



UTAH TECH

ASSET MANAGEMENT SPECIALISTS

BRAND GUIDELINE

2023

Color Palette

Primaries



Navy Primary

PMS 533 C
R 51 G 70 B 90
C84 M67 Y45 K32
Hex# 33465A



Sunflower Primary

PMS 158 C
R 246 G 138 B 61
C0 M56 Y85 K0
Hex# F68A3D



Aqua Primary

PMS 3252 C
R 20 G 176 B 193
C74 M7 Y24 K0
Hex# 14B0C1

Secondaries



Beige Secondary

PMS 452C
R 176 G 166 B 148
C33 M30 Y42 K1
Hex# 21282D



Red Secondary

PMS 485C
R 183 G 67 B 48
C9 M89 Y92 K1
Hex# D94330



Dark Aqua Secondary

PMS 2235C
R 0 G 117 B 137
C89 M41 Y37 K8
Hex# 007589

Neutrals



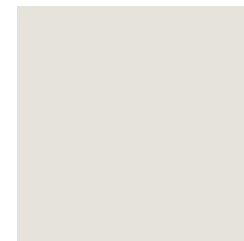
Dark Grey Blue
For Text

PMS 433C
R 33 G 40 B 45
C78 M67 Y59 K65
Hex# 21282D



Dark Blue Grey

PMS 2179C
R 114 G 130 B 134
C59 M40 Y41 K7
Hex# 728286



Light warm grey

PMS 2499C
R 230 G 227 B 221
C9 M8 Y11 K0
Hex# E6E3DD

Typography

Logo font
Archivo Condensed
Extra Bold and
Medium

OFFICIAL FONT

ALTERNATE FONT

The official Utah Tech font is Archivo. A free Google font, this should be the first choice for all company presentations, brochures, reports, etc. As a web alternative font, Calibri may be used. Please try not to mix the two fonts in any application.

The font used in the Utah Tech logo is Archivo Condensed Extra bold. The subtitle “Asset Management Specialists” is in Archivo Condensed Medium. Archivo is a very versatile font family, with 54 different weights, in Condensed and Extra Condensed.

Body copy for documents can be in Archivo Regular or Condensed, in Thin, Light, Regular, Medium, Semibold, Bold, Extra Bold and Black, each with an italic option.

UTAH TECH
ASSET MANAGEMENT SPECIALISTS

Archivo Bold Headlines

Archivo Regular Body Copy

Archivo Condensed Bold Headlines

Archivo Regular Body Copy

Calibri Bold Headlines

Calibri Regular Body Copy

This is the default font for MS Powerpoint, and comes stock on most computers

Logo Configurations



Color Variations



2 tones



3 tones



Greyscale



Slate Blue



Hot 2 tones



Cool 2 tones

Logo Usage

In busy or complex designs, the logo should be surrounded by white space to set it apart. The logos used should not appear any smaller than seen here. The minimum scalable size is set to maintain legibility of the logo. As a general guideline, our logo should not be used at any size below 1.25 inches.

Ideally in any application, the Coeur logo should be used as the cornerstone, leading the introduction of the document, therefore in the top, left corner or as the sign off of the document, in the lower, right corner.

Logos are most effective when they are set apart from copy, photos and other distractions. Our company logos should always have the necessary amount of clear space or area of isolation. There should be no graphic or text elements in the area of isolation.

Clear Space Required



56 points
.778 inches

Smallest Size
without subcopy