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”

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.

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.
**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 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.

**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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