LIFE
UTAH
ELEVATED®

Partner Branding Guide

What is Utah Life Elevated®?

Sure, it's our branding tagline. But it's also our mission statement. Our mantra. A guiding principle that has the power to shape both the perception of our travelers and the attitude of our residents. The secret of a strong brand is authentic, truthful storytelling told through every touchpoint, no matter how small.

So what is Utah's story?

Feel dwarfed beneath the iconic Delicate Arch or refresh your senses in the cooling waters of Zion's Virgin River. Watch the setting sun atop lofty Wasatch summits, accessed from trailheads only minutes from a vibrant metropolis, or fall asleep to the nearby rush of the Green River under the same Dark Skies as Jurassic giants at Dinosaur National Monument.

The Utah Life Elevated® brand is inspiring and evocative. It is also a call to action. It contains imagery and language that appeal to our visitors' five senses and help move them from dreaming to planning. The brand shows Utah's proximity, accessibility and connectivity, yet permits the visitor to escape as far as their heart's desire.

The phrase "a picture is worth a thousand words" exists for a reason. Design is a powerful storytelling tool. Carefully consider design elements and photography. Shapes, colors and typefaces all tell different stories. We created this guide to help you understand the visual elements of the Utah Life Elevated® brand and successfully partner with the Utah Office of Tourism to create strong, consistent brand messaging.

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>>> **Keep it simple.**

DESIGN TIP

Generally, less is more. Pair down your design to just the essentials. By removing elements that don't enhance your message, you help provide clarity and quick understanding for the viewer.

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.

We balance the thick slab serif (Utah) portion of our logo with the thinner, more contemporary sans serif (Life Elevated) font.

>>> **Personal space.**

Give your design elements and their neighbors some personal space. No one likes feeling overcrowded. Apply even spacing for a consistent and polished look.

>>> **Breathing room.**

Don't be afraid of "white space" but also use it strategically. Leaving open space within your design can help guide the viewer's eye to important details and elements. Packing a page with too many items can cause confusion.

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X
clear
space

Be sure to leave clear space around the logo. The distance between "E" and "L" is a good measure of clear space. This will ensure a consistent look to the brand and will protect the logo from distractions within the layout.

FOR EXAMPLE:

LIFE
UTAH
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x
THE GREAT SEAL OF THE STATE OF UTAH 1896
Governor's Office *of*
Economic Development
BUSINESS • TOURISM • FILM

PRIMARY:

Orange should be used
whenever possible.

L I F E
UTAH
E L E V A T E D ®

SECONDARY:

L I F E
UTAH
E L E V A T E D ®

L I F E
UTAH
E L E V A T E D ®

L I F E
UTAH
E L E V A T E D ®

Reverse white should always be
used on top of solid colors.
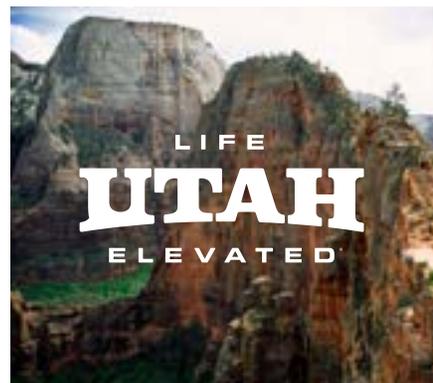
Reverse white should always be
used on top of photography.

Navy can be used as an alternative
option when all other applications
do not work.

DESIGN TIP

>>> **Neat and tidy.**

Create flush margins and baselines, and line up shapes and objects. An orderly and well-composed design is aesthetically pleasing and easier to understand.

DO NOT
develop your own color combinations

DO NOT
fill the logo with gradients or patterns

DO NOT
place the logo inside a containing shape

DO NOT
apply any transparency

DO NOT
alter or substitute the font

DO NOT
rotate or angle the logo

DO NOT
distort the logo

Governor's Office *of*
Economic Development

BUSINESS • TOURISM • FILM

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When using the Utah Life Elevated® logo with your own logo and/or other partner logos, the Utah logo should always be at the same scale.

Logo size should be determined by the final product size, but a good general rule is to keep the logo between 2" and 1.25"for print, or 145 pixels and 100 pixels for digital. Never scale the logo so small that it becomes unreadable.

>>> **Limit your typefaces.**

DESIGN TIP

While there is no hard rule about the number of fonts to use in a single design, it's generally a good idea to stick to two or less. This makes for better readability and a more cohesive design. When using two different fonts, try to pick two that contrast but complement.

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For questions or logo approval, please contact
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