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.

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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.
A few more examples.

This playbook also provides more information about the campaign elements.

Ad layout examples
Getting the message out there.
Take the message to the streets.

Light Post Banners 26x36 Presidents Circle

Flagpole 34x74

Lamp post 22.5x72
Digital Boards/Kiosks

Doing Research

Living and Learning Together

Surrounded by Your People

The University of Utah

The University of Utah
Digital Boards/Kiosks

BELONG

ADVOCATES
CREATIVES
LEADERS
EXPLORERS
ARTISTS
DREAMERS
ACHIEVERS
THE UNIVERSITY OF UTAH

BELONG

LEADERS
THE UNIVERSITY OF UTAH

BELONG

EXPLORERS
THE UNIVERSITY OF UTAH

ARTISTS
THE UNIVERSITY OF UTAH

BELONG

ADVOCATES
THE UNIVERSITY OF UTAH
Adapting the message to specific majors

**BELONG IN BUSINESS**

**THE UNIVERSITY OF UTAH**

**BELOm ON STAGE**

**U BELOm IN COMPUTER SCIENCE**

**STUDYING CHEMICAL ENGINEERING**

**IN BUSINESS**

**EXPLORING EARTH SCIENCE**

**BELONG**

**ON STAGE**

**BELONG**
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
Campaign Messaging
Our Goals

To make everyone feel welcome at the U.

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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 describes the different ways, activities, 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

Headline Option 2
Graphic Assets
Primary Mark Centered

Here is the main mark for the U Belong Campaign.

Centered Mark

Clear Space

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

Minimum Size

The mark should never be smaller than 1/2” wide.
Clear space is defined as 1/4 the total height of the Block U.

The mark should never be smaller than 1/2” wide.
Secondary Mark
Vertical

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 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 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.
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 debs et illme viteature sus ex pa consequatem et ascie conued itubad, etum quostru plataquatid vuluplatem cusum, unt algedem re quieens pelit as sit, qui nempor sante st dolupcimil itaturiam quo odion cus sam necstus exst.

Pitatur, acest doluptate nunidae et aut pratuisas aperspicio exqui opta hum repita consed exceaur escim fugua doluptis dolorum sinnactiant ex esios as et al fugua. Apita cu duca venu expelesto mil mus arum idem quid quatu? Quisque voluptis extrin.

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

*Pull Quotes* Industry Thin

Dit hari id mos etutli acsae simus molupta nonet molupient voleses qui bervoxi aturiae. Itaest que cusa pligendandi simped eos vita quatur sinulpa que moditaturem volo tota ipsae. Hiene paion doluptatur, omni aexapcam ipsum ino diost be.

*Captions* Myriad Pro Light

98%

*Infographics* Industry Black

“Quibusae qui cus eos eaque digentiam, ast que laboratum andus vellaborem estrupiciusa nonesimina voluptas et liquo maios mossi volo modis dolupta peribernam nit re conet.”

*Body Copy* Myriad Pro Light

98%
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.
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.