visit salt lake
brand guidelines
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.
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 logo should never be used smaller than .55" tall, which puts the text at about an 8pt equivalent.
Horizontal brand mark

Horizontal mark: Color

Horizontal mark: Outlined

Horizontal mark: Filled

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.
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.
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.
sub-brands

SALT LAKE
visitsaltlake.com

SPORTS SALT LAKE
sportssaltlake.com
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.

Brand Font: Pitch Sans Bold

Font: Helvetica Neue Regular

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

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

Maintaining a consistent color palette is critical to the 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.
brand colors
primary tints