



Brand Guidelines

December 17, 2014

Why We Have Guidelines

The Brand Guidelines establish rules for the consistent implementation of DesignBuildBLUFF's graphic identity. Through recommendations and examples, the guidelines provide development of brand materials that contribute to a powerful and unified expression of the organization.

A well-managed graphic identity is an important tool for DesignBuildBLUFF to establish brand recognition among its audience and achieve its strategic communication goals. Adhering to these guidelines will maintain a strong brand identity for DesignBuildBLUFF.

Any questions regarding graphic identity that are not addressed in this document, please contact:

José Galarza

Director, DesignBuildBLUFF

galarza@arch.utah.edu

801.585.5354

Contents

04 Identity

06 Color

08 Typography

10 Incorrect Logo Uses

11 Photography

12 Illustrations

13 Writing Tone

Logo

The DesignBuildBLUFF logo contains three elements contained within a block: The University of Utah **U**, **DesignBuildBLUFF** logo type, and **A University of Utah Program** byline. All three of these elements together make up the DesignBuildBLUFF logo, and should always appear as a unit together within the block outline.



Clear Space

When using the DesignBuildBLUFF logo on various branded collateral, the area around the logo should provide ample space so that the balance and wholeness are not violated by external elements. The clear space should be the height of one Utah **U** around all sides of the logo.



Minimum Size

When reducing the size of the DesignBuildBLUFF logo, be cautious of the legibility of the byline. In most cases, it is not recommended to print smaller than 0.5" in height. If the logo must appear smaller due to sizing restrictions, use an alternate version without the byline. This alternate should be used sparingly, and only out of requirement to decrease in scale. It is not recommended to print the alternate logo smaller than 0.25" in height.



Written Out

DesignBuildBLUFF is a single word with a capital D, capital B, and all-cap BLUFF in a single weight. All written forms of the name should follow this structure.

✓ **DesignBuildBLUFF**

✗ **Design Build BLUFF**

✗ **designbuildBLUFF**

✗ **Design Build Bluff**

✗ **DESIGNBUILDBLUFF**

Primary Color Palette

DesignBuildBLUFF's logo should always appear in the brand's Dark Gray or in white if overlaying color or photograph. The DBB Green is the brand's primary color.

Gray



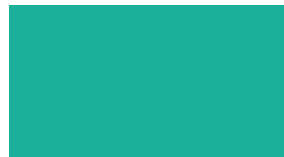
C:50 M:41 Y:40 K:6
R:133 G:134 B:135
Hex: #858687
PMS Cool Gray 8

Dark Gray



C:50 M:41 Y:40 K:6
R:81 G:82 B:84
Hex: #515254
PMS Cool Gray 8

DBB Green

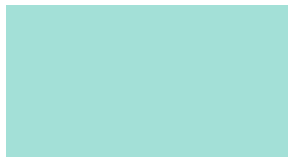


C:20 M:0 Y:100 K:0
R:26 G:177 B:154
Hex: #1AB19A
PMS 3268

Extended Color Palette

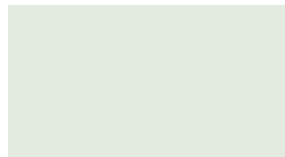
The extended palette consists of colors that serve as support to the primary palette. These should be used in thoughtful ways to work in harmony with the primary palette. The brand's Neon should be used sparingly, only as an accent color and never as a full flood of color.

Light Green



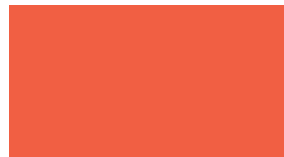
C:28 M:0 Y:16 K:0
R:163 G:224 B:215
Hex: #A3E0D7
PMS 566

Neutral



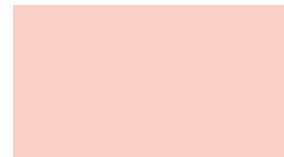
C:10 M:3 Y:12 K:0
R:237 G:224 B:223
Hex: #E3EADF
PMS 621

Orange



C:0 M:78 Y:78 K:0
R:255 G:95 B:63
Hex: #FF5F3F
PMS 171

Light Orange



C:0 M:21 Y:16 K:0
R:250 G:207 B:197
Hex: #FFCFC5
PMS 939

Neon



C:20 M:0 Y:100 K:0
R:212 G:234 B:0
Hex: #D4EA00
PMS 809

Typography

Neuzeit Grotesk

Used for headlines and sub-headlines

**AaBbCcDd
EeFfGgHhIi
JjKkLlMmNn
OoPpQqRr
SsTtUuVv
WwXxYyZz**

Neuzeit Grotesk Black

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPp
QqRrSsTtUuVvWw
XxYyZz0123456789

Neuzeit Grotesk Regular

PMN Caecilia

Used for intro text and body copy

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
0123456789

PMN Caecilia Roman

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
0123456789

PMN Caecilia Roman Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

PMN Caecilia Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

PMN Caecilia Light Italic

Karla

Used for body copy and small text

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz

Karla Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz

Karla Bold Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz

Karla Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz

Karla Regular Italic

Typography in Use

Headline Text

Sub-headline Text

Intro text lorem ipsum dolor sit amet, consectetur adipiscing elit.

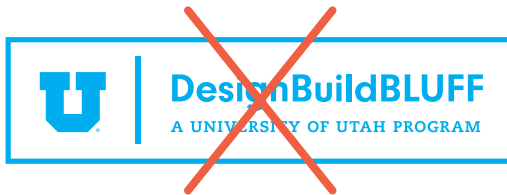
Body Copy text lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut a ligula vitae magna sodales placerat. Sed venenatis enim sem, sit amet finibus dui ultrices id. Duis viverra nec mauris ut pulvinar. Mauris tempus ullamcorper sapien, nec hendrerit nisl dapibus et. Curabitur tempor, nulla fringilla mollis finibus, risus erat interdum nunc, quis vestibulum nisi magna volutpat odio. Nulla ac erat sit amet nisl luctus fermentum.

Text for captions, sidebars, etc. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut a ligula vitae magna sodales placerat. Sed venenatis enim sem, sit amet finibus dui ultrices id.

Typeface	Style	Size/Leading	Color
Neuzeit	Bold	30/32 pt	Dark Gray
Neuzeit	Regular	20/26 pt	Dark Gray
Caecilia	Roman	16/20 pt	Dark Gray
Caecilia	Light	11/16 pt	Black
Karla	Regular	9/12 pt	Black

Incorrect Logo Uses

Maintaining the visual integrity of the brand ensures legibility, recognizability, and professionalism.



DO NOT change the logo to non-brand colors. Furthermore, it's recommended to remain in either Dark Gray or White.



DO NOT stretch the logo.



DO NOT attempt to recreate the logo.



DO NOT add drop shadows to the logo.



DO NOT have more than one color present in the logo.



DO NOT add flashy effects to the logo.

Photography

Photography plays a strong role in DesignBuildBLUFF's brand. Images are used in bold ways: large, full bleed, and as a background image. Casual shots should include people and action. Candid shots of construction should always include students in the appropriate personal protective equipment (PPE). Photographs of built works should be professional.



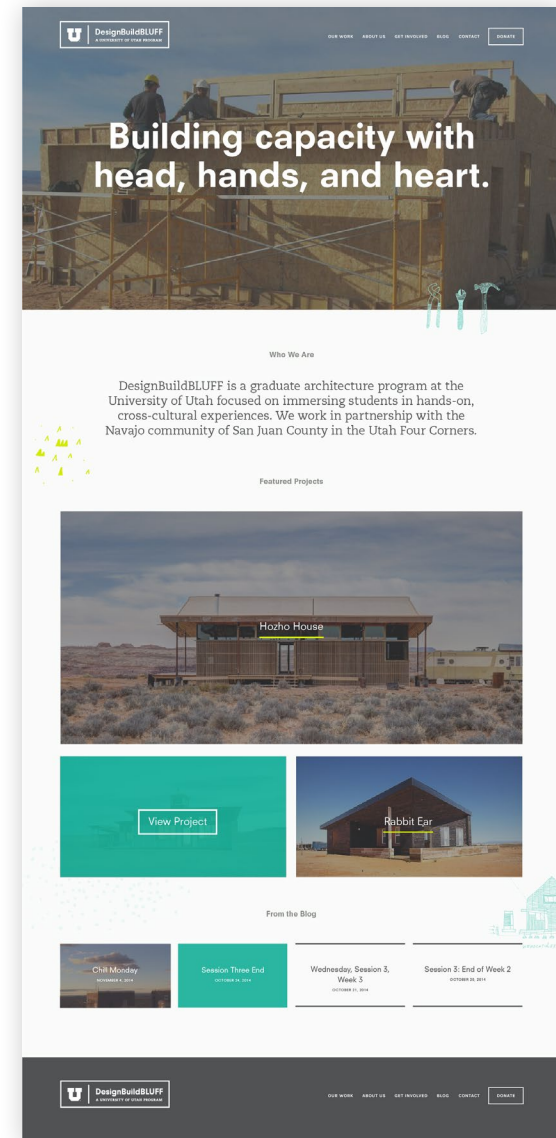
Casual Photography



Professional Photography

Illustrations

The illustrations used minimally throughout the brand inject life, playfulness, and character. They consist of tight illustrations mixed with looser textures. The illustrations should utilize the extended palette, offering an unexpected pop of color.



Writing Tone Suggestions

Creating a strong narrative is more important than granular accuracy. For example, a project case study should include high level descriptions of unique or specialized architectural techniques or components, but in-depth detail is not often necessary. Strike a balance between the technical and emotional aspects of the story.

Where appropriate (as with longform content), an impactful introductory sentence should preface the text. This sentence should be visually emphasized. It should be pithy and well-crafted, not casual or clever. These entry points help set context and maintain an energetic, approachable style.

We use a descriptive list of brand attributes to pinpoint the personality, values, and tone we want to convey to an external audience. When crafting written content, keep these characteristics in mind.

Curious.

Thorough.

Adaptive.

Invested.

Technical.

Hands-on.

Contemporary.

Empowering.

Considerate.



DesignBuildBLUFF

A UNIVERSITY OF UTAH PROGRAM

designbuildbluff.org | arch.utah.edu

