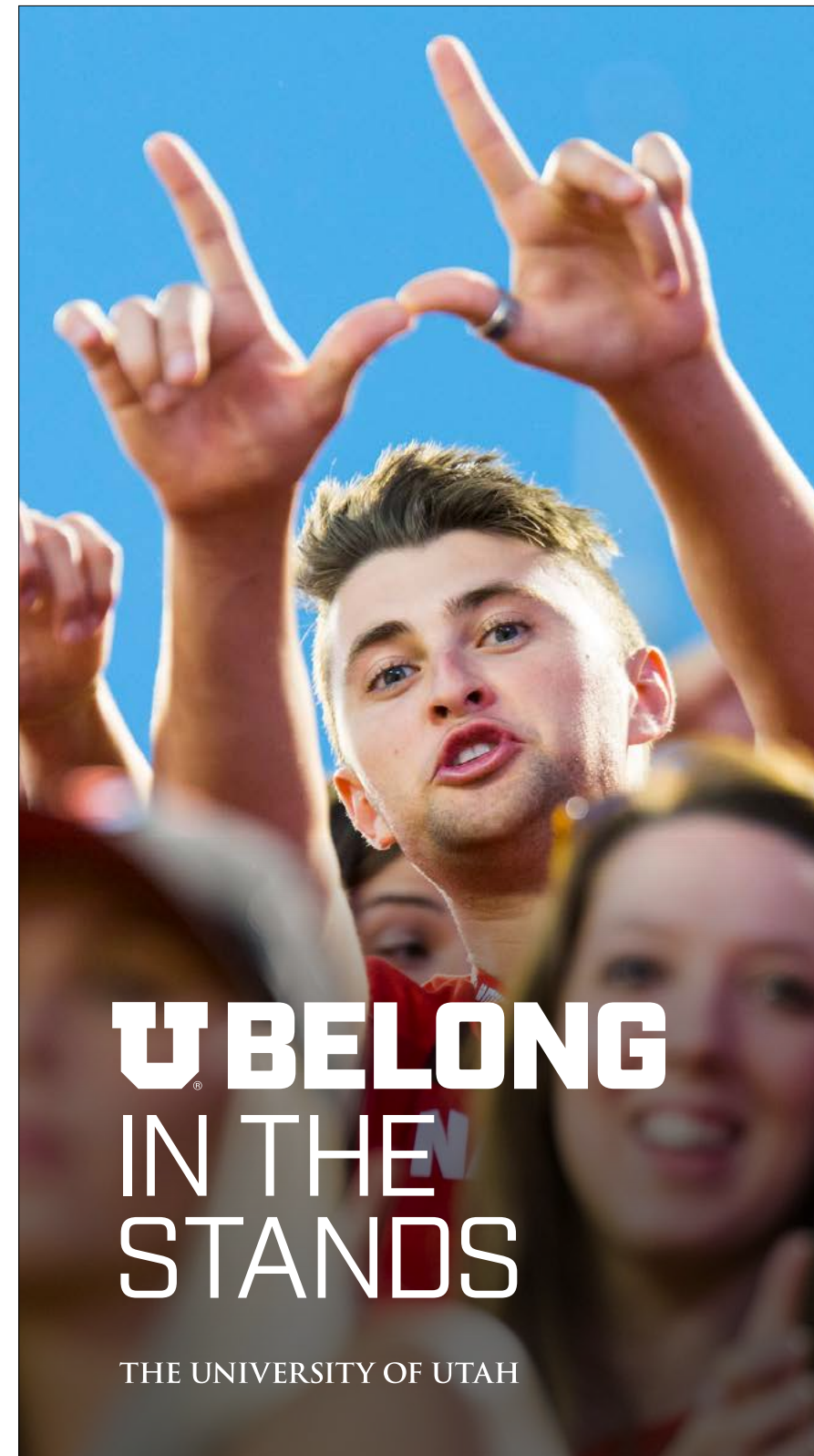
Light Post Banners 26x36 Presidents Circle

Flagpole 34x74

Lamp post 22.5x72

Digital Boards/Kiosks

U BELONG
DOING RESEARCH

THE UNIVERSITY OF UTAH

U BELONG
IN YOUR MAJOR

THE UNIVERSITY OF UTAH

U BELONG
IN THE STANDS

THE UNIVERSITY OF UTAH

U BELONG
SURROUNDED BY YOUR PEOPLE

THE UNIVERSITY OF UTAH

U BELONG
LIVING AND LEARNING TOGETHER

THE UNIVERSITY OF UTAH

Digital Boards/Kiosks

ADVOCATES
CREATIVES
LEADERS
EXPLORERS
ARTISTS
DREAMERS
ACHIEVERS
BELONG

THE UNIVERSITY OF UTAH

LEADERS
BELONG

THE UNIVERSITY OF UTAH

EXPLORERS
BELONG

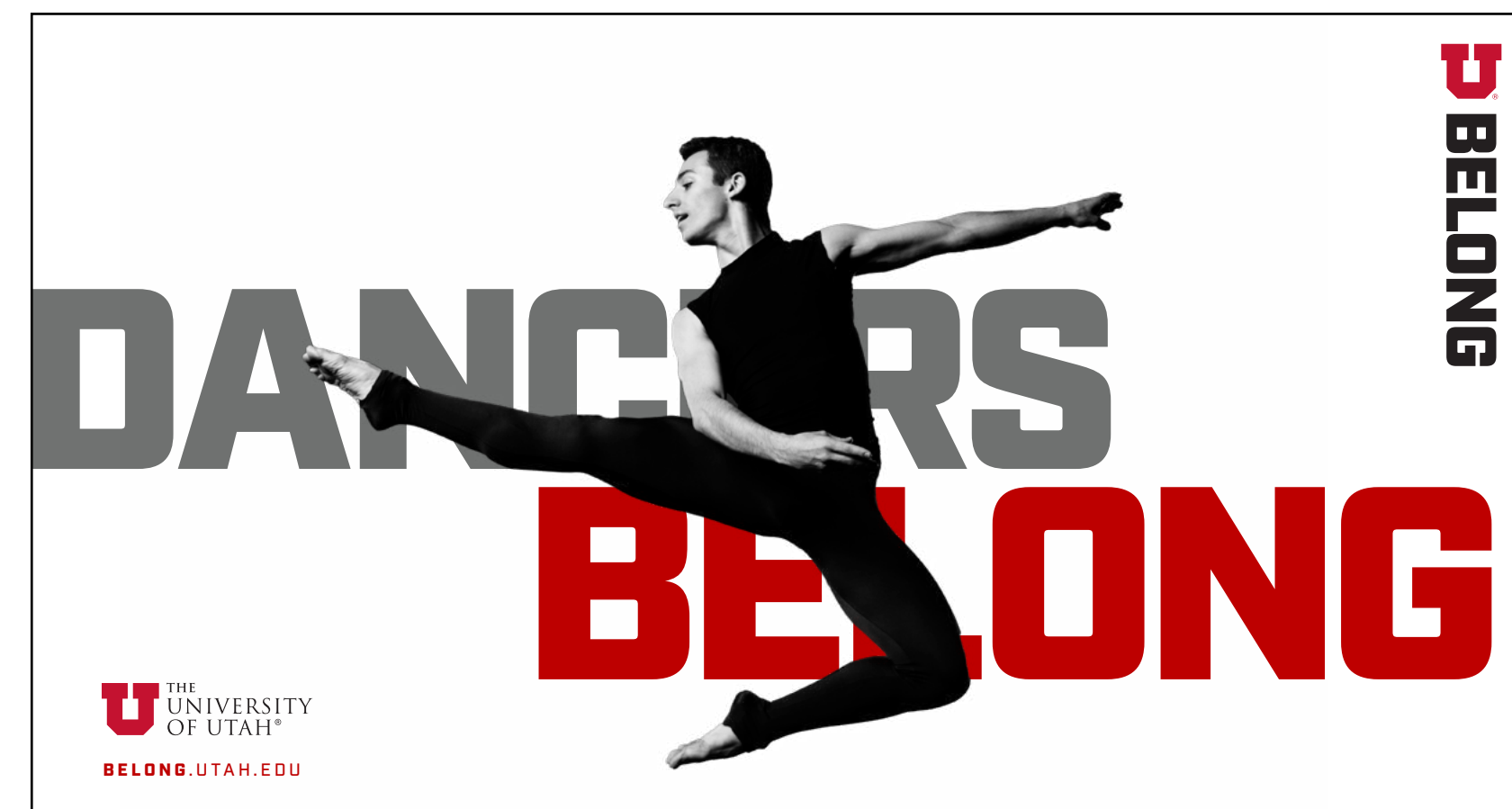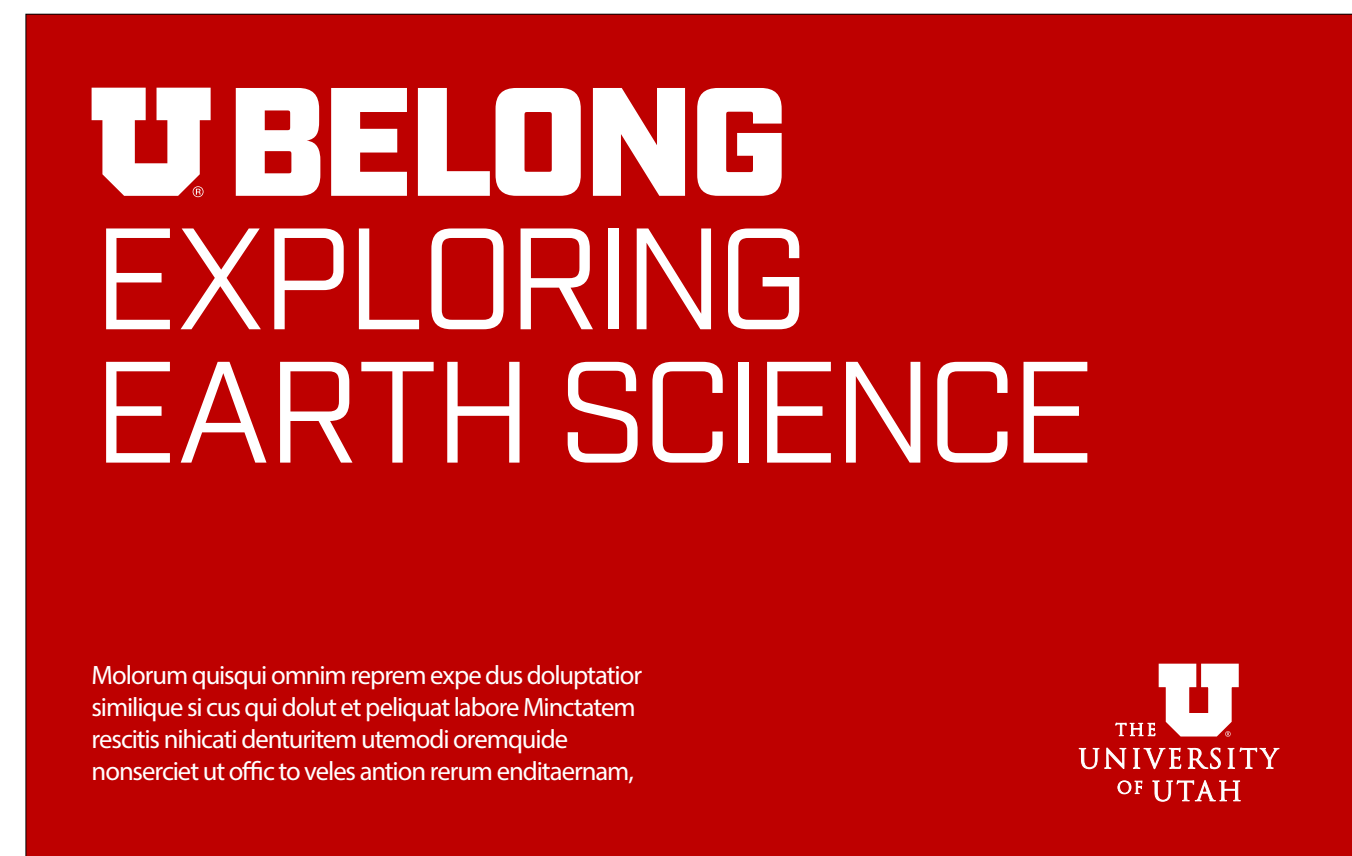THE UNIVERSITY OF UTAH

ARTISTS
BELONG

THE UNIVERSITY OF UTAH

ADVOCATES
BELONG

THE UNIVERSITY OF UTAH

Adapting the message to specific majors

U BELONG
IN BUSINESS

THE UNIVERSITY OF UTAH

BELONG.UTAH.EDU

U BELONG
EXPLORING
EARTH SCIENCE

Molorum quisqui omnim reprem expe dus doluptatior similique si cus qui dolut et peliquat labore Minctatem rescitis nihicati denturitem utemodi oremquide nonserciet ut offic to veles antion rerum enditaernam,

THE UNIVERSITY OF UTAH

U BELONG
ON STAGE

THE UNIVERSITY OF UTAH

Molorum quisqui omnim reprem expe dus doluptatior similique si cus qui dolut et peliquat labore

DANCERS
BELONG

THE UNIVERSITY OF UTAH
BELONG.UTAH.EDU

U BELONG
IN COMPUTER SCIENCE

THE UNIVERSITY OF UTAH
BELONG.UTAH.EDU

U BELONG
STUDYING
CHEMICAL
ENGINEERING

THE UNIVERSITY OF UTAH
BELONG.UTAH.EDU

Campaign Graphics

Campaign Marks

Centered Mark

Horizontal Mark

Vertical Mark

Brand Mark Integrations

When needed, the U Belong mark can be used as a University brand mark by including the name of the University.

University Brand Mark Examples

U BELONG
THE UNIVERSITY OF UTAH

U BELONG
THE UNIVERSITY OF UTAH

Campaign Messaging

Our Goals

To make everyone feel welcome at the U.

U Belong is a campaign of the University of Utah. It is designed to convey that all are welcome at the U and each student can find their people, passion, and purpose. This style guide has been developed to help create communication consistency for this campaign across the university. And to contribute to an overall feeling of belonging for each student attending the University of Utah.

Headlines

There are two approaches for headline messaging.

If you have an idea for other terms you wish to use for your specific headlines, please clear it with us first. Contact University Marketing and Communications at **brand.utah.edu/contact-us**

1

The first is style describes the different ways, activites, and places where you belong at the University of Utah. Fill in the blank with the message from this approved list that best speaks to your audience and messaging.

U BELONG _____

Approved terms to fill in the blank:

Doing Research
On Campus
In the Stands
In Your Major
In our clubs
Living and Learning Together
In one of 100s of clubs
With your Faith
With your Passions
Surrounded by your People

Use a major, minor,
or certificate name
in Business
Studying Chemical Engineering
Exploring Earth Science

2

The second describes different personalities, interests, and attributes of people who belong at the U. Fill in the blank with words from the approved list that best speaks to your audience and messaging.

_____ BELONG

Approved Headlines:

Dreamers Belong
Artists Belong
Entrepreneurs Belong
Explorers Belong
Outdoor Enthusiasts Belong
Achievers Belong
Advocates Belong
Creatives Belong
Leaders Belong
Explorers Belong

Use words that refer to a
major, minor, or certificate
Dancers Belong
Chemists Belong
Art Historians Belong

Headline typography design examples

Headline Option 1

U BELONG
ON CAMPUS

U
BELONG
IN THE STANDS

Headline Option 2

EXPLORERS
BELONG

ARTISTS
BELONG

Graphic Assets

Primary Mark
Centered

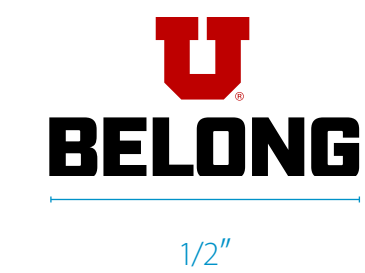Here is the main mark for
the U Belong Campaign.

Centered Mark

Clear Space

1/4 X

1/4 X

X

Clear space is
defined as 1/4 the
total height of the
Block U.

Minimum Size

1/2″

The mark should
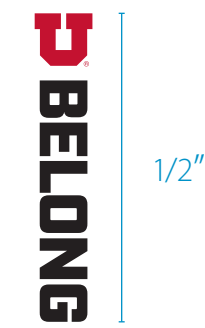never be smaller
than 1/2″ wide.

Secondary Mark Horizontal

Horizontal Mark

U BELONG

Clear Space

1/4 X

1/4 X

X

U BELONG

Clear space is defined as 1/4 the total height of the Block U.

Minumum Size

U BELONG

1/2″

The mark should never be smaller than 1/2″ wide.

Secondary
Mark
Vertical

Vertical Mark

Clear Space

1/4 X

1/4 X

X

®

Minumum Size

1/2"

Clear space is
defined as 1/4 the
total height of the
Block U.

The mark should
never be smaller
than 1/2˝ tall.

The Don'ts

So no style guide would be complete without showing many examples of how to mess things up. Take a close look and do not follow any of these examples. Are we cool?

Don't vertically or horizontally stretch the mark.
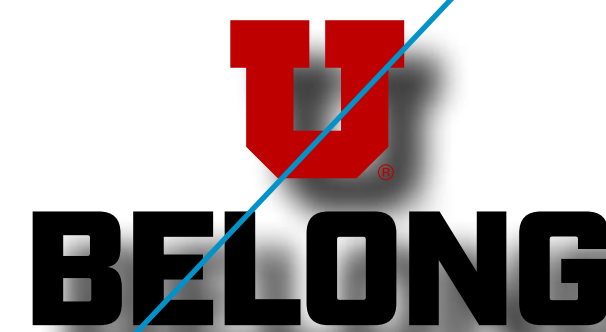
Don't Alter the mark with decorations like outlines or drop shadows.
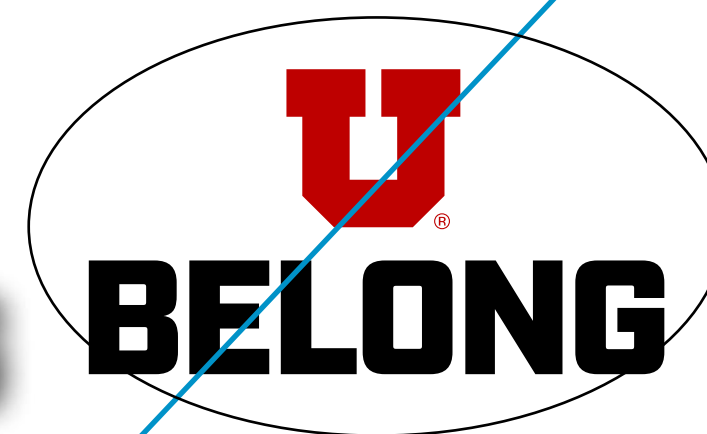
Don't create additional art for use around the mark. The logos should stand alone or be used in approved lockups.
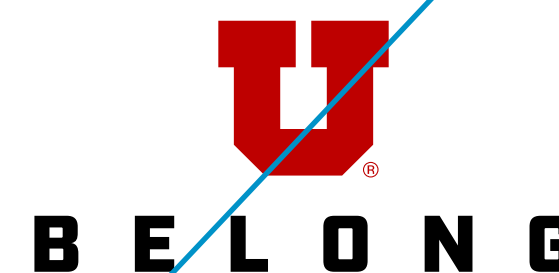
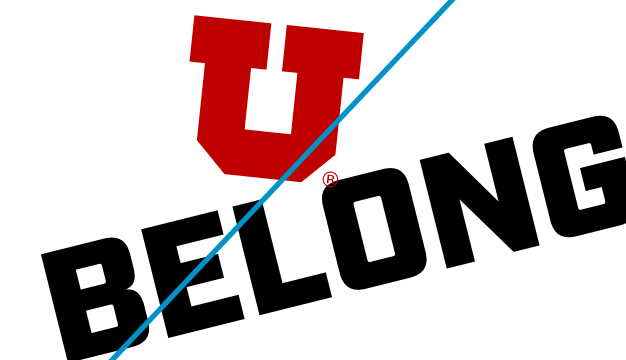**Don't** reproduce the mark in an unapproved color.

Don't redraw any parts of the logo or use different fonts in the mark.

Don't use the logo at less than 100% opacity. Use approved colors.

Don't alter the kerning, tracking, leading, or alignment of the wordmark.

Don't alter the composition of the lockup.

Typography

Typography

These are the preferred fonts for the U Belong campaign. Due to licensing restrictions, we are unable to provide copies of these typefaces.

Industry and Myriad Pro are available in the Adobe Creative Cloud.

Industry
Used for headlines.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Forza
Forza may be used interchangeably with Industry.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Myriad Pro
Myriad Pro Regular is ideal for body copy in brochures leaflets, letters and memos. It looks effective when set in 9, 10, 11 and 12pt type.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Example Type Styling

The campaign fonts should be used in combination to create campaign applications. Shown here is one example of how they can be combined to create a consistent and sophisticated overall look. This is just one way to approach the type styling, and should be used as an example.

HEADLINE

Titles and Main Headlines Industry Ultra

Itati quiam hitati blacestrum sequidelitas corecabore min perrovit est, eatus.

Subheads Industry Book

Ont eos di officae molut alis ex ea debis et illorro vitatur sus es pa consequatem et arci consequ ibusdam, etum quostru ptaquodit voluptiatem cusam, unt aligendem re quiaers pellit as sit, qui nempor sante sit dolupicimil ilitaturiam quo odion cus sam nectatus essit Pitatiur, acest doluptate nusdae etus aut pratustias aperspicto eaqui opta eum repta consed excearum escim fugia doluptis dolorum siminctiant ex estios as et alit fuga. Apita cus ducia venes expelesto mil imus arum idem quid quatur? Quiscide voluptis estint. Quibusae qui cus eos eaque digentiam, ast que laboratium andus vellaborem estrupiciusa nonsenima voluptas et liquo maios mossi volo modis dolupta peribernam nit re conet, nectiatur, eaqui quiatus cuptassit et id maximus aut di quam rem eicipsum raes int dollabore simaiorent et estrum qui berferibus pores eument doloreius secti dolut quam hilit ullabor itatio. Itas nobis nossit optaerum latem dolupta spelit rerferecto te el imi, que etur alis quaeritiis porerum enihit fuga. Ut fugia eicabor epudamet escimil landit.Udis nonseque poribus ciusam qui ducid quibus nos duci qui unte voloratem aut odi

Body Copy Myriad Pro Light

"Quibusae qui cus eos eaque digentiam, ast que laboratium andus vellaborem estrupiciusa nonsenima voluptas et liquo maios mossi volo modis dolupta peribernam nit re conet."

Pull Quotes Industry Thin

Dit hari id mos eturiti accae simus molupta nonet molupient volessed qui berovit aturiae. Itaest que cusa pligendandi simped eos vita quatur sinulpa que moditatumet volo tota ipsae. Hene parios doluptatur, omnia acepercim ipsum inci diosti bea

Captions Myriad Pro Light

98%

Infographics Industry Black

Color

Color Palette

The main colors for the U Belong campaign follow the main university guidelines. There are no custom colors specific to the U Belong campaign. This has been a carefully considered choice to help the campaign look and feel connected to the University of Utah.

Utah Red

SPOT *R8940 / R8939*
CMYK 0C/100M/79Y/20K
RGB 190-0-0
HEX #BE0000

White

SPOT PAPER
CMYK 0C/0M/0Y/0K
RGB 255-255-255
HEX #FFFFFF

Black

SPOT BLACK
CMYK 0C/0M/0Y/100K
RGB 0-0-0
HEX #000000

Color
Variations

The marks can be used on
background colors shown here.

These colorways have been
included for all artwork and
template files. Do not alter the
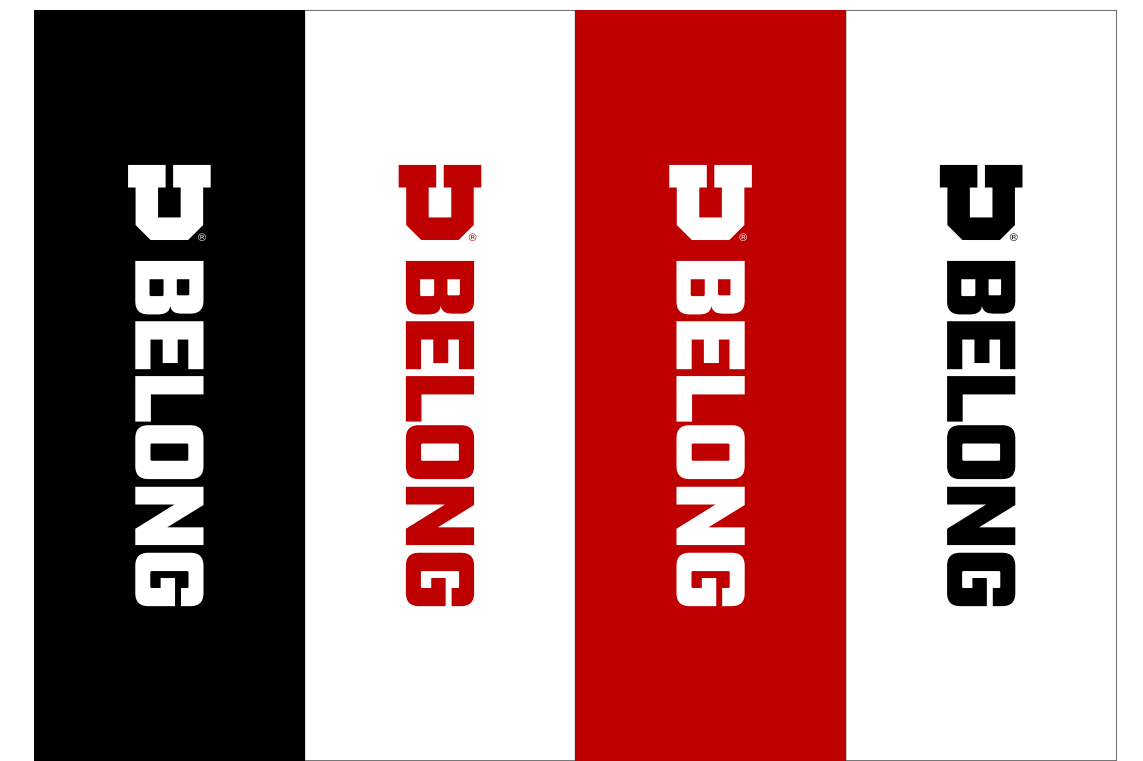colors of existing artworks or
templates.

Centered

Horizontal

Vertical

Frequently Asked Questions

Do I need permission to use U Belong in my communications?

No, you are free to use U Belong as you like, within the parameters included in this document.

Who do I contact to get U Belong campaign artwork, fonts and templates?

All assets are available in Box. If you have trouble finding them, please contact dave.titensor@utah.edu.

Are we still using Imagine U?

"Imagine U" is being phased out as the University brand campaign message. The U Belong campaign is not replacing it, but may be used when appropriate.

How can I create a logo lockup?

You can create a logo lockup via the Adobe Illustrator template in Box. If you need help, please contact dave.titensor@utah.edu.