



GRAPHIC STANDARDS MANUAL
PART 1

OBJECTIVES



THE PURPOSE

To provide the Department of Natural Resources and its Divisions with a coordinated set of graphic identities.

KEY OBJECTIVES

- Provide a unifying theme representing the Department
- Provide unique identities for each Division
- Represent the State of Utah
- Provide graphics that are easily understandable

CENTRAL THEMES

- The Department's domain is "Where Life and Landscape Connect"
- All of the Divisions have something to do with the watershed

Protecting it
Exploring it
Developing it
Enjoying it
Restoring it
Conserving it
Managing it

RATIONALE



“WHERE LIFE & LANDSCAPE CONNECT...”

All of the logos incorporate the distinctive shape of the State of Utah. This is recognizable to almost every visitor and citizen of the state over the age of six, and it is there to remind citizens of their fondness and pride in the home state, and notifies visitors that this is a state sponsored entity.

The stylized depiction of Utah is simultaneously progressive with its open side and feel of motion and the shape has just a hint of “retro” style in honor of the long history of the Department.

The unifying theme of the watershed is represented by the mountain ridgeline in each graphic.

Each of the Divisional logos has an icon that is unique to it and that depicts the primary function of that Division.

Each Division has its own color as well. These colors work separately and they also blend together as a family.

It is a happy coincidence that when all of the colors are pooled together they coalesce to form the deep, rich DNR brown that is reflected in each of the logos.

Unifying, Unique Identity, Understandable, Utah!

LOGO SIZING

QUALITY STANDARDS

Maintaining proper logo size is critical for ensuring readability, as well as a consistent look throughout the application of the Department and Divisional graphic identities. Please be sure the logo is always used at a confident size. This means the logo should never be overpowering (too large) or under represented (too small) for the application.

SET OF LOGOS TO BE USED SMALLER THAN 3.5 INCHES TALL

For logos that will be printed smaller than 3.5 inches tall, print the Division name under the logo base. Exceptions: If the logo is being printed up to 4.5 inches tall, but at a low-resolution or embroidered with a low-thread count, Division name may remain under logo base.



SET OF LOGOS TO BE USED LARGER THAN 3.5 INCHES TALL

For logos that will be printed larger than 3.5 inches tall, print the Division name within the logo base. Exceptions: If the logo is being printed smaller than 3.5 inches tall, but will be produced in high-resolution or if used on the internet, Division may remain inside logo base.



LOGO COLORS

ACCEPTABLE COLORS – PMS & CMYK (4-COLOR PROCESS)

If the color is used on a white or neutral background, the solid colors shown below in the designated color palette should be used. Pantone (PMS) colors are the only way to ensure absolute quality control for the colors in the palette. They offer a richness that is hard to recreate with process inks. When possible, they may be used in addition to 4-color printing if a 5th or 6th color is an option when printing. CMYK equivalents are listed and should be used in all 4-color process print applications.



PMS: 4505
CMYK: 0, 15, 78, 36



PMS: 7533
CMYK: 0, 22, 85, 85



PMS: 7459
CMYK: 57, 0, 6, 13



PMS: 7505
CMYK: 0, 30, 70, 55



PMS: 5555
CMYK: 65, 86, 49, 0



PMS: 5125
CMYK: 43, 0, 34, 38



PMS: 7462
CMYK: 100, 50, 0, 10



PMS: 1595
CMYK: 0, 59, 100, 5



PMS: 5763
CMYK: 16, 0, 74, 57

LOGO COLORS

ACCEPTABLE COLORS – GREYSCALE / 1-COLOR

When using a black and white print application, the Department logo is 100% K (black) while the Division logos use 70% K (black) and the 'DNR' remains 100% K (black).



100% K



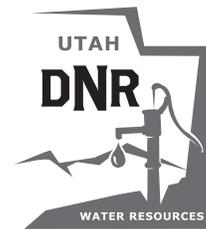
'DNR' 100% K
Remaining artwork 70% K



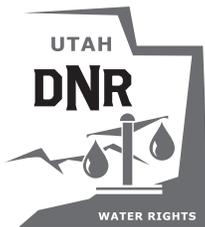
'DNR' 100% K
Remaining artwork 70% K



'DNR' 100% K
Remaining artwork 70% K



'DNR' 100% K
Remaining artwork 70% K



'DNR' 100% K
Remaining artwork 70% K



'DNR' 100% K
Remaining artwork 70% K



'DNR' 100% K
Remaining artwork 70% K

UNACCEPTABLE USAGE



Do not reverse colors



Do not move division name



Do not distort in any manner



Do not develop your own color combinations or change colors



Do not alter the typography



Do not fill with a gradient or pattern



Do not rearrange



Do not outline



Do not use pieces

TYPEFACES

Verdana is the typeface family that has been selected to use in DNR related materials and applications. Whenever possible, this font should be used consistently in its various applications to support the graphic identity of the Department and its Divisions.

VERDANA

Verdana is the preferred font when used in conjunction with the logo(s). Verdana bold works best in all uppercase when used for titles, headlines and subheads and should have tracking set at +25. Verdana regular and italics can be used for text and/or subheads with tracking set at 0.

A B C 1 2 3

Verdana | Bold

A a B b C c 1 2 3

Verdana | Regular

A a B b C c 1 2 3

Verdana | Italic

FOR MORE INFORMATION...

A second part to this manual will be available shortly following the release. The second manual will cover alternate colors (including logo usage on dark backgrounds), web, display, patches, and vehicle specifications. In addition, letterhead and business card layouts, paper preferences, preferred logo placement and signage specifications.

Any other questions can be directed to:



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