

The logo consists of a large orange circle. Inside the circle, the word "ULTA" is written in a large, white, serif font. A white swoosh underline starts under the "U" and extends under the "A". Below "ULTA", the word "BEAUTY" is written in a smaller, white, sans-serif font. A registered trademark symbol (®) is located to the upper right of the "A" in "ULTA".

ULTA®
BEAUTY