



LIFE
UTAH
ELEVATED®

Snowbasin
Wasatch National Forest

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 hotbed 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. Where life is elevated.

Temple of the Sun

Cathedral Valley, Capitol Reef National Park



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.



Proper Logo Usage

PRIMARY COLOR: Ember 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.

CLEAR SPACE REQUIREMENTS

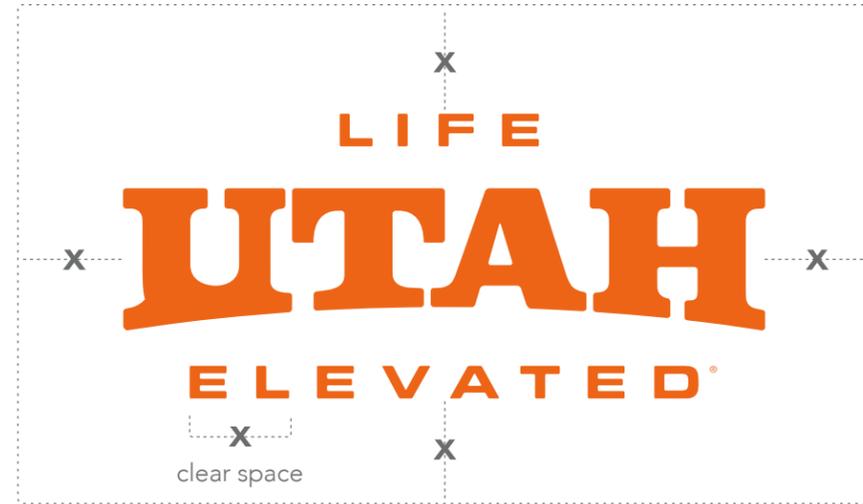
An important element in the Utah: Life Elevated logo is its clear space. This will ensure a consistent look to the brand and will protect the logo from distractions within the layout.

SIZING RESTRICTIONS

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.

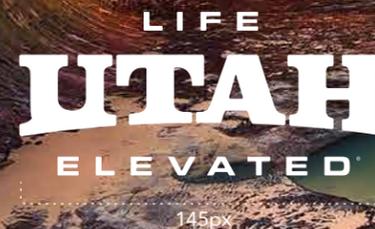
For web materials, the logo should be sized somewhere between 100 pixels and 145 pixels wide. The logo should never appear smaller than 100 pixels wide.



maximum

recommended

minimum



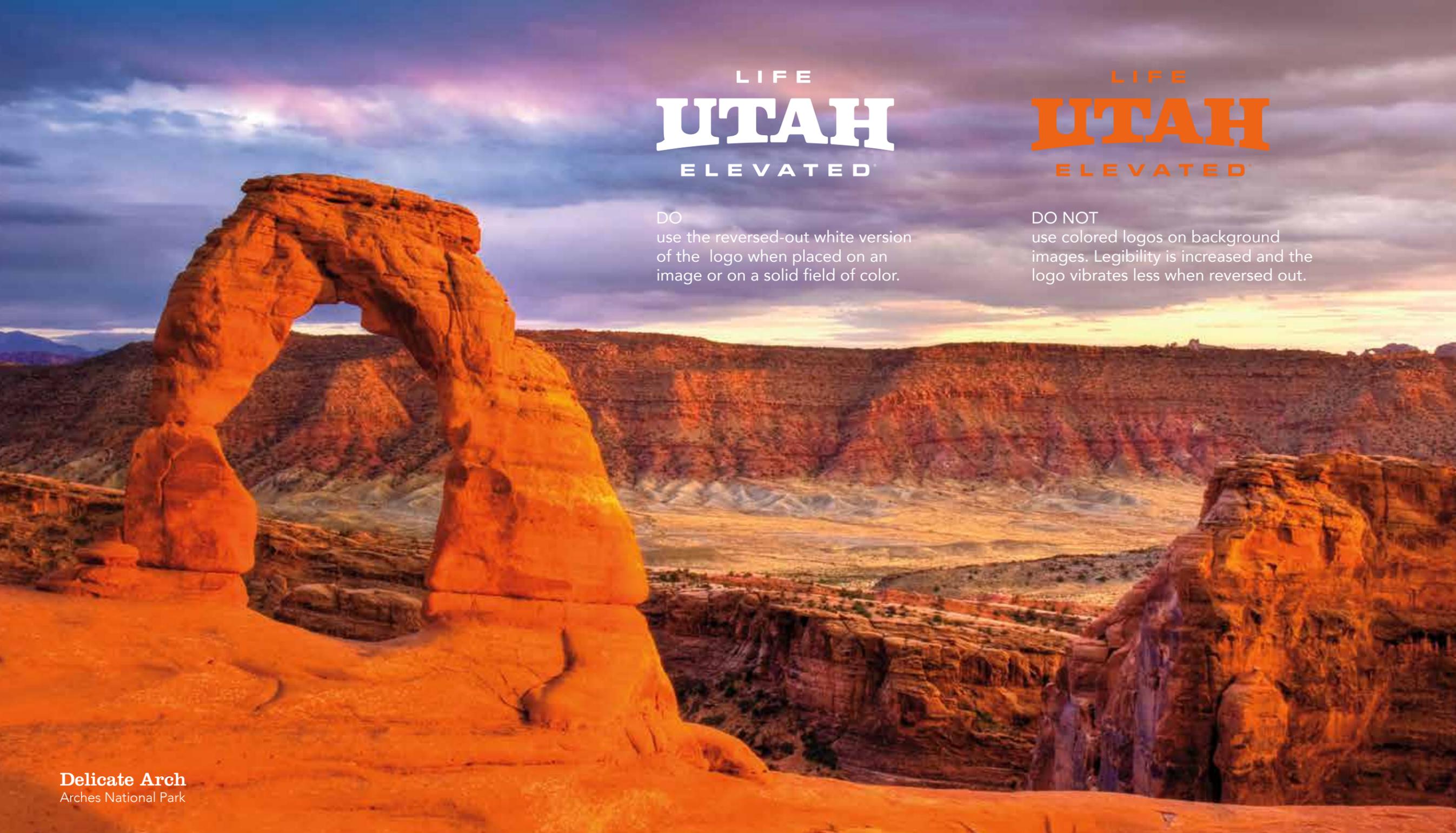
145px

110px

100px

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.



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DO
use the reversed-out white version
of the logo when placed on an
image or on a solid field of color.

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DO NOT
use colored logos on background
images. Legibility is increased and the
logo vibrates less when reversed out.

Delicate Arch
Arches National Park

Unacceptable Logo Usage



DO NOT
partially reverse the logo



DO NOT
place logo inside a containing shape



DO NOT
develop your own color combinations



DO NOT
alter or substitute the font



DO NOT
distort the logo in any manner



DO NOT
fill the logo with a gradient or pattern



DO NOT
rotate or angle the logo



DO NOT
layer the logo or use it to create a pattern

Christmas Meadows

Uinta Mountains, Cache National Forest





FROST

C:34 M:8 Y:0 K:0
R:173 G:209 B:240
H208 S28 B94
#ADD1F0

BLUEBIRD

C:58 M:23 Y:1 K:0
R:114 G:167 B:215
H209 S47 B85
#72A7D7

WASATCH

C:100 M:46 Y:0 K:70
R:0 G:45 B:81
H206 S100 B32
#002D51

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.

RGB and HSB values are calculated using the sRGB IEC61966-2.1 icc color profile.

CMYK values are calculated using GRACoL2006_Coated1v2 icc color profile.

EMBER

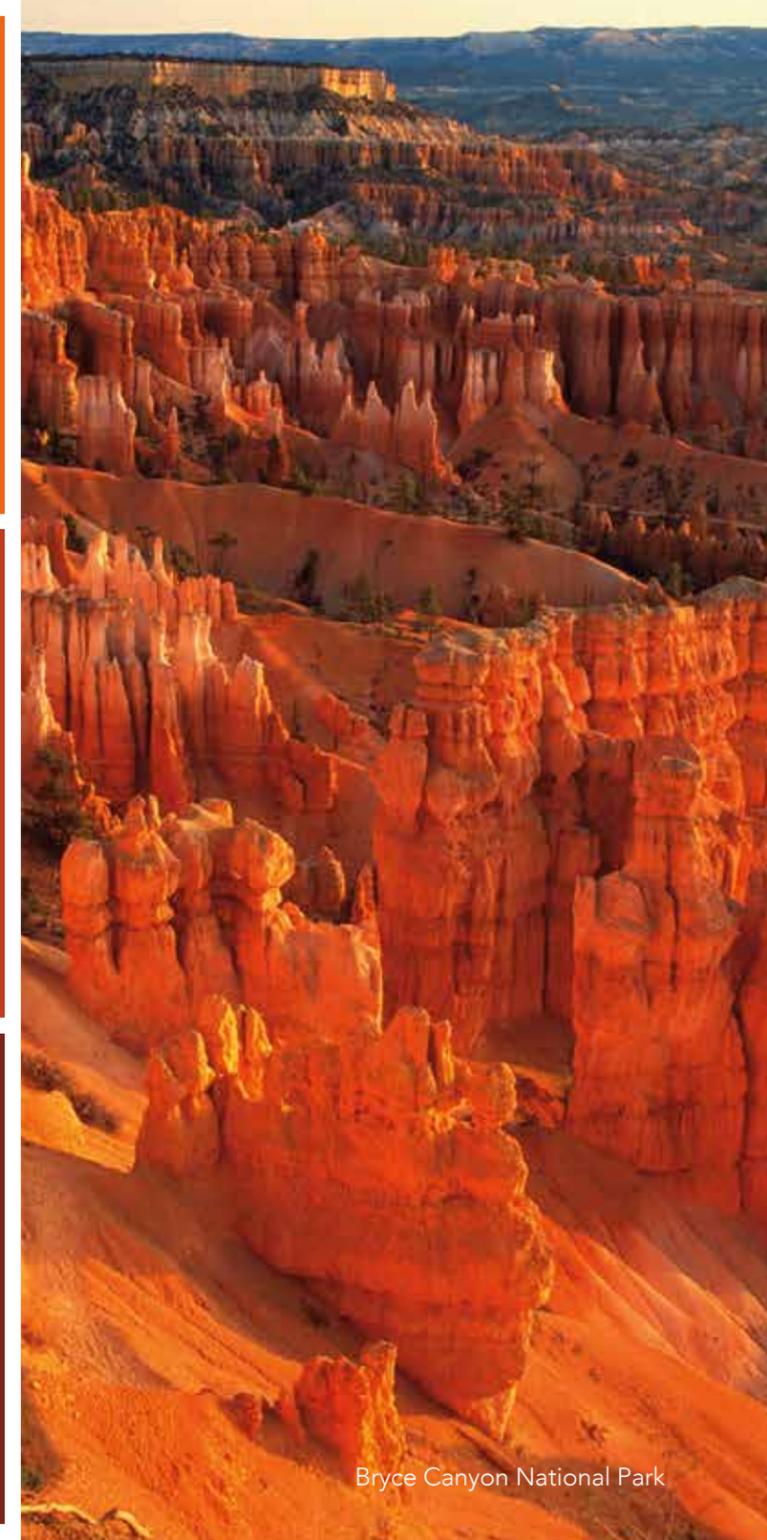
C:0 M:72 Y:98 K:0
R:238 G:100 B:23
H21 S90 B93
#EE6417

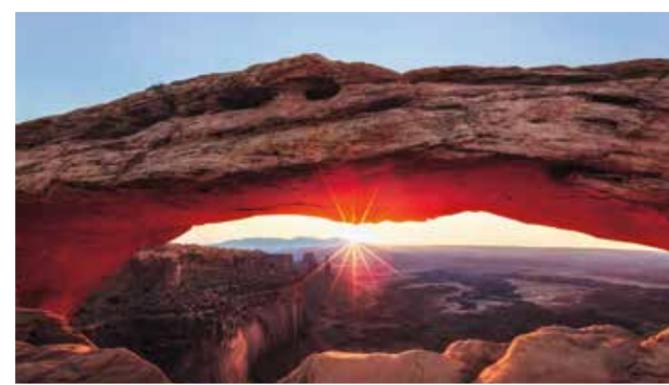
SUNSET

C:11 M:89 Y:100 K:12
R:191 G:57 B:25
H11 S87 B75
#BF3919

AGATE

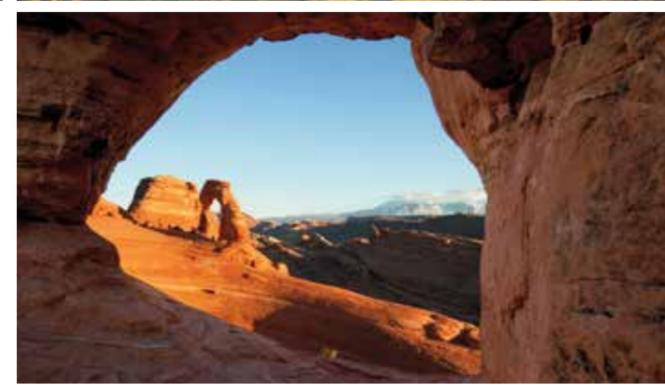
C:31 M:98 Y:100 K:41
R:119 G:33 B:22
H7 S82 B47
#772116



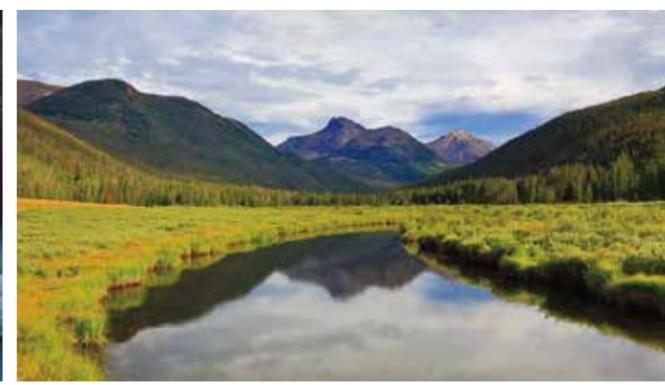


Utah Photography

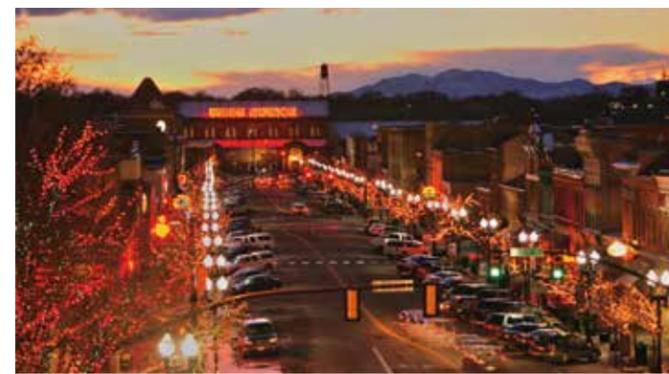
The beauty of contrast is at the root of how we tell the Utah story and should be reflected in every component of that story. And so, with that in mind, each photo should depict that contrast with regard to composition and color.



Pairing the dominant subject in the photograph with a contrasting element will help you underline how these differences create a beautiful harmony that embodies our state.



If you show the desert, then you should show life in that desert—a tree, or water. If you show red rock, then find a way to contrast it—with blue sky, or snow. If you show an urban environment in the foreground, then show nature in the background—or even new buildings contrasted with old ones.





Angels Landing
Zion National Park

Utah Fonts and Typography

As with all other components of our brand story, our typography helps us reinforce the notion that there is power within the contrasts of our state. Our headline font (Clarendon) and our body copy font (Avenir) have been chosen for the way in which they complement each other—with the thick, bold slab serif lines of Clarendon providing a balance to the more delicate curves of Avenir.

CLARENDON

Clarendon is the preferred font for our headlines because it is composed of the thick lines and bold imprints that evoke the broad rock faces that dot our state.

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

AVENIR

Avenir is the preferred font for our body copy because it is made up of easy-to-read, straightforward lines, which speak to the simple, straight-ahead modernity of our state.

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Typography

Whenever the background colors will support it, reverse out your headline and body copy to reveal as much of the scenery as you can without lessening the impact of the typography.

Typography Alternative

In instances where white type can't be easily read on an image, add a 70 percent white transparency type box and use a darker color in our palette for the type. This allows our imagery to still be seen and minimally obscured.

Typography Alternative

When neither of the above applications work, white type should be set on a field color from the Utah palette. This is the least desirable alternative because it hides the imagery, which should always be the focus of the Utah brand.



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