BRAND GUIDELINES

FLY UTAH

UTAH AERONAUTICS CONFERENCE

2022

UDOT

Keeping Utah Moving

BRAND GUIDELINES

This style guide is designed to help employees, contractors and other key stakeholders understand Utah Aeronautics Conference brand and ensure all materials produced are cohesive and streamlined. Inside you will find instructions on how to best incorporate our approved logos, fonts and colors into your project. You will also find various templates to help you in your communications efforts.

Applying this guide to everything from marketing materials to social media to webpages will increase brand awareness and showcase the Utah Aeronautics Conference in the best way possible

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UTAH AERONAUTICS CONFERENCE

The Utah Aeronauitcs Department is putting together the first ever in-person conference in 2022.
Join over 500 industry leaders and practitioners from across the intermountain west for Utah's first-ever Aeronautics Conference! As the premier event for aviation officials in Utah, the 2022 Aeronautics Conference will feature national keynote speakers, engaging and interactive sessions, and essential training opportunities.

Bringing together pilots, instructors, mechanics, UAS operators, policymakers, planners, engineers, students, and many others, the conference is a prime opportunity to network, share best practices, and foster a truly collaborative flying environment in Utah.

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LOGOS

Utah Aeronautics Conference has a primary logo, secondary logo and a mark. This section will outline when it is appropriate to use the various options. It will also offer insight into spacing and other requirements that must be met to maintain the integrity of the logo and overall brand.

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PRIMARY LOGO

The Utah Aeronautics primary logo should be used whenever possible. All communications featuring The Utah Aeronautics Conference should contain this logo.

The name of the event, Taking Off, is the primary visual element in the logo. The font is a modern typewritter style with round edges to symbolize something new. The mountain range represents the Utah mountains and the strong impact they make and the destination of the conference. The propeller plane represents the aeronautics department and signifying that the conference is focused on aeronautics. The thin arch represents a sky horizon line and brings all the elemnets together to form this modern logo that makes the statement of Taking Off for Utah's Aeronautics Conference of 2022.

The colors have been intentionally selected to reflect UDOT branding guidelines but create a fresh modern look.

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PRIMARY LOGO VARIATIONS

The examples to the right are the only acceptable color combinations for the primary logo. Example 1 should be used in almost all cases. When needed for a vertical layout or for material for the conference Example 2 or Example 3 may be used. Example 4 and Example 5 is the mark and can be used as a watermark or a stamp. All logos should be used in a light backgorund so that the wording can be legible and clear.

EXAMPLE 1

EXAMPLE 2

EXAMPLE 3

EXAMPLE 4

EXAMPLE 5

SPACING REQUIREMENTS

Allow for at least .1875" (3/16) of space around the entire logo to maintain a clean separation from other elements.

SMALLEST ACCEPTABLE SIZE

To ensure legibility and recognition, the width of the logo should not be any smaller than 1.5 inches wide. There is no maximum restrictions on the size of the logo. For large-scale uses, attention must be paid to logo resolution and scaling.

EXAMPLES OF INCORRECT USAGE

The logo is stretched. When increasing or reducing the size of the logo, make sure it is scaled appropriately.

The logo is smaller than the minimum requirements outlined above.

The logo's colors are incorrect. Only the approved logo variations can be used. No other changes should be made to the logo colors, fonts or overall appearance.

The logo is not legible. Make sure there is enough contrast with backgrounds and the logo is clearly visible and readable.

MARK

Utah Aeronautics Conference mark may be used as a stand-alone element when approved for specific applications.

MARK VARIATIONS

The examples to the right are the only acceptable color combinations for the mark. No other color combinations should be used. Example 1 should be used in almost all cases. When needed for contrast or clarity, Example 2.

EXAMPLE 1

EXAMPLE 2

COLORS

The brand colors have been intentionally selected to convey a clean, modern look and to highlight Utah's natural mountainous geography. The colors originate from UDOT's official branding guidelines. The logo was created to establish a brand image for the annual Utah Aeronautics Conference.

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FULL LOGO COLORS

C: 99 M: 100 Y: 18 K: 19
Hex: 2b266d
R: 43 G: 38 B: 109
Pantone: 2748 C

C: 0 M: 61 Y: 95 K: 0
Hex: f57f29
R: 245 G: 127 B: 41
Pantone: 158 C

SECONDARY COLORS

C: 99 M: 100 Y: 18 K: 19
Hex: 2b266d
R: 43 G: 38 B: 109
Pantone: 2748 C

C: 67 M: 41 Y: 0 K: 0
Hex: 5a87c6
R: 90 G: 135 B: 198
Pantone: 2718 C

NEUTRAL COLORS

C: 0 M: 0 Y: 0 K: 73
Hex: 454545
R: 69 G: 69 B: 69
Pantone: 446 C

C: 0 M: 0 Y: 0 K: 47
Hex: 888888
R: 136 G: 136 B: 136
Pantone: 877 C

C: 0 M: 0 Y: 0 K: 7
Hex: eeeeee
R: 2238 G: 238 B: 238
Pantone: 649 C

TYPOGRAPHY

Nixie One is the offical font incorporated in the wording of the logo, it is a modern typewritter font with rounded edges.This gives the font a clean modern look. Glacial Indifference is the official font for typing material. It is a clean font with sharp edges and easily legible.

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NIXIE ONE

Headlines or Subheads

Regular
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

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

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GLACIAL INDIFERENCE

Headlines or Subheads

Regular
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

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

Italic
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

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SUBSTITUTE FONT

Glacial Indifference is a free font that can be found on the web. In situations where Glacial Indifference is not available, Calibri may be used as a substitute.

Calibri

Regular
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

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

Light
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

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PMS: 2718
C: 67 M: 41 Y: 0 K: 0

PMS: 158
C: 0 M: 62 Y: 95 K: 0

PMS: 2748
C: 99 M: 100 Y: 18 K: 19

OFFICIAL UDOT FULL-COLOR LOGO

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

Use this version whenever possible.

As the official logo for UDOT, all communications featuring UDOT should contain this logo. With all logos, correct and consistent usage is critical, as it preserves UDOT brand identity.

UDOT corporate colors are Pantone Matching System (PMS) 2718, PMS 2748, PMS 158 and Black.

In four-color process (CMYK) applications PMS 2718 is:
67% Process Cyan, 41% Process Magenta,
0% Process Yellow, and 0% Process Black

In four-color process applications PMS 2748 is:
99% Process Cyan, 100% Process Magenta,
18% Process Yellow, and 19% Process Black

In four-color process applications PMS 158 is:
0% Process Cyan, 62% Process Magenta,
95% Process Yellow, and 0% Process Black

The tagline "Keeping Utah Moving" is the only tagline to be used with the logo. It should be included in the footer of internal reports and other internal documents, as shown in the document template example on page 7. The tagline should not be used on external documents or collateral materials.

OTHER ACCEPTABLE APPLCIATIONS

The colors shown to the left are the only color combinations allowed in the corporate signature.

The blue fill Pantone Matching System color is: PMS 2718
The Process Mix is: 67% Process Cyan, 41% Process Magenta,
0% Process Yellow, and 0% Process Black.

The blue fill Pantone Matching System color is: PMS 2748
The Process Mix is: 100% Process Cyan, 91% Process Magenta,
41% Process Yellow, and 3% Process Black.

The orange fill Pantone Matching System color is: PMS 158
The Process Mix is: 0% Process Cyan, 62% Process Magenta,
95% Process Yellow, and 0% Process Black.

Variations of the logo in Process Black are acceptable up to 50%.

REVERSE APPLICATION

The colors shown to the left are the only reverse color combinations
allowed in the corporate signature.

SPACING REQUIREMENTS

The corporate signature should always be allowed a clean visual separation from all other elements. Always allow a space at least .1875″ (3/16) around the entire logo.

SMALLEST ACCEPTABLE SIZE

For readability, the signature should generally not be smaller than the preferred size, as shown on the left. If it is necessary to make the signature smaller than the preferred size, the tagline should not be included and the signature should be no smaller than the maximum reduction shown to the left. 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 signature.

1 1/8″

Preferred Size
Smallest size for keeping tagline.

15/32″

Maximum Reduction
If needed this small, remove the tagline.

EXAMPLES OF INCORRECT USAGE

The logo should never be altered in shape, proportion or color contrary to this guide.

The logo is smaller than the minimum requirements outlined above.

The logo's colors are incorrect. Only the approved logo variations can be used. No other changes should be made to the logo colors, fonts or overall appearance.

The logo is not legible. Make sure there is enough contrast with backgrounds and the logo is clearly visible and readable.

USAGE OF BOTH LOGOS

The Fly Utah Aeronautics Conference logo was created and follows branding color guidelines that adhere to the UDOT branding. The Fly Utah logo is to be used as the main logo for the event and the UDOT logo needs to be included anytime the Fly Utah logo is used. The Utah Aeronautics Department is an entity of UDOT so both logos need to be represented. Because Fly Utah is the event logo that can be bigger in size and be outstanding rahter than the UDOT logo that can be placed as a footer as small as it follows the UDOT branding guidelines.

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