Dixie State University is well on its way from earning university status to achieving university stature. The efforts of our entire campus community have made this possible and contributed to promoting the DSU brand.

A brand is more than a logo or a tagline; it is a representation of who we are and impacts how others view us. It is the promise we make to those who look to us for innovation and excellence in higher education. It is vital that we unite to deliver on this promise, strengthen it, and communicate it to the public.

After much time and dedication, the office of University Marketing & Communication has produced the DSU Branding Guide. The purpose of the guide and this condensed summary is to assist campus communicators in maintaining a consistent, unified brand identity so our colleges, offices, departments, and other entities can accurately and proudly represent our great institution.

It is an exciting time to be at Dixie State as we grow in size, relevance, and experience. As we unite behind our university brand, our efforts will elevate each department and strengthen the institution as a whole. Thank you for your support and dedication to the advancement of Dixie State University.

RICHARD B. WILLIAMS
PRESIDENT OF DIXIE STATE UNIVERSITY
# TABLE OF CONTENTS

## INSTITUTIONAL BRAND GUIDELINES
- tagline 2
- positioning statement 3
- key messages 4
- personality 5
- fonts & colors 6
- logos 7
- logo & tagline usage 8

## ATHLETIC BRAND GUIDELINES
- tagline 10
- positioning statement 11
- key messages 12
- fonts & colors 13
- logos 14

## RESOURCES
- 15

## CONTACTS
- 16
INSTITUTIONAL BRAND

Our institutional brand is the essence of who we are as Dixie State University Trailblazers. Using appropriate brand standards is critical to maintaining and promoting our identity. Our institutional tagline is “active learning. active life.” and portrays the vision, culture, and values of Dixie State University. In this branding guide, you will find the definition, positioning statement, and key messages that are associated with “active learning. active life.” to assist with branding authentically and effectively.

TAGLINE

active learning. active life.

A hands-on, individualized learning experience that provides an enriched and active life both in and out of the classroom.
“active learning. active life.” encourages the Dixie State University community to not passively exist but to actively live, learn, and connect with others. Active learning encourages students to take responsibility for their education by participating in the learning process in and out of the classroom to understand why things work, not just that they do. It invites them to be lifelong learners who shatter their comfort zones and embrace the future. Simultaneously, active living empowers students to become fully involved in their communities and blaze trails that improve the lives of others. It unlocks recreational opportunities around them and enables them to be innovative thinkers and doers.
**KEY MESSAGES**

Key messages are to be employed when communicating on behalf of the University. When creating institutional materials and messaging, determine who the appropriate audience is, decide which key messages will best resonate with them, and integrate those messages accordingly.

**VALUE**

Dixie State University is a premier open-enrollment teaching institution that offers a quality education in more than 150 academic programs at one of the lowest tuition costs in the Western United States.

**ACTIVE EDUCATION**

Dixie State University provides personalized and engaged learning experiences under the direction of skilled and devoted faculty and staff members.

**INNOVATION**

Dixie State University is on the forefront of technology, health education, and business and incorporates cutting-edge learning practices across all disciplines.

**COMMUNITY ENGAGEMENT**

Dixie State University is closely connected to its community and focuses on shaping students through experiential, civic, and service learning.

**DESTINATION**

Dixie State University offers unparalleled opportunities for an active lifestyle in a world-renowned community surrounded by striking landscapes and national parks.

**PREPARATION**

Dixie State University is committed to overall student success and prepares students for rewarding careers and enriched lives.

**TRADITION**

Dixie State University is built upon a rich pioneering heritage of sacrifice, determination, and generosity that is still embraced by the campus community today.
Our personality is the overarching impression that our brand embodies. Branding opportunities should incorporate these feelings when possible.

ADVENTUROUS

DETERMINED

INCLUSIVE

SPIRITED

COLLABORATIVE

ELEVATED
The following fonts are approved for usage in DSU branding materials.

**PRIMARY**
- RBNo2.1a (TITLE FONT)
- Montserrat (TITLE FONT)
- Gotham
- Palatino
- Avenir Book

**SECONDARY**
- Futura
- Gill Sans MT
- Humanist 521
- Optima

**COLORS**
The institutional color palette must be used for all communication materials representing Dixie State University.

**PRIMARY COLOR**
- C: 12
- M: 10 0
- Y: 10 0
- K: 15
- PMS: BA1C2 1

**SECONDARY COLORS**
- C: 2 5
- M: 10 0
- Y: 10 0
- K: 3 5
- PMS: 881518

- C: 4 0
- M: 3 2
- Y: 3 2
- K: 0
- PMS: A0A1A2

- C: 0
- M: 0
- Y: 0
- K: 0
- PMS: FFFFFFF
LOGOS

PRIMARY LOGOS

DIXIE STATE UNIVERSITY
ST. GEORGE, UTAH

SECONDARY LOGO

DIXIE STATE UNIVERSITY

PRIMARY LOGOMARK

SECONDARY LOGOMARK

WORDMARKS

DIXIE STATE UNIVERSITY
LOGOS

Maintaining visual standards is critical to projecting a clear message through visual elements. Deviations from such standards jeopardize the consistency of the DSU identity and its communications.

All institutional logos are provided on the University Marketing & Communication website (umac.dixie.edu/logos). In order to maintain brand integrity, all logos must remain in their original format and cannot be manipulated in any way. Logos must be placed on a solid background and are not to be combined with other elements of branding material.

Any design using DSU-trademarked logos must be designed or approved by the University Marketing & Communication office. To request design work, visit creativeservices.dixie.edu. For artwork approval, visit umac.dixie.edu/uploadartwork.

TAGLINE
active learning. active life.

When used in design, the “active learning. active life.” tagline should always be in Avenir Book font, lower case, with a period after each phrase. The entire tagline should fall on a single line and be provided in clear and stark contrast with any background colors or elements. The two phrases should never be separated by any design elements or moved to separate lines. All text should always be readable and unobscured. Text should never be rotated or vertically distributed. The tagline should always be used in tandem with the Dixie State University institutional logo (stylized DSU) and should never be smaller than 25 percent of the institutional logo.

When referring to “active learning. active life.” as our tagline, use quotation marks around the entire tagline and periods at the end of each phrase. However, when referring to “active learning, active life.” conversationally, use a comma between the two phrases and no quotes. Examples: Dixie State University’s tagline is “active learning, active life.” We encourage you to come to Dixie State and take advantage of the institution’s unique active learning, active life experience.
DO NOT

STRETCH, SKEW, OR WARP

USE UNAPPROVED COLORS

APPLY PATTERNS OR FILTERS

USE LOW CONTRAST OR BUSY BACKGROUNDs

USE ANY SORT OF DROP SHADOW

REDUCE OPACITY
ATHLETIC BRAND

The athletic brand represents Dixie State Athletics and offers powerful branding opportunities for our institution. The DSU athletic nickname is the Trailblazers and the mascot is Brooks the Bison. The Trailblazer identity is fitting for Dixie State because it embodies our pioneer heritage of hard work, perseverance, sacrifice, and commitment to the community. The Trailblazer nickname is paired with the bison because these animals were America’s original trailblazers, as they stampeded the trails throughout North America that were later adopted by pioneers who used the trails as they migrated west. Our mascot, Brooks the Bison, is named after Dixie’s original Trailblazer, Samuel Brooks, who was the first student at DSU.

When referring generally to a trailblazer that is not associated with Dixie State, lowercase the word trailblazer, but when referring to a DSU Trailblazer, capitalize it. Example: Bison were America’s original trailblazers, and Samuel Brooks was Dixie State’s original Trailblazer.

TAGLINE

BLAZE FORWARD.

Building champions in the classroom, in athletic competition, in the community, and in life.
POSITIONING STATEMENT

Dixie State University Athletics has a rich tradition of success that has blazed the way for today’s victories. The Trailblazer athletic identity embodies the Dixie pioneering spirit that still drives Dixie’s student-athletes, coaches, and staff to pursue excellence in all areas of life including academic success, integrity, competitiveness, and fiscal responsibility. Dixie State Athletics pushes beyond the status quo and is dedicated to the tradition of blazing forward with honor and strength.
KEY MESSAGES

Below are the key messages to be employed when communicating on behalf of Dixie State Athletics.

**FIERCE**
Dixie State University athletes are strong competitors who excel in their sports, challenge their opponents, are committed to improving, and do not let anything prevent them from performing at their absolute best.

**TRADITION**
Dixie State University athletes are dedicated to honoring a rich heritage, adding to the storied championships, and thanking the community for its pivotal role in teams’ successes by maintaining a commitment to excellence.

**ACADEMICS**
Dixie State University athletes are as committed to their work in the classroom as they are to their performance on the field: education is their top priority as they prepare for successful and meaningful careers.

**RESPECT**
Dixie State University athletes respect their coaches, teammates, opponents, and selves by exemplifying the Dixie Spirit ideals of dedication, determination, and commitment to others.

**DRIVEN**
Dixie State University athletes have a passion for winning and work tirelessly to hone their skills and build team unity to represent Dixie State University with pride.

**SERVICE**
Dixie State University athletes value service and understand the vital role service plays in becoming champions on the field, within their communities, and for the future.
FONTS

The following are approved fonts to be used in conjunction with athletic branding materials.

PRIMARY

BIG NOODLE TITLING (TITLE FONT)
RBNo2.1a (TITLE FONT)
Montserrat (TITLE FONT)
Gotham
Palatino

SECONDARY

Futura
Gill Sans
Humanist 521
Optima

COLORS

The athletic color palette must be used for all athletic branding materials.

PRIMARY COLOR

C: 12  M: 10 0  Y: 10 0  K: 15
PMS: 200  HEX: BA1C2 1

SECONDARY COLORS

C: 98  M: 84  Y: 46  K: 51  PMS: 289  HEX: 0C233F
C: 40  M: 32  Y: 32  K: 0  PMS: 422  HEX: A0A1A2
C: 0  M: 0  Y: 0  K: 0  PMS: WHITE  HEX: FFFFFF
All athletic logos are available on the University Marketing & Communication website (umac.dixie.edu/logos). In order to maintain brand integrity, all logos must remain in their original format and cannot be manipulated in any way. Logos should be placed on a solid or blank background and should not touch other elements of branding material. Follow the guidelines specified on pages 8 and 9.
UMAC offers marketing and communication services for all DSU departments and offices; however, campus entities are free to create their own materials as long as they follow DSU branding standards. Final designs must receive UMAC approval. UMAC reserves the right to reject and/or eliminate any marketing materials that do not meet DSU branding criteria.

A complete branding guide along with additional branding resources can be found at umac.dixie.edu.

Below are quick links to frequently requested branding support.

**Branding Guide**  
[umac.dixie.edu/brandingguide](http://umac.dixie.edu/brandingguide)

**Logos**  
[umac.dixie.edu/logos](http://umac.dixie.edu/logos)

**Photos**  
[umac.dixie.edu/photos](http://umac.dixie.edu/photos)

**Public Relations Support**  
[pr.dixie.edu](http://pr.dixie.edu)

**Artwork Approval**  
[umac.dixie.edu/uploadartwork](http://umac.dixie.edu/uploadartwork)

**Creative & Visual Services Support**  
[creativeservices.dixie.edu](http://creativeservices.dixie.edu)

**Marketing Materials**  
[umac.dixie.edu/services/swag-rentals](http://umac.dixie.edu/services/swag-rentals)

**Trademark & Licensing**  
[umac.dixie.edu/licensing](http://umac.dixie.edu/licensing)
CONTACTS

For additional information, please contact the University Marketing and Communication office at 435-879-4409 or stop by the M. Anthony Burns Offices.

Dr. Jordon Sharp
Chief Marketing & Communication Officer
435.652.7544 • jsharp@dixie.edu

Jyl Hall
Director of Public Relations
435.652.7547 • jylhall@dixie.edu

Jared Madsen
Director of Creative & Visual Services
435.652.7546 • madsen@dixie.edu

Joel Griffin
Public Relations/Publications Coordinator
435.879.4412 • griffin@dixie.edu

Megan Church
Events & Promotions Specialist
435.652.7907 • megan.church@dixie.edu

Scott Garrett
Design & Photography Paraprofessional
435.879.4414 • sgarrett@dixie.edu

Kayla Coolbear
Social Media & Digital Marketing Specialist
435.879.4417 • kayla.coolbear@dixie.edu

Misty Frisbey
Marketing & Communication Support Specialist
435.879.4409 • mfrisbey@dixie.edu

Steve Johnson
Assoc. Athletic Director of Media Relations & Trademarks
435.652.7524 • johnsons@dixie.edu