

211 Utah Branding Standards

211

Get Connected. Get Help.™

In an effort to promote brand consistency and accessibility, this document serves as a guide for using the 211 Utah logos, colors, and typography.

Logos

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

- "Get Connected. Give Help.™"



PANTONE 287



BLACK



REVERSED



PANTONE 287



BLACK



Color Palette

The 211 Utah 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.

100% 50% 20%



Pantone 287C
R:0 G:81 B:145
HEX: #005191



PANTONE 143C
R:255 G:179 B:81
HEX: #FFB351



PANTONE 179C
R:255 G:68 B:59
HEX: #FF443B

100% 50% 20%



Pantone 659C
R:83 G:158 B:208
HEX: #539ED



PANTONE 152C
R:0 G:81 B:145
HEX: #F57814



Black 100%
R: 0 G: 0 B: 0
HEX: #000000

Typography

Roboto is the primary font. Regular, *Regular Italic*, Light, *Light Italic*, **Bold and Bold Italic**.

ROBOTO

Light — Headline
Regular — Headline
Medium — Headline
Bold — Headline
Black — Headline

Note:

Arial is an acceptable substitute when Roboto is unavailable.

Support

For more information or help with these guidelines, reach out to marketing@uw.org.