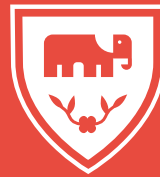


STUDENT



HOUSING

# IVORY UNIVERSITY HOUSE

SALT LAKE CITY

BRAND GUIDE | SUMMER 2023

# BRAND GUIDE

The Idea

Color Palette

Fonts

Logos

Imagery



# THE IDEA

The idea behind Ivory University House's branding is creating a visual story that reflects upon it's students, and the mission to create a fun, safe, successful and engaging community living and learning environment.

Through the use of brand colors and positive and educational lifestyle imagery, we push a brand narrative that speaks to the residents/students of Ivory University House.



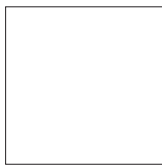
# COLOR PALETTE

## PRIMARY COLORS -

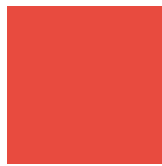
Primary colors are to be used for fonts and anywhere where focus is desired.  
These are also the original branding colors.



BLACK



WHITE



IUH RED



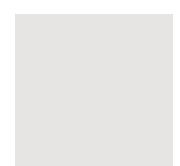
MAYONNAISE



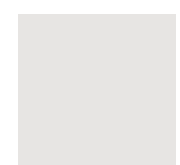
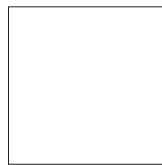
STORM  
CLOUD



FRENCH BLUE



FRENCH BLUE



#000000	#FFFFFF	#E84B3F	#367D3D	#4CA2C6	#F1C24B	#E7E5E3
R: 0 G: 0 B:0	R: 255 G: 255 B: 255	R: 232 G: 75 B: 63	R: 54 G: 125 B: 61	R: 76 G: 162 B: 203	R: 241 G: 194 B: 75	R: 231 G: 229 B: 227
C: 75 M: 68 Y: 67 K: 90	C: 0 M: 0 Y: 0 K: 0	C: 3 M: 86 Y: 80 K: 0	C: 81 Y: 28 M: 99 K: 14	C: 67 M: 22 Y: 9 K: 0	C: 5 M: 23 Y: 82 K: 0	C: 8 M: 7 Y: 8 K: 0
PANTONE BLACK 6 C	-	PANTONE 2027 C	PANTONE 6182 C	PANTONE 2389 C	PANTONE 142 C	PANTONE P 169-1 C





# FONTS

For our fonts we will follow the Brand guide fonts of Acme Gothic.

Acme Gothic comes in a variety of font weights and the specific style may change depending on the use.

However, we will primarily use Acme Gothic -Regular and light for text, and Acme Gothic- Semi-bold and Bold for Headers.

## **Acme Gothic Bold -**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

**1234567890**

## Acme Gothic Light-

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

## Acme Gothic Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

## **Acme Gothic Semi- bold**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

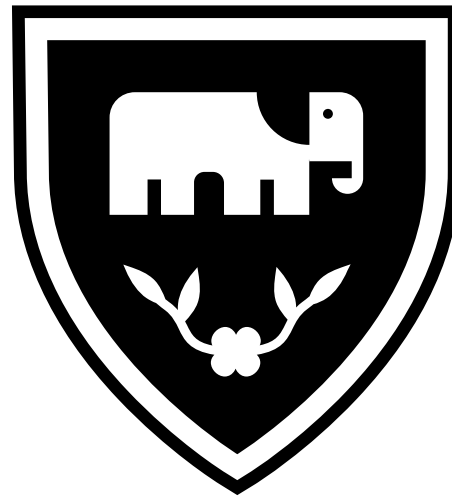
**1234567890**



# LOGOS

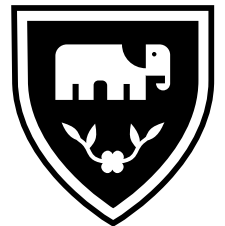
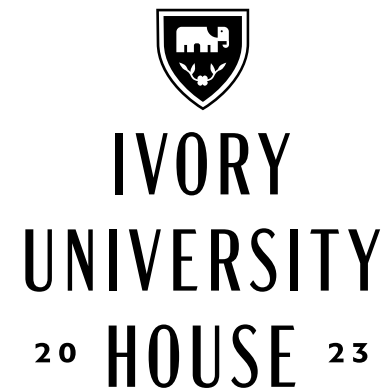
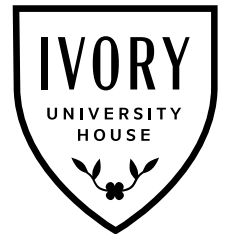
There are several versions of the Ivory University House logo for use.

The most frequently used versions however should be the full logo and the emblem.



# LOGOS

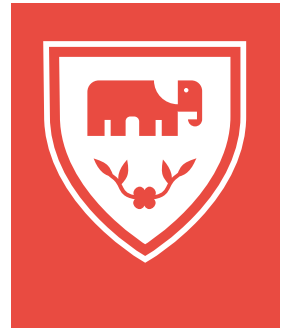
In total there are 2 horizontal logo options, 2 emblem logo options, and 3 stacked logo options.



# LOGOS

From the 7 logo options , you can find in total 50 color variations.

Light logo color options can be used on darker backgrounds, while dark and monotone color options can be used on light backgrounds. Refrain from placing any logos containing white on light color grounds.





# IMAGERY

Lifestyle imagery and renderings should fit the following feeling:  
**Cozy - Fun - Colorful - Calm - Studios**

All lifestyle imagery should feel natural in context and should be diverse in background, with a focus on our key demographic group through the ages of 18-24.

SHOW THE  
ENVIRONMENT  
PEOPLE WANT  
TO GROW IN.

