

Utah Outdoor Recreation Grant Programs

Post-Completion Requirement: Attribution Signage

Acknowledgment of the grant should be given. Once the project is completed, the grantee must erect a sign at the project site that identifies the project and the support provided by the Utah Outdoor Recreation Grant. Examples of acknowledgment signage can include using the grant name only or using the official grant logo. You can be creative with the signage, but it should be placed in a visible area.

The cost of fabricating and erecting the sign is an eligible cost under this grant program. We will provide our logo in full color or in white as desired. We will email those graphics to you when you are ready, but we attached our brand guide as a resource.

Here are examples of attribution signage, including trail kiosk signage, paving stones, poles with sponsor names and more:



If you have any questions, please visit business.utah.gov/outdoor/uorg or email Tara McKee (tmckee@utah.gov) or India Nielsen (indianielsen@utah.gov).

Logo



Logo



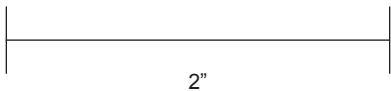
Clear Space

To ensure legibility always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with the mark. The minimum clear space is defined as the height of the mountain icon. This minimum space should be maintained as the logo is proportionally resized.



Minimum Size

The smallest the logo should be represented is 2" wide.



Logo - Unacceptable Usage



Stretching



Rotating



Adding Effects



Using Off-Brand Colors



Creating New Logo Variations



Resizing Elements



Adding Elements



Color



Primary Colors



Orange
#EE6417
Pantone 1585 C
C:2 M:75 Y:100 K:0
R:236 G:101 B:35



Green
#91B24F
Pantone 2276 C
C:49 M:14 Y:89 K:0
R:145 G:178 B:79



Blue
#72A7D7
Pantone 659 C
C:54 M:24 Y:1 K:0
R:115 G:166 B:214

Secondary Colors



Red
#BE3A27
Pantone 7626 C
C:18 M:91 Y:100 K:8
R:190 G:58 B:39



Deep Red
#772217
Pantone 1815 C
C:31 M:93 Y:97 K:41
R:119 G:34 B:23



Dark Blue
#002D51
Pantone 295 C
C:100 M:84 Y:40 K:38
R:16 G:45 B:80



Light Blue
#ADD1F0
Pantone 277 C
C:30 M:9 Y:0 K:0
R:173 G:207 B:238



Light Green
#D0DFB4
Pantone 2274 C
C:19 M:3 Y:35 K:0
R:209 G:223 B:180



Grey
#888988
Pantone 2332 C
C:49 M:40 Y:41 K:4
R:137 G:138 B:137



Charcoal
#333333
Pantone 447 C
C:69 M:63 Y:62 K:58
R:52 G:51 B:51

Typography



Arial - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*?

Arial - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*?

Arial - Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*?

Arial - Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*?

Arial - Bold - Headline

Otas Veleces Cilisquam

Arial - Regular - Body Copy

Otas veleces cilisquam, sunt fugiasitatem eati corenda
ectur? Experat aperfernamus eum eum non eum cupa
sa debit resedia quis sit volo teniet aut hiliquunt unt odit
venihil iciaese rnatiam latia dolore, omnis denimi, ut ex
et lab id que porent vero eos sae rerum rehenderum.

Iconography

UORG Branded Colors



One Color - Black/White



Imagery



Attribution Signage



Text Only



Attribution Signage



Additional Logos



Utah Governor's Office of
Economic Development



RECREATION

UTAH OFFICE OF OUTDOOR RECREATION GRANT PROGRAMS



business.utah.gov/uorg