



The University of Utah: 175 Years and Still Climbing

About The University of Utah

- Utah's flagship university
- #1 public university in the West (Wall Street Journal)
- 36,000 enrolled students
- 18:1 Student-to-Faculty Ratio
- Member of AAU (American Association of Universities)
- Tier 1 Research University
- Largest academic medical center in the Intermountain West; 14 hospitals and clinics
- Member of Big 12 Conference





Quick Facts about 175 Campaign

- Began planning in August 2024, with steering committee formed of ~30 campus staff
- \$1 million budget
- Launched in February – Closed in October 2025
- Focused on 10 major projects; pillar events within seasons; and four audiences



Steering Committee: Campus Staff

- Alumni Relations
- University Marketing and Communications
- Campus Store
- Athletics
- Student Affairs / Student Events and Government
- Auxiliary Services / Licensing
- President's Office
- Government Relations
- Donor Relations
- Annual Giving
- U Health Marketing and Communications
- Marriott Library



Project Goals

Vision:

Celebrating the rich history of the University of Utah

Sharing stories of success and impact

Boldly embracing the future

Connecting the project to our values: inspire, innovate,
and serve

Target markets:

Students

Alumni and donors

Faculty and staff

Community and state

Branding

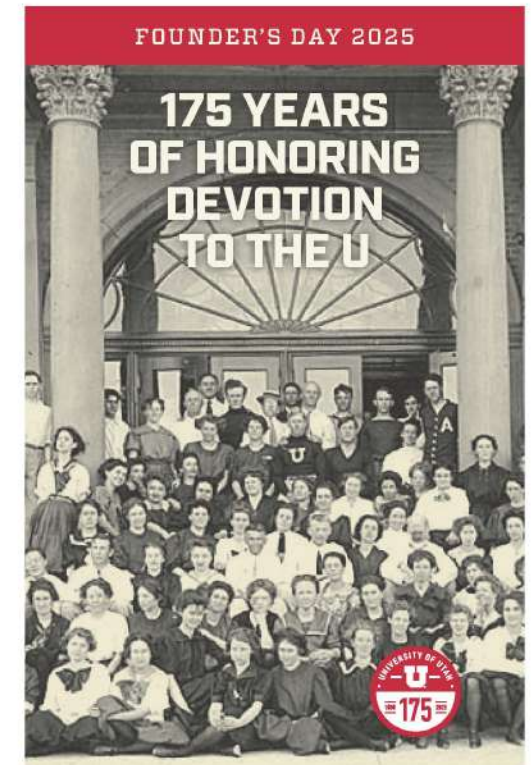
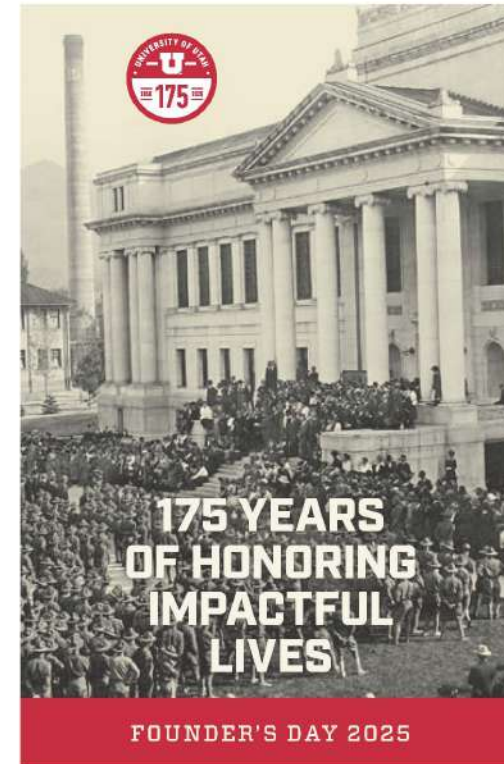
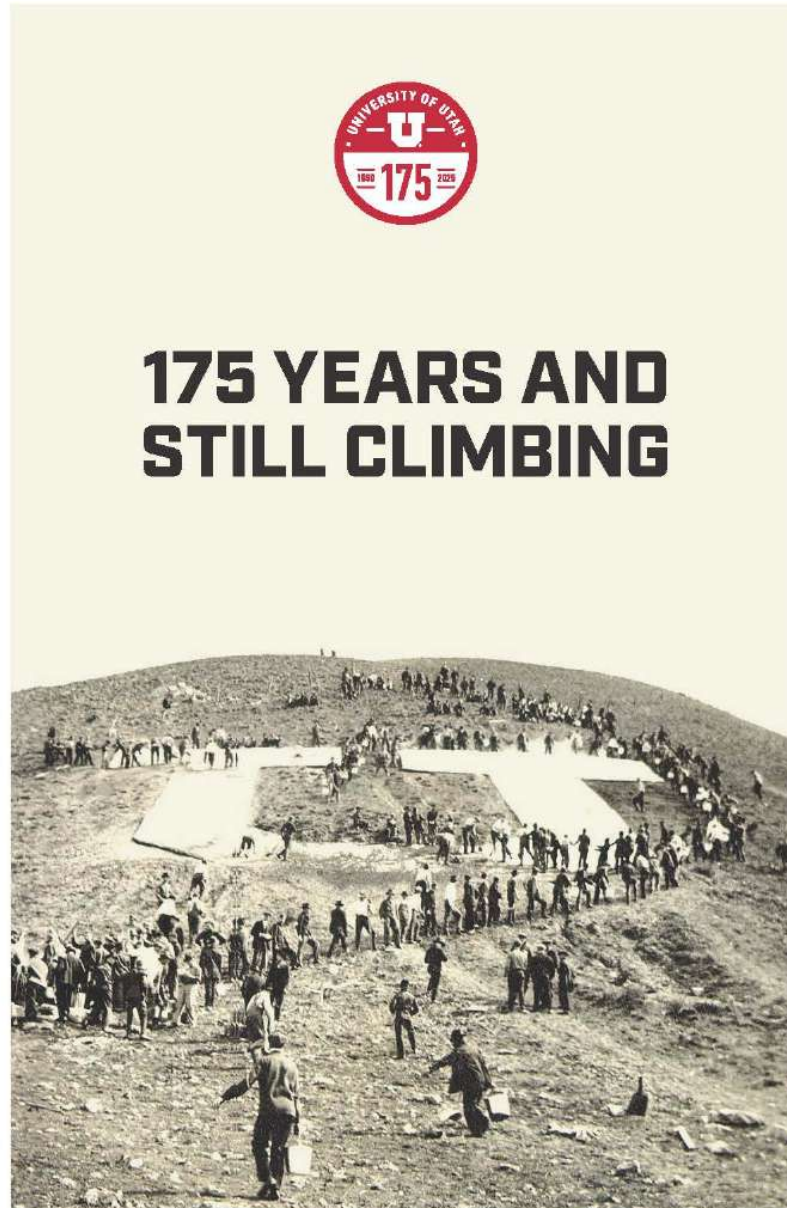


Original attempt from our designers – on brand with university approved fonts, but difficult to embroider and cleanly reproduce

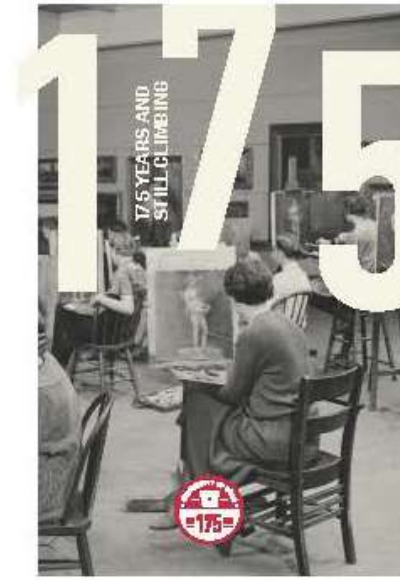
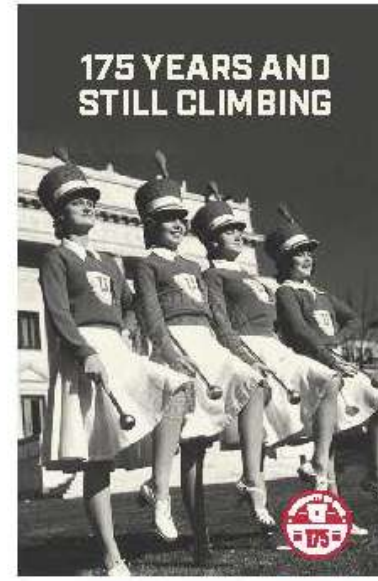
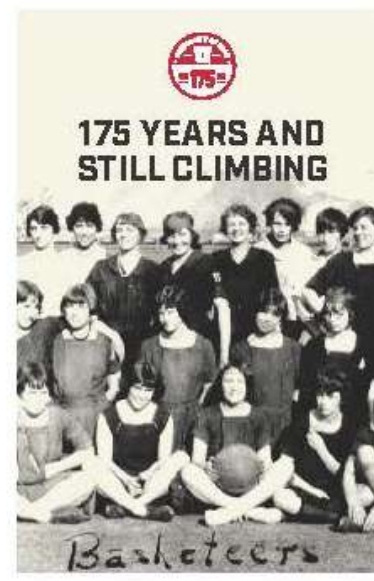
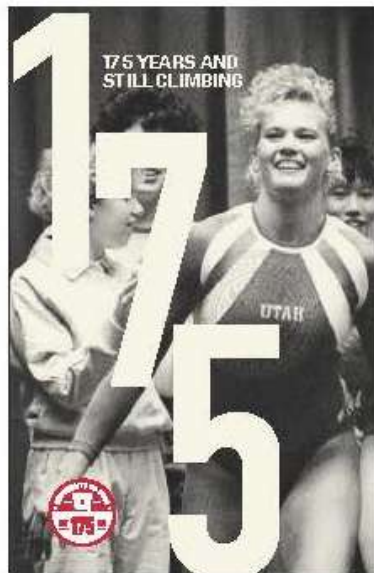
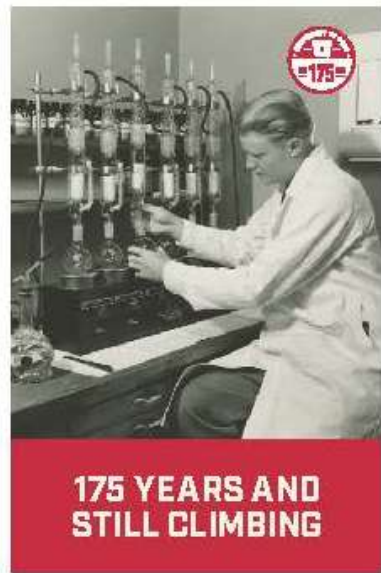




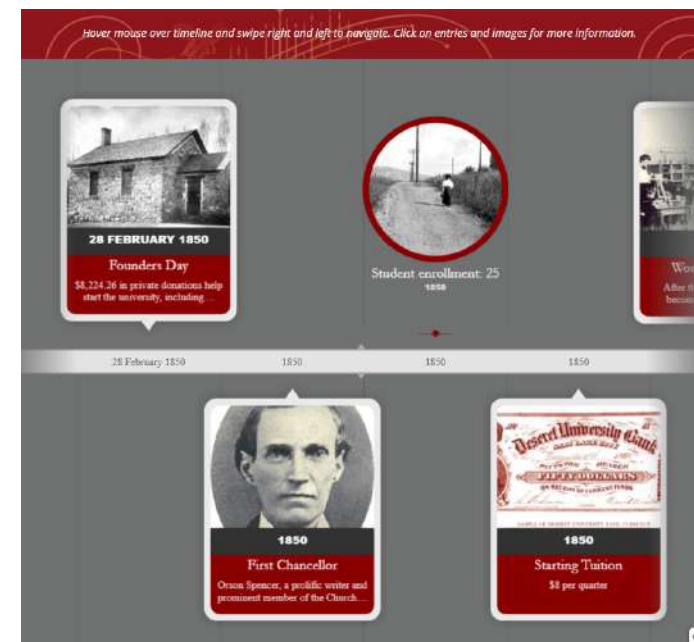
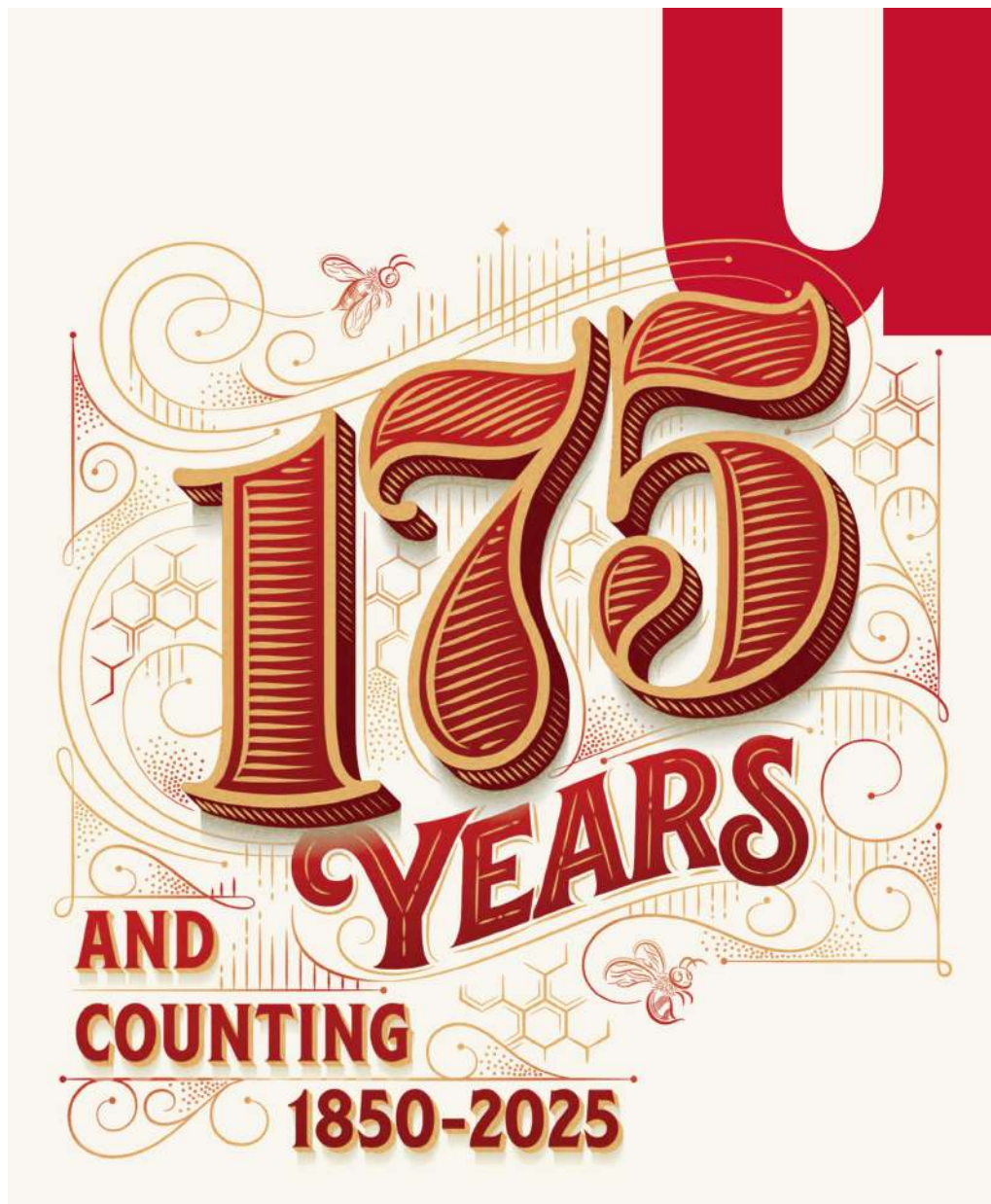
Vintage campaign concepts



Vintage campaign concepts



U Magazine: Winter 2025 Issue



Interactive timeline and flipbook

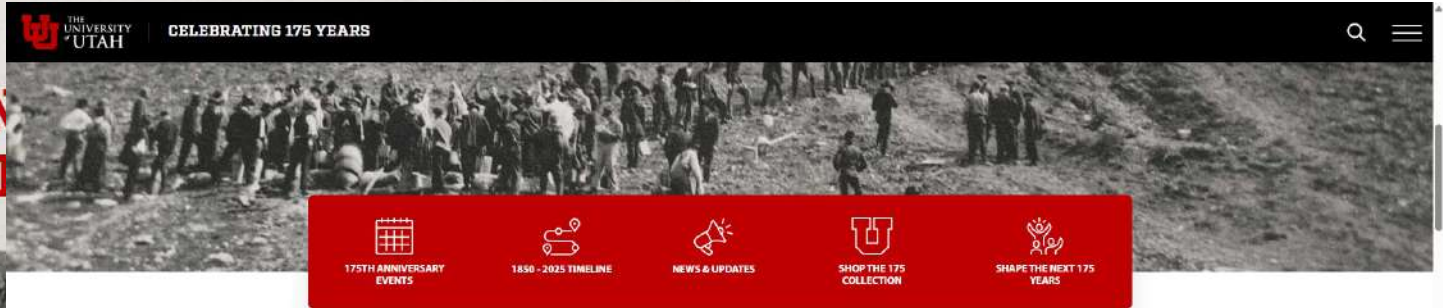


Link to magazine website

175

1850  2025

175 YEARS AND STILL CLIMBING



1

In 1850,

amid rugged peaks and untamed valleys, our ascent began. Territorial leaders founded one of the American West's first universities—the University of Deseret, later renamed the University of Utah—in a landscape where survival itself was still uncertain.



Inspired by the stunning Wasatch Mountains, we've continued climbing toward new heights for 175 years.

175.Utah.edu



175TH ANNIVERSARY EVENTS

February to October 2025

From Founders Day in February through Homecoming in the fall, we're bringing together every member of our University of Utah family to commemorate 175 years of reaching new heights. Whether you're a student, alum, faculty, staff member, or supporter, we invite you to join in this historic celebration. Events include RED Talks (our take on TED Talks), student activities, days of service, a community celebration, and more.



Celebration Bash

October 16, 2025
A. Ray Olpin Student Union

[LEARN MORE](#)



Homecoming Colorado vs Utah

October 25, 2025
Rice-Eccles Stadium

175.Utah.edu

Assets and Archives

Discover more of our story through historic images, brand resources, an in-depth exploration of the U's rich legacy, and more.



Archival Photo Library

A DIGITIZED COLLECTION



Sesquicentennial History

1850 - 2000



175th Anniversary Brand Guide & Assets

JOIN THE CAMPAIGN



Past Presidents of the University of Utah

OUR LEADERS

175.Utah.edu

U | Celebrating **175** years



Instagram Video series @universityofutah



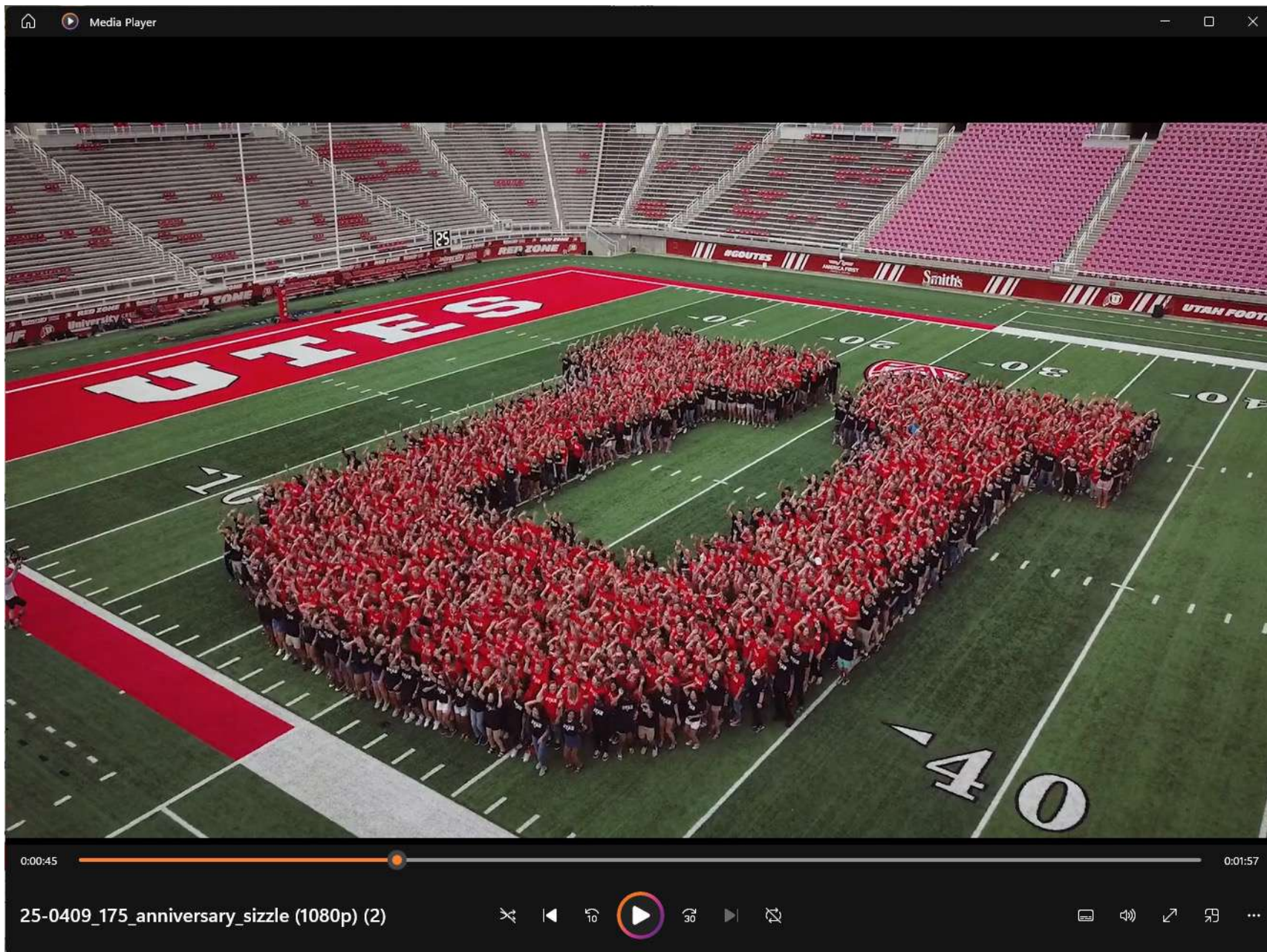
Landmarks



Eras



Through the Years

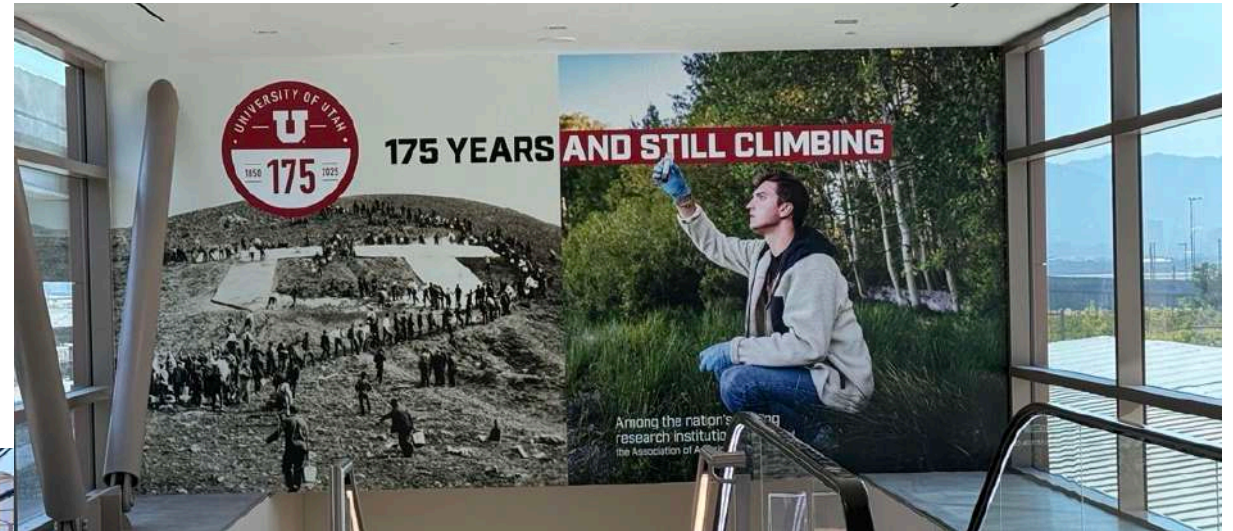


Campus Signage





In SLC: Trax trains and airport



Event signage



Timeline





Campus Store 175 Collection





Swag and gifts

Events and Programming

Timeline: Pillar Events and Programming



February Launch

- Founders Day, February 27, Alumni House
- U Magazine
- Website: *175.Utah.edu*
- Marketing Tool Kit

Spring

- RED Talks, Thursday, April 3
- Giving Day, April 8-9
- Commencement, May 1
- Alumni & Student Day of Service, Saturday, May 17
- Alumni Oral History Project begins
- Branded/themed student and alumni events
- Physical timeline / display on campus; signage goes up; licensed products at Campus Store

Summer

- Statewide bus tour with President Randall and University leadership – June 11-13 (Southern Utah) and June 23-25 (Northern Utah)
- Welcome week, Plazapalooza, and other student events

Fall

- 175th Bash, October 16
- RedFest, Legacy of Lowell, and other student events
- Homecoming Week: October 19 - 25

Audiences



Alumni and Donors

- Founders Day
- Giving Day
- RED Talks
- 175th Bash
- Alumni Day of Service
- President's Bus Tour
- Homecoming
- Salt Lake Bees game

Students

- Red Fest
- Commencement
- Plazapalooza
- Arts Fest
- Welcome Week
- MUSS
- Homecoming

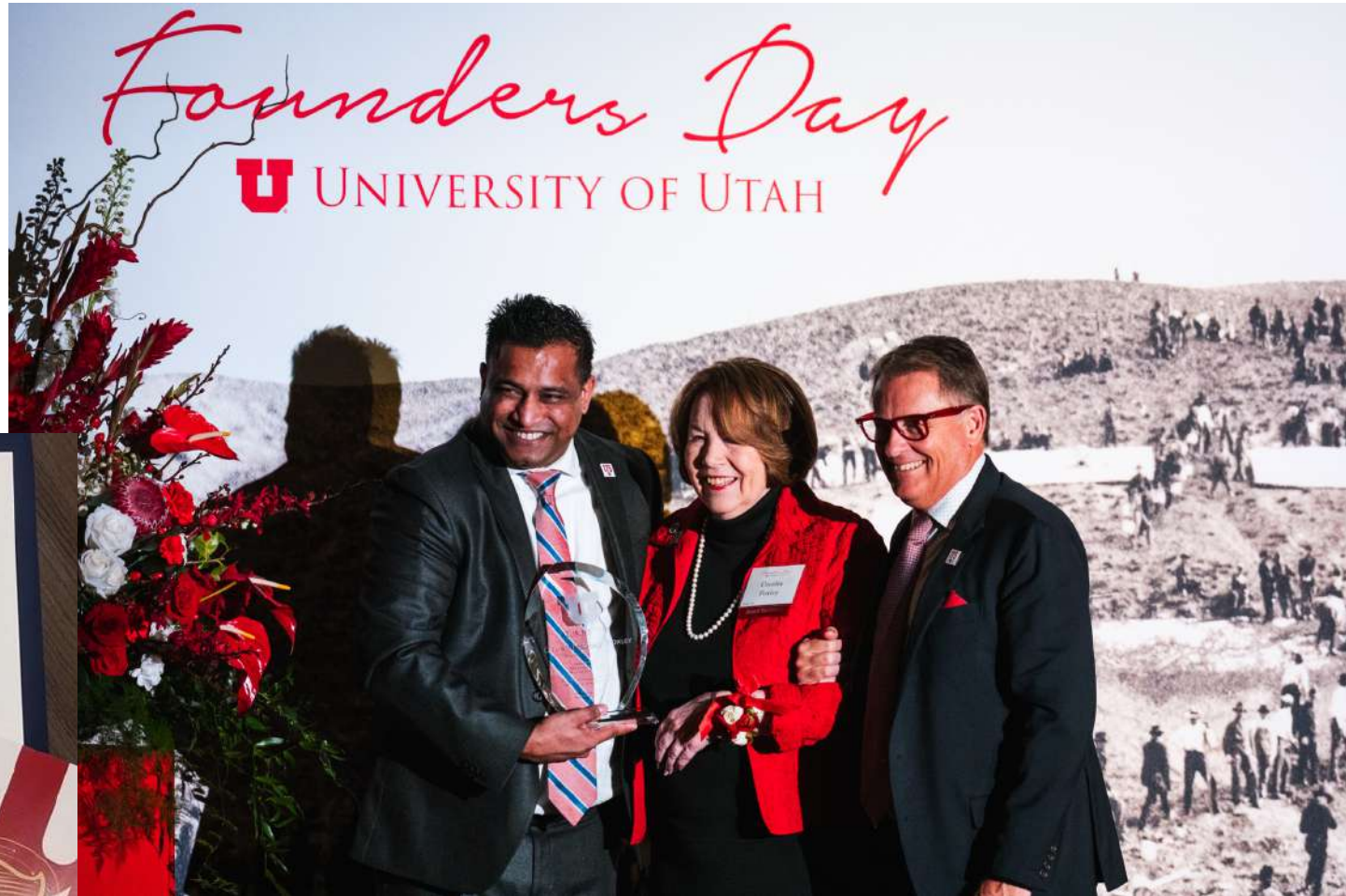
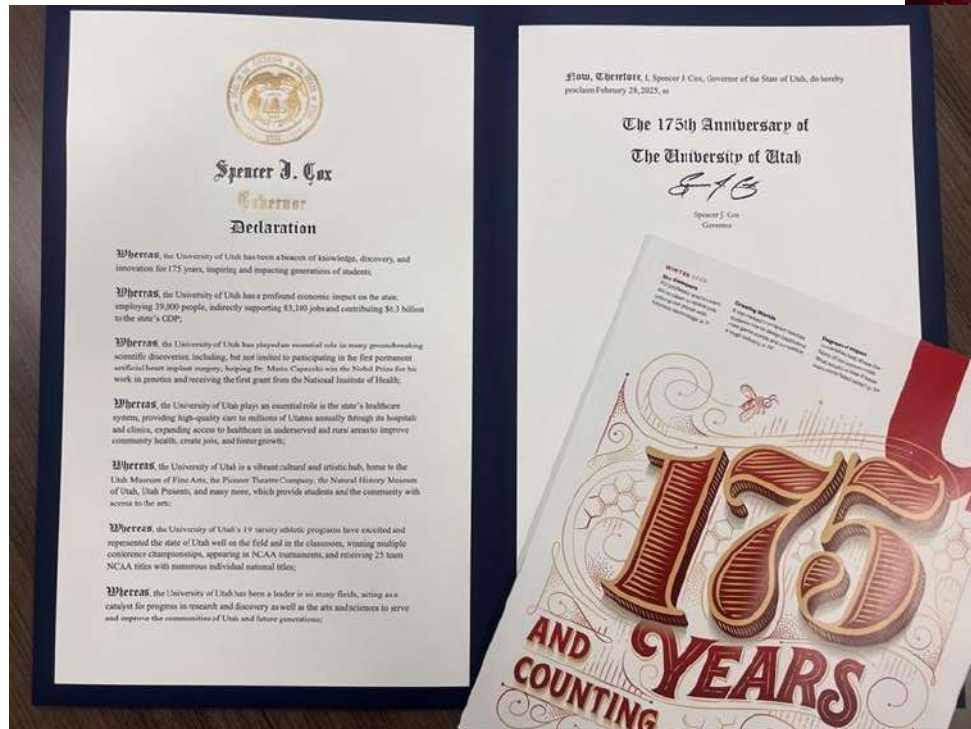
Community and State

- President's Bus Tour
- Summer Parades:
Days of '47, Park
City 4th of July,
Bountiful (Utah) City

Staff and Faculty

- 175th Bash
- Office decorating
- Employee
Appreciation Day
- Homecoming Week

Project Launch: Founders Day and U Magazine





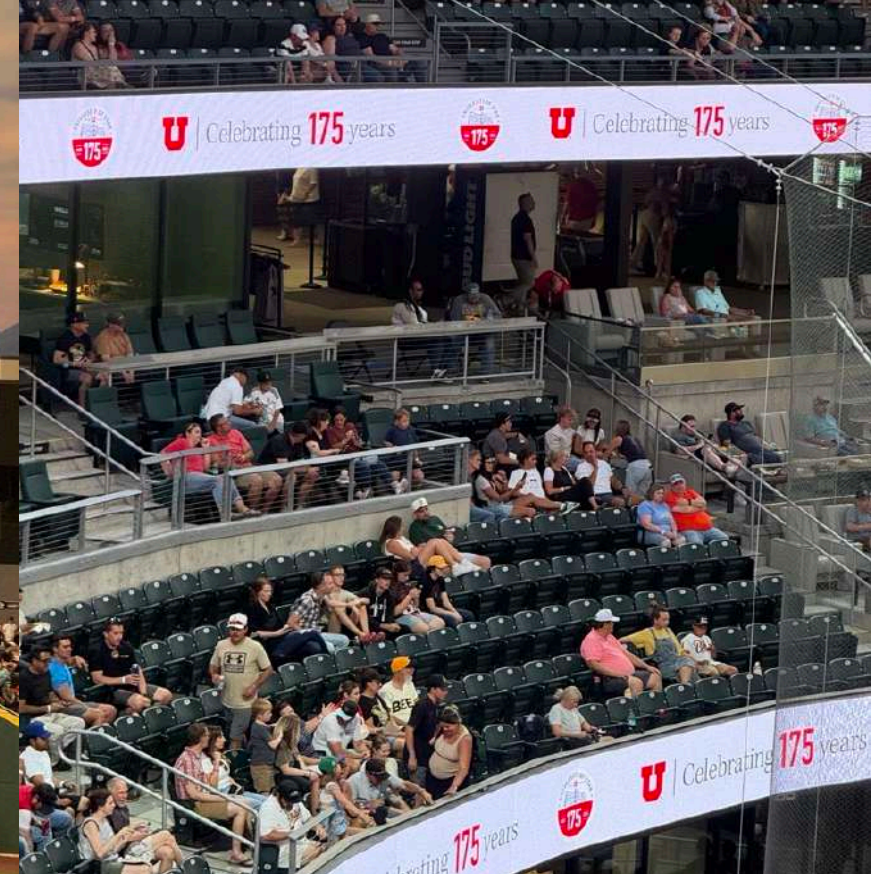
REDTalks

April 3



President's Bus Tour





175 Night at the Salt Lake Bees

U Giving Day





Oral History Project

More info:



U | Celebrating **175** years

U | Celebrating **175** years

Alumni Day of Service



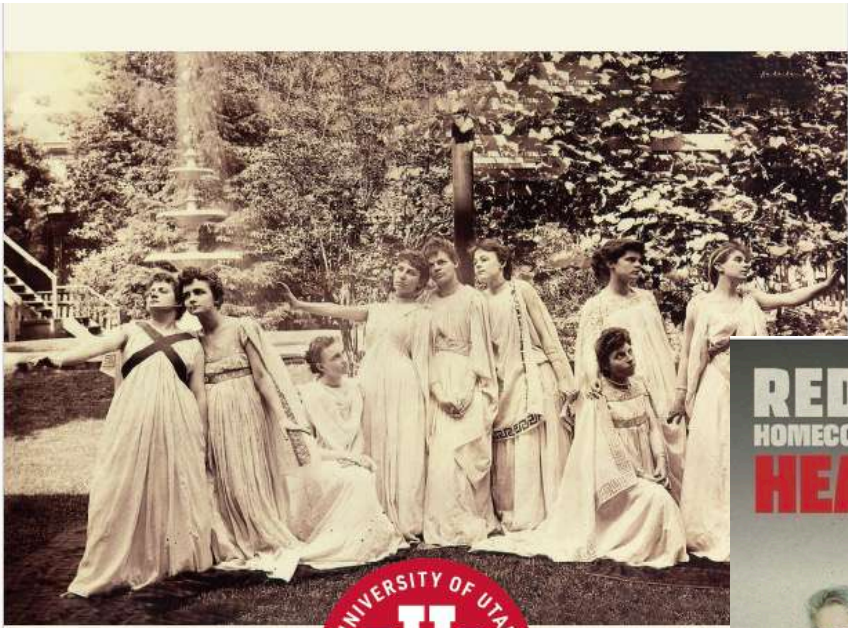
❤️ 37 💬 2 ↻ 3

👤 Liked by cjnel17 and others
utahalumnnyc Before and after cleaning our city! Thanks to everyone who joined the Day of Service today. Go Utes!!! 🍏🗑️

🍏 @universityofutah @utahalumni

May 17





**A PARTY SO EPIC,
IT TOOK 175 YEARS
TO PLAN IT.**

**175TH CELEBRATION BASH
OCTOBER 16
A. RAY OLPIN STUDENT UNION**



❤️ 💬 16 🔄 15 📌
👤 Liked by uofupresident and others
asuutah The secret's out! Neon Trees is your RedFest 2025 headliner! Get hyped,



Pressing the creases out today!
#classof2025 🎓❤️













175 YEARS AND STILL CLIMBING



Reflections

- Surprises in planning
- Timing
- Outcomes and ROI
- Budgeting
- If I could do it all over again...



Questions?