



Utah Governor's Office *of*
Economic Development

In Utah

Partner Style Guide

IN
UT

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1.0 Purpose

This guide provides a road map for the *In Utah* initiative, outlining style and tone of voice for all communication. All team members are expected to be familiar with these guidelines and implement them in their work. This guide includes direction on fonts, colors, and photography styles that adhere with the *In Utah* brand identity.

Preserving a consistent visual style for *In Utah* has an impact on its overall success. Business owners, small business employees, local industries, and residents will see this initiative and its accompanying brand and feel supported, included, involved, and better know how to access Utah's abundant resources.


Following these guidelines helps to build a positive perception of the campaign and all that it covers.


2.0 In Utah Initiative

In Utah is a statewide campaign sponsored by the Governor's Office of Economic Development (GOED). Its mission is to encourage intentional connections between consumers and local businesses, to build consumer confidence and boost economic growth. The campaign encourages residents to shop, dine, source products, play and stay with local Utah businesses. By doing so, consumers help create new jobs, embrace local culture, support other Utahns, and enrich the economy.

Social Media Channels

 Facebook @AllInUtah

 Instagram @AllInUtah

 Twitter @AllInUtah

Hashtags

The official hashtag for the campaign is *#InUtah*, but variations can be used including:

#HealthyInUtah *#SafeInUtah*

#ShopInUtah *#LearnInUtah*



3.0 Voice Guide

What We Do

The primary goal of *In Utah* is to encourage Utahns to champion local businesses and offer support to those individuals who run them. By doing so, Utahns will:

- Feel included and involved in their community.
- Help create local jobs.
- Enrich the economy.
- Embrace the diverse culture.
- Become more aware of, and utilize local resources.

Messaging Goals and Tone

All content should aim to be:

- Positive and non-apologetic
- Inspirational and informative
- Flexible and expandable

Partners should strive to spread awareness of the initiative and its mission to promote the economy, and build a new Utah-first mentality.

Do's and Don'ts of Messaging

The intent is to remain positive. Partners can help by following these recommendations:

- Do highlight the positive impacts of shopping, dining, and supporting local businesses. Do not guilt trip.
- Do highlight business that are making an impact. Do not call out business who are not.
- Do help consumers feel empowered and promote positive change. Do not showcase the negatives of our current situation.
- Do help the audience feel more educated. Do not speak down to consumers.

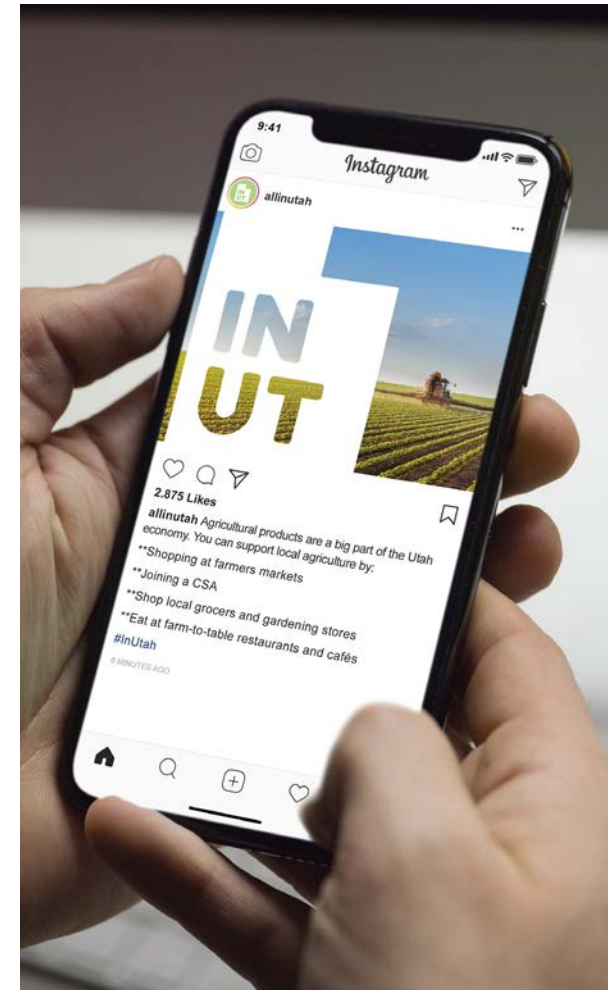
3.0 Voice Guide

Continued

Hashtag Usage

The following guidelines should be followed when utilizing hashtags:

- The primary hashtag is *#InUtah*
- In formal texts, do not use the hashtag in sentences.
- Hashtag can be used in more informal settings, but only once throughout short-form text (or once per paragraph).
- Always use Title Case. Do not abbreviate (i.e. *#inut*, *#INUT*, *#InUt*, *#inutah*, etc).
- If not used in a sentence, the hashtag should be added at the end of text to help keep campaign materials cohesive.
- When referring to *In Utah* directly, do not use the hashtag.
- Whenever and wherever possible, tag the official *In Utah* social media channels.
- Always tag applicable channels of official or unofficial partners.



4.0 Logo Mark

In Utah is represented by an organic depiction of Utah's geographic shape with the letters "IN UT" placed inside. The logo can be displayed in a variety of colors from the approved color palette, including white with any background color or image showing through the letters with sufficient contrast for legibility.

The mark is designed for ultimate flexibility, as long as the outer shape and inner text remain exactly as shown for brand consistency.



4.1 Spanish Version

Depending on the target audience, the Spanish translation of the logo may be used in place of the traditional. The same stipulations apply.



4.2

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. The logo may overlap a color or photo as long as it brings attention to the logo and does not detract from it.

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.

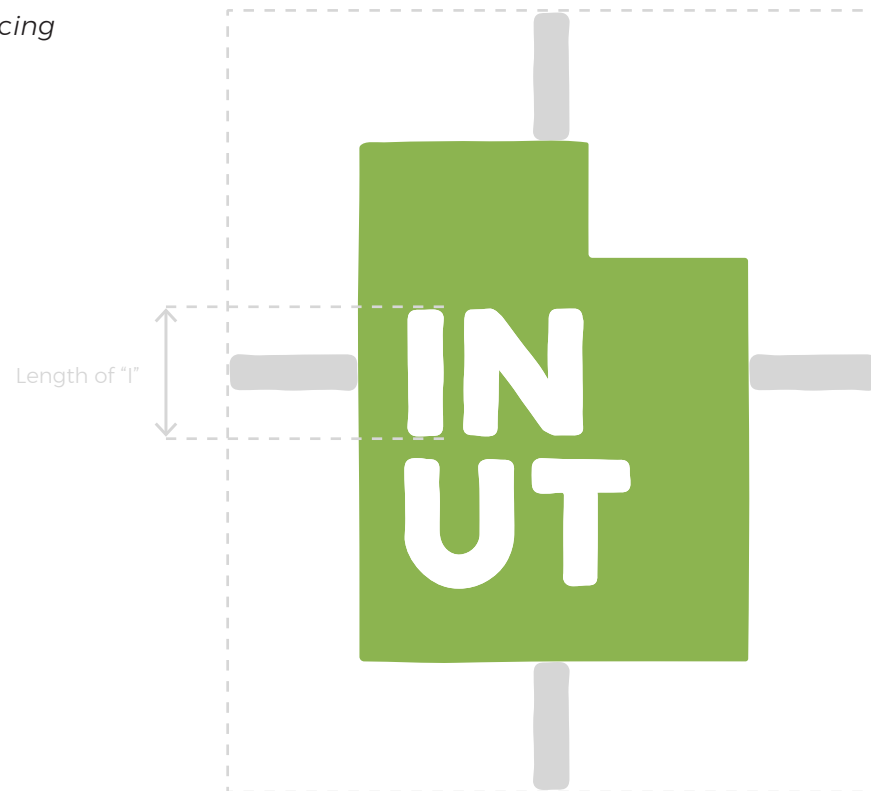
The logo may be resized as long as the text remains legible.

Minimum Size



Width: 0.5 in / 36 pixels
Height: 0.56 in / 40 pixels

Clear Spacing



4.3 Logo Avatars

To keep consistency on all social media platforms, the *In Utah* avatars have been standardized to one simple set.

The "IN UT" icon is used only when a very small icon is needed.

Variations incorporating our primary and extended color palette can be used as well.



4.4 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 unapproved colors



DO NOT change contrast



DO NOT add effects



DO NOT lower opacity



DO NOT alter/substitute the text



DO NOT distort or stretch



DO NOT tilt or rotate



DO NOT outline



5.0 Typography

Montserrat 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.

Montserrat

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

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 ! @ # \$ % ^ & * ()

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

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

6.0 Primary Colors

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

<p>Deep Sky Blue 100%</p> <p>PMS 2191 C CMYK 71 22 0 0 RGB 0 165 240 HEX #00a5f0</p>	<p>80%</p> <p>60%</p> <p>40%</p> <p>20%</p>	<p>Mantis 100%</p> <p>PMS 4212 C CMYK 51 11 89 0 RGB 140 180 80 HEX #8cb450</p>	<p>80%</p> <p>60%</p> <p>40%</p> <p>20%</p>
<p>Night Shadz 100%</p> <p>PMS 7434 C CMYK 30 88 53 14 RGB 160 60 85 HEX #a03c55</p>	<p>80%</p> <p>60%</p> <p>40%</p> <p>20%</p>	<p>Ember 100%</p> <p>PMS 4010 C CMYK 0 72 98 0 RGB 238 100 23 HEX #ee6417</p>	<p>80%</p> <p>60%</p> <p>40%</p> <p>20%</p>

6.1 Expanded Colors

The *In Utah* color palette includes a primary color scheme and an extended color scheme. Both palettes can be used at the designer's discretion.

Be mindful of color combinations. Some combinations do not work well together and a more complementary pairing of colors should be used.

<p>Bluebird 100%</p> <p>PMS 659 C CMYK 58 23 1 0 RGB 114 167 215 HEX #72a7d7</p>	<p>80%</p> <p>60%</p> <p>40%</p> <p>20%</p>	<p>Wasatch 100%</p> <p>PMS 295 C CMYK 100 46 0 70 RGB 0 45 81 HEX #002d51</p>	<p>80%</p> <p>60%</p> <p>40%</p> <p>20%</p>
<p>Dingley 100%</p> <p>PMS 7490 C CMYK 66 24 90 7 RGB 100 145 75 HEX #64914b</p>	<p>80%</p> <p>60%</p> <p>40%</p> <p>20%</p>	<p>Green House 100%</p> <p>PMS 4216 C CMYK 73 40 93 33 RGB 65 95 50 HEX #415f32</p>	<p>80%</p> <p>60%</p> <p>40%</p> <p>20%</p>
<p>Deep Blush 100%</p> <p>PMS 7423 C CMYK 9 75 29 0 RGB 220 100 130 HEX #dc6482</p>	<p>80%</p> <p>60%</p> <p>40%</p> <p>20%</p>	<p>Falu Red 100%</p> <p>PMS 208 C CMYK 35 99 62 37 RGB 120 20 55 HEX #781437</p>	<p>80%</p> <p>60%</p> <p>40%</p> <p>20%</p>
<p>Sunset 100%</p> <p>PMS 7626 C CMYK 11 89 100 12 RGB 191 57 25 HEX #bf3919</p>	<p>80%</p> <p>60%</p> <p>40%</p> <p>20%</p>	<p>Supernova 100%</p> <p>PMS 4008 C CMYK 0 38 90 0 RGB 255 170 50 HEX #ffaa32</p>	<p>80%</p> <p>60%</p> <p>40%</p> <p>20%</p>

7.0 Imagery

Using a consistent style and quality of photography strengthens the *In Utah* brand. The best way to ensure imagery reflects our photographic style is to keep a few simple thoughts in mind when searching for or commissioning photography.

Imagery should capture the moment and should show real and positive emotion. The choice of subject, wherever possible, should be authentic, not posed. Images should focus on people and highlight the various industries established in Utah.



7.1 Imagery to Avoid

It's critical imagery used does not detract from the intended message. The following guidelines provide direction on images that should be avoided.

1 Negative Content

DO NOT use imagery that depicts negative material. Promote positivity.



2 Non-Utah Settings

DO NOT highlight cities or landmarks that reside outside of Utah.



3 Lack of Diversity

DO NOT focus primarily on any one race. Showing diversity is encouraged.



4 Staged Situations

DO NOT use staged situations or prescribed actions.



5 Clichés

DO NOT use visual clichés.



6 Studio Lighting

DO NOT use studio lighting or awkward poses.



7 Staged Emotion

DO NOT use artificial emotion.



8 Textures

DO NOT use photographic textures.



8.0 User-generated Content (UGC)

A staple portion of the *In Utah* initiative is user-generated content (UGC). UGC should be authentic, unstaged, and highlight diverse businesses and people throughout the state.

UGC that is highlighted or shared should be free of expletives and crude language, maintain a positive message, and speak for itself.



9.0 Share Your Story

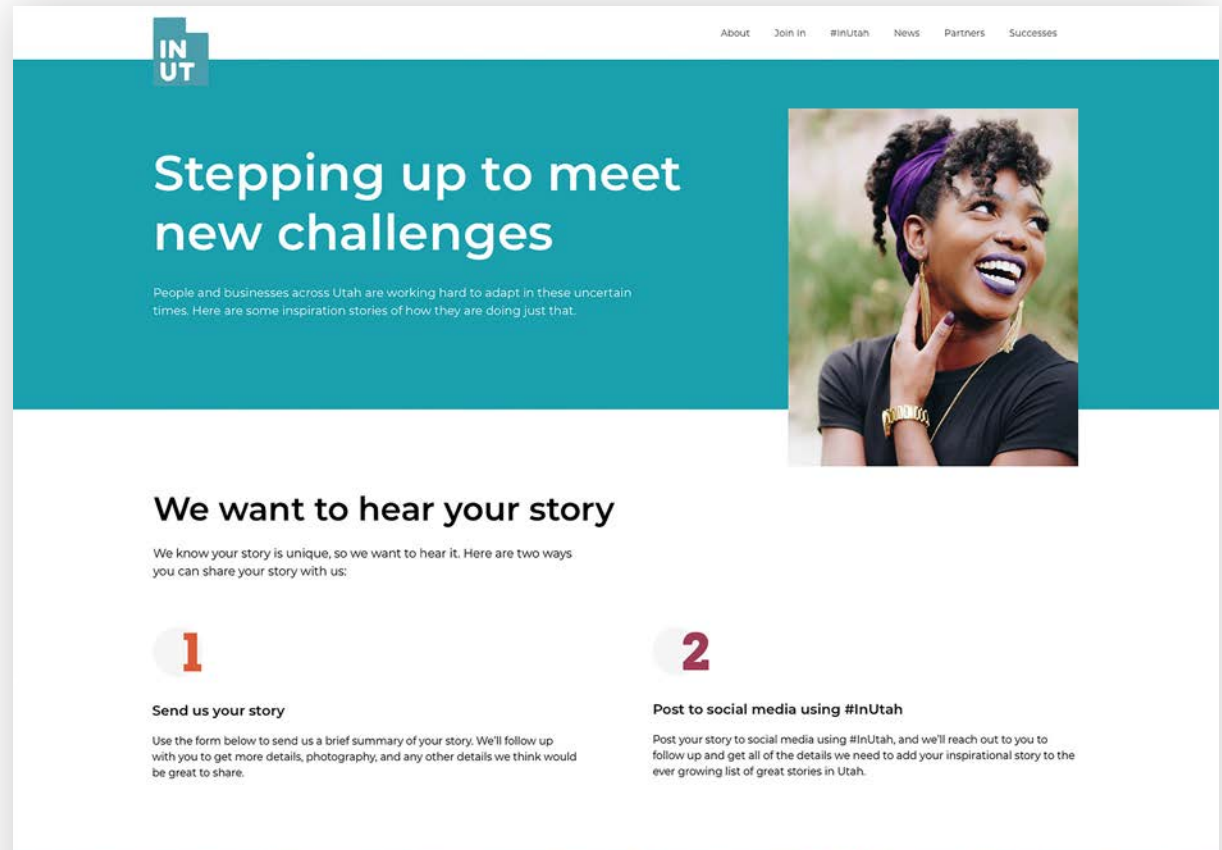
To help showcase the great state of Utah, the *In Utah* initiative will be highlighting success stories on our social media and website.

The purpose of these success stories is to showcase the diversity of businesses and people as well as their recovery during and after the COVID pandemic.

Success stories should include at least one image (*refer to Imagery section of this guide*) highlighting the business or organization telling the story.

The success story should include:

- The problem
- The resolution
- How it relates to the *In Utah* initiative.



***In Utah* Partner Style Guide - Version 1.0**

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InUtah.org

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