

BRAND STYLE GUIDE



THRIVE125

CELEBRATING UTAH'S STATEHOOD | EST. 1896



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1 About this guide

This guide includes information on fonts, colors, logo treatments, and brand styles, and that are in line with the Thrive125 brand identity.

Preserving a consistent, recognizable visual style for Thrive125 is critical to the success of the celebration. Following these guidelines will help build a positive perception around the brand. This guide empowers Thrive125 to make its communication strategy a success. Everyone who contributes to the Thrive125 brand—whether an employee, a partner, or other contributor—has the responsibility to follow these guidelines. It is important to remember that these guidelines shouldn't be viewed as constraints, but as a help to build a consistent brand and give freedom to contributors to expand the brand based on the needs of the medium they are working with.

2 Brand Voice

What We Do

The primary goal of Thrive125 is to celebrate the 125 years of Utah's statehood. To commemorate Utah's past, present and future, and highlight all of the influences and cultures that have come together in our state. By doing so, Utahns will:

- Feel included and involved in their community.
- Feel pride for what Utah has become in 125 years. Enrich the economy.
- Embrace and celebrate the diverse culture.
- Look forward to Utah's future.

Messaging Goals and Tone

All content should aim to be:

- Positive
- Inspirational and informative
- Flexible and expandable

Partners should strive to spread awareness of the celebration and its goal to celebrate Utah and everyone found within.

3 Logo Mark

Thrive125 is represented by an overlapping of organic shapes to create an abstract silhouette of the state of Utah. The organic shapes represent the different groups of people that have come together over the years to make up our cultural landscape, and making Utah what it is today.

The colors of the logo also reinforce the different groups of people coming together and creating something new together.



3 Logo Variations

Thrive125 is represented by bold text and a colorful 125, signifying how many years Utah has been a state. The 125 can be different colors as well depending on the the partnering logo it is with.

The logo can include the tagline as long as the tagline clearly legible from the average viewing distance.



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THRIVE 125

3 Logo Variations

A transparent white version can be used on a solid background or photo background, as well as a full color version with white text.

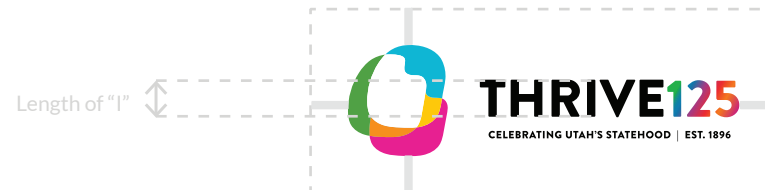


3 Clear Spacing and Minimum Size

Maintain a consistent clear space around the logo to any other design element such as text, partner logo, URLs, etc.

Use a capital “I” as the minimum display space around the mark as shown. Exceptions in some outdoor graphic, print, or digital applications may be necessary, but designers should follow this general guideline unless production restraints demand an exception.

The logo may be resized as long as the text remains legible. When using the logo with the tagline, the tagline must be clearly legible from the regular viewing distance of the application it will be on (billboard will be different than a phone screen). If the tagline is not clearly legible, resize the logo until the tagline is legible, or use the variation of the logo without a tagline.



4 Logo Misuse

It is important to use the logo consistently across all touch points. Do not interfere with the recognition and readability of the mark. The following demonstrates treatments one should avoid.

Do not use non approved color combinations.



Do not use low contrast.



Do not add effects.



Do not lower the opacity.



Do not substitute or alter the font.



Do not distort or stretch.



Do not use on an angle.



Do not outline.



5 Typography

Lato should be used as the primary typeface. It is used in all cases, such as print ads, billboards, online ads, and other collateral.

All line weights, including italic variations can be used.

Lato

Light/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 ! @ # \$ % ^ & * ()

Regular/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 ! @ # \$ % ^ & * ()

Bold/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 ! @ # \$ % ^ & * ()

Black/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 ! @ # \$ % ^ & * ()

Example Usage:

LATO BLACK HEADLINE

Lato Italic Subheadline

6 Primary Colors

Using the same palette throughout our communications ensures we maintain consistency, avoid confusion, and create quick recognition.

However, in the spirit of inclusiveness, any other colors can be adopted for brand purposes as long as it works in conjunction with the brand.

Background 100%

PMS	---
CMYK	90 80 55 70
RGB	12 21 39
HEX	#0c1527

Cerulean 100%

PMS	638 C
CMYK	100 14 0 17
RGB	0 182 212
HEX	#00b6d4

80%

60%

40%

20%

Pizazz 100%

PMS	2013 C
CMYK	0 44 67 0
RGB	255 144 85
HEX	#ff9000

80%

60%

40%

20%

Supernova 100%

PMS	7548 C
CMYK	0 22 100 0
RGB	255 200 0
HEX	#ffc800

80%

60%

40%

20%

Vida Loca 100%

PMS	2277 C
CMYK	49 0 84 37
RGB	82 160 26
HEX	#52a01a

80%

60%

40%

20%

Red Violet 100%

PMS	255 C
CMYK	0 91 36 7
RGB	238 21 153
HEX	#ee1599

80%

60%

40%

20%

Gradient

7 Brand Styles

Logo Photo Window

The logo photo window symbolizes the window into the culture and heritage of Utah, and offers the ability to highlight certain photos in a colorful way.



7 Brand Styles

Contouring

Like the logo, the organic shapes represent the different groups of people that have come together over the years to make up our cultural landscape, and making Utah what it is today.

The colors reinforce the different groups of people coming together and creating something new together.

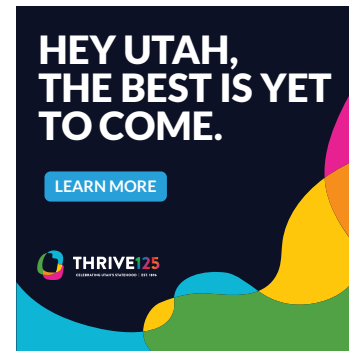
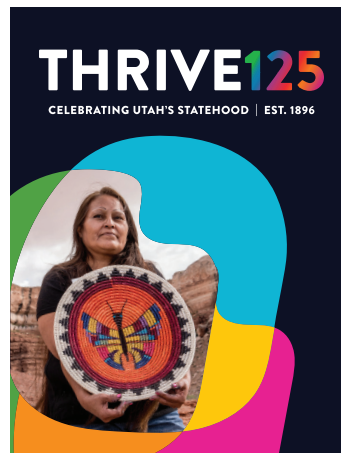
The color scheme of the contours can be adjusted in order to compliment the design requirements.



7 Brand Styles

Application Styles

Either style can be incorporated in a number of formats. Here are some examples.



8 Partner Customization

When the logo is locked up with a partner logo, use a thin grey line to divide them.



Thrive125 Partner Style Guide – Version 1.0

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