

Brand Guidelines

As a comprehensive reference, the Brigham Young University–Hawaii Brand Guidelines are essential to the institution. It contains information for communicating the university’s unique mission and is a guide for producing appropriate work.

Whether a brochure, poster, web page, or simple letterhead, all marketing and communication materials are, without exception, part of a larger identity system. Piece by piece, they should all contribute to a single effective impression. An institutional brand is the consistent identity created by an institution’s offline and online communications. This identity usually consists of graphics, typefaces, layout, logo, specified colors, as well as communication themes and messages.

The university has specific identity implications far beyond the campus community. There is an inherent global responsibility to represent the university’s sponsor, The Church of Jesus Christ of Latter-day Saints. With its rise in national and international recognition, the university is charged with promoting an appropriate institutional brand. Responsibility for the university brand rests with University Communications, acting on behalf of the President.

Guideline Sections

Official University Name	2
Graphic Identity Architecture	3
Core Identity Official Logos.....	4
Secondary Identity Family of Logos.....	6
Student Sub-Identity: Seasideers	7
Logo Usage Guidelines.....	9
Custom Marketing Graphics and Marks	12
Official Color Palette.....	14
Typography	17
Stationery System	19
Marketing Guideline.....	23
Display Cases.....	27
Campus Interior Signage.....	28

When writing the university name, always make sure to represent it in a consistent manner. The three appropriate uses of the name are as follows:

Brigham Young University–Hawaii

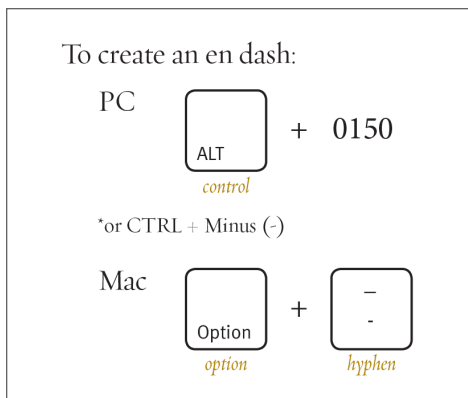
with en dash, not em dash or hyphen

To be used when first referring to the university name in any official communication piece, and whenever possible in subsequent references.

BYU–Hawaii

with en dash, not em dash or hyphen

The abbreviation BYU–Hawaii is acceptable on second reference.



BYUH

with or without en dash, not em dash or hyphen

Avoid using BYUH in official publications and correspondence.

Graphic Identity Architecture

Brigham Young University–Hawaii’s identity architecture provides the structure for the graphic identity marks. Organizations within BYU–Hawaii should follow the structure and use the logos most appropriate for them according to the usage and treatment guidelines, which outline minimum sizing, clear-space, and manipulation restrictions.

Core Identity

All University print and electronic publications will display one of these logos prominently. The logos should not be used as the main design element of a publication. It is an identifier and only one part of the graphic identity.



BYU
HAWAII

Secondary Identity

The logos used for organizations¹ that serve and support the core mission and primary target audiences of the University. The name of the organization and its division or program is integrated into the core identity in a uniform and subordinate manner.

Organization

BYU
HAWAII

OFFICE OF HONOR

Organization and
Sub-Department

BYU
HAWAII

FACILITIES MANAGEMENT
GROUNDS

Organization and
Division/Program

BYU
HAWAII

HO'OKELE DEPARTMENT
Admissions

Sub-Identity

A sub-identity is a unit with its own mission, but is prominently linked to the core identity for strategic reasons. A sub-identity requires differentiation because it provides services significantly different than the core identity or it supports distinct or different audiences. A sub-identity uses its own different but related logo. Reference to Brigham Young University–Hawaii should be clear. Sub-identities are costly and dilute the core identity and should be used sparingly. Organizations must demonstrate the need for and receive approval from University Communications prior to developing or using a sub-identity.

Organizations approved to use a sub-identity are:

- Seaside Sports
- Seaside Activities
- Seaside Sports & Activities



¹Organizations include all departments, offices, and the faculty units.

Core Identity Official Logos

The official BYU–Hawaii logos are trademarks of the university and are part of a larger system developed under the direction of the Church Educational System Board of Trustees for all three institutions bearing the name Brigham Young University. Each logo has been designed to visually identify BYU–Hawaii in specific ways. The official logos represent the core identity of the university. Consistent usage of each logo is critical. Everyone who uses these logos has a stake in helping to build a positive, easy-to-recognize image for the university. Each correct application enhances the overall message. On the other hand, any incorrect application—however minor it may seem—detracts from the professional perception of the university. As users of these university trademarks, we all share the responsibility to safeguard them. In cases where specific guidelines do not exist, use the underlying principles outlined in this manual to help you develop work that is consistent.

Medallion

The Medallion is more decorative in nature and can be applied to traditional applications. This variation combines the classical qualities of the word mark with the bold look of the monogram. In certain situations, the word mark may serve as a replacement for the medallion.

Ideal for

- Letterhead, envelopes, and business cards
- Fax cover sheets
- Office and general forms
- Official signage
- Stamp of approval
- Semi-formal occasions, invitations, cards, and announcements
- Certificates
- Screen saver or wallpaper

Not recommended for

- Small online or printed applications
- Formal occasions and invitations
- Embroidery



Word Mark

The Word Mark has been carefully developed for formal university communication and is the complete “signature” of the institution. This logo makes a comprehensive statement for those occasions where full name recognition is required.

Ideal for

- Formal occasions and invitations
- Publications that are spiritual, executive, or scholarly in nature
- Engraving or embossing
- Kit cover

Not recommended for

- Small online or printed applications
- Official university communication
- Letterhead, envelopes, business cards, fax cover sheets, and office and general forms
- Embroidery

BRIGHAM YOUNG
UNIVERSITY
HAWAII

Monograms

The Monograms are appropriate for items that are promotional, utilitarian, or more casual in nature. Applying it to official university communication should be avoided. However, in situations where the word mark or the medallion would be rendered small and unreadable, the monogram version of the logo may be substituted.

Ideal for

- Publications
- Brochures and fliers
- Special promotions
- Merchandise
- Banners
- Collateral
- Uniforms
- Online usage
- Videos

Not recommended for

- Official university communication
- Letterhead, envelopes, business cards, fax cover sheets, university forms, etc.
- Certificates and invitations
- Formal occasions and invitations

BYU
HAWAII

VERSION 1

BYU-HAWAII

VERSION 2

Official Seal

The Seal has been created for specific uses. Its scope of application is very limited and should be used with discretion. To apply this logo, special permission should be requested by contacting University Communications at ext. 53669.

Ideal for

- Legal documents
- Diplomas
- President's Communication

Not recommended for

- Official university communication
- Promotional materials
- General university communication



Secondary Identity Family of Logos

As part of the official university graphic identity system, logos are designed for all organizations. These marks are distinctive while including design elements consistent with the official BYU–Hawaii logos. Together, they become a family of logos that represent and propel the university’s image. Each has a direct relationship with the medallion or monogram. Appropriate usage of the medallion or monogram versions of the logos should mirror the usage for the core logos.

Two layouts are appropriate: horizontal and vertical. Use them freely but never use them in place of the medallion for official university communication.

Organizations may request similar logos for divisions and academic programs, but must prove a legitimate need and receive approval from University Communications. Logos created for non-academic programs are promotional and more casual in nature and should only use the monogram in those logos and follow the usage recommendations for the monogram secondary identity mark.

Medallion Secondary Identity Mark

Ideal for

- Semi-formal department specific occasions, invitations, cards, and announcements
- Personalized kit cover
- Personalized signage
- Fax cover sheets
- Office and general forms
- Documents and certificates

Not recommended for

- Small online or printed applications
- Official university communication
- Letterhead, envelopes, and business cards
- Embroidery



FACULTY OF
ARTS & LETTERS



FACULTY OF
ARTS & LETTERS

Monogram Secondary Identity Mark

Ideal for

- Publications
- Brochures and fliers
- Special promotions
- Merchandise
- Banners
- Uniforms and apparel
- Online usage

Not recommended for

- Official university communication
- Letterhead, envelopes, business cards, fax cover sheets, university forms, etc.
- Certificates and invitations
- Formal occasions and invitations

BYU
HAWAII

ACADEMIC ADVISING

BYU
HAWAII

ACADEMIC ADVISING

Student Sub-Identity: Seasideers

Previously used only for BYU–Hawaii’s athletic program, the BYU–Hawaii Seasideer identity system has been inherited by the BYU–Hawaii student-focused organizations, including Seasideer Sports and Seasideer Activities. The Seasideer identity allows for a more casual look, recreational identification, and recreational attributes.

Organizations approved to use the Seasideer sub-identity:

- Seasideer Sports
- Seasideer Activities
- Seasideer Sports & Activities

Primary Seasideer Marks

The primary Seasideer student identity marks identify the comprehensive BYU–Hawaii or BYU–Hawaii Seasideers name. This strengthens the connection to BYU–Hawaii as an institution.

Ideal for

- Maximum name recognition where logos will be large enough to show details
- Fliers
- Brochures
- Banners

Not Recommended for

- Small applications



Secondary Seasideer Marks

The secondary Seasideer student identity graphics represent approved marks that are simpler in design which makes them ideal for merchandise and apparel applications.

Ideal for

- Small applications
- Merchandise and apparel
- Graphic motifs
- Instances where the name of the university has already been established

Not Recommended for:

- Applications where full name recognition is desired



Seaside Secondary Identity

Secondary family identity logos may be designed for student focused organizations and non-academic programs. It is required to work with University Communications to obtain a variation of the BYU–Hawaii Seaside mark.

Use them freely but never use them in place of the medallion for official university communication.

Ideal for

- Internal university communication
- Brochures and fliers
- Special promotions
- Merchandise
- Banners
- Uniforms and apparel



SEASIDER SPORTS



SEASIDER SPORTS

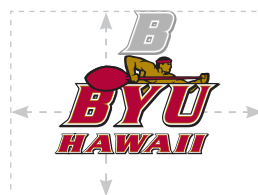
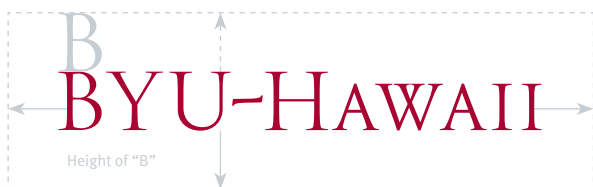
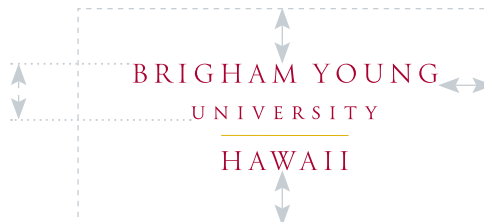
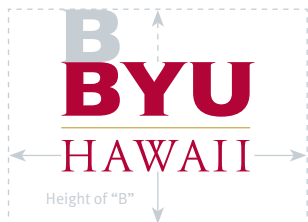
Logo Usage Guidelines

As part of the official university graphic identity system, logos may be designed for organizations. These marks are distinctive while including design elements consistent with the official BYU–Hawaii logos. Together, they become a family of logos that represent and propel the university’s image. Each has a direct relationship with the medallion or monogram.

Clear-Space

Allow for separation of the logo from all other elements, as well as the edge of a page. White space is an important component for identifying the university. Always try to maintain a “no-print” zone that surrounds the logo, using elements of the logo for measurement.

Avoid placing any BYU–Hawaii logos next to another logo. This can imply endorsement.



Manipulation

Think of the logos as clear identifiers, not artwork to be manipulated or displayed in an unusual manner. Each logo has been carefully created for a wide variety of applications.

Use the logo artwork as is. Don’t combine with other artwork or change the typeface of the logo. Unauthorized icons or words should not be used in conjunction with the logos. Do not skew or stretch the logos from their original format. Use each logo in its entirety.

To ensure quality and consistency, only use official electronic versions of each logo. To obtain these logos, contact University Communications at ext. 54976.

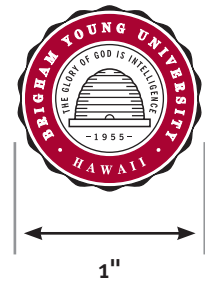


Minimum Sizing

Careful attention has been given to determine the minimum size that a logo should be. Use the following guidelines as a reference:

Medallion

- Minimum size usage: .75" horizontally

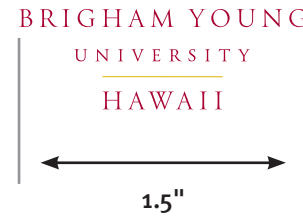


Seal

- Minimum size usage: 1" horizontally

Word Mark

- Minimum size usage: 1.5" horizontally
- Minimum size usage if reversed: 2" horizontally



Monogram 1

- Minimum size usage: .5" horizontally

Monogram 2

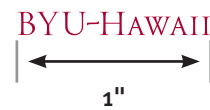
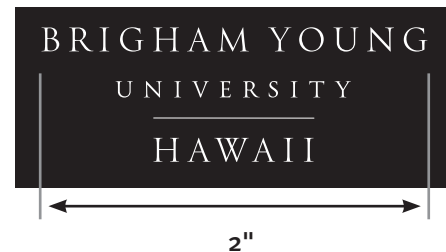
- Minimum size usage: 1" horizontally

Seasider Monogram

- Minimum size usage: .75" horizontally

Seasider Wave

- Minimum size usage: 1" horizontally



Logo Colors

In their original format, the BYU–Hawaii core, secondary, and sub-identity logos contain a combination of the BYU–Hawaii primary identity colors and the colors white and black. Logos may be used in their full, original colors or alternatively as a black, white, or one color version of the logo. All BYU–Hawaii identity logos should be printed or displayed in the primary identity colors (crimson, gold and gray) or in neutral colors (white, black, various tonalities of grays).

When printing a core identity logo on merchandise or apparel, the color of the material that the logo is being placed on must also be a primary identity color or neutral color. Other BYU–Hawaii logos, including secondary identity logos, may be placed on various colored materials with respects to taste and contrast. See official color palettes on pages 14 and 15 for color codes.

Logo Color Treatment Options Core and Secondary Identity Marks



**ANY TINT OF GRAY IS ACCEPTABLE FROM 99% K TO 1% K*

Core Identity Marks Color Combination Options

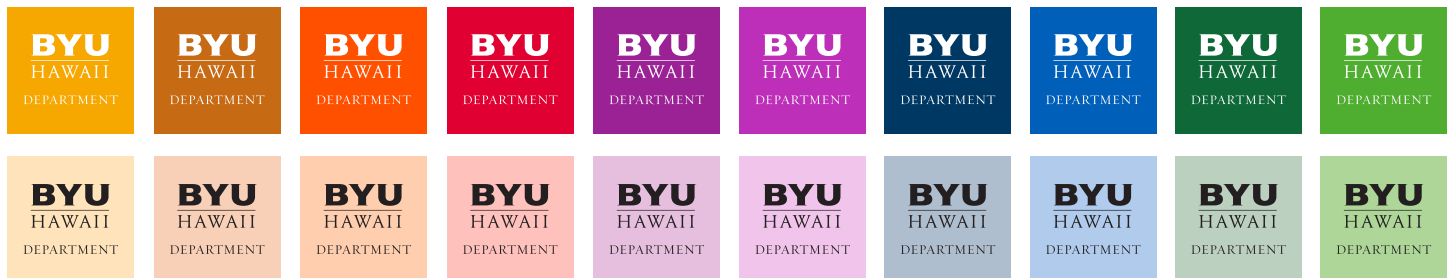


Department Identity Marks Color Combination Recommendations

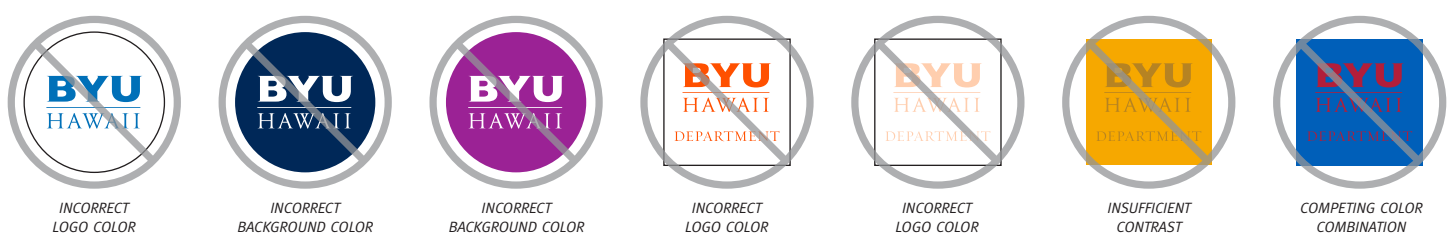
Core and Neutral Colors



Secondary Colors



Restricted Color Examples



Custom Marketing Graphics and Logos

In order to protect the graphic identities of BYU–Hawaii and its organizations, certain groups and situations are allowed to have custom logos. Each of these custom logos must go through a registration and approval process with University Communications and be used for a certain period to establish recognizability and traction as an identity mark.

Campaign Graphics

With the exception of the marks listed below, logos or anything that may be perceived as a logo may not be used in promoting anything created by a BYU–Hawaii department or organization. Similar graphics and design elements may be used throughout a single campaign to provide consistency or to unify a campaign as long as it is only used for the span of the campaign and does not include any kind of typographical illustration of the name of the university.



Annual Event Identity Marks

Large, on-campus events that are produced by BYU–Hawaii departments or organizations and held annually can have a unique logo created by and/or approved by University Communications. The event must be recurring at least once a year. Annual event identity marks or logos should always be used in conjunction with an organizational logo, whether it be the BYU–Hawaii monogram to represent the university as a whole or a department secondary identity. Marks should be used for a minimum of three years, after which, marks can be evaluated by University Communications and a new mark approved.



Merchandising Marks

University Communications has coordinated with the Bookstore to develop marks to be used on BYU–Hawaii merchandise sold at the Bookstore. These merchandising marks will have more flexible usage guidelines including an expanded color range for materials and the ability to add additional text in close proximity to a logo in order to allow for the needs of merchandise development. University organizations may not use these marks in conjunction with the organization's name as a substitute for the secondary identity logos.

BYU–HAWAII

*Brigham Young University
Hawaii*

**BYU
HAWAII**



BYUH

BYU–HAWAII

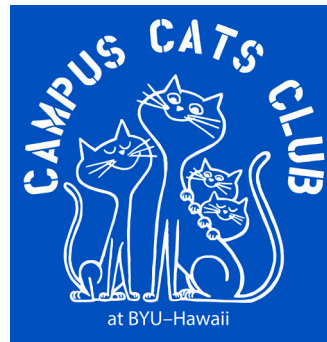
—BYU—HAWAII—
SEASIDERS

**BRIGHAM YOUNG UNIVERSITY
HAWAII**

Student Club Marks

In order to distinguish between academic or administrative organizations and student led organizations, any student clubs established under Student Leadership’s guidelines will use the words “at BYU–Hawaii” following the organization’s name rather than using the name of the university before the name of the organization. An example would be the “Hawaiian Club at BYU–Hawaii” rather than the “BYU–Hawaii Hawaiian Club”.

Student clubs will not be permitted to use any institutional or merchandising marks in apparel, merchandise, or marketing promoting the student organization. Instead, student organizations will be able to develop their own identity mark, but must get the mark and any design variations of the mark approved and registered with the Student Leadership’s media team. Marks should be used for a minimum of three years, after which, marks can be evaluated by the Student Leadership’s media team and a new mark approved. Marks should be in line with the honor code and should be the only typographic illustration of the organization’s name.



Revenue-Generating Product Marks

In order to reach the marketing needs of revenue-generating organizations, unique logos may be created and/or approved by University Communications for products or services being sold for profit. Marks should be registered with University Communications and used for a minimum of three years, after which, marks can be evaluated by University Communications and a new mark designed and approved. Marks should only be used in marketing materials (ads, posters, fliers) and not for official uses in identifying the organization (letterhead, business cards, envelopes, etc.).

Organizations currently registered to use a revenue-generating mark:

- The HUB Game Center



Official Color Palette

Primary Color Palette

Special colors have been chosen to represent the university. Two colors make up the BYU–Hawaii colors set: PMS* 201 (crimson) and PMS 1255 (gold). Black and PMS 428 (gray) may also be acceptable. These colors represent the institution and should be used generously on high-visibility communication pieces.

This color system is also used in the Official BYU–Hawaii logos as well as the Seaside logos. Do not change the color of the logos to any other color. When color printing is not an option, 100 percent black is an acceptable alternative. Use white when reversing a logo out of a background.

The chart below includes not only the aforementioned PMS values for spot color printing, but also corresponding CMYK values (process printing), RGB values (computer monitors and video), and hexadecimal values (web sites).

*Pantone Matching System©

CRIMSON	PMS 201	C = 0% M = 100% Y = 63% K = 29%	R = 158 G = 27 B = 52	#9E1B34
GOLD	PMS 1255	C = 0% M = 27% Y = 100% K = 34%	R = 170 G = 128 B = 14	#AA800E
GRAY	PMS 428	C = 5% M = 0% Y = 0% K = 20%	R = 206 G = 211 B = 214	#CED3D6

Secondary Color Palette

The colors in the secondary color palette have been selected to complement the official color palette.

In the chart below, the first column displays colors that have a similar shade to the official crimson (PMS 201) and gold (PMS 1255), while the second column displays a color range that is brighter, yet still complementary to the official color palette.

When designing for print, screen display, or video, these suggested colors may be used to assist in conveying a message. Try to avoid color extremes (florescent colors, excessively dark shades, or pastels).

OFFICIAL GOLD	PMS 1255	C = 0% M = 27% Y = 100% K = 34%	R = 170 G = 128 B = 14	#AA800E	PMS 124	C = 0% M = 28% Y = 100% K = 6%	R = 222 G = 176 B = 46	#DEB02E
	PMS 153	C = 0% M = 46% Y = 100% K = 18%	R = 189 G = 130 B = 40	#BD8228	PMS 021 ORANGE	C = 0% M = 53% Y = 100% K = 0%	R = 223 G = 141 B = 47	#DF8D2F
OFFICIAL CRIMSON	PMS 201	C = 0% M = 100% Y = 63% K = 29%	R = 158 G = 27 B = 52	#9E1B34	PMS 199	C = 0% M = 100% Y = 62% K = 0%	R = 204 G = 29 B = 79	#CC1D4F
	PMS 254	C = 50% M = 100% Y = 0% K = 0%	R = 126 G = 43 B = 139	#7E2B8B	PMS PURPLE	C = 38% M = 88% Y = 0% K = 0%	R = 144 G = 69 B = 149	#904595
	PMS 2955	C = 100% M = 45% Y = 0% K = 37%	R = 10 G = 83 B = 133	#0A5385	PMS 300	C = 100% M = 44% Y = 0% K = 0%	R = 25 G = 120 B = 190	#1978BE
	PMS 349	C = 100% M = 0% Y = 91% K = 42%	R = 30 G = 111 B = 65	#1E6F41	PMS 361	C = 69% M = 0% Y = 100% K = 0%	R = 123 G = 183 B = 82	#7BB752

Website Color Palette

The colors in the website color palette have been selected to compliment the primary identity colors and to satisfy Americans with Disabilities Act requirements for websites. Text colors have been chosen based on their contrast against a white background web page and should be used in their designated roles to create organization and readability on web pages. Additional gray colors in the web gray colors list are used in decorative or organizational elements such as lines or background bars.

Web Text Colors

DARK GRAY	R = 206 G = 211 B = 214	#444444
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CRIMSON	R = 158 G = 27 B = 52	#9E1B34
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WEB GOLD	R = 148 G = 111 B = 10	#946FoA
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WHITE	R = 255 G = 255 B = 255	#FFFFFF
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Web Gray Colors

DARK GRAY	R = 206 G = 211 B = 214	#444444
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MEDIUM GRAY	R = 175 G = 175 B = 275	#AFAFAF
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BYUH GRAY	R = 206 G = 211 B = 214	#CED3D6
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LIGHT GRAY	R = 241 G = 243 B = 243	#F1F3F3
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Primary Typography

The complementary typeface that accompanies the official logos is called HTF Requiem. This family of type has been selected for its unique characteristics that represent the ideals of the university. Use this font for body text and headlines in published official university communication pieces. Italic, bold, and other weights of the font should only be used to create emphasis. Meta is the complement sans serif typeface to be used when needing added emphasis to your layout.

HTF Requiem (Roman, Italics, Smallcaps)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
.,?!&0123456789

Meta (Normal, Medium, Black and Italics)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
.,?!&0123456789

Alternate Typography

On occasions where HTF Requiem cannot be obtained, Berkeley (or a similar serif font) can be substituted as a backup typeface. Aller (or a similar sans-serif font) can be used as a substitute for Meta. The typeface Verdana has been selected as the default for university web pages.

Berkeley (Book, Bold, Black and Italics)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
.,?!&0123456789

Aller (Regular, Italics, Bold and Bold Italics)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
.,?!&0123456789

Website Typography

The Verdana font family was selected as the primary web font for its similarities to the primary font family, Meta, and because it is a commonly available font for web viewing. EB Garamond and Arvo are also readily available fonts across the web and were added for their similarities to the Requiem font family and should be used to create emphasis in headers, sub headers, or decorative elements.

Verdana (Regular, Italic, Bold, Bold Italic)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
.,?!&0123456789

EB Garamond (Regular, Italic, Medium, SemiBold, Bold, ExtraBold)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
.,?!&0123456789

Arvo (Regular, Italic, Bold, Bold Italic)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
.,?!&0123456789

Stationery System

At the forefront of the official BYU–Hawaii identity are letterhead, envelopes, and business or networking cards. These stationery items can be ordered through Print Services and personalized to include an individual or department’s official BYU–Hawaii contact information. BYU–Hawaii mailing address should include a box number and a building number so that the US Postal Service can accurately deliver mail. Personal contact information should not be used when representing the university using official letterhead, envelopes and business cards. Secondary identity marks should not be substituted for the university medallion on letterhead, envelopes, business, or networking cards. Additional logos, graphics, photos, phrases, tag lines are not permitted on either side of official university stationery materials.

Letterhead and Envelope

BYU–Hawaii letterhead uses the medallion mark at the top center and the Requiem font for contact information placed at the bottom of the page. Matching envelopes also use the medallion with return address in the Requiem font.



Business & Networking Cards

There are two kinds of approved identity cards used when representing BYU–Hawaii. When in an official university role, whether it be full time, part-time, or extracurricular roles, the official university business card format should be used. This includes all faculty, staff, service missionaries, student employees, as well as unpaid student roles (i.e. student team leadership such as Enactus, etc.) where you are representing an organization that is part of BYU–Hawaii. The official networking card format can be used in instances where a person is representing his or herself as an individual from BYU–Hawaii. The networking card is appropriate for students or graduates participating in networking or recruitment meetings or events.

Business Card

As a business card is used to represent an individual as part of an organization, the contact information used should primarily be that of the organization rather than personal contact information. Below is the official layout of the BYU–Hawaii business card. Certain portions of the format are standards that cannot be changed. There are options for customization for each respective role type and for various preferred methods of contact. The BYU–Hawaii medallion is the official logo used. Requiem Text Small Caps and Requiem Text Roman are the fonts used.



LINE 1: NAME
 line 2: Title (From Workday)
 line 3: Organization
 space for separation
 LINE 4: NAME OF THE UNIVERSITY
 LINE 5: BOX NUMBER
 LINE 6: STREET ADDRESS & BUILDING NUMBER
 LINE 7: CITY, STATE ZIP CODE
 LINE 8: CONTACT INFORMATION
 Line 9: contact information
 Line 10: contact information

Name, Title, Department (lines 1–3)

Lines one through three include an individual's name, title, and organization. Middle names may be used if desired. On line two following the title, different distinctions of role type are used to distinguish long-term, temporary, and student employees. Use the individual's official job title as provided on Workday. Employees of the faculty units may include their discipline following their job title. Student employees should only include their graduating year and not the month. Instances where the organization is being represented, the organization's name is placed on line one, the university's name is moved from line four and to line two.

Full Time/Part Time Employee

JOHN DOE
 Graphic Designer
 University Communications

Including Two Job Titles & a Degree

JOHN DOE, PH.D.
 Professor - Math | Coordinator - Sample Program
 Faculty of Math & Computing

Student Extracurricular Role

JOHN DOE
 VP of Marketing, Class of 2018
 Enactus BYU–Hawaii Chapter

Service Missionary

ELDER JOHN DOE
 Graphic Designer, Service Missionary
 University Communications

Graduate Intern

JOHN DOE
 Graphic Designer, Graduate Intern
 University Communications

Organization Only

UNIVERSITY COMMUNICATIONS
 Brigham Young University–Hawaii

Employee of the Faculties

JOHN DOE
 Professor - Communication, Media, and Culture
 Faculty of Arts & Letters

Student Employee

JOHN DOE
 Graphic Designer, Class of 2018
 University Communications

Services

PRIORITY PRINTS
 Print Services
 Brigham Young University–Hawaii

University Name and Address (lines 4–7)

The full official name of the university (including the en dash) is included on each business card to appropriately represent the university. As per U.S. Post Office requirements and to ensure proper mail delivery, the address of the university must include the organization’s box number and building number.

Mailing Address

BRIGHAM YOUNG UNIVERSITY–HAWAII
BYU–HAWAII #1952
55-220 KULANUI STREET BLDG 5
LAIE, HAWAII 96762-1293

Contact Information (lines 8–10)

It is recommended that each business card has a phone number and an email address. Other options include adding a cell phone number, fax number, website address, or a LinkedIn address. Different contact numbers are designated by the first letter of the word describing the contact number. Office phone number is designated with “o:”, fax number is designated with “f:”, and cell phone number is designated with “c:”. Two forms of contact can be combined on one line if separated by a vertical line. Some examples where combining would work would be office number and fax number, office number and cell number, email address and web address, or web address and LinkedIn address. When two lines of contact information are used, extra space will be provided between the organization (line 3) and the first address line (line 4). See below for formatting examples.

Recommended Contact Information

Office Phone Number

O: (808) 675-1234

Email Address

john.doe@byuh.edu

Optional Additional Contact Information

Cell Phone Number

C: (808) 888-8888

Fax Number

F: (808) 675-5678

Website Address

byuh.edu

Linked In Address

linkedin.com/in/johndoe

Combination and Order Examples

O: (808) 675-1234
john.doe@byuh.edu
byuh.edu

O: (808) 675-1234 | C: (808) 888-8888
john.doe@byuh.edu
byuh.edu

O: (808) 675-1234 | C: (808) 888-8888
john.doe@byuh.edu | byuh.edu



O: (808) 675-1234 | C: (808) 888-8888
F: (808) 675-5678
john.doe@byuh.edu | byuh.edu

Dual Logos

Due to the nature of Campus Safety & Security serving two different companies with two different established brands, an exception has been made to allow for both the BYU–Hawaii medallion and Polynesian Cultural Center logo on the department’s business card. The information and type treatment follow the same guidelines and format as the BYU–Hawaii business card. Should an additional department wish to use the same format to represent multiple companies or institutions, the department must prove a need and get approval from University Communications and the additional organization.


SGT. JOHN DOE
Supervisor
Campus Safety & Security

BRIGHAM YOUNG UNIVERSITY–HAWAII
BYU–HAWAII #1922
55-220 KULANUI STREET BLDG 5
LAIE, HAWAII 96762-1293
O: (808) 675-1234 | F: (808) 675-5678
C: (808) 888-8888
john.doe@byuh.edu | byuh.edu

Networking Card

A networking card is used to represent an individual in association with BYU–Hawaii. Networking cards provide personal contact information rather than the contact information of an organization or position. It is recommended that individuals provide methods of contact that will continue after graduation. Below is the official layout of the BYU–Hawaii networking card. It is meant to be similar to the business card formatting but different enough to be distinguished. There are options for customization within the limitations set forth below.



JOHN DOE
*B.A. in Business Management - Operations &
 Supply Chain Management, Finance
 Class of 2021*

c: (808) 888-8888
 johndoe@gmail.com
 linkedin.com/in/johndoe
 johndoe.zenfolio.com

LINE 1: NAME
 Line 2: Degree and major(s)
 Line 3: continuation of major(s) if needed
 Line 4: Graduating Class

→ space for separation

LINE 5: PHONE NUMBER
 line 6: email address
 line 7: linkedin address
 line 8: web address for portfolio, blog or website

Name, Degree and Major, Graduating Class (lines 1–4 or 5)

Line one includes the individual's name. Middle names may be used if desired. Line two should include the degree (example: B.A. or A.A.) and the major area of studies the student is participating in. Multiple majors can be listed and separated by a comma. Long majors may continue on to the third line if needed. Minors and certificates should not be listed. Line four should include the student's expected year of graduation. The month or semester should not be listed. Networking cards are meant to give brief identifiable information and contact information for the individual. Any additional information can be provided on a resume or website.

JANE DOE
*B.A. in Accounting
 Class of 2021*

JOHN DOE
*B.A. in Business Management - Operations &
 Supply Chain Management, Finance
 Class of 2021*

JIM DOE
*B.S. in Accounting
 B.S. in Business Management - Supply Chain,
 Operations & Analytics
 Class of 2021*

Contact Information (lines 5–8)

It is recommended that each networking card has a phone number and an email address. Other options include adding a LinkedIn address or website address of a portfolio, personal website, or blog. When one line of contact information is used, extra space will be provided between the graduating class and the first contact line. See below for formatting examples.

c: (808) 888-8888
 johndoe@gmail.com
 linkedin.com/in/johndoe
 johndoe.zenfolio.com

c: (808) 888-8888
 johndoe@gmail.com
 linkedin.com/in/johndoe

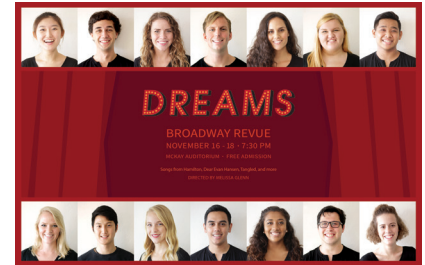
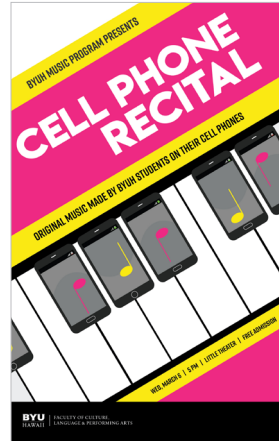
Marketing Guideline

All marketing materials produced by university organizations should be professional, be in line with the mission and values of BYU–Hawaii, and should follow the Honor Code. Content should respect copyright laws, permissions, and follow the [BYU–Hawaii brand guidelines in respects to logo usage, correct date/time formatting, and the use of official names of organizations and locations](#). Use of a university or organization logo is not required but highly recommended. It should be made clear where the message is coming from (i.e. name of organization or BYU–Hawaii) so that viewers can follow up with questions or responses.

Posters

Posters are a very common method of marketing. We recommend diversifying marketing with additional methods and also putting in extra effort to develop concise content that will capture attention and communicate effectively. Posters are a very heavily used method so good planning and content strategy crucial in making your poster stand out.

Posters should not be placed on building walls or on glass doors for maintenance and safety reasons. Posters maybe placed on designated shared bulletin board locations or on department bulletin boards once approved by the Aloha Center Front Desk or the department secretary.

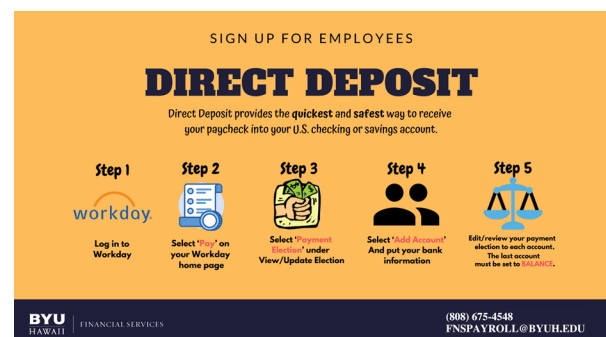


- Dimensions: Tabloid - 11 in by 17 in (portrait or landscape); Letter - 8.5 in by 11 in (portrait or landscape)
- Color Mode: CMYK
- Display approvals needed prior to posting

Digital Sign Marketing

Displaying static images, motion graphics, or short videos on digital screens placed in high traffic areas across campus can be a very effective way to market information or events. Since the screens are placed in common areas across campus, sound is not included and a limited time is provided for content display.

- Dimensions: 1920 px by 1080 px (landscape)
- Color Mode: RGB
- Videos should not include sound
- Videos should not be longer than 60 seconds
- Amount of text should be limited and large enough to read from afar



Brochures

Brochures are great resource for providing more detailed information that can be distributed as a take away item for individuals. The life of a brochure design is usually longer than other print media as they can be distributed over long periods of time. As such, be careful to plan the information included on the brochure so that it doesn't become outdated too quickly.

- Trifold Dimensions: 11 in by 8.5 in
- Color Mode: CMYK
- Requires scoring and folding
- Include organization contact information
- Include university identity marks



Table Tents

Table tents are printed and folded advertisements that stand upright and can be placed on tables or counters in common areas and department foyers. Because of their multiple sides and because they are typically viewed up close by people sitting down for longer periods of time, table tents can include more information than a typical poster or digital sign.

- Trifold Dimensions: 17 in wide by 5.5 in high
- Color Mode: CMYK
- Requires folding and assembly
- One table tent allowed per table or counter
- Display approvals from location or building coordinators needed prior to distributing. For example, you will need approval from Food Services to place table tents in the cafeteria.



Banners

A limited amount of outdoor locations on campus are designated as spaces for hanging banners. These spaces are chosen by University Communications and Facilities Management. To hang a banner, departments should schedule a banner space with Event Services & Outreach like they would schedule a room for an event. Departments should also approve banner content and design with University Communications prior to displaying a banner. Once approved, Facilities Management will facilitate hanging the banners.

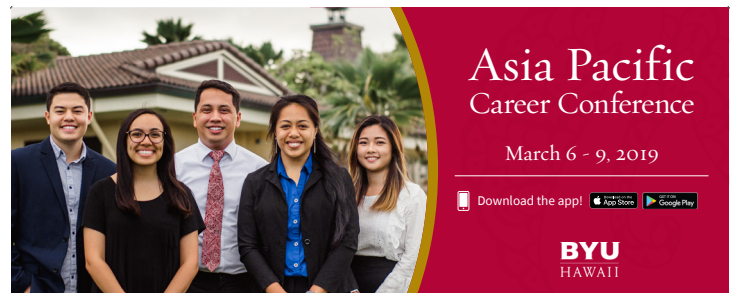
The minimum display time for a banner is one week. The maximum display time for a banner is three weeks. Size limits of banners depend on the banner display location that is reserved. More information and instructions can be obtained from University Communications or Event Services & Outreach. Departments should prove a legitimate need for exceptions to these time limits or locations and must receive approval from the Director of University Communications for such needed exceptions.

- Dimensions: determined by display location
- Color Mode: CMYK
- Scheduled with Event Services & Outreach
- Content approved by University Communications
- Display Period: one week to three weeks

Promotional Items

When promoting BYU–Hawaii by branding merchandise, either of the BYU–Hawaii monograms (version 1 or 2) or any of the merchandising marks may be used. Departments may also use the monogram version of their secondary identity mark. The usage recommendations, color, sizing, and spacing guidelines should be followed for each logo type. All printing or application of BYU–Hawaii logos should be in their original color format or in a neutral color palette (black, gray, or white).

When used alone and not a part of a secondary identity, the BYU–Hawaii monograms should only be printed on materials that are neutral (black, white, and gray) or in the primary identity colors (crimson, gold, and gray). Merchandising marks and secondary identity marks can be placed on any colors with respects to taste and contrast. See the Logo Usage Guidelines on page 11 of this guide for color examples.



Apparel

The following apparel guidelines have been developed to create a unified appearance in regards to university clothing and uniforms displaying the name of the university. This includes t-shirts, polo shirts, jackets, pants, etc. We recommend all department uniforms be ordered through Print Services. All apparel which include the name of the university or its organizations along with custom designs should be approved by University Communications.

When displaying the name of the university or a university organization on apparel, only the BYU–Hawaii monograms and secondary identity marks using the monogram may be used. Additional words or designs may be permitted if the monogram or secondary organizational logo maintains an adequate distance from any other design to avoid the appearance of endorsement, inclusion, or modification of the identity mark. Placing logos on a different side of the clothing is an easy way to ensure distance from any custom designs. University Communications reserves the right to approve rare exceptions if necessary.

The BYU–Hawaii Monogram 1 should be no smaller than 1.75 inches wide when placed on apparel. The BYU–Hawaii Monogram 2 should be no smaller than 2.5 inches wide when placed on apparel. An alternate department logo format is available for pocket or chest embroidery applications where the width of the department name is limited.

Only university core identity colors and neutral colors are permitted when printing the BYUH monograms and secondary department marks. This includes crimson and gold as well as black, white, and various gray tones. When printing just the BYU–Hawaii monogram, the color of the material that the monogram is being placed should also be in core identity colors or neutral colors. Department secondary identity marks or organizational logos have more flexibility in regards to apparel material colors. Please avoid extreme color combinations or colors that do not provide enough contrast to make the mark legible. See the Logo Usage Guidelines on page 11 of this guide for color examples.

Official Core BYUH Monograms for Apparel

BYU
HAWAII

BYU-HAWAII

Department Logos for Apparel

BYU
HAWAII
DEPARTMENT

BYU
HAWAII | DEPARTMENT

Alternate Wrapped Department Logo for Embroidery

Alternate

BYU
HAWAII
REALLY LONG
DEPARTMENT NAME

Standard (for comparison)

BYU
HAWAII
REALLY LONG DEPARTMENT NAME

Standard Logo Placement on T-shirts with Optional Custom Designs



Logo Font Centered
Optional Design on Back



Logo Pocket/Left or Right Chest
Optional Design on Back



Logo Back Centered
Optional Design on Front



Logo Left or Right Sleeve
Optional Design on Front or Back



Logo Back Centered
Optional Design on Front



Logo Left or Right Long Sleeve
Optional Design on Front or Back

Display Cases

Display cases are three dimensional spaces used to display images, artifacts, text, and information. As powerful spaces that communicate history, concepts, and values to viewers in common areas, university display cases should be used carefully to inspire and project uplifting messages about BYU–Hawaii.

University Display Cases

University Communications will assume stewardship and manage the content and design for large, university-level display cases including display cases in the Lorenzo Snow Building, Cannon Activities Center, and Aloha Center. Content displayed in such areas should be timeless and centered around the mission, ideals, history, and initiatives of the university as a whole. Display design and content should be displayed between three to five years unless an exception is approved by President’s Council. Portions of the displays may be designed in a way to allow for sections to be updated more frequently (i.e. each semester or annually) if updated content is need and updates are affordable and accessible.

University Level Display Case Locations:

- Lorenzo Snow Administration Building, second floor near President’s Office
- Cannon Activities Center main entrances
- Aloha Center near ACR 155/156

Campus Interior Signage

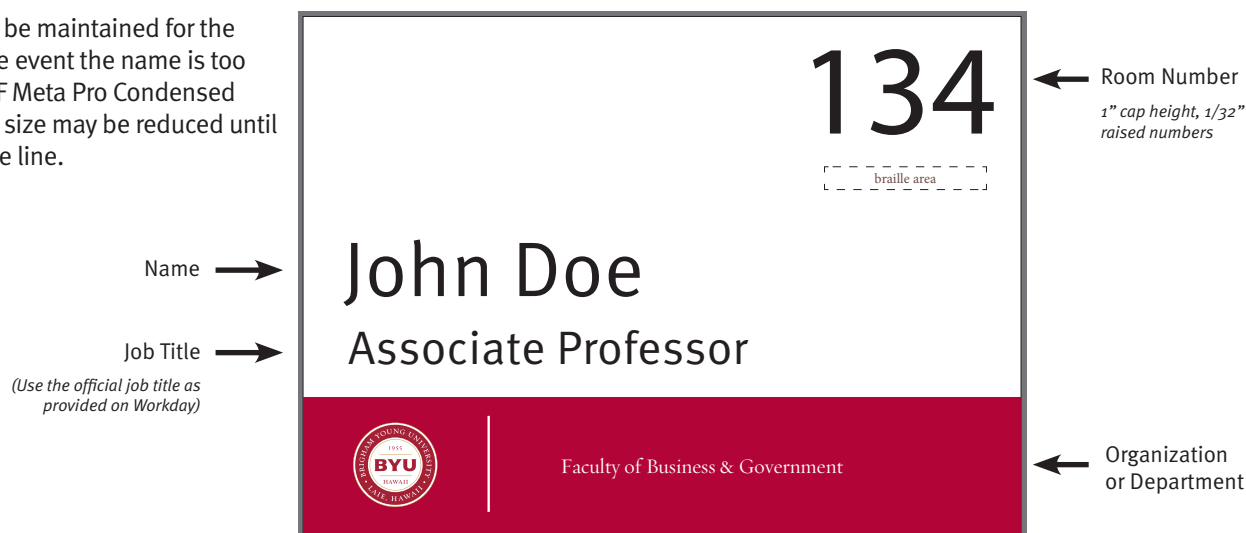
All campus interior signages provide a uniform and cohesive interior wayfinding system. It ensures a welcoming and professional campus image and experience for students, faculty, staff, and visitors.

Employee Door Signs (Sign Type A2)

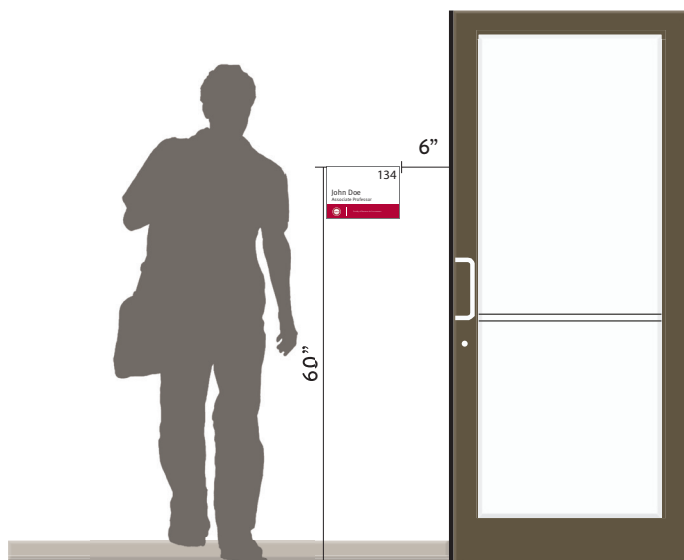
Name, Title, and Organization/Department

Sign Type A2 includes the employee's name, official job title(s), and in the footer, the organization/department. Alternative footers that display the medallion only may be used for sign type A2.

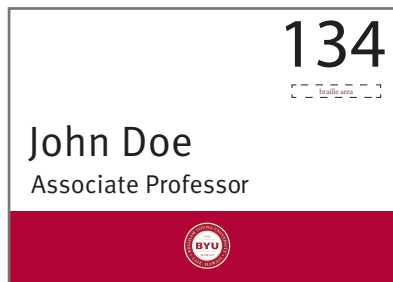
5/8" font height should be maintained for the employee's name. In the event the name is too large to fit at this size, FF Meta Pro Condensed may be used or the font size may be reduced until it is able to fit on a single line.



Sign Type A2 shall be located at the entrance to permanent rooms where the room name or occupant is desired.



Footer Alternative:



**The footer alternative is only for employees that work for more than one department, causing the provided space to become insufficient.*