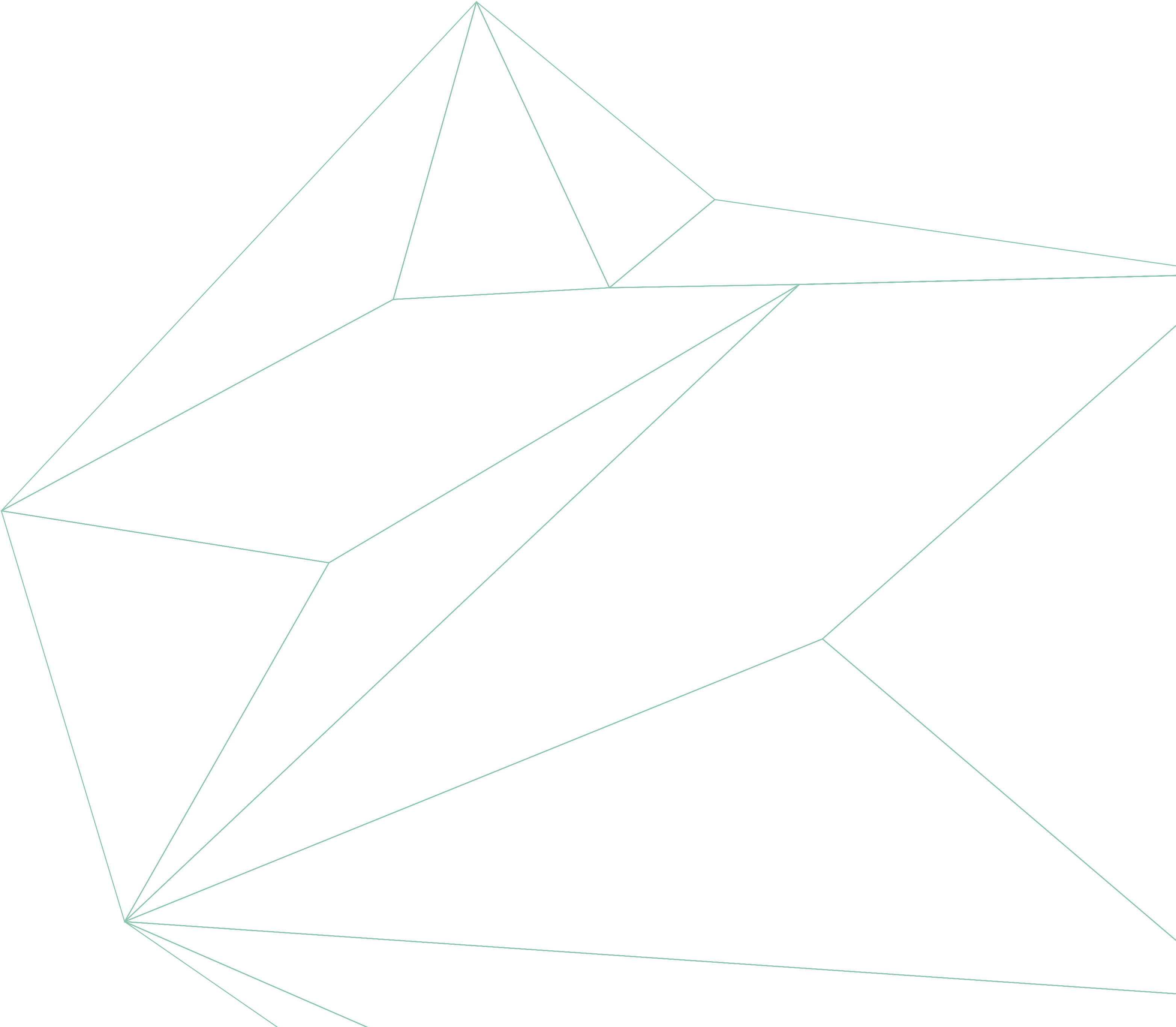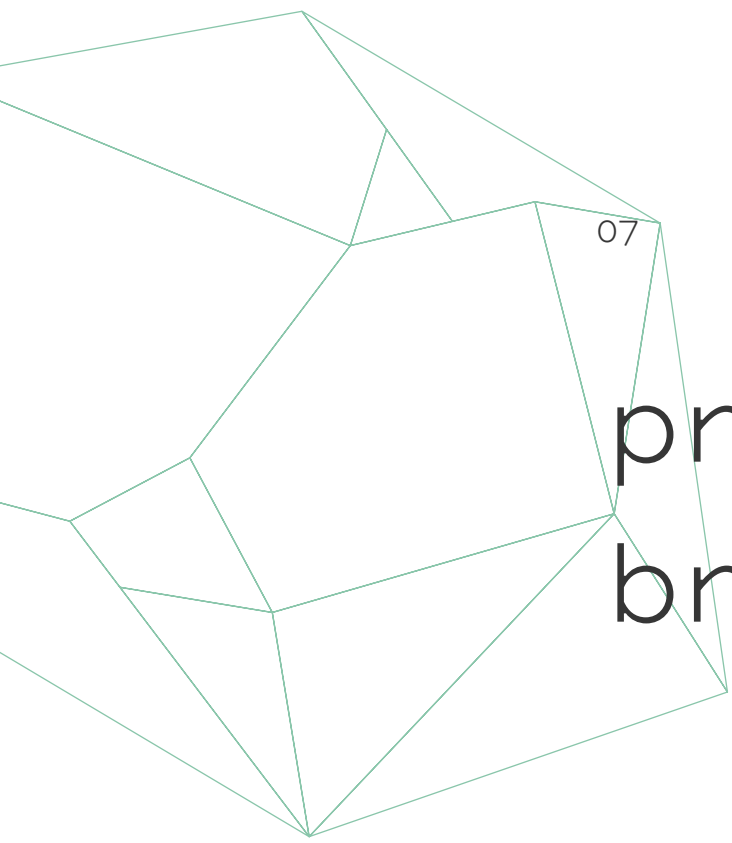visit salt lake
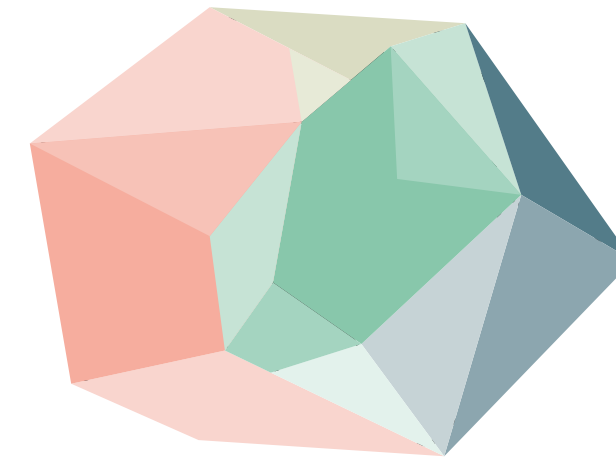
brand guidelines
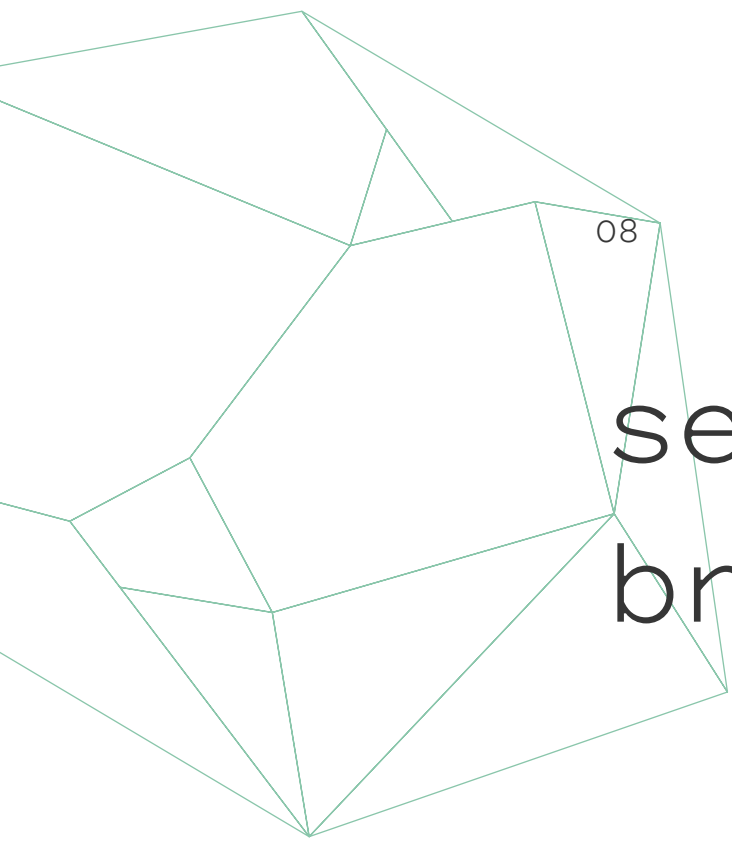
v1.5

primary
brand mark

SALT LAKE

Primary 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.

secondary
brand mark

Primary mark: Outlined
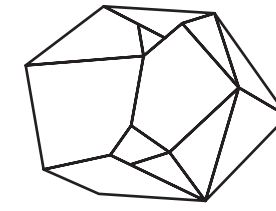
Primary mark: Filled

SALT LAKE

SALT LAKE

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 space between the crystal and the letters of the brand mark.
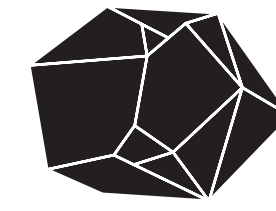
SALT LAKE

SALT LAKE

Minimum Size

The logo should never be used smaller than .55" tall, which puts the text at about an 8pt equivalent.

horizontal brand mark

SALT ◈ LAKE

Horizontal mark: Color

SALT ◈ LAKE

SALT ◈ LAKE

Horizontal mark: Outlined

Horizontal mark: Filled

SALT ◈ LAKE

SALT ◈ LAKE   **| 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 space between the crystal and the letters of the brand mark.
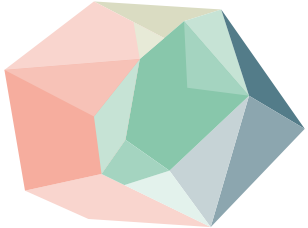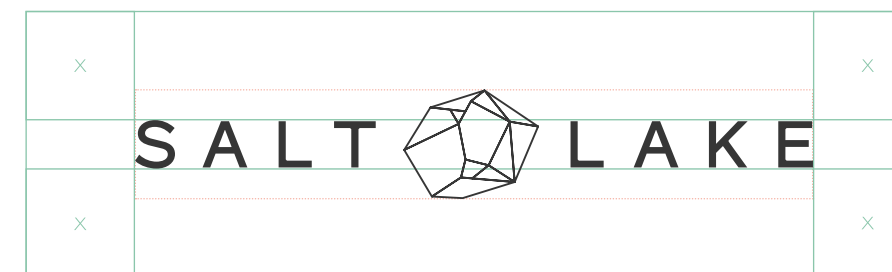
Minimum Size
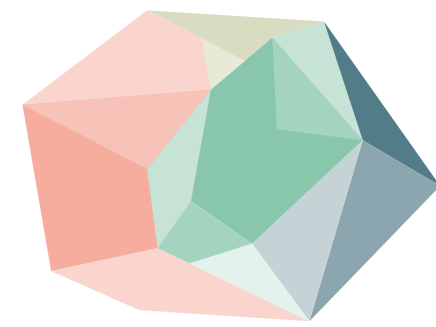
The horizontal logo should never be used smaller than 1.1235" wide, which puts the text at about an 8pt equivalent.
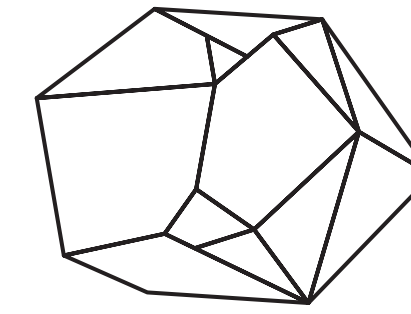
logo usage

Whenever possible, the full color version of the logo should be used. When there are limitations that prohibit full color, the one-color logo should be used.

For example: Newspaper ads, Embroidery, very small-scale placement of logo, etc.

SALT LAKE

SALT LAKE

logo usage

DO NOT

never modify the logo in any way.

do not apply effects such as drop shadows, glows, bevels, embossing, etc.

do not change colors of the individual letters, even when using brand colors.

do not stretch, skew, shear or flip the logo.

do not alter the space between the letters or change the size of any letter independently.

do not display the logo in any color other than the approved brand colors.

do not alter the line weight of the crystal.

do not create alternate versions of the logo. use only the approved logo variations.

do not alter the proportions of the crystal or type.

🚫 do not apply effects such as drop shadows, glows, bevels, embossing, etc.

🚫 do not alter the proportions of the crystal or type.

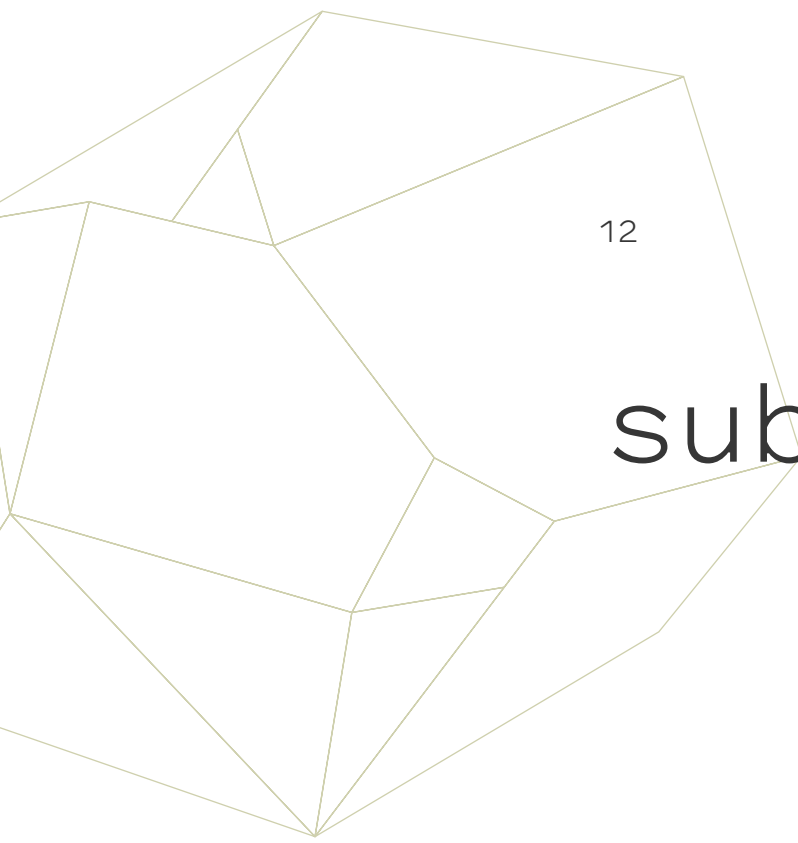🚫 do not alter the line weight of the crystal.

🚫 do not alter the crystal in any way. this includes using other types of crystals or gems in its place.

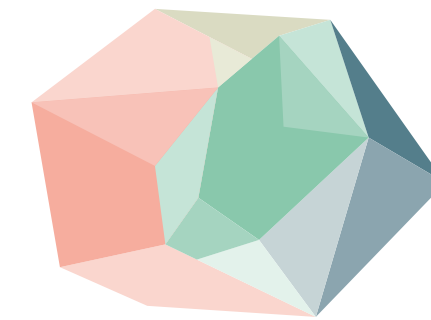🚫 do not create alternate versions of the logo. use only the approved logo variations.

🚫 Do not stretch, skew, shear or flip the logo.
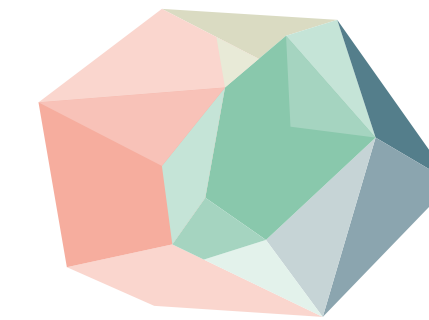
sub-brands

SALT LAKE

visitsaltlake.com

SALT LAKE

SPORTS
SALT LAKE

sportssaltlake.com

SPORTS SALT LAKE
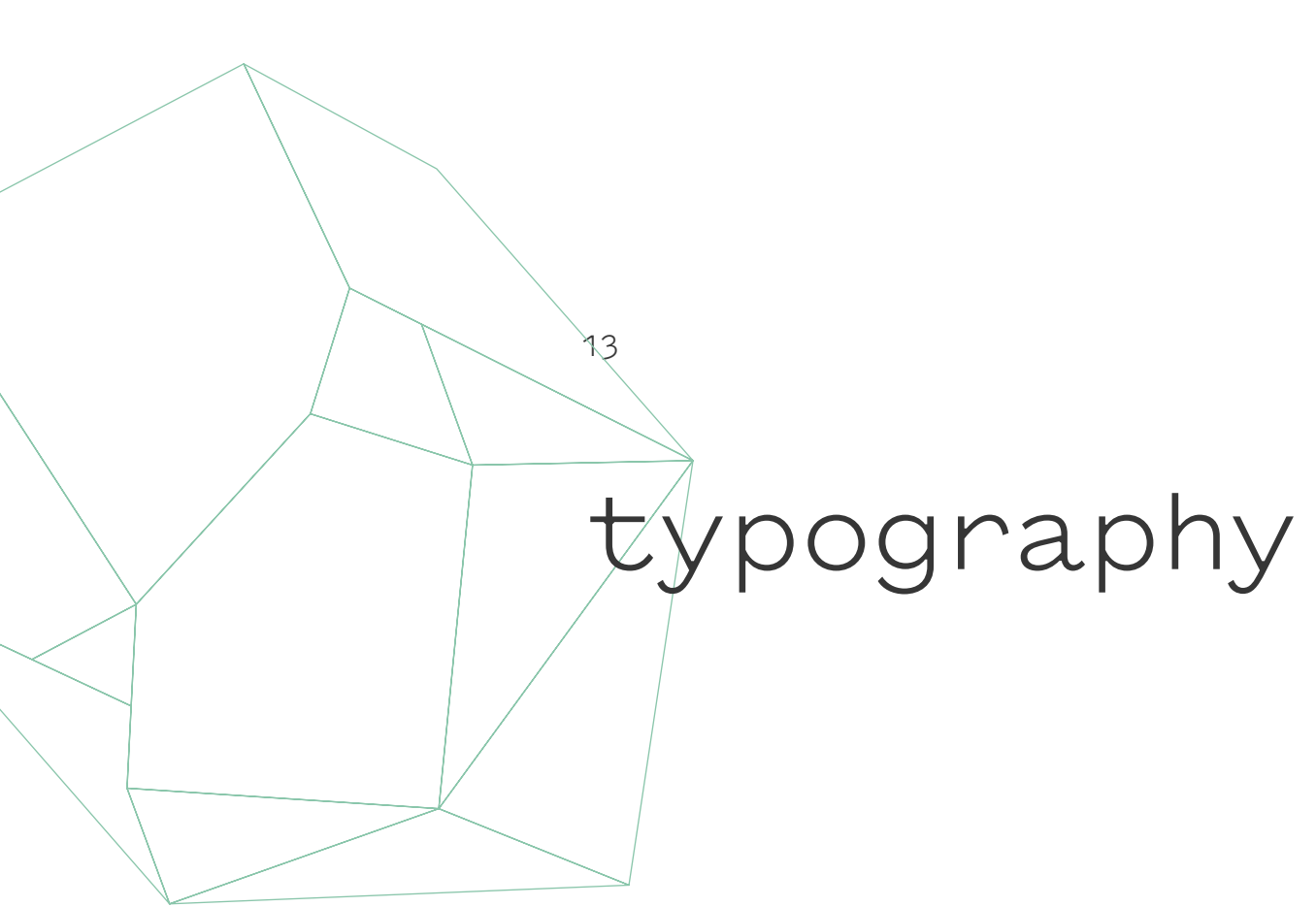
typography

Font usage: Pitch Sans licensing and access should be limited to in-house designers and design partners, to ensure proper usage and adherence to the style guide. Helvetica Neue should be used in all other cases.

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: Pitch Sans Bold

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: Helvetica Neue Regular

brand colors
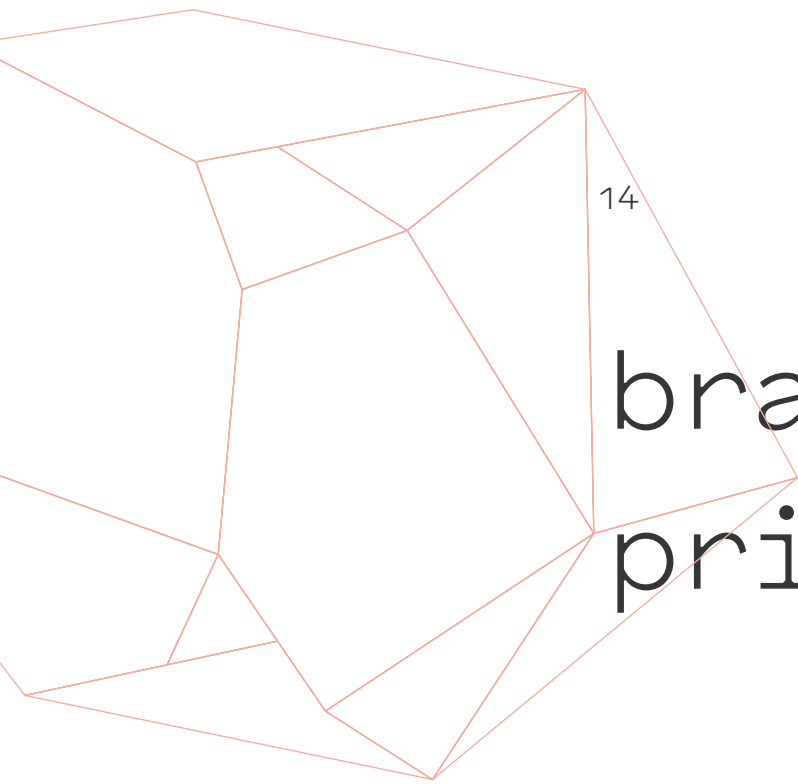# primary palette

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.

SL black is a rich black made from specific color values. For small text and very small black logos, consider using flat black c0 m0 y0 k100 or pantone black c when a spot ink is an option.

1C5061

PANTONE 7477 C

R	28	C	90
G	80	M	59
B	97	Y	46

F5AD9F

PANTONE 487 C

R	245	C	1
G	173	M	38
B	159	Y	31

8AC6AB

PANTONE 564 C

R	138	C	47
G	198	M	4
B	171	Y	40

D1CEB4

PANTONE 7534 C

R	209	C	18
G	206	M	13
B	180	Y	30

363636

PANTONE 447 C

R	54	C	69
G	54	M	63
B	54	Y	62

F6F1EC

PANTONE 663 C

R	246	C	2
G	241	M	3
B	236	Y	5

brand colors
primary tints