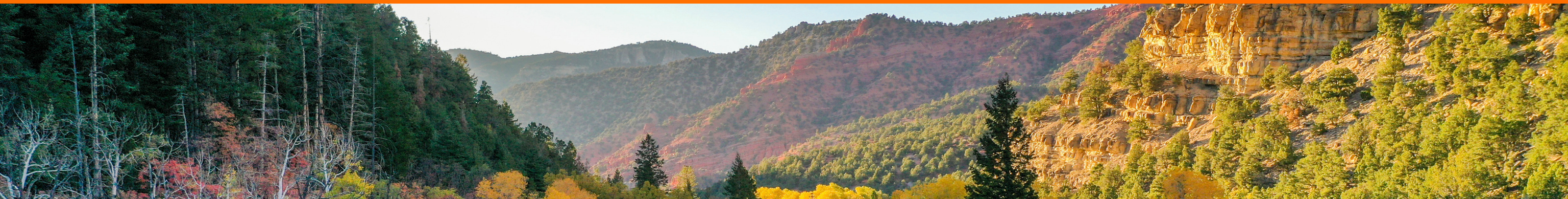


Style Guide

Life Elevated

UTAH



BRAND SYSTEM

UTAH



THE NEEDLES
CANYONLANDS NATIONAL PARK

THE UTAH LIFE ELEVATED LOGO

The state of Utah is built on a foundation of rock—granite peaks, carved sandstone, and dramatic shifts in elevation. The refreshed Utah logo continues to draw from this landscape, expressing strength, permanence, and ascent rooted in the state’s natural character. The letters evoke mesas, mountains, and arches—solid and substantial landforms that create the visual rhythms people have come to associate with this place.

The logo evokes Utah’s defining landforms through bold, grounded letterforms. This refreshed design sharpens these ideas with more vertical proportions, clearer geometry, and increased openness, reinforcing elevation while improving legibility in an updated context. Subtle reference to the Old West remains, now expressed through wedge serifs and more uniform stroke weights that balance heritage with a contemporary sensibility.

To reinforce our story of contrast, the substantial, slab-inspired “Utah” wordmark is paired with the bold sans serif “Life Elevated” tagline, reflecting a state that is rugged yet refined—grounded in place while defined by elevation.



Utah Life Elevated Logo

Primary Lockup

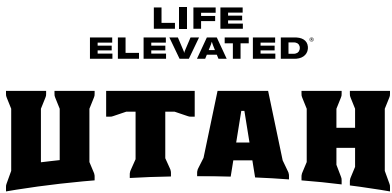
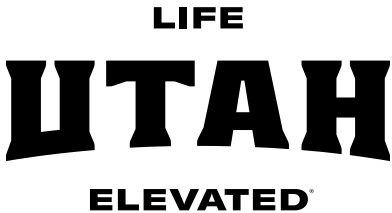
This is the primary Utah Life Elevated lockup and should be used in most applications.



Utah Life Elevated Logo

Alternative Lockups

PRIMARY LOCKUP





Utah Secondary Logo



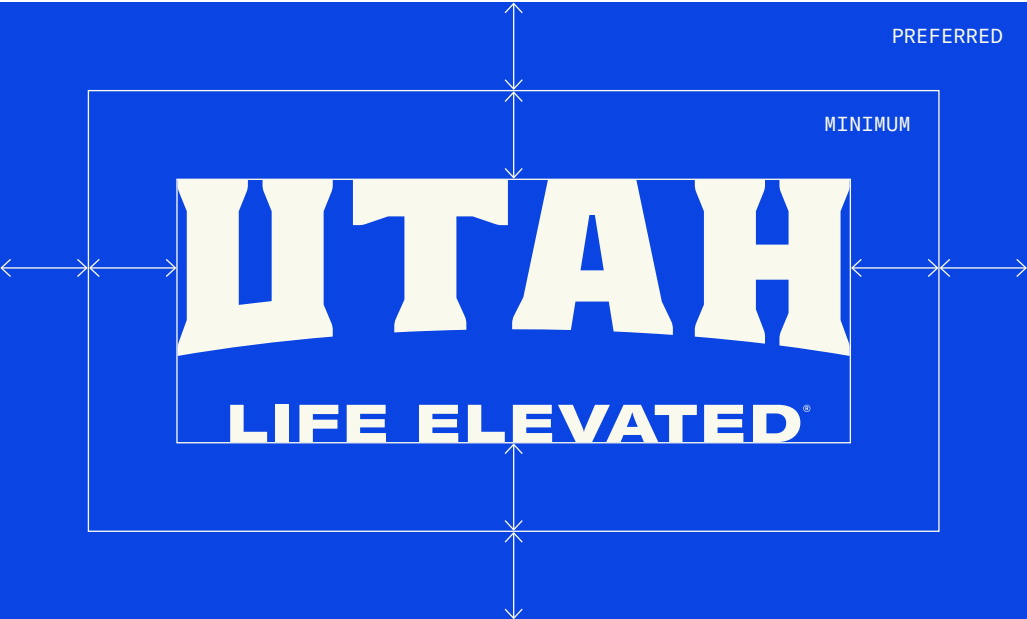
Logo Usage

Spacing / Margins

Give the logo a proper margin of at least 1-2 units when set on the edge of a layout or in a background color.



1 UNIT = WIDTH OF THE TOP OF THE 'A'

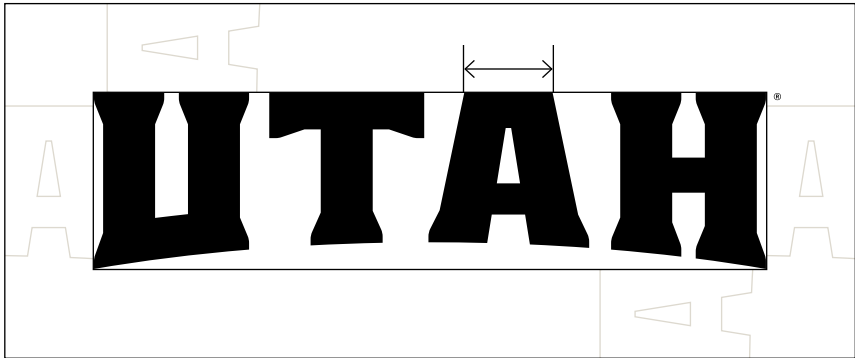


Use this as a guide when using alternative Life Elevated logo lockups.

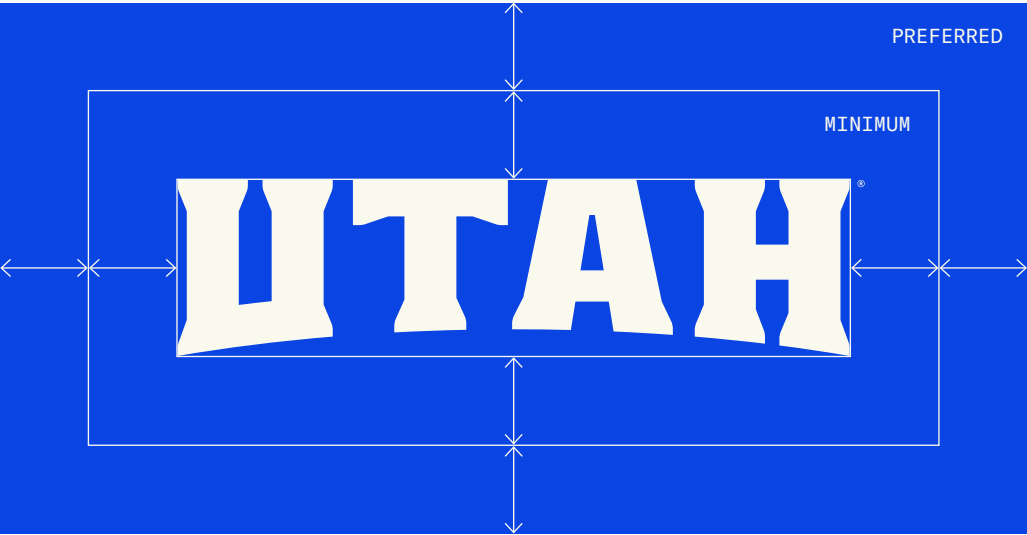
Logo Usage

Spacing / Margins

Give the logo a proper margin of at least 1-2 units when set on the edge of a layout or in a background color.



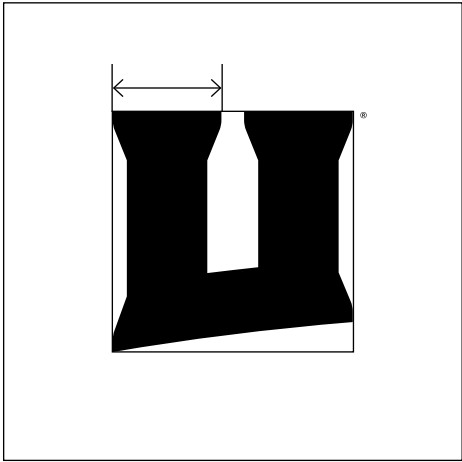
1 UNIT = WIDTH OF THE TOP OF THE 'A'



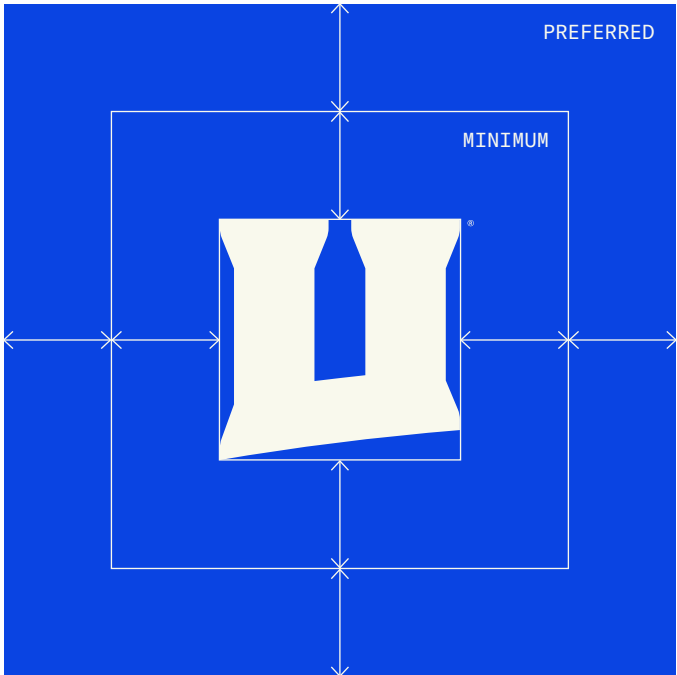
Logo Usage

Spacing / Margins

Give the logo a proper margin of at least 1-2 units when set on the edge of a layout or in a background color.



1 UNIT = TOP SERIF WIDTH



Logo Usage

Proper Backgrounds



In general, the logo should only be used on backgrounds that are primary and secondary brand colors.

Logo Usage

Image Backgrounds

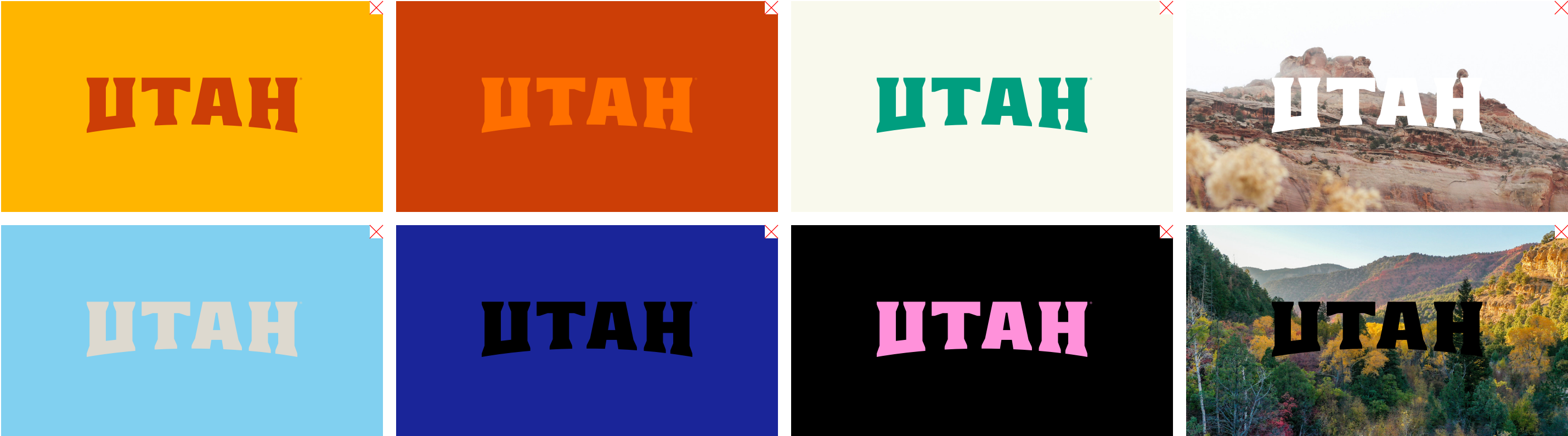


As with every element in our brand, our logo tells a story of contrast. Use the white logo on color photography whenever possible, contrasting the complexity of our landscape with the simplicity of white. On lighter imagery, use the black logo to maintain strong contrast.



Logo Usage

Improper Backgrounds and Color Combinations



Avoid backgrounds and color combinations that reduce legibility or distract from the Utah visual identity. Avoid low contrast, busy imagery, and color clashes. Maintain strong contrast and clarity to ensure consistency and brand integrity.

Logo Usage

Improper Logo Usage



The logo should be always be one consistent color and proportionally accurate to delivered file



Don't change individual letter colors



Don't use gradients



Don't place the logo in a containment device



Don't stretch the logo



Don't rotate or angle the logo



Do not use alternative typefaces



Don't layer the logo or use it in a pattern



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.



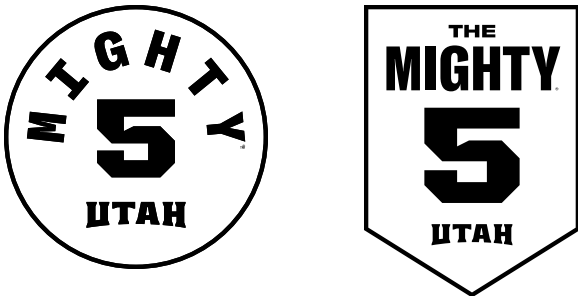
THE GREATEST SNOW ON EARTH®

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



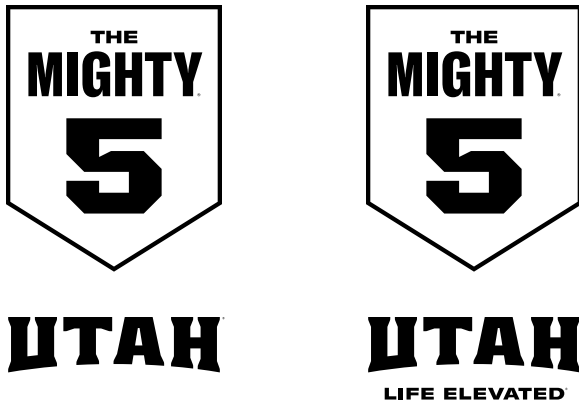
The Mighty 5 Badge System

PRIMARY BADGES



These are the primary badges for The Mighty 5 and should be used for most applications.

VERTICAL PAIRING



For vertical pairing, use either the Utah logo or Utah logo with Life Elevated.

HORIZONTAL PAIRING



For horizontal pairing, use the Utah logo with Life Elevated.

The Mighty 5 Badge Colors

FILL

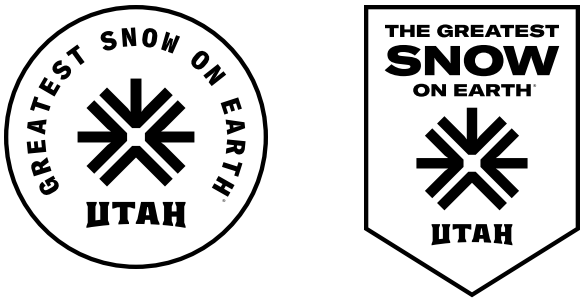


OUTLINE



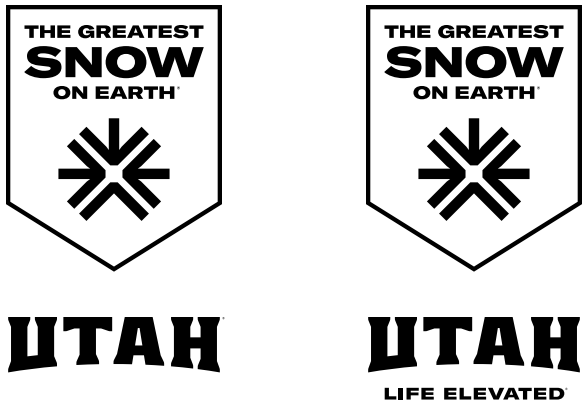
Greatest Snow on Earth Badge System

PRIMARY BADGES



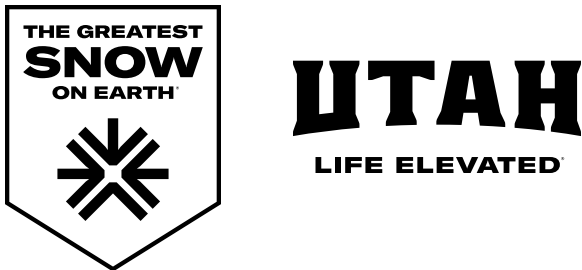
These are the primary badges for the Greatest Snow on Earth and should be used for most applications.

VERTICAL PAIRING



For vertical pairing, use either the Utah logo or Utah logo with Life Elevated.

HORIZONTAL PAIRING



For horizontal pairing, use the Utah logo with Life Elevated.

Greatest Snow on Earth Badge Colors

FILL



OUTLINE



COLOR PALETTE

UTAH



BIG COTTONWOOD CANYON
WASATCH MOUNTAIN RANGE

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.

Utah's color palette is intentionally curated to balance consistency with range. Anchored by strong contrasts and supported by a broader spectrum, it allows the brand to express different landscapes, seasons, and experiences while remaining cohesive and recognizable.



PRIMARY COLORS

Primary colors define the core of the brand and should be used most often.

SECONDARY COLORS

Secondary colors support the primary palette and add flexibility across layouts and applications.

TERTIARY COLORS

Tertiary colors act as accents and should be used sparingly to add emphasis or visual interest.

DESERT ORANGE RGB CMYK PANTONE HEX 255 111 000 0 60 100 0 2018 C FF6F00	ALPINE RGB CMYK PANTONE HEX 10 68 226 95 70 0 0 2728 C 0A44E2	POWDER RGB CMYK HEX 255 255 255 0 0 0 0 FFFFFF
GOLDEN ASPEN RGB CMYK PANTONE HEX 255 181 000 0 32 100 0 2010 C FFB500	UINTA SKY RGB CMYK PANTONE HEX 129 208 240 46 8 0 0 297 C 81D0F0	SALT RGB CMYK PANTONE HEX 249 249 237 0 1 6 2 7527 C F9F9ED
DEEP DESERT RGB CMYK PANTONE HEX 204 62 6 0 85 98 20 7599 C CC3E06	WASATCH BLUE RGB CMYK PANTONE HEX 26 37 153 100 87 0 20 2738 C 1A2599	GRANITE RGB CMYK PANTONE HEX 221 217 207 0 3 10 14 7528 C DDD9CF
WILDFLOWER RGB CMYK PANTONE HEX 255 145 218 2 50 6 0 210 C FF91DA	JUNIPER RGB CMYK PANTONE HEX 000 158 127 85 10 55 10 7724 C 009E7F	MIDNIGHT RGB CMYK PANTONE HEX 000 000 000 60 40 40 100 BLACK 6 C 000000

Color Palette

These are the preferred text and background color combinations.

IMAGINE A GREAT HEADLINE HERE. TEXT: WHITE OR SALT (CREAM) BACKGROUND: DESERT ORANGE	IMAGINE A GREAT HEADLINE HERE. TEXT: WHITE OR SALT (CREAM) BACKGROUND: ALPINE	IMAGINE A GREAT HEADLINE HERE. TEXT: MIDNIGHT (BLACK) BACKGROUND: WHITE
IMAGINE A GREAT HEADLINE HERE. TEXT: MIDNIGHT (BLACK) BACKGROUND: GOLDEN ASPEN	IMAGINE A GREAT HEADLINE HERE. TEXT: MIDNIGHT (BLACK) BACKGROUND: UINTA SKY	IMAGINE A GREAT HEADLINE HERE. TEXT: MIDNIGHT (BLACK) BACKGROUND: SALT (CREAM)
IMAGINE A GREAT HEADLINE HERE. TEXT: WHITE OR SALT (CREAM) BACKGROUND: DEEP DESERT	IMAGINE A GREAT HEADLINE HERE. TEXT: WHITE OR SALT (CREAM) BACKGROUND: WASATCH BLUE	IMAGINE A GREAT HEADLINE HERE. TEXT: MIDNIGHT (BLACK) BACKGROUND: GRANITE

Color Palette

Color Contrast Check

HEADLINE GOES HERE.	HEADLINE GOES HERE.	HEADLINE GOES HERE.	HEADLINE GOES HERE.	HEADLINE GOES HERE.	HEADLINE GOES HERE.	HEADLINE GOES HERE.	HEADLINE GOES HERE.
#FFFFFF / #FF6F00 2.79:1 ❌	#000000 / #FFB500 11.86:1 ✔️	#FFFFFF / #CC3E06 4.93:1 ✔️	#FFFFFF / #0A44E2 7.15:1 ✔️	#000000 / #81D0F0 12.21:1 ✔️	#FFFFFF / #1A2599 11.87:1 ✔️	#000000 / #F9F9ED 19.8:1 ✔️	#000000 / #DDD9CF 14.9:1 ✔️
HEADLINE GOES HERE.	HEADLINE GOES HERE. HEADLINE GOES HERE.		HEADLINE GOES HERE.				
#F9F9ED / #FF6F00 2.63:1 ❌ Desert Orange does not meet WCAG contrast standards with white or cream. Limit its use to large-scale headlines and graphic elements where accessibility is not critical.	#F9F9ED / #CC3E06 4.65:1 ✔️	#F9F9ED / #0A44E2 6.74:1 ✔️	#F9F9ED / #1A2599 11.20:1 ✔️				