

# PRIMARY LOGO



Chamber Sourced & Verified

## COLORS



LIGHT SKY BLUE

38/12/00/10

142/202/230

#8ECAE6



BLUE GREEN

82/16/0/26

33/158/188

#219EBC



PRUSSIAN BLUE

97/32/00/72

2/48/71

023047



YELLOW

0/27/100/00

255/186/0

#FFBA00



UT ORANGE

0/47/100/2

251/133/0

#FB8500

## FONTS

### HEADLINES: ARISTA 2.0

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

### BODY COPY: AVENIR BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## LOGO COLOR EXCEPTIONS

5-color logo uses white tag and alternate colors



## LOGO VARIATIONS

Four-color 01



Four-color 02



Black



White



## POSSIBLE PATTERNS

