



# Introduction

The Love, U campaign is a collective effort on behalf of the University of Utah meant to energize participants and build its culture of giving.

This guide for the University of Utah faculty and staff provides a framework upon which the Love, U campaign can grow.

We hope that you will feel empowered to join in the campaign and embrace Love, U.

If you have any questions, please contact:  
*LoveUSupport@utah.edu*

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# Messaging Toolkit

# Our Goals

1. To increase participation and engagement in the final phase of the campaign.
2. To pave the way for the next one with a more energized and robust culture of giving.

# Our Strategies

## 1. Love, U invites participation

To grow the U's culture of philanthropy and a diverse donor base, all giving levels need to see themselves as part of the campaign with everyone pulling together to make great things happen for students, patients, the U's community, and the state. Love, U is a welcoming, engaging, and inclusive invitation to participate in this campaign.

## 2. Love, U centers the donor rather than the university

Modeled on Giving Day, Love, U reframes campaign giving in an accessible, donor-driven, and crowdsourced way. Love, U is a big umbrella under which an entire ecosystem of giving opportunities a.k.a. donor passion projects can be found.

## 3. Love, U embraces human emotion

To overcome any sense of braggadocio or elitism, Love, U balances our excellence with our humanity and heart.

## 4. Love, U emphasizes gratitude and the impact of giving

At this stage in the campaign, we want to thank donors for inspiring us to Imagine New Heights. Love, U is a two-way communication in which we celebrate the ways in which donors give to what they love and care about *and* we thank them for their generosity and care. Love, U elevates the impact of individual donors at every level and the difference they make in the lives of students, faculty, and grateful patients, as well as breakthrough innovation, and the state's thriving.

## 5. Love, U is flexible and user-friendly

Love, U is expansive enough for all fundraisers to use while still giving us the latitude to customize it to our needs. It gives us a flexible, user-friendly system to create cohesion across the university for program areas that need support and to celebrate successes.

# Meet the “Love Bug”

# Main Campaign Brand Element

The main asset in the campaign is the “**Love Bug**,” which combines the word “Love” with the Block U logo using a comma. The comma gives the Love Bug the appearance of a salutation at the end of a personal letter.

The Love Bug works in two ways. It expresses affection for the University of Utah, and all that it stands for, and it expresses affection toward the recipient as in “love you.”

The Love Bug



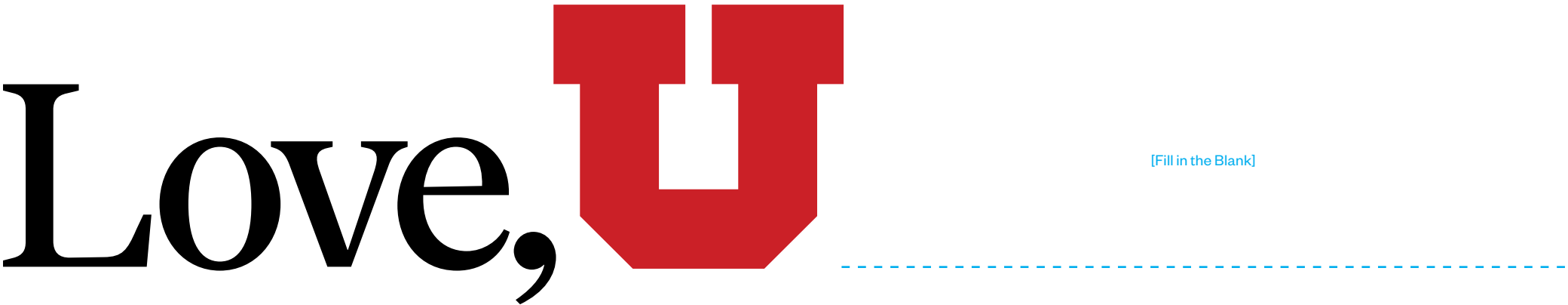
# A customizable campaign

An essential feature of this campaign is the ability to shape its message to suit virtually any context. This is accomplished by adding words (or logos) after the Love Bug. The resulting phrase can be used as a means of giving and celebrating gratitude.

What goes after the Love Bug should be carefully considered according to the guidance outlined in this document.

For templates and more information on Love Bug Lockup artwork, see the **Graphic Assets** section, beginning on p 24.

## Template Format



## Examples





# How to Use It

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## What goes after Love, U: Truth

Must be **factually true** and either informally or formally affiliated with the U. Meaning we can't say Love, U unicorns but we might say Love, U unicyclers.

### Examples

Love,  Unicorns



Love,  Unicyclers

## What goes after Love, U: Tangibles

**On-campus groups and subgroups:** Schools, departments, programs, organizations, clubs, students, faculty, deans, coaches, nurses, doctors, researchers, dancers, chess players, startups, Class of 20XX

**Off-campus groups:** Donors, new graduates, alumni, parents, patients, moms, dads, neighbors, Utahans

**Individuals:** Specific donors, professors, leaders

**Places:** Salt Lake City, regional event locations

**Occasions:** Game Day, Reunions, Giving Day

### Examples

Love,  Students

Love,  Researchers

Love,  Donors

Love,  Moms

## What goes after Love, U: Intangibles

**Ideas and goals:** Research,  
Sustainability, Giving, Healing,  
Affordability, Scholarship,  
Innovation

**Adjectives:** Forever, Mucho,  
Always, etc.

### Examples

Love,  Research

Love,  Sustainability

Love,  Giving


Love,  Forever

## A Note on Proper Names

The Love Bug can be followed by  
**proper names.**

For more information on how these  
lockups are handled, please see  
p 32.

### Examples

Love,  Patricia  
Child

Love,   
Patricia Child

How many instances of Love, U can you use in one communication?

Generally: use **one Word Lockup at the beginning**, and at the end of your message, **sign off with a Love Bug** either by itself, with the same word you used above, or accompanied by your logo. In some cases—letterhead for example—it’s enough to use one Love Bug as a sign-off at the end of your message.

Avoid mixing different Word Lockups in a single communication or overusing the word “love” within the text of your message. Here’s a good rule to help maintain message clarity:

- Use campus departments, programs, on-campus groups and ideas and goals when **making a case for support**. Example: Love, U Science
- Use off-campus groups, individuals, and adjectives when **expressing gratitude and thanks**. Example: Love, U Donors

Within a communication flow in which you are connecting with prospective donors more than once, you can use Love, U in different ways throughout the communication flow. For example: Love, U Students when you make your opening case for scholarship giving. Love, U Scholarship Donors when you thank donors for giving.

Example

Start with:

Love, Science

Sign off with:

Love, Science

or

Love,

or

Love, THE UNIVERSITY OF UTAH

How do  
I incorporate  
Love, U into  
my messaging?

Use the **Love, U anthem** to  
make the donor the hero.

The Love, U anthem is a two-  
way rallying cry and thank  
you from the U to its students,  
faculty, alumni, patients, doctors,  
researchers, donors, and fellow  
Utahans to give, to volunteer, and  
to share what they love about the  
U. The Love, U anthem makes  
those who inspire and support us  
the heroes of our stories.

**The Love, U Anthem**

Because you inspire us.  
Because you challenge us.  
Because you champion us.  
Because you make us better.  
Because you cheer us on.  
Because of you, we imagine  
more, and we do it.

Love, 

Use a light  
touch and focus  
on the donor

Refrain from **overusing** the word “love” in your actual messaging. Your message should support and make good on the reciprocal Love, U idea. Do this by inviting prospective donors to explore, share, support or get involved in what they care about through the U’s volunteer and giving opportunities.

Love, U Anthem call to action

What change in the world  
do you want to see?

What makes you smile?

What cause is close to your heart?

What do you love?

Whatever it is, chances are  
we’re working on it.

Let’s make the difference together.

Love, 



Mapping “Love, U” messaging through a major gift

**Donor:** Patricia Child, Alumna

**Donation area:** The Patricia W. Child Health and Wellness Tower at Kahlert Village

**Amount:** \$5 million

- 📍 Cultivation meeting
- 📍 Gift proposal
- 📍 Gift agreement
- 📍 Board chair/president thank you call
- ♥️ Presidential acknowledgment letter [Use the “because” lines from the anthem and customize when appropriate: Because you inspire us, Because you champion us > Because you inspire us and champion our students. Because you have made their wellness a priority. . . This letter would not yet include the Love, U mark but tees it up with the anthem]
- 📍 Thank you letter from a student
- ♥️ Naming announcement (Fall 2019) [Love, U Gail Miller; Love, U Heather Kahlert; Love, U Patricia Child event ice cream cups, banners, etc.]

- ♥️ Impact report [could definitely use Love, U for logo lookup]
- ♥️ Write up in Love Notes Newsletter
- 📍 Tour of the facility
- 📍 Opening of Kahlert Village
- ♥️ Unique donor video [end of video could be Love, U Patricia Child]
- ♥️ Student event for people who live in Pat’s tower [Love, U Patricia Child banners]
- 📍 When the pledge is paid off
- ♥️ Thank you note from the president [with Love, U pin]



Mapping “Love, U” messaging through an annual gift

**Donor:** John Doe, Alumnus

**Donation area:** General unrestricted scholarship fund

**Amount:** \$2,500 annually (monthly contributions resulting in President’s Club giving society membership)

- ♥ Appeal for a general unrestricted scholarship fund [Because of you, we can make a U education affordable for more students. Let’s make the difference in students’ lives together. Love, U Students]
- 📍 August
  - ♥ Phonathon thank you call for monthly online contributions [Add “What do you love?” to phonathon script with mechanism for tracking responses. These responses could be incorporated anonymously in future annual giving messaging.]
  - ♥ Handwritten thank you from Phonathon student [use “Love, U Donors” notecards]

- 📍 September
  - ♥ Letter from Heidi Woodbury [Incorporate “Because” anthem language into letter. Ex: Because of President’s Club donors like you, who give year after year, the U can build on its tradition of excellence. Because you champion us, we imagine more and we do more for our students, researchers, faculty and staff, caregivers and patients, and community. Love, U Donors.]
  - ♥ President’s Club brochure [Love, U letterhead]
- 📍 December
  - ♥ ThankView end of year video stewardship piece [Incorporate Love, U Donors branding]
- 📍 January
  - ♥ New Year letter, which includes President’s Club decal [add primary Love, U decal]

- 📍 February
  - ♥ Letter and phone call (Phonathon) to increase his monthly donation [In letter, incorporate examples of what donors “love” and care about supporting. In phonathon script incorporate “because of you students like x were able to do y.”]
- 📍 May
  - ♥ President’s Club communications that includes more information on how to use benefits, year summary [If these could be customized for donors e.g. Love, U John Doe that would be awesome otherwise, use Love, U Donors branding.]

Love,  John Doe

# Be sincere — earn “Love, U”

Our use of “love” in this campaign is sincere. It’s inspired by our community and our city and our state. It’s the reason we are moved by student stories and research stories. Stories of healing. Stories of coming to each other’s aid. We have earned the right to use this word, but we don’t want to squander it or cheapen it by using it without really meaning it. So, before you use Love, U in your communications consider the source of love you’re referring to. Is it a love driven by aspiration and inspiration, new knowledge, discovery, triumph over difficult circumstance? Is it driven by fairness or a desire for justice? Is it bonds of shared experience?

Once you understand the source of love that drives your message you can build a case or an ask or tell a story that makes good on that source. The researcher discovering a cure. The first-gen student leader. The team members who supported each other. This doesn’t mean your message needs to be overly sentimental or saccharin — it simply means that we want to be clear what’s driving “Love, U” before we use it.

Love, 

# Be ready for a genuine response

Love, U may elicit a reciprocal genuineness for our community and donors. Let's be ready for honest conversations in which we may need to really listen, empathize, and respond.

Love, 

# Close rather than open your message with Love, U

The Love, U is a campaign brand, not a sentence. It works best as the close rather than the lead in a message. Make your case, tell your story of impact, express your gratitude, and then punctuate it with a closing...

Love, 

Sample Call  
to Action to  
Customize

Format

Because of you, we .....  
Let's ..... together.

Love, 

Examples

Because of you, we imagine  
more and we do it. Let's make  
the difference together.

Love, 

Because of you, we can make  
a U education affordable for  
more students. Let's double the  
opportunity together.

Love, 

Because of you, we heal  
more patients. Let's find a  
cure together.

Love, 

Because of you, we can go  
to the moon. Let's discover  
more together.

Love, 

# Visual Toolkit

# Graphic Assets



Primary Mark:  
The Love Bug

The main asset in the Love, U campaign is the **Love Bug**, shown here. This artwork has been created using approved proportions and spacing. This artwork should not be altered in any way. This includes removing the comma.

See p 32 for guidance on using the Love Bug with proper names.

Shown here are guidelines for clear space and minimum size for this artwork.

*Please click here to access artwork files.*

Graphic Asset



Clear Space



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

Minimum Size



The Love Bug should never be smaller than 1/2" wide.

# Secondary Mark: University Logo Lockup

The Secondary Mark in the campaign has been formed by combining the Love Bug and the Horizontal Short University Logo. This creates a unified logo lockup, which is provided as a unique graphic asset.

Don't try to re-create this artwork using separate logo files. Always use approved artwork.

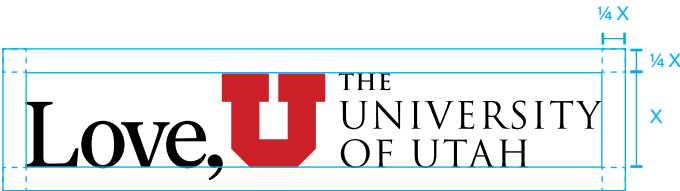
Also shown here are guidelines for clear space and minimum size for this artwork.

[Please click here to access artwork files.](#)

## Graphic Asset



## Clear Space



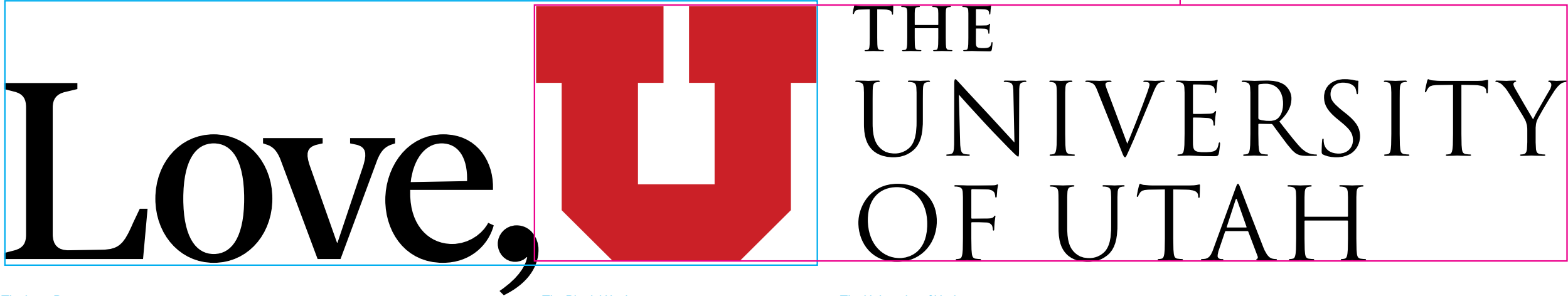
Clear space is defined as 1/4 the total height of the Block U.

## Minimum Size



University Logo  
Construction

*Please click here to access  
artwork files.*



The Love Bug  
remains unchanged

The Block U is the  
shared element  
between the Love Bug  
and the University Logo

The University of Utah  
Horizontal Short logo is  
used in combination with  
the Love Bug to create  
this mark.

Alternate  
Primary Mark:  
U Health  
Love Bug

Because U Health is a major entity within the university, an alternate Love Bug has been created using the U Health Block U logo.

This artwork has been created using approved proportions and spacing. This artwork should not be altered in any way. This includes removing the comma.

Also shown here are guidelines for clear space and minimum size for this artwork.

*Please click here to access artwork files.*

Graphic Asset



Clear Space



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

Minimum Size



The Love Bug should never be smaller than 1/2" wide.

# Making Your “Love, U” Mark

The Love, U campaign is meant to be customized to suit the intent of the user. In order to do that, a format has been created that users can build upon.

The Love Bug artwork should remain intact, but should be followed by a word/words or a

logo. Guidelines for the creation of different styles of lockups are explained in the following pages.

*Please click here to access artwork files.*



*This element of the lockup is the Love Bug, and should not be altered.*

*What comes after the Love Bug can be changed to suit the custom needs of the user. The visual and messaging guidelines established in this document should be adhered to.*


[Fill in the blank.]

# Word Lockup Examples

One way to customize the Love, U campaign is by **adding a word or words** to the Love Bug creating a lockup. This lockup is a unique graphic asset for use in the campaign.

Word lockups should be created with care and respect paid to the guidelines outlined in this document.

## Examples

Love,  Business

Love,  For Utah  
Scholarship

# Word Lockups: Explained

A template has been created to facilitate the creation of Word Lockups.

To use it, a word or words should be typed into the given space. If there are multiple words being added, they can be broken into two lines.

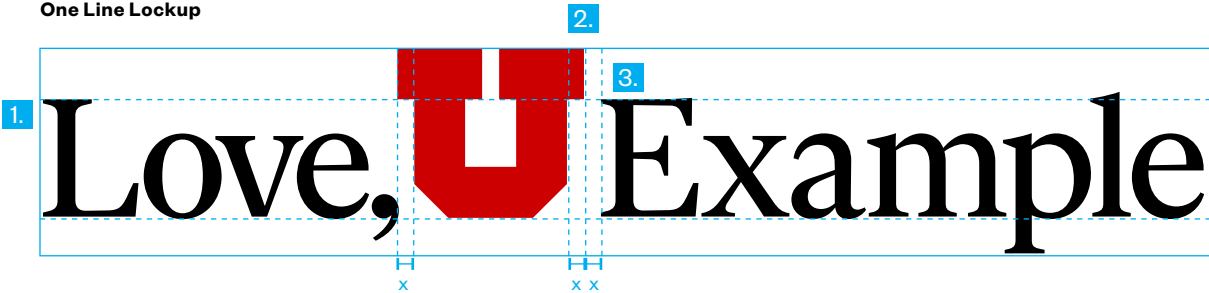
Avoid using more than 3-5 words in your Word Lockup.

The proportions, alignment and spacing of this template have been carefully considered to keep campaign graphics as consistent as possible. The template should not be altered, nor should the Love Bug artwork itself. Word Lockups should not be created without using the template.

Templates have been provided using Official and Alternate campaign fonts, as well as the main University and U Health Block U logos.

*Please click [here](#) to access artwork files.*

One Line Lockup



Two Line Lockup



- 1. The Love Bug should appear as provided.
- 2. The word following the Love Bug should be placed to the right of the Block U at a distance equaling double the Block U's serif overhang.
- 3. The word following the Love Bug should be the same point size as the word "Love". This word should also sit on the same baseline as the word "Love".
- 4. Subsequent lines of text should be placed at a distance of 1/2 the cap height from the first line.
- 5. All phrases locked up with the Love Bug should be left-aligned.

# Word Lockups: Proper Names

A template has been created to facilitate the creation of Word Lockups with proper names.

The Love Bug **cannot** be altered to remove the comma, because that is part of the Love, U campaign brand. However, we understand that some users may prefer to include names on a separate line, after the Love Bug.

Creating Word Lockups with proper names using the typical Word Lockup template (shown on p 31) is also permissible. The template shown here is provided as an alternate.

Avoid using more than 3-5 words in your Word Lockup, if possible.

The proportions, alignment and spacing of this template have been carefully considered to keep campaign graphics as consistent as possible. The template should not be altered, nor should the Love Bug artwork itself. Word Lockups should not be created without using the template.

Templates have been provided using Official and Alternate campaign fonts, as well as the main University and U Health Block U logos.

[Please click here to access artwork files.](#)

One Line Lockup



Two Line Lockup



- 1. The Love Bug should appear as provided.
- 2. The name following the Love Bug should be placed beneath and left-aligned with the Love Bug.
- 3. The name should sit at a distance equal to the cap-height from the Love Bug.
- 4. For two-line names, subsequent lines of text should be placed at a distance of 1/2 the cap height from the first line.
- 5. All phrases locked up with the Love Bug should be left-aligned.



## Tertiary Mark: Custom Block U Variations

Similar to U Health, there are entities within the University of Utah that have their own, approved Block U logo. In these cases, custom Love Bugs can be created using alternate Block U's.

A template has been created to allow for the creation of these custom Block U Love Bug variations. Do not attempt to create artwork without using the approved template.

[Please click here to access artwork files.](#)

### Examples



# Custom Lockup Examples

Here is an overview of various custom Love, U campaign lockups. All of these artworks and more are part of the Love, U campaign.

To create your own, use the provided templates and guidelines in this document.

*Please click here to access Word Lockup Template files.*

*Please click here to access Custom Block U Logo Lockup Template files.*

## Word Lockup Examples



## Block U Logo Lockup Examples



# Combining with Other Logos

Some entities related to the University of Utah have their own unique logos. In this case, there is no shared Block U to combine into a new lockup.

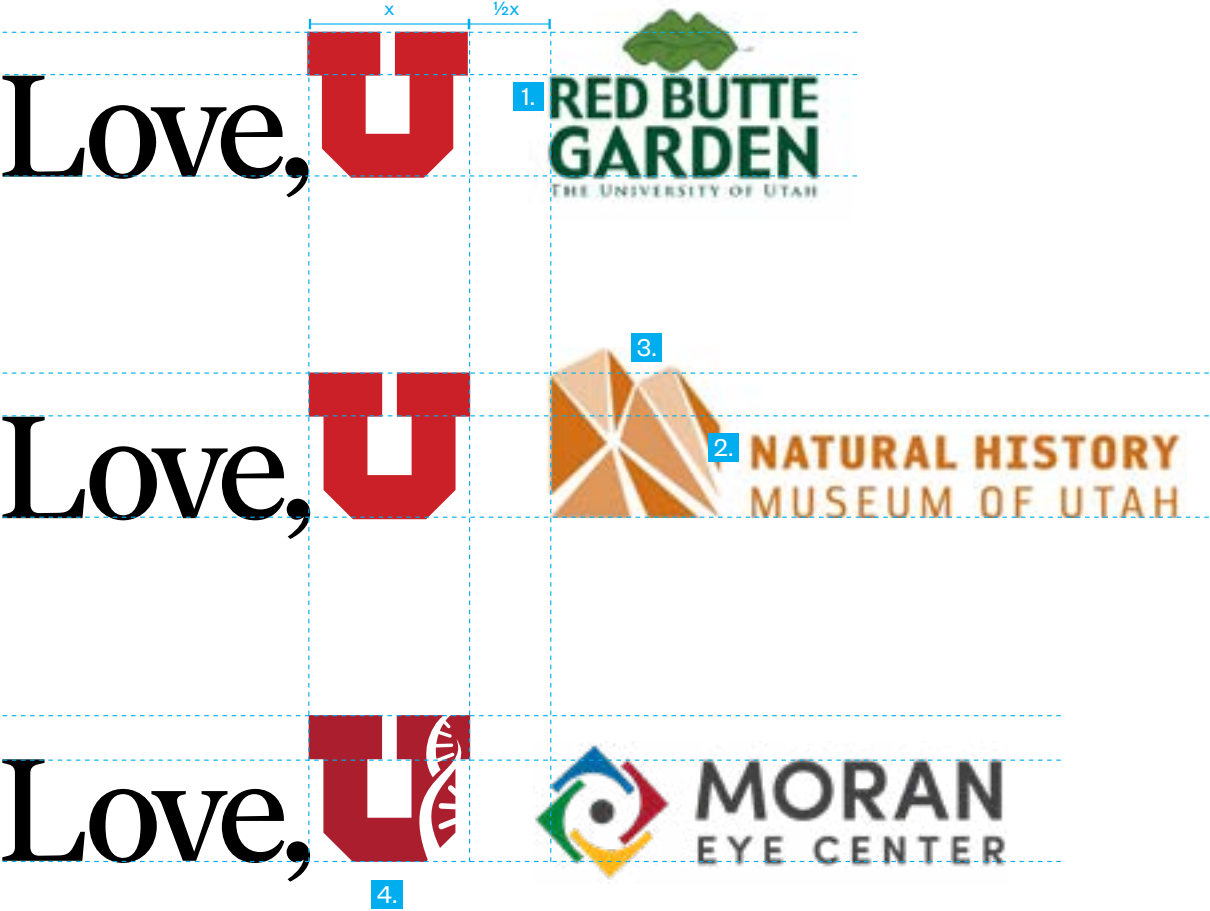
In this case, the Love Bug should appear to the left of the entity's logo. That way, it can still be used as a phrase. Example: Love, U Red Butte Garden.

Shown here are the spacing, size and alignment guidelines for pairing the Love Bug with a non-Block-U logo. **Use the Love Bug artwork as provided**, and use these guidelines to create a Love, U lockup.

Examples



Non-U Lockup Construction



- 1. The main wordmark of an accompanying logo lockup should align with the size and baseline of the word "Love" in the love bug. It should be placed at a distance of half the width of the Block U from the Love Bug.
- 2. If sizing the wordmark to the height of the word "Love" makes the other logo elements much larger than the Block U in the Love Bug, it should be reduced in size until the graphic elements do not appear larger than the Block U in the Love Bug.
- 3. Graphic elements can hang slightly above or below alignment with the Love Bug in order to achieve optical alignment.
- 4. The alternate U Health Love Bug can be used if an accompanying logo lockup is under the U Health umbrella.

# Love Bug Pattern

The Love Bug can be used as a pattern in various colorways, as shown here. The spacing and size has been carefully considered. Please use the pattern files provided as opposed to re-creating this pattern.

These patterns have been provided in Large and Small versions. There are also U Health alternates.

[Please click here to access artwork files.](#)



Do's and Don'ts

The identity system has been carefully crafted with consideration for a wide range of uses. In order to maintain consistency and a strong brand identity, the following alterations to the logos should be avoided. Each of these rules applies to all of the logo lockups.



Don't vertically or horizontally stretch the logo.



Don't Alter the logo with decorations like outlines or drop shadows



Don't create additional art for use around the logo. The logos should stand alone or be used in approved lockups.



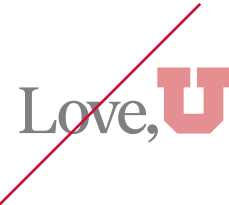
Don't reproduce the logo in an unapproved color.



Don't rotate the logo.



Don't redraw any parts of the logo.



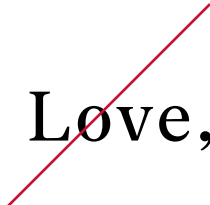
Don't use the logo at less than 100% opacity. Use approved colors.



Don't crop the logo.



Don't use different fonts in the wordmark.



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



Don't Alter the composition of the lockup.



Don't remove the comma.

# Typography

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# Typography

Messaging plays a key role in the Love, U campaign. The fonts that carry that message should be equally as considered. Official Serif and Sans Serif Fonts have been selected for use in the campaign. The Official Serif Font is Independent Text Regular. The Official Sans Serif Font is Founders Grotesk.

*Contact [LoveUSupport@utah.edu](mailto:LoveUSupport@utah.edu) for more information about obtaining fonts.*

**Official Serif Font**

AaBbCc

Independent Text Regular

**Official Sans Serif Font**

AaBbCc

Founders Grotesk

# Typography

If the official campaign fonts are not available, there have been alternates selected. Official fonts should take priority, but these alternates can be used in limited cases.

## Alternate Serif Fonts

AaBbCc

Kepler Std

AaBbCc

Georgia

## Alternate Sans Serif Fonts

AaBbCc

Myriad Pro

AaBbCc

Calibri



# Using the Alternate Font

In some cases, the official Campaign Serif Font (Independent Text Regular) may not be available to create custom Word Lockups. In this case, the Alternate font (Kepler) may be used alongside the Love Bug. The Love Bug should remained unaltered.

[Click here to access artwork files.](#)



Love Bug/Independent  
(Use provided asset)

Business

Official Campaign Serif Font: Independent Text Regular



Love Bug/Independent  
(Use provided asset)

Business

Alternate Font: Kepler

## Example Type Styling

The campaign fonts should be used in combination to create campaign applications. Shown here is one example of how they can be combined to create a consistent and sophisticated overall look.

This is just one way to approach the type styling, and should be used as an example.

Independent should be used as the primary font while Founders Grotesk is supporting type.

# Headline

**Titles and Main Headlines** Independent Headline Medium

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

**Subheads** Founders Grotesk Light

Ont eos di officae molut alis ex ea debis et illorro vitatur sus es pa  
consequatem et arcu consequi ibusdam, etum quostru ptaquodit  
voluptiater cusam, unt aligendem re quiaers pellit as sit, qui nempor  
sante sit dolupicimil ilitaturiam quo odion cus sam nectatus essit  
Pitatiur, acesit doluptate nusdae etus aut pratustias aperspicto equi  
opta eum repta consed excearum escim fugia doluptis dolorum  
siminctiant ex estios as et alit fuga. Apita cus ducia venes expelesto  
mil imus arum idem quid quatur? Quiscide voluptis estint.

Quibusae qui cus eos eaque digentiam, ast que laboratium andus  
vellaborem estrupiciusa nonsenima voluptas et liquo maios mossi  
volo modis dolupta peribernam nit re conet, nectiatur, equi quiatus  
cuptassit et id maximus aut di quam rem eicipsum raes int dollabore  
simaioarent et estrum qui berferibus pores eument doloreius secti  
dolut quam hilit ullabor itatio. Itas nobis nossit optaerum latem  
dolupta spelit rerferecto te el imi, que etur alis quaeritiis porerum  
enihit fuga. Ut fugia eicabor epudamet escimil landit. Udis nonseque  
poribus ciusam qui ducid quibus nos duci qui unte volorem aut odi  
am, volupti optiunt faci temporem net et oditat audaesci dolorem  
audae liquist laccus aut resti arum facepediat. Illa soluptamust, sitat  
volent qui culpa vel inci qui alita est hitas sit landit et assed elisiti

**Body Copy** Independent Text Light

“Rio dolestrum qui  
unt eos di officae  
molut alis ex ea  
debis et sus illorro  
vitatur lorem.”

**Pull Quotes** Independent Text Regular

Officae molut  
alis ex ea debis  
et illorro vitatur  
sus apita es  
consequatem.

**Captions** Founders Grotesk Regular

36%

**Infographs** Independent Headline Medium

# Pairing the Love Bug with Type

The Love Bug is used as a signature at the end of a message. Its size and placement should relate to the text it accompanies.

When the text is large, the Love Bug should match the size of the type.

When text is small, such as a long paragraph of body copy, the Love Bug can be 2x size of the text. Use approved artwork only.

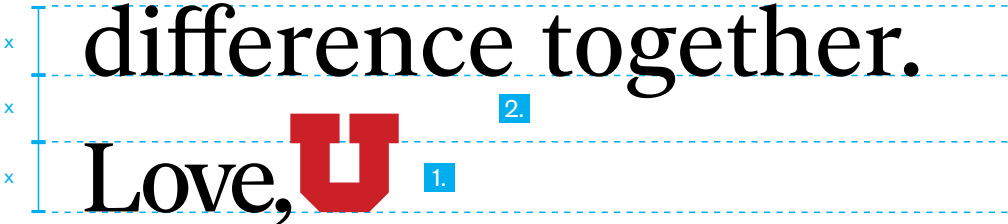
When the Love Bug is not left-aligned with the text, it can be larger than 2x the text. The maximum size depends on the application.

Use approved artwork only. Don't try to create a Love Bug using type and a Block U.

Please see the notes at right for more guidance on how to pair the Love Bug with type.

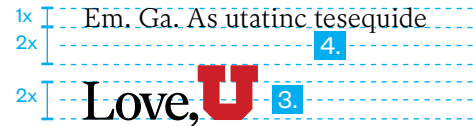
## Large Type Example

Because of you, we  
imagine more and we  
do it. Let's make the  
difference together.

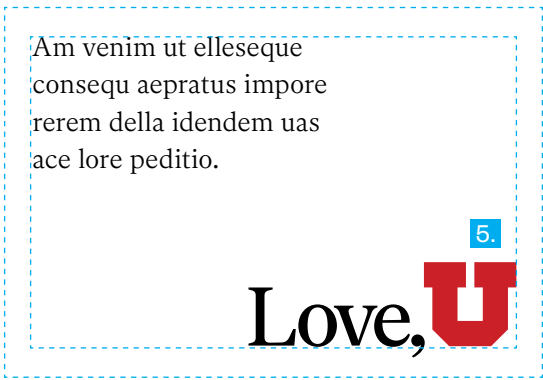


## Small Type Example

Am venim ut elleseque consequ  
aepratus impore rem sa lorem  
quiae seque rem della idendem  
quas acepeditio. Nam accae.  
Itaquia essequidist, quam, sit  
exerehendus, temodi voluptae  
nullori onsecture earum sunt.



## Small Type Example



1. When paired with large type, the word "Love," should match the cap-height of the accompanying paragraph.

2. There should be one line space between the Love Bug and the paragraph equal to the type's cap-height.

3. When paired with small body copy, the word "Love," should be twice the cap-height of the body copy.

4. When paired with small body copy, there should be a space between the paragraph and the Love Bug equal to twice the cap-height of the body copy.

5. In many cases, the Love Bug will be left-aligned with the paragraph that it follows. If it is separated from the text in the layout, as shown here, the love bug can appear larger than 2x the cap-height of the text.

# Color

# Color Palette

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

For any printing jobs, use the PMS or CMYK formulas. PMS is ideal but CMYK can be used when PMS is not available. For any digital jobs, use the hexcode formulas.

<div>White C0 M0 Y0 K0 #ffffff</div>	<div>Black C0 M0 Y0 K100 PMS Process Black #000000</div>
<div>U Red C0 M100 Y79 K20 PMS 186 #CC0000</div>	
<div>U Health Red C07 M100 Y82 K26 PMS 187 #AC162C</div>	

# Lockup Colorways

The Love Bug and any custom lockups can be used on background colors shown here. The 2-color lockups are preferred, but 1-color lockups can be used if there are legibility or printing concerns. The 1-color Love Bug can be in black or white as shown, or in U Red on black or white backgrounds.

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

Two-color



One-color



# Art Direction

## Photography Styles: People

Love, U Campaign photography should strive to be high quality, genuine and authentic. We embrace a real-world journalistic-style aesthetic. Focus on natural lighting and candid poses and scenes. All Love, U Campaign imagery should have an editorial personality.

**Please note:** the images in this section are meant to be used as stylistic examples, and not all are licensed for use in campaign materials.











## Photography Styles: Place

Whether showing campus, Utah or beyond—Love, U campaign photography should have natural lighting and angles. Let the beauty of the place speak for itself.

Avoid an overly-saturated or high contrast look.

Renderings are an appropriate visual when they are completed in a naturalistic, contemporary manner.









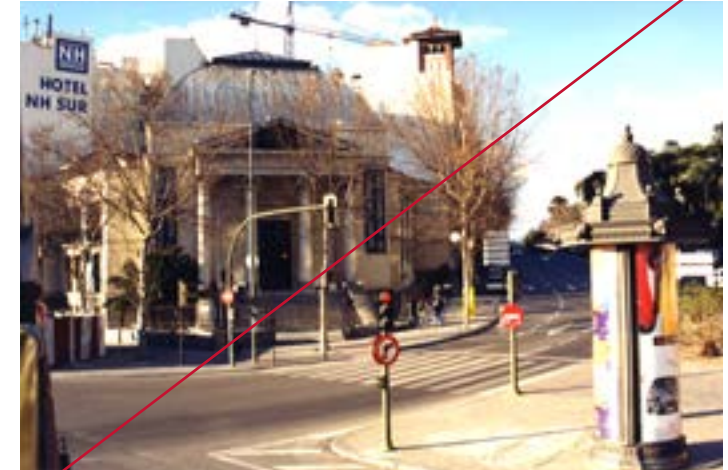


## Imagery Don'ts

Low quality imagery could undermine the effectiveness of your communication. Avoid it whenever possible. Love, U Campaign imagery should not be dark, low contrast, desaturated, or low resolution. Stock imagery is a valuable resource but one that needs to be used carefully. Try to avoid the typical generic look of stock imagery and instead search for images that have a more unique and considered look and feel.

In addition, photography for Love, U Campaign should not be overexposed, oversaturated, artificially colored, overly staged, cluttered or appear overly blurry.

Shown here are a few examples of imagery that do not meet Love, U Campaign standards.



# Layout Guidance



# Putting it Together

In their purest form, campaign application layouts will typically contain a Love Bug lockup, a short message and an image.

Shown here is one way to combine those elements.

Layout Example



This Love Bug lockup is centered on the image.

Because of you,  
we imagine more  
and we do it.  
Let's make the  
difference together.

Love,  THE UNIVERSITY OF UTAH

The message and logo lockup is anchored to the corner.



Additional  
Layout Examples



# Alternate Block U Lockups

Layouts can use alternate Block U Lockups or Word Lockups in place of the Primary Love Bug.

This includes the U Health alternate Love Bug, and other custom Block U lockups.

This example shows how U Health could create a layout using the U Health Word Lockup. The U Health logo is used as a sign-off at the bottom.



In this case, a U Health Logo has been used.

Adding  
Additional  
Logos

Sometimes, other logos will need to appear alongside the Love Bug. In that case, the Love U appear first, followed by the additional logo in a horizontal alignment. See p 35 for detailed guidelines about non-Block-U Logo lockups.

Clear space rules should be maintained so the Love Bug does not become crowded.

The Love Bug should not be locked up with additional logos that contain the Block U. In that case, the Love Bug version that combines the Block U logos should be used. See pp33-34 for detailed guidelines about Block-U Logo lockups.



This is an example of a logo that lacks a Block U, but needs to appear on this layout. Instead of being combined into one mark, the Love Bug appears first and the NHMU logo appears alongside.



## Just “Love,”

In some cases, an image can speak for itself. In this case, the word “Love,” could be placed on the image without an accompanying paragraph.

A Love Bug should appear as a secondary signature.

**Please note:** this type of application should be saved for when the campaign has had time to become established. Part of what makes it successful is the brand recognition.

*[Please click here to access artwork files.](#)*



Additional  
Layout Examples





Font Comparison

While the preferred fonts for layouts are Independent and Founders Grotesk, we recognize that they may not be available for all users. In this case, use alternate fonts as outlined on p40.

Shown here are two layouts. One with Independent, and one using an alternate font: Kepler. The design recommendations don't change. Just the fonts!



This layout shows a design using the preferred font: Independent



This layout shows a design using the an alternate font: Kepler

# Stationery Templates

---

# Letterhead: Standard

This template was designed for use in Love, U campaign communications. As shown here, the Primary Love Bug can be used, or a custom lockup could take its place.

The template is designed for letter-sized paper.

*Please click here to access artwork files.*

1. Letter written according to guidance in Messaging Toolkit.

2. The address can be updated to feature the sender.

3. The Love Bug can be used by itself.

4. A Custom Word Lockup can be used in place of the Primary Love Bug.

July 15, 2021

1.

Dear Jane:


It is with great appreciation I thank you for your gift to the General Scholarship Fund. We consider this investment in higher education an honor and welcome the instrumental help it provides.

I am inspired by your philanthropy and deeply grateful for your generosity. On behalf of our campus community, thank you for your commitment to the University of Utah. You are making it possible for us to provide our students with an exceptional educational experience and ensure the U's momentum into the future.

Jane, I appreciate your support of our work to educate the next generation and elevate our state. Thank you for all you do for the University of Utah.

Sincerely,

3.

Love,

2.

University Advancement  
The University of Utah  
332 South 1400 East  
Suite 160  
Salt Lake City, UT 84112

P 801.581.6825  
F 801.581.5108


giving.utah.edu

Jane Doe  
332 South 1400 East, Suite 160  
Salt Lake City, Utah 84112

Heidi DeWitt Woodbury  
Vice President for University Advancement

July 15, 2021

4.

Love, Donors

University Advancement  
The University of Utah  
332 South 1400 East  
Suite 160  
Salt Lake City, UT 84112

P 801.581.6825  
F 801.581.5108

giving.utah.edu

Jane Doe  
332 South 1400 East, Suite 160  
Salt Lake City, Utah 84112

Heidi DeWitt Woodbury  
Vice President for University Advancement



# Letterhead: Appeal for Gifts

This letterhead has been created for the purposes of making the case to give to the U. The message should be crafted to suit Love, U messaging guidance.

The template is made for Legal sized paper. The bottom piece is a buckslip.

*Please click here to access artwork files.*


1. A Custom Word Lookup should be used here.

2. Use the best photography you can. See the photography guidelines on p 47 for more information.

3. This is the place to write a letter of appeal for gifts.

4. The Buckslip language should be updated to suit the appeal.
5. End with campaign language based on the Love, U Anthem, p 15. Either use the evergreen line: “Because of you, we imagine more and we do it.” Or tailor it to your area: “Because of you, we discover more cures . . .”

1.

Love,Geology

2.

July 15, 2021

3. Jane Doe  
332 South 1400 East, Suite 160  
Salt Lake City, Utah 84112

Dear Jane:

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4.

What do you love?  
Chances are we’re working  
on it. Let’s make  
the difference together.

Mail Name  
332 South 1400 East, Suite 160  
Salt Lake City, Utah 84112

PLEASE DIRECT MY GIFT TO  
☐ Area name here  
☐ Area name here  
☐ Area of your choice \_\_\_\_\_

ONE-TIME GIFT OF \$ \_\_\_\_\_  
OR

RECURRING MONTHLY PLEDGE OF  
☐ \$25   ☐ \$42   ☐ \$84   ☐ \$167   ☐ \$417   ☐ Other \$ \_\_\_\_\_

☐ Check (Payable to University of Utah)  
☐ Visa   ☐ Mastercard   ☐ Discover   ☐ American Express

Card Number \_\_\_\_\_   Expiration Date \_\_\_\_\_

Cardholder’s Name \_\_\_\_\_

☐ Make my gift anonymous.   ☐ I would like to make a planned gift.  
If you have recently made a gift, please accept our thanks.

University Advancement | The University of Utah | 332 South 1400 East, Suite 160 | Salt Lake City, UT 84112 | giving.utah.edu

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Sincerely,

Sam Brown  
Job Title  
University of Utah

5. Because of you,  
lorem ipsum dolor sit  
consecitur lor ipsum  
molta donsit.



You may opt out of receiving future mailings from University of Utah Health by calling toll free 1-855-355-1193, email uofuhealth.give@hcu.utah.edu

# Letterhead: Stories of Impact

This letterhead has been created for the purposes of telling stories of impact. The message should be crafted to suit Love, U messaging guidance.

The template is made for Legal sized paper.

*Please click here to access artwork files.*

1. A Custom Word Lockup should be used here.

2. Use the best photography you can. See the photography guidelines on p 47 for more information.

3. This is the place to tell an inspiring story of impact.
4. End with campaign language based on the Love, U Anthem, p 15. Either use the evergreen line: "Because of you, we imagine more and we do it." Or tailor it to your area: "Because of you, we discover more cures..."

1.

Love,Geology

2.



3.

INSPIRING STORIES

### Headline for the Story Goes Here

Quiae, Tion ratis pellit haribusanis sinveniet, sit essin nonsedi dollabo reptatur rem quod ulpa vent que nonempe rfercidunt aborem que enis sunt, sunt quaerore doluptatem vellam quia ac-cus as sit et eliquam hit alibucci totatures expel ipsanduci tem rent vit harchillest, susa nonse-qui nimus aligend iature minvenis dolupta que nullest ruptatusa vellaut et mini cum evelis quis dolescispum am, conet, sum ventibus dolum eaque denimagnihic tenis dolorest, se none- caborem erepero doluptae voluptaspe consequae velit rest debitate hic te nonsequ isclita sandio to minus, coribus.

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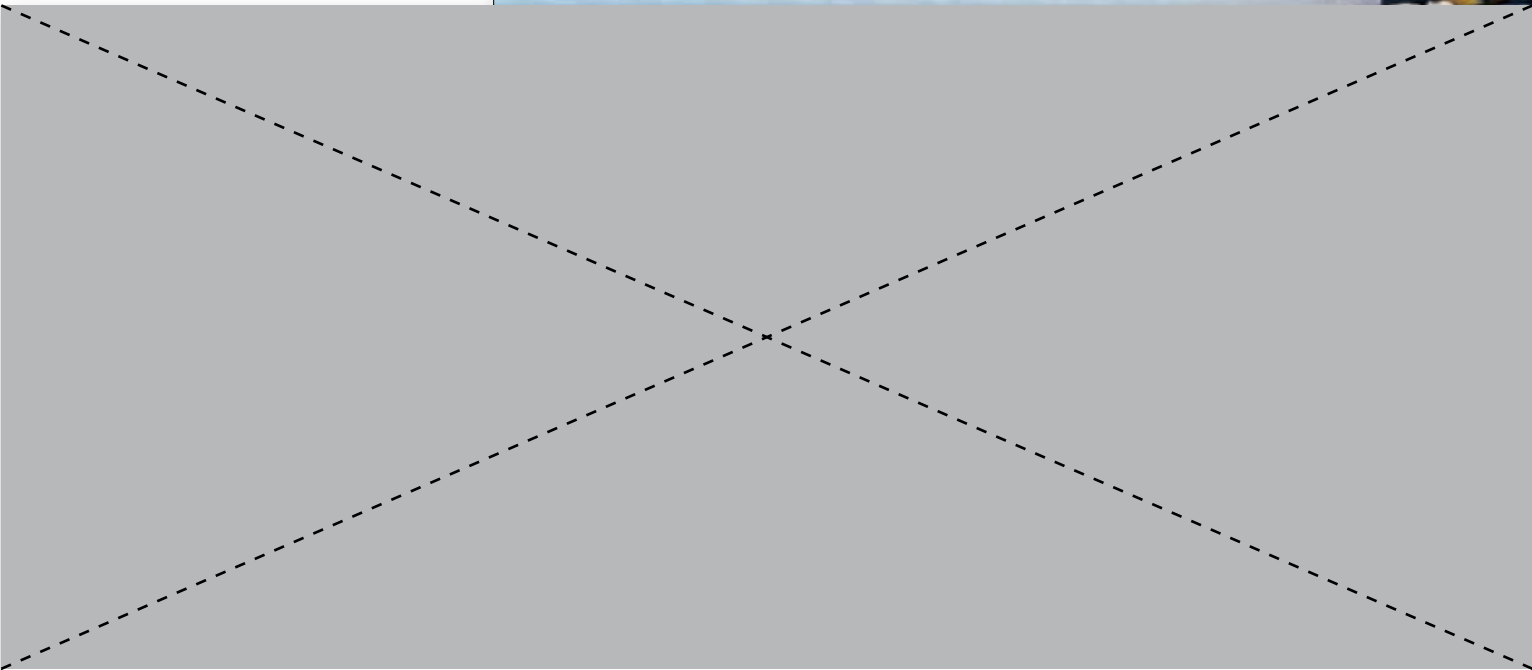
Lost, it ea  
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elo minvill  
beaque non  
repe nimu

4. Because of you, lorem ipsum dolor sit consecitur lorem ipsum molta.

Love,

# Letterhead Photography

These letterhead templates are meant to be altered to suit the needs of the user. The photography and content should be updated.



July 15, 2021

Jane Doe  
332 South 1400 East, Suite 160  
Salt Lake City, Utah 84112

eat dolorat fugit assit  
nt aut pro totat.  
ihil es eicipsus, quame  
amendel ma a int es dit  
iberi bero con es solorit,  
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que consenem reriam  
eruptior abo. Busam  
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Area Buckslip

This Buckslip can be used to help appeal for a gift in a particular area. The messaging should be changed to suit the area making the appeal.

*Please click here to access artwork files.*

What do you love?  
Chances are we’re working  
on it. Let’s make  
the difference together.

Love,**U** Donors



Save a stamp!  
Scan the QR code  
to make a gift at  
**utah.edu/give**

☐ I want to give to the University of Utah!

**NAME** \_\_\_\_\_

**EMAIL** \_\_\_\_\_

**GIFT AMOUNT** \$ \_\_\_\_\_

- ☐ Check (Payable to University of Utah)  
☐ Visa    ☐ Mastercard    ☐ Discover    ☐ American Express

Card Number

 / 

Expiration Date

Cardholder’s Name \_\_\_\_\_

☐ Make my gift anonymous.    ☐ I would like to make a planned gift.

*If you have recently made a gift, please accept our thanks.*

## Faculty & Staff Buckslip

This Buckslip can be used for faculty and staff giving.

This artwork is meant to be used as a template, and should be updated to suit the needs of its user.

A word lockup can be used, or just a Love Bug.

*Please click [here](#) to access artwork files.*

What do you love?  
Chances are we’re working  
on it. Let’s make  
the difference together.

Love,**U** Mona Burton



Save a stamp!  
Scan the QR code  
to make a gift at  
**utah.edu/give**

☐ I want to give to the University of Utah!

**GIFT AMOUNT** \$ \_\_\_\_\_

☐ Check (Payable to University of Utah)

☐ Please charge my credit card

\_\_\_\_\_  
Card Number

\_\_\_\_\_  
Cardholder’s Name

\_\_\_\_\_  
Expiration Date

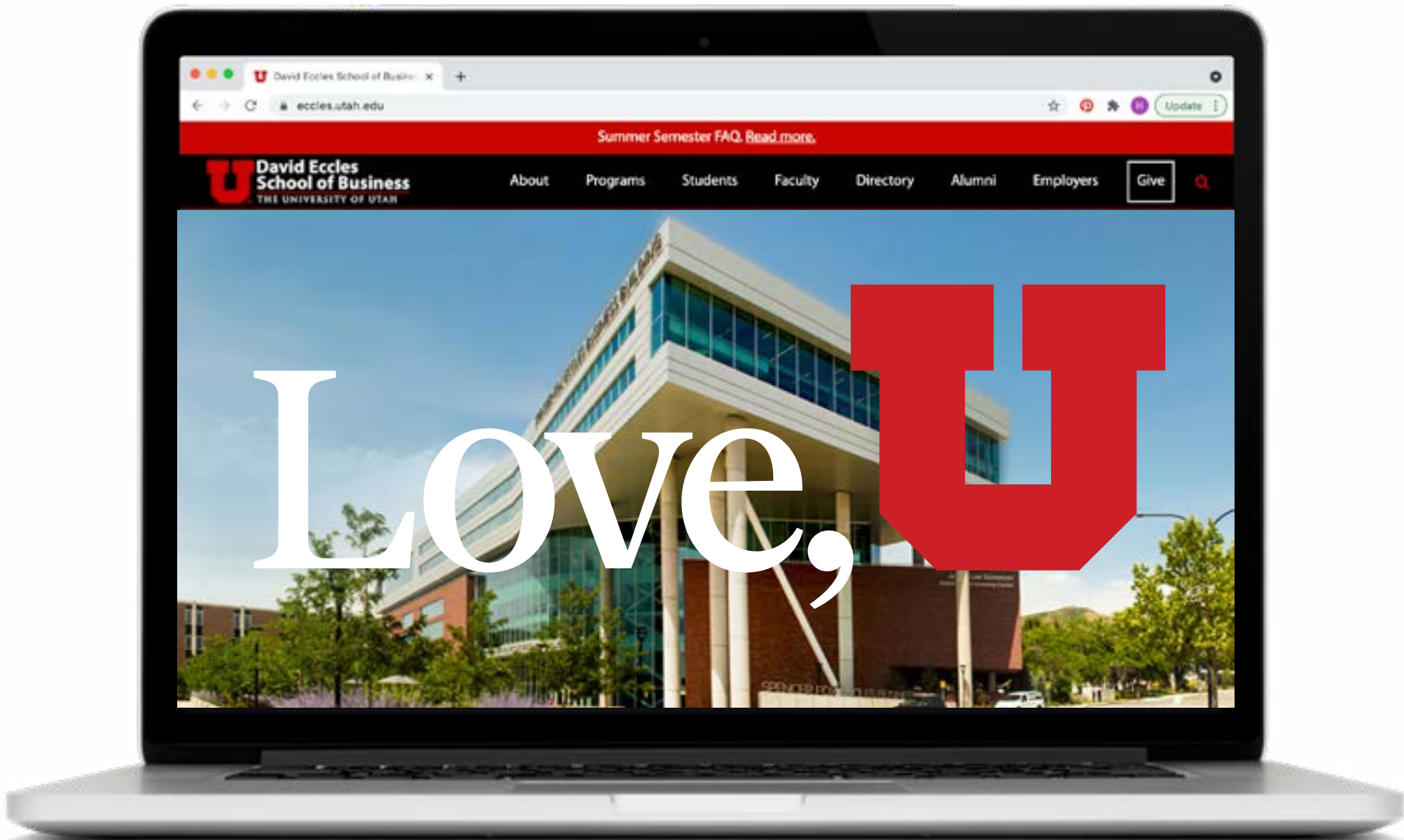
\_\_\_\_\_  
Signature

Cleone Peterson Eccles Alumni House | 155 S. Central Campus Dr. | Salt Lake City, UT 84112-0300

# Application Examples



Website  
Homepage  
Example



Donor Gift Examples





## Donor Gift Example



Scholarship  
Thank You Note  
Example

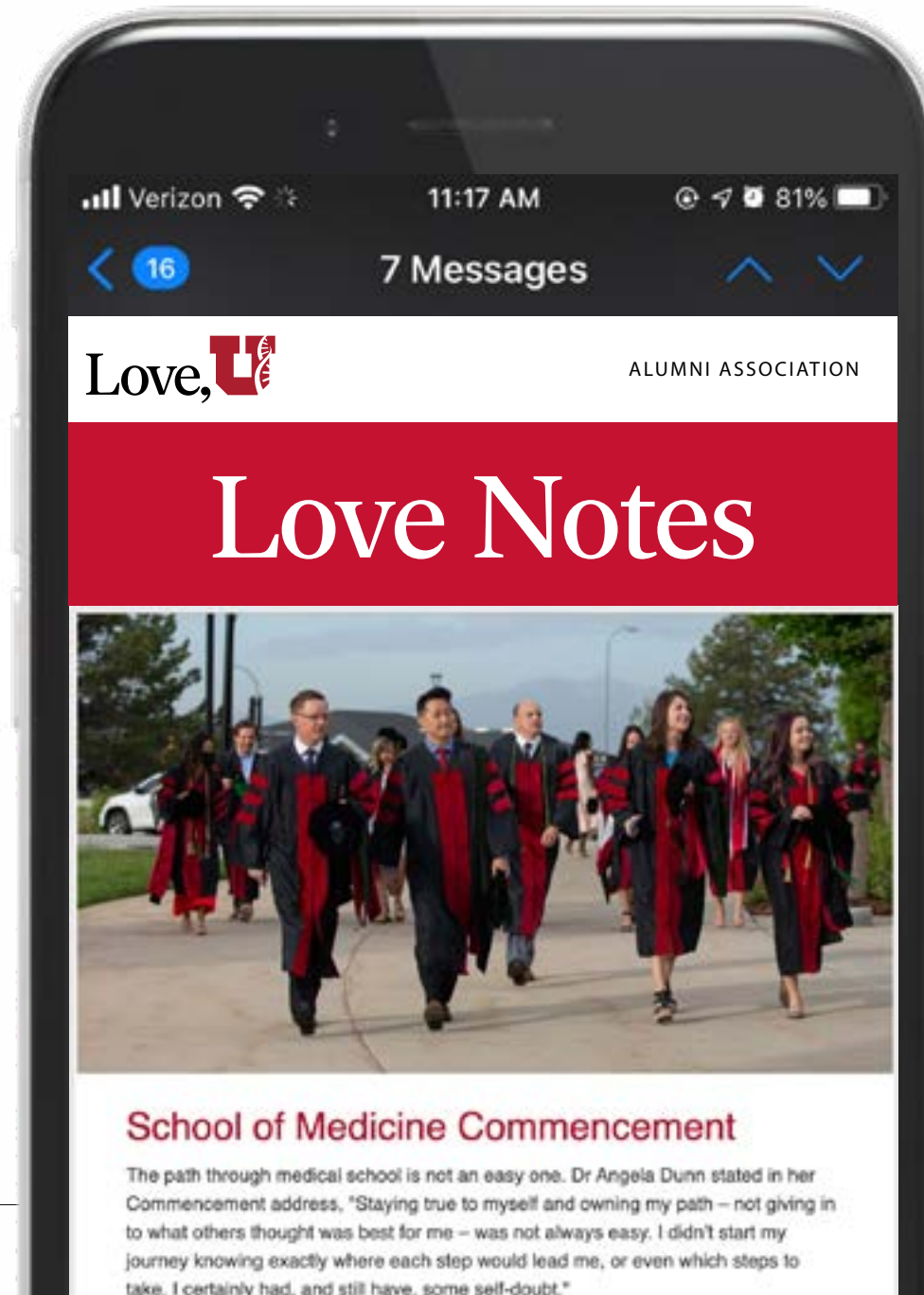


our students.  
deeply grateful to you for  
your investment in the U.  
Pat

Mail Name  
32 South 1400 East, Suite 160  
Salt Lake City, Utah 84112



# Newsletter Examples



# Social Media Toolkit

---

# Introduction

Social media is not simply a vehicle to reach an audience — it's a two-way door through which audience members can engage with the mission of the University of Utah, wherever they are. All efforts on social media should therefore support the mission of the Love, U campaign by driving engagement and calling audience members to action.

# Platform Goals and Mission Statements

A social mission statement can be considered the intersection of what the Love, U campaign can do for the University of Utah, and what the audience wants Love, U to do for them. Each mission statement embraces the particular differentiators and strengths of the social channel for which it was authored.



## Facebook

We are on Facebook to **share stories of generosity**, challenging our community to participate in unique and compelling ways while spreading the word to their networks, which will increase total campaign reach.



## YouTube

Our presence on YouTube is designed to **strengthen the community bond** of former and current members of the Utah alumni family, inspiring them to give back and continue a culture of giving that extends beyond the campus, which will increase campaign action.



## Twitter

Our presence on Twitter is intended to **create conversations around giving**, engaging our audience and encouraging them to participate in conversations while inspiring others to do the same, which will increase campaign engagement.



## Instagram

We are on Instagram so that we can utilize familiar, nostalgic, and rallying imagery — all of which should be strongly anchored to the University of Utah — to **evoke the shared value of giving and generosity**, which will increase total campaign engagement, shareability, and end-point donations.

# Social Media Campaign Objectives

1. Rally the cause of participating in the pursuit of a better Utah together
2. Keep alumni, fans, and donors informed
3. Engage crowdsourcing
4. Engage in social listening
5. Identify donors, build relationships, and understand why people are donating
6. Find volunteers and supporters who champion the brand
7. Discover highly engaged influencers with significant following

# Social Media Success Metrics

Social media is perfect for building a community of like-minded individuals that rally together to support a cause. When it comes to designing content that will generate this support, it's important to focus less on promoting the cause, and instead focusing more on what will inspire, delight, and move donors. This being said, this campaign's success depends less on tools used, and more on providing value to a group of people.

Listed here are some useful success metrics to consider for the Love, U campaign.

1. Increased follower counts
2. Increased engagement
3. Increased share counts
4. Increased positive brand sentiment, conducted through surveys or searches
5. Increased number of new or returning donors (where social media funnel information or donor social handle is captured)
6. Increased average gift amount when a gift originated from a social media post
7. Campaign conversion rates of at least 15%



# Social Media Success Metrics

## Trended Benchmarking

Setting goals, projections, and standards based on **previous activity**.

The Love, U campaign aims to match or increase social media driven donations from the previous campaign by **at least 15%**. This objective will be benchmarked by tracking campaign conversion rates and comparing against those of the previous year’s capital campaign. Comparing campaign or promotional efforts against a standard for success.

## Earned Benchmarking

Comparing campaign or promotional efforts against a **standard for success**.

The Love, U campaign aims to create shareable content that gains traction through unpaid, non-owned social media properties, led by ardent fans and brand champions who are vested in the continued growth of the University of Utah’s presence in and impact on the world. This objective will be bench-marked by tracking word of mouth and earned impressions on social media.

# Posting Guidelines

**Love Bug Hashtag**

The official campaign hashtag will be #LoveU2021. All posts on Facebook, Twitter and Instagram that are involved with this campaign should include this hashtag. We will use this hashtag to engage, curate feeds, streamline indexing, and monitor conversation.

Place the Love Bug hashtag (or suitable event-specific variant) first, if multiple hashtags are used.

**Instagram**

You can include up to 30 hashtags on a regular post, and up to 10 hashtags on a Story. If you try to include more, your comment or caption won't post. Within a caption, it's recommended to use 1-3 hashtags. If you enter more hashtags as the first comment, then up to 30 hashtags would be acceptable.

**Website**

The Love, U campaign's landing page is forthcoming, but will be *love.utah.edu*. It's important to share the link in every social media post to track traffic and cross-check impressions.

**Visuals**

As mentioned in the Art Direction chapter, campaign application layouts should contain a Love Bug lockup, a short message, and an image. Social media posts with visuals are twice as likely to be viewed compared to a text-only post. Leverage imagery on feed-based social networks to help net engagement and maintain the spirit of the campaign.

**Text**

Due to the nature of the Love Bug lock-up as a visual anchor for the campaign, captions do not need to rehash the Love Bug in-line. Instead, utilize the #LoveU2021 hashtag (noting the time- or event-specific variant, if applicable) immediately after ending the caption.

Since social media is largely driven by imagery, keep captions short and sweet by ending with a question to the audience, or celebrating a uniquely Utah giving story.

**Emoji**

Commenting on a post through the use of emoji is a very easy way for audience members to engage with the Love, U campaign. Taking a page from other Utah properties, we've found that utilizing 🐛 (U+1F64C) is a great way for fans to come together and feel like a part of the same community. Similarly, ❤️ (U+2764) is a great way to capture the spirit of the Love Bug in-line. Leveraging opportunities to bring people together with these emoji, either by employing it or encouraging its use as a response, may be beneficial to the campaign's success.

**Social Media Accessibility**

When posting on behalf of the University of Utah, and to ensure maximum campaign reach, please be mindful that your post meets accessibility guidelines. For more information about accessibility, [click here](#).

**Optimizing Post Times**

Shareability is often the X factor of any successful campaign. When audience members are truly moved toward action, often they will enlist members of their network who share their values to join or match their gift. In this way, posts should strive to facilitate shareability and spark Love Bug chain reactions.

**Chain Reactions**

According to Nonprofit Tech for Good, 56% of social media users who support nonprofits online said that compelling storytelling is what motivated them to make a donation. Storytelling is at the heart of this campaign —above all else, our content should embrace and celebrate the stories that continue to make Utah great.

Please see the following pages for a few best practices for generating social media posts and captions.

## Best Practices

According to Nonprofit Tech for Good, 56% of social media users who support nonprofits online said that **compelling storytelling** is what motivated them to make a donation. Storytelling is at the heart of this campaign – above all else, our content should embrace and celebrate the stories that continue to make Utah great.

The following pages show a few best practices for generating social media posts and captions.

1. Focus on fan-centric, image-driven content that is evocative, quickly recognized, and tells a story.
2. Notice what works, and recreate the formula, theme, or story in a new and fresh way.
3. Prioritize comments and replies to keep engagement going.
4. Always remember to include a call-to-action, directing audience members to a link or share button.
5. Brevity is the soul of wit—keep content bite-sized, prioritizing 1-2 sentence captions or quick questions to followers.

Messaging  
Templates:  
Facebook



Facebook posts should anchor to a **person-centric image**, weaving a compelling but brief story with details or quotes that make the experience uniquely Utahan. Whether interviewing a research grant awardee or a scholarship recipient, these posts should aim to share a humanizing glimpse at the impact of a donor’s gift.

**Example Text**

As a high school student, Lisa Liu, B.S. '24, was inspired. Her teacher showed her class a video featuring a team of engineers who were building bionic limbs to distribute to people around the world in developing countries. Lisa knew right away that she wanted to be a part of that work. “I was really curious about how the bionic limbs worked and how they were connected to the brain,” Lisa shared.

Her curiosity led her to the University of Utah, where she plans to use her double major in computer science and biology to learn more about the development of bionic limbs. “I chose Utah because of its focus on meaningful research and its energized student body. I knew that I could get the support I needed to be successful here,” she said.

To attend Utah, Lisa received support through a scholarship. “It has definitely played a huge part in my time here at Utah. Instead of having to worry about how to pay tuition for my first year, I’ve been able to start exploring the opportunities available to me, and have been getting excited to really make my experiences count. This scholarship motivated me to do my best work and make my family and the donors proud.”



# Messaging Templates: YouTube



Videos should feature **people-centric subjects**, such as scholarship recipients, research grant recipients, or people who have received medical care. The focus of the video should highlight the possibility of positive change and a better future as the result of Utah’s capital campaign.

To ensure your video is “sticky” and resonates with audiences, we recommend keeping the final video to one minute or less. This way, viewers will be able to quickly watch and share without risking dropoff.

Captions should correspond to the story of the video, including a brief one or two sentences about the subject, and a call to action asking the viewers to consider a gift. The video and caption should both end with a nod to the Love Bug.

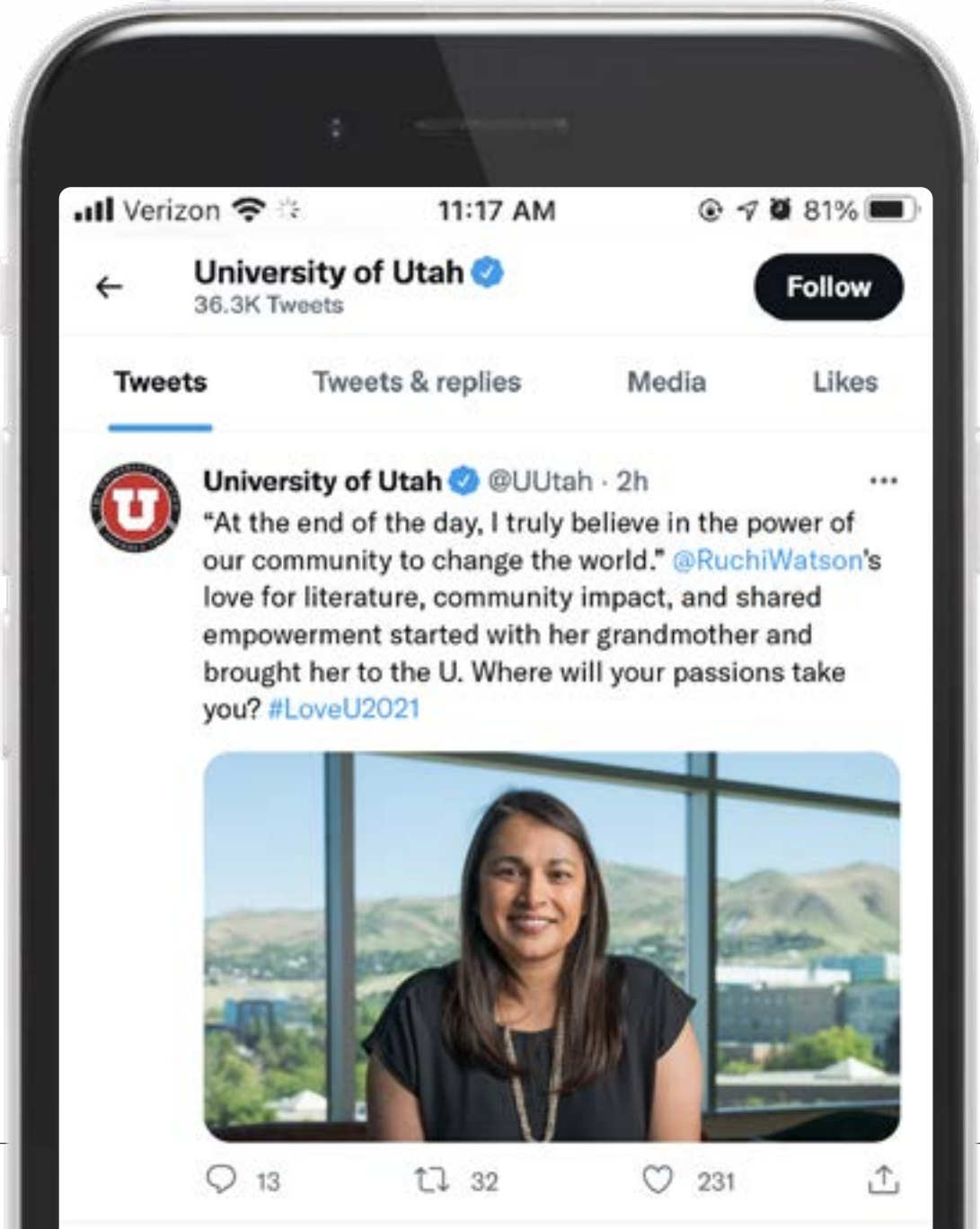
**Example Caption**  
It’s an age-old question—what does love mean to you? Here, it means opening our hearts, finding ways to give back that suit us best, and celebrating what makes Utah great, together. Our donors have the opportunity to make a tremendous difference in the lives of medical patients by supporting innovative patient care, research, education, and prevention programs for chronic conditions. Together, we can accelerate the pace of converting scientific discoveries into clinical advances. There are so many ways to help—learn how to get involved at [\[link\]](#). #LoveU2021

Messaging  
Templates:  
Twitter



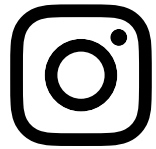
Tweets should be **conversation-inspiring**, posing a question to audiences or celebrating a recent victory. Keep the conversation going with replies—donors appreciate the acknowledgment of their gift or signal boost.

**Example Tweet**  
Thanks to gifts from our donors, these six students have achieved their dream of saying yes to Utah. We can't wait to see where they go from here. #LoveU2021





## Messaging Templates: Instagram



Instagram posts are usually very dependent on visuals, so we recommend employing **evocative imagery** that every Utahan, former or current, will recognize. Captions should support the visual by asking a question or celebrating a goal, encouraging audiences to give the way they're compelled to give. Since Instagram is evolving into a share-based platform, it may be helpful to include a text-based CTA in one of the available 'slides' in a post's image carousel.

### Example Captions

There's just nothing like it. This is one of our favorite views from campus (if we could even pick one). But we're open to changing our mind. What's yours?

This month, we're celebrating all the ways to #LoveU2021. Generosity takes many forms—learn how to make a difference with yours at the link in bio.





Talking Points:  
Impact

Posts should ideally include a small blurb that demonstrates the **impact of giving**. This could anchor to research, scholarship, environmental action, science and innovation, or arts and humanities. By employing a specific cause, we can help tell the story of a gift’s impact and inspire people to get involved with a cause they hold dear to their heart.

Examples

Together, we’re building a future for all who follow.

Together, we can ensure all future students can say yes.

Together, we’ll transform scientific discovery into clinical advances.

## Talking Points: Community

Posts might also draw inspiration from the format of the Love, U Anthem. This could look like a celebration of the Utahan family as the catalyst for sweeping, positive change. **Ushering in momentum**—while keeping things truthful and realistic—is a great way to instill pride in existing donors or inspire new opportunities to give however one can.

### Examples

Because of you, we can pave the way to a better tomorrow, together.

Because of you, our future here is bright.

Because of you, together, we're unstoppable.

Because of you, we imagine more and can do it.

Because of you, more students can say yes to a bright future.

Because of you, we can transform research into cures.

# Appendix

# Frequently Asked Questions

## Do I need permission to use Love, U in my communications?

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

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

All assets are available in Box. If you have trouble finding them, please contact [LoveUSupport@utah.edu](mailto:LoveUSupport@utah.edu).

## How long will the Love, U campaign be used?

Until the next comprehensive capital campaign.

## Are we still using Imagine U?

Yes, “Imagine U” is the university’s branding. Love, U is an extension of the “Imagine U” family and compliments its messaging.

## How do I use Love, U with a proper name?

Please refer to p 32 for more information on proper name lockups.

## Why can’t I remove the comma in Love, U?

Love, U is an approved design brand. Please refer to pp 25-35 for more information about using the Love Bug.

## How can I create a logo lockup?

You can create a logo lockup via the Adobe Illustrator template in Box. If you need help, please contact [LoveUSupport@utah.edu](mailto:LoveUSupport@utah.edu) and have an .eps file of your area’s logo.

## Is Love, U replacing the Imagine New Heights campaign?

Love, U is a campaign messaging tool designed to help the university celebrate donors and share giving impact during the last year of the Imagine New Heights campaign.

## Hand Sign

As a fun way to participate in the Love, U campaign, there is a hand sign. The way to do it is to make a heart with your hands, then move the index fingers up to form the U sign.

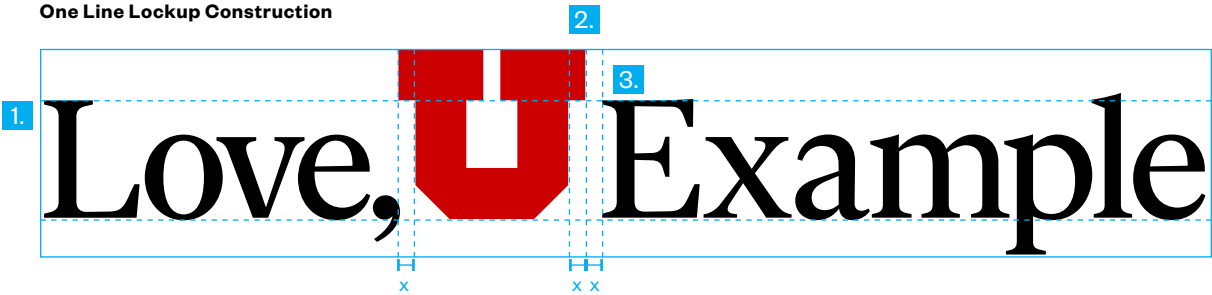


# Love U Template

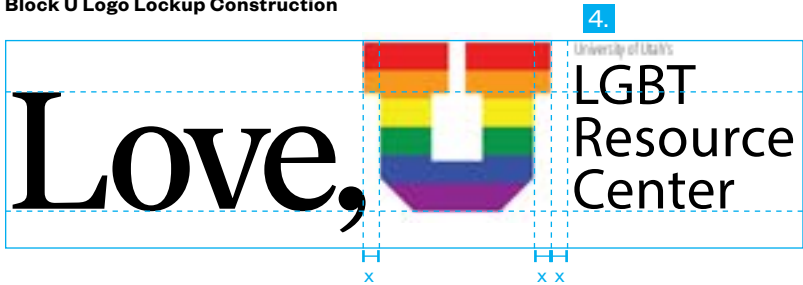
The Love U campaign is meant to be hands on, used and adapted by all departments and organizations within the University of Utah system. As such, we created a template to ensure consistency across all applications.

The examples to the right show the construction of the general one Line lockup as well the Block U Logo lockup and Non-U lockup which highlights different organizations associated with the University of Utah.

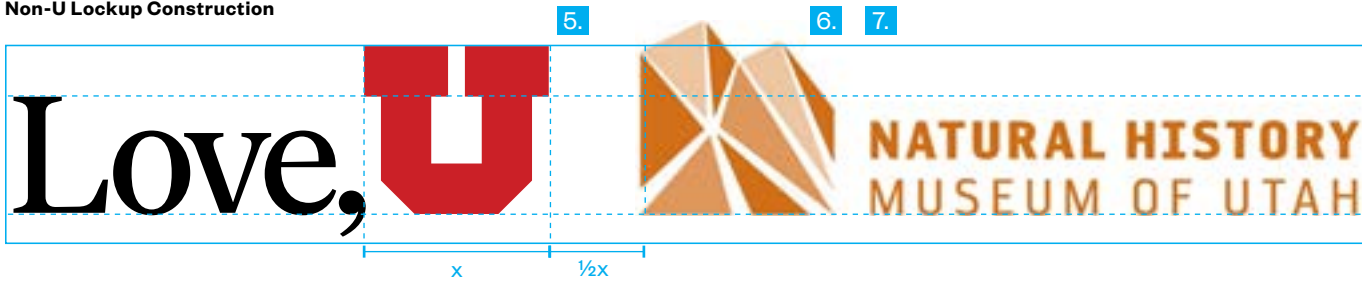
One Line Lockup Construction



Block U Logo Lockup Construction



Non-U Lockup Construction



- 1.** The Love Bug should appear as provided.

**2.** The word following the Love Bug should be placed to the right of the Block U at a distance equaling double the Block U's serif overhang.

**3.** The word following the Love Bug should be the same point size as the word "Love". This word should also sit on the same baseline as the word "Love".

**4.** The main wordmark of an accompanying logo lockup should align with the size and baseline of the word "Love" in the love bug.
- 5.** The logo following the Love Bug should be placed to the right of the Block U at a distance equaling one half the Block U's width.

**6.** If sizing the wordmark to the height of the word "Love" makes the other logo elements much larger than the Block U in the Love Bug, it should be reduced in size until the graphic elements do not appear larger than the Block U in the Love Bug.

**7.** Graphic elements can hang slightly above or below alignment with the Love Bug in order to achieve optical alignment.

## File Naming and Folder Structure

A deceptively important part of saving campaign artwork is the file naming and folder structure. When clicking through to find a particular file, it should be easy to located based on its file name and location within the folders of the identity system. An campaign like Love U contains a lot of files and their organization should be treated with logic and care. Folders should be used to gather files of similar content: a particular icon and all of its file types in their variety of colors could be organized by Mark Type > Lockup Type > RGB, CMYK or PMS.

A file name should be descriptive of what it is. Here are some important questions a file name should contain answers to: What is the color mode? What color is it? Who or what is being highlighted ? Was it made with the official or alternate typeface?

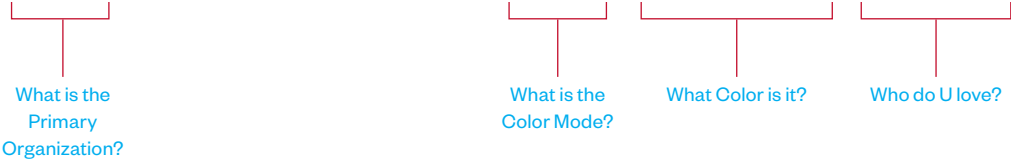
Naming conventions have been embedded into the identity template files so that each file name is structured the same way and can easily be read and understood by any user.

### Sample File Name



To demonstrate the proper naming of a file, the below file name (describing the artwork at left) has been broken down into its elements. Some abbreviations have been used to help make the file name a bit shorter.

Utah\_LoveUCampaign\_RGB\_BlackRed\_Donors.eps





# File Types

**File Types**

When creating and implementing an identity system, it is important to understand the proper file types to save and when to use each of them. Love U’s system consists of AI, EPS and PNG files.

.AI—This is an Adobe Illustrator file. It is a vector file type used to draw and create the original art-work. If someone asks you for a “native file,” this is what they need.

.EPS—This is an Encapsulated Postscript file. It is very similar to and AI in that it is also a vector file. Many printers use this file type to ensure the quality of the artwork is maintained if scaled. It’s the file type most often required for embroidery, laser cutting and vinyl cutting. It is compatible with some Microsoft applications in addition to Apple and Adobe applications.

.PNG—This is a Portable Network Graphics file. It is a raster file with a transparent background. This can be helpful for digital applications where the logo needs to be placed over the top of another brand color. PNG files are only compatible with RGB color mode. PNG (as opposed to JPG) is a lossless file type.

**Color Modes**

The Love U Identity System contains artwork in several different color modes. The use of proper color modes in the reproduction of the Identity System is key to preserving the strength and uniformity of its color palette.

CMYK—This stands for Cyan, Magenta, Yellow and Black. They are inks used in standard printing. The colors of these inks are created by using mixtures of these ink colors.

RGB—This stands for Red, Green and Blue. This is the color mode used for digital (screen-based) applications. It is calculated by how much Red, Green and Blue light are used to create a specific color. Light blends differently than pigment (ink) which is why the difference between RGB and CMYK is so important. Although a color’s appearance can vary from screen to screen, using RGB artwork in screen-based applications will help maintain consistency in LMU’s palette.

PMS—This stands for Pantone Matching System, but can also be referred to as “Spot Colors.” PMS

is the industry standard for color matching in print applications. Pantone is a company that makes inks in a wide variety of specific colors, each with its own individual formula. Each color is assigned a number in the Pantone Matching System. Printing with Pantone inks allows you to achieve more exact color reproduction than CMYK because the range of colors created by mixing CMYK inks is much more limited and subject to the particular printer’s calibration.



The Master File for each Identity Package will be an Adobe Illustrator File.

Each Identity Package will contain EPS files in CMYK, PMS and RGB color modes.

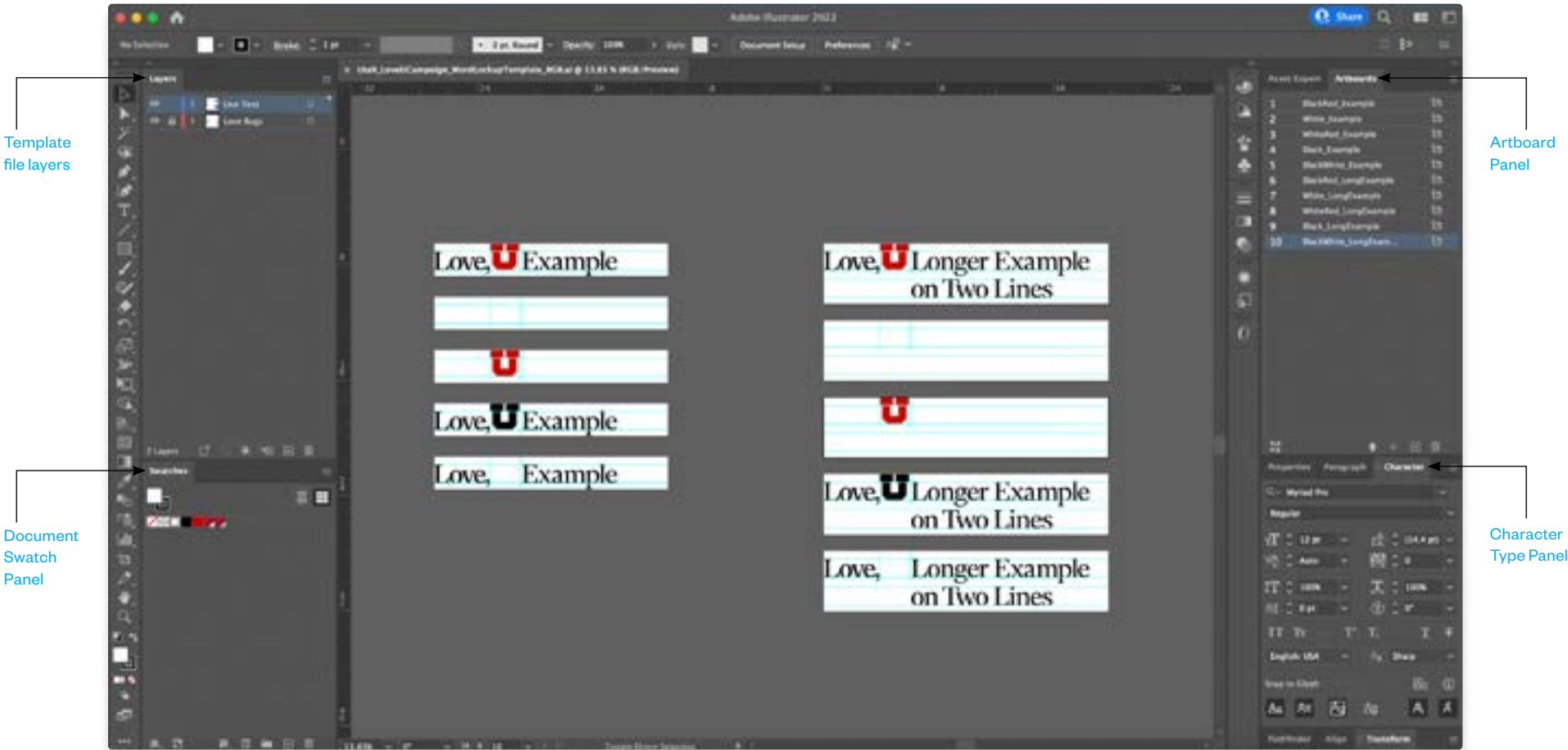
Each Identity Package will contain PNG files in RGB color mode.

# Love U Template File Overview

The artboards in each template organize lockup type by column and color by row. The template for the general word lockups is being shown here as an example. There are separate templates for the use of proper nouns and for replacing the block U.

**Please note:** The specific panels that are visible in this screenshot and their locations are variable from user to user. The workspace layout shown here is simply a suggestion.

**Please note:** The two columns shown provide options for organizations with names that are one- or two-lines long. It is not necessary to use both.



# File Creation

## Creating a Master File

- 1. Open the appropriate template file
- 2. Type in the appropriate text.
- 3. Kern the type.
- 4. Copy and paste the type into the corresponding live type area on each artboard.
- 5. Adjust the paragraph alignment and color of the type as necessary.
- 6. Adjust the artboard sizes if necessary.
- 7. Save a copy with Live Type into a folder with the name of the organization. The file name should be: "Utah\_LoveUCampaign\_[Person/Organization]\_LiveType.ai"
- 8. Outline all Live Type.
- 9. Save a copy. The file name should be: "LMU\_[org name].ai"

**Please note:** The artboards are organized in rows and columns according to lockup type and color.

Some of the type in the template files is white. To view this type more easily, go into Outline mode. Command+Y is the quick key to toggle between Outline and Preview modes.

## Saving Individual RGB Assets

- 1. From the Outlined Master File, select "Save As."
- 2. In the finder window that appears, select "Illustrator EPS" from the dropdown. Check the box to "Use Artboards." It will automatically select "All" (this is correct).
- 3. Create a folder called "RGB" and select it to save the EPS files inside.
- 4. Hit "Save." See the screenshot at right to review the correct EPS settings.
- 5. Illustrator will save each artboard as an individual artwork. It will also save an EPS with all of the art on one giant artboard. Delete that file.
- 6. In the Master File, click File > Export > Export As.
- 7. In the finder window that appears, select "PNG" from the dropdown. Check the box to "Use Artboards." It will automatically select "All" (this is correct).
- 8. Select the same RGB folder into which the EPS files were saved.
- 9. Hit "Export." See the screenshot at right to review the correct PNG settings.
- 10. Take a look at the files that were exported to make sure there are not any errors in file naming, color, etc.

## 4.3 Saving CMYK and PMS Artwork

- 1. In the Outlined Master File, click on File > Document Color Mode > CMYK.
- 2. Load the CMYK Swatch Exchange file via the Swatch panel. See Screenshot at right.
- 3. Delete the RGB swatches that were already loaded into the template file.
- 4. Select the CMYK swatches and drag them to the Document Swatch Panel.
- 5. Unlock all artwork layers.
- 6. Select a Blue item and hit the "Select Similar Objects" button (which should be set to select objects with the same fill color). See screenshot at right.
- 7. Select the CMYK blue swatch from the Document Swatch Panel.
- 8. Repeat steps 6-7 for Red and Black.
- 9. "Save As" EPS files using artboards into a CMYK folder.
- 10. In the finder, delete the EPS with all of the artwork on one giant artboard.
- 11. Select all of the EPS files and right click, selecting "Rename # Files."
- 12. Using the "Replace Text"

function, replace "RGB" with "CMYK" in the file names.

**13.** In the same Outlined Master File (which is now CMYK) repeat steps 2-12, except with PMS instead of CMYK.

**14.** Take a look at the files that were exported to make sure there are not any errors in file naming, color, etc.

**Please note:** There is no need to save PNGs in CMYK or PMS. The file type is not compatible with those color modes.

Contact Us

[LoveUSupport@utah.edu](mailto:LoveUSupport@utah.edu)

