



Utah Department of
**Government
Operations**

visual style guide

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Color palette

Colors and tints:

When used on websites or text in documents, be sure to follow the accessibility guidelines provided.

How to use the color palette

Prime color:

This is the principal color.



Dark color:

This is the darkest tint of this color.



Light color:

This is the lightest tint of this color.



Colors used with text or icons that provide meaning are required to meet a **minimum of 4.5:1 contrast ratio**. The color palette illustrates the correct contrast color to use with each tint.

#3d236e is the HEX value for this dark purple color. (The text inside is the **contrast color** required to meet AA requirements*)



#d6cce9 is the HEX value for this light purple color. (The text inside is the **contrast color** required to meet AA requirements*)

*This is the HEX value of the **contrast color**. In this case you must use white to meet AA requirements.

*This is the HEX value of the **contrast color**. In this case you must use this color or darker to meet AA requirements.

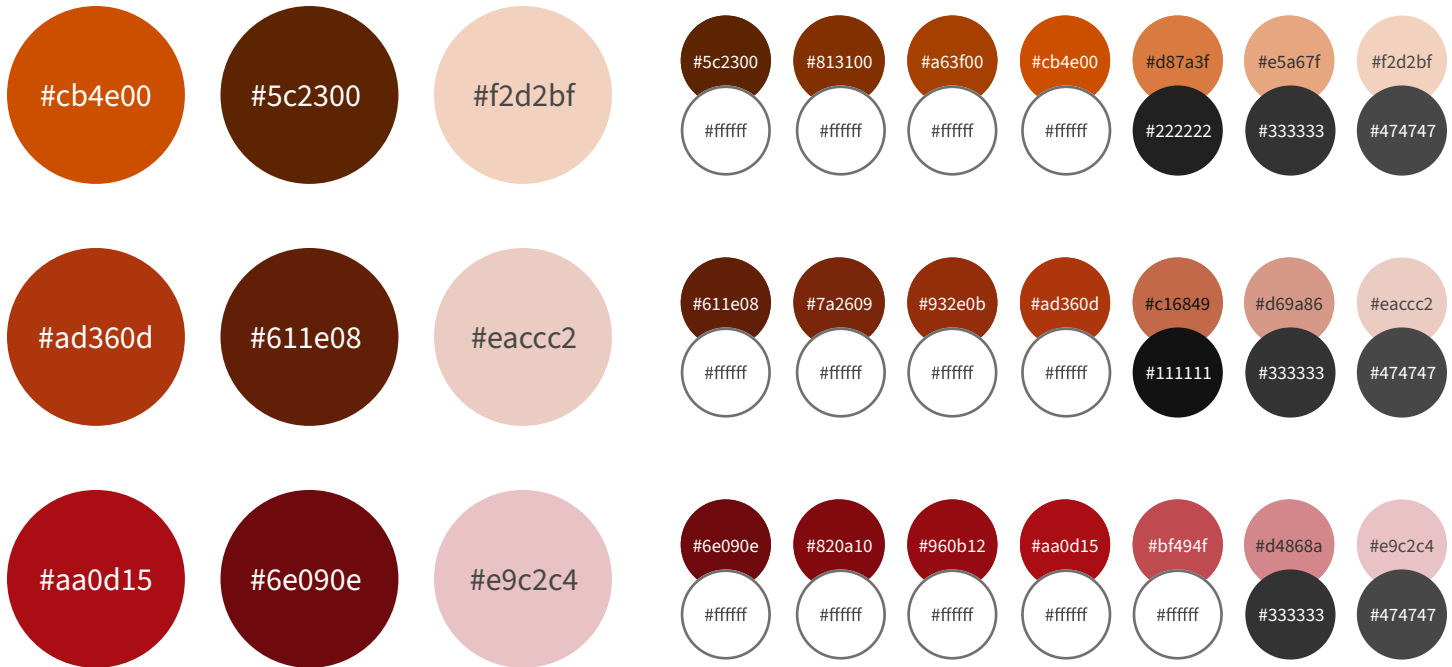
The following represent the entire set of tints for this color with the correct contrast colors.



Primary colors: cool



Primary colors: warm



Accent colors



Tertiary colors



Neutral colors



Fonts

To promote consistency across the department use the following fonts for print and digital media communications.

Print media (and slide decks)

Body copy font settings:

Preferred font family: **Source Sans 3**

- <https://fonts.google.com/specimen/Source+Sans+3>

Minimum font size for body copy: **10pt**

Line Height: **14pt (1.4)**

Body copy color: **#474747 or darker**

(9.29:1 AAA contrast against white)

Heading font settings:

Preferred font family: **Montserrat**

- <https://fonts.google.com/specimen/Montserrat>

Font weight: **regular and bold**

Line Height: **14pt (1.4)**

Body copy color: **#474747 or darker**

(9.29:1 AAA contrast against white)

Serif font settings:

Preferred font family: **Lora**

- <https://fonts.google.com/specimen/Lora>

Minimum font size for body copy: **10pt**

Line Height: **14pt (1.4)**

Body copy color: **#474747 or darker**

(9.29:1 AAA contrast against white)

Alternate fonts:

Sans Serif: Open Sans

- <https://fonts.google.com/specimen/Open+Sans>

Sans Serif: Roboto

- <https://fonts.google.com/specimen/Roboto>

Serif: Times New Roman

Digital media (web)

To improve the page load time limit the number of fonts used on your web page to one or two fonts.

Base font settings:

Font family: **Source Sans 3**

- <https://fonts.google.com/specimen/Source+Sans+3>

Minimum font size for body copy: **16px**

Line Height: **1.4**

Body copy color: **#474747**

(9.29:1 AAA contrast against white)

Heading sizes:

Heading 1 (40px bold)

Heading 2 (32px bold)

Heading 3 (28px semi-bold)

Heading 4 (20px semi-bold)

Heading 5 (18px semi-bold)

Heading 6 (16px semi-bold)

Other accessibility and font guidelines:

- Don't use underline for plain text. Underline should be reserved for web links.

Please follow the accessibility guidelines found in the Utah Design System:

- <https://designsystem.utah.gov/guidelinesStandards/accessibility>
- <https://designsystem.utah.gov/guidelinesStandards/typography>
- <https://designsystem.utah.gov/library/components/textLayout/basicAndSemanticText>

Primary logo

The primary logo should be rendered with plenty of whitespace. It should be rendered no smaller than 85px tall. Never alter the aspect ratio of the logo.

Full Color



Full Color on a Solid Background



Grayscale



Grayscale on a Solid Background



1 Color



1 Color a Solid Background



Primary logo spacing

The minimum space around the logo should be about the distance from the top of the “O” to the bottom of the “p” in the text.



Square logo

When you need something more square.
This is the logo to use. Give it room, don't squish it,
and don't make it smaller than 140px tall.



Utah Department of
**Government
Operations**



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Square logo spacing

The minimum space around the logo should be about the distance from the top of the “O” to the bottom of the “p” in the text.



Alternate logo

The logo should be rendered with plenty of whitespace. It should be rendered no smaller than 100px tall. Never alter the aspect ratio of the logo.



Alternate logo spacing

The minimum space around the logo should be about the distance from the top of the “h” to the bottom of the “h” in “utah”.



Wide logo

A wide logo for banners and headers.
 Don't render the logo smaller than 50px tall.



**Utah Department of
 Government Operations**



**Utah Department of
 Government Operations**



**Utah Department of
 Government Operations**



**Utah Department of
 Government Operations**



**Utah Department of
 Government Operations**



**Utah Department of
 Government Operations**

Wide logo spacing

The minimum space around the logo should be about the distance from the top of the “O” to the bottom of the “p” in the text.



Banner logo

This version should be used when you need a small banner. It shouldn't be rendered smaller than 32px tall.



Medallion

On occasion you may need just the medallion portion of the logo. You should always accompany the medallion with the text: "Utah Department of Government Operations"



Medallion examples

Email signature examples of using the medallion.



Firstname Lastname

Utah Department of Government Operations
Division of Human Resource Management
email@utah.gov
801-123-4567



Firstname Lastname

Utah Department of Government Operations
Division of Archives and Records Service
email@utah.gov
801-123-4567

Reduced color

The following logos should be used when you need to limit the color palette for screen printing or embroidery.



Utah Department of
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Utah Department of
Government Operations

Division logos

The following logos should be used to identify an individual GovOps division.



office of
**Administrative
Rules**



division of
**Archives and
Records Service**



division of
**Facilities Construction
and Management**



division of
Finance



division of
**Fleet
Operations**



division of
**Human Resource
Management**



division of
**Purchasing and
General Services**



division of
**Risk
Management**



division of
**Technology
Services**