

In an effort to promote brand consistency and accessibility, this document serves as a guide for using the Promise Partnership Utah logos, colors, and typography.

Logos










Here are options for using the Promise Partnership logo. Use logo at 100%. Find them in the Content Library.










File Path: SharePoint home page> All Staff> Documents> Content Library> **Logos> Promise Partnership**












Color Palette

The Promise Partnership Utah color palette is comprised of colors used in the United Way landmark. The colors shown are not direct conversions, but rather carefully selected formulas to ensure the best and most accurate color representation. You may use a percentage of a color to create more colors to design with.

100%	50%	20%	R:0 G:97 B:113 C:92 M:49 Y:44 K:19 HEX:006171
			
			Pantone 7710 R:0 G:160 B:172 C:79 M:17 Y:32 K:0 HEX:006171
			
			R:114 G:165 B:208 C:55 M:24 Y:4 K:0 HEX:72a5d0
			

100%	50%	20%	R:29 G:71 B:69 C:86 M:52 Y:62 K:44 HEX:1d4745
			
			R:80 G:91 B:49 C:64 M:44 Y:90 K:35 HEX:505b31
			
			R:135 G:163 B:105 C:51 M:22 Y:73 K:2 HEX:87a369
			

100%	50%	10%	R:74 G:28 B:13 C:43 M:81 Y:84 K:66 HEX:4a1c0d
			
			R:232 G:69 B:74 C:3 M:88 Y:71 K:0 HEX:e8454a
			
			R:222 G:109 B:69 C:9 M:70 Y:80 K:1 HEX:de6b45
			

Typography

- **Roboto** the primary font. Regular, *Regular Italic*, Light, *Light Italic*, **Bold and Bold Italic**.
- **Arial** is the secondary font if Roboto is not available. Regular, *Regular Italic*, **Bold and Bold Italic**.

Support

For more information or help with these guidelines. email: marketing@uw.org