

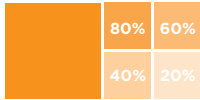
**EVERYWHERE
YOU LOOK,**



**EVERYWHERE YOU LOOK, UT
BRAND QUICKLOOK: 2021**

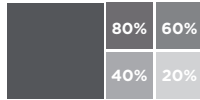
EVERYWHERE YOU LOOK, UT COLOR PALETTE:

EVERYWHERE YOU LOOK, 



ORANGE:

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



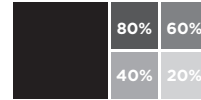
GRAY:

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, UT PRIMARY LOGOS

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, 

EVERYWHERE
YOU LOOK, 

Reversed two-color option

EVERYWHERE
YOU LOOK, 

Reversed one-color option

EVERYWHERE
YOU LOOK,


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,


Reversed two-color option

EVERYWHERE
YOU LOOK,


Reversed one-color option

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.**


EVERYWHERE
YOU LOOK, **UT.**

Reversed two-color option


EVERYWHERE
YOU LOOK, **UT.**

Reversed one-color option

EVERYWHERE YOU LOOK, UT PRIMARY LOGOS

IN-LINE HORIZONTAL LOGO

Minimum recommended height is .1875" or 18 pixels.

EVERYWHERE YOU LOOK, 

EVERYWHERE YOU LOOK, 

Reversed two-color option


EVERYWHERE YOU LOOK, 

Reversed one-color option


JUMBO ICON HORIZONTAL LOGO

Minimum recommended height is .4375" or 42 pixels.

EVERYWHERE YOU LOOK, 

EVERYWHERE YOU LOOK, 

Reversed two-color option

EVERYWHERE YOU LOOK, 

Reversed one-color option

EVERYWHERE YOU LOOK, UT PRIMARY LOGOS: ONE COLOR

ONE COLOR

One color options for each version of the logo include orange, white, and 100% black.

EVERYWHERE
YOU LOOK,



EVERYWHERE
YOU LOOK,



EVERYWHERE
YOU LOOK,



Reversed one-color option

EVERYWHERE YOU LOOK, 

EVERYWHERE YOU LOOK, 

EVERYWHERE YOU LOOK, 

Reversed one-color option

EVERYWHERE
YOU LOOK, 

EVERYWHERE
YOU LOOK, 

EVERYWHERE
YOU LOOK, 

Reversed one-color option

EVERYWHERE YOU LOOK, UT LOGOS WITH REGISTRATION MARK

EVERYWHERE YOU
LOOK, UT LOGO
WITH ® APPLIED

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.

EVERYWHERE, **UT**

The image shows the text "EVERYWHERE, UT" in a bold, sans-serif font. The "UT" is in orange. A registration mark (®) is placed to the right of the "UT" logo. The text is positioned above a horizontal dotted line, and a vertical dotted line is to the right of the logo.

EVERYWHERE YOU LOOK, **UT**

The image shows the text "EVERYWHERE YOU LOOK, UT" in a bold, sans-serif font. The "UT" is in orange. A registration mark (®) is placed to the right of the "UT" logo. The text is positioned above a horizontal dotted line, and a vertical dotted line is to the right of the logo.

EVERYWHERE
YOU LOOK,
UT

The image shows the text "EVERYWHERE YOU LOOK, UT" in a bold, sans-serif font. The "UT" is in orange. A registration mark (®) is placed to the right of the "UT" logo. The text is positioned above a horizontal dotted line, and a vertical dotted line is to the right of the logo.

EVERYWHERE YOU LOOK, **UT**

The image shows the text "EVERYWHERE YOU LOOK, UT" in a bold, sans-serif font. The "UT" is in orange. A registration mark (®) is placed to the right of the "UT" logo. The text is positioned above a horizontal dotted line, and a vertical dotted line is to the right of the logo.

UT
EVERYWHERE
YOU LOOK, **UT.**

The image shows the text "UT EVERYWHERE YOU LOOK, UT." in a bold, sans-serif font. The "UT" at the top and the "UT" at the end are in orange. A registration mark (®) is placed to the right of the top "UT". The text is positioned above a horizontal dotted line, and a vertical dotted line is to the right of the top "UT".