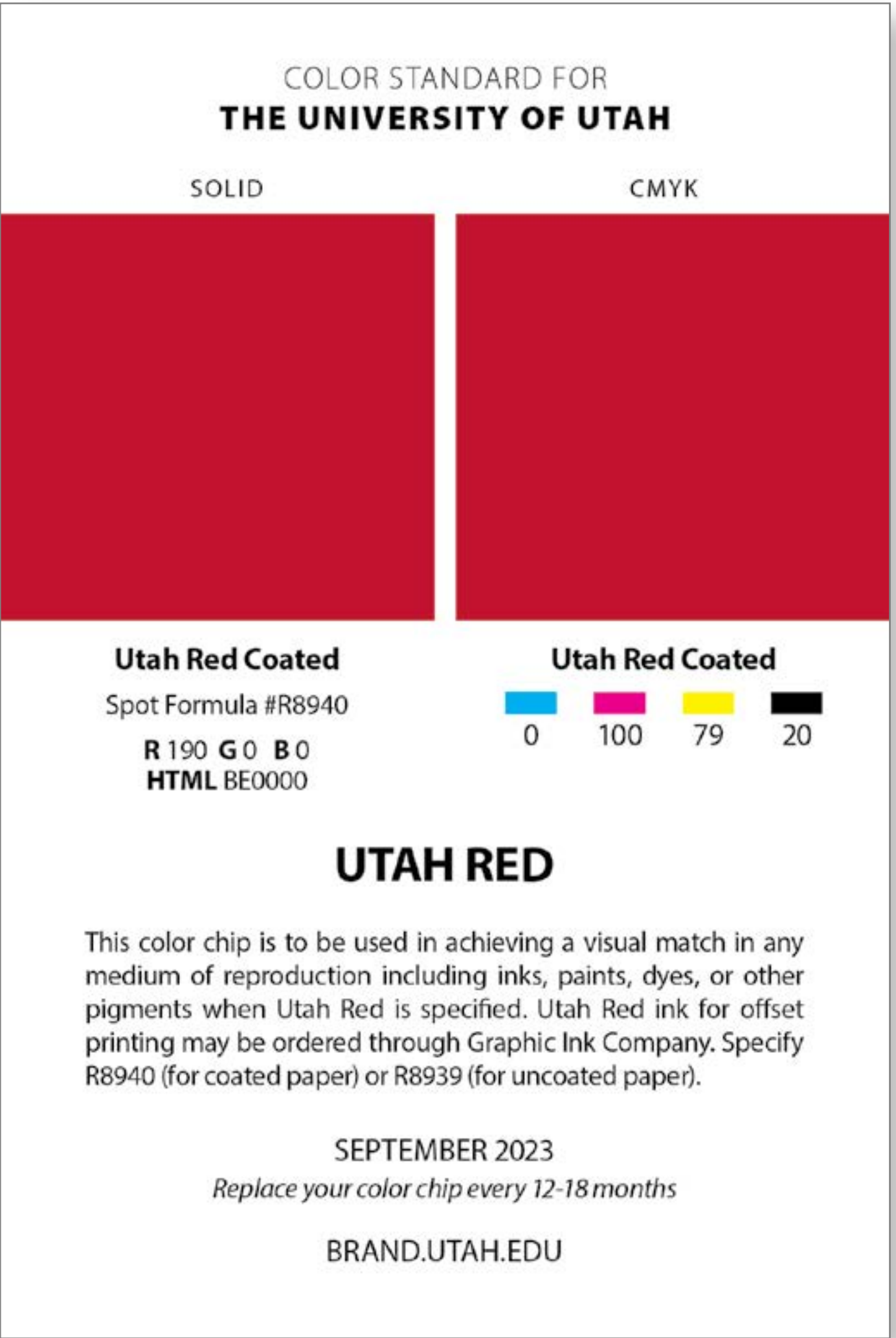


Official Utah Red



Prominent use of Utah Red reinforces the University brand. Utah Red is deeply ingrained in the culture of the university and has served as a key institutional identifier since the late 1800s. It is the most appropriate core color for projects originating from the university.

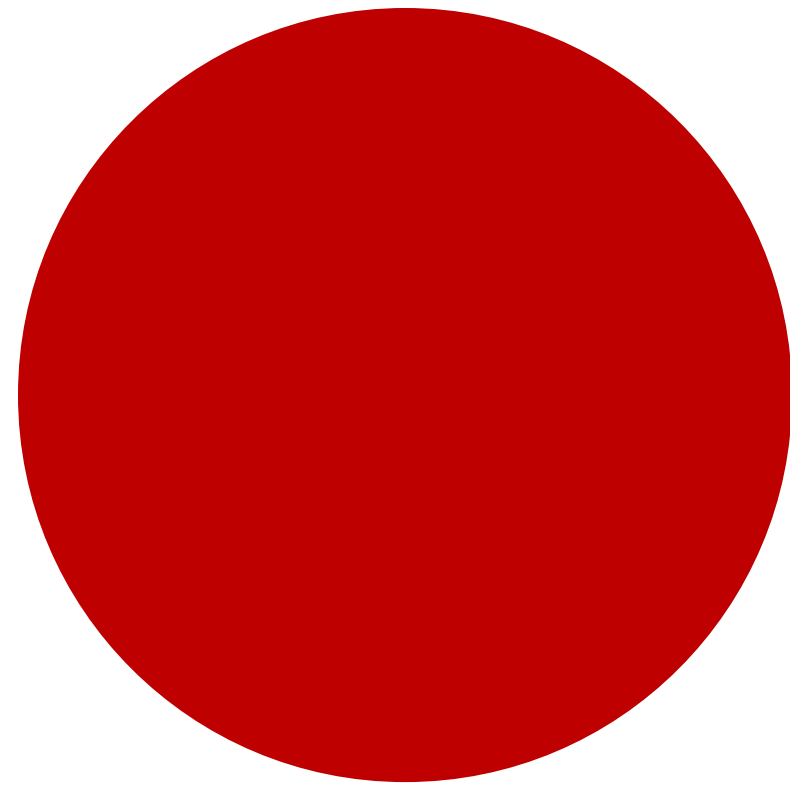
Designers and printers should refer to a “Utah Red Color Sample” for ink formulation and color matching on press. The color chip is to be used in achieving a visual match in any medium of reproduction including inks, paints, dyes, or other pigments when Utah Red is specified.

Copies of the “Utah Red Color Sample” are available from University Marketing and Communications, and from University Print and Mail Services.

Note: Colors shown on this page may appear to vary when viewed on different computer systems, and color printouts from this page will not be accurate.

Utah Red

Printing: Spot Ink Specifications



**Utah Red Coated
Formula R8940**

**Utah Red Uncoated
Formula R8939**

Official Utah Red can be specified for use as a spot color. Ask your designer and printer to match the official Utah Red Color Sample, or specify Graphic Ink Co.'s Utah Red ink formula, R8940 (for coated paper) or R8939 (for uncoated paper).

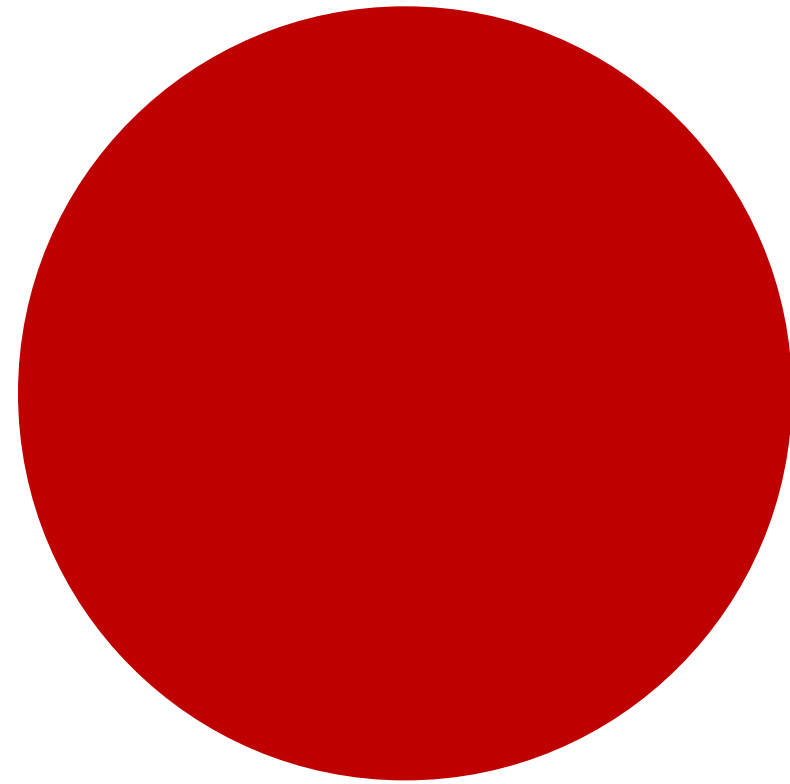
Designers and printers should refer to the “Utah Red Color Sample” for ink formulation and color matching on press. Copies are available from University Marketing and Communications or University Print and Mail.

If the specified Graphic Ink Co.'s formula cannot be obtained for conventional printing, use PMS 187C for printing on coated paper and for all inset and silkscreen projects. For conventional printing on uncoated paper, use PMS 186U. Consult with vendor to determine the choice of ink for coated or uncoated use before providing a digital file.

Note: Color swatches on this page may appear to vary when viewed on different computer systems, and color printouts from this page will not be accurate.

Utah Red

Printing: Process Ink Specifications



Utah Red
CMYK 0, 100, 79, 20

Official Utah Red can be specified for use as a process color. Ask your designer and printer to match the official swatch book color, 0 Cyan, 100 Magenta, 79 Yellow, 20 Black.

Designers and printers should refer to the “Utah Red Chip” for ink formulation and color matching on press. Copies are available from University Marketing and Communications or University Print and Mail.

Because of differences in paper, ink, and equipment, these process build percentages are provided as general guidelines only. Ask your designer and printer to match the official swatch book color.

Note: Color swatches on this page may appear to vary when viewed on different computer systems, and color printouts from this page will not be accurate.

Shades of Gray

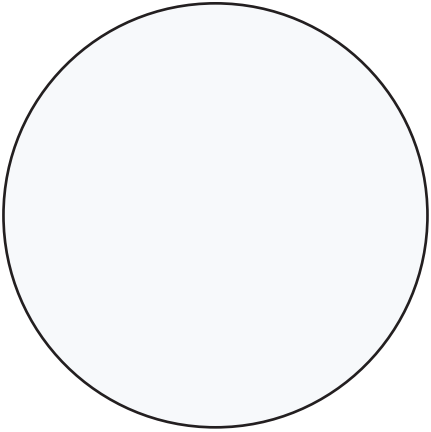
Black is a University of Utah core color but shades of gray are also useful in varying contexts. Black tints add depth and nuance to the U of U brand.

90% black may be used for graphics and typography—including headlines and body copy.

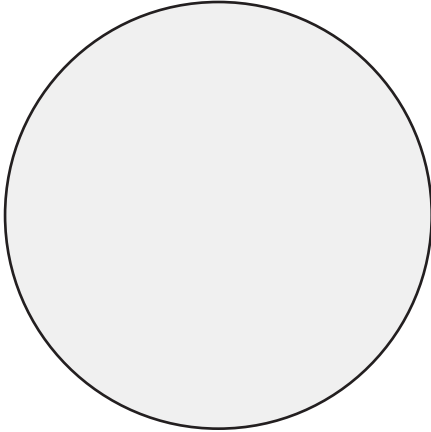
50% black may be used in wordmarks

6% black may be used in watermarks

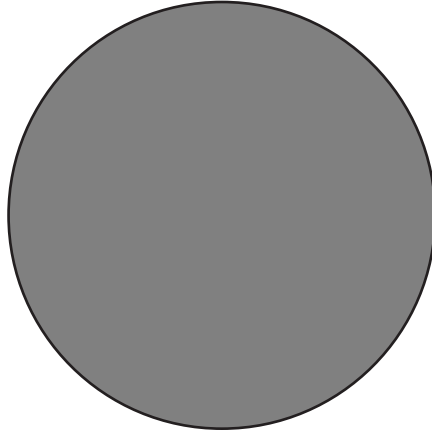
Digital Gray may be used as a background color on websites



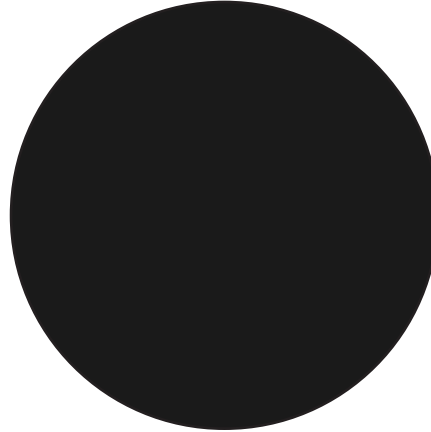
Digital Gray
RGB 221-229-237
HEX #F7F9FB



6% Black
CMYK 0C/0M/0Y/6K
RGB 240-240-240
HEX #F0F0F0



50% Black
CMYK 0C/0M/0Y/50K
RGB 128-128-128
HEX #808080

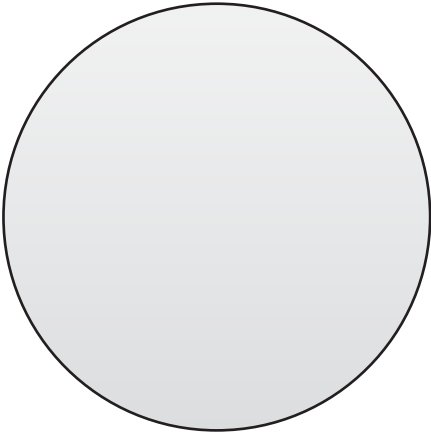


90% Black
CMYK 0C/0M/0Y/90K
RGB 26-26-26
HEX #1A1A1A

Gradient

Use a light gray gradient when a little extra tone is needed. It can be used as a background color instead of white or to help segment different areas of a layout.

Gradient composition: 15% black fading to 5% black or solid white.



Gradient
15% BLACK FADING TO
5% BLACK OR SOLID WHITE

TYPOGRAPHY

These are the preferred fonts for all University publications; Myriad Pro Font Family, Trajan Pro Regular, Vitesse font family, Forza font family, Thirsty Rough Black, and Kepler Std Font Family.

Due to licensing restrictions, we are unable to provide copies of these typefaces. Please see “Substitutions with Adobe Fonts” for acceptable replacements of Vitesse and Forza fonts.

MYRIAD PRO

Myriad Pro Light is ideal for body copy in brochures leaflets, letters and memos. It looks effective when set in 9, 10, 11 and 12pt type.

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

TRAJAN PRO

Trajan Pro Regular is used for the University Wordmark and can be used for headlines.

THE UNIVERSITY OF UTAH

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

VITESSE

Vitesse Black is recommended for use with large titles and headlines and looks most effective when it is used at 14pt and above.

Good Headline Font

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

FORZA

Forza Bold can be used for emphasis in small titles, call-outs, headings and sub-headings.

MAKES A GOOD SUBHEAD

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

THIRSTY ROUGH BLACK

Used for emphasis in small titles and call-outs and looks most effective when it is used at 12pt and above.

Good For Emphasis

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

KEPLER STD

Kepler Std Pro Light is good for body copy in brochures leaflets, letters and memos. It looks effective when set in 9, 10, 11 and 12pt type.

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

Substitutions with Adobe Fonts

Vitesse Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Vitesse Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Vitesse Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Factoria Ultra
Substitute for Vitesse Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*0

Factoria Book
Substitute for Vitesse Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*0

Factoria Light
Substitute for Vitesse Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*0

Substitutions with Adobe Fonts

Forza Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Forza Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Forza Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Industry Black
Substitute for Forza Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*0

Industry Demi
Substitute for Forza Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*0

Industry Book
Substitute for Forza Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*0

Comparisons of Substitutions with Adobe Fonts

**WE'VE TOTALLY REFRESHED THE
FIRST-YEAR EXPERIENCE**

Vitesse Black

**WE'VE TOTALLY REFRESHED THE
FIRST-YEAR EXPERIENCE**

Factoria Ultra

WE'VE TOTALLY REFRESHED THE FIRST-YEAR EXPERIENCE

Forza Black

WE'VE TOTALLY REFRESHED THE FIRST-YEAR EXPERIENCE

Industry Ultra

Photography Style

People

Shots should be simple, direct and feature real people, not fashion models. They should show interaction to reflect relationships between people. The people captured, can either be looking off camera or giving direct eye contact. People should look positive, approachable and natural with an appropriate mix of race, age and gender to reflect the area.

Location

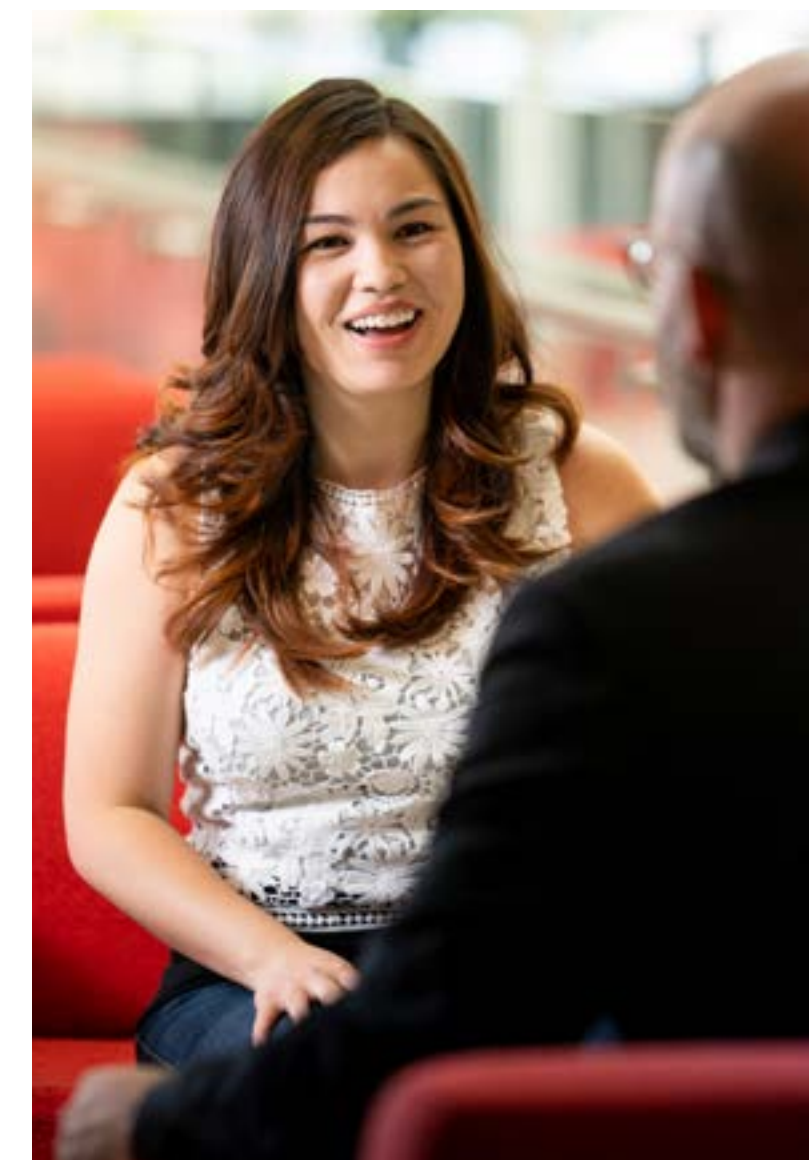
To provide authenticity locations should be from around the U campus.

Image Library

We have a library of images available for use by campus departments. Please visit utah.photoshelter.com.

Specific shots

From time to time you may need to be more specific in your communications and this may involve using a particular location, talent and getting them to act in a certain way. Within this situation, it is very important to create a sense of naturalness and to avoid clichéd poses or effects. All our photography should support our brand attributes through characteristics of the people, their actions and their environments. If you need assistance with specific photos, please contact University Marketing and Communications.



Photography Style

