

UTAH ARTS
ALLIANCE

UTAH ARTS ALLIANCE BRAND GUIDE



URBAN ARTS
GALLERY



C
COUNTERPOINT STUDIOS

ILLUMINATE

URBAN
ARTS
FESTIVAL

MURAL
FEST 2020

KUAA



ALLIANCE
THEATER

FONTS

TITLES

TITLES

HEADING 1

HEADING 2

Olest eos digente que cum fugiatet harum aut poreria quo ma nonessit utatio blanimin et id qui blaces utempor possed ullandus reri ut fuga. Nemposam et ut laut eiur?

Agnihit fugiae nihitatus ent.

Susam fugit officiendae recipsanda idem nus.

Optatur? Aqui aut ipienis cimus, aut imo intem et aces et moluptatur? Non con con reperferi volorpor acillup taquat venecae destiur, nimus siminve ndionsequiam dus, simusam, id qui volor aperemo digenis

The font from our logo is Trajan. Trajan was designed to look like the text carved on ancient Roman monuments. It's a font deeply connected to art history and older cultural institutions.

Use this font as a main title, in typographic headings, and as a serif font. It will not work as body text. The Romans did not have lowercase letters! Those didn't become a thing until the middle ages.

Use in conjunction with very bold geometric sans serif in a bold color for emphasis.

For body text, use a geometric sans serif, such as Montserrat.

HEADING 1

HEADING 2

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Dark backgrounds with light text is preferred, but not always possible or practical. When a white background is appropriate use the same tones of blue for headings and the same sans serif font in black or dark gray. If fully black and white production is needed, use gray tones for headlines.

HOW TO USE COLOR

FOR ACCENTS



#009cd8 #00b2db #5cc8daf #f4f4f4 #bfbdbd #3f4140 #000000 #fec048v #f5803d2

HOW TO USE THE LOGO



Use this logo prominently on any marketing asset for a UAA program. For marketing programs where UAA is a sponsor, the logo can be smaller, but must not be displayed smaller than 0.625" wide.

LOGO VARIATIONS



Use this for one-color production.



Use this for virtual pivots or hybrid events.



Use this for round profile pictures.

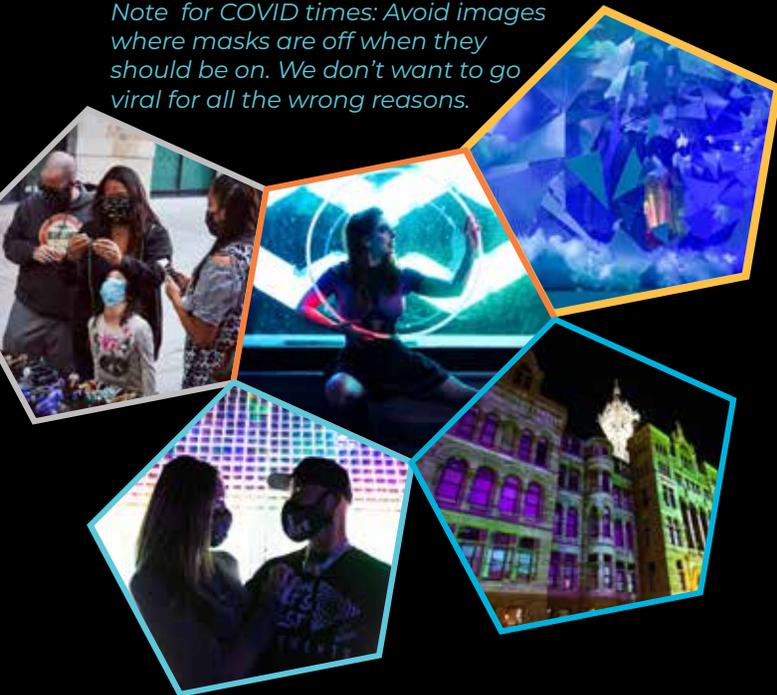
OUR MOTO

FOSTERING THE ARTS IN ALL FORMS
IN ORDER TO CREATE AN **AWARE, EMPOWERED,**
AND **CONNECTED** COMMUNITY.

Center the text. Break the lines after FORMS and EMPOWERED. Bring emphasis to AWARE, EMPOWERED, and CONNECTED, either through bold or color change. Our moto should appear somewhere on any documents we prepare for funding, reporting, advertising, or public relations.

HOW TO USE PHOTOS

Note for COVID times: Avoid images where masks are off when they should be on. We don't want to go viral for all the wrong reasons.



SHOW FIRST, THEN TELL.

Everything we do generates hundreds of visually stunning photos. People come to our events and venues specifically to take picture of themselves and to be part of the art. Therefore use imagery generated in house before seeking stock images or clip art. There's tons of it and most of it is professionally shot, or at least shot well. Don't use bad art because we are an arts organization. We need to put our best visual foot forward to maintain our credibility.

Be creative with how images are used and always lead with an image. Try to show the community, aka the people; candid of artists, people at our events reacting to the spectacle, members of partner organizations, performers, etc. If possible, highlight the diversity of our community, because it actually is diverse for Utah. Also show the urban landscape we have altered with art.