

# QUICK REFERENCE GUIDE: VISUAL IDENTITY

Institutional identity is critically important to our efforts to communicate the traditions, mission, and goals of the University. The graphic standards outlined here contain four areas that are important to maintain:

Institutional Identity | Color | Logo | Typeface

The official University logo has two elements: the block U icon and the supporting wordmark. Four different logo styles allow for greater flexibility when incorporating into communication materials.

## STYLE 1



2 color (blk + PMS 187)



solid black



reversed (all white)

## STYLE 2



red (PMS 187)



solid black



reversed (all white)

## STYLE 3



2 color (blk + PMS 187)



solid black



reversed

## STYLE 4



Primary logo colors and color restrictions apply

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## SAFE AREA



A safe area should always exist around the logo or word mark, equal to one-half the height of the block U.

## PRIMARY COLOR PALETTE

	RED	PMS 187	C0, M100, Y79, K20	CC0000
	BLACK	Process Black	C0, M0, Y0, K100	000000
	WHITE	White	C0, M0, Y0, K0,	FFFFFF
	GREY	PMS 424	C0, M0, Y0, K61	77797C
	TAN	PMS 7510	C0, M30, Y72, K11	BB8D49

The primary color palette for the University of Utah is shown above. The logos and wordmarks can appear only in these colors. Prominent use of these colors further reinforces the University brand. Do not screen the red ink when printing. Screening red turns the color to pink. Symbols and logos can also be blind embossed, die cut, or stamped in gold foil.

Please see [www.ucomm.utah.edu](http://www.ucomm.utah.edu) for secondary colors.

## PLEASE DON'T

Wrong font and wrong alignment



Wrong color usage



Do not distort the University's logos.



The U should not print gray, as a screened value or as semitransparent.



## OTHER ACCEPTABLE SYMBOLS AND LOGOS



1. Please reserve seal for official documents and letterhead. 2. Circle and feather is reserved for Athletics only; use with permission only. A strong identity will contribute to the University's overall image and branding efforts. Please direct questions to Marketing & Communications, 581-6773.

## RELATED IDENTITIES



Samples of college identification with approved logo.

University Products, Services, Events, Campaigns

Named program logos with U identity