EVERYWHERE YOU LOOK, UT BRAND QUICKLOOK: 2021
EVERYWHERE YOU LOOK, UT COLOR PALETTE:

EVERYWHERE YOU LOOK,

ORANGE:
CMYK 0 50 100 0
HEX FF8200
RGB 255 130 0
PMS 151

GRAY:
CMYK 0 0 0 80
HEX 58595B
RGB 88 89 91
PMS COOL GRAY 11

WHITE:
CMYK 0 0 0 0
HEX FFFFFF
RGB 255 255 255
PMS NA

BLACK:
CMYK 0 0 0 100
HEX 000000
RGB 0 0 0
PMS BLACK C

EVERYWHERE YOU LOOK LOGO SPACING CONSIDERATIONS:

In order to maintain legibility, the Everywhere You Look, UT logo should reduce to no smaller than .375” or 36 pixels in height. Gap spacing for the logo is equal to half the height of the UT icon in the logo.

EVERYWHERE YOU LOOK,

EVERYWHERE YOU LOOK, UT.
RIGHT ALIGN LOGO

Color standards are orange for the icon and 80% black (gray) for the text. Reversed options are shown at right.

Minimum recommended height is .3125” or 36 pixels.

EVERYWHERE YOU LOOK, UT

Reversed two-color option

Reversed one-color option

EVERYWHERE YOU LOOK, UT.

3 LEVEL LOGO - ALIGN CENTER

Color standards are orange for the icon and 80% black (gray) for the text. Reversed options also shown.

Minimum recommended height is .75” or 72 pixels.

EVERYWHERE YOU LOOK, UT.

Reversed two-color option

Reversed one-color option

EVERYWHERE YOU LOOK, UT.

3 LEVEL UT LOGO - ALIGN CENTER

Color standards are orange for the icon and 80% black (gray) for the text. Reversed options also shown.

Minimum recommended height is .75” or 72 pixels.
EVERYWHERE YOU LOOK, UT PRIMARY LOGOS

IN-LINE HORIZONTAL LOGO
Minimum recommended height is .1875" or 18 pixels.

EVERYWHERE YOU LOOK, ur
Reversed two-color option

EVERYWHERE YOU LOOK, ur
Reversed one-color option

JUMBO ICON HORIZONTAL LOGO
Minimum recommended height is .4375" or 42 pixels.

EVERYWHERE YOU LOOK, ur
Reversed two-color option

EVERYWHERE YOU LOOK, ur
Reversed one-color option
ONE COLOR

One color options for each version of the logo include orange, white, and 100% black.
EVERYWHERE YOU LOOK, UT LOGOS WITH REGISTRATION MARK

A registration mark is applied when the logo is used on promotional items or items for sale. Spacing for a registration mark should reduce to 25% of the height of the word “Everywhere” utilizing Arial Bold in the same color as the logo.