UTAH SYSTEM OF HIGHER EDUCATION
This logo should be used for all Utah System of Higher Education communications.
This logo should be used for four-color process applications including advertisements, brochures, project sheets, etc.

As the official logo for USHE, all communications featuring USHE should contain this logo. Correct and consistent usage is critical, as it preserves the brand identity.

Use this version whenever possible

COLOR GUIDE

PMS: 638 C
86% Cyan | 0% Magenta | 9% Yellow | 0% Black
0 Red | 175 Green | 215 Blue
HEX: 00AFD7

PMS: 1225 C
0% Cyan | 19% Magenta | 79% Yellow | 0% Black
255 Red | 200 Green | 69 Blue
HEX: FFC845

PMS: 3405 C
88% Cyan | 0% Magenta | 68% Yellow | 0% Black
0 Red | 175 Green | 102 Blue
HEX: 00AF66
SECONDARY COLOR PALLETE

PMS: 7677 C
C 68 M 78 Y 0 K 0
#6F5091

PMS: 1665 C
C 0 M 79 Y 100 K 0
#DC4405

PMS: 375 C
C 46 M 0 Y 90 K 0
#97D700

PMS: 7465 C
C 58 M 0 Y 36 K 0
#40C1AC

PMS: 2214 C
C 82 M 42 Y 42 K 11
#33737F

PMS: 432 C
C 78 M 69 Y 45 K 37
#323E48

PRIMARY AND SECONDARY COLORS CAN BE USED IN THE FOLLOWING SHADES:

100%

70%

40%

100%

70%

40%

100%

70%

40%
**WRITING STYLE**

On first reference, always list the full name:
The Utah System of Higher Education is governed by....

On second reference, use acronym:
The CEO of USHE is the Commissioner of Higher Education.

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**FONTS**

**HEADLINES**

Calibri Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

All weights  
Bold

**BODY COPY**

Georgia  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

All weights  
Regular, *Italic*, **Bold**, ***Bold Italic***

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**DIGITAL FONT VERSIONS**

**OPEN SANS**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

All weights  
*Semibold*, *Semibold italic*, **Bold**, ***Bold italic***,  
**Extrabold**, **Extrabold italic**

**Georgia**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

All weights  
Regular, *Italic*, **Bold**, ***Bold Italic***
CLEAR-SPACE REQUIREMENTS
The corporate logo should always be allowed a clean visual separation from all other elements. The protected zone is an area around the logo designed to leave sufficient clear space around the logo. No text or graphic should be placed within this area.

PROTECTED ZONE
X is defined as one third of the height of the Utah System of Higher Education logo. This measurement is used to create a protected zone around the logo.

MAXIMUM REDUCTION
The maximum reduction for the logo should not be smaller than the example shown below. There are no maximum enlargement size restrictions. Large-scale uses—such as signs, banners, trade show exhibits, etc.—require accurate enlargements and attention to retain the integrity of the logo.

PRINT MINIMUM SIZE

| .5" WIDE | .4" WIDE | .8" WIDE | 1.5" WIDE |

DIGITAL MINIMUM SIZE

| 50 PX | 40 PX | 65 PX | 100 PX |
SECONDARY LOGO TREATMENTS

OTHER ACCEPTABLE LOGO USAGE
Use a color specific logo when needed. The colors shown below are the only acceptable usage.

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INCORRECT USAGE
The logo is a unique piece of artwork and should be reproduced consistently. Shown below are examples of incorrect uses of the logo. The logo should never be altered in shape, proportion or color contrary to this guide. Never use the full logo smaller than the maximum reduction size. Use only the reproducible logo supplied.

Do not alter the shape of the logo.

Make sure there’s enough contrast so the logo stands out.

Do not change the color of the logo.

Do not exceed the maximum reduction size.
LOGO IN USE

Below are some examples on how the logo can be used on various items.