David Eccles
School of Business
THE UNIVERSITY OF UTAH

SPENCER FOX ECCLES BUSINESS BUILDING

BRAND**BOOK**

CONTENTS
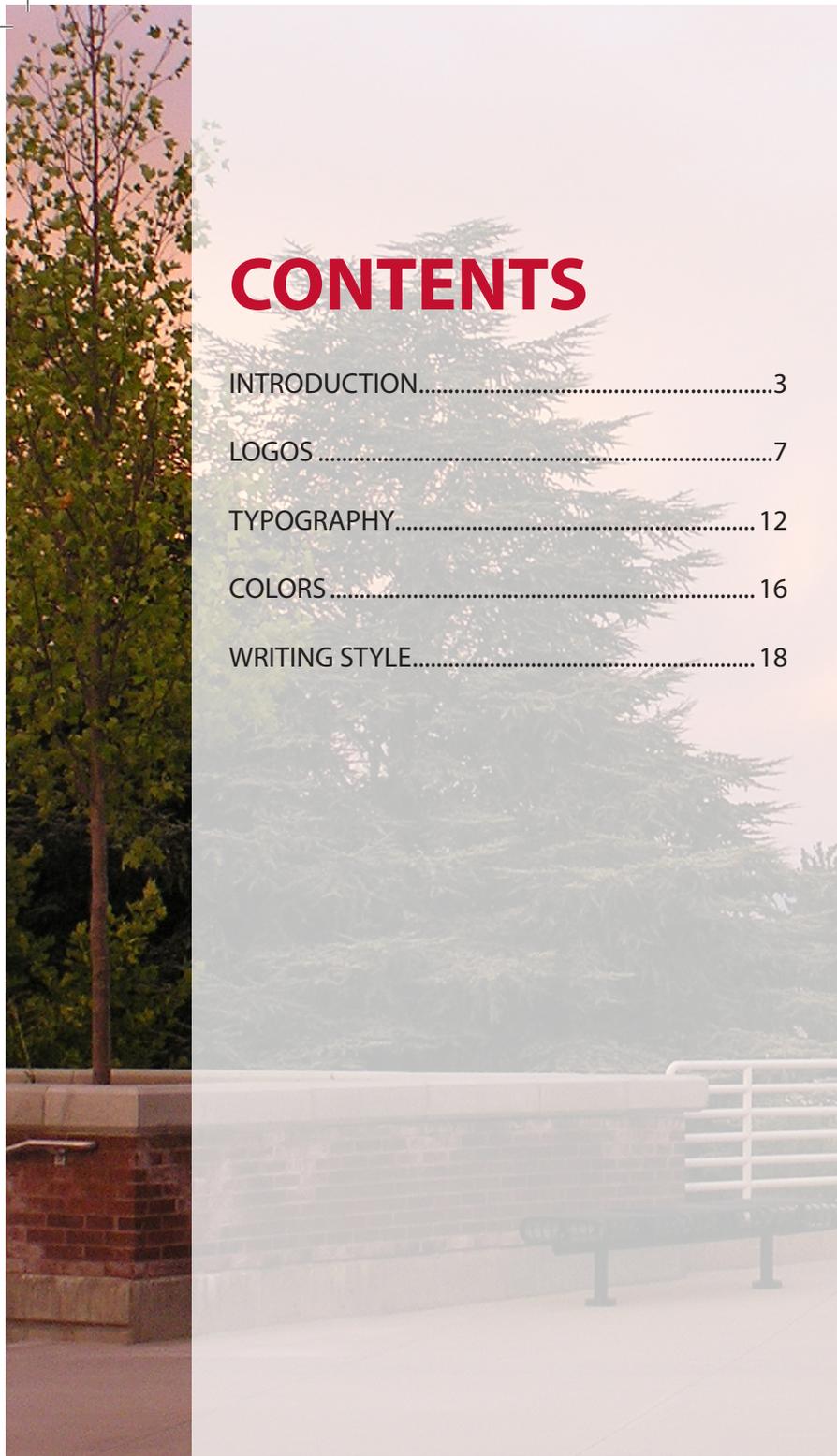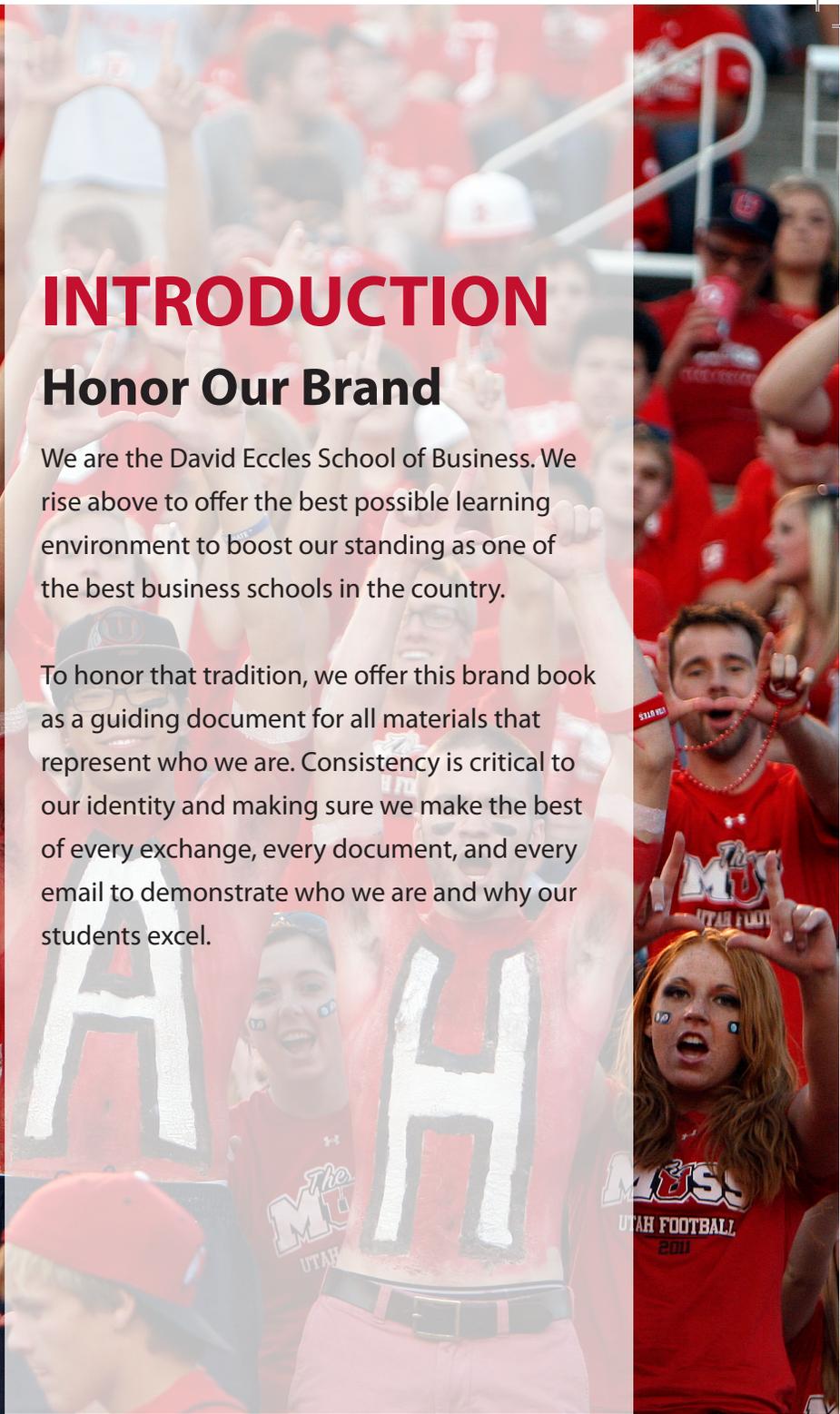
INTRODUCTION

Honor Our Brand

We are the David Eccles School of Business. We rise above to offer the best possible learning environment to boost our standing as one of the best business schools in the country.

To honor that tradition, we offer this brand book as a guiding document for all materials that represent who we are. Consistency is critical to our identity and making sure we make the best of every exchange, every document, and every email to demonstrate who we are and why our students excel.

FROM THE DEAN

Dear Colleagues,

The following brand book was created to bring consistency to all communication generated by the David Eccles School of Business at the University of Utah. The school is home to many programs and departments, centers, institutes, clubs and affiliated organizations, and together we identify ourselves under the umbrella of the David Eccles School of Business. As such, we share a responsibility to represent the brand of the school, as well as the University of Utah, correctly in all communications and materials. This document, built in conjunction with the University Branding Guidelines, provides the necessary tools to accomplish our collective branding goals.

In the pages that follow, you will find the resources necessary for correct branding of materials related to the David Eccles School of Business. Our programs, departments and affiliated organizations are among the most active on campus, and they all create printed marketing materials, create Web content, host events on and off campus and conduct promotional and communication outreach to

Taylor Randall,
Dean, David Eccles School of Business

potential students, current students, alumni and other stakeholders. Whether working with the David Eccles School of Business Marketing + Communications team or with third-party entities when necessary, in utilizing this brand book we can all properly reflect the David Eccles School of Business brand.

The standards established in the following pages were developed to work in conjunction with the University Branding Guidelines, which provide a comprehensive resource for all campus-related communications. The University Branding Guidelines, found at www.umc.utah.edu/branding, include links to logos, a Visual Style guide, a Writing Style guide, Web guide, Media Relations guidelines and more. For style and content questions specific to the David Eccles School of Business and not answered in the following pages, please contact the David Eccles School of Business Marketing +

Communications team—you can find their contact information on page 6.

The success of the David Eccles School of Business brand depends on all of us communicating with consistency, clarity and effectiveness. As we move forward as a school, using the elements contained in these pages and in the University Branding Guidelines will help us showcase all aspects of our community in the best possible light. And while we understand there are existing materials that don't meet the standards outlined in this book, we urge you to work within these guidelines going forward, and to partner with our Marketing + Communications team to address any questions in the future.

Thank you in advance for your cooperation.

Taylor Randall
Dean, David Eccles School of Business

FROM THE MARKETING DIRECTOR

Greetings from the David Eccles School of Business Marketing + Communications team, and welcome to our Brand Book!

This book is just part of a broader effort to make sure all members of the school's community have guidance and access to all of the things they need to help communicate with a consistent look and tone that best showcases the David Eccles School of Business and its pivotal role as part of the University of Utah, including the latest logos, color schemes, templates and other materials.

In both business and academics, the role of branding and marketing is ever-evolving. Our team will work to make sure the school's branding materials are always up to date and available online—where they can be found at www.business.utah.edu/mc—and that they are cohesive with the U's University Branding Guidelines, while maintaining and promoting all that is unique about the David Eccles School of Business.

Ruchi Watson, *Director, Marketing + Communications /Special Projects, David Eccles School of Business*

In addition to the branding basics contained here, we are available and excited to work with you for any and all of your marketing and communication needs, whether that means strategizing the best way to highlight an important event or program milestone, designing print brochures or advertisements, or even building an annual marketing strategic plan for your department or program.

Our team is eager to work with all of you in making the David Eccles School of Business the best it can be and in earning it much-deserved recognition as one of the premiere business schools in the world. We welcome your input on any and all marketing, communications and branding issues, and encourage you to contact myself or a member of the Marketing + Communications team with any questions or suggestions.

Sincerely,

Ruchi M. Watson

Ruchi Watson
Director, Marketing + Communications /Special Projects
Ruchi.Watson@business.utah.edu

Find resources online

Visit the Marketing+Communications team website, www.business.utah.edu/mc, for downloadable approved assets like letterhead and PowerPoint slides.

MARKETING+COMMUNICATIONS TEAM

RUCHI WATSON — *Director, Marketing + Communications/Special Projects* — *Ruchi.Watson@business.utah.edu*

Ruchi Watson works with the Dean of the David Eccles School of Business on initiatives of strategic importance to the school and is the Director of Marketing for the college as well. She was previously the Associate Director for Experiential Learning. Prior to joining the university, Ruchi was a Senior Marketing Manager and Enterprise Strategy Lead at Target Corporation in Minneapolis, where she managed the acquisition of, and developed the brand strategy for, a newly purchased owned brand for the company. She was a consultant at Bain & Company in New York City and worked in Research and Development at General Mills, also in Minneapolis. Ruchi graduated with high distinction from the University of Illinois at Urbana-Champaign with a Bachelor of Science degree in chemical engineering and earned an MBA from the Kellogg School of Management at Northwestern University. Ruchi is originally from the Midwest but enjoys spending time in the mountains with her husband and their dog, Hunter. Her interests include yoga, reading, and watching her soccer team win (Liverpool!).

DAN NAILEN — *copywriting, editing, public relations, social media* — *Dan.Nailen@business.utah.edu*

Dan Nailen holds a master's degree in journalism from the University of Montana and bachelor's degree in political science from the U. Previous to joining the Marketing + Communications team in 2012, he spent 17 years as a reporter, columnist, blogger, social-media manager and editor at The Salt Lake Tribune, Salt Lake magazine and Salt Lake City Weekly, in addition to media outlets across the Northwest. When he's not working at the David Eccles School of Business, you'll find Dan at various U sporting events, and writing about arts, entertainment and nightlife in Utah for KUER-FM, Salt Lake magazine's website and his own blog, SLCene.com.

CHRISTIAN MOGREN — *web content, graphic design, social media* — *Chris.Mogren@utah.edu*

Christian Mogren graduated with a marketing degree from the David Eccles School of Business in 2010. Christian has been at the school in a variety of roles since 2008. Primarily, Christian handles the content side of all online properties, working closely with the web development team to develop and implement web projects. He also helps coordinate graphic design, art direction, and brand standards for the school. Professional areas of interest include branding strategy, social media strategy, and design thinking. Christian also enjoys cooking (and eating) food and supporting Utah Athletics.

THAD KELLING — *entrepreneurship-related communications, graphic design, copywriting* — *Thad.Kelling@utah.edu*

Thad Kelling holds a master's degree in communications from the U and has more than 12 years of professional experience in marketing, journalism and mass communications. He is currently the marketing manager for the Lassonde Entrepreneur Institute. Before joining the U in 2010, Thad was the managing editor at MediaOne of Utah, where he managed publications, websites and direct mail that reached hundreds of thousands of people across the region. Thad's interests include creative nonfiction, graphic design trends, media convergence and tinkering with new communication tools.

LOGOS

Making the Connection

The David Eccles School of Business logos provide the thread that connects each discipline within the complex identity of the university. When a school or department uses the combined logo, they identify themselves within the home of the David Eccles School of Business inside the institute of the university. This kind of identification is crucial to communicating the collaborative support of Utah. It is important that our students know how they fit into the structure of the university and that our community knows how we all fit together. Using logos correctly in all forms of communication connects us all.

Each communication piece must be able to stand alone as a proper representation of the brand, but also gain strength as a cohesive and integrated collection of materials. These guidelines provide direction for how the David Eccles School of Business logos should be used to help unify materials and continue to build the brand.

Horizontal Color

Horizontal Color on Black
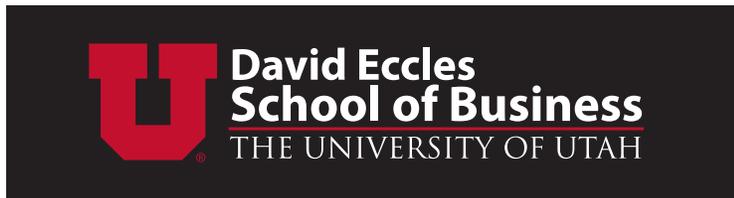
Horizontal Reversed
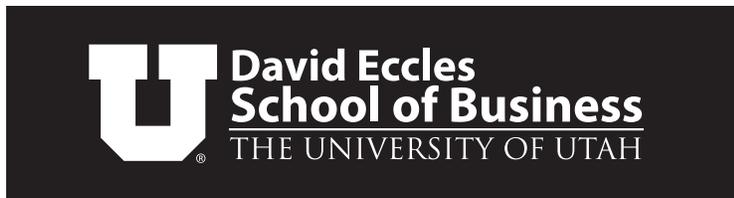
Centered
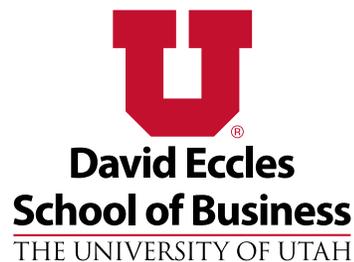

LOGOS

David Eccles School of Business

This is the proprietary logo of the David Eccles School of Business. It is to be used in all branding materials or communications from or about the David Eccles School of Business. The official David Eccles School of Business logo has two elements: the block U icon and the supporting wordmark.

The words may not be used in any other format or order, nor may any element of the logo be used in a different color from the other elements.

When produced on a white background, the David Eccles School of Business logo must use 187 Red for the "U," Black for "David Eccles School of Business" and Black for "The University of Utah." When on a solid color background, solid white or black David Eccles School of Business logos are suggested.

Safe area

.25

.25

.25

.25

David Eccles
School of Business
THE UNIVERSITY OF UTAH
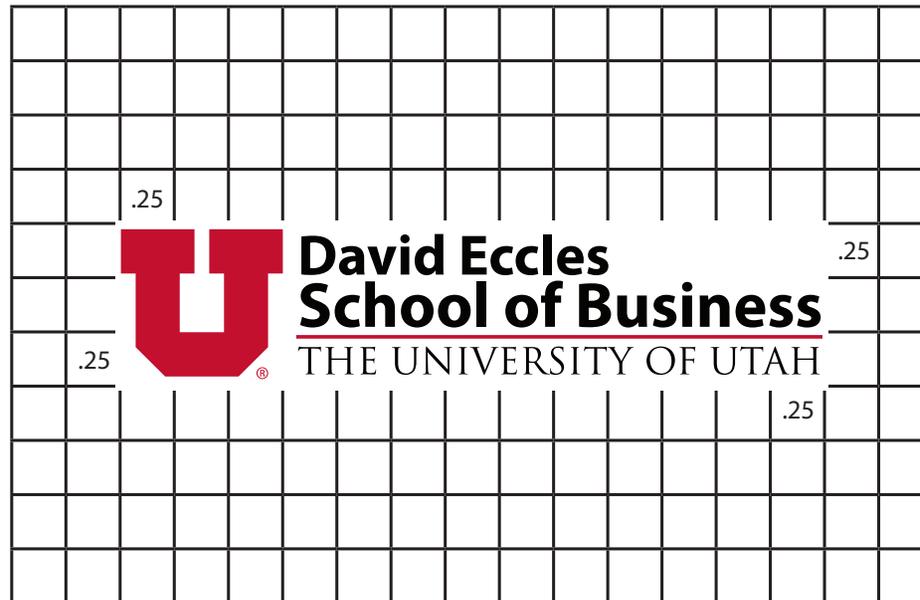
Minimum size

Minimum height for type and U logo is
<u>.1875"</u> for print and <u>35 pixels</u> for web.

FORMATS

Safe Area

A "safe area" should always exist around the logo to allow for maximum legibility. No elements such as typography, other logos, or graphics should intrude over the safe area. Placing the logo too near a cut or folded edge also violates the safe area. The safe area is equal to one-half the height of the block U or a minimum of .25".

Print

To ensure legibility and recognition on printed materials, the university's logo may not appear smaller than the size illustrated on the bottom left.

Web

For web applications, the university's primary logo may not appear any smaller than size illustrated to the left.

David Eccles
School of Business
THE UNIVERSITY OF UTAH
Full-Time MBA

David Eccles
School of Business
THE UNIVERSITY OF UTAH
Graduate Career Management Center

David Eccles
School of Business
THE UNIVERSITY OF UTAH
School of Accounting

LOGOS

Department, School or Center Combined Logo

Departments, schools or centers within the David Eccles School of Business may use a combined logo like those illustrated at left. The David Eccles School of Business logo remains intact and the name of the department, school or center appears below the logo in black.

There are more combined logo options than those pictured at left. For those options and for other logo questions, contact the marketing staff at the David Eccles School of Business. Approved department, school, and center logos are available upon request.

LOCATION

Correct Placement

In general, for all David Eccles School of Business communications, including posters, postcards, flyers, etc., the combined school or department logo should be at the top or bottom of the page either centered or on top or bottom left corner .25 to .75 inches from the edges of the page. The combined school or department logo should always appear on the cover or front page of any piece of communication.

In certain instances the logo can be centered on the document when it acts as a main title.

Do not bleed the logo off the edges of the page. Do not use a logo format that does not conform to the guidelines. In a color application, the red and black combined logos should always be used.

These guidelines should allow for creative flexibility for designers as there are multiple options for logo placement.
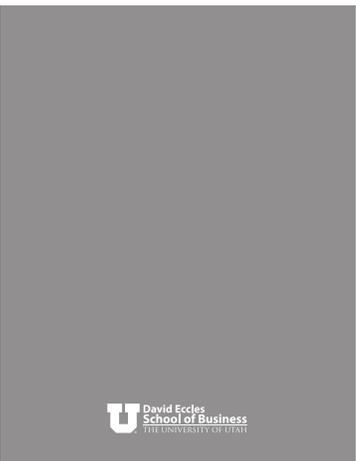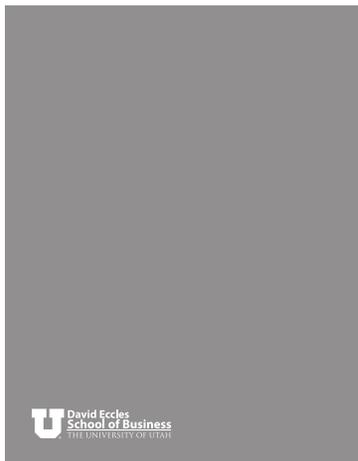
TYPOGRAPHY
The Word is Out

Typography has the ability to unify the look of many different types of materials, from printed to online. Even with pieces that may have different photos or layouts, the typeface is an obvious element that, when used consistently, can unify all the materials. A uniform typeface also gives personality to the design while conveying expertise in what's being said and how it's being presented.

While we strive to offer a high degree of creative flexibility for those designing materials for David Eccles School of Business events, brochures, signs, etc., we encourage designers to utilize the primary and substitute fonts.

For all instances when text is being used please use the following options.

PRIMARY TYPEFACE

Myriad Pro

The primary typeface for the David Eccles School of Business is Myriad Pro. This typeface is considered a versatile sans serif workhorse. The structure of the typeface is simple so it's easy to read, but it maintains an elegantly modern feel that adds a level of sophistication to the design. It was designed as a full system of fonts with a range of weights for almost any typographical need.

Myriad Pro is the preferred typeface and should be used for headlines and subheadlines. Long form copy, however, may be harder to read in Myriad Pro. Myriad Pro Condensed may be a better option in these cases. Body copy can be set at 9 to 14 point, but 9 point is standard for long form copy. Headlines or headings should be at least 2 points larger than body copy.

MYRIAD PRO CONDENSED

MYRIAD PRO CONDENSED REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

MYRIAD PRO CONDENSED REGULAR ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

MYRIAD PRO CONDENSED BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

MYRIAD PRO CONDENSED BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

MYRIAD PRO REGULAR

MYRIAD PRO REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

MYRIAD PRO REGULAR ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

MYRIAD PRO BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

MYRIAD PRO BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

MINION PRO CONDENSED

MINION PRO CONDENSED REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

MINION PRO CONDENSED BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

MINION PRO CONDENSED REGULAR ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

MINION PRO CONDENSED BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

MINION PRO REGULAR

MINION PRO REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

MINION PRO BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnAopqrstuvwxyz 1234567890

MINION PRO REGULAR ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

MINION PRO BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

COMPLEMENTARY TYPEFACE

Minion Pro

If circumstances require a serif for long form copy like an annual report or more formal communications like an invitation, you may consider using the complementary typeface, Minion Pro. This typeface was inspired by classical typefaces for an elegant and functional design. It should be used secondarily to Myriad Pro and not in headlines. Body copy can be set at 9 to 14 point, but 9 point is standard for long form copy.

ARIAL NARROW

ARIAL NARROW REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

ARIAL NARROW BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ARIAL NARROW ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ARIAL NARROW BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ARIAL

ARIAL REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ARIAL BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnAopqrstuvwxyz 1234567890

ARIAL REGULAR ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ARIAL BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

TIMES NEW ROMAN

TIMES NEW ROMAN REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

TIMES NEW ROMAN BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnAopqrstuvwxyz 1234567890

TIMES NEW ROMAN REGULAR ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

TIMES NEW ROMAN BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

TRAJAN PRO

TRAJAN PRO REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

TRAJAN PRO BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

SUBSTITUTE TYPEFACES

Arial

Myriad Pro should be used as the primary sans serif typeface, but if for some reason it can't be obtained, the substitute typeface is Arial. Similar to Myriad, Arial offers a contemporary feel with versatile function.

Times New Roman and Trajan Pro

If for some reason you are not able to get access to the complementary typeface Minion Pro, the substitute typeface, Times New Roman, should be used. Similar to Times New Roman, Trajan has many classical characteristics but offers excellent legibility as well as a crisp and clean all caps appearance.

COLORS
True Colors

Universities understand the importance of color in creating pride and unity. Color can be just as powerful in other forms of communication as well. When used consistently, colors help make a brand more cohesive and recognizable. Colors can become as identifiable as the logo or the name, but only if they are used consistently and correctly.

COLOR PALETTES

Primary Color Palette

Red, white and black comprise the primary color palette. They should be the dominant colors used when designing all materials. Red should appear in every piece of communication representing academic units. Red type, however, should not be used for long lists or lengthy copy blocks. The colors in the primary color palette should always cover more area and be more dominant than any other color that appears in the material. PMS, CMYK, and Hex colors are provided to allow for exact matching

Secondary Color Palette

The secondary color palette includes neutrals that complement the primary colors without overpowering them. Overuse of a secondary color will dilute the power of the primary colors.

Colors to Avoid

Purple and blue should be avoided in all materials promoting the David Eccles School of Business.

PMS 187
0,100,79,20 (CMKY)
196,18,48 (RGB)
cc0000 (HEX)
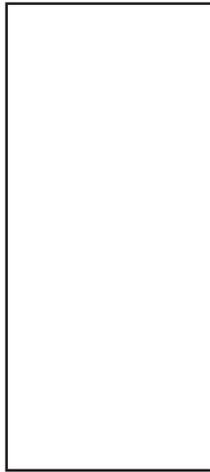
White
0,0,0,0 (CMYK)
255,255,255 (RGB)
ffffff (HEX)

Process Black
0,0,0,100 (CMYK)
0,0,0 (RGB)
000000 (HEX)

PMS 424
0,0,0,61 (CMYK)
119,121,124 (RGB)
77797c (HEX)

PMS 7508
0,15,40,4 (CMYK)
244,208,155(RGB)
dac092 (HEX)

PMS 7510
0,30,72,11 (CMYK)
226,168,86 (RGB)
bb8d49 (HEX)
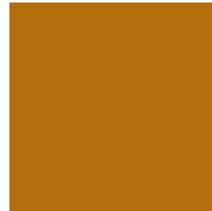
PMS 7512
0,46,100,33 (CMYK)
179,120,13 (RGB)
8f5917

WRITING STYLE

Watching What You Say

The David Eccles School of Business adheres to the writing style of the University of Utah. Please familiarize yourself with the University Marketing and Communications website at www.umc.utah.edu.

The David Eccles School of Business believes in compassionately connecting with our students as we focus on eduction of business leaders. Having a consistent voice that speaks to this passion is key in all forms of communication.
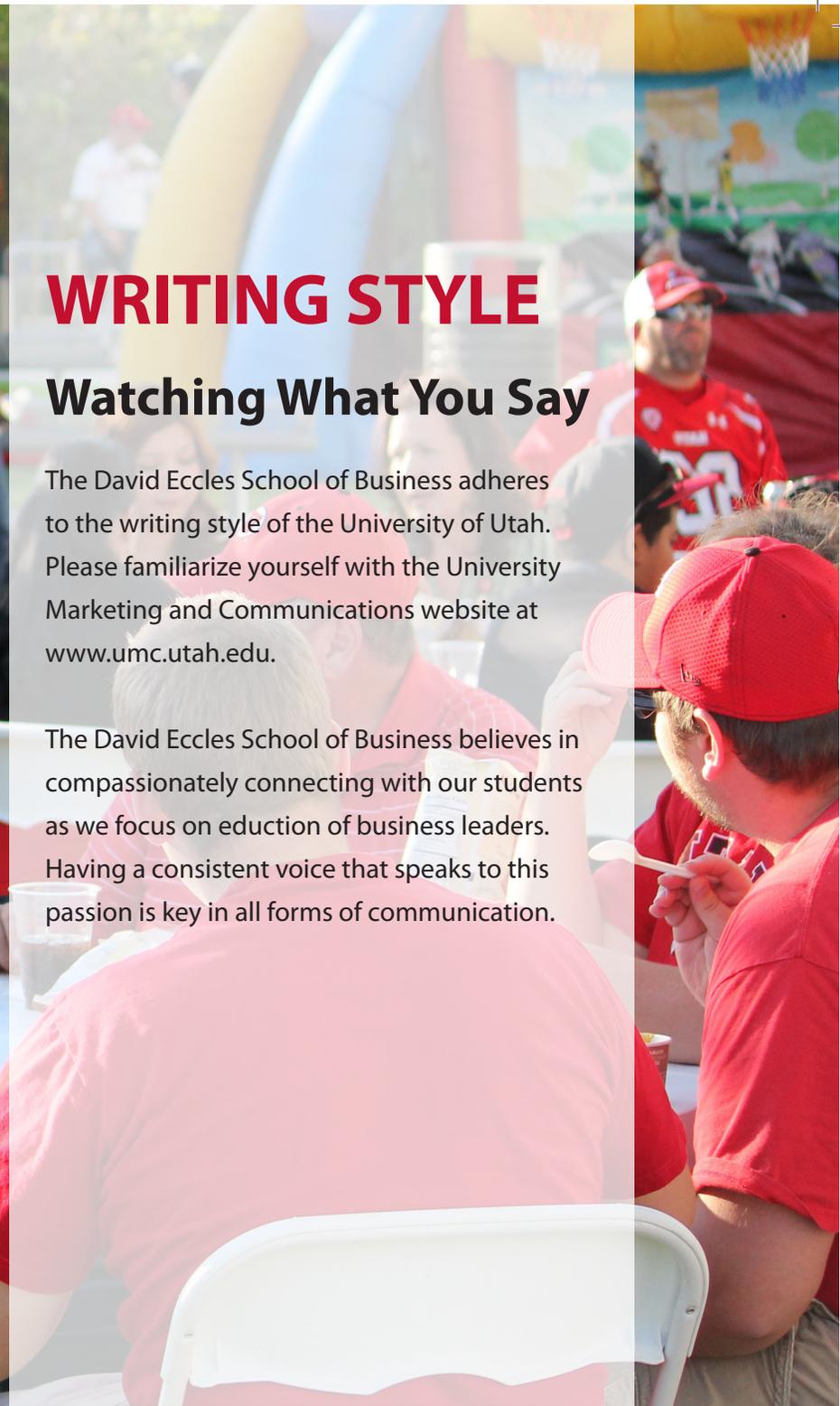
Email Signature

John Doe
Associate Dean

[f] [t] [in]
123 University Ave. • Salt Lake City, UT 88888
Direct 801.888.8888 • Fax 801.888.8888 • john.doe@utah.edu
www.business.utah.edu

David Eccles
School of Business
THE UNIVERSITY OF UTAH

Letterhead

Envelopes

Business Cards

Presentations (PowerPoint)
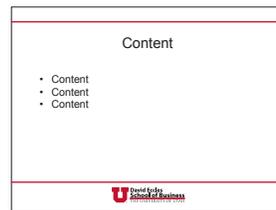
IDENTITY SYSTEM

Letterhead, Envelope, Business Card, Signature

Letterhead and envelopes for David Eccles School of Business and departments should be used for official business and any time the user is representing their area. Letterhead should not be used for personal business.

We strive to comply with university standards for letterhead, envelopes, and business cards.

Suggested email signature includes combined logo, name, title(s), physical address, office number, fax number, email address. Social media buttons are optional.

To the left is an example of an official school letterhead. All department letterhead and envelopes should look the same with their own school or department logo on the top left and the main office address, telephone, and fax numbers.

Business cards from each area should be uniform for consistency. See examples left.

For all printed materials promoting an event (i.e., posters, flyers, programs):

- WHO — Department/school/group
- WHAT — Title of event
- WHEN — Date(s) of event
- Designer's preference for date format. If possible, it is best practice to put the calendar year. This helps for archiving purposes.
- WHERE — Venue and building name. Please include the FULL name of the venue.

School name:

- David Eccles School of Business (never use DESB in official communications)

Sample named spaces:

- George S. Eccles Auditorium (SFEBB Room 1110)
- L.S. Skaggs Student Services Center (SFEBB Room 1120)
- Flying J Career Management Center (SFEBB Room 3120)
- Bill and Pat Child Family Community Hall (SFEBB Room 7170/80)

Building names:

- Spencer Fox Eccles Business Building
- C. Roland Christensen Center
- Business Classroom Building

REQUIRED MESSAGING

Guidelines

All information that goes out from the David Eccles School of Business should be clear and concise. Remember, when creating pamphlets, posters, postcards, video, etc., we are speaking to our students, our patrons, our alumni, and our academic community, including peer institutions. Inviting these people to participate or attend an event is asking them to share in the celebration of our faculty research and our student education.

NAMES & ABBREVIATIONS

The David Eccles School of Business should never be abbreviated as "DESB" in official communications. The full name should always be used. Our buildings should be described by their full proper name, and avoid using the acronyms. Proper names should be used for rooms and named spaces. See samples at left.