



Visit Salt Lake

Style Guide

Logos





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Colors

Our three primary colors are Pantone Black 6C, White, and Pantone 117C (gold). Our three secondary colors are Pantone 279C (blue), Pantone 7417C (red), and Pantone 7479C.

Use them wisely.

Pantone Black 6 C
PRIMARY

CMYK: 81/71/59/76
RGB: 18/24/32
HEX: 121820

White
PRIMARY

CMYK: 0/0/0/0
RGB: 255/255/255
HEX: FFFFFFFF

Pantone 117 C
PRIMARY

CMYK: 20/40/100/1
RGB: 205/151/0
HEX: CD9700

Pantone 279 C
SECONDARY

CMYK: 73/37/0/0
RGB: 49/141/222
HEX: 318DDE

Pantone 7417 C
SECONDARY

CMYK: 3/86/86/1
RGB: 232/74/54
HEX: E84A36

Pantone 7479 C
SECONDARY

CMYK: 69/0/72/0
RGB: 36/206/123
HEX: 24CE7B

Pantone Cool Gray 10 C
HEADLINE COLOR

CMYK: 61/54/47/19
RGB: 101/100/106
HEX: 65646A

Pantone Cool Gray 8 C
BODY COPY COLOR

CMYK: 48/41/37/3
RGB: 139/138/143
HEX: 8B8A8F



Typography

We have two fonts that we use for design pieces – Merriweather for headlines, and Ronnia for body copy. These two fonts will be used 99% of the time. However, when cross-platform fonts are needed (as with PowerPoint), we use Georgia for headlines, and Calibri for body copy.

Typography-Headline Typeface

PRIMARY FONT

Merriweather

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#%&*()

ALL FONTS

Merriweather

AaBbCc123

Merriweather Bold

Rae nobitia deles qui suntis aceprene planimus, quantio repratem doluptaquunt harchil incipsam, estruptatur aut voluptatem rem qui am quibus eos magnis reruntur a tate eliquas maximpe con.

AaBbCc123

Merriweather Bold Italic

Rae nobitia deles qui suntis aceprene planimus, quantio repratem doluptaquunt harchil incipsam, estruptatur aut voluptatem rem qui am quibus eos magnis reruntur a tate eliquas maximpe con.

AaBbCc123

Merriweather Regular

Rae nobitia deles qui suntis aceprene planimus, quantio repratem doluptaquunt harchil incipsam, estruptatur aut voluptatem rem qui am quibus eos magnis reruntur a tate eliquas maximpe con.

AaBbCc123

Merriweather Italic

Rae nobitia deles qui suntis aceprene planimus, quantio repratem doluptaquunt harchil incipsam, estruptatur aut voluptatem rem qui am quibus eos magnis reruntur a tate eliquas maximpe con.

Typography–Body Copy Typeface

PRIMARY FONT

Ronnia

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*()

ALL FONTS

Ronnia

AaBbCc123
Ronnia Bold

Rae nobitia deles qui suntis aceprene planimus,
quuntio repratem doluptaquunt harchil incipsam,
estruptatur aut voluptatem rem qui am quibus eos
magnis reruntur a tate eliquas maximpe con.

AaBbCc123
Ronnia Bold Italic

*Rae nobitia deles qui suntis aceprene planimus,
quuntio repratem doluptaquunt harchil incipsam,
estruptatur aut voluptatem rem qui am quibus eos
magnis reruntur a tate eliquas maximpe con.*

AaBbCc123
Ronnia Regular

Rae nobitia deles qui suntis aceprene planimus,
quuntio repratem doluptaquunt harchil incipsam,
estruptatur aut voluptatem rem qui am quibus eos
magnis reruntur a tate eliquas maximpe con.

AaBbCc123
Ronnia Italic

*Rae nobitia deles qui suntis aceprene planimus,
quuntio repratem doluptaquunt harchil incipsam,
estruptatur aut voluptatem rem qui am quibus eos
magnis reruntur a tate eliquas maximpe con.*

Typography-Powerpoint Headline Typeface

PRIMARY FONT

Georgia

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&^*()

ALL FONTS

Georgia

AaBbCc123
Georgia Bold

Rae nobitia deles qui suntis aceprene planimus, quantio repratem doluptaquunt harchil incipsam, estruptatur aut voluptatem rem qui am quibus eos magnis reruntur a tate eliquas maximpe con.

AaBbCc123
Georgia Bold Italic

Rae nobitia deles qui suntis aceprene planimus, quantio repratem doluptaquunt harchil incipsam, estruptatur aut voluptatem rem qui am quibus eos magnis reruntur a tate eliquas maximpe con.

AaBbCc123
Georgia Regular

Rae nobitia deles qui suntis aceprene planimus, quantio repratem doluptaquunt harchil incipsam, estruptatur aut voluptatem rem qui am quibus eos magnis reruntur a tate eliquas maximpe con.

AaBbCc123
Georgia Italic

Rae nobitia deles qui suntis aceprene planimus, quantio repratem doluptaquunt harchil incipsam, estruptatur aut voluptatem rem qui am quibus eos magnis reruntur a tate eliquas maximpe con.

Typography–Powerpoint Body Copy Typeface

PRIMARY FONT

Calibri

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910!@#\$%^&*()

ALL FONTS

Calibri

AaBbCc123

Calibri Bold

Rae nobitia deles qui suntis aceprene planimus,
quantio repratem doluptaquunt harchil incipsam,
estruptatur aut voluptatem rem qui am quibus eos
magnis reruntur a tate eliquas maximpe con.

AaBbCc123

Calibri Bold Italic

*Rae nobitia deles qui suntis aceprene planimus,
quantio repratem doluptaquunt harchil incipsam,
estruptatur aut voluptatem rem qui am quibus eos
magnis reruntur a tate eliquas maximpe con.*

AaBbCc123

Calibri Regular

Rae nobitia deles qui suntis aceprene planimus, quantio
repratem doluptaquunt harchil incipsam, estruptatur
aut voluptatem rem qui am quibus eos magnis reruntur
a tate eliquas maximpe con.

AaBbCc123

Calibri Italic

*Rae nobitia deles qui suntis aceprene planimus, quantio
repratem doluptaquunt harchil incipsam, estruptatur aut
voluptatem rem qui am quibus eos magnis reruntur a
tate eliquas maximpe con.*

Typography-Examples

Details — Ronnia Regular

Headline **Merriweather
Bold**

Subhead **Merriweather Bold**

Body Copy
Ronnia Regular should be used for body copy.
Rae nobitia deles qui suntis aceprene planimus,
quuntio repratem doluptaquunt harchil incipsam,
estruptatur aut voluptatem rem qui am quibus
eos magnis reruntur a tate eliquas maximpe con.

Block Quote
*Block quotes should use Ronnia Italic and
look like this. Rae nobitia deles qui suntis
aceprene planimus, quuntio repratem
doluptaquunt harchil incipsam, estruptat-
ur aut voluptatem rem a tate eliquas
maximpe con.*

Unordered
List

- Aceprene planimus, quuntio repratem doluptaquunt harchil incipsam, estruptatur aut voluptate
- Aceprene planimus, quuntio repratem doluptaquunt harchil incipsam, estruptatur aut voluptate

Ordered
List

- 1 Aceprene planimus, quuntio repratem doluptaquunt harchil incipsam, estruptatur aut voluptate
- 2 Aceprene planimus, quuntio repratem doluptaquunt harchil incipsam, estruptatur aut voluptate

Pull Quote

“ Aceprene planimus, quuntio repratem doluptaquGa. Feruntem quibusa meturi conse eatemqu atempor ument conem saped unto offic te cupta doluptatem volupta quiatures pos si occum audae porpossi autese liquamusae eriae. ”

