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 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.

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

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

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

Delicate Arch
Arches National Park
Christmas Meadows
Uinta Mountains, Cache National Forest
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.
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.

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.

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.

Utah Photography
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.

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.

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
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
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.