



STANDARD USAGE GUIDE



UTAH HOUSING CORPORATION

This logo should be used for all Utah Housing Corporation (UHC) communications. This logo should be used for four-color process applications including advertisements, brochures, project sheets, etc.

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

Use this version whenever possible.

COLOR GUIDE



PMS: **7688 C**

66% Cyan | **22%** Magenta | **1%** Yellow | **0%** Black
74 Red | **163** Green | **217** Blue

HEX: **4AA3D9**



PMS: **541 C**

100% Cyan | **77%** Magenta | **36%** Yellow | **23%** Black
11 Red | **65** Green | **102** Blue

HEX: **0B4166**

ADA COMPLIANCE

To meet WCAG AA requirements, do not place white copy or icons on top of the light blue (#4aa3d9) color. In addition, do not use #4aa3d9 for text or icons on white background.

SECONDARY COLOR PALETTE

PMS: 7690 C
C **93** M **47** Y **15** K **1**
#0075A9



C **75** M **68** Y **67** K **90**
#000000



C **0** M **0** Y **0** K **0**
#FFFFFF



PMS: 1375 C
C **0** M **46** Y **88** K **0**
#E17605



PMS: 274 C
C **100** M **100** Y **31** K **33**
#1C1456



PMS: 290 C
C **26** M **6** Y **3** K **0**
#B8D8EB

ONLY USE FOR ICONS

FONT**Gotham**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

All weights

Light, Book, **Medium**, **Bold**, **Black**

ALTERNATIVE FONTS**Montserrat**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

All weights

Light, *Light italic*, Regular, *Italic*, **Semibold**, *Semibold italic*,
Bold, ***Bold italic***, **Extrabold**, ***Extrabold 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 Housing Corporation Logo. This measurement is used to create a protected zone around the UHC logo.



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.



