



STANDARD USAGE GUIDE



UTAH HOME

This logo should be used for all Utah Home communications. This logo should be used for four-color process applications including advertisements, brochures, project sheets, etc.

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

COLOR GUIDE



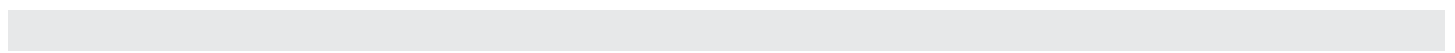
PMS: **295 C**
100% Cyan | **89%** Magenta | **42%** Yellow | **45%** Black
18 Red | **35** Green | **70** Blue
 HEX: **122346**



PMS: **123 C**
3% Cyan | **24%** Magenta | **88%** Yellow | **0%** Black
246 Red | **194** Green | **59** Blue
 HEX: **F6C23B**



PMS: **100 C**
0% Cyan | **5%** Magenta | **61%** Yellow | **0%** Black
255 Red | **234** Green | **128** Blue
 HEX: **FFEA80**



SECONDARY COLOR PALETTE



C 85 M 39 Y 37 K 7
#1F7A8C



C 11 M 86 Y 91 K 2
#D64933



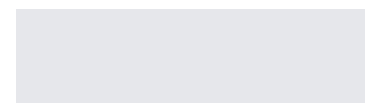
C 0 M 0 Y 0 K 0
#FFFFFF



C 12 M 6 Y 15 K 0
#DEE2D6



C 53 M 44 Y 44 K 9
#7C7C7C



C 8 M 7 Y 4 K 0
#E6E6EA

FONT

LIBERATOR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

ALL WEIGHTS

LIGHT, MEDIUM, REGULAR, HEAVY

SECONDARY FONT

Gidole

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

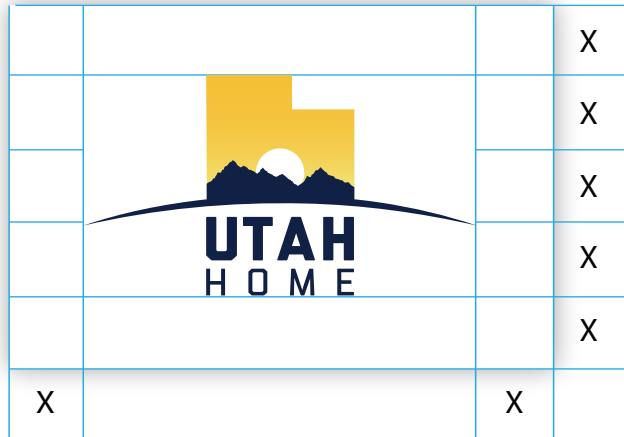
1234567890

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 Home 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



DIGITAL MINIMUM SIZE



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.



