



# UORG LOGO GUIDE

A guide for when, where, and how to use our Utah Outdoor Recreation Grant logo.

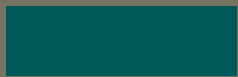
## Post-Completion Requirement: Attribution Signage

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 (UORG). Examples of acknowledgement 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 white as desired. We will email those graphics to you when you are ready, but we have attached our brand guide as a resource. Below is our Utah Outdoor Recreation Grant logo:

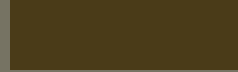


# The Logo

## Primary Colors



HEX #005959  
RGB 0 89 89  
CMYK 100 0 41 60



HEX #4A3B18  
RGB 74 59 24  
CMYK 0 20 68 71



PMS -  
HEX #FFFFFF  
RGB 255 255 255  
CMYK 0 0 0 0

## Logos

### Horizontal



### Vertical



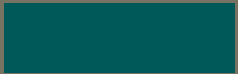
### Alternative Colors





# Logo Space

## Primary Colors



HEX #005959  
RGB 0 89 89  
CMYK 100 0 41 60



HEX #4A3B18  
RGB 74 59 24  
CMYK 0 20 68 71



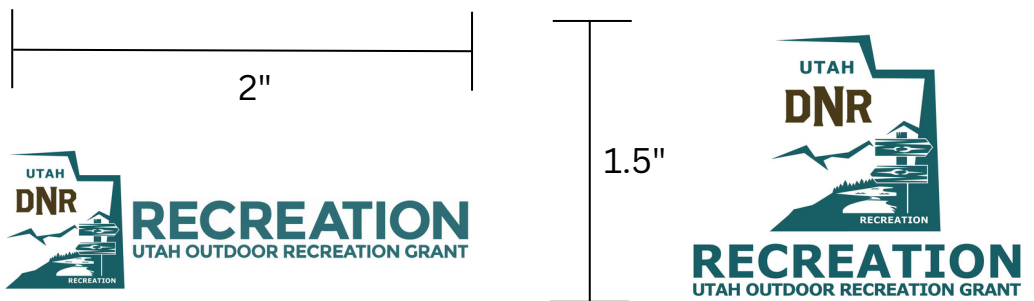
PMS -  
HEX #FFFFFF  
RGB 255 255 255  
CMYK 0 0 0 0

## 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 RECREATION text size. This minimum space should be maintained as the logo is proportionally resized.



## Minimum Size



Do not distort



Do not change colors



Do not add shadows



Do not add border



# Proper Logo Usage

Whenever possible, prioritize using the full-color logo variations. When deciding between the teal lettering and white lettering, use the variation that provides the highest contrast against the sign backdrop:



A monochromatic variation of the logo can be used if required by an outside organization's branding. That said, only use the monochromatic black logo in instances where all other sign graphics and text are also in black:





# Signage

## Attribution Signage Examples



If you have any questions, please visit [recreation.utah.gov/grants](https://recreation.utah.gov/grants), or email Austin Isbell ([aisbell@utah.gov](mailto:aisbell@utah.gov)).

# Signage

## Text Only Examples



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**BRYCE CANYON CITY**



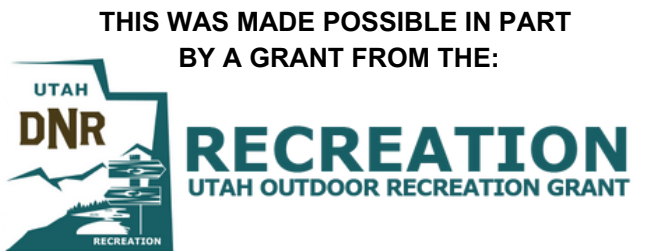
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**PRESENTED BY:**  
**UTAH DIVISION OF OUTDOOR RECREATION**



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**GRANT WORKSHOPS**



**THIS WAS MADE POSSIBLE IN PART  
BY A GRANT FROM THE:**



# Signage

## Additional Logos



**RECREATION**  
UTAH OUTDOOR RECREATION GRANT



LIFE  
**UTAH**  
ELEVATED®



Note: Only project partner logos are allowed to be used in combination with the UORG logo. If you have any questions, please visit [recreation.utah.gov/grants](https://recreation.utah.gov/grants), or email Austin Isbell ([aisbell@utah.gov](mailto:aisbell@utah.gov)).



# Typography

## Signage 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 cupta  
sa debit resedia quis sit volo teniet aut hiliquunt unt odit  
venihil iciaese rnatiatem latia dolore, omnis denimi, ut ex  
et lab id que porent vero eos sae rerum rehenderum.