

BYU Endorsed-Brand Visual Identity Guidelines

Endorsed brands are entities that extend the academic BYU brand to nonacademic audiences, often for entertainment or other outreach purposes and often off campus. Visual identities for endorsed brands feature a visual mark for the entity endorsed by the BYU mark. Designers must use the approved Adobe Illustrator templates to create endorsed-brand visual identities. Contact BYU Brand & Creative at create@byu.edu for the template files.



Informal



BYU BRIGHAM YOUNG UNIVERSITY

Formal



The BYU endorsement can appear either to the left of the entity mark (informal) or below it (formal), with a dividing line between the BYU monogram and the entity mark.

IN THE FORMAL VERSION, the gray type below the line can display the name of the university or a BYU entity that is the parent of the endorsed brand. This must be rendered in Ringside Narrow Bold, as specified in the template.

THE BYU MONOGRAM can appear below the line by itself if the entity mark is short and more square or vertical in design. Long names and horizontal designs do not work well with the monogram alone below the line.



THE BYU MONOGRAM must not be recreated or altered in any way.

The entity mark itself can use any typeface as well as shapes and graphic symbols.

ANY GRAPHIC SYMBOLS should be original and unique, aesthetically well designed, and simple enough to reproduce well when reduced.

A GRAPHIC SYMBOL can appear above the entity name or to the left or right of it, but it must not appear on the BYU monogram side of the line. The line serves to separate the BYU monogram from other graphic elements.

There is some variability as to the relative size of the BYU monogram and the entity logo. Designers should use good judgment in defining those relative sizes.

Colors for the entity mark (type and symbol) should be selected from the BYU marketing palette, which is found here: brand.byu.edu/colors

IF NEEDED, an exception of one custom color can be used if there isn't a color within the palette that meets the need.

THE BYU MONOGRAM must be in navy, white, or black.

IN A FULL-COLOR VERSION of the endorsed-brand mark, the monogram must be in navy and the text below the line must be in gray, as specified in the template.

WHEN RENDERED IN one color, the endorsed-brand mark must use all navy, all white, or all black.



The space between the BYU and the line should be repeated on the other side of the line, so the line is roughly centered between the BYU and the entity mark. (And that space should not be adjusted from what it is in the template.)

The elements of an endorsed-brand mark may be separated from each other in a particular application, but all should be present. For instance, the entity mark may appear on the breast pocket of a shirt, with the BYU monogram on the sleeve. Or the entity's graphic symbol may appear as a dominant image on a poster, with the BYU monogram and the word mark in the bottom corner.

A GRAPHIC SYMBOL may be used alone as a social media avatar; the full name of the entity (including BYU) should be used to identify the social media account.

ADDITIONAL ENDORSED BRAND EXAMPLES



BYU COLLEGE OF LIFE SCIENCES



BYU



BYU BRIGHAM YOUNG UNIVERSITY



BYU

All endorsed-brand visual identities must be reviewed and approved by BYU Brand & Creative, which reserves the right to request changes to meet the brand guidelines, as interpreted by Brand & Creative.