



UTAH  
SYSTEM OF  
HIGHER  
EDUCATION

STANDARD USAGE GUIDE



### 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: **7586 C**

**25% Cyan** | **75% Magenta** | **89% Yellow** | **15% Black**  
**168 Red** | **83 Green** | **50 Blue**

HEX: **A85332**



PMS: **130 C**

**0% Cyan** | **36% Magenta** | **86% Yellow** | **0% Black**  
**255 Red** | **175 Green** | **59 Blue**

HEX: **FFAF3B**



PMS: **7468 C**

**86% Cyan** | **39% Magenta** | **27% Yellow** | **2% Black**  
**0 Red** | **126 Green** | **158 Blue**

HEX: **007E9E**

SECONDARY COLOR PALLETE



PMS: 7723 C  
C **74** M **28** Y **60** K **7**  
#458A75



PMS: 472 C  
C **6** M **43** Y **57** K **0**  
#EA9F72



PMS: 7490 C  
C **67** M **22** Y **92** K **5**  
#61944A



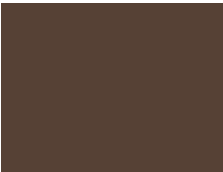
PMS: 7477 C  
C **84** M **63** Y **46** K **32**  
#2F4858



PMS: 690 C  
C **48** M **95** Y **54** K **58**  
#51002B



PMS: 7688 C  
C **74** M **31** Y **0** K **0**  
#0095E6



PMS: 7589 C  
C **51** M **63** Y **69** K **47**  
#564036



PMS: Neutral Black C  
C **0** M **0** Y **0** K **100**  
#000000

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.

FONTS

HEADLINES

Calibri Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

All weights  
Bold

BODY COPY

Georgia  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

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

DIGITAL FONT VERSIONS

OPEN SANS  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

All weights  
Light, *Light italic*, Regular, *Italic*,  
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.

			X
			X
			X
			X
			X
X		X	


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.



**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.







UTAH  
SYSTEM OF  
HIGHER  
EDUCATION