



STARTUP STATE

BRAND GUIDELINES



**WHO
WE ARE**





The Startup State Initiative highlights the state’s robust entrepreneurship community and elevates it to new heights. The Initiative aims to set a new global standard for innovation and entrepreneurship.

Gov. Cox requested the development of the Initiative in consultation with the Governor's Office of Economic Opportunity (GOEO), and with the support of the state’s first entrepreneur-in-residence, Brad Bonham.

Startup State Initiative

The "Startup State Initiative" (capitalized) refers to the brand directive and should be used when referring to the overall program. You may refer to Utah as the "Startup State" or "Startup Capital of the World" (capitalized), which is our preferred way to describe Utah.

The Initiative

When a shortened version of “Startup State Initiative” is needed, you may use “Initiative” (capitalized), e.g. “the Initiative,” “this Initiative,” “our Initiative.” Avoid referring to the program as the “Startup Initiative.” Use either the full name, “Startup State Initiative” (preferable on first mention), or the shortened “Initiative” for subsequent mentions.



Voice

Brand voice refers to the way a brand shows its personality through its words. The Startup State Initiative brand is bold, innovative, pioneering, and hopeful in all its messaging. The brand is also supportive and empowering for those on the entrepreneur journey. These ideals should be kept in mind when producing any public-facing communications.



Tone

Tone refers to the emotional quality or attitude conveyed in writing. While a brand voice remains constant, tone may shift depending on the situation, audience, and purpose. For example, tone may shift from causal to friendly or serious to humorous. For the Startup State Initiative, tone should generally remain professional and welcoming.



AP Style

When questions about writing style arise, refer to the Associated Press (AP) style guide for journalists, which is the industry standard for journalism and news writing. Some guiding principles behind AP style are consistency, clarity, accuracy, and brevity. One exception is that the Initiative uses serial commas for legibility.



LOGO





STARTUP STATE



Pathway

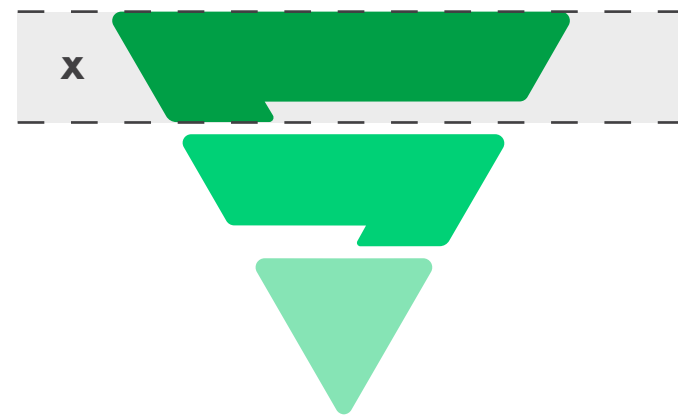
leading business owners along the journey of entrepreneurship

Arrow

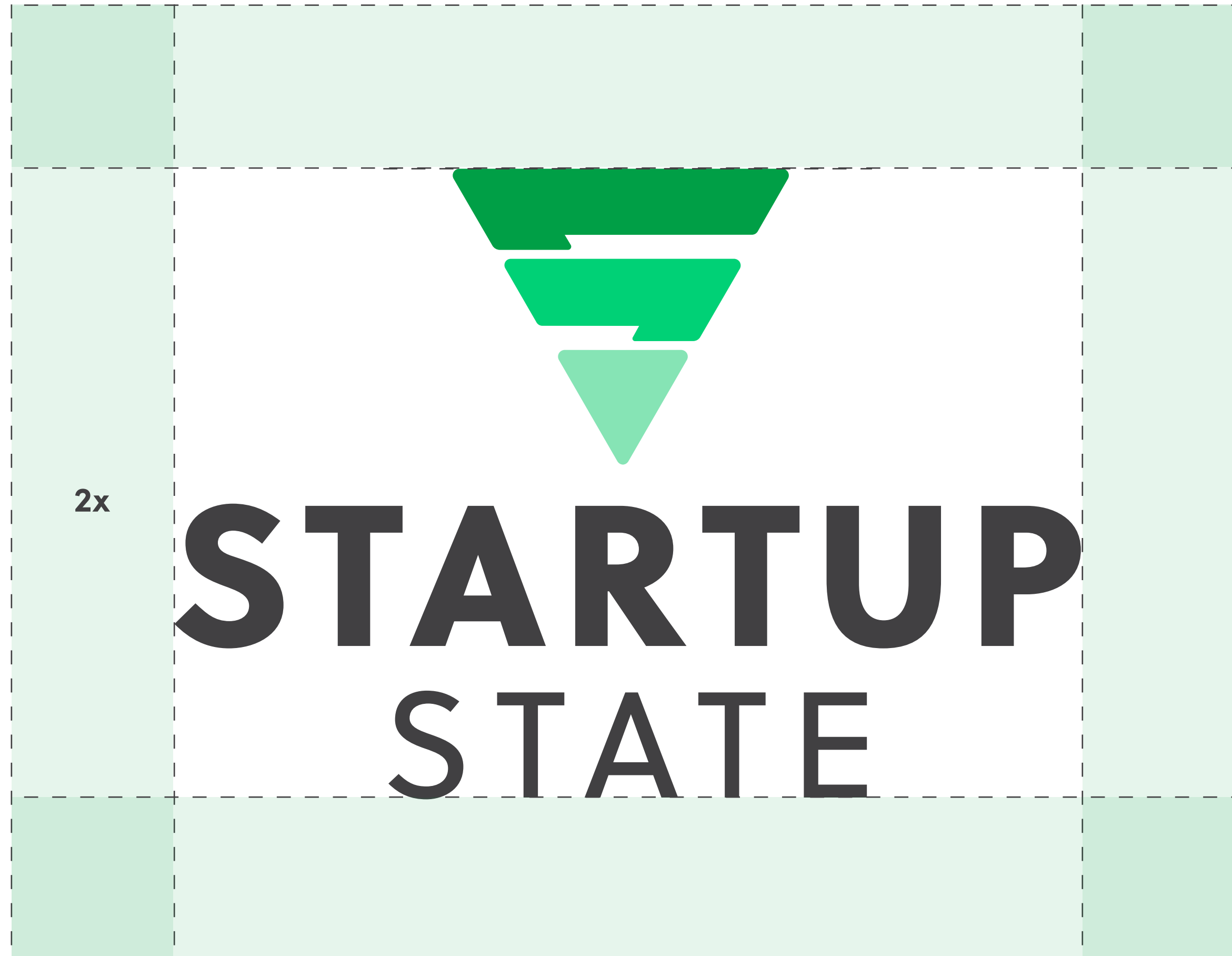
guiding business owners in the right direction

Marker

to encourage people to “Start Something Here”



To get the clear space for the logo, take the height of the darker green path and multiply it by 2.



Stacked



Horizontal





Minimum size

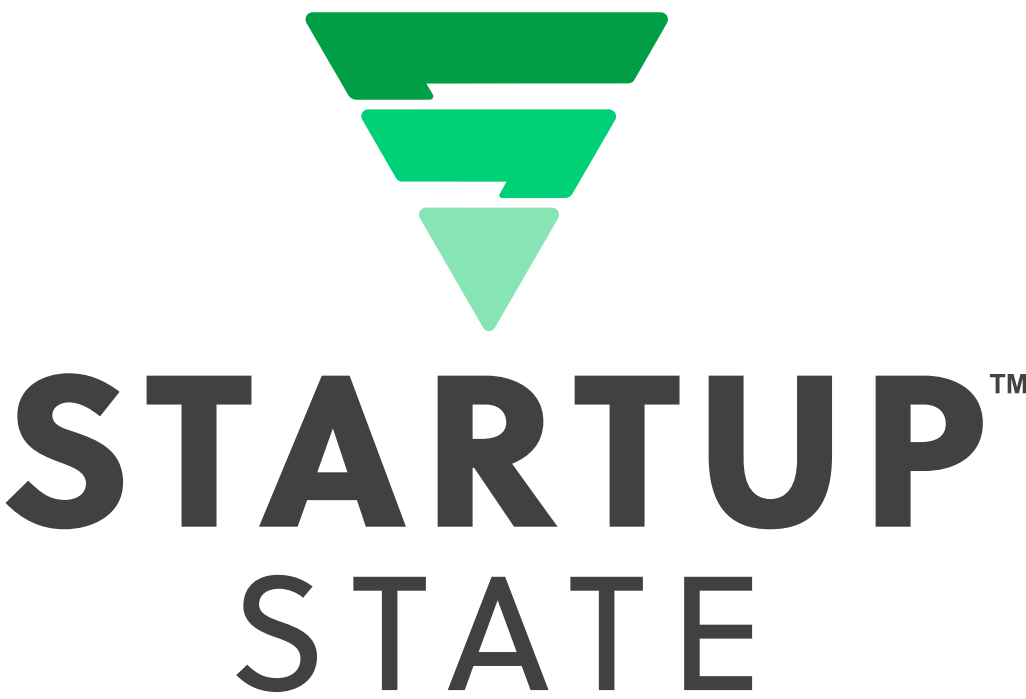
Web: 100px high
Print: .5" high



Minimum size

Web: 190px wide
Print: 1" wide

Stacked



Horizontal



Minimum size
Web: 100px high
Print: .5" high



Minimum size
Web: 200px wide
Print: 1.25" wide

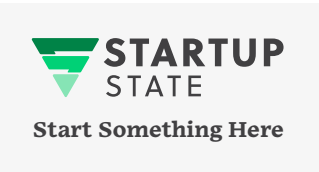
Stacked



Horizontal



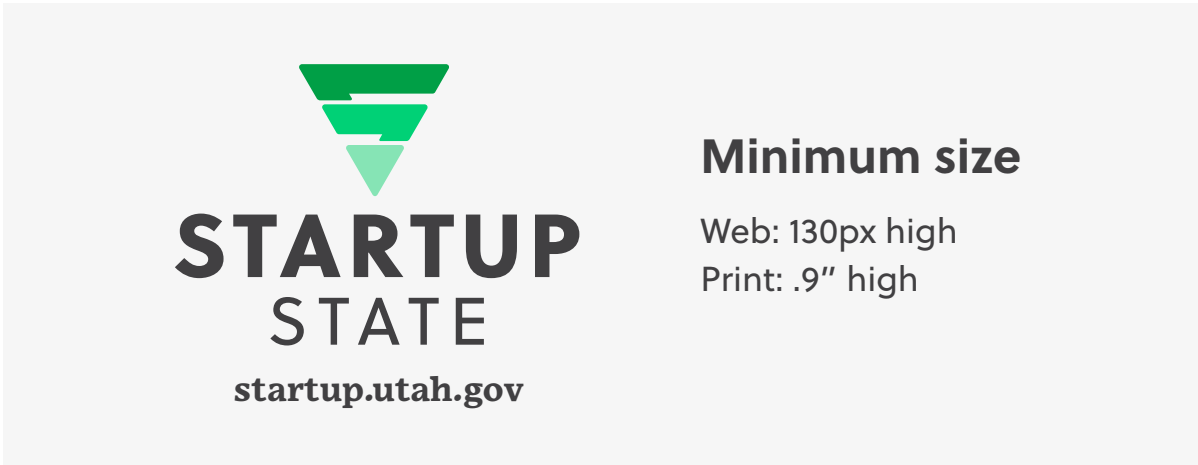
**Except if tagline width is extended to equal width of logo for readability purposes.*



Stacked



Horizontal



|
|
|
| Left align with Startup State text,
do not center align to logo.*

**Except if URL width is extended to equal width of logo for readability purposes.*



Stacked



Horizontal





**STARTUP
STATE**
A Utah Initiative

Minimum size
Web: 130px high
Print: .9" high



**STARTUP
STATE**
A Utah Initiative

Minimum size
Web: 210px wide
Print: 1.5" wide

|
|
|
| Left align with Startup State text,
do not center align to logo.*

**Except if "A Utah Initiative" width is extended to equal width of logo for readability purposes.*



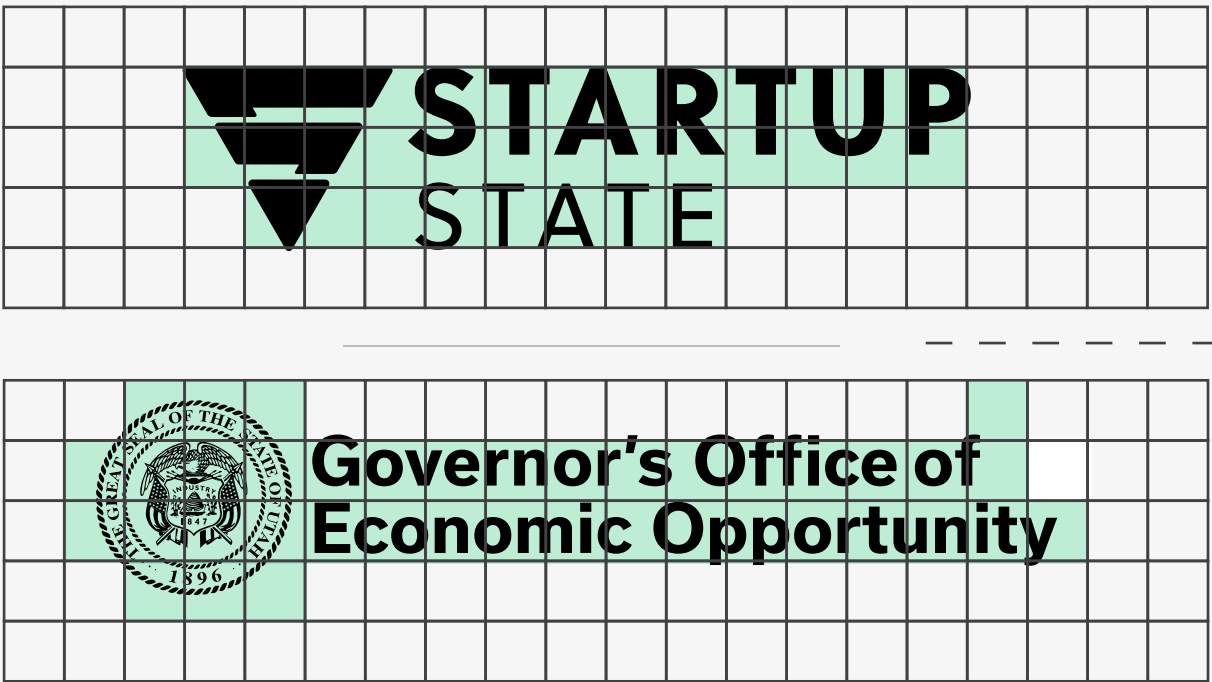
Stacked

Horizontal



When pairing logos, be sure to adjust their size to be visually balanced.

In this example, GOEO's logo is slightly larger to accomodate the smaller text in relation to their mark.



Space Filled: ~34%

Space Filled: ~40%

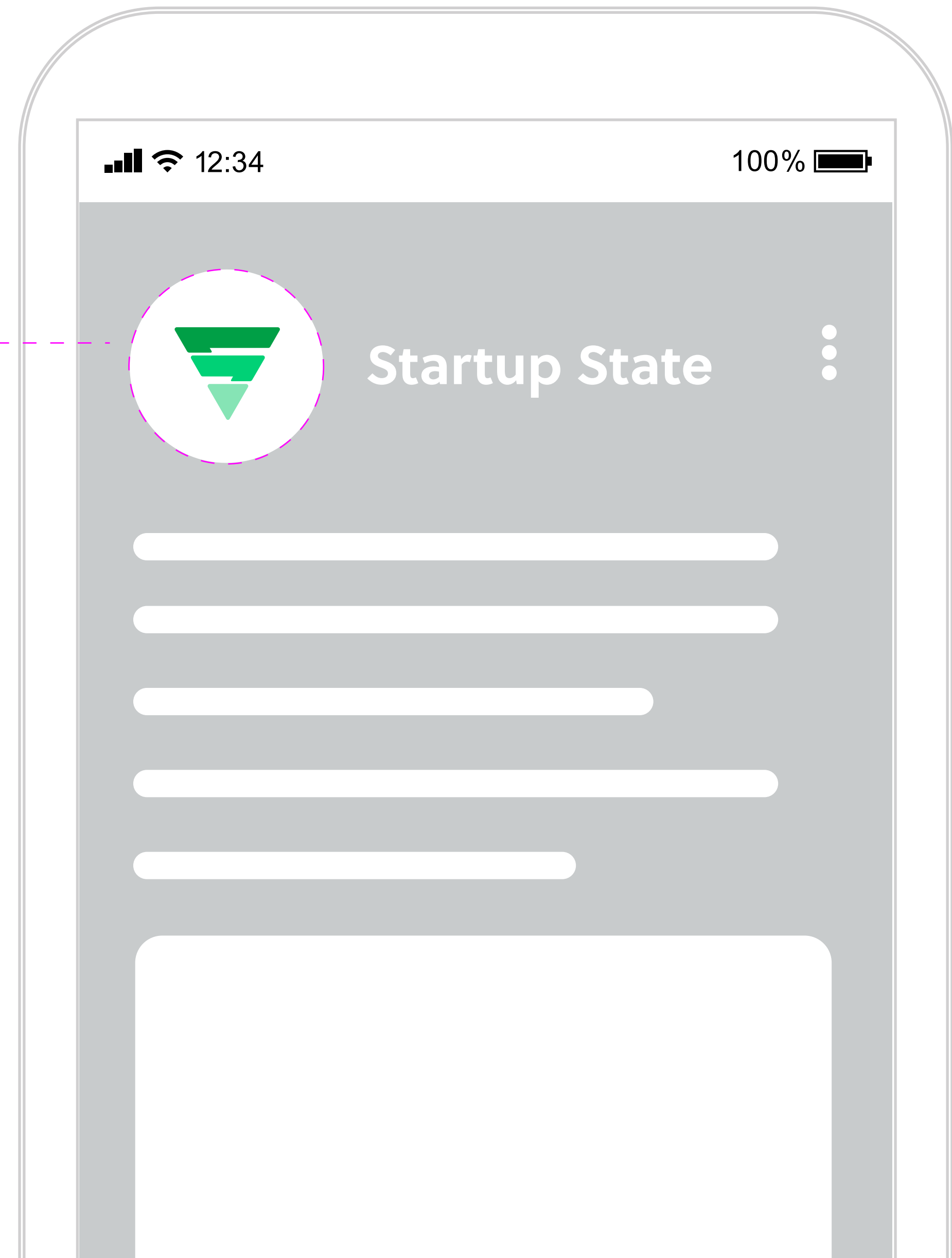
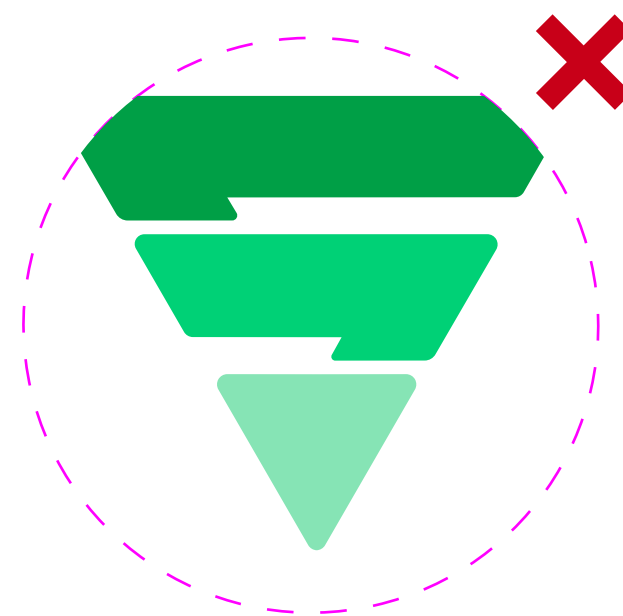
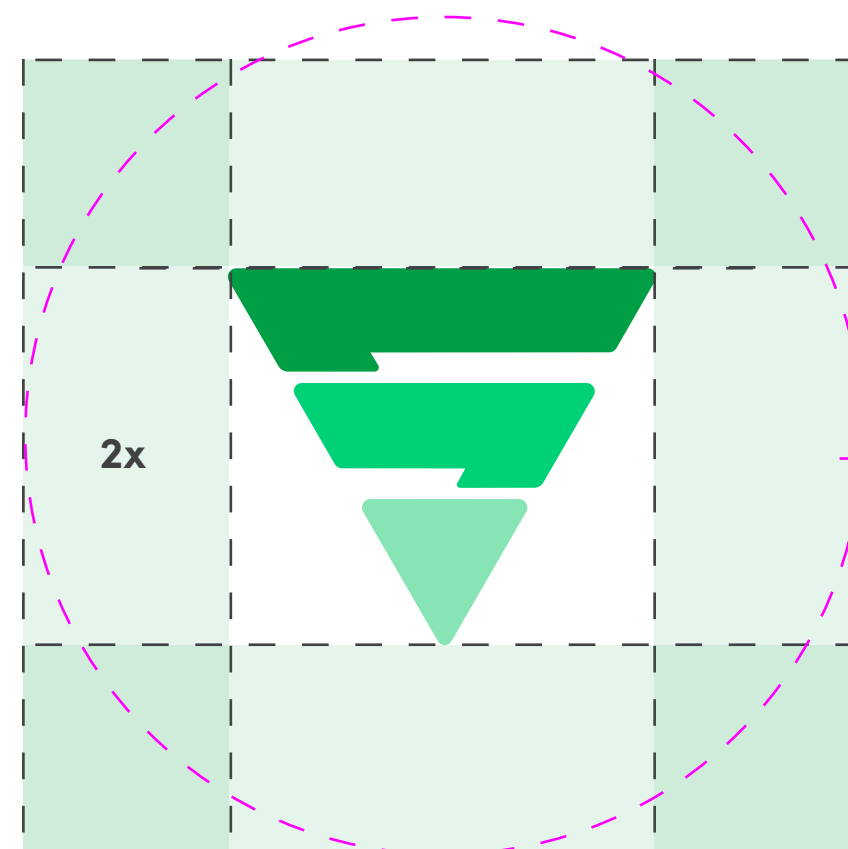
Stacked
The thin separating line width is 1/2 width of widest logo.

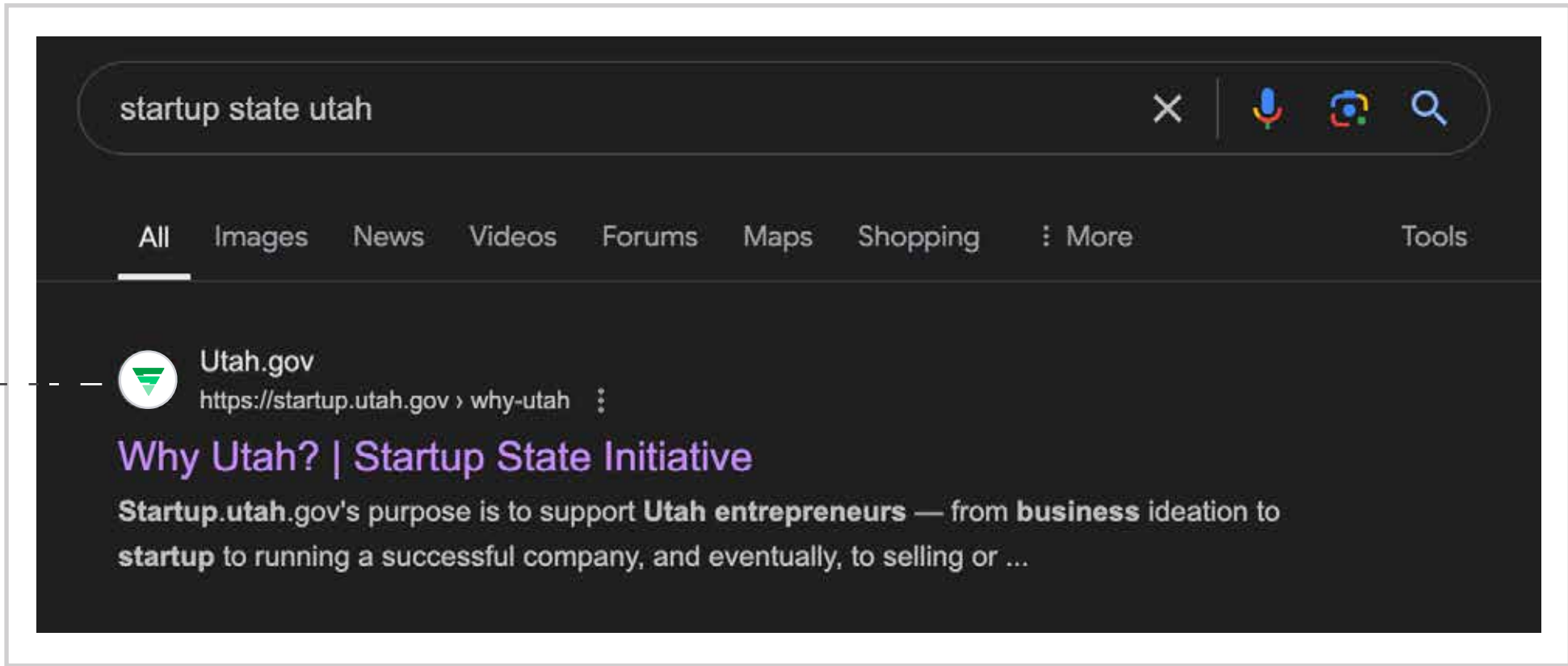
Horizontal
The thin separating line height is 1/2 height of the tallest logo.

Clear Space

Clear space rules from page 7 apply to icon-only use.

When applying clear space inside of a circle, the circle will extend above the max height of the clear space allowance. This allows for the icon to be visually centered in the circle.





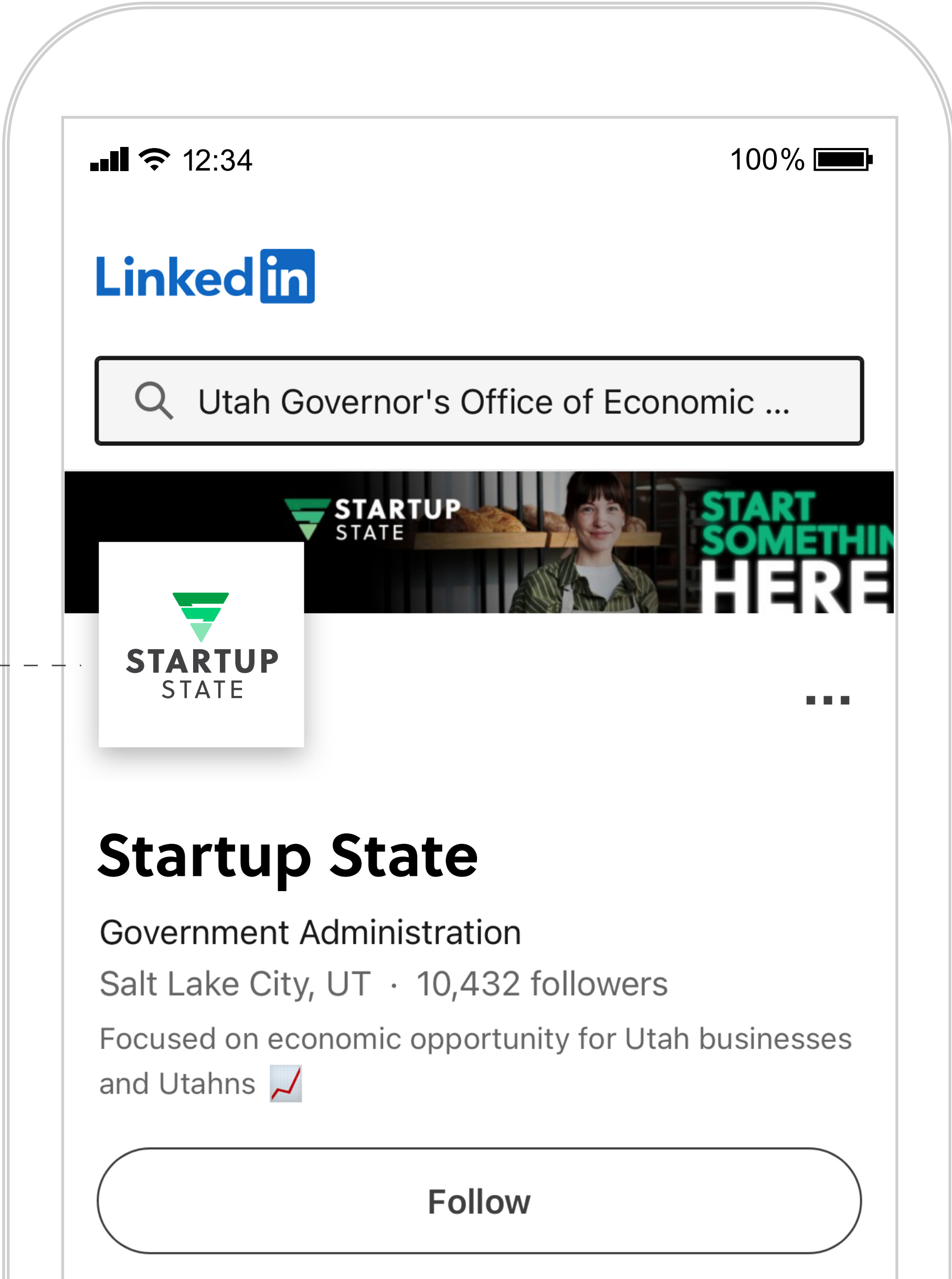
Favicon

A **favicon** (short for favorite icon), also known as a **shortcut icon**, **website icon**, **tab icon**, **URL icon**, or **bookmark icon**, is a file containing one or more small icons associated with a particular website or web page.

Startup State uses our icon-only logo for favicon applications.

Social Media

If a social media profile picture space is square, use of both the Startup State stacked logo and icon-only logo is allowed. If the profile picture space is circular, only use the Startup State icon-only logo (reference page 14).

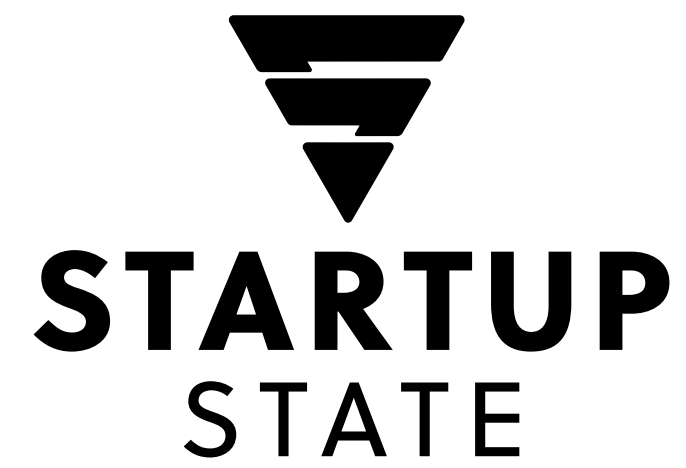


Full Color



Alternative Colors

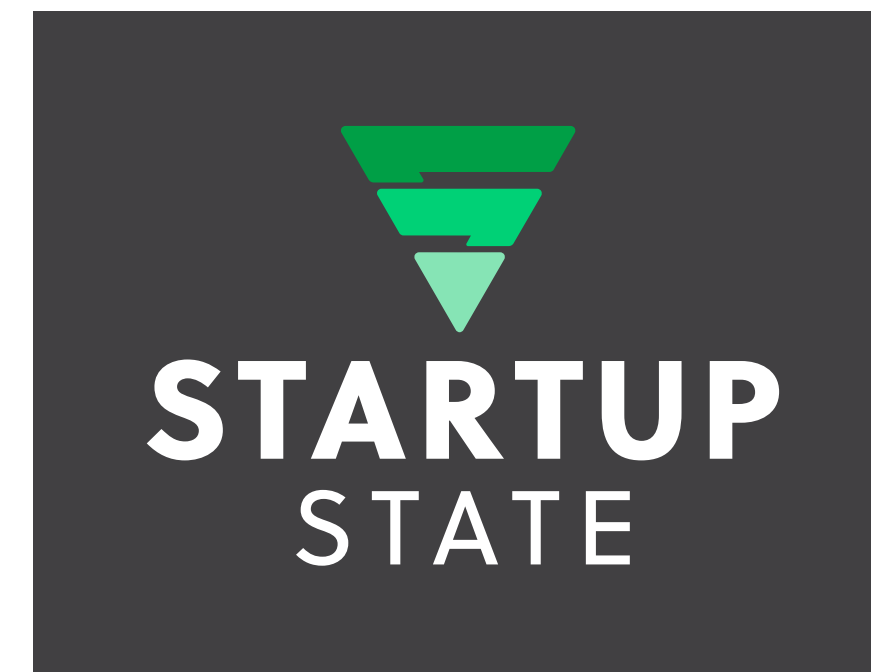
BLACK



REVERSE

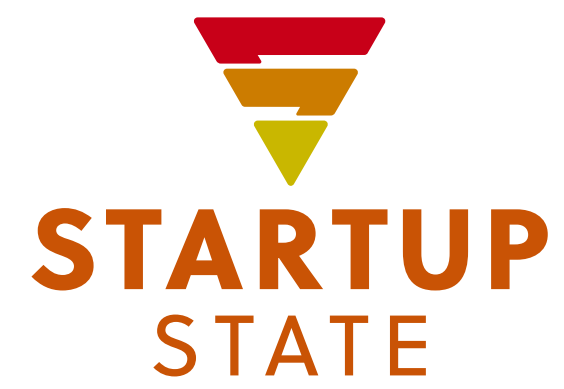


REVERSE TEXT





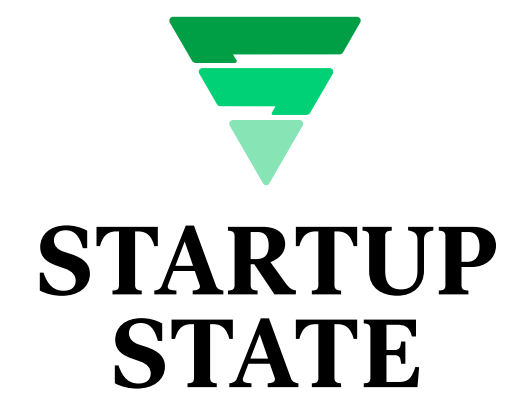
DO NOT reconfigure the logo in any way



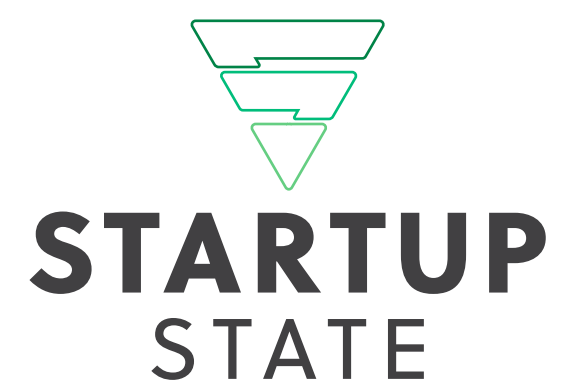
DO NOT recolor the logo



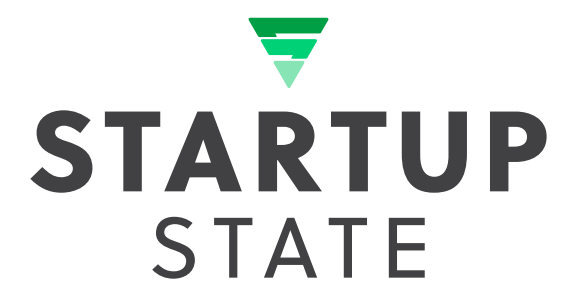
DO NOT rotate any part of the logo



DO NOT change the font



DO NOT outline the logo



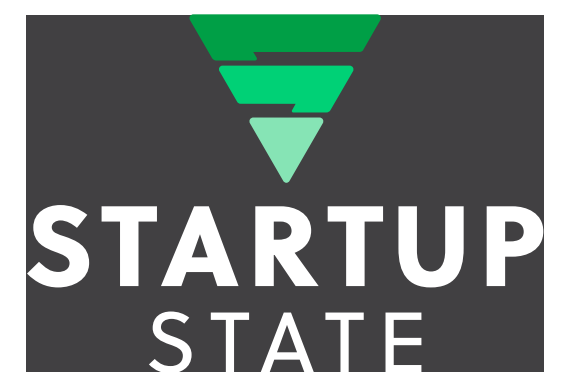
DO NOT resize any part of the logo



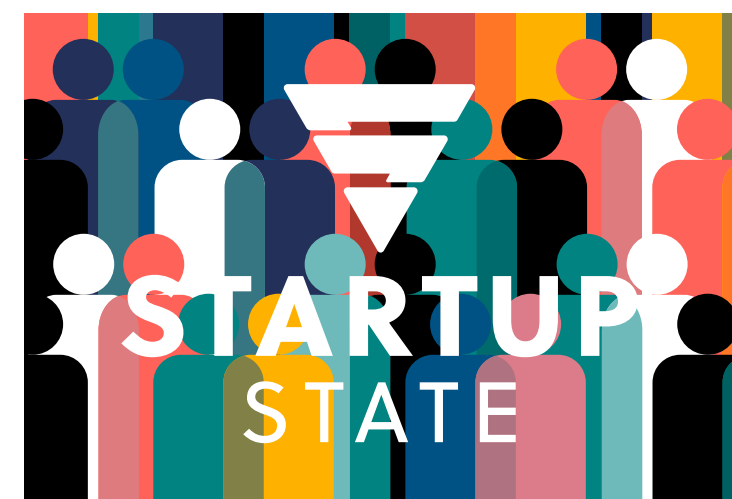
DO NOT stretch the logo in any direction



DO NOT warp or apply filters to the logo



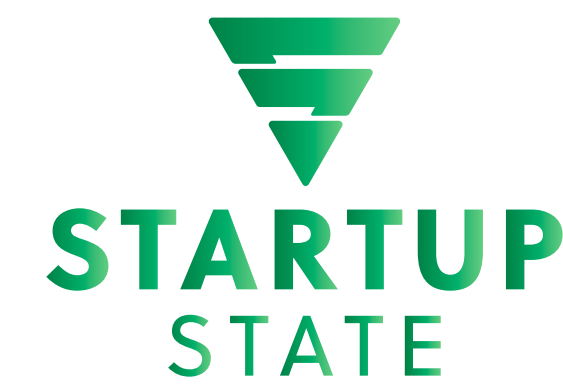
DO NOT ignore logo clear space



DO NOT place logo on busy background



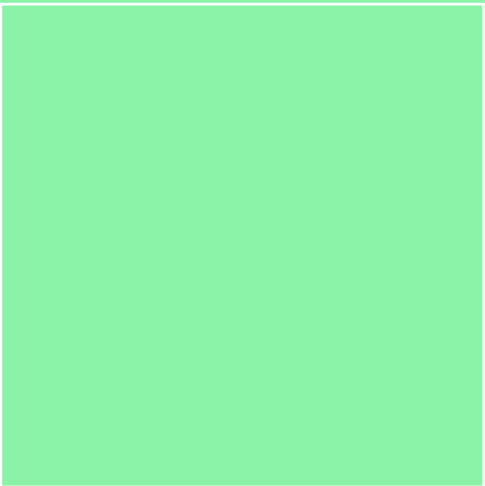
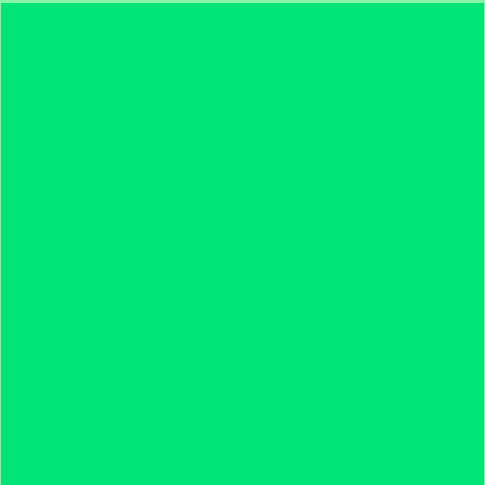
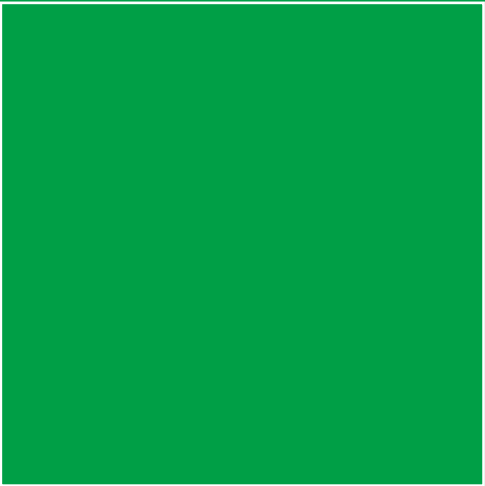
DO NOT use backgrounds with insufficient contrast



DO NOT apply gradients to logo



COLORS



COLORS

COLOR PALETTE

The Startup State Initiative derives its color palette from two sources. First, the colors are inspired by a sense of technology and forward movement. Second, they’re derived from Utah’s “dark sky” areas, of which Utah has the highest concentration.

Primary

<div>Onyx</div> <div>PMS: 4287 C</div> <div>HEX: 414042</div> <div>RGB: 65, 64, 66</div> <div>CMYK: 68, 62, 58, 46</div>	<div>Midnight Blue</div> <div>PMS: 351 C</div> <div>HEX: 0A192E</div> <div>RGB: 10, 25, 46</div> <div>CMYK: 94, 81, 51, 64</div>	<div>Vibrant Green</div> <div>PMS: 7482 C</div> <div>HEX: 00A24C</div> <div>RGB: 0, 162, 76</div> <div>CMYK: 95, 2, 100, 0</div>	<div>Bright Green</div> <div>PMS: 7479 C</div> <div>HEX: 13DF81</div> <div>RGB: 19, 223, 129</div> <div>CMYK: 80, 0, 81, 0</div>	<div>Light Green</div> <div>PMS: 351 C</div> <div>HEX: A3F0AE</div> <div>RGB: 163, 240, 174</div> <div>CMYK: 41, 0, 49, 0</div>
75%				
50%				
25%				

Secondary

<div>Vibrant Blue</div> <div>PMS: 2728 C</div> <div>HEX: 0021FF</div> <div>RGB: 0, 33, 255</div> <div>CMYK: 87, 74, 0, 0</div>	<div>Bright Blue</div> <div>PMS: 2191 C</div> <div>HEX: 0D9DFF</div> <div>RGB: 13, 157, 255</div> <div>CMYK: 75, 29, 0, 0</div>	<div>Purple</div> <div>PMS: 2665 C</div> <div>HEX: 8E32F5</div> <div>RGB: 142, 50, 245</div> <div>CMYK: 61, 78, 0, 0</div>
<div>Platinum</div> <div>PMS: 427 C</div> <div>HEX: D3D4D9</div> <div>RGB: 211, 212, 217</div> <div>CMYK: 16, 12, 9, 0</div>	<div>Orange</div> <div>PMS: 1645 C</div> <div>HEX: FF6840</div> <div>RGB: 255, 104, 64</div> <div>CMYK: 0, 79, 83, 0</div>	<div>Yellow</div> <div>PMS: 2010 C</div> <div>HEX: FFAD00</div> <div>RGB: 255, 173, 0</div> <div>CMYK: 0, 40, 100, 0</div>



TYPOGRAPHY

Aa

Soleil

A tranquil and fresh geometric sans serif font family for clear text and headlines.

Available on Adobe Fonts
fonts.adobe.com/fonts/soleil

Soleil - Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 !@#\$%^&*()_

Soleil - Semi Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 !@#\$%^&*()_

Soleil - Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 !@#\$%^&*()_

Soleil - Extra Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 !@#\$%^&*()_

Embury Text

A strong and unique serif font that offers an unexpectedly immersive experience to the reader.

Available on Adobe Fonts
fonts.adobe.com/fonts/embury-text

Embury Text - Light
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 !@#\$%^&*()_

Embury Text - Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 !@#\$%^&*()_

Embury Text - Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 !@#\$%^&()_*

Embury Text - Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 !@#\$%^&*()_

Source Sans 3

Sans serif typeface intended to work well in user interfaces.

Available on Adobe & Google Fonts
fonts.adobe.com/fonts/source-sans-3
fonts.google.com/specimen/Source+Sans+3

Source Sans 3 - Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 !@#\$%^&*()_

Source Sans 3 - Semi Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 !@#\$%^&*()_

Source Sans 3 - Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 !@#\$%^&*()_

Source Sans 3 - Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 !@#\$%^&*()_

Helvetica Neue

Versatile and timeless font that can be effectively used as both a heading and body copy.

Available as a system font on MacOS

Georgia

A classic serif typeface that appears elegant but legible when printed small or on low-resolution screens.

Available as a system font on MacOS

Helvetica Neue - Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 !@#\$%^&*()_

Helvetica Neue - Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 !@#\$%^&*()_

Georgia - Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 !@#\$%^&*()_

Georgia - Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 !@#\$%^&*()_



BRAND ELEMENTS

Large Gradient

The bottom row of our logo mark starts at 50% opacity, the middle row is 35%, the top row is 25%.



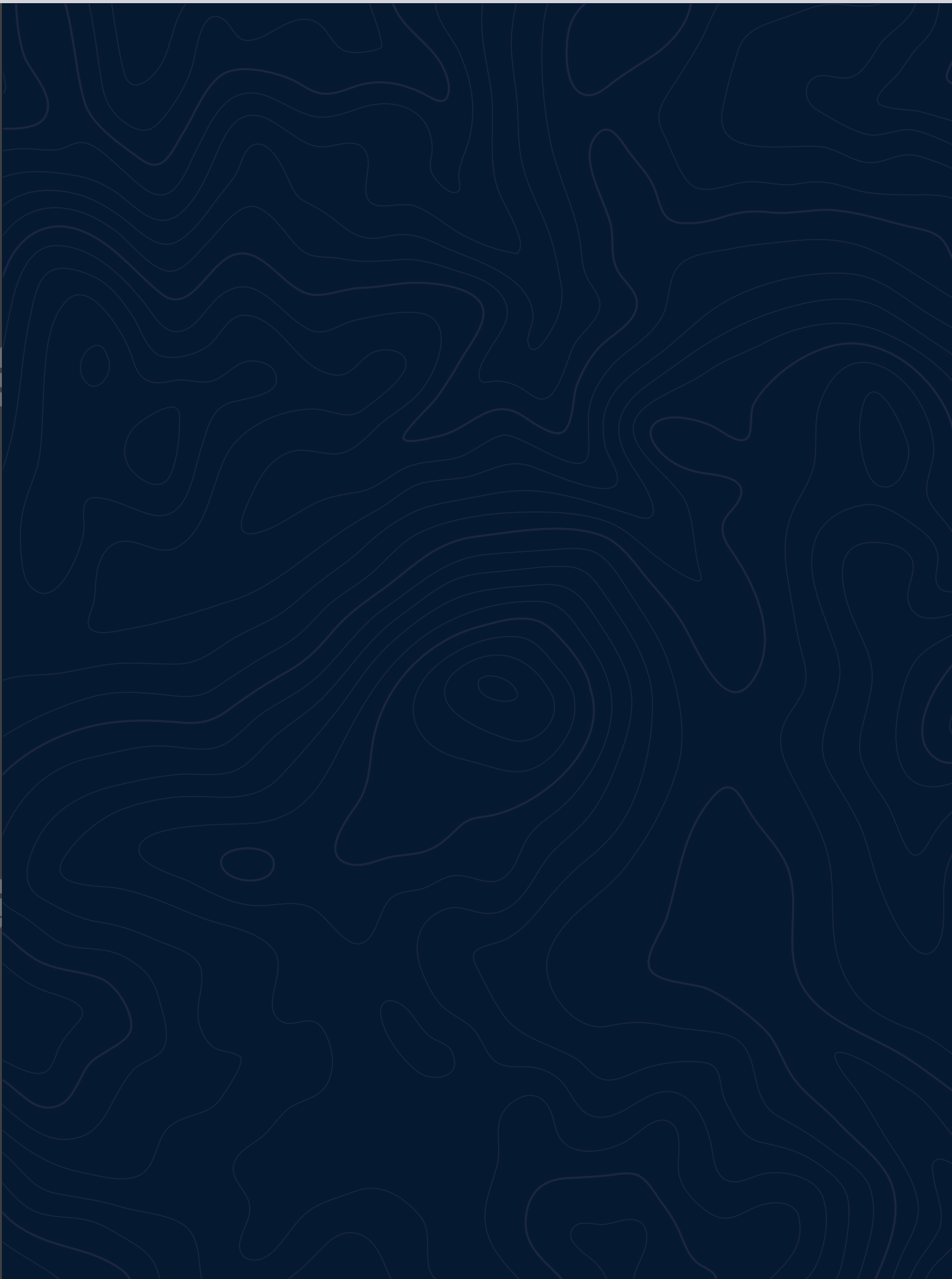
Small Icon

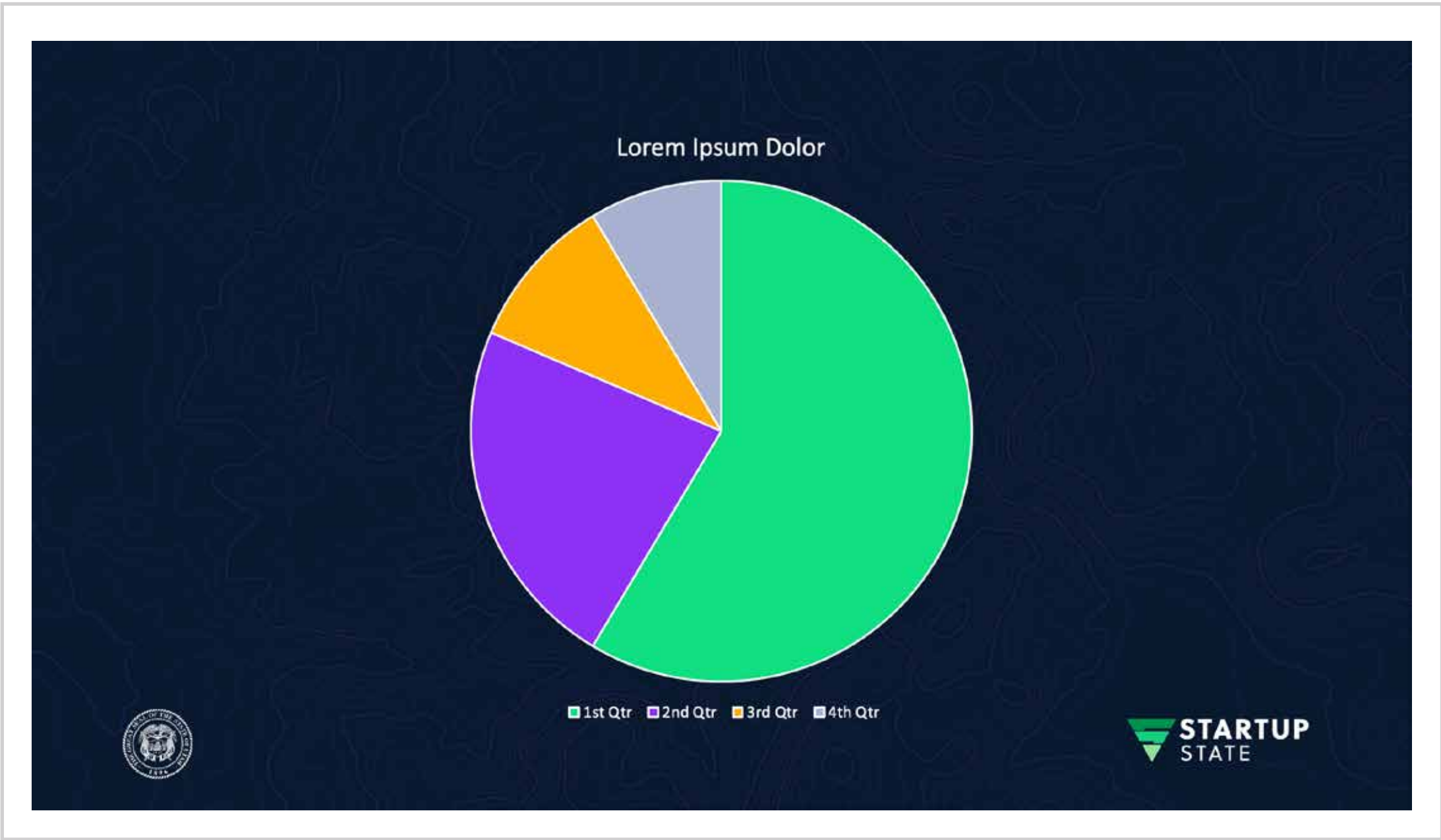
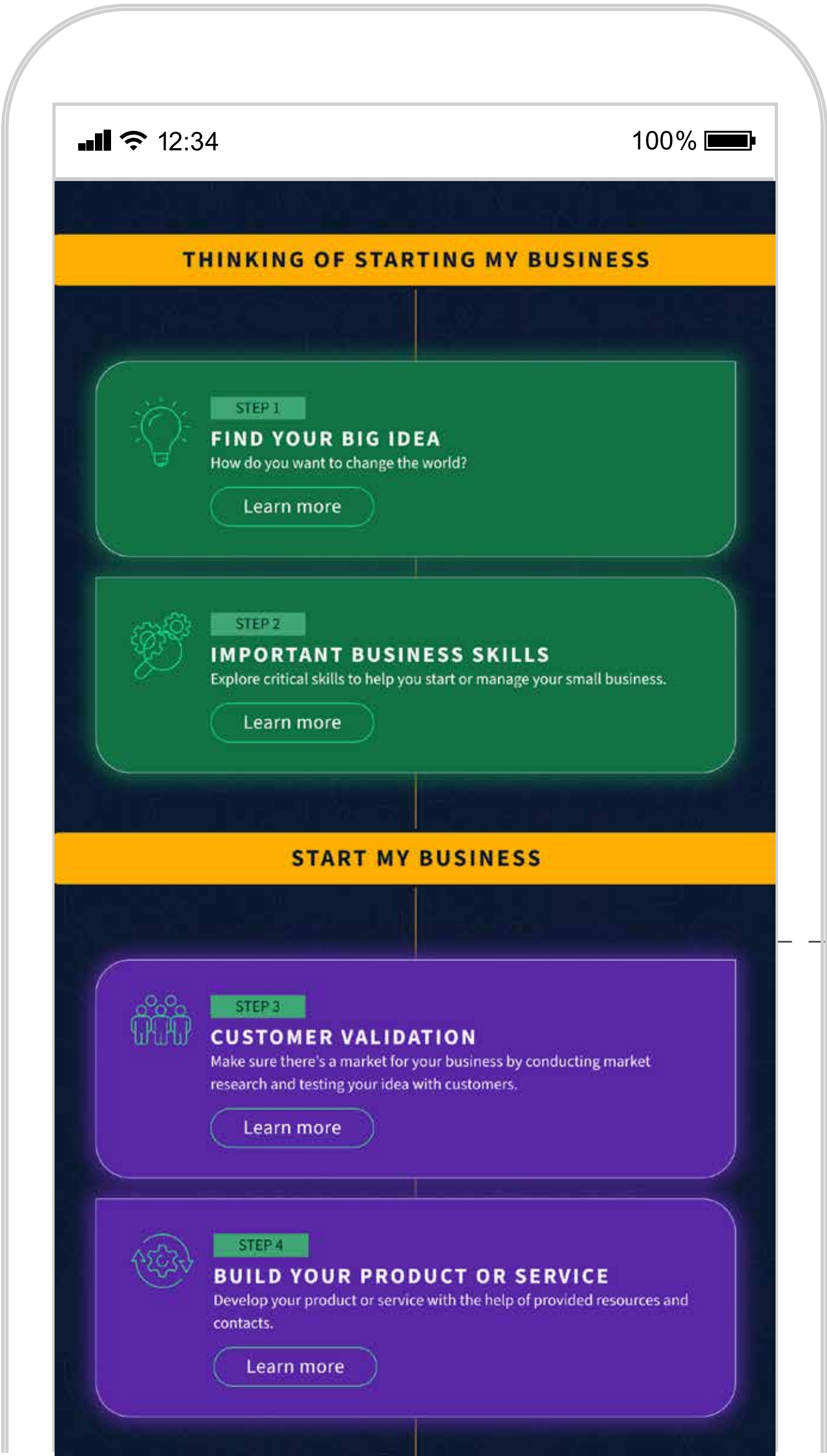
This pattern features our logo mark in diagonal rows in alternating directions.



Topographical Lines

Our topographical lines use varied line weights and are always purple (at 20% opacity) on midnight blue





Topographical Lines
Website and PowerPoint Template

Large Gradient
Branded mug



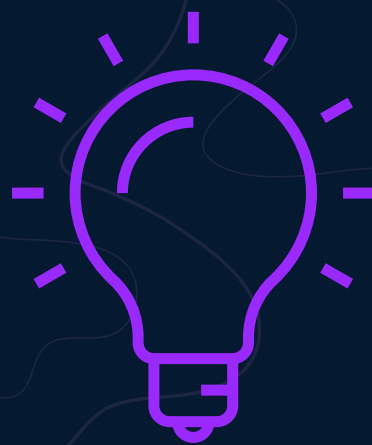
Hexagonal Icon

Use icons in glowing hexagonal boxes to create emphasis. Always allow sufficient padding around the icon and between the boxes.



Monoline Icon

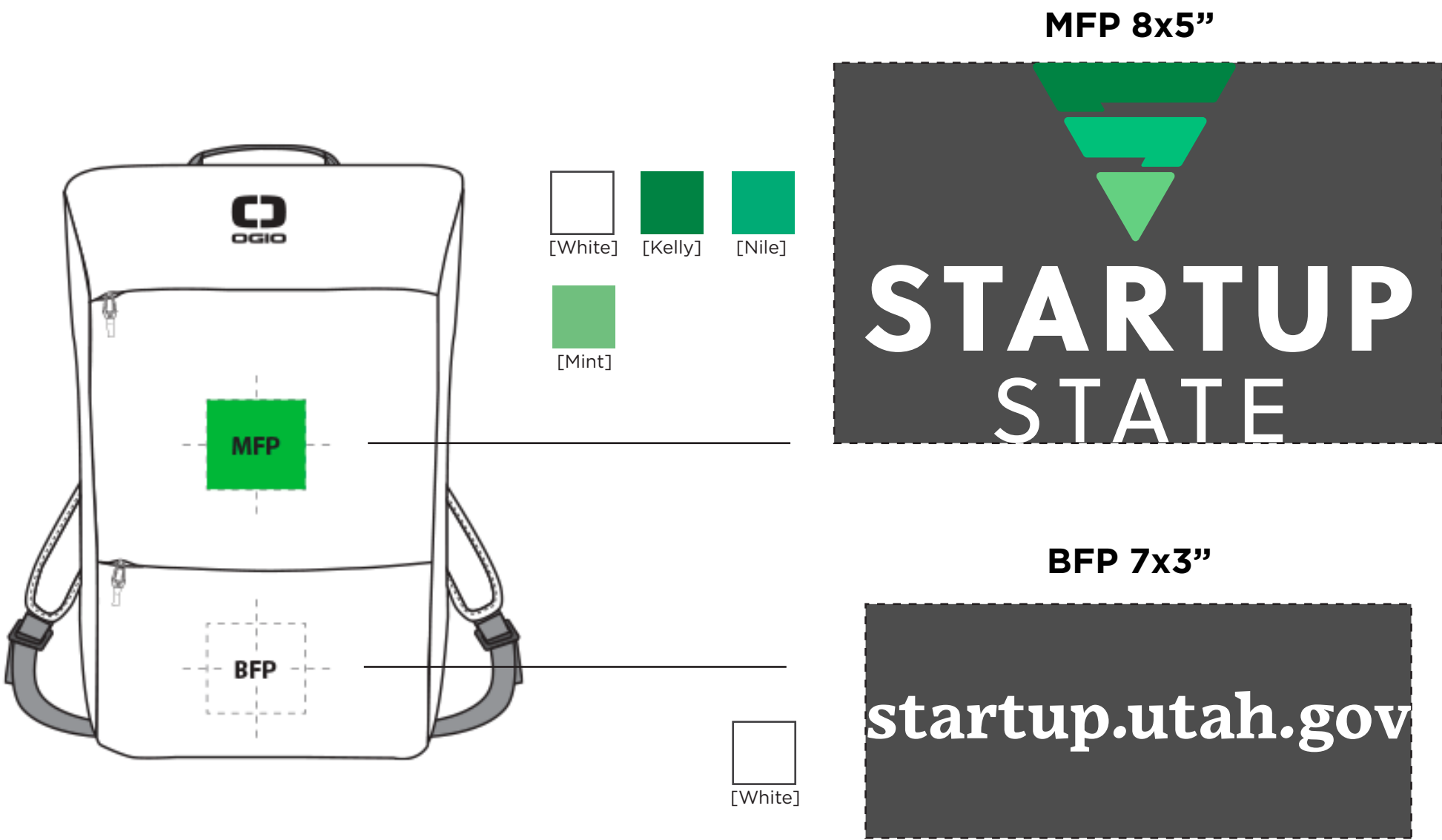
Use stand-alone monoline icons of a medium weight to organize sections and guide the viewer.





SWAG



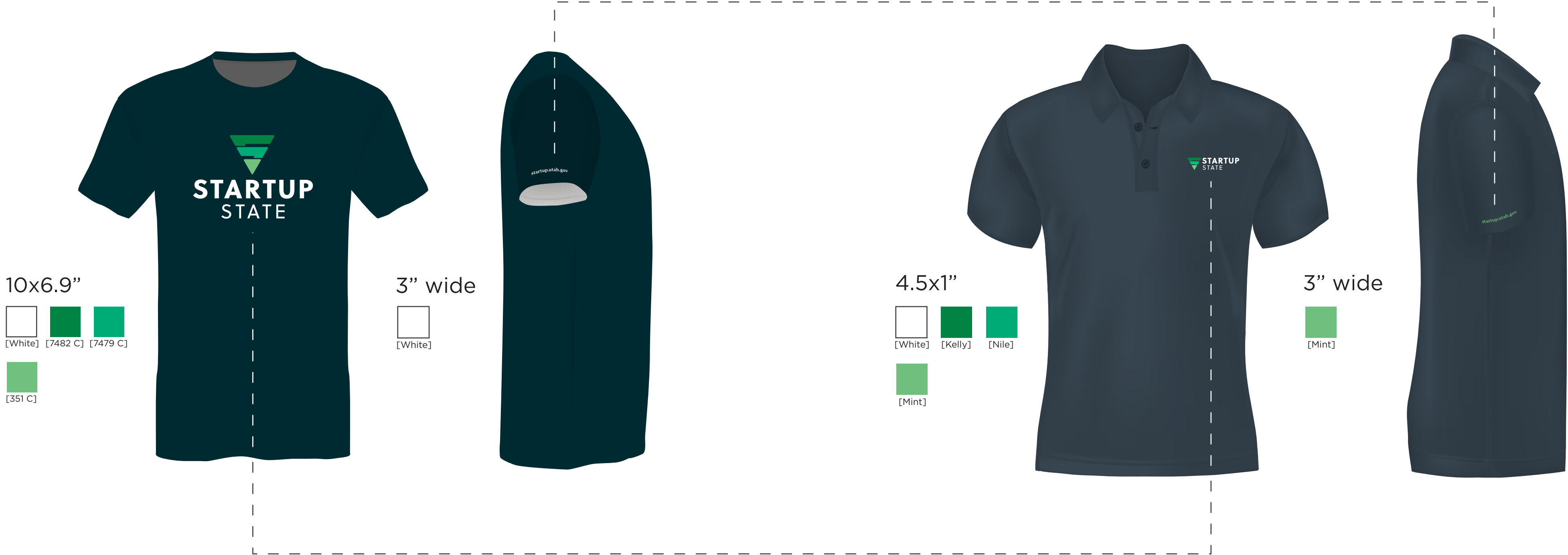


Screen Print For screen printing, refer to PMS colors.

Embroidery For embroidery, refer to Robison-Anton Thread Chart.
Brand colors are as follows:
Vibrant Green = Kelly
Bright Green = Nile
Light Green = Mint

Sleeve Decals

Our URL, startupstate.utah.gov, can be placed horizontally on shirt sleeves to let people know how to reach us.



Logo Placement & Size

Both horizontal and stacked logos can be placed on the front of apparel items. Use the stacked logo large and centered or use the horizontal logo as a smaller decal.

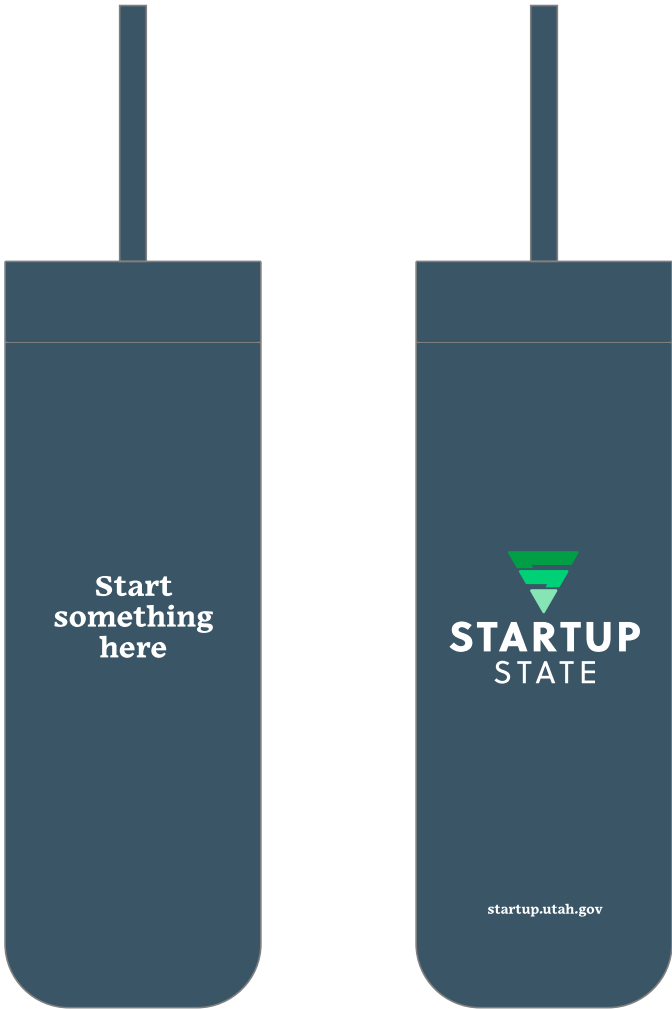
Stickers



Mint Tins



Water Bottles



Wireless Chargers





PHOTOGRAPHY



Bold photos of bright people

High contrast, high saturation images highlight the bright futures of our entrepreneurs. Capture people looking up toward the future or in the zone of their passion.



Show our Startup State

From all the stars symbolizing opportunity to the boots on the ground making things happen, show our beautiful state from soil to sky.

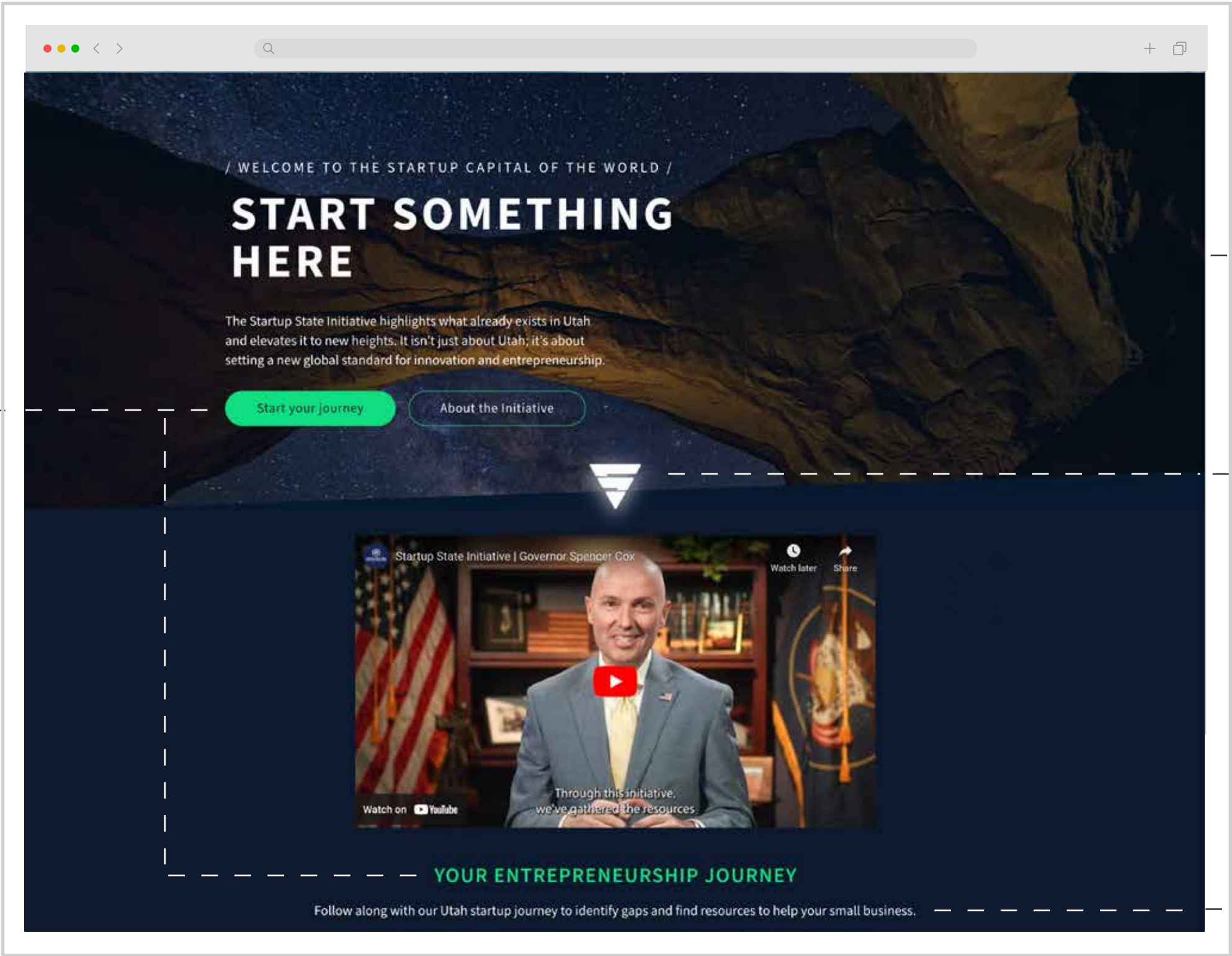




WEBSITE



Use bright green to make buttons and header text stand out.



Use images that reflect our brand style.

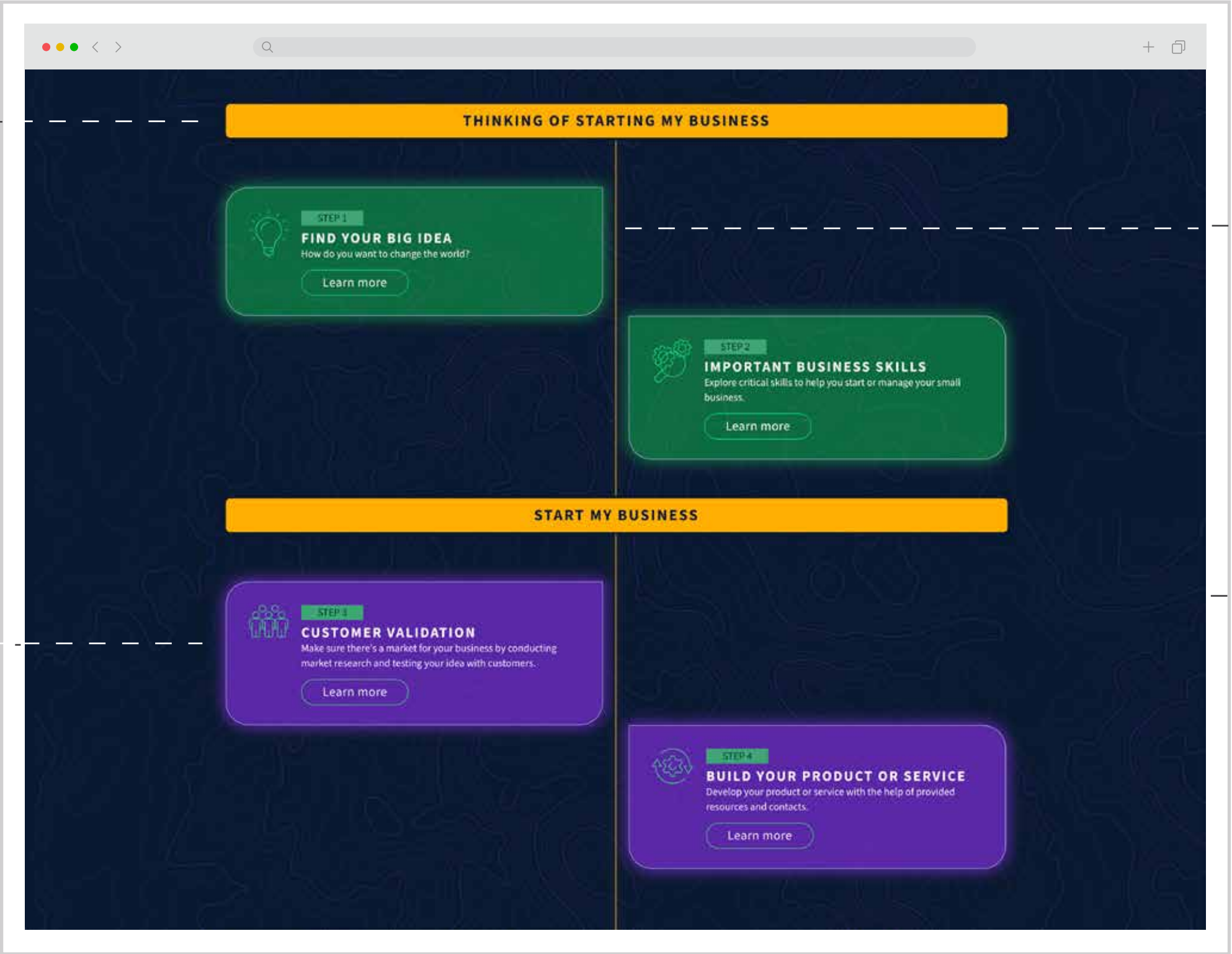
Make sure our mark stands out by using our signature glow.

Midnight blue is our “dark theme” background. Use white text for readability.

Each section of the entrepreneurship journey is easy to find in these bold yellow headers.

Each section utilizes “step cards” with rounded edges coming to a point in the top corner closest to the leading line.

Each “step card” is outlined in a thin white glowing line and contains the step number in a solid box, an icon, header, subheader, and “Learn more” button.



A thin yellow glowing line illuminates our viewer’s path.

Use our brand patterns to create interest and texture on solid backgrounds.



Start Something Here Campaign

IN PRACTICE

**START
SOMETHING
HEROIC**

Start a business in Utah



Billboard



Use bold solid filled text to ensure easy readability at freeway speeds.

Billboard logo and URL lockups do NOT need to follow standard logo lockup guidelines. Adjust size for visibility.

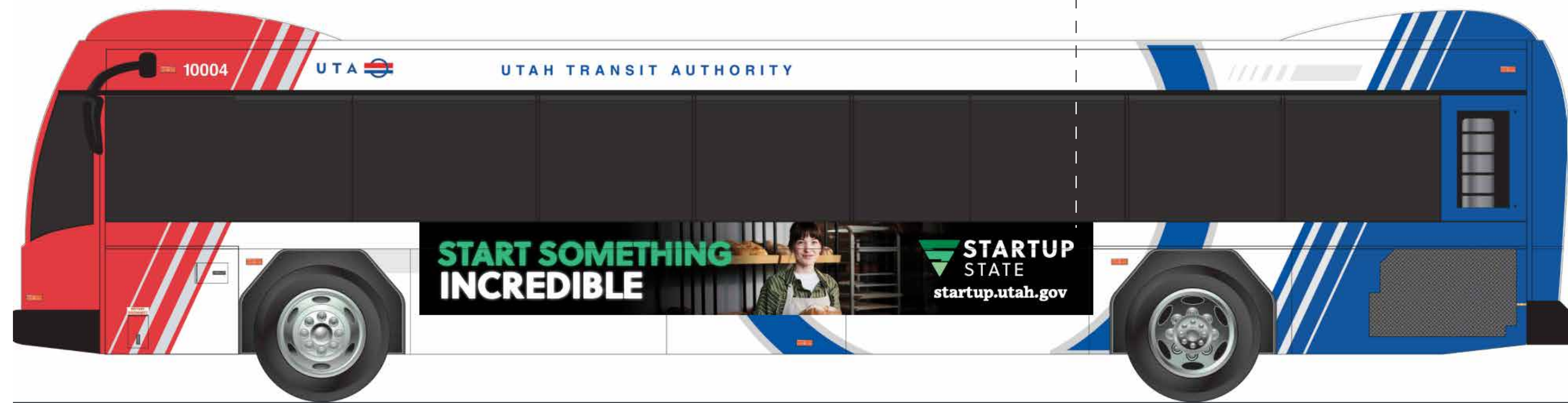
TRAX



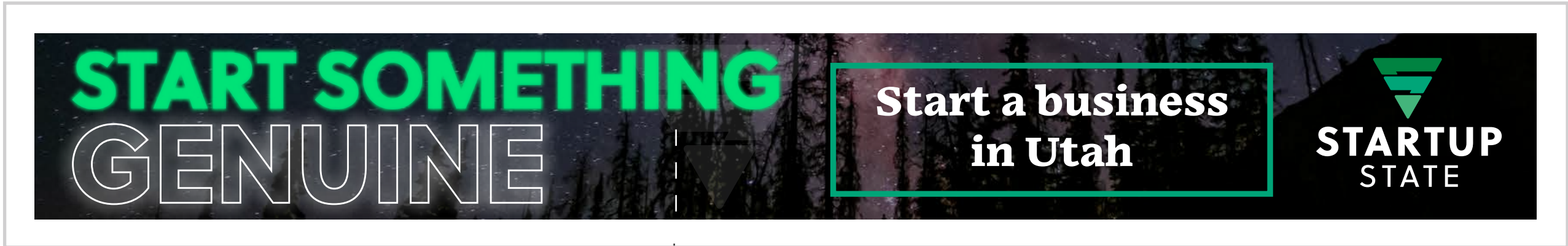
Be mindful of gaps in design templates.

Make sure our logo and URL are large enough to be read while on the move.

BUS



Banner Ads



Use gaussian blur to create glow around headline text.

Use bold outline text to emphasize key words.

When short on space, use Utah landscape imagery instead of people.

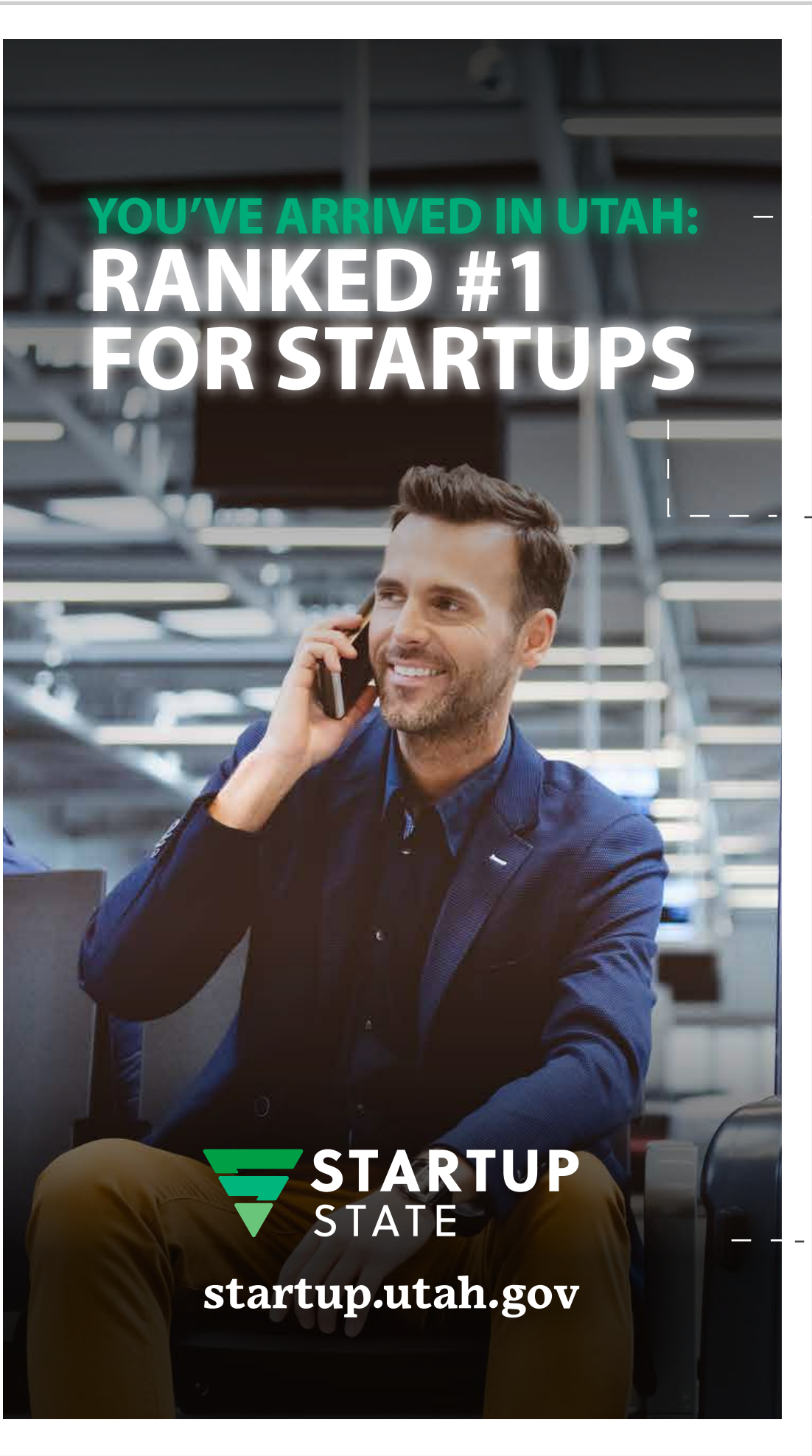
Always include a call to action in an outlined box.

Always include our logo.

Use our logo mark as a watermark behind headlines to emphasize our brand.



AIPORT CONCOURSE & BAGGAGE CLAIM

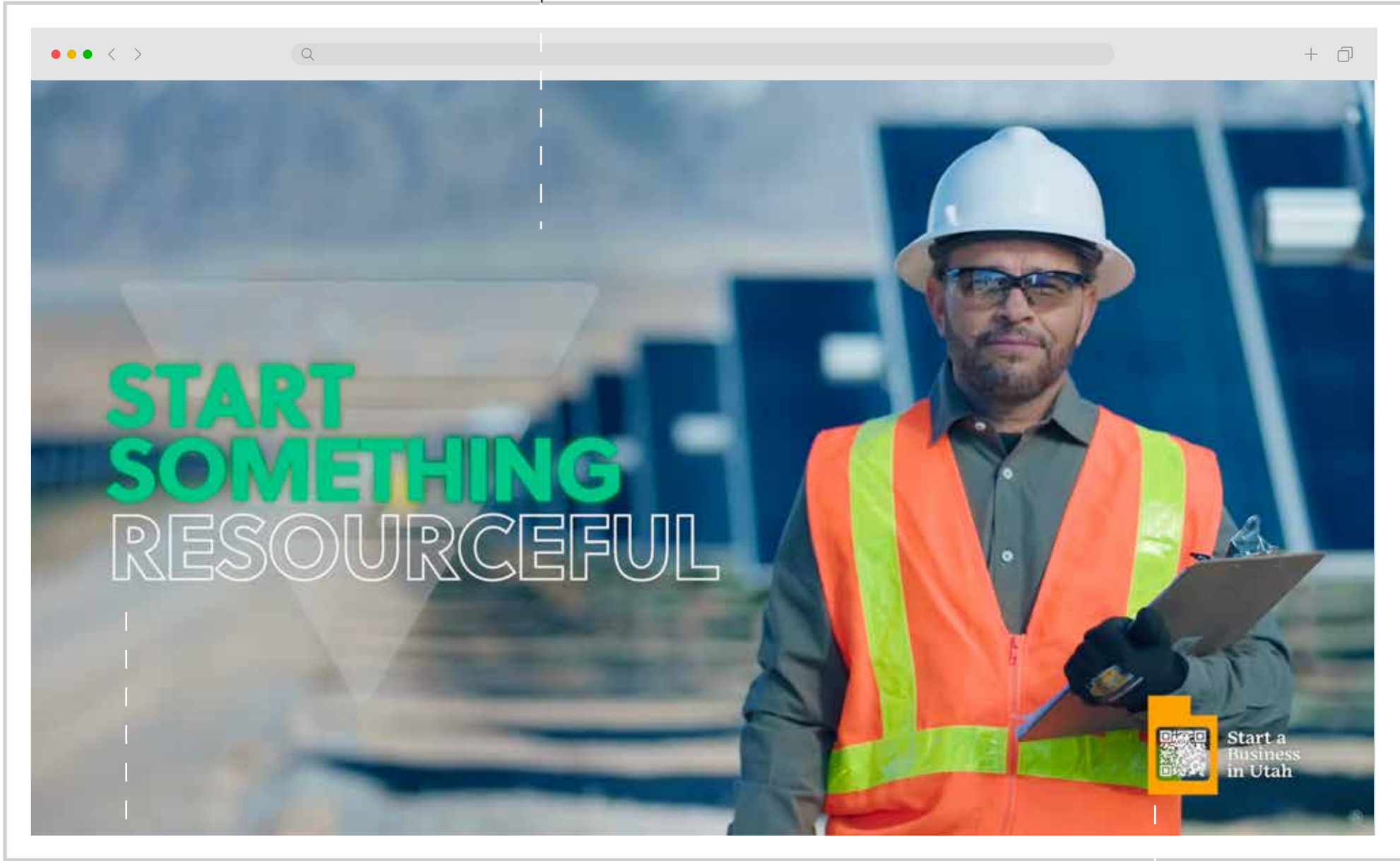


Keep language in context for where our ads will be shown.

Use bold solid filled type for sections of text exceeding one word.

Always include our logo and URL.

Use our logo mark as a watermark behind headlines to emphasize our brand.



Use bold outline text to emphasize key words.

Use QR bug with CTA to guide viewers to the website.



Use gaussian blur to create glow around headline text, logo, and URL.

Use Embury bold for name text. Their name should be the largest text on screen.

Use Embury regular for their title. Their primary title should be the second largest text on screen.

Use Embury regular for their secondary title. Their secondary title should be the smallest text on screen.



Use our logo mark as a watermark behind headlines to emphasize our brand.

Use bold outline text to emphasize key words.