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Get Connected. Get Help.™
United Ways of Utah

In an effort to promote brand consistency and accessibility, we have developed this document to serve as a guide for using the Utah 211 logo online.

Utah 211 Primary Logo

The full-color primary Utah 211 logo is preferred for regular use in social media posts and other web applications. Solid color versions of the primary logo (white, black, and 287C blue) are available for higher contrast use.

Essential brand elements include the tagline and tie-in to statewide United Ways:

- "Get Connected. Give Help.™"
- "United Ways of Utah"

2·1·1
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Messaging Notes

When referencing Utah 211:

- Utah 211 (not 211, or 211 Utah)
- No dashes between the numbers

Utah 211 Color Palette

The Utah 211 color palette is comprised of colors used in the United Way brandmark. The colors shown are not direct conversions, but rather carefully selected formulas to ensure the best and most accurate color representation.

Pantone 287C	Pantone 659C	Pantone 143C	Pantone 152C	Pantone 179C	Black
100% 287C R:0 G:81 B:145 HEX: #005191	100% 659C R:83 G:158 B:208 HEX: #539ED0	100% 143C R:255 G:179 B:81 HEX: #FFB351	100% 152C R:0 G:81 B:145 HEX: #F57814	100% 179C R:255 G:68 B:59 HEX: #FF443B	100% Black R:0 G:0 B:0 HEX: #000000
70% 287C R:76 G:133 B:178 HEX: #4C85B2	70% 659C R:134 G:187 B:222 HEX: #86BBDE	70% 143C R:255 G:202 B:133 HEX: #FFCA85	70% 152C R:248 G:160 B:90 HEX: #F8A05A	70% 179C R:255 G:124 B:117 HEX: #FF7C75	70% Black R:76 G:76 B:76 HEX: #4C4C4C
30% 287C R:178 G:202 B:222 HEX: #B2CADE	30% 659C R:203 G:226 B:241 HEX: #CBE2F1	30% 143C R:255 G:232 B:202 HEX: #FFE8CA	30% 152C R:252 G:214 B:184 HEX: #FCD6B8	30% 179C R:255 G:199 B:196 HEX: #FFC7C4	30% Black R:178 G:178 B:178 HEX: #B2B2B2
10% 287C R:229 G:237 B:244 HEX: #E5EDF4	10% 659C R:237 G:245 B:250 HEX: #EDF5FA	10% 143C R:255 G:247 B:237 HEX: #FFF7ED	10% 152C R:254 G:241 B:231 HEX: #FEF1E7	10% 179C R:255 G:236 B:235 HEX: #FFECEB	10% Black R:225 G:225 B:225 HEX: #E1E1E1

Utah 211 Typography

The Utah 211 font faces are consistent with those used in the United Way brandmark.

- Roboto the primary font. Regular, *Regular Italic,* Light, *Light Italic,* **Bold *and Bold Italic.***
- Arial is the secondary font if Roboto is not available. Regular, *Regular Italic,* **Bold *and Bold Italic.***

DOWNLOAD Roboto

2·1·1

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Utah 211 Typography Examples

Reversing headlines in bold white text over an image or using 100% 287 blue is preferred. For higher contrast situations, bold white headline text over gold and blue color bars is an effective headline treatment.

Utah 211 Headline Example Roboto Bold. Dial 211.

Header treatment on color bars *(as shown)*:
Roboto Bold, 12pt | Leading 16pt
White text on 143C & 287C bars

Utah 211 Headline on Three Lines. Dial 211.

Utah 211 Headline on Three Lines. Dial 211.

Header treatment *(as shown)*:
Roboto Bold, 12pt | Leading 15.5pt
White or 100% 287C Blue

Utah 211 Logo Placement on Social Media Graphics

The Utah 211 logo should be consistently placed in the lower right corner of social media graphics:

- IG margin ☒ = 55 pixels; logo = 278x180
- FB margin ☒ = 40 pixels; logo = 232x150

Partnership logo placements: the partner logo is placed to the left of the Utah 211 logo, scaled evenly to the visual proportion of the Utah 211 logo. *Note: United Way logo marks (local and UWW) are always placed to the right of 211*
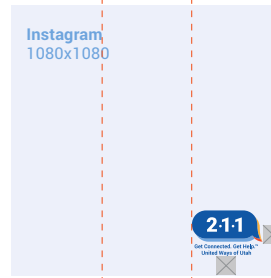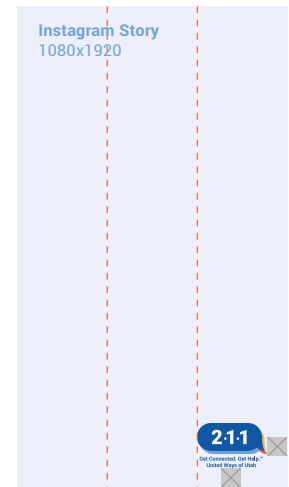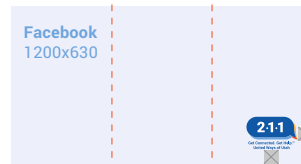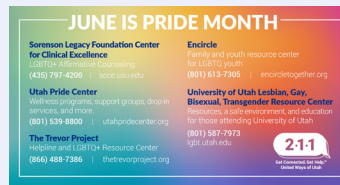
Facebook
1200x630

Instagram Story
1080x1920

Instagram
1080x1080

Photo with headline (preferred):

Diabetes Prevention Program

Photo with headline in color bars (alternative):

Overdoses Can Happen Without Addiction. Find Resources and Education. Dial 211.

Resource list, limit to 4-5 key resources:

JUNE IS PRIDE MONTH

Sorenson Legacy Foundation Center for Clinical Excellence
LGBTQ+ Affirmative Counseling
(435) 797-4200 | sccie.usu.edu

Utah Pride Center
Wellness programs, support groups, drop-in services, and more
(801) 539-8800 | utahpridecenter.org

The Trevor Project
Helpline and LGBTQ+ Resource Center
(866) 488-7386 | thetrevorproject.org

Encircle
Family and youth resource center for LGBTQ youth
(801) 613-7305 | encircletogether.org

University of Utah Lesbian, Gay, Bisexual, Transgender Resource Center
Resources, a safe environment, and education for those attending University of Utah
(801) 587-7973 | lgbt.utah.edu

Partner logo paired with Utah 211:

CROSSROADS urban center

Photography

Stock photography, when used, should be chosen with an awareness of representations of age, race, and gender. Avoid the use of most clip art to maintain a professional, reputable tone, and avoid the use of black and white photographs, which don't align with the hopeful, helpful nature of Utah 211.

Utah 211 logo or branding inquiries:

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