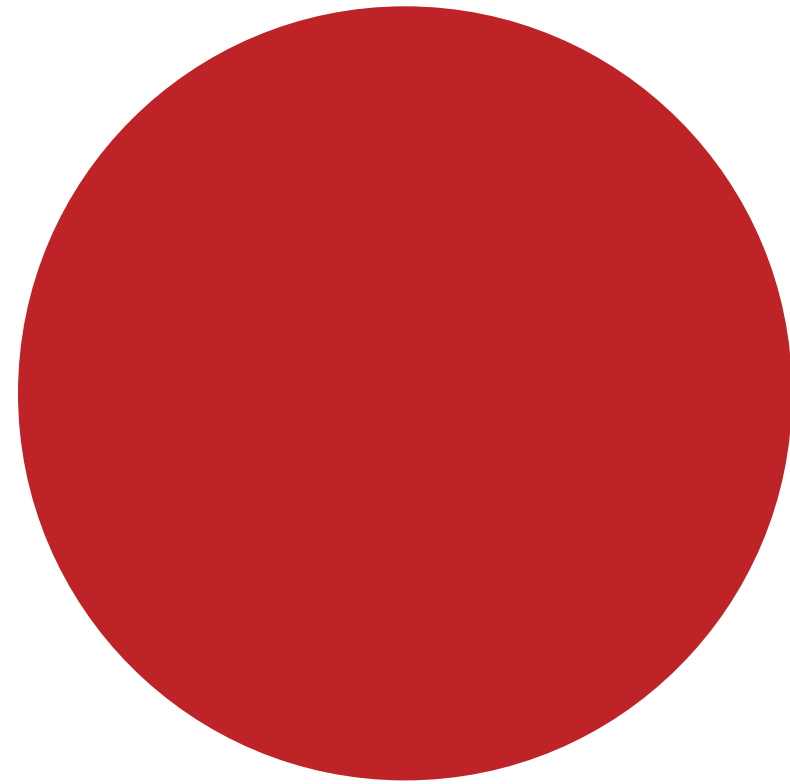


Utah Red

Digital Specifications



Utah Red
RGB: 190-0-0
HEX: #BE0000

Official Utah Red can be specified for use on digital screens in RGB values or as a hexadecimal color code.

Do not use the CMYK or SPOT formulas for projects where the final product will be viewed on a digital screen.

Digital Typography

These are the preferred fonts for all University websites and digital publications. Apply these preferred fonts for web content, ensuring readability and consistency. Use headings, subheadings, and body text styles consistently to organize content logically.

Accessibility: Follow web accessibility guidelines (WCAG) to ensure that the website copy is accessible to all users, including those with disabilities.

These fonts are available in UMC-created themes. You can download these fonts for use in mockups and design files from Google Fonts (Montserrat & Source Sans Pro) and Adobe Fonts (Vitesse or Factoria).

Montserrat Bold for Headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Vitesse Bold for Alternate Headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Source Sans Pro for Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Accent Colors

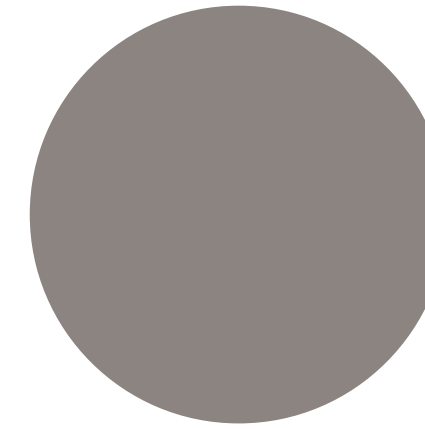
Accent colors, when used, should be complementary and subordinate to Utah Red and black. It is strongly recommended that designers avoid using blue or purple as stand-alone colors to avoid creating confusion with other regional universities' school colors.

Accent colors may be used minimally where appropriate. They are not to usurp the core colors, but are used to:

Enhance charts, graphs, and info graphics Add variety to unique needs (t-shirts and seasonal events). Augment publications and consumer content.

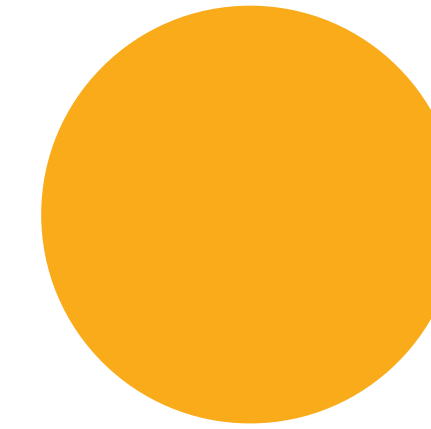
Accent Colors should not be used in conjunction with the university logos and should never be used to represent the brand.

The colors shown throughout this branding guide have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE® Color Standards. Consult current PANTONE® Publications for accurate color. PANTONE® is the property of Pantone, Inc.



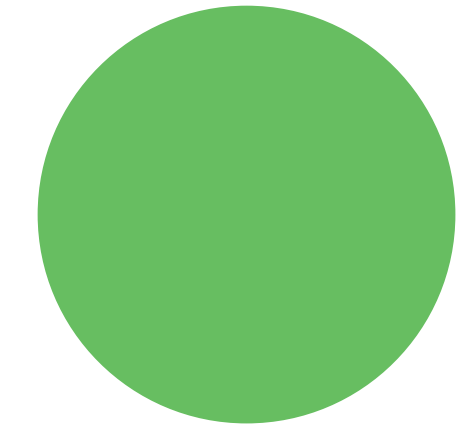
Zion Cinder Cone

RGB 141-133-126
HEX #8D857E



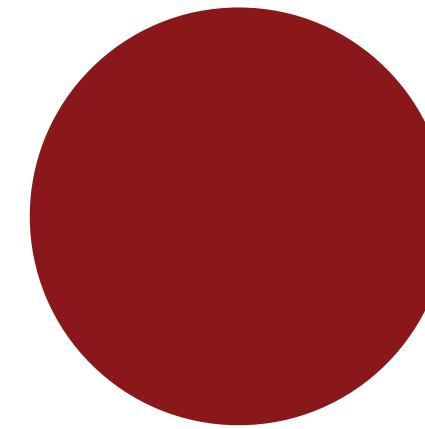
Wasatch Sunrise

RGB 255-184-29
HEX #FFB81D



Mountain Green

RGB 108-194-74
HEX #6CC24A



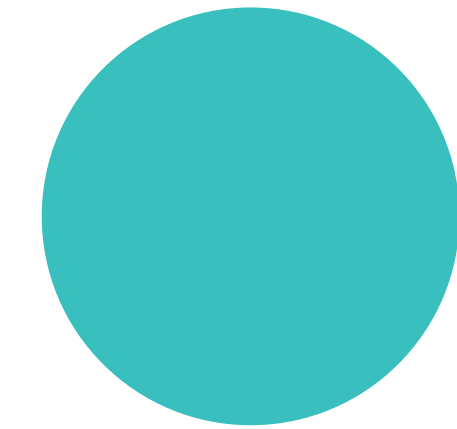
Red Rocks

RGB 130-0-0
HEX #890000



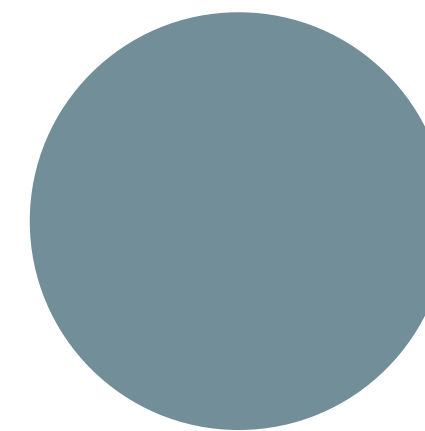
Salt Flat Grey

RGB 226-230-230
HEX #E2E6E6



Great Salt Lake

RGB 58-191-192
HEX #3ABFC0



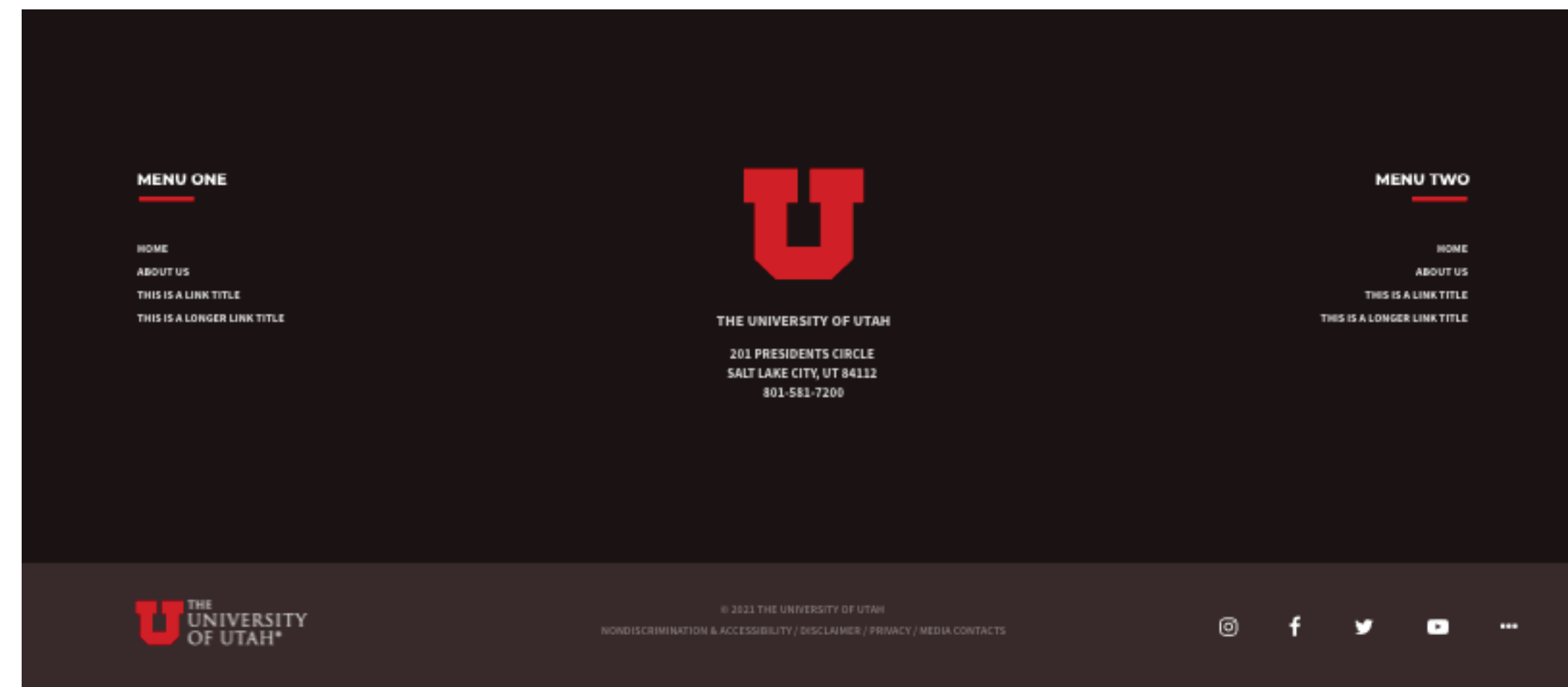
Granite Peak

RGB 117-142-153
HEX #708E99

University Header & Footer Guidelines

All sites should use the University's approved header and footer. The website's header should prominently display the University of Utah logo with links to the University's homepage as well as departmental/organization names.

All sites should use the approved University navigation and should be intuitive, accessible, and easy to use, ensuring that visitors can quickly find the information they seek.



Accent Colors Proportions

Accent colors should not be used on any major design or branding elements and may not exceed 10% of the overall composition.

This includes both print and digital applications.

