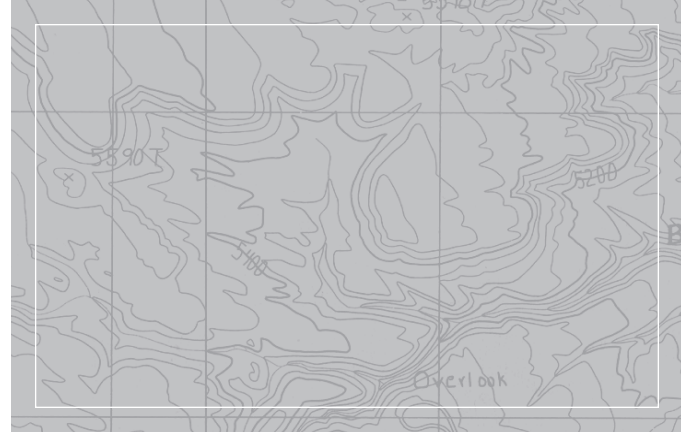


UTAHSM
LIFE ELEVATED™

BRAND GUIDELINES v.01

BACKGROUND AND OVERVIEW
THE BRAND PLATFORM



THE UTAH EXPERIENCE

Today's traveler seeks not just a vacation but a life-affirming experience. They want to be lifted from the mundane, to soar above the ordinary. They seek to elevate the senses and stir the soul. The new brand voice of Utah is a reflection of all the people, past and present, who have come here to seek a richer, fuller life; to seek freedom and peace; to seek quiet and solitude; and to let the majesty and grandeur of the place shape their own independent aspirations. If you spend five minutes here, five days, or a lifetime, you are transformed—by high places. You find yourself not merely on a new plane but on higher ground.

Marcel Proust, the writer and philosopher, could easily have been describing the modern traveler who is no longer simply looking for a vacation, but a lasting experience, when he said, "The real voyage of discovery consists not in seeking new landscapes but in having new eyes." You come to Utah to see; you leave with new eyes. You see vistas like nowhere else on the planet. You see desert scapes that are haunting. You walk in footsteps of ancient civilizations and follow paths cut by weather and the forces of nature. The result: your emotions are stirred, your senses are lifted. You soar. Your spirits rise. Your life is changed. You are elevated.

As the state of Utah embarks on its largest effort in history to invite tourists here, we looked for a simple, memorable summary of the Utah story. Everyone involved in the process, from the Governor to travel industry employees all over the state, agreed that our promise has to accomplish three objectives. First, it has to be an expression of Utah's DNA—who we are, our values, our dreams and aspirations. We can't over promise and try to be something that isn't authentic. We can't promise something that isn't true Utah. Second, we have to talk to potential visitors on their terms. Our marketing communications have to connect the modern traveler with the Utah experience and make it relevant in their lives. Our advertising and the messages we send to potential visitors should be fresh and surprising, speaking to them in new ways and changing preconceived notions about Utah and who we are. And finally, we have to differentiate our message from hundreds of other vacation destinations. We must stand out in people's minds.

Try putting the Utah experience into just two or three words. The colors are so diverse, the mountains so majestic, the desert so mysterious, that telling others about it is nearly impossible. Utah is not just about world-class skiing, yet skiing is in our blood. It is too simple to say we are a state of red rocks. But they frame us. We are not just about mountains, but we are surrounded by them. We are north. We are south. We are summer. We are winter. We are historic. We are cultured. We are very modern and progressive, but we still have true, laid-back authentic charm.



THE
TAG LINE

LIFE ELEVATED

The Utah experience can be summarized with two words:

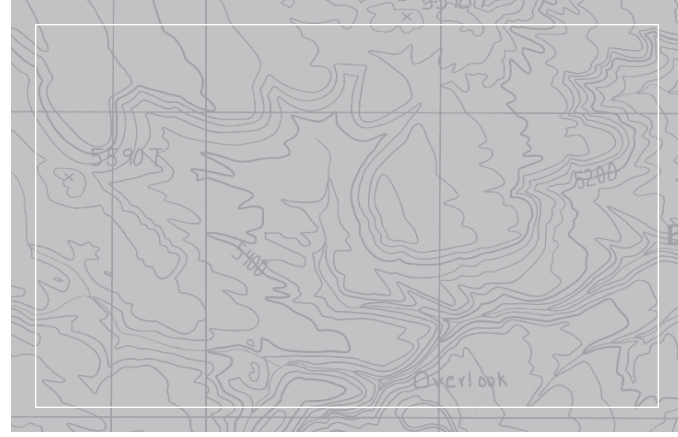
LIFE ELEVATED

In Utah, you stand on top of King's Peak looking down from nearly 14,000 feet and you are breathless. Or you stand at the bottom of a slot canyon in The San Rafael Swell, enveloped by rock walls, and look up 300 feet for a sliver of sunset. Utah is peaks and Utah is valleys. Utah is snow and Utah is sunshine. Utah is very red, yet it is also very white and green and a whole palette of color. Utah is Life Elevated.

Life Elevated is not just a slogan. It is not just a tag line.

Advertising experts call it the expression of our brand voice. It is a summary of a wide range of Utah experiences that have the power to lift the heart and stir passions. It's a quick, easy way to remember what Utah does best: put you on high ground and provide you with a new set of eyes.

IDENTIFYING THE AUDIENCE



THE NEW TRAVELER

According to experts in the travel industry, there is a new definition of travelers. There is a new way of looking at the men, the women, the families who will come to our state. They don't want to just see sights; they want to be lost in landscapes. They want to challenge their own comfort zone. They want vacations on their own terms. They want to immerse themselves in the culture of a place and be participants, not merely observers.

They are being called the hybrid traveler, or the modern traveler. These are people who want to camp in a tent for five days in the backcountry, then unwind later at a five-star hotel. They want to climb our peaks and walk our national parks, then reward themselves with a massage. They want to see the sunset over Bryce Canyon, then take in a Tony Award-winning production of Shakespeare in Cedar City. They will eat sushi at world-class restaurants in the evening, then have corned beef hash for breakfast at a local diner. They want to get away from the everyday and leave everything behind, except their GPS equipment and their iPod. They want to forget the mundane; they want to be elevated.

If you live here, you understand Utah, its scope, its majesty. Putting it into words for a visitor—not so easy. You can easily describe what it looks like but it's far more difficult to explain the way it makes you feel. Many writers have tried.

**"It is wonderful to be among mountains that remind us of our vulnerability,
our ultimate lack of control, mountains that demand humility and yield so much peace in return."**

— Alex Lowe





THE LOGO

UTAHSM
LIFE ELEVATEDSM

Just as the tag line is an expression of our brand voice, the logo is our signature. It is a reflection of who we are. To be certain, it is our name: Utah.

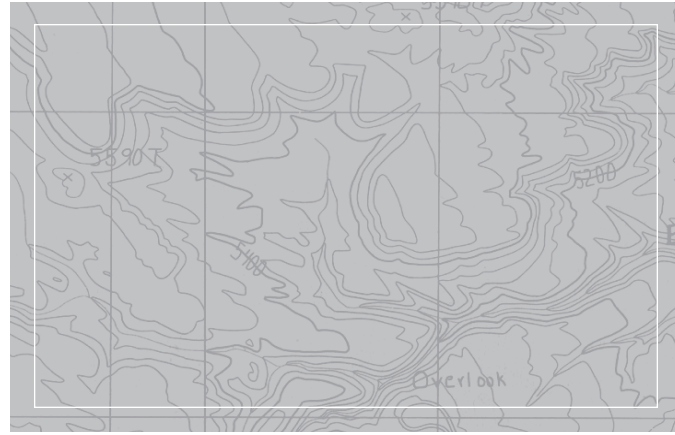
The new logo looks like Utah. It is strong and bold. Its letterforms rise from solid footings and push upward just like rock formations all over the state. The letters form shapes that mirror our plateaus, our mountain tops, and our peaks and valleys. And the entire word draws itself out on an elevated plane giving it the subtle reminder of our brand essence and the promise to visitors: Life Elevated.

The arc that elevates the word Utah creates a perfect niche for the tag line so that the viewer always has a clean, simple reminder of our promise.

Those in the travel industry are encouraged to use the logo and attach it to all forms of marketing communications. It will provide a constant and unifying thread, giving Utah a single, clear voice expanding the look and feel of our new brand identity.

PROPER USAGE

LOGO



SIZING RESTRICTIONS

Proper logo size is vital in maintaining readability, as well as ensuring a consistent look throughout the brand. Make sure the logo is applied at a confident size. This means the logo should never be overpowering (too large) or understated (too small) for the application.

In general, for print and web materials, the logo should be sized somewhere between 1.25" and 2" wide. The logo should never print smaller than 1.25" wide.

CLEAR SPACE

An important element in the Utah logo is its clear space. This will ensure a consistent look to the brand as well as protect the logo from distractions within the layout.

To determine clear space, the width of the distance from the beginning of the "L" in LIFE ELEVATED to the end of the "F" has been defined as "X." There should always be at least the space defined as "X" around all sides of the logo.



Width from "L" to "F" equals "x"

PREFERRED SIZE

The recommended size, where applicable, is 1.5" wide.



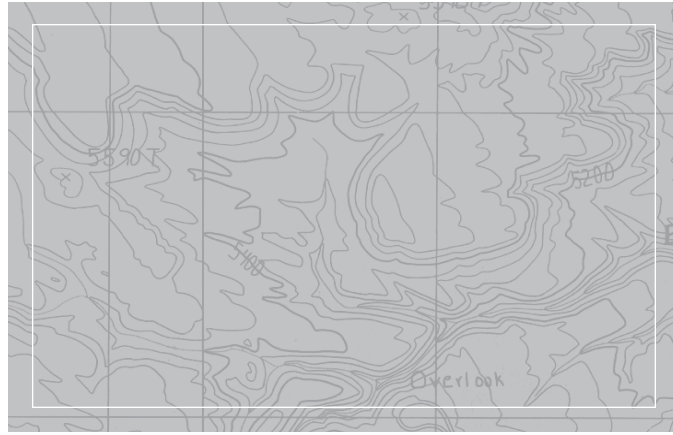
PREFERRED PLACEMENT

When using the logo in ads, photographs, or similar applications, it is preferable that the logo be placed in the upper, right-hand corner of the ad to further express the sense of elevation.



FURTHER USAGE

LOGO



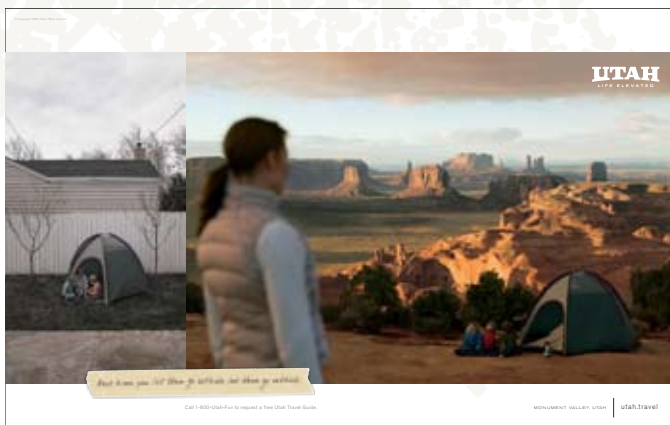
LOGO COLOR

If the logo is used on a white background, a solid color from the designated color palette should be used. When the logo is placed on a solid-colored background, the logo should be reversed out to white. If the color of the background is black, the logo should either be reversed to white or it can be one of the primary colors from the designated color palette. Whenever possible, it is best to use the logo reversed out in white [especially in ads and photographs].

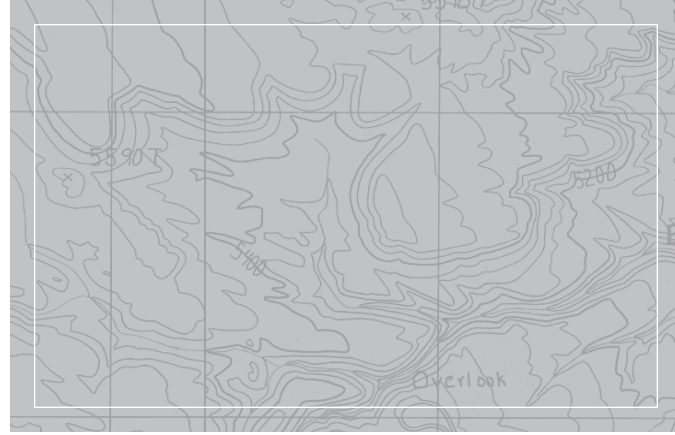


PRIMARY

SECONDARY



UNACCEPTABLE USAGE
LOGO



DO NOT reverse the logo on too light a background



DO NOT partially reverse the logo



DO NOT put the logo in a containing shape



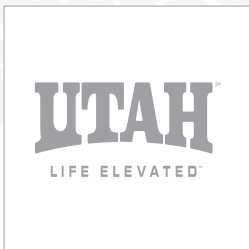
DO NOT develop your own color combinations



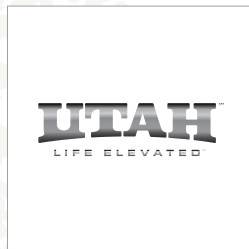
DO NOT alter the typography



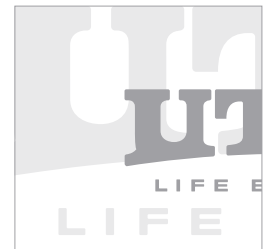
DO NOT angle the logo



DO NOT distort the logo in any manner

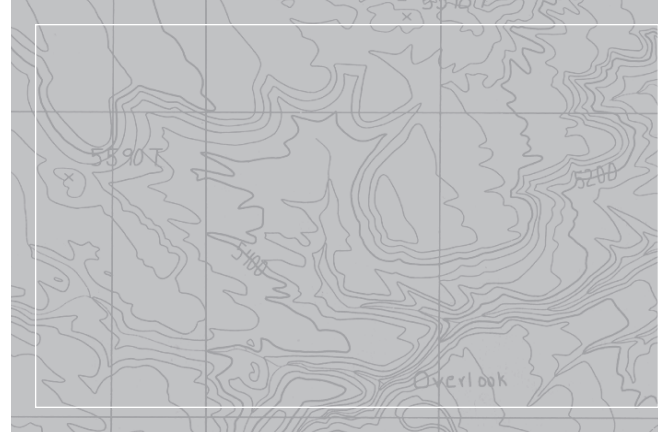


DO NOT fill the logo with a gradient or pattern



DO NOT layer the logo or use it to create patterns

THE UTAH COLOR PALETTE



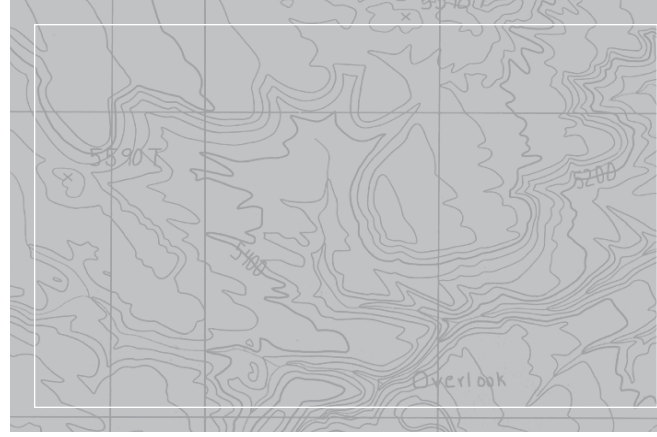
Pantone [PMS] colors are most often used in 2-, 3- and 4-color print applications that do not involve any full-color visuals. Pantone colors are the truest form of the colors in the palette and offer a richness that is difficult to duplicate with process inks. They may also be used in addition to 4-color printing if a 5th or 6th color is an option. CMYK equivalents are listed in the chart below. These should be used in all 4-color process print applications. RGB equivalents are also provided for on-screen [web and interactive] applications.

		PRIMARY: CONTEMPORARY BRIGHTS			
SLICKROCK PMS C:0 R:240 717 U M:53 G:240 Y:100 B:24 K:2			WARMER HUES FOR SOUTHERN DESERTS AND SUMMER DESTINATIONS	GOBLIN VALLEY PMS C:0 R:147 725 U M:53 G:84 Y:100 B:3 K:48	
SILVER FORK PMS C:0 R:160 Cool M:1 G:160 Gray Y:0 B:164 8 U K:43				SALT FLAT PMS C:20 R:206 452 U M:14 G:203 Y:34 B:173 K:0	
SKYLINE PMS C:82 R:86 542 U M:22 G:159 Y:0 B:211 K:3				MIRROR LAKE PMS C:58 R:58 5405 U M:17 G:110 Y:0 B:143 K:46	

The color combinations to the right are the standard options for combining contrasting colors. Do not stray from these configurations without prior approval.



RECOMMENDED BRAND TYPOGRAPHY



TYPEFACES

Two typeface families have been selected to use in all Utah travel related communication materials and applications. The primary family is Berthold Akzidenz Grotesk, and the secondary is Clarendon. A sensitive combination and use of these families and the specific fonts contained within each family is an important part of the Utah brand. When possible, these fonts should be used consistently to ensure and support the correct brand personality.

BERTHOLD AKZIDENZ GROTESK

Light Oldstyle Figures is the preferred font for body copy [set at 8pt. with 16pt. leading]. Condensed Bold works well in all upper case when used for titles, headlines and subheads. Medium Condensed, Medium Condensed Italic and Light Condensed may also be used where appropriate for titles, headlines, subheads, callouts, quotes and small captions.

CLARENDON

Clarendon Bold is the only preferred font to use from the Clarendon family. Its suggested use includes titles, headlines, subheads, or other occurrences where the application calls for display type.

AaBbCc123

Akzidenz Grotesk | Light Oldstyle Figures

Use for: Body copy

AaBbCc 1 2 3

AaBbCc 1 2 3

AaBbCc 1 2 3

Akzidenz Grotesk | Light, Regular, Medium

Use for: Headlines, subheads, and small captions

AaBbCc 123

AaBbCc 123

AaBbCc 123

AaBbCc 123

**Akzidenz Grotesk | Condensed
[Bold, Medium, Medium Italic, Light]**

Use for: Titles, headlines, subheads, callouts, quotes and small captions

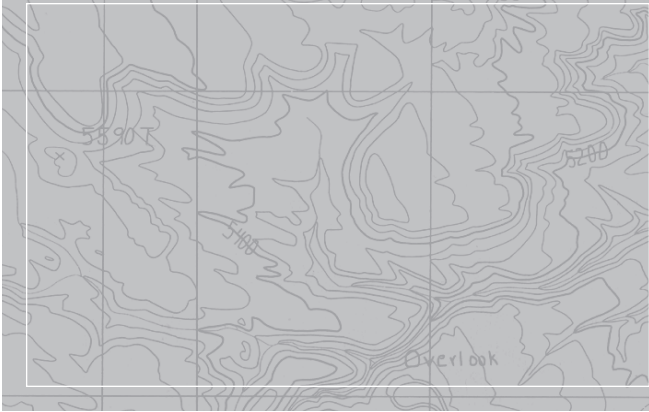
AaBbCc 123

Clarendon | Bold

Use for: Titles, headlines, subheads and display type

Both typeface families may be purchased at www.fonts.com. The Akzidenz-Grotesk Collection is also available directly from Berthold – www.bertholdtypes.com.





ALTERNATE LOGOS

ADDITIONAL LOGOS

In addition to the main logo and guidelines, the following alternate logos have been created to further extend and unify the voice of the brand, and provide solutions for applications such as apparel and other merchandising opportunities.

ALTERNATE LOGO: 01



ALTERNATE LOGO: 02



ALTERNATE LOGO: 03



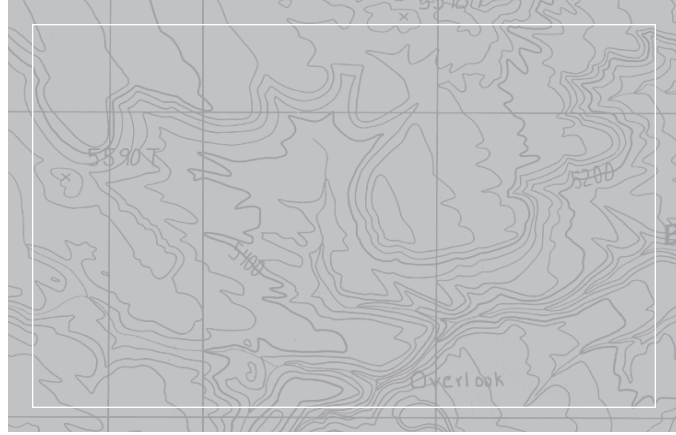
ALTERNATE LOGO: 04



The logo configurations and treatments in this column represent only a few of the color combinations and applications that can be used. Please get prior approval from the Utah Office of Tourism.



CO-OP MARKETING PROGRAM GUIDELINES



CO-OP APPLICATIONS

In many instances, the UTAH logo will be required to coexist with the logo(s) of one or more entities belonging to our partners. An example would be co-op advertisements and direct mail. Though it's difficult to anticipate all potential scenarios in which this will happen, most situations will require the UTAH logo to be either dominant or subordinate. The following are suggestions for both applications.

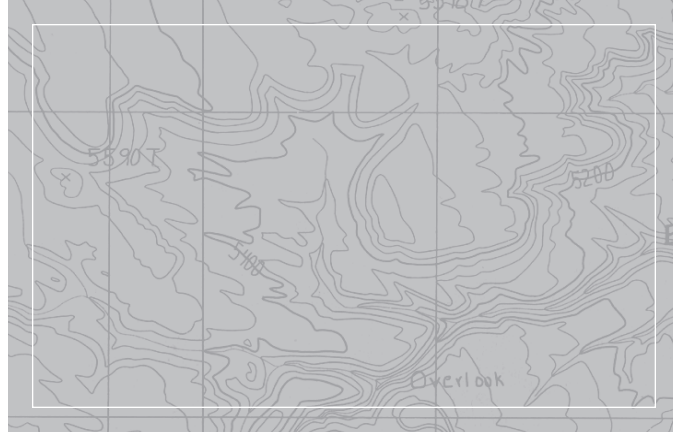
DOMINANT RELATIONSHIP



SUBORDINATE RELATIONSHIP



BRAND GUIDELINES DISCLAIMER



PRIOR APPROVAL

All artwork and logos contained in this guide are copyrighted materials and are available for use to partners promoting travel and tourism to the state of Utah. The Utah Office of Tourism requires approval of all usage prior to publication.

BRAND GUIDELINES | ONLINE

This document, in its entirety, as well as the logos contained herein, are available for download here:

<http://travel.utah.gov/logoguidelines>

UTAH OFFICE OF TOURISM

It is inevitable that questions will arise as these brand guidelines are used and implemented. For questions concerning any points outlined in this document and for approval of all applications, please contact:

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email: logoguidelines@utah.gov

