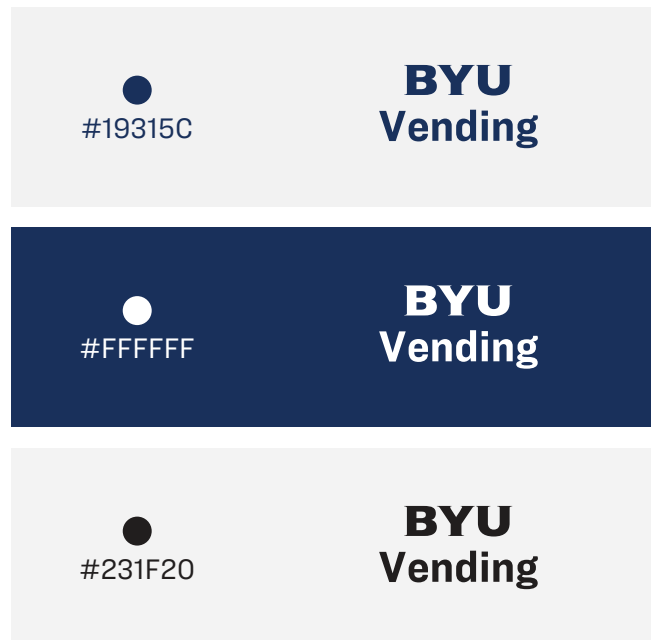# BYU
Vending

BRANDING GUIDE 2024

BYU
Vending

Primary Logo Lockup

The primary logo should be used as is. Never create your own version of the logo. Use only the approved logo digital files. Any deviations from the provided logo or usage guidelines are considered incorrect.

Authorized Variations in Color

The color version of the primary logo lockup is BYU navy. The logo can be reversed out to white when placed on a dark background. Make sure there is adequate contrast when placing the logo on any approved background color, texture, or photograph.

For black-and-white and grayscale applications, the monogram may appear in 100% black

● #19315C   **BYU Vending**

● #FFFFFF   **BYU Vending**

● #231F20   **BYU Vending**

LOGO

Authorized Variations in Format

The horizontal lockup of the logo should be used as is. The before-mentioned color guidelines apply.

BYU Vending

Clear Space

Photos, text, and graphic elements must maintain a clear space around the entire logo lockup, equal to the width of the BYU "B" to ensure legibility and prominence.

Minimum Scale

The logo must maintain a minimum size as presented for both print and digital to uphold BYU's brand guidelines. Do not reduce the logo to a smaller size.

The BYU monogram must maintain a minimum size in which the width is at least **.375 inch or 56 pixels**.

BYU
Vending

BYU Vending

Minimum size for Digital

.375"

BYU
Vending

.375"

BYU Vending

Minimum size for Print

UNIFORM

Dress & Grooming Policy

We support the University Dress and Grooming policy, and adhere to the standards set in the CES Dress & Grooming Principles and Expectations. As a Dining Service employee, you represent both Dining Services and BYU. Because you will be visible to campus customers and guests, you are required to wear a uniform.

Employees are responsible for the proper care and washing of uniforms. Employees are required to have a clean uniform each time they work. Uniforms should also be free of holes, stains, and wrinkles. If uniforms have holes or stains, employees can request a new uniform from their supervisor.

- Employees servicing machines, markets, or working in the warehouse are required to wear a Vending uniform. The Vending uniform includes a Vending shirt that will be provided.

- During cold weather, you may wear a hoodie or jacket over your Vending shirt. The hoodie must meet University standards and preferably be BYU logoed.

- If you choose to wear a hat, please follow BYU standards and wear an appropriate hat or beanie, preferably BYU logoed. No offensive or controversial logos or sayings allowed.

- Drivers and warehouse employees can wear shorts during warmer weather, complying with University dress and grooming guidelines.

- Office personnel are expected to always wear long pants and maintain a professional appearance (with exceptions approved by the manager).

- Pants/shorts for all employees must meet University standards: knee-length or longer, not form-fitting or revealing, and not ragged.

- Closed-toed, close-heeled shoes are required for your protection.

- If you wear flip flops or sandals, you will be sent home to change.

- Men are expected to be clean-shaven unless they have a current beard card. Men's hair should be cut short and neatly trimmed (unless the employee has a cultural exemption from the Honor Code office). If worn, mustaches should be neatly trimmed.

- Lockers are available if you prefer to keep your work clothes at Vending. You must change into your uniform before clocking in for your shift and clock out at the end of your shift before changing.

UNIFORM

Manager Uniform

Vendor: Duluth

Style: Item #11954 Men's Action Standard Fit Short Sleeve Shirt

Color: Steel Blue

Embroidered Logo: See project B4090

Student Uniform

Vendor: BYU Print and Mail

Style: 60/40 Cotton/Polyester Blend

Shirt Color: Navy

Design Color: White

Print Type: Imprint

Logo Location: Front Left

Logo Size: 3.5"

Student Vest

Vendor: HiVis Supply

Style: DV1281 Enhanced Visibility Identification Mesh Safety Vest

Vest Color: Gray

Design Color: White

Print Type: Imprint

Logo Location: Center back