



Utah Department of
Heritage & Arts



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Who The Brand Guidelines Are For

The Utah Department of Heritage and Arts (UH&A) brand guidelines are for the people and organizations responsible for developing marketing materials, corporate and product advertising, and other types of communications. In certain cases, this also includes third-party distributors and vendors who are involved in creating and producing marketing materials. These materials include, but are not limited to, the following:

- Website pages
- Social Media pages
- Presentation materials
- Educational materials
- Conference and event materials
- Posters, banners and signage
- Invitations
- Web site design and content
- Advertising
- Newsletters
- Office announcements
- Premiums
- White papers
- Stationery and business cards

UH&A Main Logo Mark

Below is the main logo mark for the Utah Department of Heritage and Arts. Due to the multi-hued nature of the main logo mark, it should always appear on a white background.



UH&A Division Logos

The rules that apply to the DH&A main logo also apply to the subsequent division logos as well. These should always appear on a white background.



Special Use – Grayscale Logos

For applications that require a black and white treatment, the grayscale logo should be employed, but the color logo mark should always take precedence if possible. This logo should also be used on a white background exclusively.



Special Use – Grayscale Logos

The rules that apply to the DH&A main logo also apply to the subsequent division logos as well.



Special Use – Reversed Logos

Reversed logos, on the other hand, have been created to appear on colored or patterned backgrounds. It is important to use a dark color or subtle pattern so as not to obscure the clear communication of the logo.



Special Use – Reversed Logos

The rules that apply to the DH&A main logo also apply to the subsequent division logos as well.



UH&A Logos – Minimum Size

To ensure the integrity of the UH&A Brand, do not reduce the logo's height to less than .5 inches for print and special usage, and 15 pixels or .2 inches for screen applications. Other reproduction methods may require the minimum size to be greater than the sizes identified here.

SCREEN 

PRINT 

UH&A Logos – Clear Space

The UH&A logo must stand out clearly from its surroundings. This applies not only the background, but also to interference from nearby text, photographs, and other graphic elements that might compromise the mark's impact. The width of the of one "honeycomb" cell indicates the clear space around the logo.



UH&A – Primary Color Palette

The primary color palette for UH&A are PMS 307 C, Pantone Cool Gray 10 C, and Pantone Black.

PMS 307 C

C: 100 M: 50 Y: 19 K: 2
R: 0 G: 105 B: 166

PANTONE COOL GRAY 10 C

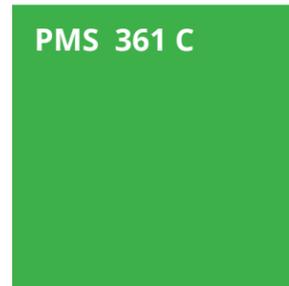
C: 0 M: 2 Y: 0 K: 60
R: 38 G: 28 B: 2

PANTONE BLACK

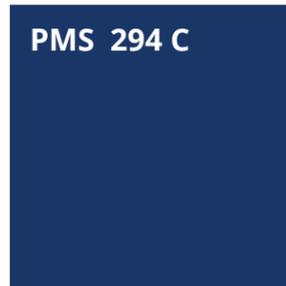
C: 0 M: 13 Y: 49 K: 98
R: 38 G: 28 B: 2

UH&A – Accent Support Color Palette

The following color are derived from the main logo mark, which in turn are used in the division logos. These colors are meant to act as a supporting color for accompanying graphics and related needs.



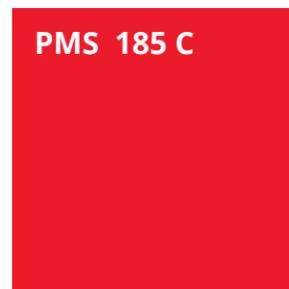
C: 75 M: 4 Y: 100 K: 0
R: 63 G: 174 B: 41



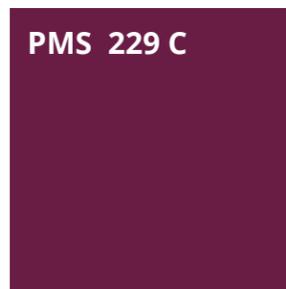
C: 100 M: 86 Y: 29 K: 22
R: 0 G: 46 B: 108



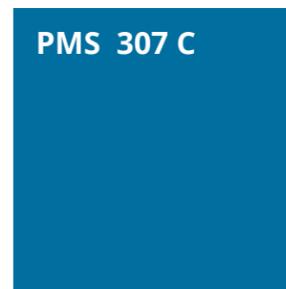
C: 0 M: 84 Y: 100 K: 0
R: 255 G: 76 B: 0



C: 1 M: 100 Y: 92 K: 0
R: 235 G: 0 B: 40



C: 47 M: 94 Y: 47 K: 37
R: 105 G: 32 B: 68



C: 100 M: 50 Y: 19 K: 2
R: 0 G: 105 B: 166

UH&A – Print Typography (Fonts)

For print typography, please use the following typfaces:

ITC Kabel Demi for Headlines.
Calibri for body copy.

In 1975 the International Typeface Corporation redrew a typeface designed by Rudolph Koch in 1927. The family, Kabel, was named in honor of the first trans-Atlantic telephone cable. ITC Kabel has a large x-height and is suitable for headlines and other large applications.

From Microsoft’s website:

Calibri is a modern sans serif family with subtle roundings on stems and corners. It features real italics, small caps, and multiple numeral sets. Its proportions allow high impact in tightly set lines of big and small text alike. Calibri’s many curves and the new rasteriser team up in bigger sizes to reveal a warm and soft character.

ITC Kabel Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 1234567890

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz | 1234567890

UH&A – Online Typography (Fonts)

As ITC Kabel and Calibri are difficult to licence for web use, please use Open Sans for online applications. Where Open Sans is not available, please use Arial.

Open Sans is a humanist sans serif font created by Steve Matteson and commissioned by Google for print and online applications. Available in regular and condensed versions and freely available for commercial use, this font can be downloaded at:

<http://www.fontsquirrel.com/fonts/open-sans>

<http://www.fontsquirrel.com/fonts/open-sans-condensed>

or

<http://www.google.com/fonts/specimen/Open+Sans>

<http://www.google.com/fonts/specimen/Open+Sans+Condensed>

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz | 1234567890

Open Sans Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz | 1234567890

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz | 1234567890

Open Sans Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz | 1234567890

Open Sans Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz | 1234567890

Incorrect Versions of the Logo

Logo usage don'ts*

1. Don't change the logo's orientation.



2. Don't bevel or emboss the logo.



3. Don't place the logo on a busy photograph or pattern.



4. Don't change the logo colors.



5. Don't crop the logo in any way.



6. Don't add "glow" effects to the logo.



7. Don't present the logo in "outline only" fashion.



8. Don't add "drop shadow" effects to the logo.



9. Don't reconfigure or change the size or placement of any logo elements.



10. Don't stretch or squeeze the logo to distort proportions.



12. Don't recreate elements or replace with something else.



