

Utah Division of Arts & Museums Logo Usage Guide



Using the logo

The Utah Division of Arts and Museums' logo is a key element in identifying the Division's programs and advisory boards as a central component in the cultural community of Utah. It is important that the logo is used in a standardized and consistent manner.

These guidelines will outline the proper usage of the Division logo when producing all documents or publications that will be sent to our constituency, for partners and sponsors of all events and exhibits, all publications, all promotional and marketing materials that are part of campaigns, and any other media use.













- All Division communications materials, whether printed or digital, should display an approved version of the logo.
- The logo should be displayed in a prominent location on communication material.
- Use only authorized digital files of the logo.
- A logo does not have to be large to be effective, but it should have ample space around it for legibility and visual integrity.
- Partnerships: Logos of outside organizations may appear in the same size and visual plane as the Division logo to indicate partnerships or joint sponsorships.

To ensure the correct logo is being used, please contact the Division Communications Specialist.

Color

The following colors are available for use on all publications, websites, and other media: blue, green, orange, red, yellow, black and white. The preferred usage is a color logo in the complimentary color of the background.

The typeface is available in black and white. Use the appropriate version to be legible on the background. The following color process information must be used by designers and printers for color matching of all publications.

Color	Blue	Green	Red	Yellow	Orange	Black & White
Pantone	PMS 307	PMS 384	PMS 187	PMS 124	PMS 159	
CYMK	100, 16, 0, 27	18, 0, 100, 31	0, 100, 79, 20	0, 28, 100, 6	0, 66, 100, 7	
RGB	0, 122, 165	147, 153, 5	175, 30, 45	224, 170, 15	198, 96, 5	
						
						

Size, Font and Files

Size and Resizing

When a logo is reduced or enlarged, it should be treated as one unit. Resize all elements proportionately. Do not reduce the logo below .5 inches in height.



Check color for accuracy and ensure that the logo is legible in the chosen print context.

If you are using a standard Word template, you will need to click on the graphic and **hold down the shift key while dragging one of the corners of the graphic**. The shift key will ensure that the proportions of the logo are maintained.

Typography

Typography (the arrangement and appearance of fonts) plays an important role in delivering clear communication, as well as establishing a strong identity and brand. The typefaces selected for use in documents and marketing collateral provide users with simplicity, design flexibility, and ease of use.

Palatino LT Bold

Palatino-Italic

Palatino

File names

The logo files are saved in two formats. png files are best for documents and internet. eps files are for professional printing. The files are named according to the color of the "flag," the color of the typeface and the size. For example:

- A&M_logo_blue-black_small.png = a small logo with a blue flag and black typeface to be used over a light background
- A&M_logo_yellow-white_large.png = a large logo with a yellow flag and white typeface to be used over a dark background

Improper Uses

Correct use of the logo protects the Utah Division of Arts & Museums' identity. Distribute and reproduce it with care. And always follow up with to ensure its proper use. Here are some of the ways to watch out for concerning incorrect usage of the Division logo.

Don'ts

- Never alter/distort proportions of the mark or typeface.
- Do not separate elements
- Do not try to recreate the look
- Never reproduce logo in any other color other than the approved colors mentioned in prior section.
- Do not use the logo on a complex photo or patterned background

