SNU TAHOE

SIERRA NEVADA UNIVERSITY

Branding Guide

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SN U TAHOE | SIERRA NEVADA UNIVERSITY

Brand Manifesto

SNU TAHOE | SIERRA NEVADA UNIVERSITY

As Sierra Nevada University evolves to meet

the needs of students, families, and potential employers, our brand is evolving too. Here, in this brand book, we introduce the ethos, voice, and graphic system that comprise the new core elements of our brand. Our goals are simple: to stake out a uniquely ownable brand promise and use it to meaningfully locate our brand in educational culture. To inspire a culture of higher education done strategically right. To disrupt, demonstrate, distinguish, and deliver. Capitalizing on our pristine location, we will feature Lake Tahoe as the backdrop – the canvas, if you will – for elevated student experience and achievement. We believe in the power of this new brand to capture young imaginations, to inspire and guide them in realizing possibilities other universities simply cannot provide.

The Sierra Nevada University brand voice of the is one that

is both direct and aspirational at the same time, conveying the promise that is an institution where students are uniquely challenged, uniquely taught, and uniquely rewarded. We're mentors and student champions. We ask the questions that move things forward. Our language carries the feeling of purpose, relevance, and joyful connection. We speak honestly and expressively. Instructively but enthusiastically. We're a serious brand, but never boring, staid, sterile, or jargon-reliant. We're a welcoming and unapologetically human brand, but never lax or slangy. We're clever and engaging. We smile as we speak of great things. We appreciate a wry turn of phrase and an impassioned explanation.

We believe in making every word count.

Welcome to Do U.

We're the College of Entrepreneurial Leadership at the University located high in the Sierra Nevada, on the shores of Lake Tahoe. We're an institution uniquely positioned to connect you with the world of success while teaching you how create the one-of-kind, difference-making life you want to live. This is Sierra Nevada University, the elevation of entrepreneurial education.

Where Dreamers Learn to Do.

Tag Lines

Do U.

The Elevation of Entrepreneurial Education.

Elevate U.

Entrepreneurial education for the life you want to live.

Own it.

Entrepreneurial education for the life you want to live.

Your Future. Own it.

Entrepreneurial education for the life you want to live.

Where Dreamers Do.

Where innovators execute.

Where Potential Performs.

Sierra Nevada University. The Elevation of Entrepreneurial Education.

Turning What-ifs Into Wows.

Sierra Nevada University. The Elevation of Entrepreneurial Education.

Come Create The Life You Want To Live.

Sierra Nevada University. The Elevation of Entrepreneurial Education.

Logos

Logo - Wide

Process Color

Spot Color

Black and White

Reversed

Logo - Stacked

Process Color

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Spot Color

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TAHOE

Black and White

SNU | SIERRA NEVADA UNIVERSITY
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Reversed

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Logo - University Seal

Typography

Typography

Typeface One

GOTHAM Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()_+1234567890

Typeface Two

Caslon 224 Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()_+1234567890

Typeface Three

KNOCKOUT FEATHERWEIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()_+1234567890

Type Models

Come create the life you want to live.
Gotham+Caslon 224

COME CREATE THE LIFE you want to live.
Knockout+Gotham

Come create the life YOU WANT TO LIVE.
Caslon 224+Knockout

Colors

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Color

Primary Color Key

Pantone	PMS 2945c	PMS 292c	
CMYK	100, 52, 2, 12	58, 11, 0, 0	80, 15, 30, 0
RGB	0, 84, 159	99, 177, 229	0, 162, 177
HEX	00549F	63B1E5	00A2B1

Secondary Color Key

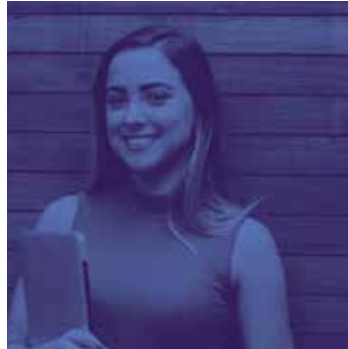|						
CMYK	5, 65, 100, 0	80, 15, 56, 1	100, 95, 18, 5	95, 100, 33, 30	15, 100, 95, 3	5, 40, 100, 0
RGB	233, 119, 36	22, 158, 136	43, 53, 126	45, 31, 86	20, 23, 344	238, 163, 32
HEX	231F20	169E88	2B357E	2D1F56	CA212C	EEA320

Imagery

Imagery - Duotones + Methodology

Imagery should use a duotone effect, one color for highlights, the other for lowlights.

Go to the Layers panel (Window > Layers) and click the Create New Fill or Adjustment Layer icon and choose Gradient Map. This will open the Properties panel.

Click the gradient preview drop-down triangle to open the Gradient Editor.

Start with a basic duotone, such as the preset named Blue-Violet, Yellow-Orange.

To change colors, click the gradient preview, and then double-click on a Color Stop to open the color picker and select your desired hue. Click OK. Adjust each Color Stop according to what looks good to you.

Adjust the balance between colors by dragging a Color Stop or Color Midpoint to a new position on the spectrum.

Add additional Color Stops to the map by clicking directly underneath the gradient. Edit the new stops as needed.

Click OK when you're happy with the image's appearance

https://create.adobe.com/2017/10/31/make_it_in_a_minute_duotone_effect_in_photoshop.html

Imagery - Inspiration Posters
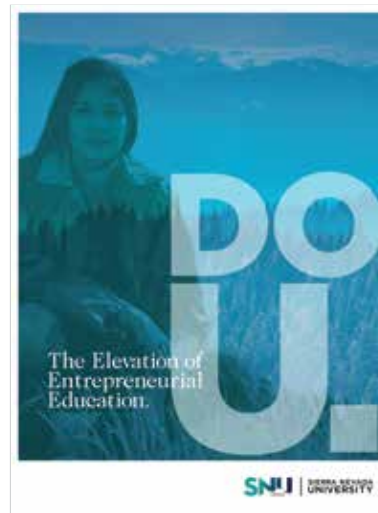
Team Logo and Typography

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Team Logo and Typography

Full Color with
SNU Processed Logo

Four Color (Embroidery)

Two Color

One Color

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