Visit Salt Lake

Brand Guidelines

Primary
Brand Mark

The stacked "Visit Salt Lake" logo shown here is our Primary Brand Mark. This version of the logo should be used in most instances—especially for anything public-facing or formal, including:

- Public Relations and media requests
- Sponsorships and logo walls
- Any general use where someone asks for "the logo"
- Email signatures, proposals, presentations, and other professional touchpoints

Think of this as our "go-to" logo. It represents our brand clearly, confidently, and in the most suitable format.

Visit
Salt
Lake

Stacked Mark

Visit
Salt
Lake

Clear Space

Always keep an appropriate amount of clear space around the brand mark. Other graphics such as typography, logos, etc. Should never come within x distance, whereas x is equal to the size of the crystal icon.

Horizontal
Brand Mark

The horizontal version of our logo can be used when the space or layout calls for a wider format.

This includes:

- Narrow or horizontal layouts like web headers, printed pens, table runners, or signage
- Digital or physical placements where the stacked version would feel cramped or out of proportion

Example:
If you're printing on a pen or banner where vertical space is limited but width is available, use the horizontal logo for best clarity and legibility.

Horizontal Mark

Clear Space

Always keep an appropriate amount of clear space around the brand mark. Other graphics such as typography, logos, etc. Should **never come within x distance, whereas x is equal to the space** between the crystal and the letters of the brand mark.

Logo
Best Practices

✓

Outlined Logo
Ideal for placement on solid or simple backgrounds to ensure clarity and visual balance.

✓

Filled Logo
Best used on pattern-heavy or busy backgrounds where the lines of the outlined salt crystal might blend into the design.

Outlined _____

Clear Space

Always keep an appropriate amount of clear space around the brand mark. Other graphics such as typography, logos, etc. Should never come within x distance, whereas x is equal to the size of the crystal icon.

Filled _____

0.5"   Visit Salt Lake   0.5"   Visit Salt Lake

🔹 Visit Salt Lake   ◆ Visit Salt Lake
1.5"   1.5"

Minimum Size

The logo should never be printed smaller than .55" tall for the stacked logo, and 1.5" wide for the horizontal logo; which puts the text at about an 16pt equivalent

Typography

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Brand Font: Ivar Headline Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Secondary Font: Saans

Brand Colors
Primary Palette

The expanded VSL colors aim to evoke both energy and emotion in a brand that is rooted in urban experience with outdoor adventure and natural diversity while also providing strong contrast in design

Maintaing a consistent color palette is critical to the VSL visual brand identity. Only use approved brand colors when creating brand graphics, setting type or displaying the Salt Lake logo.

In print, it is recommended that the brand colors be printed as spot colors using the appropriate pms values for the paper stock.

DIGITAL
#062842

PRINT
100 80 45 49
#0F2941
PANTONE 2965 C

DIGITAL
#A41E22

PRINT
19 100 100 12
#A42F2C
PANTONE 7621 C

DIGITAL
#147CB2

PRINT
94 41 9 0
#147CB3
PANTONE 2390 C

DIGITAL
#F58B88

PRINT
0 62 35 0
#E38888
PANTONE 2339 C

DIGITAL
#4CACD1

PRINT
75 9 10 0
#4BACD1
PANTONE 6120 C

DIGITAL
#FAC8C5

PRINT
0 28 13 0
#F0C5C5
PANTONE 4032 C

DIGITAL
#F6F1EC

PRINT
2 4 5 0
#F6F1EC
PANTONE 11-4101 TCX

DIGITAL
#0D4C26

PRINT
97 40 100 44
#124C2C
PANTONE 357 C

DIGITAL
#D24B27

PRINT
4 90 100 0
#D04D34
PANTONE 7597 C

DIGITAL
#1A854C

PRINT
98 20 100 7
#1C854D
PANTONE 348 C

DIGITAL
#F29F1F

PRINT
0 46 100 0
#EA9F3F
PANTONE 1375 C

DIGITAL
#8DCEA8

PRINT
53 0 47 70
#8EC5A5
PANTONE 345 C

DIGITAL
#FFDDA3

PRINT
0 15 43 0
#F9DBA4
PANTONE 2001 C

DIGITAL
#212121

PRINT
72 66 65 73
#212121
PANTONE 19-4000 TCX

Brand Color
Tints

100%

80%

50%

20%

100%

80%

50%

20%
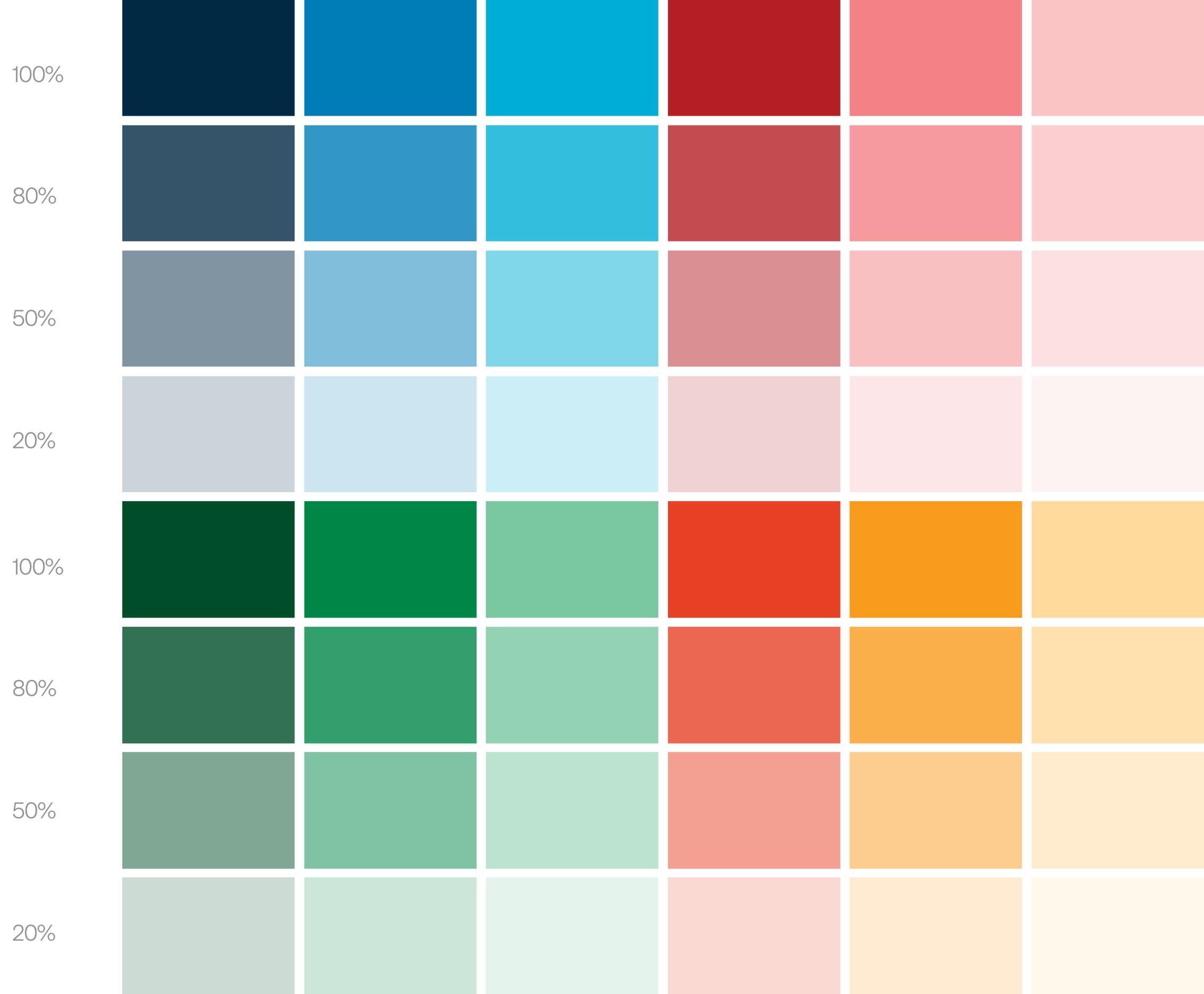
Color Guide for
Logo & Text

The brand color palette is designed to function within a complementary color system, ensuring visual consistency and accessibility. This approach means that the darkest shades of each brand color are fully legible and ADA-compliant when paired with the lightest shades of the same color, and vice versa.

Best Practices for Using Brand Colors:

When designing with brand colors, maintain consistency within the same tonal range. For example, pair the darkest green with the lightest green, or the darkest blue with the lightest blue, and so on for all colors in the palette. This includes White text may be used on the darkest tones of any brand color & Black text may be used on the lightest tones of any brand color.

Medium tones within the brand palette are specifically reserved for use with white or black text only. These tones should not be paired with other shades (e.g., darkest or lightest shades) to ensure proper contrast and legibility.

ADA Adherence

As a county representative, we are responsible for ensuring that all digital materials meet minimum ADA (Americans with Disabilities Act) requirements. This means providing sufficient color contrast for readability, particularly for individuals with visual impairments or color blindness.

The chart to the right outlines the approved color spectrum for text and background combinations in both digital and out-of-home advertising.

A minimum contrast ratio of **4.5** is required to ensure sufficient legibility.

Color		WHT	BLK	OPP
#0D4C26		10.1	2.1	5.5
#1A854C		4.7	4.5	5.5
#8DCEA8		1.8	11.5	5.5
#062842		15	1.4	5.9
#147CB2		4.6	4.5	5.9
#4CACD1		2.6	8	5.9
#A41E22		7.65	2.8	5
#F58B88		2.4	8.9	5
#FAC8C5		1.5	14	5
#D24B27		4.5	4.8	4.2
#F29F1F		2.2	9.7	4.2
#FFDDA3		1.3	16	4.2

Brand Pillars

Our brand attributes. The pillars uphold our positioning. They organize and give purpose to the things we do today and tomorrow and are considerations for the many expressions of Visit Salt Lake in the world. They are supported by key reasons to believe.

Expect the Unexpected

Salt Lake is filled with contradictions, juxtapositions, and uncommon pairings that leave visitors awe-struck. The only thing you should expect is the unexpected - prepare to be surprised.

Hidden Gems At Every Turn
Oktoberfest at Snow Bird. A Greek Festival downtown. A giant whale with sculpture that appears "Out of the Blue". Skijoring through the city streets. There's no shortage of delights here.

Unexpected Natural Wonders
We're known for our winters, but have you seen us year round? Foliage like New England, springtime wildflowers abloom. Our natural wonders are just that - wonder-filled.

Uncommon Ground
Look outside and see a city skyline with a mountain range backdrop. Step outside and onto the mountains in minutes. Ski the slopes and catch a show at Capitol Theatre within hours. Conflicting landscapes produce surprising adventure.

Constant Evolution

Comparative to other cities, Salt Lake is still young in its development - but we see this as a strength. As the county evolves, so do the opportunities for visitors and residents alike. The future is ours to shape.

A State of Becoming
As Salt Lake grows, so does the representation of different cultures and identities. The county itself has turned into a beautiful melting pot.

Olympian's Playground
Salt Lake is the choice for the Winter Olympic Games in 2034 as we build on our 2002 Olympic legacy.

The Next Great Sports Town
NBA All-Star Weekend 2023. The 2002 & 2034 Olympics. A new NHL hockey team - the Utah Hockey Club. Soccer clubs Real Salt Lake and the Utah Royals. Division 1 collegiate football at the UofU. Salt Lake is signing its name in the sports all-time handbook.
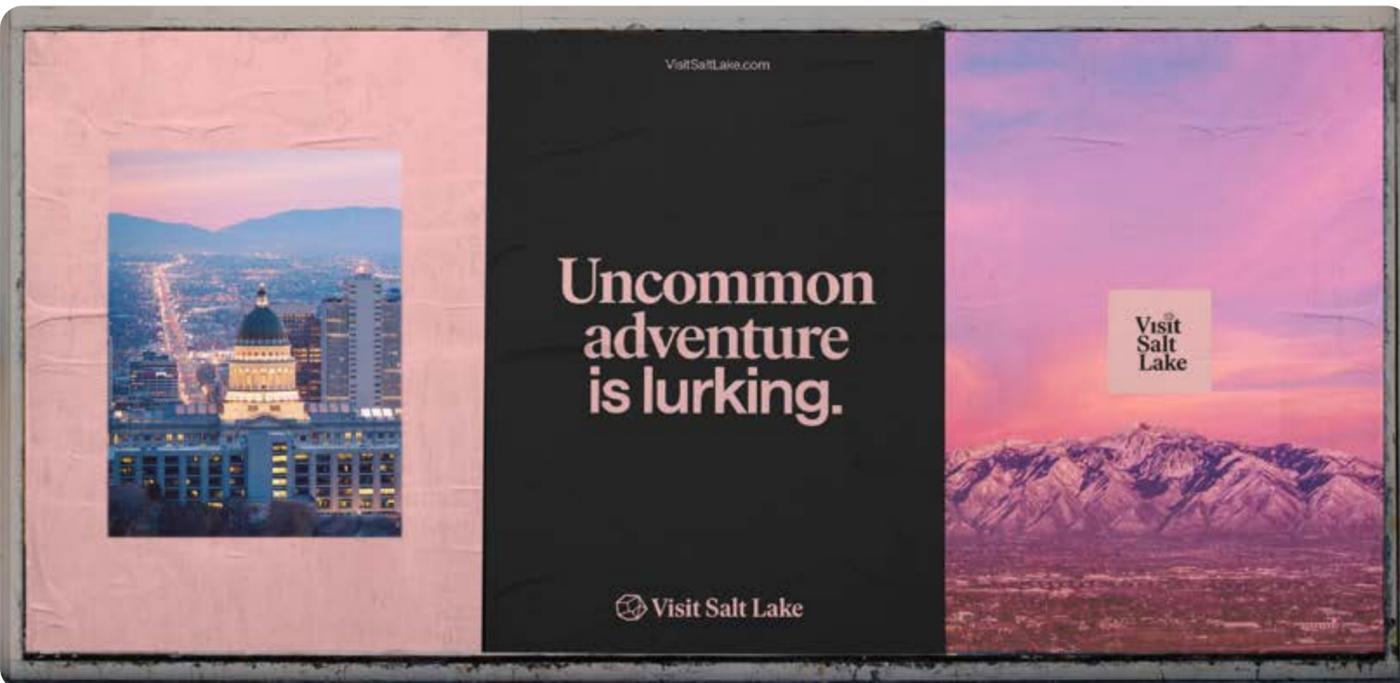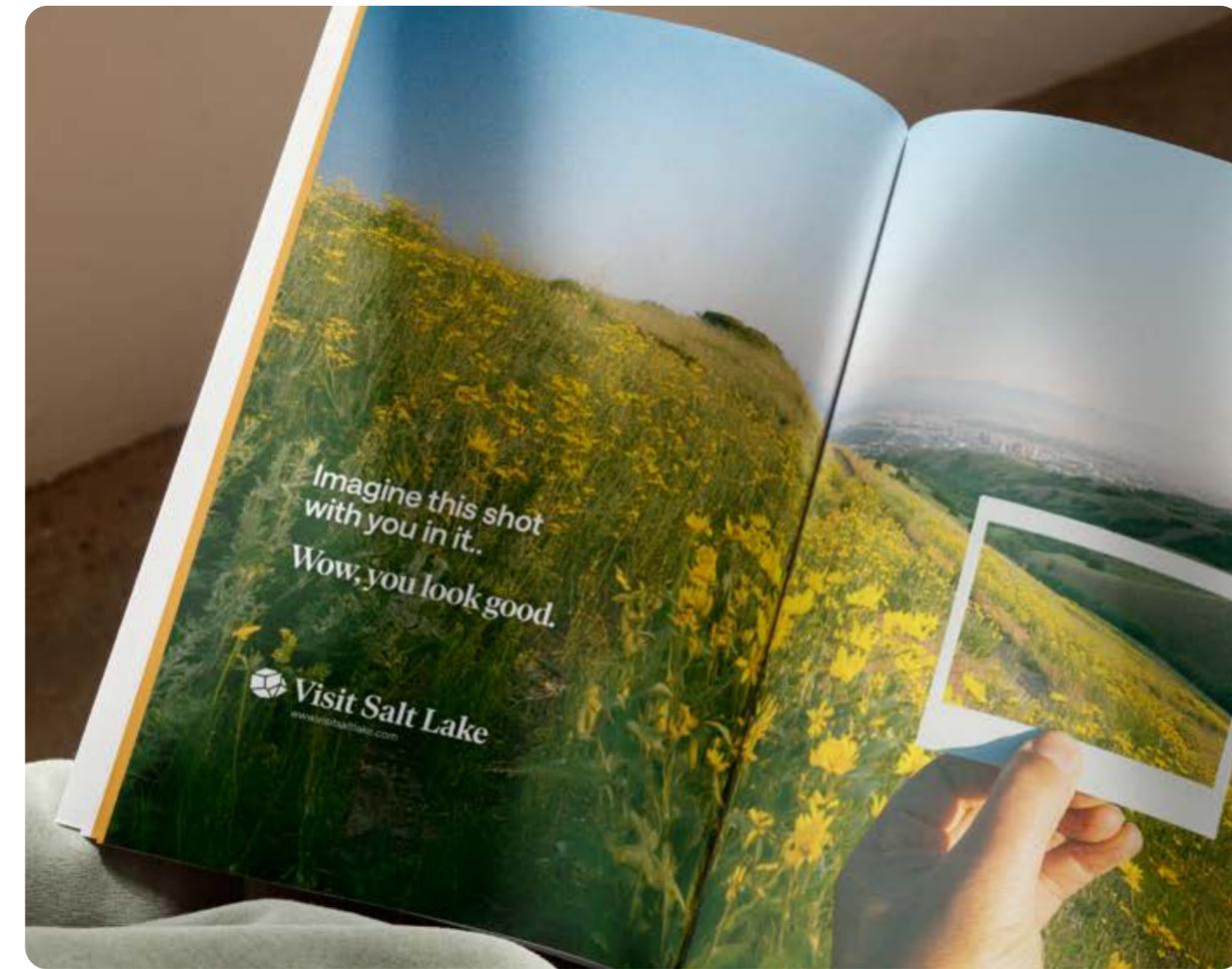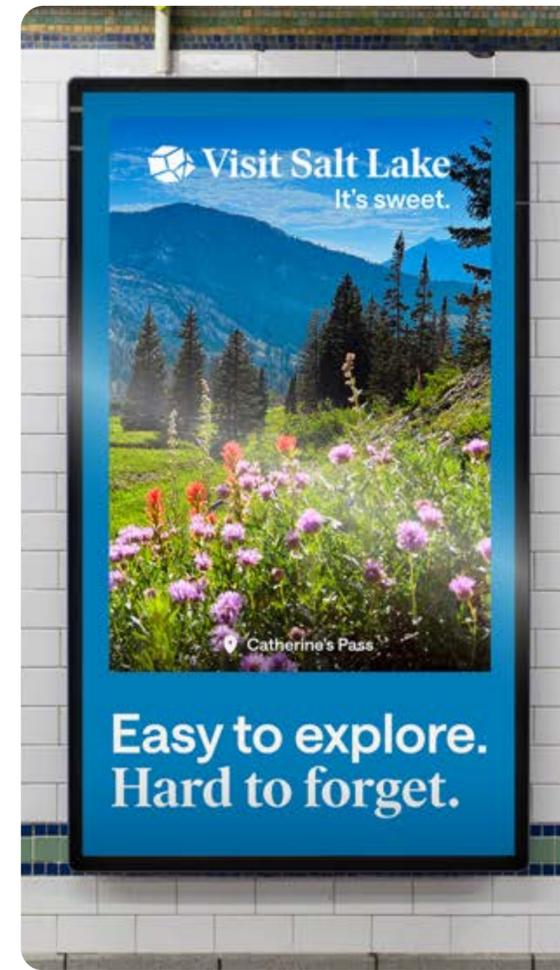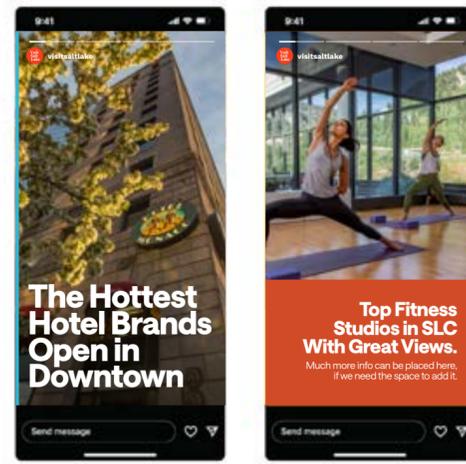

Above & Beyond

The Salt Lake way is to over-deliver. To take something and go, sure, but what else? This mindset means we make sure visitors get what they're looking for and then some. Above and beyond is second nature to us.

Unreasonable Hospitality
We're committed to providing hospitality beyond expectation, actively working toward becoming the most hospitable destination in the United States.

Always Something
From the Greek Festival to Oktoberfest, from Antelope Island to Red Butte Garden, there is never nothing to do in Salt Lake.

A Michelin-Star State
For the first time in its 100-year history, Michelin named Utah a "three-star state", describing it as "a destination worth making a special trip for American and international visitors."

Easy Going

We believe that time is a valuable resource, so we make sure you're able to spend it wisely here. In Salt Lake you can expect a disruption-free adventure. With experiences you can access easily and on your time.

Effortless Access
Planes, trains, and automobiles - oh, and by foot too! See Salt Lake how you want to see it. And when you want to see it (no crowds). And where you want to see it (rooftop, mountaintop, lakeside, bison adjacent). It's all at your fingertips. Easy peasy.

An Explorer's Gateway
Salt Lake is a gateway worth spending time in – with access to the airport, to the mountains, to the Mighty Five all within arms reach.

First-Rate Amenities
We may be a "second-tier city", but we have first tier amenities. And the beauty of it is that in Salt Lake, you won't have to queue to get in, wait months for a reservation, break the bank to give it a whirl. There's no shortage of things to do - so get going! It's easy.

Brand
Look & Feel

Brand
Photography

Our photography should reflect what Salt Lake truly is — bold, vibrant, and beautiful. Every image should feel rooted in place, highlighting the landmarks, scenery, and experiences that are unmistakably Salt Lake. From energetic urban streets to peaceful mountain vistas, our visuals should capture the range and richness of our destination.

Whenever possible, ground the viewer with context — show where they are, not just what they're doing. And when people are present, focus on authentic reactions: joy, awe, connection. Whether it's a thrill ride on a mountain coaster or a quiet moment surrounded by nature, we're telling a story of personal experience. If the viewer can feel it, they'll want to live it.

Visit
Salt
Lake