BRAND MAP **2021**

BRYCE CANYON

SUU
SOUTHERN UTAH
UNIVERSITY

Contents

Who We Are

Brand Pillars

Student-Centric

Steadfast

Soar

Student-Centric

At Southern Utah University, *students aren't just a number, they are the priority.* From keeping a 19:1 student to faculty ratio to ensuring students graduate with little to no debt - every decision SUU makes places you, the students, first. As a caring campus community, it's not surprising for professors and students to know each other on a first-name basis.

Ranked by U.S. News & World Report among the top 10 schools in the country for lowest student debt among public regional universities, *SUU believes a university experience should set students on their path, not stand in their way.*

Steadfast

Nearly 125 years ago, the founders of Southern Utah University believed so strongly in the power of education that they risked their lives to build a school they would never attend. That *trust, determination, and pure grit are woven into the fabric of SUU.* And is why students are placed first in every aspect. Students feel that passion and know they can move forward on a path through the canyons and into the horizons of their choosing. When students become part of the University of the Parks, they know that SUU's inspiration for this expansive vision comes from the founders. *And whatever path a student chooses in life, they will always have the power and strength of a T-Bird.*

SUU

Soar

While SUU honors the past, the university is nimble and constantly looking to the future. Every decision is approached by asking the same central question – What will help our Thunderbirds soar? *As an innovative leader, SUU disrupts higher education norms* to help students graduate faster without mortgaging their futures. With the 3-year degree program, Southwest Tech partnership or globalizing online offerings, SUU intentionally creates multiple pathways for success. SUU professors teach with a *career-focused* curriculum giving students a competitive advantage for the job market. Whether it's on the court, online, in the canyons or in the skies, a *Southern Utah University experience is designed around what provides the next generation with opportunities to soar.*

Brand Personality

Empathetic

Caregiver Archetype

EMPATHY
ALTRUISM
COMPASSION
PATIENCE
SERVICE

CORE DESIRE:
put others
before
yourself.

Innovative

Creator Archetype

CREATIVITY
IMAGINATION
DISRUPTION
INNOVATION
ENTREPRENEUR

CORE DESIRE:
create
enduring
value.

Adventurous

Explorer Archetype

INDEPENDENCE
BRAVERY
FREEDOM
AUTONOMY
EXPERIMENTS

CORE DESIRE:
freedom
of discovery.

SUU

We Are

Adventurous
NEVER BRASH

We discover and explore with purpose and curiosity, not adrenaline-junkie impulse.

Best-In-Class
NEVER ELITIST

We may be an underdog, but we've earned the respect of anyone we go up against. We know a winning degree doesn't have to break the bank.

Empathetic
NEVER PATRONIZING

We are the most human university in Utah, and humans are stronger when they share authentic connections. We are caring, and we put others first.

Innovative
NEVER DESTRUCTIVE

We are building tomorrow's university in today's world. We solve problems to impact positive growth and creative change - New isn't the goal, better is.

Surprising
NEVER TONE DEAF

We stand out from the crowd in a way that showcases our core strengths while also keeping the needs of our audience and current world climate in mind.

Logos

Logos

SUU Logo	Acronym	Combo Mark	Athletics	SUU Seal
PRIMARY USE	SECONDARY USE	SCHOOL SPIRIT USE	RARE USE	RARE USE
The official logo of our university. Horizontal version preferred. Use wherever possible.	Used where small sizes dictate less copy, or where 'Southern Utah University' is implied or apparent.	This mark symbolizes SUU school spirit for students or alumni.	See Athletics style guide for usage rules. Rare usage is encouraged.	Used on materials related to the president. Over-use can incur dilution of its power & quality.

Four Preferred Versions - Use wherever possible

SUU

SUU Logo Variations
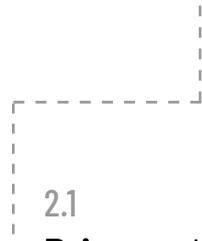
Primary logo. Minimum width is 1.75"(w).

Acronym logo. Use internally, at small sizes, or where the university name is in context, like on social media. Minimum width is .5"(w).

Stacked logo. Use sparingly. Minimum width is 1.25"(w)

Use these versions and this coloring EVERYWHERE possible.

Each logo variation has a white, reverse version. If gray-scale is needed, use the white logo on gray or black.

2.1

SUU SOUTHERN UTAH UNIVERSITY

2.2

SUU

2.3

SUU SOUTHERN UTAH UNIVERSITY

2.4

SUU SOUTHERN UTAH UNIVERSITY

SUU SOUTHERN UTAH UNIVERSITY

SUU

SUU Logo
Misuse

2.5

NEVER stretch or scale the proportions.

2.6

Rarely if ever use the red logo on a black background. This combination is acceptable for the combo mark and the athletic mark, but the academic identity should always feel friendly and bright.
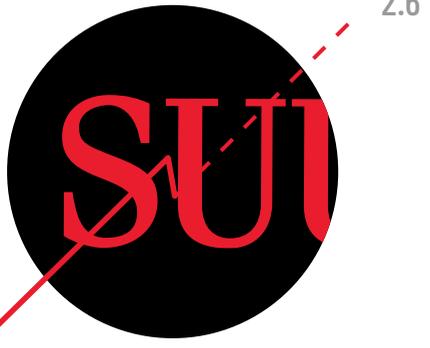
2.7

NEVER leave off the SUU acronym. The type used is a generic sans serif font and not a logo. Please ensure the logo in full or the SUU acronym alone is used. This helps with building equity and familiarity in our brand marks.

2.5

SUU
SOUTHERN UTAH
UNIVERSITY

2.6

SUU

2.7

SOUTHERN UTAH
UNIVERSITY
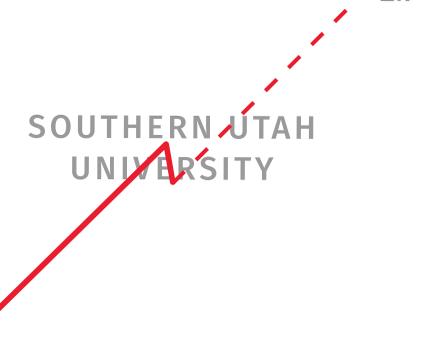
SUU Logo
Clear Space

Clear space is the empty space, or margin, you must keep between the logo and ANY other element.

NEVER use the logo over a busy or distracting patterned background, only on a plain white, gray, or neutral/light blue background.

2.8

Preferred clear space is the height of the logo.

2.9

Minimum clear space is half the height of the logo.

2.8

SUU SOUTHERN
UTAH
UNIVERSITY

2.9

SUU SOUTHERN
UTAH
UNIVERSITY

SUU

Combo Mark Variations

2.10

Color and style variations may abound with this mark on shirts and other swag. If it's on white, 2.21 is preferred.

Minimum width for this mark is .75"(w).

2.11

Preferred mark where the priority is student life, school spirit, or people connecting with the school on a peer level. This color combination of red and black on white is the preferred version, use EVERYWHERE you can.

SUU

## Combo Mark Misuse

2.12

NEVER stretch or scale the proportions

2.13

NEVER use the logo over a color other than our SUU-Red, and never crop off the letter forms in the frame.
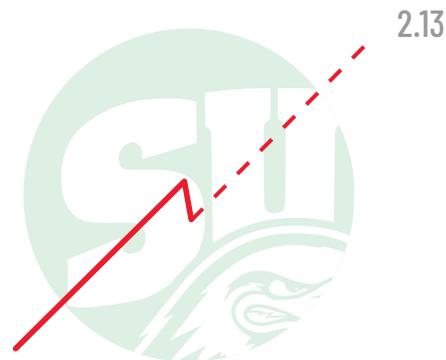
2.14

NEVER use the version with red SUU letter forms over any other color background other than white or black.

2.12

2.13

2.14
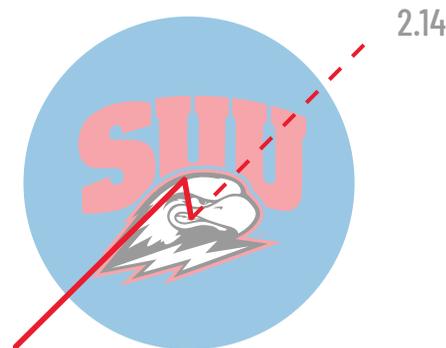
Combo Mark Clear Space

Clear space is the empty space, or margin, you must keep between the logo and ANY other element.

2.15

Preferred clear space is the width of the middle 'U' at it's widest point.

Note: If you need your clear space visually centered, measure from the lines indicated on the graph on the right and bottom sides.

2.16

Minimum clear space is half the width of the middle 'U' at its widest point.

2.15

2.16

SUU Seal
Variations

2.17

Minimum size is 1.5" in diameter. Never any smaller.

2.18

Reversed Seal should be used extremely rarely, and only when you absolutely need to. Even then, only use on red or black backgrounds.

2.19

Preferred Seal in SUU–Red or SUU–Black coloring where possible.

2.17

2.18

SUU

SUU Seal
# Misuse

2.20

NEVER stretch or scale the proportions.

2.21

NEVER use colorings outside those listed.

NEVER use any depiction or likeness of the seal as sub-brand logos unless given permission to do so.

2.20
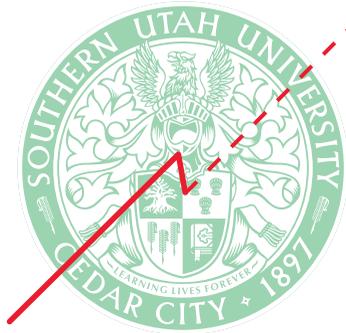
2.21

SUU Seal
Clear Space

Clear space is the empty space, or margin, you must keep between the logo and ANY other element.

NEVER use Seal over a busy or distracting patterned background, only on a plain white, gray, red, or black color block or background.
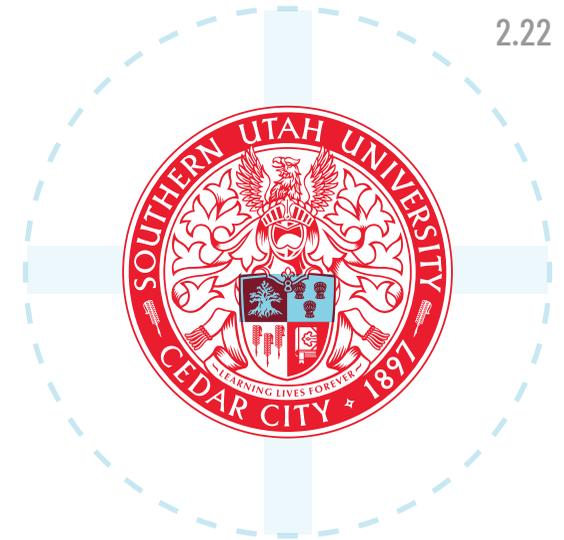
2.22

Preferred clear space is the width of the shield within the Seal.

2.23

Minimum clear space is half the width of the shield within the Seal.

2.22

2.23

Secondary Logo System

Preferred Version

PRIMARY USE

Use wherever possible. Mimics the design and structure of SUU's primary use logo.

Stacked Version

SECONDARY USE

Use in small width designs, square, or cropping. Use only in instances where the primary use won't work.

SUU Logo Version

EXTERNAL SUU USE

Use when the logo needs more context that the department is part of a larger university.

Social Media

SOCIAL MEDIA USE

Use only for social media profiles. Indicates an official SUU profile.

Student Audience

SCHOOL SPIRIT USE

Use to connect to student audiences, not meant for letterheads, but for merch, and informal applications.

SUU Departments are allowed secondary logo designs to call out their entity within the organization. In order for us to speak with one voice, these designs must be highly uniform to ensure all entities reflect the larger institution. Contact the Marketing Communication Office to have your logo assets designed and delivered to you.

Color

Color System

Red Is The Star

This split analogous palette makes SUU-Red the contrasting star of the overall scheme. Use red strategically in your designs as a key call to action in a neutral or natural palette.

Inspired By Nature

We are the University of the Parks, and our colors show that. Mimic nature by Never using blocks of green or blue—use layered shades, gradients, or photography.

Brand Colors

> 95% OF DESIGNS

Monochrome palette of red, blacks, grays and whites. Every piece should be primarily these colors.

Support Colors

< 5% OF DESIGNS

Analogous blues, greens and gradients. Use these rarely and never more than a detail or CTA on any given design.

> 95% Brand Colors

< 5% Support Colors

Brand Colors
> 95% Use

SUU-RED, and the scale of SUU-WHITE to SUU-BLACK are our main brand colors. Almost all communication created for SUU will be overwhelmingly these colors.

It is also acceptable to use a primary palette of neutrals, only black, white, and grays, using red as a call to action or accent color.

When layering red colors for depth, go lighter before you go darker. Our brand should feel bright & vibrant, not domineering.
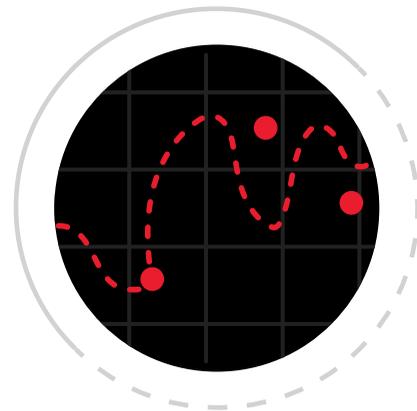
SUU-RED
GREY-2
GREY-1

SUU-WHITE
RED-5
SUU RED

SUU RED
GREY-10
SUU-BLACK

Monochrome
Reds
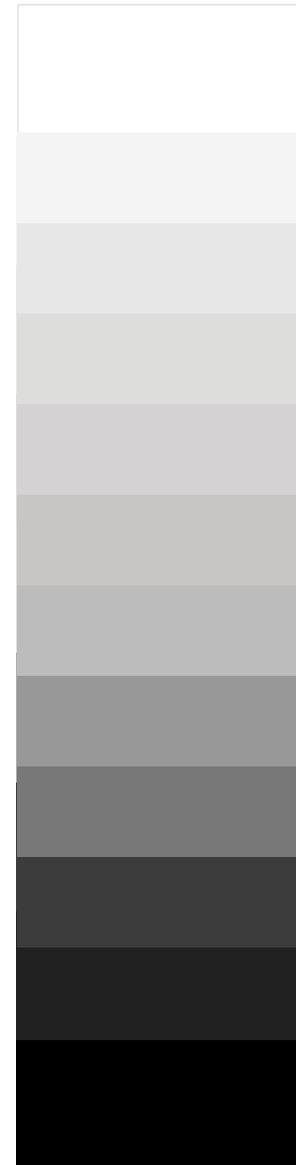
SUU-WHITE
#FFFFFF
0-0-0-0

GREY-1
#F4F4F4
3-2-2-0

GREY-2
#E7E7E7
8-6-6-0

GREY-3
#DDDDDC
12-9-10-0

GREY-4
#D2D2D2
17-13-13-0

GREY-5
#C6C6C5
22-17-18-0

GREY-6
#BBBBBB
27-21-22-1

GREY-7
#999999
43-35-35-1

GREY-8
#787979
54-46-45-11

GREY-9
#3C3C3C
68-62-60-50

GREY-10
#212121
72-66-65-73

SUU-BLACK
#000000
75-68-67-90
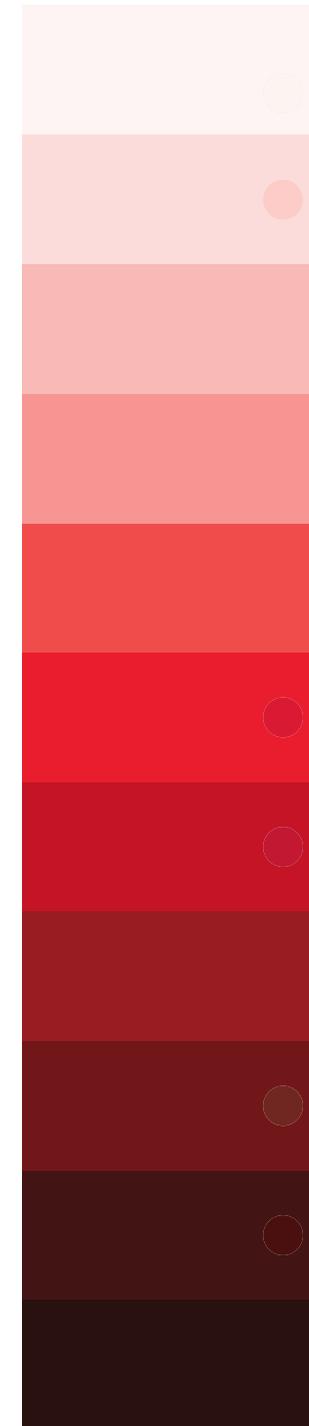
RED-1
#FEF4F2
0-4-2-0
SW 7102

RED-2
#FCDCDA
0-16-8-0
SW 6603

RED-3
#F9B9B6
0-33-19-0

RED-4
#F69591
0-51-33-0

RED-5
#F04C4C
0-86-70-0

SUU-RED
#E81727
2-100-92-0
SW 6868
PAN 185 C

RED-6
#C41425
0-100-90-20
SW 6871
PAN 200 C

RED-7
#981B21
26-100-96-24

RED-8
#711719
32-97-91-44
SW 2802

RED-9
#431414
44-85-75-69
SW 2801

RED-10
#29110F
56-75-71-80

SUU

Support Colors
< 5% Use

This pallet succeeds when it replicates nature. Nature never shows one color, you see a myriad of slight variations..

NEVER use a large block of these colors, they must be the minority color to our brand colors. They are best shown in key graphics, illustration accents, or showing through in photography styling.
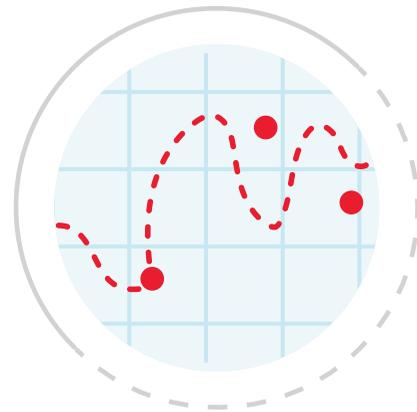
GRADIENT

GREY-2

GREY-1

SUU-RED

RAIN-2

RAIN-1

SUU-RED

SOAR-7

STORM-7

Analogous
Blues & Greens

LICHEN-4
#95C93D
47-0-100-0
SW 6718
PAN 375 C

RAIN-1
#EDF8FC
6-0-0-0

RAIN-2
#C7E8F3
20-0-3-0
SW 6799

RAIN-4
#86D0E5
44-2-7-0
SW 6787
PAN 636 C

SOAR-7
#182840
93-80-47-51
SW 9178

STORM-7
#13121F
81-76-57-75

LICHEN-4
#95C93D
47-0-100-0
SW 6718
PAN 375 C

LUSH-4
#00A669
100-0-82-0
SW 6739
PAN 3405

SKY-4
#00A7E0
81-12-1-0
SW
PAN 2995 C

SOAR-4
#0076BB
100-46-2-0
SW 6796
PAN 3005 C

STORM-4
#1A468C
100-84-12-3
SW
PAN 286 C

RAIN-4
#86D0E5
44-2-7-0
SW 6787
PAN 636 C

SKY-4
#00A7E0
81-12-1-0
SW
PAN 2995 C

SOAR-4
#0076BB
100-46-2-0
SW 6796
PAN 3005 C

SKY-4
#00A7E0
81-12-1-0
SW
PAN 2995 C

LICHEN-4
#95C93D
47-0-100-0
SW 6718
PAN 375 C

LICHEN-4
#95C93D
47-0-100-0
SW 6718
PAN 375 C

LUSH-4
#00A669
100-0-82-0
SW 6739
PAN 3405

SOAR-4
#0076BB
100-46-2-0
SW 6796
PAN 3005 C

STORM-4
#1A468C
100-84-12-3
SW
PAN 286 C

STORM-7
#13121F
81-76-57-75

Merriweather

M

Barlow

B

Barlow

& M 123

Industry

RAPHY

RAPHY

Typography

Typography

Merriweather

**Primary Font
H1-H3 Headings**

Aa

**BE PRESTIGIOUS
& ADVENTUROUS**

Merriweather, is a versatile serif that can feel adventurous or serious. It's a Google font that will allow budget-friendly access to the entire university at no cost, and is available for anyone to download.

Barlow

**Secondary Font
Body Copy & Sub-Heads**

Aa **00**

BE ADAPTABLE

A stable and versatile font that is the middle man between the Primary and Tertiary font extremes and their audiences. Barlow has many weights, as well as a Barlow Condensed—both are google fonts, like Merriweather. Microsoft Substitute: Calibri

Industry Inc.

**Tertiary Font
Perspective Students**

AA

BE DIFFERENT

A stylistically layered font to appeals to prospective students. It is accessible through an Adobe Creative Cloud account, but we also have purchased licenses for campus use. Contact the Marketing Communications Office for access to font files.

All university communications should be done with these three fonts, and no others, to ensure a consistent look and feel.

H1–H3 Headings

Tips:
- 4x's or more the size of your body copy
- No tracking
- Fairly tight leading
- RARELY RED Use SUU-Black for high contrast, or white text on a red background or over a photo
- NEVER ALL CAPS Use title case or sentence case instead

Sub Headings

Tips:
- About 1/3 of the size of headings
- Add 50-100pts of tracking if you are using in all caps
- Fairly tight leading
- GRAYS are preferred, dark or light
- Barlow Condensed Bold, Barlow Bold, and Barlow Regular are favorites

Info-graphics & Numbers

Tips:
- Large colored numbers are a great way to break up content and make it easier to scan and consume
- Large numbers and info-graphics are the only time red text is preferred. Can be red on a white background, or white on a red circle or background

Merriweather Headings

#1 **1**

BARLOW CONDENSED   Barlow Subheadings

Living On Campus

4	17	1–10
ON-CAMPUS HALLS	STUDENT SPACES	MINUTE WALK
Hundreds of off-campus options	For recreation, study, & leisure	To everything on campus!

HOUSING OPTIONS

How to Apply

Apply early to turn your $50 application fee into a scholarship that could range from $2,000 to full tuition! If you visit campus, we'll waive your application fee altogether.

1 Fill out an application suu.edu/apply

2 Send us your high school transcripts

3 Send us your ACT/SAT Scores. Test optional.

Photography Style

Photography Style

Student Focused **Elements of Nature** **Pops of Red** **Clean & Bright** **Always Connected** **Real & Raw**

Illustration Style

Illustration Style

Hand Drawn   **Organic S-Curves**   **Line, Fill, & Pattern**   **Humor & Levity**
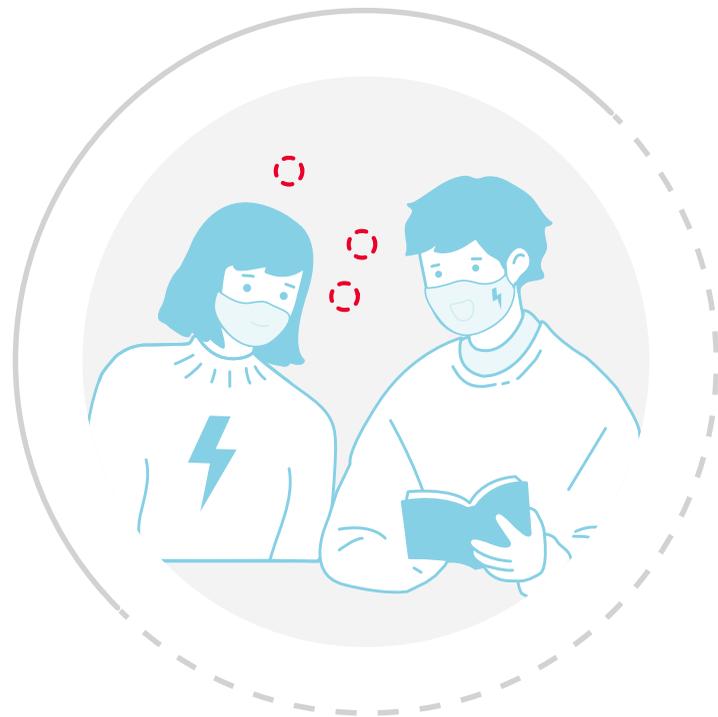
Prospective Students

Current Students

Working Professionals

SUU

Shapes & Forms

The 'S'UU Curve

The S in our name distinguishes us from other universities where the norm is angular, blocky letters. S-curves are frequently found in nature, reinforcing University of The Parks, and creating friendly and dynamic compositions.

Dashed Lines

We believe in humans, nuance and exploring new paths. Dashed, curved and hand drawn lines have more soul than perfectly straight ones. They subtly bring up imagery of storms, rain and lightning that represent our T-Birds.

Circles & Organics

Circles should be used over squares and rectangles. Where other brands go geometric, we go organic, which is sometimes the harder choice, but inherently more human.

SUU

Pattern Library

When To Use

These patterns are meant to be used as subtle background texture to add interest to designs that help reinforce two key brand messages: Thunderbirds, and University of The Parks.

Use either light gray on white, White over photography, or Red-6 over SUU-Red.
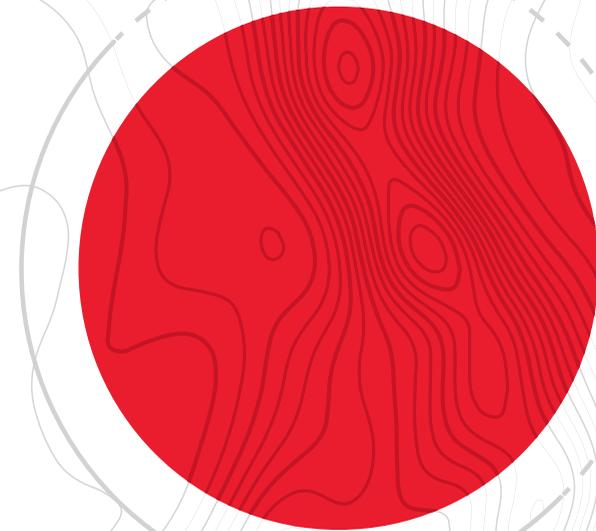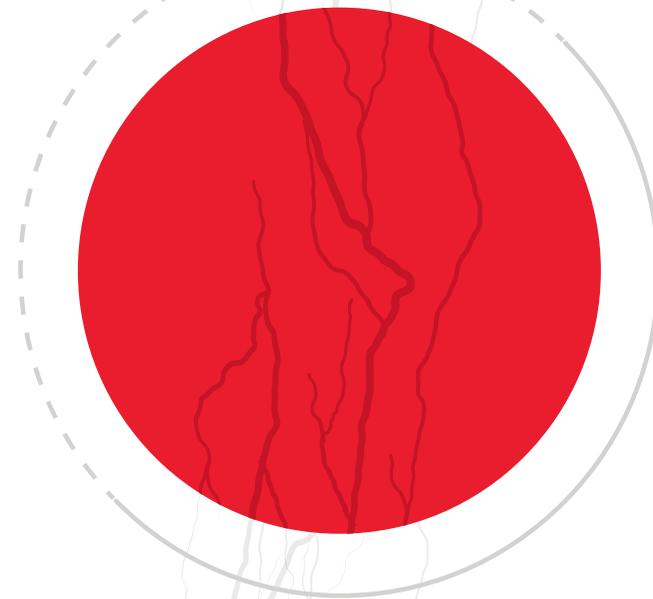
Iconography

Outlines Preferred

Outlines are preferred on iconography rather than fills or duo-tones. Ensure the stoke of the outline is the same thickness throughout.

Consult the Marketing Communications team before creating your own iconography.

Icon Resources

SUU has two licensed iconography packages:

FontAwesome
Best for website applications. You may download a curated package of icons we use on the website.

Streamline Icons
An extensive package of 30,000 icons.

Icon Styles

Preferred colors are: Grey-7 #999999, SUU-Red #E81727, or white #FFFFFF on red.

Try not to show icons in thick black. They should be supporting visual elements so try to reserve the highest contrast for the text in your designs.

Contact

Chelsea Howells
Director of Creative Services
Southern Utah University

435-865-8695
chelseahowells@suu.edu