

UOT

Life Elevated Style Guide

LIFE ELEVATED

Life in Contrast



The people who first came to settle Utah saw it as a land of contrasts—a vast lake in the midst of a dry desert, high peaks punctuated by deep valleys, summers of baked, red-rock sculptures, and winters of mountain slopes blanketed by the lightest snow. And in those contrasts, they saw harmony. A harmony that still exists. Today, Utah is a community built of individuals, a joyful noise surrounded by reverent silence, a hot bed of technology on the cool edge of wilderness and a great place to find yourself even when what you’re looking for is a way to get lost.

In Utah, people often find that what was a little beyond their reach is suddenly well within their grasp. And all they have to do is extend a hand. Utah is a land of both contrast and harmony. And it is in between those notes that you’ll find a little something higher. Utah.

Life elevated.

Our Audience

The people we're inviting
to Utah

Explorers

Explorers are adventurers of all kinds. As curious individuals, they seek opportunities to learn, investigate, question, and discover. They crave unique, authentic experiences that teach them something about the environment, culture, or themselves. Because of this, they believe strongly in the importance of exploring thoughtfully, slowing down, and respecting people and places.

Audience Motivators

The things our audience is seeking

1. Connection with nature, others, and self
2. Opportunities to explore
3. Breaking free from routine

LIFE ELEVATED

Brand Attributes

What Utah offers to
our audience

1. A land of striking contrast and otherworldliness
2. Immersive interactions with unique landscapes, people, histories, and cultures
3. Personal awakening

Brand Position

The things our audience
is seeking

Elevating experiences in an otherworldly setting

From its mountains and deserts to its cities and towns, Utah's strangely-contrasting, breathtaking places offer countless opportunities for connection, exploration, and adventure. So, no matter what type of adventure draws you to Utah, slowing down and traveling with thoughtfulness and care ensures you'll encounter experiences to awaken your soul.

Brand Personality

How we present ourselves to our audiences—our voice and tone

Inviting

We are friendly, personal, approachable, and inclusive; never elitist. Regardless of their skill level, abilities, interests, background, gender, ethnicity, beliefs, or sexual orientation, we always invite our visitors to make themselves at home and welcome them without judgment here. Visually, we make the viewer feel part of our experience—not like a removed observer.

Invigorating

We are passionate, stirring, motivating, and fresh. The experiences we describe have a sense of energy, empowerment, newness, and the sublime. In all of our communications, we make our visitors feel something emotional; visually, we focus on genuine human moments, feeling the emotions of our characters. Our language is emotive and poetic—but always understandable and accessible.

Self-assured

We are open, sincere, and down to earth. We are confident in that we speak with a level of honesty and intimacy that comes from shared values and experiences. We are true to ourselves and respect our visitors enough to shoot straight with them. We have a clear and authentic point of view, and our imagery has a natural feel that isn't overly processed.

Respectful

We are gentle guides. We have a deep respect for our land and people, past and present—and we hope our visitors do, too. We are stewards and caretakers who seek to educate our visitors on how to travel in Utah with care, so that ultimately, the reward of that investment can be felt in deeper connections and transformative experiences.

Sub-brands

Our sub-brands reflect some of our most compelling product offerings, benefits, and initiatives. Whether and how we use them in our marketing efforts will vary based on our challenges, opportunities, and goals. All of the following sub-brands are trademarked; logos should always feature the registered trademark symbol (®), while the phrase, written within copy, should include it in the first mention only.



The Mighty 5®

Use to promote one of our state's greatest assets and differentiators: our five national parks.



The Greatest Snow on Earth®

Use to promote our famous Utah snow—light powder, and lots of it—to skiers and boarders.



Forever Mighty®

Use to promote our Forever Mighty principles of responsible, sustainable travel.

Horizontal Pairing

The Mighty 5®



The Greatest Snow on Earth®



Forever Mighty®



Vertical Pairing

The Mighty 5®



The Greatest Snow on Earth®



Forever Mighty®



UOT

Brand Structure

LIFE ELEVATED

The Utah Life Elevated Logo

The state of Utah is built on a foundation of rock—big slabs of granite and contours of Navajo sandstone. And so is its logo.

The Utah logo evokes the rock formations that dominate the state: strong, bold, and rising up from solid footings. The letters evoke mesas, mountains, and arches—solid and substantial landforms that create the visual rhythms people have come to associate with this place.

To reinforce our story of contrast, we balance the thick slab serif (Utah) portion of our logo with the thinner, more contemporary sans serif (Life Elevated) font.





Color

The primary color is Desert orange. Why orange? Orange is a color that is uniquely ours. It spills out from every sunset. It sets the foothills and mountains on fire in the fall. And it washes over the rock faces that share the same hues throughout our state. Its warmth speaks to the depth and vibrancy of the state and its residents—it is rich, deep, and distinctive, and we should use it in our logo whenever possible. However, the logo can be used in our other brand colors, although Deep Desert and Deep Rockies require special permission.

Clear Space

An important element in the Utah: Life Elevated logo is its clear space. This will ensure a consistent look to the brand and will protect the logo from distractions within the layout.

Sizing Requirement

Proper logo size is vital to maintaining readability, as well as ensuring a consistent look throughout the brand. Make sure the logo is applied at a reasonable size. This means the logo should never be overpowering (too large) or understated (too small) for the application.

In general, for print materials, the logo should be sized somewhere between 1.25" and 2" wide. The logo should never print smaller than 1.25" wide.

For web materials, the logo should be sized somewhere between 100 pixels and 145 pixels wide. The logo should never appear smaller than 100 pixels wide.



1.25" Minimum

Logo with Images

As with every element in our brand, our logo helps us tell the story of contrast. By using our white logo on color photography whenever possible, we contrast the complex and varied colors of our landscape with the simplicity of white.

When using the Utah: Life Elevated logo on an image or on a solid field of color, it is recommended to reverse it out in white.

LIFE
UTAH
ELEVATED

UOT

Color Palette

White

HEX #FFFFFF
RGB R255, G255, B255
CMYK C0, M0, Y0, K0

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

HEX #FA8200
RGB R250, G130, B0
CMYK C0, M48, Y99, K0
PMS 2011 C

Deep Desert

HEX #CC3E06
RGB R204, G62, B6
CMYK C0, M85, Y98, K20
PMS 7599 C

Basin

HEX #F950B1
RGB R249, G80, B177
CMYK C12, M100, Y0, K0
PMS Rhod. Red C

Deep Rockies

HEX #1A2599
RGB R26, G37, B153
CMYK C100, M87, Y0, K20
PMS 2738 C

Rockies

HEX #0A3FE8
RGB R10, G63, B232
CMYK C95, M69, Y0, K0
PMS 2728 C

Never use Basin for copy.
Only use Basin when applied to Life Elevated logo.

Only use Cream as a background color.

Never use Black as a background color.

24 pts
Sentinel Bold
Deep Rockies

Life Elevated

24 pts
Sentinel Bold
Deep Rockies

Life Elevated

24 pts
Sentinel Bold
Deep Rockies

~~Life Elevated~~

24 pts
Sentinel Bold
Deep Rockies

Life Elevated

24 pts
Sentinel Bold
Rockies

Life Elevated

24 pts
Sentinel Bold
Deep Rockies

Life Elevated

24 pts
Sentinel Bold
Deep Rockies

Life Elevated

24 pts
Sentinel Bold
Deep Rockies

~~Life Elevated~~

24 pts
Sentinel Bold
Deep Rockies

Life Elevated

24 pts
Sentinel Bold
Rockies

Life Elevated

24 pts
Sentinel Bold
Deep Rockies

~~Life Elevated~~

24 pts
Sentinel Bold
Deep Rockies

~~Life Elevated~~

24 pts
Sentinel Bold
Deep Rockies

~~Life Elevated~~

24 pts
Sentinel Bold
Deep Rockies

~~Life Elevated~~

24 pts
Sentinel Bold
Rockies

~~Life Elevated~~

Never use Basin as a background color.

24 pts Sentinel Bold White	Life Elevated	24 pts Sentinel Bold White	Life Elevated	24 pts Sentinel Bold White	Life Elevated
12 pts Sentinel Regular White	Life Elevated	12 pts Sentinel Regular White	Life Elevated	12 pts Sentinel Regular White	Life Elevated
24 pts Sentinel Regular Deep Desert	Life Elevated	24 pts Sentinel Regular Desert	Life Elevated	24 pts Sentinel Regular Deep Desert	Life Elevated
12 pts Sentinel Regular Deep Desert	Life Elevated	12 pts Sentinel Regular Desert	Life Elevated	12 pts Sentinel Regular Deep Desert	Life Elevated
24 pts Sentinel Bold Basin	Life Elevated	24 pts Sentinel Bold Basin	Life Elevated	24 pts Sentinel Bold Desert	Life Elevated
12 pts Sentinel Regular Basin	Life Elevated	12 pts Sentinel Regular Basin	Life Elevated	12 pts Sentinel Regular Desert	Life Elevated

Never use Basin as a background color.

24 pts Sentinel Bold White	Life Elevated	24 pts Sentinel Bold White	Life Elevated	24 pts Sentinel Bold White	Life Elevated
12 pts Sentinel Regular White	Life Elevated	12 pts Sentinel Regular White	Life Elevated	12 pts Sentinel Regular White	Life Elevated
24 pts Sentinel Regular Rockies	Life Elevated	24 pts Sentinel Regular Deep Rockies	Life Elevated	24 pts Sentinel Regular Deep Rockies	Life Elevated
12 pts Sentinel Regular Rockies	Life Elevated	12 pts Sentinel Regular Deep Rockies	Life Elevated	12 pts Sentinel Regular Deep Rockies	Life Elevated
24 pts Sentinel Bold Basin	Life Elevated	24 pts Sentinel Bold Basin	Life Elevated	24 pts Sentinel Bold Rockies	Life Elevated
12 pts Sentinel Regular Basin	Life Elevated	12 pts Sentinel Regular Basin	Life Elevated	12 pts Sentinel Regular Rockies	Life Elevated

Utah is made up of a wide array of colors, and yet we have chosen a relatively small palette to help us tell our story.

Why?

Because a smaller palette is easier to own and, therefore, can become a far more powerful component of our story. Our color palette is made up of complementary colors—pairs of colors that, when placed next to each other, create the strongest contrast.

3-Season

LIFE
UTAH
ELEVATED

VISITUTAH.COM

Ski +

LIFE
UTAH
ELEVATED

VISITUTAH.COM

UOT

Typography

A b

200 pts

A B

200 pts

A b

200 pts

Sentinel—

abcdefghijklmn
opqrstuvwxyz

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

@\$*!—™&©®
123456789

Hero Headlines 1
Hero Headlines 2
Tracking: -20

**MAGNESIUM—
REGULAR**

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

@\$*!—™&©®
123456789

Sub-Header
Tracking: 60

Avenir—

abcdefghijklmn
opqrstuvwxyz

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

@\$*!—™&©®
123456789

Bodycopy
Headlines 5
Tracking: -10

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

3-Season+ Typography Structure

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. Set headlines in Semibold, Bold, or Regular. For secondary use, set headlines in Italics or Regular.

Avenir is a clean, legible typeface that is well suited to body copy and subheads, or when a more serious approach is desired. When setting body copy in Avenir, always use sentence case and a lighter weight such as Book or Light. When setting subheads in Avenir, use a thicker weight such as Medium, Black, or Heavy.

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.

Type Specimen

This specimen sheet is the recommended hierarchy for our type system. The system is somewhat flexible—weights and sizes are interchangeable.

Typography Tips

- 1 Keep leading close to the type size for headlines and subheads.
- 2 Leading for body copy can increase to a more open figure such as 8 point type with 12 point leading.
- 3 Align type 'left' whenever possible. Left aligned text with a ragged right side is efficient and easy to read. 'Center' aligned type is also appropriate when a more dramatic composition is desired.
- 4 Page layouts should have generous outer margins and narrow gutters between columns.

Magnesium
MVB (11 pts)

THIS IS THE KICKER

Sentinel
Semibold (40 pts)

Headline

Sentinel
Italic (24 pts)

Subhead Goes Here

Avenir
Book (16 pts)

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.

Avenir
Heavy (12 pts)

SECONDARY SUBHEAD

Quiamus quis arum voluptat-
ur apis dolore is site comnihi
ctatist aute eaquunt mosam
que estis doluptatis eictempe
laccati con pa voluptae sunt.

Solecaborrum landae nis
unto te dendis quid magnat
lab is maio velest es quatum
evendia musdaec tibusape
perum quibus.

Avenir Book
(12 pts)

Magnesium
MVB (11 pts)

THIS IS THE KICKER

Sentinel
Bold (40 pts)

Headline

Avenir
Black (16 pts)

SUBHEAD GOES HERE

Sentinel
Regular (16 pts)

Secondary Subhead

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).

Avenir
Book (16 pts)

Sentinel
Italic (14pts)

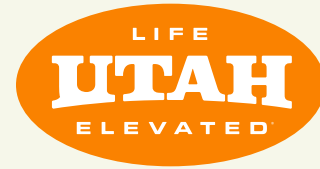
Caption goes down here.

UOT

Brand Don'ts



Don't—
Render the logo in two colors



Don't—
Place logo inside a containment device



Don't—
Develop you own color combinations



Don't—
Distort the logo



Don't—
Rotate or angle the logo



Don't—
Fill the logo with a gradient or pattern



Don't—
Alter or substitute the font



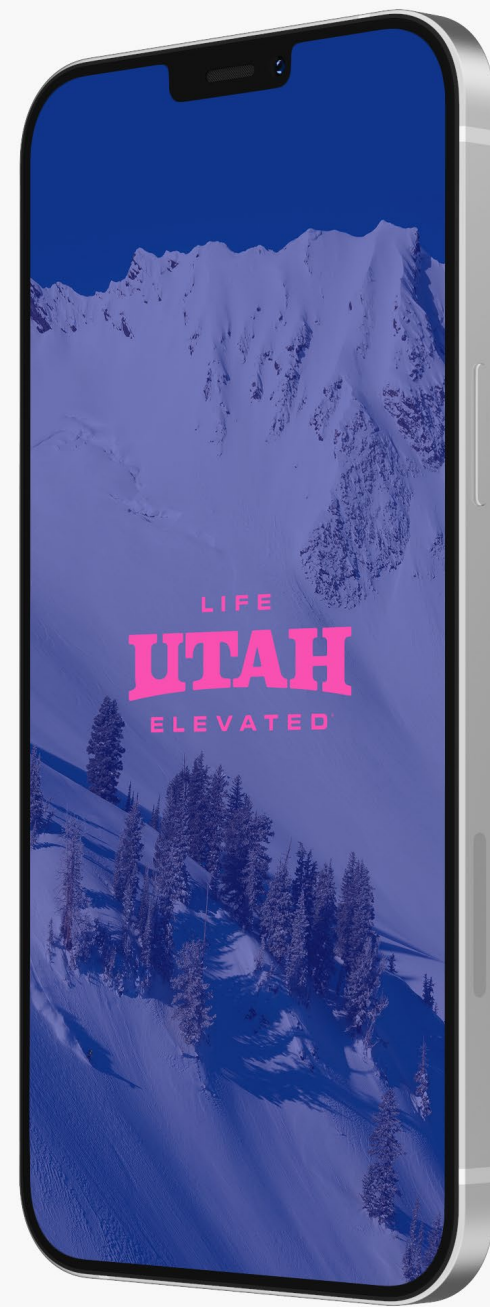
Don't—
Layer the logo or use it to create a pattern

UOT

Brand in Use









UOT

Appendix: Brand Colors & Accessibility

Color Testing

In order to ensure our color palette is accessible across print and web services, we have completed testing on the contrast of each color combination. This testing has informed the ratios of our usage and application of the new color palette.

This usability testing will help ensure that our products are more accessible for all users, but more importantly, for people with disabilities. We are using best practices to ensure that our colors provide enough contrast between the content and the background so that they are legible for those with low vision and color deficiencies.

Color Contrast

From the US Standards Website:

“WCAG (Web Content Accessibility Guidelines) ensure that content is accessible by everyone, regardless of disability or user device. To meet these standards, text and interactive elements should have a color contrast ratio of at least 4.5:1. This ensures that viewers who cannot see the full color spectrum are able to read the text.”

Color Contrast Checker

Calculate the contrast ratio of text and background colors.

TEXT COLOR: #0A3FE8

BACKGROUND COLOR: #F9F9ED

CONTRAST: 6.85 (Good)

Quote n. 17

People often say that motivation doesn't last. Well, neither does bathing – that's why we recommend it daily.

Zig Ziglar

Small text: ★★★ Large text: ★★★

Good contrast for all text sizes. [Click to enhance](#)

Color Contrast Checker

Calculate the contrast ratio of text and background colors.

TEXT COLOR: #1A2599

BACKGROUND COLOR: #F9F9ED

CONTRAST: 11.20 (Very good)

Quote n. 17

People often say that motivation doesn't last. Well, neither does bathing – that's why we recommend it daily.

Zig Ziglar

Small text: ★★★ Large text: ★★★

Good contrast for small text (below 18pt) and great contrast for large text (above 18pt or bold above 14pt). [Click to enhance](#)

Color Contrast Checker

Calculate the contrast ratio of text and background colors.

TEXT COLOR: #F950B1

BACKGROUND COLOR: #000000

CONTRAST: 6.81 (Good)

Quote n. 17

People often say that motivation doesn't last. Well, neither does bathing – that's why we recommend it daily.

Zig Ziglar

Small text: ★★★ Large text: ★★★

Good contrast for all text sizes. [Click to enhance](#)

Color Contrast Checker

Calculate the contrast ratio of text and background colors.

TEXT COLOR: #0A3FE8

BACKGROUND COLOR: #FFFFFF

CONTRAST: 7.27 (Very good)

Quote n. 19

What the world needs is more geniuses with humility, there are so few of us left.

Oscar Levant

Small text: ★★★ Large text: ★★★

Good contrast for small text (below 18pt) and great contrast for large text (above 18pt or bold above 14pt). [Click to enhance](#)

Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

Foreground Color
#1A2599
Lightness

Background Color
#FFFFFF
Lightness

Contrast Ratio
11.87:1

[permalink](#)

Normal Text

WCAG AA: **Pass**
WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Pass**
WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

WCAG AA: **Pass**

Text Input

Related Resources

- [Contrast and Color Accessibility](#)
- [Quick Reference: Testing Web Content for Accessibility](#)
- [Web Accessibility for Designers](#)
- [Link Contrast Checker](#)

Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

Foreground Color
#1A2599
Lightness

Background Color
#F9F9ED
Lightness

Contrast Ratio
11.19:1

[permalink](#)

Normal Text

WCAG AA: **Pass**
WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Pass**
WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

WCAG AA: **Pass**

Text Input

Related Resources

- [Contrast and Color Accessibility](#)
- [Quick Reference: Testing Web Content for Accessibility](#)
- [Web Accessibility for Designers](#)
- [Link Contrast Checker](#)

Color Contrast

WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text. WCAG 2.1 requires a contrast ratio of at least 3:1 for graphics and user interface components (such as form input borders). WCAG Level AAA requires a contrast ratio of at least 7:1 for normal text and 4.5:1 for large text.

Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.

Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

Foreground Color
#0A3FE8
Lightness

Background Color
#F9F9ED
Lightness

Contrast Ratio
6.85:1

[permalink](#)

Normal Text

WCAG AA: **Pass**
WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Pass**
WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

WCAG AA: **Pass**

Text Input

Related Resources

- [Contrast and Color Accessibility](#)
- [Quick Reference: Testing Web Content for Accessibility](#)
- [Web Accessibility for Designers](#)
- [Link Contrast Checker](#)

Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

Foreground Color
#F950B1
Lightness

Background Color
#1A2599
Lightness

Contrast Ratio
3.85:1

[permalink](#)

Normal Text

WCAG AA: **Fail**
WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Pass**
WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

WCAG AA: **Pass**

Text Input

Explanation

Related Resources

- [Contrast and Color Accessibility](#)
- [Quick Reference: Testing Web Content for Accessibility](#)
- [Web Accessibility for Designers](#)
- [Link Contrast Checker](#)

LIFE
UTAH
ELEVATED®