



UTAH
SYSTEM OF
HIGHER
EDUCATION

STANDARD USAGE GUIDE



UTAH SYSTEM OF HIGHER EDUCATION

This logo should be used for all Utah System of Higher Education communications. This logo should be used for four-color process applications including advertisements, brochures, project sheets, etc.

As the official logo for USHE, all communications featuring USHE should contain this logo. Correct and consistent usage is critical, as it preserves the brand identity.

Use this version whenever possible

COLOR GUIDE



PMS: **638 C**

86% Cyan | **0%** Magenta | **9%** Yellow | **0%** Black
0 Red | **175** Green | **215** Blue

HEX: **00AFD7**



PMS: **1225 C**

0% Cyan | **19%** Magenta | **79%** Yellow | **0%** Black
255 Red | **200** Green | **69** Blue

HEX: **FFC845**

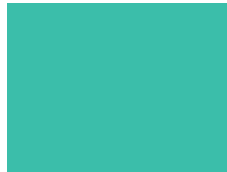


PMS: **3405 C**

88% Cyan | **0%** Magenta | **68%** Yellow | **0%** Black
0 Red | **175** Green | **102** Blue

HEX: **00AF66**

SECONDARY COLOR PALLETE



PMS: 7465 C
C **58** M **0** Y **36** K **0**
#40C1AC



PMS: 1665 C
C **0** M **79** Y **100** K **0**
#DC4405



PMS: 375 C
C **46** M **0** Y **90** K **0**
#97D700



PMS: 2214 C
C **82** M **42** Y **42** K **11**
#33737F



PMS: 7677 C
C **68** M **78** Y **0** K **0**
#6F5091



PMS: 287 C
C **100** M **75** Y **2** K **18**
#003087



PMS: 432 C
C **78** M **69** Y **45** K **37**
#323E48

PRIMARY AND SECONDARY COLORS CAN BE USED IN THE FOLLOWING SHADES:



100%



70%



40%



100%



70%



40%



100%



70%



40%

WRITING STYLE

On first reference, always list the full name:

The Utah System of Higher Education is governed by....

On second reference, use acronym:

The CEO of USHE is the Commissioner of Higher Education.

FONTS**HEADLINES**

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

All weights

Bold

BODY COPY

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

All weights

Regular, *Italic*, **Bold, ***Bold Italic*****

DIGITAL FONT VERSIONS

OPEN SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

All weights

**Light, *Light italic*, Regular, *Italic*,
Semibold, *Semibold italic*, **Bold**, ***Bold italic***,
Extrabold, *Extrabold italic***

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

All weights


Regular, *Italic*, **Bold, ***Bold Italic*****

CLEAR-SPACE REQUIREMENTS

The corporate logo should always be allowed a clean visual separation from all other elements. The protected zone is an area around the logo designed to leave sufficient clear space around the logo. No text or graphic should be placed within this area.

PROTECTED ZONE

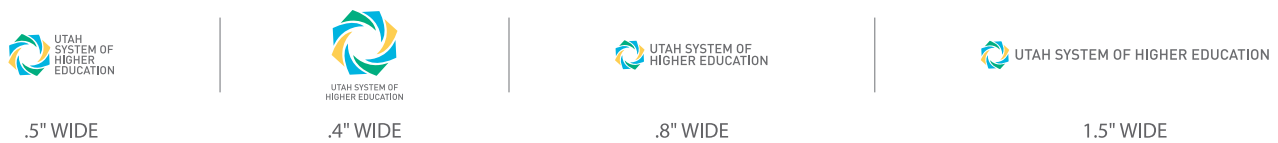
X is defined as one third of the height of the Utah System of Higher Education logo. This measurement is used to create a protected zone around the logo.

			X
			X
			X
			X
			X
			X
X		X	

MAXIMUM REDUCTION

The maximum reduction for the logo should not be smaller than the example shown below. There are no maximum enlargement size restrictions. Large-scale uses—such as signs, banners, trade show exhibits, etc.—require accurate enlargements and attention to retain the integrity of the logo.

PRINT MINIMUM SIZE



DIGITAL MINIMUM SIZE



SECONDARY LOGO TREATMENTS



OTHER ACCEPTABLE LOGO USAGE

Use a color specific logo when needed. The colors shown below are the only acceptable usage.



INCORRECT USAGE

The logo is a unique piece of artwork and should be reproduced consistently. Shown below are examples of incorrect uses of the logo. The logo should never be altered in shape, proportion or color contrary to this guide. Never use the full logo smaller than the maximum reduction size. Use only the reproducible logo supplied.

Do not alter the shape of the logo.



Make sure there's enough contrast so the logo stands out.



Do not change the color of the logo.



Do not exceed the maximum reduction size.



LOGO IN USE

Below are some examples on how the logo can be used on various items.





UTAH
SYSTEM OF
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EDUCATION