



BRAND LOGOS

PRIMARY MARK - INTERLOCKING UU

SECONDARY MARK - CIRCLE & FEATHER

CONFERENCE MARK - PAC-12 SHIELD

PRIMARY MARK - INTERLOCKING UU



The protected area around the logo ensures that no other graphic elements interrupt the logos clarity and integrity.

INTERLOCKING UU LOGO

PRIMARY MARK

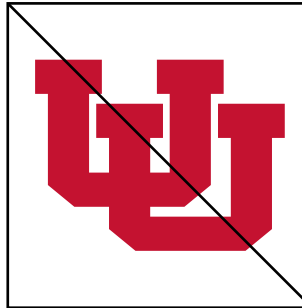
Introduced in 2015, the Interlocking UU logo was designed to call back to the earlier logos used in the University's initial years. The bold connection of Us showcases a strong standing that we are Utah. We are The University of Utah.



INTERLOCKING UU LOGO

IDENTITY APPLICATION

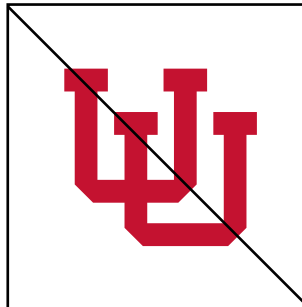
The Interlocking UU logos hold a bold shape that should never be altered in a distracting way that takes away from the overall nature of the marks and University of Utah Athletics brand.



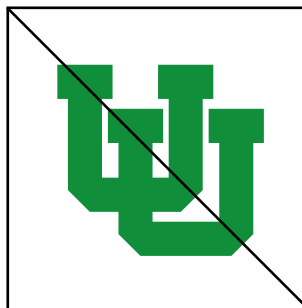
1. The Interlocking UU logos should never be modified, distorted, or stretched.



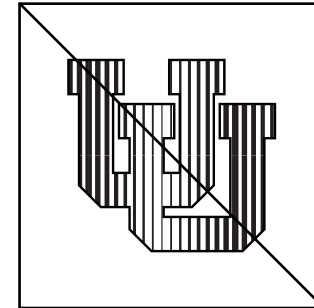
2. The Interlocking UU logos should never appear on any similar colors or distracting backgrounds.



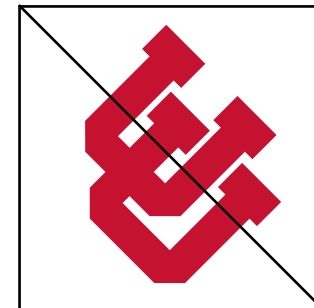
3. The inner fill of the multi-colored Interlocking UU logos should never be extracted and used separately.



4. The Interlocking UU logos should never be used in any colors other than the approved colors listed in this guide.

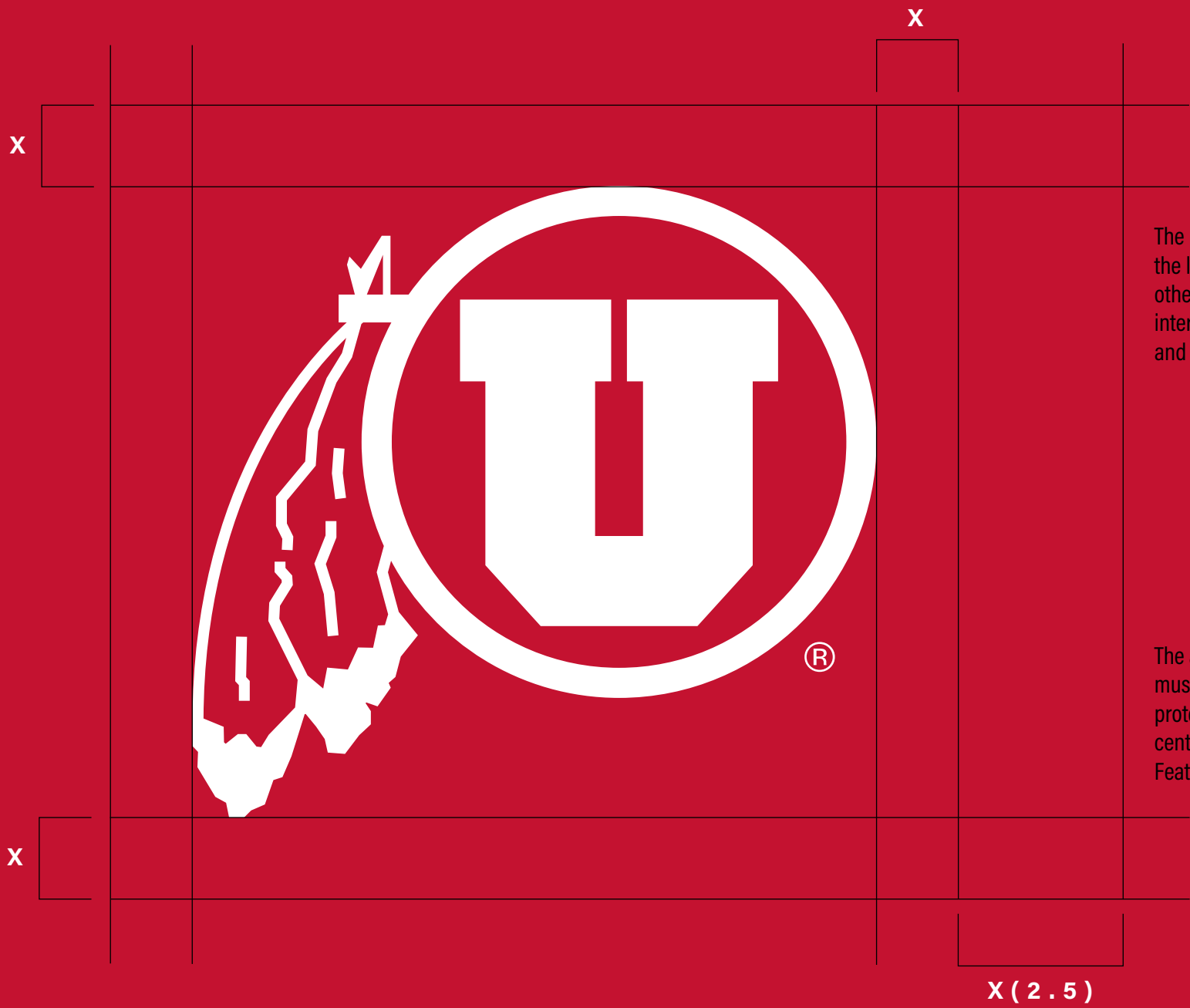


5. Distracting patterns and textures should never be used to fill the Interlocking UU logo shape.



6. The Interlocking UU logos should never be tilted or rotated forward.

SECONDARY MARK - CIRCLE & FEATHER



The protected area around the logo ensures that no other graphic elements interrupt the logos clarity and integrity.

The additional X(2.5) area must be applied to the protected area when centering the Circle & Feather logo.

CIRCLE & FEATHER LOGO

SECONDARY MARK

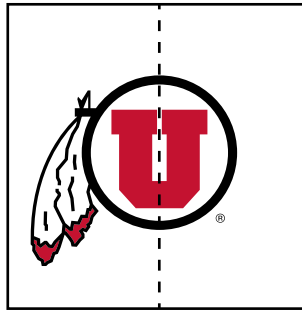


Proudly encasing the spirit of the Ute Tribe, the Circle & Feather logo has been synonymous with University of Utah Athletics since its inception in 1975.

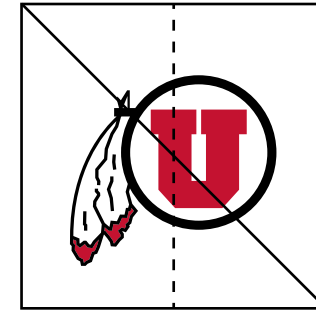
CIRCLE & FEATHER LOGO

IDENTITY APPLICATION

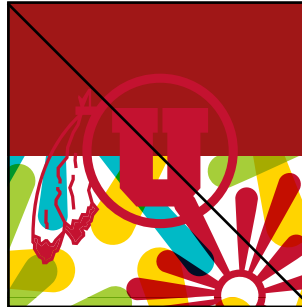
The Circle & Feather logo has maintained a dynamic look for decades. The identity has seen a few variations, but should never be altered in a distracting way that takes away from the overall nature of the marks and University of Utah Athletics brand.



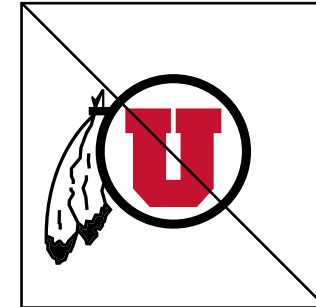
1. The Circle & Feather logos should be center aligned with the center of the circle and inner block U.



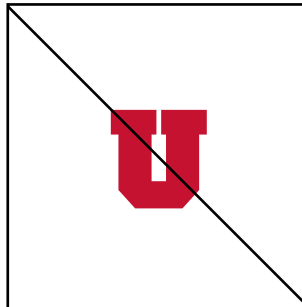
2. The Circle & Feather logos should never be center aligned including the feathers as part of the full width.



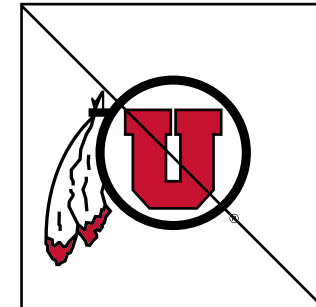
3. The Circle & Feather logos should never appear on any similar colors or distracting backgrounds.



4. The Circle & Feather logo feather tips should never have a black or white fill unless the whole logo is one color black or white.



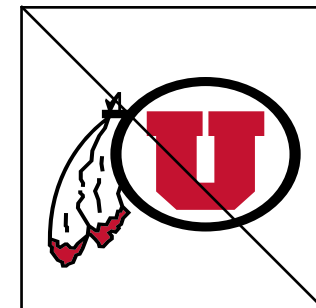
5. The inner fill of the Circle & Feather logos should never be extracted and used separately.



6. The inner block U of the Circle & Feather logos should never be outlined.



7. The Circle & Feather logos should never be used in any colors other than the approved colors listed in this guide.



8. The Circle & Feather logos should never be modified, distorted, or stretched.

BRAND SUPPORT

COLOR PALLETE

UTAH STRIPE

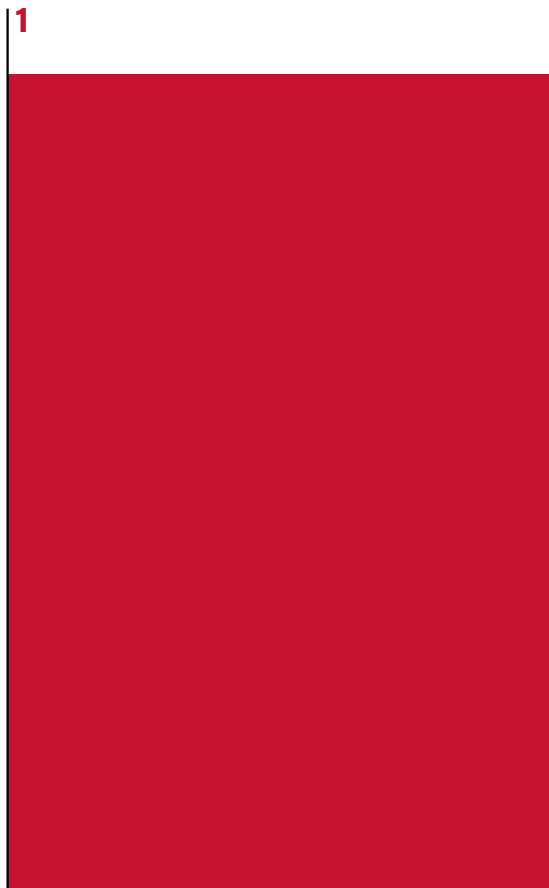
TYPEFACES

WORDMARKS

COMBINATION LOGOS

COLOR PALETTE

Utah's color palette features a bold red that emulates the passion of our fans, students, and alumni. The secondary options are used in a manner to help promote the passion for our school, for our teams, and for our state.



UTAH RED
C: 0 M: 100 Y: 79 K: 20
R: 190 G: 0 B: 0



WHITE

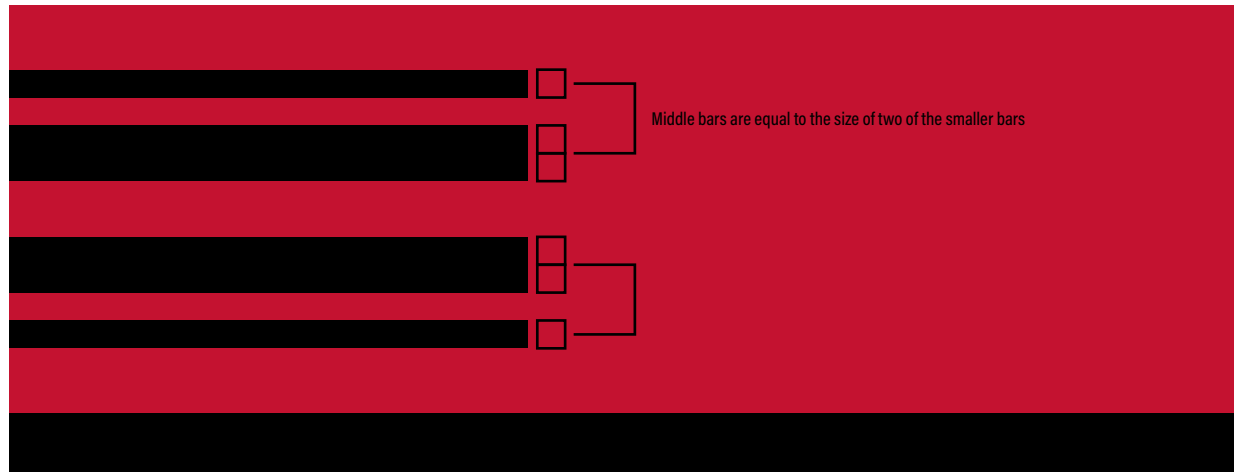
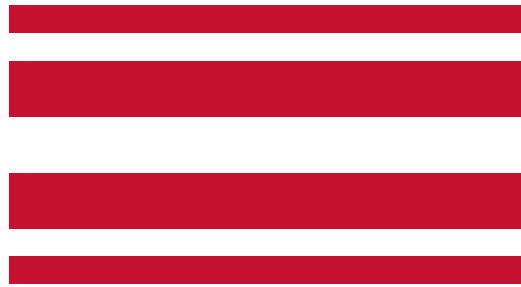
BLACK

GREY

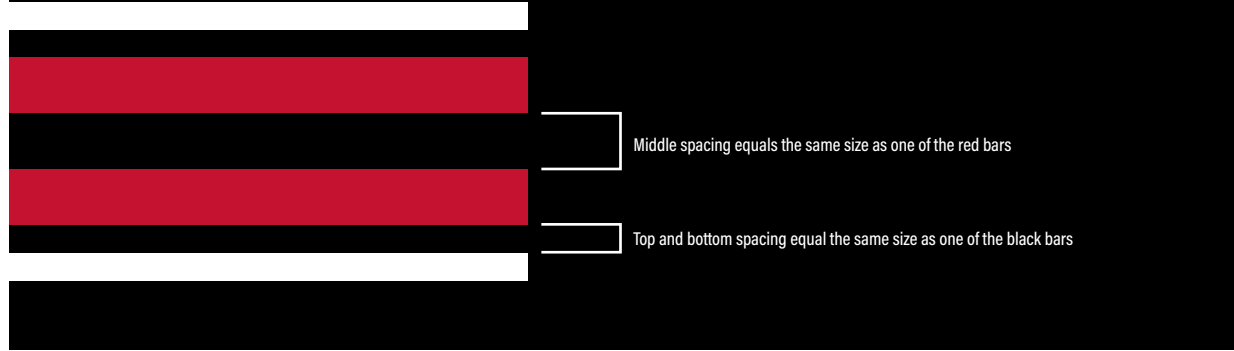
C: 57 M: 47 Y: 48 K: 14
R: 115 G: 114 B: 113

UTAH STRIPE

The Utah Stripe is a widely recognized striping pattern known throughout the uniform industry first used by Utah Football in the 1950s. The striping was then periodically used from the 1960s to 1990s by various Utah teams and was even used by a number of professional and collegiate sports teams as well. The stripe was reintroduced by Utah Football in 2015 when Utah unveiled an alternate UU Throwback jersey that included jersey design elements drawn from various decades. The Utah Stripe has now been introduced as a brand element to be incorporated by all sports.

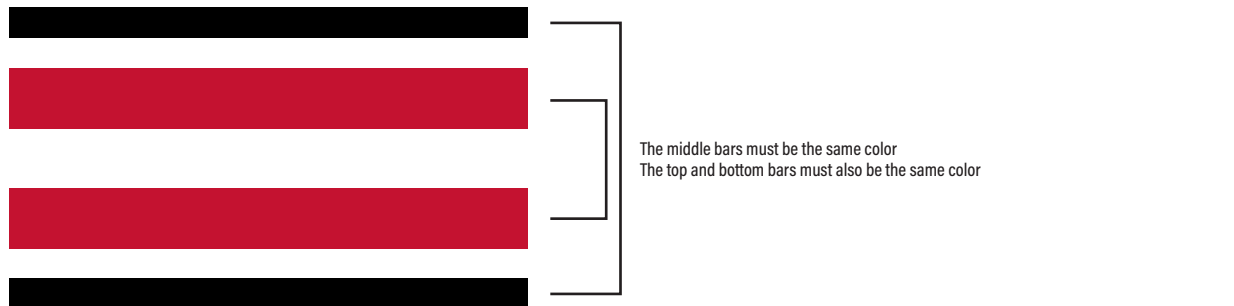


Middle bars are equal to the size of two of the smaller bars



Middle spacing equals the same size as one of the red bars

Top and bottom spacing equal the same size as one of the black bars



The middle bars must be the same color
The top and bottom bars must also be the same color

TYPEFACES

University of Utah athletics is a proud connection of multiple teams each with strong storied backgrounds. These programs have used a variety of typefaces over the years displaying their own personalities and developing their own identities. The current typefaces were chosen to showcase a large scope of depth and utility to be functional in multiple situations for each Utah Athletics program.

ACUMIN

WIDE

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

SEMI CONDENSED

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

CONDENSED

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

EXTRA CONDENSED

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

UTE BLOCK

ABCDEFGHIJKLMN OPQRSTUVWXYZ
0123456789

UA FULL BLOCK

ABCDEFGHIJKLMN OPQRSTUVWXYZ
0123456789

GO UTES

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

WORDMARKS

Featuring the Block U logo, the main wordmarks for Utah Athletics speak to the bold characteristics of the logo's large slabs. Additionally a new wordmark shouting athletics phrase Go Utes compliments with a brush letter style.

UTAH

UTES

UNIVERSITY OF UTAH

GO UTES

COMBINATION LOGOS



Additional color options and team options are available. Please contact Douglas Wilson at dwilson@huntsman.utah.edu with any questions. Thank you