

iUTAH – Identity Guide

SWATCHES:



Green

PMS 7491C

Hex Code
788E1E

R= 120
G= 142
B= 30

C= 43
M= 10
Y= 83
K= 39



Blue

PMS 7460C

Hex Code
00A5E3

R= 0
G= 165
B= 227

C= 100
M= 6
Y= 1
K= 12



Dark Cool Gray

PMS Cool Gray 11C

Hex Code
717073

R= 113
G= 112
B= 115

C= 48
M= 36
Y= 24
K= 66



Warm Gray

PMS Warm Gray 6C

Hex Code
BBB0A6

R= 187
G= 176
B= 166

C= 11
M= 16
Y= 18
K= 32



Light Blue

PMS 552C

Hex Code
C2DBE8

R= 194
G= 219
B= 232

C= 22
M= 2
Y= 3
K= 3

FONTS:

ChaletComprime -
CologneSixty

iUTAH
EPSCoR

To ensure consistency, do not alter the iUTAH logo in any way. Do not distort the logo. Do not change the color or the alignment of the type and graphic elements. The logo should not be used semi-transparent. Acceptable formats are shown below with "Color" being the preferred usage when possible.

LOGO VARIATIONS:

Color



Grayscale



Logo is available
in a vertical or
horizontal layout.

