The Center for Global & Intercultural Engagement provides leadership and support for international and multicultural studies and student services along with related cocurricular and extracurricular programming.

The Center is a resource for students, faculty, staff, and the community. It promotes the university’s commitment to inclusion by providing high-quality academic and experiential opportunities, both abroad and at home, for those from diverse cultures and backgrounds.

UVU embodies engaged learning through collaborative and reliable support. The Center was organized to provide this support as well as accomplish UVU’s mission to “serve as stewards of a globally interdependent community.”
Why do we need guidelines?

A successful visual identity has to be consistent, recognizable and powerful.

The following guidelines will help us to create a distinct, professional visual identity that clearly communicates our brand values.

Please take some time to understand how to apply these guidelines.
Our UVU secondary symbol

The Center’s UVU secondary symbol will be one of the most recognizable features of our identity. This mark will represent both our core values and UVU’s. Use the examples on the right to help you choose the correct version of the secondary symbol.

SECONDARY SYMBOL GUIDELINES

1. Secondary symbols should not replace the institutional logos and should be used in partnership with the institutional logos. For example, if a department is using a secondary symbol on the front cover of a brochure, it is appropriate to include the UVU institutional mark on the back cover.

2. Secondary symbols are not to be used on letterhead, business cards or envelopes. All stationery items must be ordered through Printing Services.

3. Secondary symbols may be used on Web pages, but must not replace the institutional UVU mark in the primary header of the Web templates.

4. The same color and clear-space requirements that apply to the institutional primary mark also apply to secondary symbols.

5. When the Center is collaborating with a separate campus entity, the UVU monogram can be used with the Center and collaborating entity listed next to it. UVU secondary symbols are not designed to connote hierarchy and repetition of the UVU mark should be avoided in this manner.
Additional secondary symbols

The Center houses four specific subsections; International Affairs & Diplomacy, International & Multicultural Studies, International Student Services, and Multicultural Student Services. These marks represent the individual subsections of the Center. The UVU secondary symbol guidelines apply to these symbols.

SECONDARY SYMBOL GUIDELINES

1. Secondary symbols should not replace the institutional logos and should be used in partnership with the institutional logos. For example, if a department is using a secondary symbol on the front cover of a brochure, it is appropriate to include the UVU institutional mark on the back cover.

2. Secondary symbols are not to be used on letterhead, business cards or envelopes. All stationery items must be ordered through Printing Services.

3. Secondary symbols may be used on Web pages, but must not replace the institutional UVU mark in the primary header of the Web templates.

4. The same color and clear-space requirements that apply to the institutional primary mark also apply to secondary symbols.

5. When multiple subsections of the Center need to be represented, the UVU monogram can be used listing the Center and subsections next to it. This usage can also apply when the Center or subsection of the Center is collaborating with a separate campus entity as the UVU secondary symbols are not designed to connote hierarchy.
Bridging the gap

A strong, purposeful and vibrant identity for the Center will be central to our success. In the past, each of the areas that are combined in the Center have had their own distinctive looks that lent themselves to their specific causes. We can still use a similar approach by creating a system to clearly define the subsections of the Center; this will help us have recognizable ways to engage each individual audience.

As such it will not be a one-size-fits-all approach, but one that ties the Center’s brand to each of its subsections. These ties will come with the usage of symbols, icons, and patterns that will subtly build the representation of each area of service and study.
To whom are we talking?

The Center faces a unique — and welcome — challenge in serving a wide audience. Such a range of people expect and need different things. We need to develop a system that will help define the right look and feel for the right target audience.

A NEW APPROACH

We can identify six core audiences with which the Center works. Each group represents a different audience focus. The six audiences are the local community, U.S. students, international students, multicultural students, faculty, and staff.

THE AUDIENCE SPECTRUM

Before we produce any material, it should be clear if there is a subsection of the Center it represents and which audiences are being approached. This will help us determine which images, patterns, and designs to use.
A vibrant palette

Color makes a brand instantly recognizable. Our color palette is simple, effective, and striking. Our palette pulls from the official UVU palette, yet the combinations give the Center a unique look and feel.

Color is an effective, powerful and instantly recognizable medium for visual communication. These sophisticated colors will be used widely in the brand communications to convey the diverse, inclusive, and engaged personality of the Center.

Pantone 7545
C 55 Y 17 M 30 K 51
R 67 G 83 B 99

Pantone 575
C 57 Y 85 M 11 K 45
R 106 G 129 B 59

Pantone 7406
C 0 Y 100 M 17 K 0
R 245 G 196 B 0

Pantone 468
C 2 Y 26 M 7 K 5
R 223 G 203 B 163

Pantone 1405
C 14 Y 100 M 49 K 66
R 112 G 76 B 28

Pantone 167
C 5 Y 100 M 82 K 26
R 173 G 68 B 29

Pantone Process Black
C 0 Y 0 M 0 K 100
R 35 G 31 B 32
The color palette explained

Our palette represents a global, intercultural, and multicultural focus, indicating the globe and its wide expanse along with the diversity of people, cultures, and natural beauty. These colors combine to represent a diverse landscape. White is used to add a clean, simple, and light feel. Black is used for typography at both 100% and 50% tint to emphasize hierarchy and details.

COLOR BALANCE
Colors can and should be used together to represent the diversity and intercultural elements of the Center. Colors can also be used at a transparency of 50 or 75% overlapping each other to blend together to emphasize collaboration. Transparent colors can also be placed over imagery for improved typographic contrast. Green, white, and black should be the prominent colors used for typographic emphasis or other design elements.

SECONDARY SYMBOL COLORS
The secondary symbol should only be produced in the approved UVU green (Pantone 575), black, or white.
Typography

The institutional fonts are Stratum 1, Garamond, Garamond Narrow, Arial, and Arial Narrow. These fonts should be used for any official design, layout, chart, or diagram that represents the Center. The way typography is used says as much about our brand as the words themselves. These typefaces should be used to create a strong look and communicate key brand messages. Other typefaces may be used for titles and headlines when deemed appropriate.
Photography

Photography helps us contextualize and humanize content. Text or symbols on photographs should have sufficient contrast. A subtle gradient feather can be used to help darken or lighten a portion of the image, or a contrasting swatch of color can be placed on the image to create contrast. Contrast should be sufficient for easy legibility. Photos used should be of a high quality to avoid pixilation. Photos also need to be credited when necessary.

CHECKLIST
1. Where does the photo fit with the audience spectrum?
2. Am I using a contrasting text or symbol color?
3. Have I cropped the image cleanly?
4. Do I need to credit the photo?
General tips

Don’t overcrowd the design, layout, chart, or diagram. Think about what you need to say and be selective about the information you need to communicate. Use images where necessary, and use the correct typeface and color palette. Use the audience spectrum to identify for whom you are designing. The standard UVU mark or monogram can also be used if the secondary symbol does not fit or work with the layout. See the UVU logo style guide for specific use, size and spacing.

CHECKLIST
1. Where does the piece of work fit with the audience spectrum?
2. Am I using the color palette correctly?
3. Am I being consistent?
4. Am I using appropriate fonts?
5. Am I using the correct version of the UVU mark or secondary symbol?
ITALY
Art History

Program details: Walk through the Roman Colosseum, gaze in awe at Michelangelo’s David, discover the fishing villages of the Cinque Terre, and cruise the canals of Venice, all while earning UVU credit. As the birthplace of much of western civilization, Italy gives each student the chance to see the architecture and art and study developments that influenced the western world from the Roman Empire to the Renaissance.


Program sites: Rome (15 nights), Florence (14 nights), Venice (3 nights), with side trips to Assisi, Siena, Pisa, Lucca, and Ravenna.

Anticipated curriculum: Students can sign up for six credit hours, including a General Education course in Art History (ARTH 2710), upper division courses in Art History (ARTH 3040 and ARTH 3050), and ART 291R/491R (Independent Study). Other courses may be offered upon consultation.

Application deadline: November 26, 2012. Submit application, two letters of reference, $195 non-refundable application fee, and $300 participation fee deposit. If you miss the deadline, you are still welcome to apply until the program is full, but please note that the participation fee will be higher and program space is limited. Application materials are available at International Study Programs in WB147 or at www.uvu.edu/international/isp.

Estimated participation fee: $3,095. Apply by November 26, 2012, for this price.

Participation fee covers: Housing and transportation within Italy (including a weekend in Cinque Terre and side trips), museum entrance fees, breakfasts and dinners, international health insurance.

Participation fee does not cover: UVU tuition (approx. $140 per credit hour), passport, lunches, round-trip airfare, discretionary spending.

Director: Steve Bule, professor of art history, 801.865.8627, sbule@uvu.edu.

Tuition waivers: UVU Employee & Employee Dependent Tuition Waivers may be applied for up to six credits of ISP tuition.

Financial aid: Pell grants and Federal Insured Student Loans may be applied to this program, based on eligibility. Applicants must have a current FAFSA form on file at the Financial Aid Office (BA105) and complete all necessary application forms for financial aid.

Scholarships: UVU will provide need-based scholarships to qualified participants. For an application, visit www.uvu.edu/international/isp.
CELEBRACIÓN LATINOAMERICANA

TUESDAY - APRIL 9, 2013

Programa en Español
6:30 – 8:30 p.m.
CENA/DINNER
Programa de reconocimiento
Entertainment and Achievers Program

SORENSEN STUDENT CENTER
GRANDE BALLROOM
800 WEST UNIVERSITY PARKWAY, OREM

TICKETS: $6 PER PERSON
CHILDREN 2 YEARS AND UNDER: FREE
TICKETS WILL GO FAST!
¡CUPÓ LIMITADO! SEATING IS LIMITED
Venta de boletos en (purchase tickets at)
UVU Campus Connection 801-863-8797 en
el Sorensen Student Center

LATINO INITIATIVE
CENTER FOR GLOBAL AND INTERCULTURAL ENGAGEMENT
Mr. Ricardo Romero Talledo

is currently Peru’s Trade Representative on the West Coast of the United States.
Mr. Romero has the responsibility to lead Peru’s strategy and efforts in the western states
to maximize the benefits of the recently enacted Trade Promotion Agreement signed
between Peru and the United States.