

UTAH
FILM COMMISSION

Bring your ideas, your stories, and your imagination.

Bonneville Salt Flats

LIFE
UTAH
ELEVATED



Capitol Reef National Park

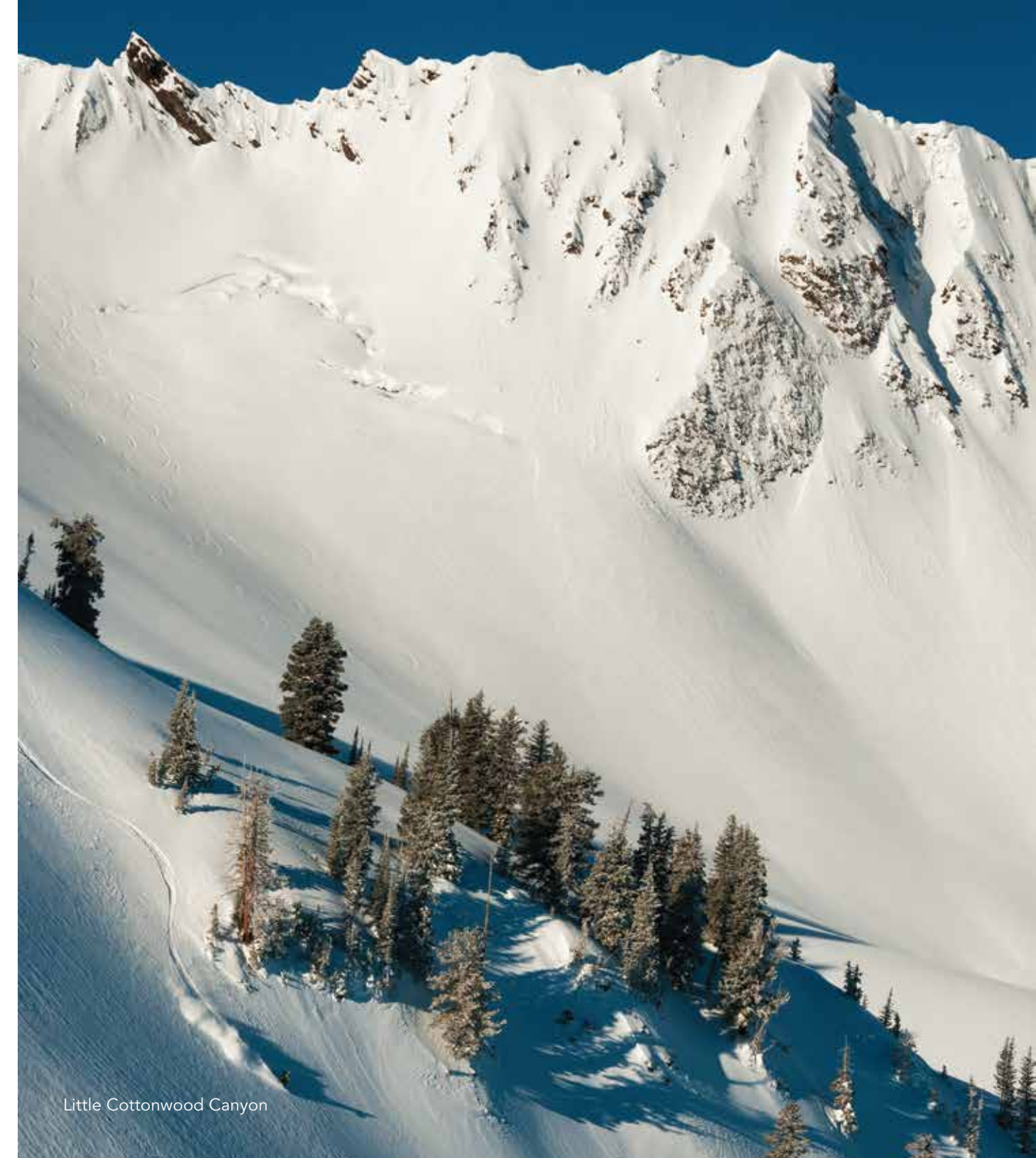
The Utah Film Commission logo is built on the Utah Life Elevated logo, which evokes the rock formations that dominate the state: strong, bold, and rising up from solid footings.

L I F E
UTAH
E L E V A T E D[®]

The Utah Film Commission logo takes this foundation and creates its own visual personality but still retains the Utah brand.

UTAH
F I L M C O M M I S S I O N

For a solid tie in with the Utah brand, style elements are the same such as the color palette, fonts and typography. The Utah Life Elevated style guide may be reviewed at travel.utah.gov



Little Cottonwood Canyon



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When using the logo on an image or on a solid field of color, it is recommended to reverse it out in white.

UTAH
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145 px

UTAH
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110 px

UTAH
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100 px

UTAH
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maximum

2"

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recommended

1.5"

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minimum

1.25"



SIZING

Proper logo size is vital in maintaining readability. Make sure the logo is applied at a confident size. It should never be overpowering or understated.

COLORS

The color palette is made up of complimentary colors that when placed next to each other, create the strongest contrast. EMBER is the primary color for the Utah Film Commission logo.

CLEAR SPACE

The Utah Film Commission logo should remain legible and free from distractions. no type, symbols, or marks of any kind should intrude in the clear space.

AGATE

C:31 M:98 Y:100 K:41
R:119 G:23 B:20
H1 S43 B46
#771714

SUNSET

C:11 M:89 Y:100 K:12
R:190 G:64 B:34
H8 S82 B76
#C23C22

EMBER

C:0 M:72 Y:98 K:0
R:243 G:108 B:36
H19 S85 B95
#F36C24

FROST

C:34 M:8 Y:0 K:0
R:162 G:206 B:238
H204 S31 B93
#A2CEEE

BLUEBIRD

C:58 M:23 Y:1 K:0
R:103 G:165 B:215
H206 S51 B84
#67A5D7

WASATCH

C:100 M:46 Y:0 K:70
R:0 G:45 B:86
H207 S100 B33
#002D51

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USAGE & APPROVAL

The Utah Film Commission logo is available by permission only, for partner use. To insure proper placement, prior approval of any application of the logo is required.

QUESTIONS & CONTACTS

For questions concerning any points outlined in this document please contact:

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