

UOT

Forever Mighty[®] Style Guide



Utah Office
of Tourism

Forever Mighty
Style Guide

February 2023
Version 2.0

THE VISION

**What is Forever?
Resilient destinations
and sustainable growth.**



The Goal for Visitors & Residents

Utah is a place taking steps to preserve the good things about the state.

The Goal for Policy Makers & Industry Leaders

The Utah Office of Tourism is a steward of the state's natural and cultural legacy.



FOREVER MIGHTY®

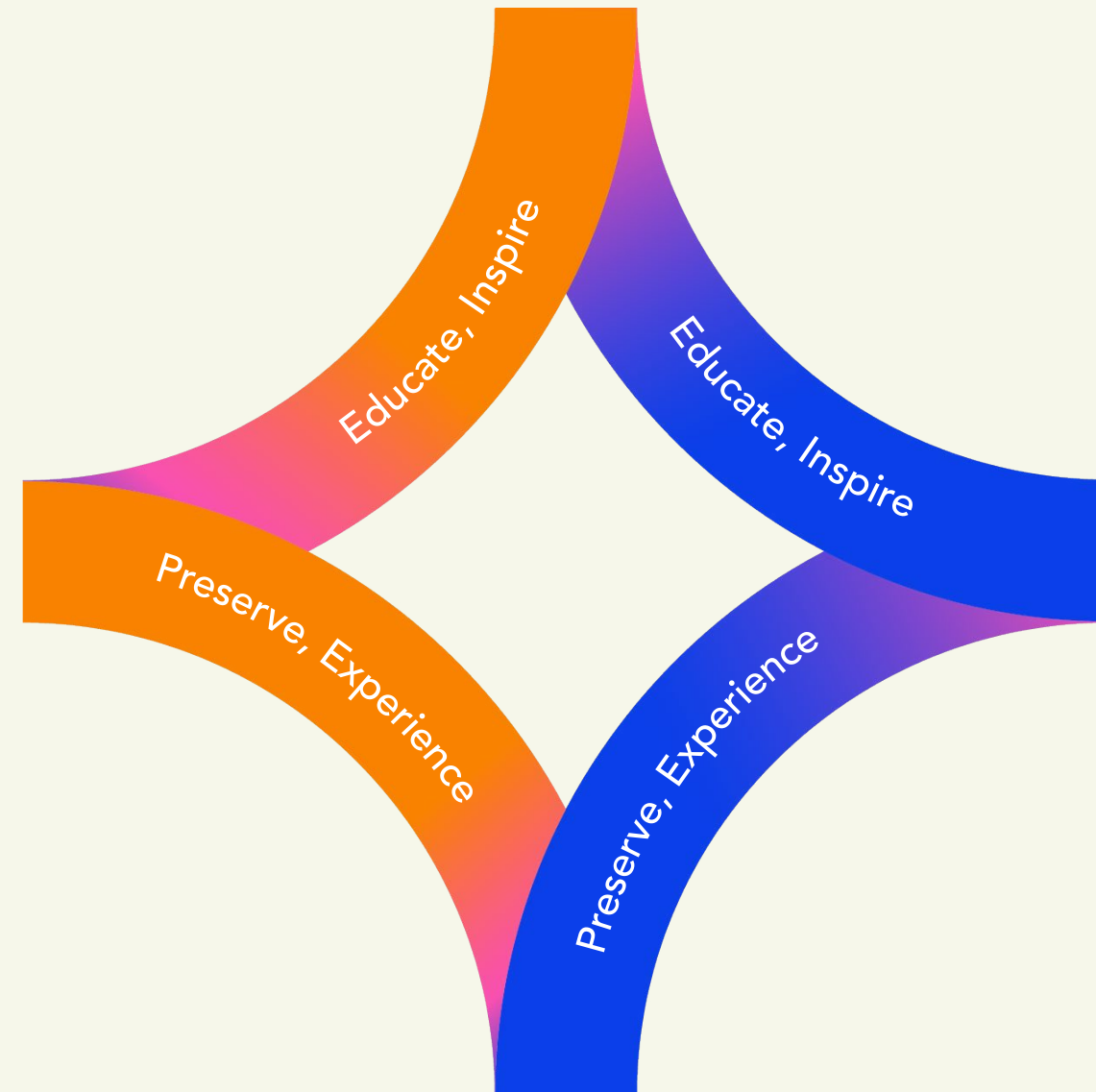
Opportunities & Actions

Responsible Initiatives
Content That Distributes Visitation
Visible Partnerships

Visitors & Residents

What Makes Utah Mighty?

Unparalleled Destinations
Diverse Experiences
Outdoor Recreation



Opportunities & Actions

Partnerships
Tourism Industry Events
Service Days
Inventory of Sustainable Practices

Policy & Industry

What Makes Utah Mighty?

Visitor Economy
Treasured Places
Community

UTAH'S LEGACY



AUDIENCES

We see a sophisticated identity system that is elastic enough to reach multiple audiences, but remains cohesive and unified.

Forever Mighty® is a **position,
an **initiative**, and an **ethic**.**

To this end, we're using a single typeface across the system. Importantly, this typeface is pulled from The Mighty Five® logo, which visually marries the two identities.

Likewise, we're incorporating the Utah logotype from the Life Elevated® brand, unifying all three identity systems.

In short, the elements of the Forever Mighty® identity system will not only be cohesive within the system, they will also link aesthetically to the Life Elevated® and The Mighty Five® brands.



UOT

Audiences



Utah Office
of Tourism

Forever Mighty
Style Guide

February 2023
Version 2.0

Antelope Island State Park

Position

Forever Mighty represents our organization and partners taking a stand—and making a promise. We firmly believe in our responsibility to be good stewards of Utah’s lands, cultures, and communities, protecting the Utah experience for generations to come.

Initiative

Forever Mighty is an initiative led by the Utah Office of Tourism and executed in partnership with other people and organizations. There are goals, campaigns, programs, and other actions behind our words.

Ethic

Forever Mighty is a set of principles that influences everything we do. Together, these principles act as a guiding philosophy to help us make decisions and determine our actions.

AUDIENCES

Messaging *for* Domestic Visitors

Do

- Encourage guided visitation
- Speak about natural beauty and preservation
- Suggest unexpected places to well-prepared travelers
- Educate visitors on our state's rugged yet fragile landscape

Don't

- Lecture or condescend

Sample Messaging

- Enjoy Utah, and ensure the next generation can too
- You know about the national parks, but there's so much more to explore



AUDIENCES

Messaging *for* Utah Residents



Do

- Promote a sense of pride in our state
- Acknowledge issues like crowding
- Show how tourism and preservation work together

Don't

- Disregard their role in our efforts

Sample Messaging

- You are the example — treat the land as you want visitors to treat it
- You live in one of the most amazing places on earth, be proud and show it off



AUDIENCES

Messaging *for* Land Stewards



Do

- Recognize and celebrate the role they already play in preservation and stewardship
- Acknowledge issues like crowding
- Show how tourism and preservation work together

Don't

- Disregard their role in our efforts
- Assume that every subgroup's needs and challenges are the same

Sample Messaging

- You are a hugely important part of keeping Utah forever mighty
- Visitors can help you greatly in your preservation efforts



AUDIENCES

Messaging *for* Large Business Partners



Do

- Explain the importance of preservation
- Show how preservation and tourism work together to help the economy
- Acknowledge the need for their assistance in our efforts

Don't

- Forget their economic concerns

Sample Messaging

- Preserve what powers your business
- Consumers support conscious companies



AUDIENCES

Messaging *for* Local Business Partners



Do

- Acknowledge their role in the local economy
- Demonstrate the need for preservation
- Be inclusive at a smaller scale

Don't

- Be exclusive based on limited resources

Sample Messaging

- Help lead the change in our parks and our community
- Get access to partnership and promotional opportunities



AUDIENCES

Messaging *for* Policymakers



Do

- Acknowledge their role in the local community
- Acknowledge issues like crowding
- Demonstrate the value of thoughtful tourism

Don't

- Overlook the pain points of their community

Sample Messaging

- Help lead the change in our public lands and our community
- Preserve our parks and tourism, which preserves our economy



UOT

Brand Pillars



Utah Office
of Tourism

Forever Mighty
Style Guide

February 2023
Version 2.0

Canyonlands National Park

Our Brand Pillars

01

Tourism benefits everyone.

From the businesses that profit directly to Utah's residents who enjoy tax breaks and improved school systems, tourism works for everyone.

02

Utah can stay beautiful.

Visitors come here for a reason — the jaw-dropping beauty of our state. We must keep it that way for generations of residents and guests to come.

03

Residents are as vital as visitors.

If Forever Mighty is going to be successful, residents need to play as large a role as visitors.

04

We should stay positive.

We will reach more people and have more influence if we remain positive and focus on the self-interest of the audience.

05

This is an inherent part of the Utah brand.

Forever Mighty is a brand extension of the general Utah brand. As such, it's inherent in everything we do.

06

There's a Utah for everyone.

Everyone is welcome here regardless of gender, ethnicity, age, religion, or sexual orientation.



UOT

System Structure



Utah Office
of Tourism

Forever Mighty
Style Guide

February 2023
Version 2.0

Mt. Nebo Scenic Byway



01
Lock-Up



02
Logomark



FOREVER MIGHTY

The Forever Mighty Logo System

The components of our logo system work in harmony with each other and with the UOT logo system. The lock-up should be used liberally to represent all things Forever Mighty. The logomark, however, has more specific use cases that are detailed in this section.

Designed to represent the values of Forever Mighty and to evoke pride in Utah residents and visitors, our hope is that, over time, the logos will be widely embraced and come to represent the state altogether, and that living in Utah and preserving Utah become one and the same.



Forever Mighty®
Lock-Up



The Mighty 5®
Lock-Up



Life Elevated®
Lock-Up

FOREVER MIGHTY

UOT Logo System

Consistent use of typography and incorporation of the Utah logo marries the Forever Mighty logo system with the existing UOT logo system.



The Lock-Up

The lock-up is used for all FM endeavors: marketing, merchandising, events, B2B, co-branding, legislative efforts, and the like.

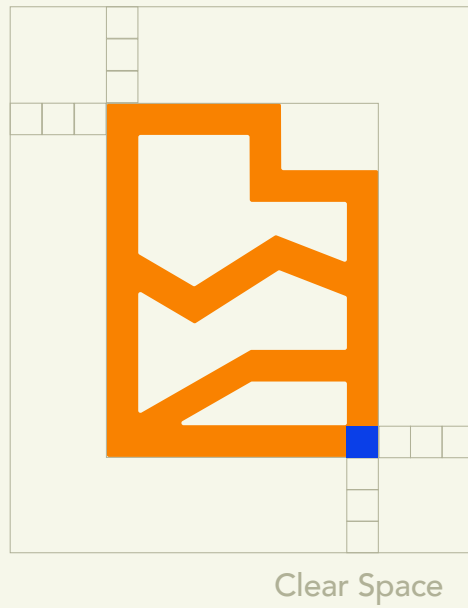
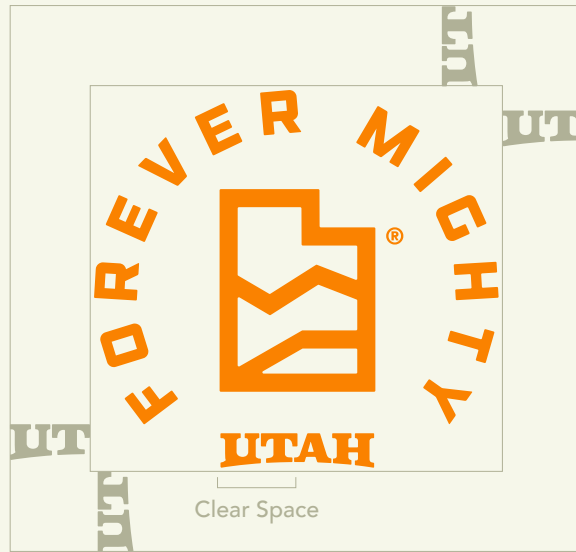


FOREVER MIGHTY

The Logomark

Representing the three geographical areas of our state (the Rocky Mountains, the Great Basin, and the desert), our logomark highlights Utah's unique and versatile landscape. Use it to reinforce, not replace, the primary lock-up in marketing materials — or on its own on promotional items and merchandise.





FOREVER MIGHTY

Lock-Up Clear Space

The clear space for the lock-up is the width of the "UT" in the "Utah" Logotype.

Logomark Lock-Up Clear Space

The clear space for the logomark is three times the thickness of the lines that form the logomark itself.





1.25" Minimum



.5" Minimum

FOREVER MIGHTY

Minimum Sizes

The marks should not be reproduced at a smaller size than demonstrated here.



Forever Mighty®



Lock-Up
with trademark symbol



Logomark
with trademark symbol

Legal Marks

When using Forever Mighty® in text, use the registered trademark symbol ®. All of the logo lock-ups should have registered trademark symbol ® as well.



UOT

Color Palette



Utah Office
of Tourism

Forever Mighty
Style Guide

February 2023
Version 2.0

Antelope Island State Park

White

HEX #FFFFFF
RGB R255, G255, B255

Cream: Background

HEX #F9F9ED
RGB R249, G249, B237
CMYK C3, M4, Y14, K8
PMS 7527 C

Black: Typography

HEX #000000
RGB R0, G0, B0
CMYK C100, Y79, Y44, K93
PMS BLACK 6 CP



Desert: Summer

HEX #FA8200
RGB R249, G130, B0
CMYK C0, M65, Y87, K0
PMS 1495 C

Primary

Basin: Hope

HEX #F950B1
RGB R249, G80, B177
CMYK C0, M62, Y3, K0
PMS Rhod. Red C

Secondary

Rockies: Winter







HEX #0A3FE8
RGB R10, G63, B232
CMYK C100, M35, Y0, K12
PMS 2728 C

Primary



Color for the Logo System

Logos can be reproduced in the colors Desert, Rockies, black, or white. The lock-up and logomark can also be reproduced using the Sunset gradient.

	Lock-Up	Logomark
Desert: Summer		
Rockies: Winter		
Sunset (gradient)		



Colored Backgrounds

On white backgrounds, use black, Desert, Rockies, or the gradient versions of the logos. On black backgrounds, limit use to the white or gradient logo versions. On colored backgrounds, use the black or white versions (however, stick to white versions when placing logos on a Desert background). Finally, white is the preferred version when placing the logos over photographs.



White Background



Photographic Backgrounds



Black Background

Desert Background



Basin Background



Rockies Background



UOT

Typography



Utah Office
of Tourism

Forever Mighty
Style Guide

February 2023
Version 2.0

Trail of the Ancients Scenic Byway

A b

200 pts

A B

200 pts

A b

200 pts

Sentinel

Headlines

abcdefghijklmn
opqrstuvwxyz

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

@\$*!—™&©®
123456789

MAGNESIUM

Secondary Uses

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

@\$*!—™&©®
123456789

Avenir

Body Copy
Subheads

abcdefghijklmn
opqrstuvwxyz

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

@\$*!—™&©®
123456789



Magnesium
MVB

TYPE STRUCTURE

Sentinel
Semibold

5 Places You Can Try Glamorous Camping in Utah

Avenir
book

Get your girls together and start planning your glamping vacation. If you don't like camping because you don't like getting dirty, you will adore glamping (glamorous + camping). It offers all of the fun of camping without the grime.

TYPOGRAPHY

Forever Mighty Typography

Sentinel is perfect for headlines and, when appropriate, for secondary use (it has wonderful italics). Evocative of the Utah Life Elevated logotype, it is the primary typeface of the brand.

Avenir is a clean, legible typeface that is well-suited to body copy and subheads, or when a more serious approach is desired.

Magnesium, based on traditional national park signage typography, is a new addition to the brand. Use it in a secondary way to mix things up a bit.



UOT

Photography



Utah Office
of Tourism

Forever Mighty
Style Guide

February 2023
Version 2.0

Bears Ears National Monument

FOREVER MIGHTY

Photography Style

Forever Mighty photography focuses on both the big picture and the small.

Large, sprawling vistas form the basis of our library. Awesome and inspiring, they showcase the scale and scope of our efforts. If there are people in these shots, they tend to be secondary in importance.

Detail shots (including texture shots) serve as a reminder that all things, big and small, are important to our endeavors.

Finally, mid-range shots should feature people enjoying the environment, reminding us of our responsibilities as stewards of the land.

Large Shot

Detail Shot

Mid-range Shot

Photography



UOT

Brand Don'ts



Utah Office
of Tourism

Forever Mighty
Style Guide

February 2023
Version 2.0

Coral Pink Sand Dunes State Park



Don't—
Use unapproved
color or gradients



Don't—
Alter the gradient



Don't—
Incorporate a
drop-shadow



Don't—
Skew or rotate
the logos

A note about don't:

There are many ways to misuse the logos, of course. So, to avoid error, only use the logos in the ways described in this guide. Don't recreate the logo yourself, and only use the versions supplied by the UOT marketing team.



UOT

The Brand in Use



Utah Office
of Tourism

Forever Mighty
Style Guide

February 2023
Version 2.0

Cedar Breaks National Monument









