



College of
Business

BRAND & DESIGN SYSTEM

JANUARY 2024



PURPOSE

- **BRAND MANUAL REVIEW**
- **BUSINESS DESIGN SYSTEM**
- **GENERAL DESIGN TIPS**

UNIVERSITY OF WYOMING **BRAND MANUAL**

- **COLORS**
- **FONTS**
- **LOGOS**

[VIEW HERE](#)



COLLEGE OF BUSINESS **DESIGN SYSTEM**

- BACKGROUNDS
- ELEMENTS
- TEXTURES
- LAYOUTS

*DOESN'T LIMIT ITSELF TO MAIN
GRAPHIC ASSETS—IT'S A GUIDE
TO THE ENTIRE DESIGN
ECOSYSTEM OF THE BRAND*

A low-angle photograph of a modern building with large glass windows and brickwork, set against a blue sky with clouds. The image is used as a background for the text.

BRAND BOOK

“THINGS YOU CAN USE”

vs

DESIGN SYSTEM

“HOW TO USE THE THINGS”



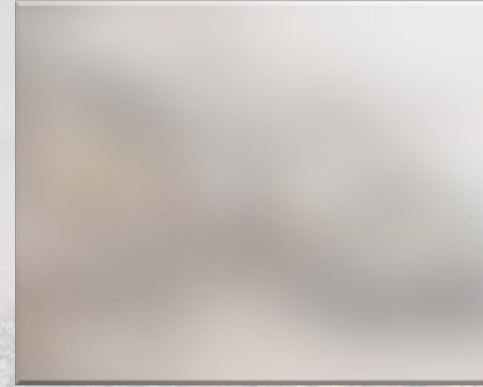
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DESIGN SYSTEM COMPONENTS

- GLASSMORPHISM
- ELEVATION CONTOURS
- BOLD TYPOGRAPHY
- DEPTH OF FIELD
- INTERESTING IMAGERY
- SLEEK MINIMALISM
- PROFESSIONAL

GLASSMORPHISM

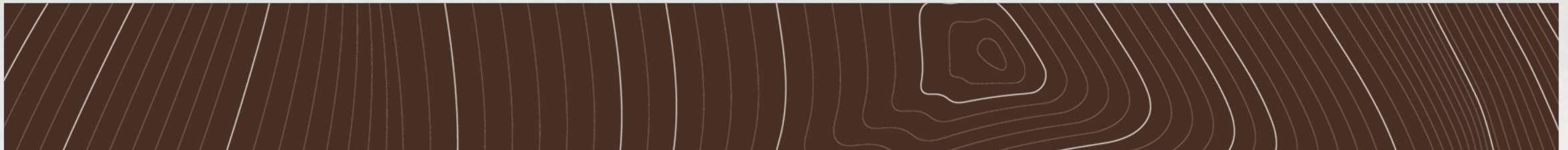
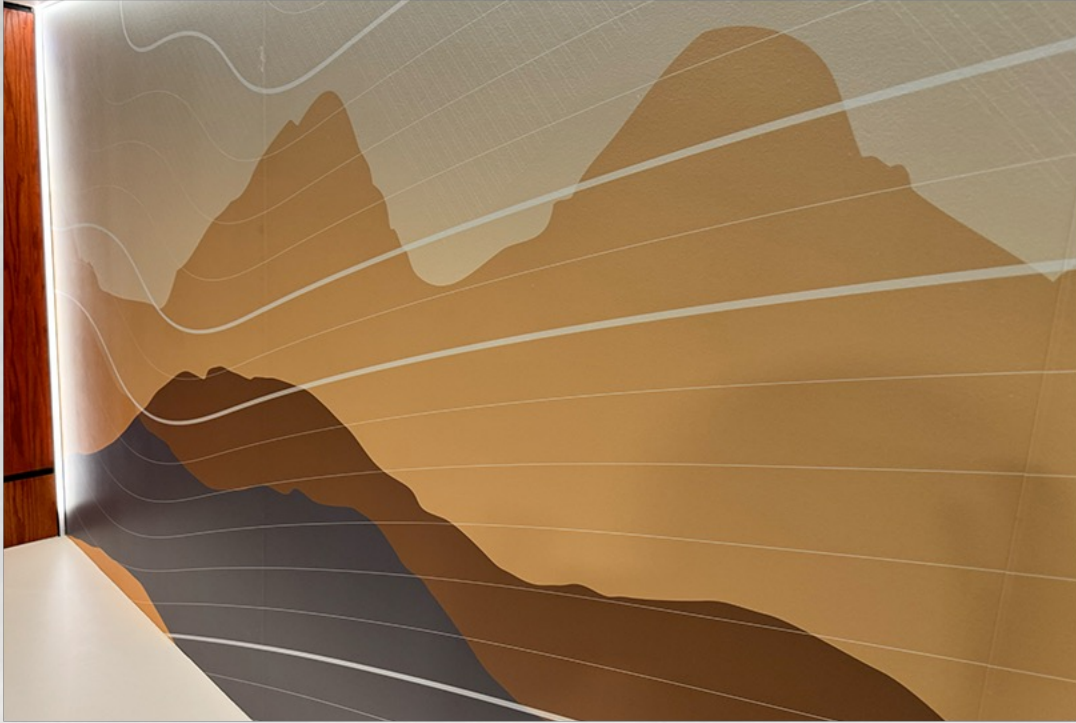


UW College of Business
EVENTS
AT A GLANCE

SEPTEMBER

6 TH	CASINO NIGHT SPONSORED BY COB STUDENT ORGANIZATIONS
11 TH	BLOCKCHAIN STAMPEDE KICKOFF LEARN MORE AT uvyjobiz.com/stampede
12 TH	GLOBAL INTERNSHIP FAIR
14 TH	HAROLD HAMM FIRESIDE CHAT
15 TH	MIN GONG SPEAKER SERIES
15 TH	ECON PhD 50TH ANNIVERSARY CELEBRATION WEEKEND KICKS OFF
21 ST	CAREER FAIR ANNUAL COLLEGE OF BUSINESS FAIR
22 ND	SPEED SELLING EVENT ORGANIZED BY THE CENTER FOR PROFESSIONAL SELLING
25 TH	HOMECOMING WEEK

ELEVATION CONTOURS



BOLD TYPOGRAPHY



DEPTH OF FIELD



 College of Business

ALUMNI
**HAPPY
HOUR**

RAPID CITY, SD

MURPHY'S PUB & GRILL
SEPTEMBER 14 | 5:00 PM

RSVP AT:
uwjobiz.com/sd

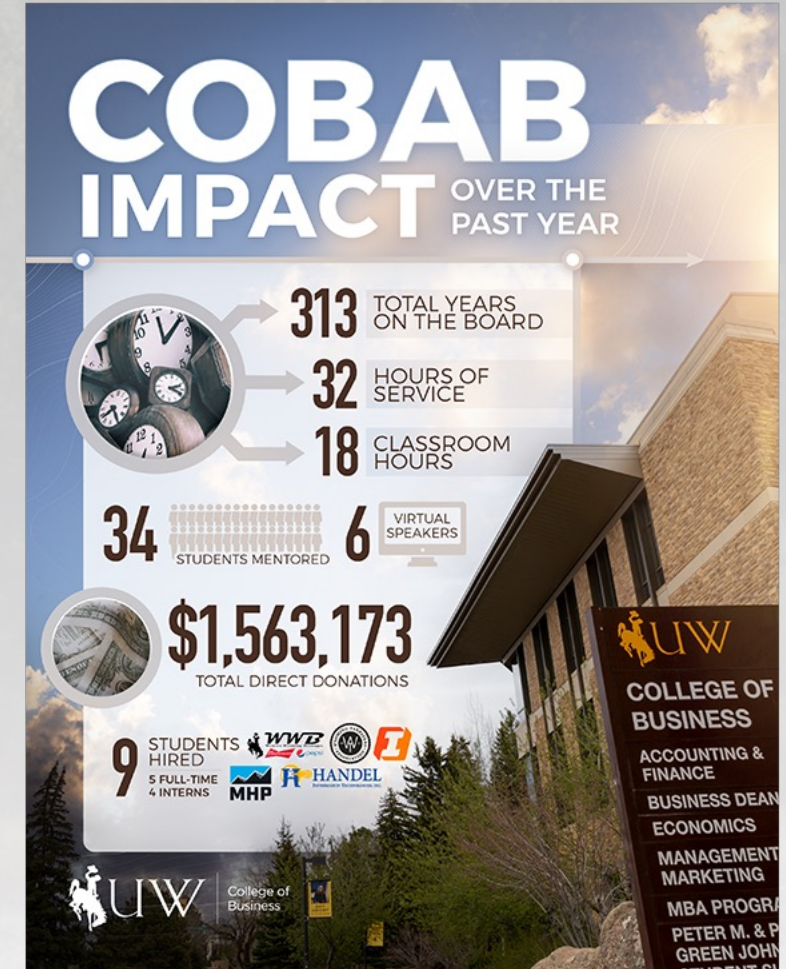


SAVE THE
DATE
2022


JACKSON LEADERSHIP SUMMIT


October 5TH-7TH
Jackson, WY


 College of Business
Graduate Programs





COBAB
IMPACT OVER THE
PAST YEAR

 **313** TOTAL YEARS
ON THE BOARD





 **32** HOURS OF
SERVICE


 **18** CLASSROOM
HOURS

34  **6** VIRTUAL
STUDENTS MENTORED SPEAKERS

 **\$1,563,173**
TOTAL DIRECT DONATIONS

9 STUDENTS HIRED
5 FULL-TIME
4 INTERNS

 College of Business

COLLEGE OF BUSINESS
ACCOUNTING & FINANCE
BUSINESS DEAN
ECONOMICS
MANAGEMENT
MARKETING
MBA PROGRAM
PETER M. & P
GREEN JOHN
STUDENT SU



INTERESTING IMAGERY



SLEEK MINIMALISM



PROFESSIONAL



- COHERENT AND MATURE TONE AND PRESENTATION
- AVOID:
 - CLUTTER
 - WHIMSICAL FONTS
 - WORD ART
 - VIDEO FILTERS



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GRAPHIC DESIGN

QUICK TIPS

#1 – VISUAL HIERARCHY

- ARRANGING TO IMPLY IMPORTANCE
- GUIDE THE VIEWER
- SIZE, COLOR, CONTRAST, PLACEMENT

**You will
read this
first.**

AND YOU'LL
MOST LIKELY
LEAVE THIS
FOR LAST.

And then you'll probably read
this immediately afterwards.

GRAPHIC DESIGN

QUICK TIPS

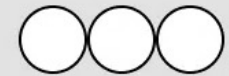
#2 – WHITE SPACE

- **NEGATIVE SPACE, IS THE UNMARKED AREA OF A DESIGN**
- **CREATES A CLEAN, UNCLUTTERED LOOK**
- **IMPROVES READABILITY**

Good use
of white
space.



Poor use of
white space.



GRAPHIC DESIGN

QUICK TIPS

#3 – CONTRAST

- READABILITY
- ACCESSIBILITY



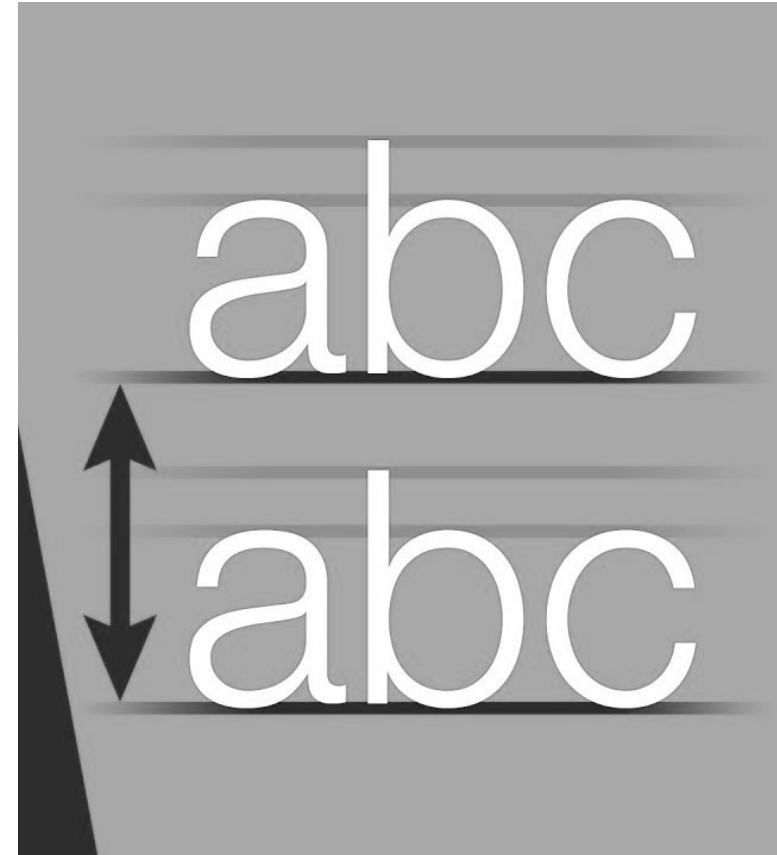
CONTRAST

GRAPHIC DESIGN

QUICK TIPS

#4 – LINE SPACING

- FOR BODY TEXT:
 - 1.3-1.7X
 - FONT SIZE 16PT * 1.5 =
LINE SPACE 24PT
- HEADER:
 - 1.1-1.3X



GRAPHIC DESIGN

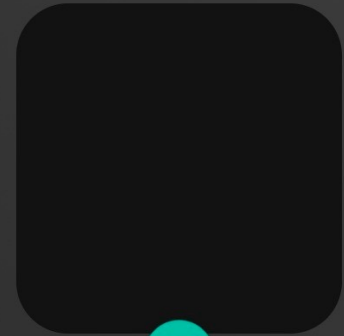
QUICK TIPS

#5 – AVOID PURE BLACK

- PURE BLACK IS ANOMALY IN NATURE
- ACCESSIBILITY ISSUE
 - WEAKENS READING STAMINA
 - CAUSES EYE STRAIN

Avoid Pure Black

This high contrast can be painful to the user's eyes. Consider using grey combined with desaturated colors.

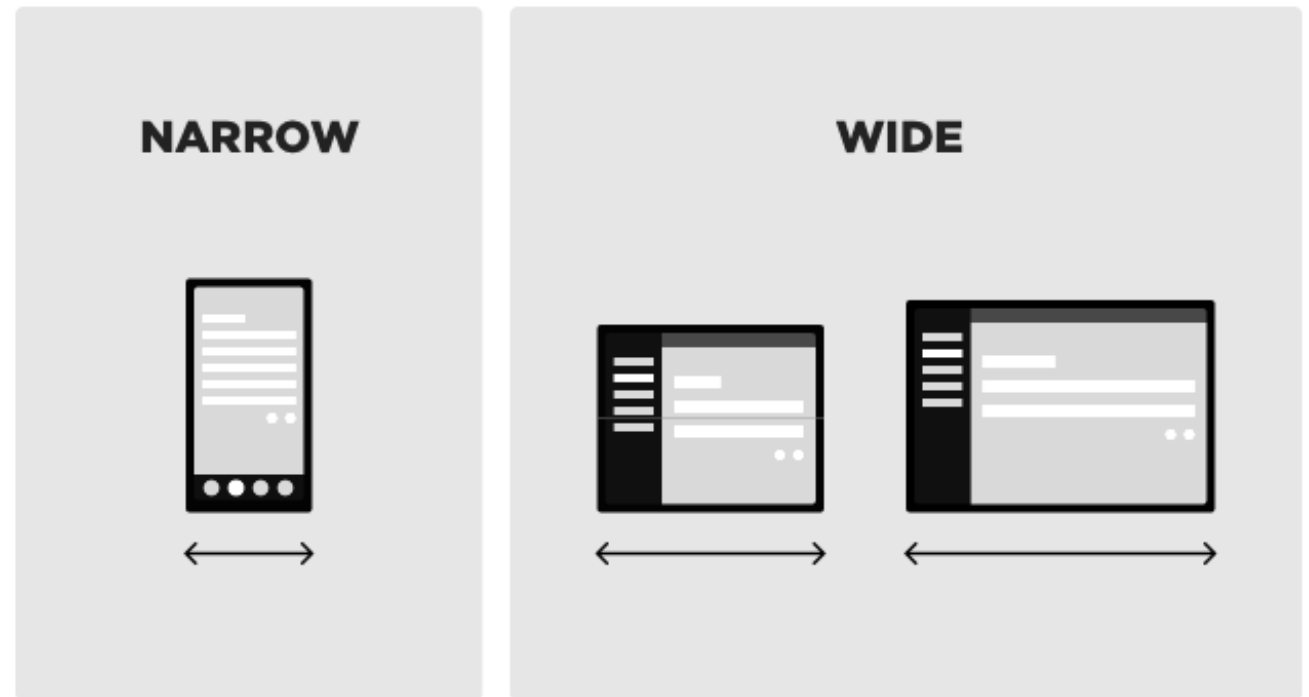


GRAPHIC DESIGN

QUICK TIPS

#6 – DESIGN FOR THE MEDIUM

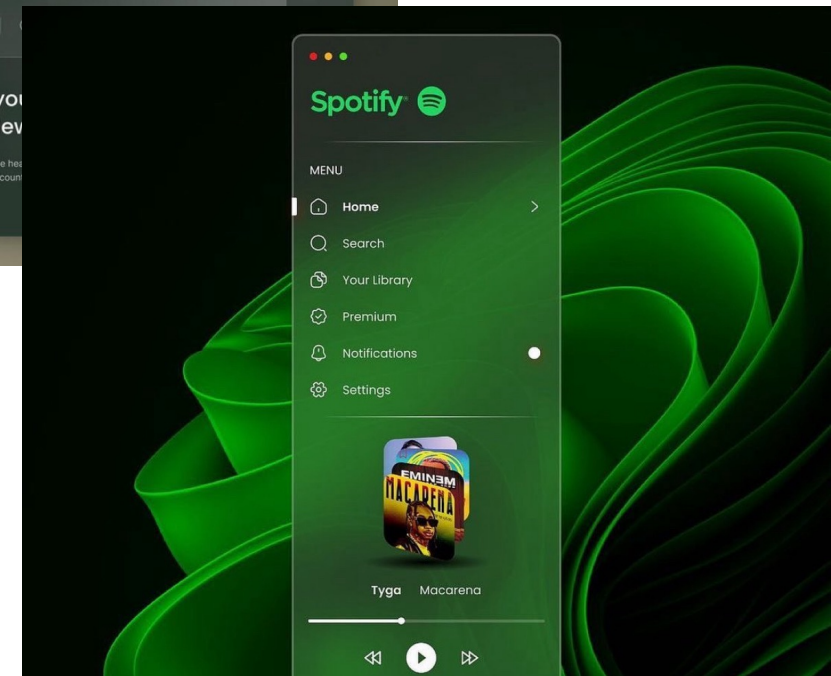
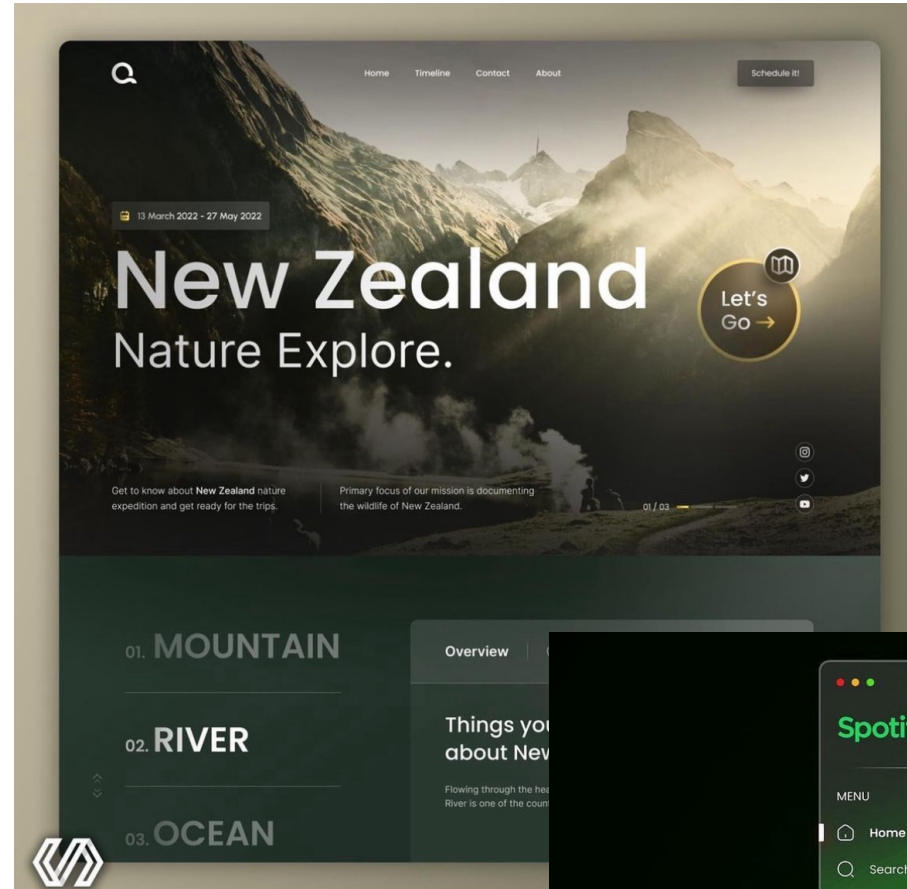
- **FIGURE OUT:**
 - **RESOLUTION**
 - **DIMENSION**
 - **PRINT VS DIGITAL**



GRAPHIC DESIGN **QUICK TIPS**

#7 – FIND INSPIRATION

- NO NEED TO REINVENT THE WHEEL
- REFERENCE WORKS THAT ALIGN WITH OUR IDENTITY
- DON'T COPY EXACTLY





COMING SOON
RESOURCES SITE

[VIEW HERE](#)