

# UTAH DIVISION OF ARTS & MUSEUMS LOGO USAGE GUIDE

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Best practices for using the UA&M Recognition logo

## INTRODUCTION

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Congratulations on receiving a grant from the Utah Division of Arts & Museums (UA&M). UA&M's mission is to connect the people and communities of Utah through arts and museums. While we don't need to tell you how important arts and museums are to our state's cultural vibrancy, we do need your help in telling others.

UA&M grants are different from those from foundations or private donors, because UA&M funds are public tax dollars. That's why, as part of your contract, we require you to spread the word to your constituents.

This guide defines the correct usage of the UA&M Recognition Logo, so that UA&M's visual identity remains consistent through the many applications in which it occurs.



## SIZE REQUIREMENTS

The ideal size of the logo for general use (posters, flyers, brochures, etc.) is 1.8 inches wide. When needed, the logo may be scaled down, but no smaller than 1 inch wide. You are welcome to scale the logo as large as you like.

For circumstances where the logo must be smaller than 1 inch, a “bug” version has been provided. It may be as small as 0.375 inches wide and as large as 0.75 inches wide.

Please use the primary logo wherever possible.

## CLEAR SPACE

In order for the UA&M Recognition Logo to be clearly seen, please leave a clear space of AT LEAST the width and height of the flags around the logo. This applies to both the primary and bug versions.

### PRIMARY LOGO



Ideal Size: 1.8 inches wide



Minimum Size: 1 inch wide

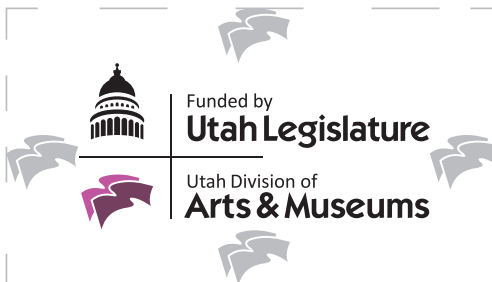
### “BUG” VERSION FOR SMALL SPACES



Maximum Size: 0.75 inches wide



Minimum Size: 0.375 inches wide



## COLOR

The UA&M Recognition Logo must be printed in full color when used in color marketing material.

When needed, a one-color black version is provided.

The reversed (white) version of the logo should be used when the background is dark.

### FULL COLOR LOGO



### ONE COLOR LOGO



### REVERSED LOGO (WHITE)



### BRAND COLORS



**Grape Purple**  
CMYK: 45, 100, 14, 46  
RGB: 111, 68, 95  
HEX: 6F445F



**Light Grape**  
CMYK: 28, 89, 0, 0  
RGB: 182, 92, 176  
HEX: B65CA3



**Black**  
CMYK: 0, 0, 0, 100  
RGB: 0, 0, 0  
HEX: 000000



# LOGO DON'TS

The integrity of the UA&M brand is highly dependent on consistent and proper use of our logo.

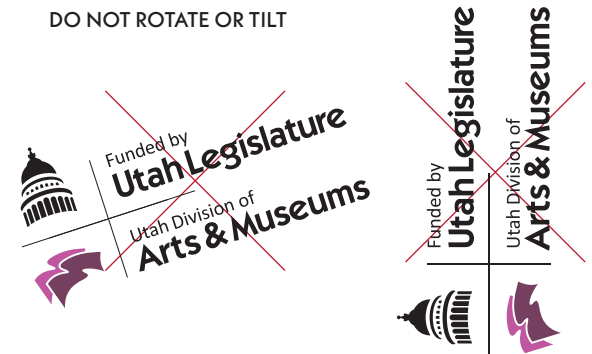
Please:

- Use color only as specified. Do not use colors outside of the UA&M logo color palette.
- Do not move colors within the logo.
- Do not extend or condense the logo.
- Do not rotate or tilt the logo.
- Do not delete any part of the logo.

## DO NOT USE OTHER COLORS



## DO NOT ROTATE OR TILT



## DO NOT MOVE COLORS WITHIN LOGO



## DO NOT DELETE ANY PART OF LOGO



## DO NOT EXTEND OR CONDENSE



# ACKNOWLEDGEMENT EXPECTATIONS

## REQUIREMENTS

Recipients must include the UA&M logo on:

- Brochures, printed programs, and/or playbills
- Organization's website — should be clickable and always link directly to the UA&M website
- Organization's newsletter — especially if this is your primary mode of communication with your constituents

## EXCEPTIONS

Do not include the UA&M logo on:

- Swag
- Materials for fundraising events — UA&M funds are to support public activities and programming
- Guerilla/non-traditional marketing items

## IMPORTANT

Whenever donor logos are listed (on a brochure, playbill, etc.), the UA&M Recognition Logo must be acknowledged in an organization's donor list at the donation level of funds received from UA&M.

## WRITTEN

When you cannot use the UA&M logo and can only provide written acknowledgement, please use this phrase: "(Organization name) is funded in part by the Utah Legislature through the Utah Division of Arts & Museums."

## VERBAL

If a verbal acknowledgement is required, please use this phrase: "(Organization name) is funded in part by the Utah Legislature through the Utah Division of Arts & Museums."

## TELEVISION, RADIO & NEWSPAPER

Whenever paying for television ads, use the UA&M Recognition Logo. If paying for a radio spot, use the phrase "(Organization name) is funded in part by the Utah Legislature through the Utah Division of Arts & Museums."

Whenever being interviewed on television or radio or by a print publication, make your best effort to acknowledge the Utah Legislature and the Utah Division of Arts & Museums.





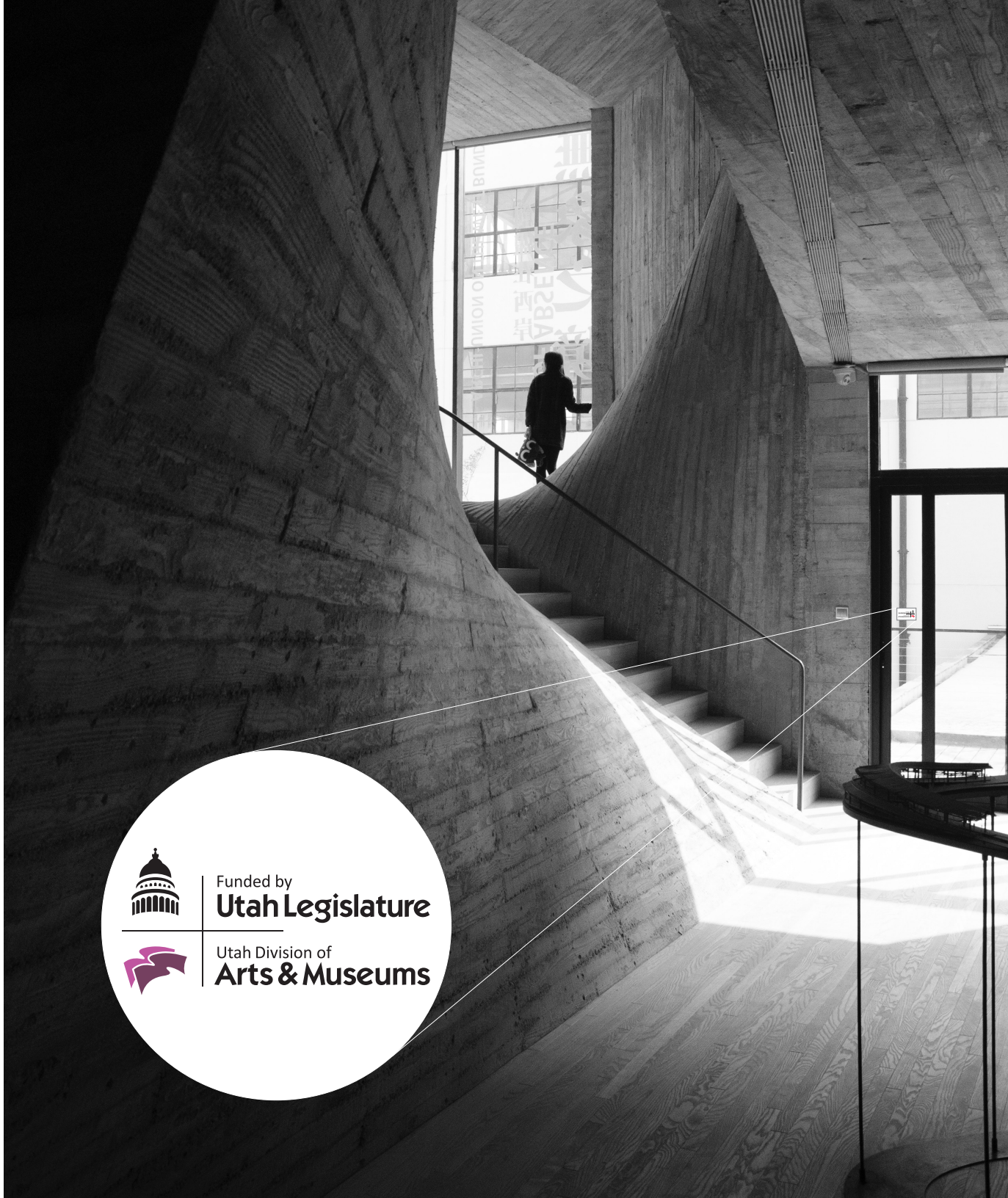
## VENUE SIGNAGE

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Contact UA&M staff to reserve a UA&M banner for your events. If your budget permits, or if you need to reserve a banner for an extended period, feel free to print your own banner using the artwork file available on the UA&M website.

We encourage all UA&M grantees to display a window cling at their facility year-round. Window clings are available and can be picked up at the UA&M office:

617 East South Temple  
Salt Lake City, Utah





## UA&M AND SOCIAL MEDIA

UA&M is active on social media. Please follow us on Facebook, Instagram, and X, and subscribe to our YouTube channel.

**Facebook:** @utahartsandmuseums

**Instagram:** utahartsandmuseums

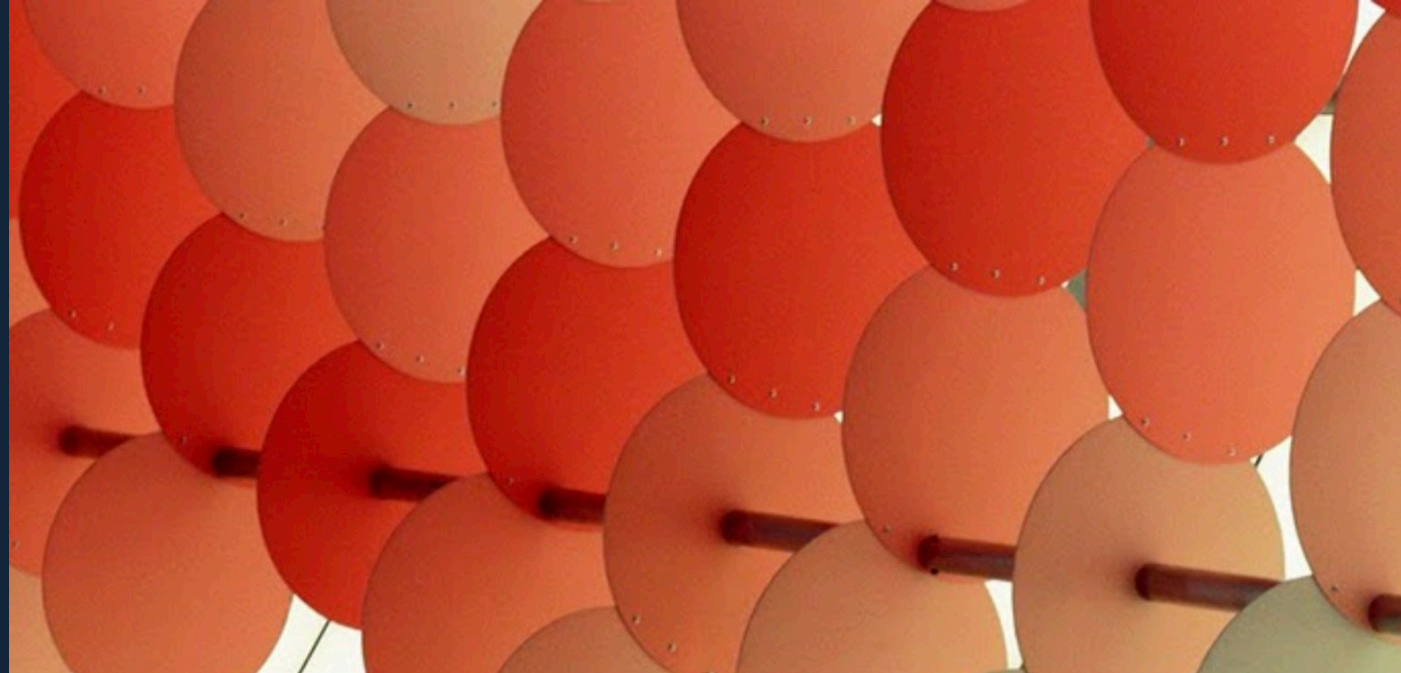
**X:** @ArtsandMuseums

**YouTube:** Utah Arts & Museums

### SOCIAL MEDIA REQUESTS

We encourage you to use your organization's social media accounts to:

- Let your followers know you are funded in part by UA&M
- Highlight how the public benefits from your programs



## Utah Arts & Museums

@UtahArtsandMuseums

More about this channel >

[artsandmuseums.utah.gov](https://artsandmuseums.utah.gov)

HOME

VIDEOS

SHORTS

PLAYLISTS

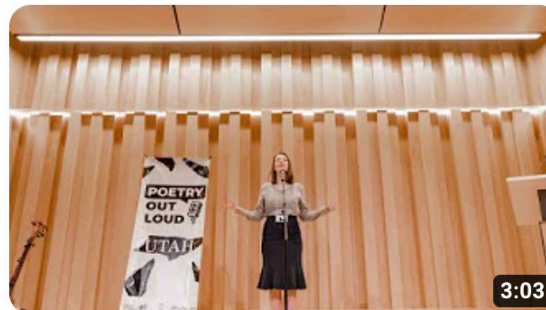
COMMUNITY

CHANNELS

Latest

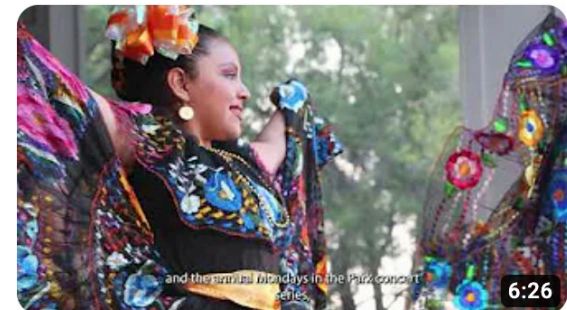
Popular

Oldest



### Utah Poetry Out Loud 2023

49 views • 1 month ago



### About the Utah Division of Arts & Museums

30 views • 3 months ago



### 2023 Fellowship

95 views • 7 months ago



## CONTACT US

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Thank you for your efforts in benefitting the people of Utah through arts and museums. Thank you also for helping us recognize the Utah Legislature for giving public tax dollars to help further your work. If you have any questions regarding the use of the UA&M Recognition Logo, please contact Alyssa Hickman Grove at 801.236.7548 or [agrove@utah.gov](mailto:agrove@utah.gov).

