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**SNOW  
COLLEGE**

**Brand  
Identity  
Manual**

November 2024

Snow College Brand Identity - Guidelines Manual, Third Edition

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Creative Services, Brand Management

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The colors shown throughout this guide have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE® Color Standards. Consult current PANTONE® Publications for accurate color. PANTONE® is the property of Pantone, Inc.

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Additional resources can be found at [snow.edu/marketing](https://snow.edu/marketing)

# Brand Positioning

# The Importance of the Snow College Brand

The message Snow College presents to the public is an important one, a consistent brand identity is the most important visual program for the College. This is why publications standards are important. All communications from the college, whether originating from a department, or office, are reflections of Snow College. The logos, typefaces, colors, and the treatment of photos and text all project attributes of the institution. Every group that the college communicates with is inundated with information competing for attention. Snow College commits significant resources and countless hours to creating publications and materials intended to brand Snow College as an unique institution. The goal of Snow College is to continually improve the effectiveness of the College's communications to all the groups and markets it communicates with.

Focusing on a strategic program with a strong, unified set of visual standards ensures that all graphic and visual elements used in publications, signage, marketing, and apparel communicate the same message and image. The identity is not only read in words, but processed by the brain visually, evoking a complex set of associations much more powerful than text. This is why publications standards are important, and why the college is requiring all departments, offices, vendors and individuals to follow the brand guidelines and licensing requirements in this manual.

In this manual you will find visual and brand identity guidelines that all Snow College projects -- print or electronic -- are required to follow. These guidelines were developed with school administration, staff and faculty suggestions, and a professional design firm with input from the college community. Through consistent use of these guidelines, Snow College will enjoy greater awareness and recognition. These guidelines take effect for schools, departments, athletics and affiliated organizations of the college on June 1, 2012.

This brand identity manual has been created to assist you. It provides an overview of the elements that make up the Snow College identity system and presents guidelines for working with them. Through notes and examples, it demonstrates how these elements combine to communicate a consistent identity that represents Snow College. The College has a Brand Manager and in-house Design Department to oversee and help with all of your college projects.

## **IMAGE POLICY**

Use of images, photos, and drawings of Snow College, it's campus buildings and grounds in commercial marketing and advertising activities by external parties is expressly forbidden.

## **GENERAL POLICY**

Snow College does not lend, endorse, sponsor, or partner with external parties through the use of its name, logos, campus images, or photos of buildings and grounds in a way that could imply an endorsement or sponsorship of a company, individual or other entity, its products, charitable contributions, or other business activities unless formal written approval has been granted. The college has existing relationships with other universities, colleges, governmental organizations, charitable organizations, and manages sponsorships with businesses through its Offices of Creative Services and Brand Management, and has a formal licensing program managing the use of its trademarks.

## **REQUIREMENT OF CONSENT**

A waiver to this prohibition may be considered if such endorsement is the subject of an agreement of substantial importance and value to the college, who retains all rights to make such decisions. The external entity proposing a waiver must submit a formal request to the Office of Creative Services and Brand Management. The decision to grant a waiver and the extent of the same shall be at the discretion of that office, taking into consideration, among other things, the college's marketing and brand management goals:

To promote and protect the college through implementation of a management system that establishes the means for consistent, favorable, and professional use of the brand and the trademarks and to fulfill the legal obligation to protect the college's image and trademarks.

Snow College prefers to negotiate requests for waivers with a minimum of four weeks' advance notice and reserves the right to deny requests if the school deems that there is insufficient time allowed to consider such requests.

## **ADMINISTRATION**

The Vice President of Finance and Administrative Services and the Office of Creative Services and Brand Management shall be responsible for the implementation and interpretation and negotiating all required contracts.

This manual can be found online at: [www.snow.edu/brand](http://www.snow.edu/brand)

Direct questions about communication and brand standards to Office of Creative Services and Brand Management.

SECTION TWO

# We Are Snow College

## **Mission Statement for Snow College**

Snow College continues a tradition of excellence, encourages a culture of innovation, and cultivates an atmosphere of engagement to advance students in the achievement of their educational goals.

*Snow College strives to fulfill its mission by:*

*Honoring its history and advancing its rich tradition of learning by providing a vibrant learning environment that empowers students to achieve their educational goals, encouraging and supporting innovative initiatives that create dynamic learning experiences for the college community, and creating learning and service opportunities, locally and globally, to engage students, faculty, staff, and surrounding communities.*

*Approved by the Snow College Board of Trustees, February 16, 2011, and the Utah State Board of Regents, July 15, 2011*

## **Snow College Aspirational Statement**

Graduate debt-free • Gain work experience • Develop a plan for the future Students who find Snow College find themselves

# Logos & Marks



## The Snow College S & Wordmark

The Snow College Logo is the cornerstone of the College's brand identity system. As the primary identifier of the college, the logo elements have been developed to consistently represent the college in all of its brand uses. Over time, consistent and repeated use of the authorized logos will establish equity and strengthen the greater visual identity of the institution. To ensure consistency, however, it is critical for every user of any of the brand elements, regardless of personal preference, use them in accordance with the guidelines that follow.

The college logo consists of two elements: the Snow College S, and the Snow College wordmark. Each of the individual elements maintains a special relationship to the others and must not be altered. Do not create new artwork for the Snow College logo. Creating variations or making changes to any of the logos is prohibited.

### Logo Components

1. The Snow 'S'. Represents the initial 'S' in the word "Snow." Design based on the traditional Snow College letterman's applique patch.
2. The College Wordmark. Composed of the words "Snow College," the text is composed of custom developed

letter forms. Because special attention has been given to construction and kerning the characters, one should never reset the text of the college wordmark. Never replace the custom wordmark with a different typeface/font.

Instructions for obtaining digital files of the Snow College logos can be found at [www.snow.edu/brand](http://www.snow.edu/brand).

### Modification

The institutional logo should not be altered or modified and should be used in its entirety. Snow without College should only be used with permission from the Snow College Brand Manager. Other artwork or graphic elements should not be added to the logo, nor should the text or font be changed, although the logo can be used with other text to signify a department or campus logo as approved by the Marketing Department.

The logo should not be stretched or skewed from its original format. Any exceptions should be approved through the Brand Manager. Intentional or unintentional violations of these guidelines with regard to the proper use of trademarks and symbols do not constitute a precedent. In other words, it should not be inferred that one violation justifies another.



# Snow College Brand Colors

On April 13, 2012 the Snow College Board of Trustees approved the official colors. Their decision was based on keeping the tradition of the school and the need for creating a unique brand, to allow Snow College to stand apart from other Higher Educational Institutions in the State of Utah. The official colors for Snow College are Blue and Orange.

Through the process of creating a new brand identity for Snow College the following colors have been specified for all college brand uses. Logos, wordmarks and other elements specified in this Brand Manual should always be used in this color scheme as indicated. Use of the logo(s) in other color combinations is prohibited, unless approved by the Snow

College Brand Manager.

The chart below will help in specifying the correct color in print, digital, web and architectural uses. Questions regarding other uses or needs need to be addressed and decided upon by the Brand Manager.



## Badger Blue

Pantone+ 288  
CMYK: 100-88-27-19  
RGB: 30-55-108  
HEX: 1E376C  
Paint: SW-1518 Viking Blue

Embroidery Thread  
R&A: Pro Navy (2625)



## Snow College Orange

Pantone+ 716  
CMYK: 0-65-100-0  
RGB: 244-121-32  
HEX: F47920  
Paint: SW-6887 Navel

Embroidery Thread  
R&A: Dark Tex Orange (2469)



## Accent Color Light Orange

Pantone+ 1375  
CMYK: 0-40-90-0  
RGB: 250-166-52  
HEX: FAA634  
Paint: SW-6895  
Laughing Orange

Embroidery Thread  
R&A: Yellow Mist (2409)

# Snow College Brand Primary Logo

The primary college logo is the cornerstone of the Snow College brand identity system. As the primary identifier of the college, the logo/signature has been developed to consistently represent the college in all of its communications. Over time, consistent and repeated use of the signature will establish strength to the greater visual identity of the institution. To ensure consistency, however, it is critical for every user of the logo, regardless of personal preference, to use it in accordance with the guidelines that follow.

The college logo/signature consists of two elements: the Snow College S and the college wordmark. Each of the individual elements maintains a special relationship to the other and must not be altered. Do not create new artwork for the Snow College signature. Creating variations or making changes to the Snow College logo/signature is prohibited.

The Snow College logo/signature must be used as a single unit within the guidelines defined in this manual.



Minimum White Space



# Snow College Brand Signature Logo

The Snow College Signature Logo is the horizontal version of the Snow College brand identity. Over time, consistent and repeated use of the signature will establish strength to the greater visual identity of the institution. To ensure consistency, however, it is critical for every user of the logo, regardless of personal preference, to use it in accordance with the guidelines that follow.

Each element of the logos maintains a special relationship to the others and must not be altered. Creating variations or making changes to any Snow College brand logo or elements is prohibited. All Snow College logos must be used as specified in this Brand Manual as a single unit.



## Minimum White Space

On the Signature Logo the minimum white space surrounding the logo should be a distance equal to the height of the wordmark. No other logos, images or elements should encroach within this isolation area.



# Snow College Brand Vertical Logo

While use of the horizontal signature is encouraged, there may be cases where the stacked version is preferred. As with the horizontal signature, color, size, and clear space requirements apply.

On the Vertical Logo the minimum white space surrounding the logo should be a distance equal to the weight of the vertical stroke of the S logo as indicated below. No other logos, images or elements should encroach within this isolation area.

All Snow College brand logos are crucial to the College's identity system. As the key identifier of the College, all logos have been developed to consistently represent the College in all of its communications. Over time, consistent

and repeated use of the signature will establish strength to the greater visual identity of the institution. To ensure consistency, however, it is critical for every user of the logo, regardless of personal preference, to use it in accordance with the guidelines that follow.

Each element of the logos maintains a special relationship to the others and must not be altered. Creating variations or making changes to any Snow College brand logo or elements is prohibited. All Snow College logos must be used as specified in this Brand Manual as a single unit.



Minimum White Space



# Snow College Brand Square Logo

Because of shape and space considerations as well as aesthetic value, alternate logo formats may be needed for specific applications. As with the other logo versions, color, size, and clear space requirements apply.

On the Square Logo the minimum white space surrounding the logo should be a distance equal to the weight of the vertical stroke and negative space of the S logo as indicated below. No other logos, images or elements should encroach within this isolation area.

All Snow College brand logos are crucial to the College's identity system. As the key identifier of the College, all logos have been developed to consistently represent the College in all of its communications. Over time, consistent

and repeated use of the signature will establish strength to the greater visual identity of the institution. To ensure consistency, however, it is critical for every user of the logo, regardless of personal preference, to use it in accordance with the guidelines that follow.

Each element of the logos maintains a special relationship to the others and must not be altered. Creating variations or making changes to any Snow College brand logo or elements is prohibited. All Snow College logos must be used as specified in this Brand Manual as a single unit.



Minimum White Space



# Snow College Brand Alternate Logo

Because of shape and space considerations as well as aesthetic value, alternate logo formats may be needed for specific applications. As with the other logo versions, color, size, and clear space requirements apply.

On the Alternate Logo the minimum white space surrounding the logo should be a distance equal to the weight of the vertical stroke and negative space of the S logo as indicated below. No other logos, images or elements should encroach within this isolation area.

All Snow College brand logos are crucial to the College's identity system. As the key identifier of the College, all logos have been developed to consistently represent the College in all of its communications. Over time, consistent

and repeated use of the signature will establish strength to the greater visual identity of the institution. To ensure consistency, however, it is critical for every user of the logo, regardless of personal preference, to use it in accordance with the guidelines that follow.

Each element of the logos maintains a special relationship to the others and must not be altered. Creating variations or making changes to any Snow College brand logo or elements is prohibited. All Snow College logos must be used as specified in this Brand Manual as a single unit.



Minimum White Space



Minimum White Space Example



# Snow College Logo Size and Color Uses

The Snow College logo will be reproduced in a wide range of uses, size variations and on various colors.

To keep a clear representational and recognizable brand, the S logo should not be reproduced less than 1/2 of an inch high. There is no maximum size the logo can be reproduced. There may be some cases that require special sizes or clear space allowances. Examples of these unique applications include, but are not limited to, pencils, CD spines, or very small ads, where these application uses apply, approval is required by the Brand Manager.

When reproducing the brand elements on background colors, consideration of contrasting colors need to be priority for consistent brand identity and readability. The three main background colors that should be used in college communications and marketing materials are white, Badger Blue and Snow Orange as specified in the brand color guide. Uses of other colors will need to approved by the Brand Manager.

The minimum size that any logo variation can be used would be where the S logo will not be reproduced less than .5" height. Approvals for uses below the minimum size need to be approved by the Brand Manager.



When the Snow College logo is used on various backgrounds, it is important to make sure that the logo is readable. On certain colors the default colors used in the logo and wordmark may need to be change to white to make the brand elements visible.

If you need any help, or have any questions on uses please contact the Brand Manager.





## Snow College Logo ~ Gray scale and One-Color Use

Though the Snow College logo should be reproduced in the official colors whenever possible, the use of the logo in black or one color printing is acceptable in certain projects and newspapers.

These logos shown below, gray scale and one-color versions, are available from the Brand Manager for approved uses.



**SNOW COLLEGE**



**SNOW COLLEGE**



**SNOW COLLEGE**



**SNOW COLLEGE**

## Snow College Logo ~ Unacceptable Use

There are only five standard versions of the Snow College brand and logos that are acceptable. Do not modify any of the 5 versions of the Snow College logo or wordmark in any circumstance.

Below and on the next page are some basic mistakes that could happen. Please do not use the brand elements and logos in any of these ways. *(Just because you can do something different, doesn't mean you should!)*

Uses to avoid are:

Do Not reassign colors to the logo(s) or wordmark.

Do Not create other one-color variations of the logos.

Do Not use one-color versions unless in special circumstances and with proper approval.

Do Not sacrifice legibility of the brand.

Do Not fill any part of the logo(s).

Do Not apply color, patterns, images, or type to the interior or exterior of college logo(s).

Do Not rearrange the logo and wordmark in any variation other than the 5 approved logos.

Do Not use another typeface with the S logo.

Do Not make the S logo the same height as the wordmark.

Do Not place or replace the S of the wordmark with the S logo.

Do Not use the S logo in the spelling of any words. Including Snow College.



## Snow College Logo ~ Unacceptable Use

Do Not change the kerning of the wordmark letter forms, nor change the horizontal or vertical structure of the wordmark or logo(s).

Do Not stretch the logo to fit a specific area. Allow the minimum space around the logo in all cases.

Do Not modify or adjust any of the standard logos! Use the approved logos in their respected and approved versions as specified in this brand manual. If you have any questions or need any help, please call the brand manager.

It is NOT better to receive forgiveness than to ask permission in the case of the Snow College Brand Identity Program! Your job may depend on your willingness or ability to keep to the brand guidelines.



# Snow College Richfield Campus Logos

A variation of the Snow College logo was developed for use for the Richfield Campus. Uses of this logo shall follow all the standard guidelines mentioned in the manual in regards to the general set of school logos. Only programs, offices, departments located on the Richfield Campus are authorized to use these logos.

Contact the Brand Manager for any of these logos.



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**SNOW  
COLLEGE**

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RICHFIELD  
CAMPUS



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**SNOW  
COLLEGE**

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RICHFIELD  
CAMPUS



**SNOW COLLEGE**  
RICHFIELD CAMPUS

# Snow College Alumni Association

A variation of the Snow College logo has been designed for the Snow College Alumni Association and Snow College Foundation. These logos shall always follow the guidelines for the general Snow College logos, including colors, whitespace and all other guidelines in this brand identity manual.

These logos can only be used for Alumni and Foundation applications. Please receive approval for the use of these logos through the Snow College Advancement Office or Brand Manager.



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## SNOW COLLEGE ALUMNI ASSOCIATION



SNOW  
COLLEGE  
ALUMNI



A variation of the Snow College logo has been designed for the Snow College Alumni Association and Snow College Foundation. These logos shall always follow the guidelines for the general Snow College logos, including colors, whitespace and all other guidelines in this brand identity manual.

These logos can only be used for Alumni and Foundation applications. Please receive approval for the use of these logos through the Snow College Advancement Office or Brand Manager.



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## SNOW COLLEGE FOUNDATION



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SNOW  
COLLEGE  
FOUNDATION



The Official Seal of Snow College is restricted to official college communications and documents (such as diplomas, certificates, commencement programs), presidential documents (such as inauguration, event invitations), college documents, communications and Alumni communications.

The seal should not be altered in any way. Either of the two choices below is allowed



# Snow College Center for Global Engagement

This logo is in the process of being evaluated and possibly redesigned.

Use of the logo as it is designed is approved for use by the staff of the Center for Global Engagement.



**SNOW COLLEGE**

Center *for* **Global Engagement**



Use of the logo as it is designed is approved for use by the college.



RURAL  
ENTREPRENEURSHIP  
AT SNOW COLLEGE

Version 1



RURAL ENTREPRENEURSHIP  
AT SNOW COLLEGE

Version 2



RURAL ENTREPRENEURSHIP  
AT SNOW COLLEGE

Version 3

# Typography

# Snow College Typography ~ Museo

Consistent typography is the foundation for a successful identity system. The characteristics of a certain typeface often communicate as much about an organization as the words used to describe it. When used consistently, the typeface becomes synonymous with the organization.

With the design of Snow College's new brand, defining the college as a traditional institution and the direction of modernizing the school's image and educational progress, a new set of typefaces was selected for a harmonious relationship with the new logo. A typeface family was chosen for consistency and ease of use for all college communications and marketing programs.

The Museo typography family is an excellent choice for the many applications within the institution. Any of the Museo family of Museo, Museo Slab and Museo Sans can and should be used—together or separately. A set of Museo Fonts can be obtained through the Office of Creative Services and Brand

Management.

We suggest using the Museo fonts as your first choice in all college brochures, marketing materials, flyers, power point or keynote presentations, etc. These fonts are appropriate for both headline and body text use. Do not use Museo fonts for written text on college letterhead, please use Arial or Helvetica for this use.

Always obtain approval from the Brand Manager when using alternate type faces.

Below is a sample Museo font in its various weights for demonstrational purposes.

100 (Light Weight)

AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

*100 Italic (Light Italic Weight)*

*AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890*

300 (Book Weight)

AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

*300 Italic (Book Italic Weight)*

*AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890*

500 (Medium Weight)

AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

*500 Italic (Medium Italic Weight)*

*AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890*

700 (Bold Weight)

AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

*700 Italic (Bold Italic Weight)*

*AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890*

900 (Black Weight)

**AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890**

***900 Italic (Black Italic Weight)***

***AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890***

# Snow College Typography ~ Museo Slab

Below is a sample Museo Slab font in it's various weights for demonstrational purposes.

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## Museo Slab Font

100 (Book Weight)

AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

*100 (Book Weight)*

*AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890*

300 (Book Weight)

AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

*300 Italic (Book Italic Weight)*

*AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890*

500 (Medium Weight)

AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

*500 Italic (Medium Italic Weight)*

*AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890*

700 (Bold Weight)

AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

*700 Italic (Bold Italic Weight)*

*AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890*

900 (Extra Bold Weight)

**AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890**

***900 (Extra Bold Italic Weight)***

***AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890***

# Snow College Typography ~ Museo Sans

Below is a sample Museo Sans font in it's various weights for demonstrational purposes.

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## Museo Sans Font

100 (Book Weight)

AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

*100 Italic (Book Italic Weight)*

*AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890*

300 (Book Weight)

AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

*300 Italic (Book Italic Weight)*

*AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890*

500 (Medium Weight)

AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

*500 Italic (Medium Italic Weight)*

*AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890*

**700 (Bold Weight)**

**AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890**

***700 Italic (Bold Italic Weight)***

***AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890***

**900 (Extra Bold Weight)**

**AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890**

***900 Italic (Extra Bold Italic Weight)***

***AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890***

# Snow College Typography ~ Museo Sans Condensed

Below is a sample Museo Sans Condensed font in it's various weights for demonstrational purposes.

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## Museo Sans Condensed Font

100 (Book Weight)

AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

*100 Italic (Book Italic Weight)*

*AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890*

300 (Book Weight)

AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

*300 Italic (Book Italic Weight)*

*AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890*

500 (Medium Weight)

AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

500 Italic (Medium Italic Weight)

AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

700 (Bold Weight)

AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

700 Italic (Bold Italic Weight)

AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

900 (Extra Bold Weight)

AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

*900 Italic (Extra Bold Italic Weight)*

*AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890*

# Snow College Typography ~ Museo Sans Rounded

Below is a sample Museo Sans Rounded font in it's various weights for demonstrational purposes.

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## Museo Sans Rounded Font

100 (Book Weight)

AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

*100 Italic (Book Italic Weight)*

*AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890*

300 (Book Weight)

AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

*300 Italic (Book Italic Weight)*

*AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890*

500 (Medium Weight)

AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

*500 Italic (Medium Italic Weight)*

*AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890*

700 (Bold Weight)

AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

*700 Italic (Bold Italic Weight)*

*AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890*

900 (Extra Bold Weight)

AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

*900 Italic (Extra Bold Italic Weight)*

*AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890*

# Snow College Typography ~ Museo Sans Display

Below is a sample Museo Sans Display font in it's various weights for demonstrational purposes.

---

## Museo Sans Display Font

Hairline

AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

Extra Light

AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

Light

AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

**Black**

**AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890**

**Extra Black**

**AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890**



# Snow College Typography ~ Helvetica/Arial

Helvetica or Arial Fonts are to be used on the written letters on the college communication letterhead. These fonts can also be used as general text in flyers, college communications, presentations, etc. when needed, or if the Museo Fonts are not available to you.

Please avoid using other fonts, especially decorative, headline or other unique fonts. The use of unauthorized fonts will create distraction and can cause confusion to the intended reader as to if the presented information is from Snow College.

---

## Helvetica

### Regular

AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

### *Italic*

*AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890*

### **Bold**

**AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890**

### ***Bold Italic***

***AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890***

## Arial

### Regular

AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

### *Italic*

*AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890*

### **Bold**

**AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890**

### ***Bold Italic***

***AaBaCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890***

# College Communications System

# Snow College Stationery ~ Letterhead

Consistent application of the stationery system strongly conveys unity in the Snow College brand image. It also ensures that all vital information is clear and displayed in an organized manner.

The communication standards provided in the following pages are an essential part of the Snow College brand identity system and are to be used by all units within the college. Stationery standards include not only printed elements but also word processing styles (margins and paragraphing).

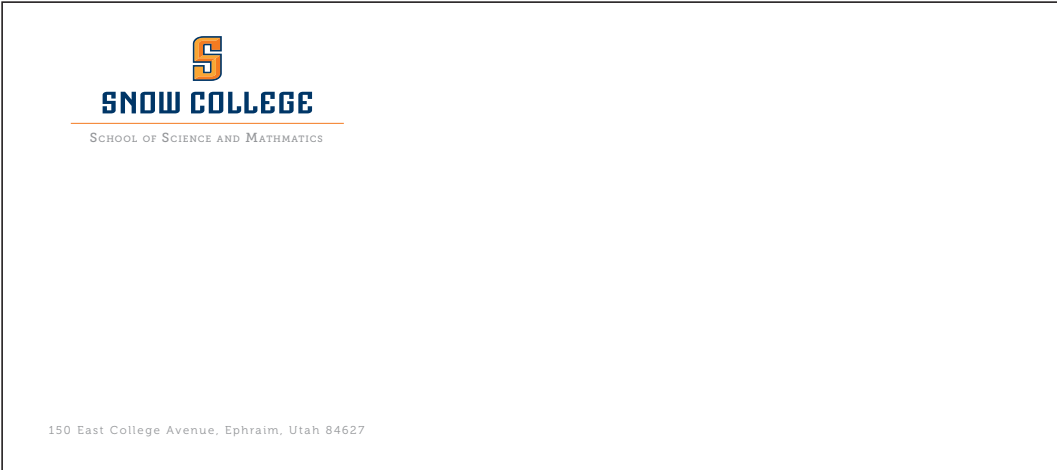
All stationery must be ordered through the contract that has been secured by our Purchasing Department. Any special needs or exceptions to the standard, official letterhead, envelopes or business cards shall be designed by the Office of Creative Services and approved by the Brand Manager. No department, person or group may print its own stationery!



# Snow College Stationary ~ Envelope

The Snow College envelope design is consistent with the letterhead design. All official communications on college stationary shall be only mailed in official college envelopes.

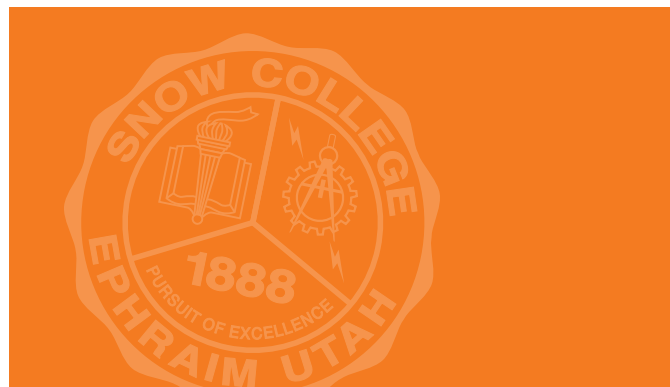
All stationery must be ordered through the contract that has been secured by our Purchasing Department. No department, person or group may print its own stationery!



# Snow College Stationery ~ Business Card

The Snow College business card has been designed for a professional and appealing image to portray the institutions key themes and messages to the public.

All stationery and business cards must be ordered through the contract that has been secured by our Purchasing Department. No department, person or group may print its own stationery!



# Snow College Stationery ~ Letterhead - Layout Specs

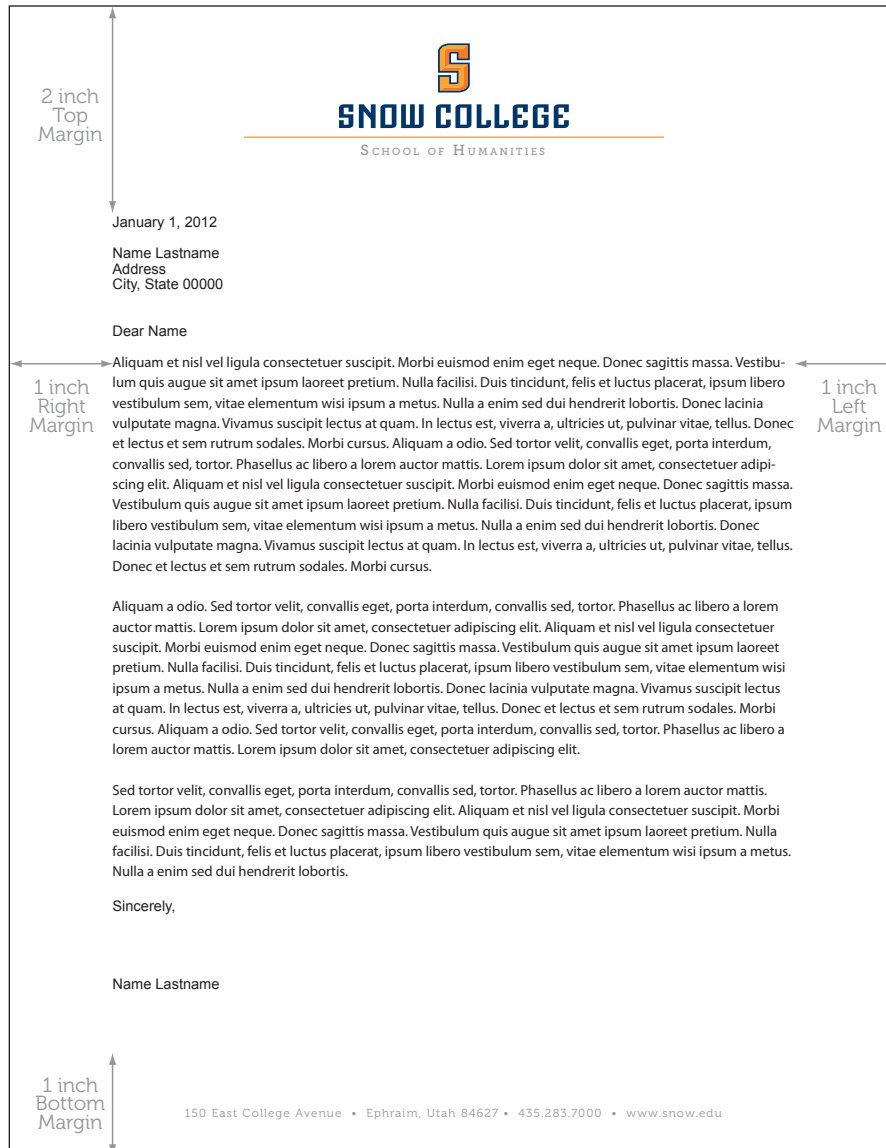
The specified letterhead user guidelines are provided here to allow all staff, faculty or students to correctly format all communications on official college stationery to be consistent and have a professional style.

The following are the specifications for laying out your letter:

- Top Margin: 2 inches
- Left and Right Margins: 1 inch
- Bottom Margin: 1 inch
- Font use for letter text: Arial or Helvetica
- Font Size: 10 point
- Leading (line spacing): 14 point (or single)
- Paragraph alignment: Flush Left / Ragged Right

As a higher educational institution, Snow College shall always present a professional style of communication in both visual and written style. Always use the correct writing standards for grammar, diction, tone and text formatting in all written communications.

Please use correct English writing style guides or books, dictionaries or the technology available in word-processing software for uses of correct grammar, spell checking, etc.



# Email Signature

# Snow College ~ Email Signature

Below are examples of the approved email signatures for Snow College administrative offices as well as academic units, departments, staff and faculty. Guidelines for this email signature: the type specified is Helvetica or Arial, Regular, 11 point. Highlighted elements of these signatures can be set in blue or orange, the rest of the signature should be set in black. Text shall be formatted flush left.

We suggest Snow College faculty, staff, and departments use text rather than images for email signatures. Images in email signatures may be flagged as spam, preventing them from being received. Images in emails also won't be seen by all recipients (for example, some webmail systems hide images by default, and people with slow internet connections may turn off images). Example 1 shows a text only email signature, Example 2 shows a text only email signature with a larger font size name (Maximum of 14 pt font size) and color.

## Example 1

First Lastname  
Title  
Department

College of Humanities  
Snow College  
150 College Avenue  
Ephraim, UT 84627  
Tel: 435.283.7000  
Mobile: 435.000.0000

## Example 2

**First Lastname**  
Title  
Department

College of Humanities  
Snow College  
150 College Avenue  
Ephraim, UT 84627  
Tel: 435.283.7000  
Mobile: 435.000.0000

If you feel that you need to include a graphic image of the school's logo then Example 3 is the only approved version with the usage of the college logo and wordmark. Guidelines for this email signature follow the same rules as the above examples, the type spec is Helvetica or Arial, Regular, 11 point, you can highlight your name in blue or orange, the rest of the signature should be set in black. The only authorized image that can be used in the graphic version email signature is: SnowCollegeEmailSigLogo.jpg. Do Not modify or use any other versions of the Snow College logo/wordmark, Do Not Use the S logo alone, Do Not Use any other images files, including any decorative background colors or files in emails or within the email signature, Do Not Use any by-lines, quotes, mottos or any other text in the email signature when using your Snow College email. You can download the email signature file graphic on the College's website.

## Example 3

**First Lastname**  
Title  
Department



College of Humanities  
Snow College  
150 E College Avenue  
Ephraim, UT 84627  
Tel: 435.283.7000  
Mobile: 435.000.0000



# Snow College ~ Email Signature, Aspirational Statement

You are also welcome to use the aspirational statement graphic as shown in example 4 below. Guidelines for this email signature follow the same rules as previous examples, the type spec is Helvetica or Arial, Regular, 11 point, you can highlight your name in blue or orange, the rest of the signature should be set in black. The only authorized image that can be used in the aspirational statement version email signature is: Aspirational Statement Horizontal.jpg. Do Not modify or use any other versions of the aspirational statement. Do Not Use any other images files, including any decorative background colors or files in emails or within the email signature, Do Not Use any by-lines, quotes, mottos or any other text in the email signature when using your Snow College email. You can download the aspirational statement file graphic on the College's website.

## Example 4

**First Lastname**

Title

Department



GRADUATE DEBT-FREE • GAIN WORK EXPERIENCE • DEVELOP A PLAN FOR THE FUTURE

**STUDENTS WHO FIND SNOW COLLEGE FIND THEMSELVES**

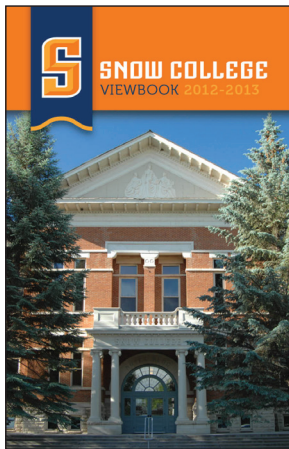
College of Humanities  
Snow College  
150 E College Avenue  
Ephraim, UT 84627  
Tel: 435.283.7000  
Mobile: 435.000.0000

# Publication Design

# Snow College ~ Publications/Flyers

Currently the college suggests all design work for marketing, publications, apparel and all uses of the Snow College logo and/or brand should be created by or arranged with the Office of Creative Services and Brand Management..

Below is a sampling of the new Snow College logo and brand used in publication design.



**SNOW COLLEGE**  
**FACTS AT A GLANCE**  
 A Quick Reference for Prospective Snow College Students

**Admission Requirements**  
 To be admitted:  
 1. Complete an application.  
 2. Take the ACT.  
 3. Obtain a transcript from your high school.  
 4. Pay admission fee.  
 5. Send all materials to the Admissions Office.

**Scholarships** Deadlines & General Requirements  
 Snow College offers scholarships in a variety of disciplines: Scholarships include: Departmental, Leadership, Diversity, Academic, Private and Athletic. For information on Scholarships, please visit [www.snow.edu/scholarships](http://www.snow.edu/scholarships). For resident academic scholarships, please refer to the chart. For non-resident students, please refer to [www.snow.edu](http://www.snow.edu) for more information. Call 1-800-848-3399 with any questions.

**Snow College Academic Scholarships Award Levels**

Academic Merit	Academic Excellence
\$1,000 (one-time award)	\$500 (one-time award)
\$2,000 (one-time award)	\$1,000 (one-time award)
\$3,000 (one-time award)	\$1,500 (one-time award)
\$4,000 (one-time award)	\$2,000 (one-time award)
\$5,000 (one-time award)	\$2,500 (one-time award)
\$6,000 (one-time award)	\$3,000 (one-time award)
\$7,000 (one-time award)	\$3,500 (one-time award)
\$8,000 (one-time award)	\$4,000 (one-time award)
\$9,000 (one-time award)	\$4,500 (one-time award)
\$10,000 (one-time award)	\$5,000 (one-time award)

**Costs per Semester**  
 Tuition and Fees: \$1,200  
 Text-Book Costs: \$150  
 Student Fee: \$25  
 Room & Board: \$1,100

**1-800-848-3399**  
[www.snow.edu](http://www.snow.edu)  
**Call Today For Your Campus Tour!**

# Athletics Identity

## Snow College Badger Logo

This is the official Badger Logo for Snow College. The use of the Badger Mascot has been a long-term tradition of Snow College. With the implementation of the new Snow College Brand, a newly revised logo representing a Badger with the Badger name has been developed to visually correspond with the College logo. Use of this logo is limited to the Snow College Athletic Sports marketing programs, school apparel and for Snow College school spirit programs with approval from the Brand Manager.



# Snow College Athletics Department Logos

Use of this logo is limited to the Snow College Athletic Department only.



# Snow College Athletics Teams Logos

A unique set of logos for the Snow College Badger logos were developed for all the college intercollegiate teams. Uses of these logos are limited to the Snow College Athletic Sports marketing programs.



## Snow College Athletics Teams Logos

Snow College Badger logos may be used on various colored backgrounds and apparel items. As the logo(s) are applied to various colors certain elements within the logo may need to be altered in their colors as to provide a visually appealing design and optimize readability. All sports may be used in similar variations.

These logos are limited to the Snow College Athletic Sports marketing programs.

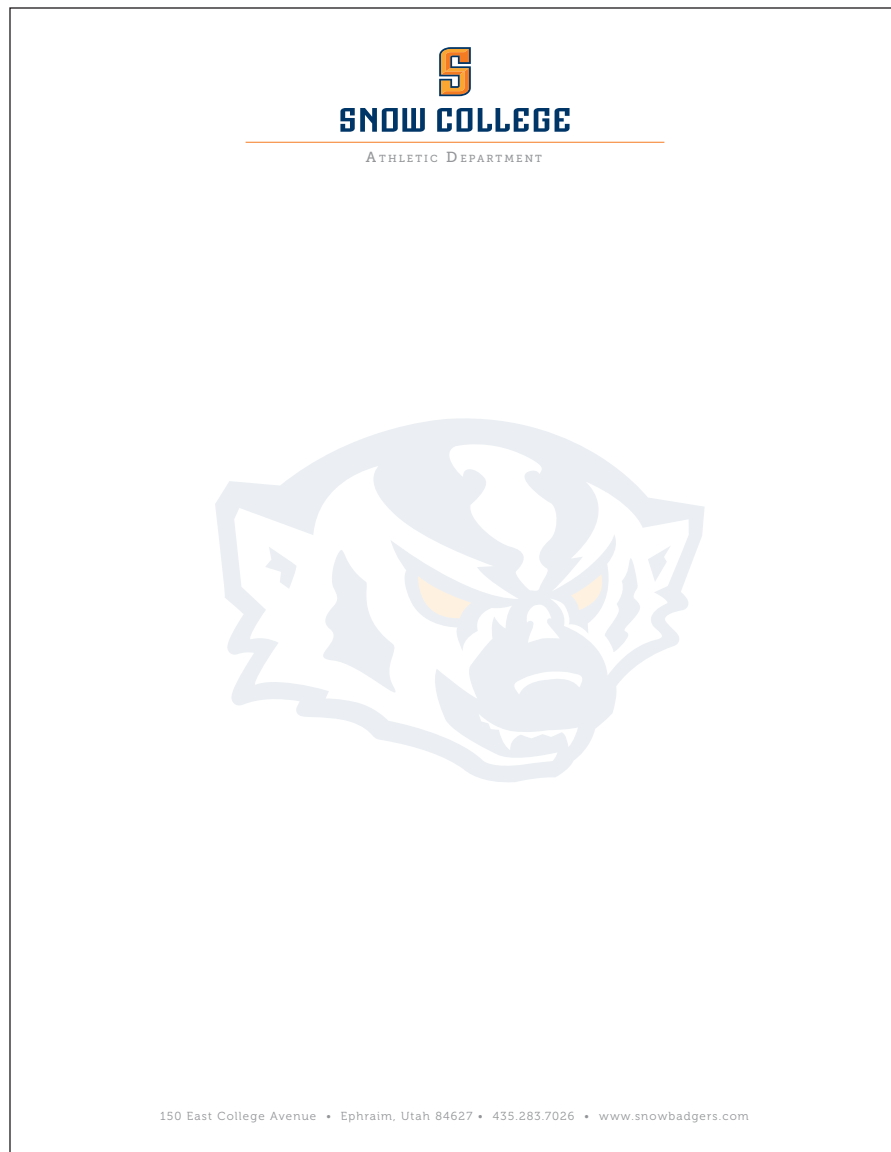




# Snow College Stationary ~ Athletics Letterhead

A version of the Snow College letterhead is designed for the exclusive use of the Snow College Athletic Department.

The letterhead design incorporates the Snow College Badger brand logo in with the official Snow College brand to create a uniformity and consistency of the college's brand and visual image.



# Snow College Stationary ~ Athletics Envelope

A version of the Snow College envelope is designed for the exclusive use of the Snow College Athletic Department.

The envelope design incorporates the Snow College Badger brand logo in with the official Snow College brand to create a uniformity and consistency of the college's brand and visual image.



# Snow College Stationary ~ Athletics Business Card

A version of the Snow College business card is designed for the exclusive use of the Snow College Athletic Department.

The business card design incorporates the Snow College Badger brand logo in with the official Snow College brand to create a uniformity and consistency of the college's brand and visual image.



## Athletic Sports Teams Uniforms

As a highly visual public display of Snow College, the athletic sports teams that represent the college on the athletic fields, courts and arenas both on College property and at other conference locations throughout the United States, it is extremely important for these teams and individuals to visual represent the Snow College Brand in a consistent style that portrays the College in the best visual image and style.

All team and individual uniform and supporting staff apparel shall be approved by the Brand Manager. To be consistent with the College Brand style, it is recommended that all athletic uniforms and apparel should be designed or consulted with the College's Office of Creative Services.

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# Apparel Design & Licenseing

# Snow College Apparel and Brand Licensing

Apparel design and application of the logo(s) or any of the Snow College brand elements on apparel or any branded items will need to be created by the Office of Creative Services. Any designs created outside of this office by individuals, outside designers or vendors MUST be approved by the Brand Manager. There is NO exception to this rule.

Samples of a few of the approved apparel designs are shown below. Applications of the Snow College logo(s) and design derivatives for apparel and branded items may vary by design and usage and must be designed or approved by the Brand Manager. Uses of all designs with the Snow College logo, wordmark, athletic logos, the words Snow College, Snow or Badgers come under the Snow College licensing agreement (see the Brand Manager for licensing).

Uses of any brand element for approved school purposes or college athletic purposes within the standard operations and/or administration of the school or its events are not required to pay a license fee. The school has also chosen a number of approved apparel manufacturers and colors of apparel items that are consistent with the overall brand of the college. Please see the Brand Manager for samples and an approved list of vendors.

\* All vendors of retail sales of apparel or school branded items are required to contract with Snow College in a license agreement and pay a royalty on all sales of such items.



Apparel design and application of the logo(s) or any of the Snow College brand elements on apparel or any branded items will need to be created by the Office of Creative Services. Any designs created outside of this office by individuals, outside designers or vendors MUST be approved by the Brand Manager. There is NO exception to this rule.

Samples of the approved apparel embroidery for schools, departments or offices within Snow College are shown below. These 3 designs options are the only approved application for in-school use. The school has also chosen a number of approved apparel manufacturers and colors of apparel items that are consistent with the overall brand of the college. Please see the Brand Manager for samples and an approved list of vendors.

Embroidery for branded items created for retail sales are under the brand licensing guidelines, listed in previous sections.

