

Salt Lake County Logos

The following pages outline a few simple rules about our logo. Please take time to understand how the logo should be applied to ensure it always appears in a clear and consistent way.

Clear Space

Always maintain clear space around the Salt Lake County Logo to protect the logo from distracting graphics or typography.

Never allow typography or other elements to “invade” the logo.

Measure clear space by the height of the logo’s wordmark, shown as “x”



Minimum Size

The logo should never be too small to read easily. Always consider viewing distance when sizing the logo—even on large banners and billboards. Please don’t reproduce the vertical logo smaller than 1/2 inch wide in print or 80 pixels on the web. The minimum size for the horizontal logo is 1 inch wide in print or 150 pixels on the web.

Color

The Salt Lake County logo should appear in the standard two colors whenever possible. Acceptable one-color variations of the logo include: black, black and gray, or white.

Maroon



Pantone® 208 C
C:33 M:98 Y:60 K:26
R:139 G:30 B:65
Hex: #8B1E41

Gold



Pantone® 117 C
C:22 M:39 Y:100 K:2
R:204 G:152 B:0
Hex: #CC9800

Acceptable Color Variations

When the primary, authorized maroon and gold are not available, the logo may appear in one of three variations: black, black and gray, or white. No other color variations are acceptable.



Logos on a Background

The Salt Lake County logo may be printed on any solid color, screen of color, or photographic background that provides **sufficient contrast for the logo to appear clearly and legibly**. Only use a logo format with a transparent background on color backgrounds. Do not apply shadow or textured effects to the logo or the background.



White logo on dark color background



Black logo on a light photographic background



Black and grey on light color background



Standard color logo on light photographic background

Logo Positioning

Always follow the clear space rule when positioning the Salt Lake County logo around the edges of a page or when you are combining it with other graphic elements.

The logo does not always have to live in corners or along edges, but care should be taken to create well balanced compositions.



Please do not...





Download Salt Lake County Logos

Below you will find various formats of the Salt Lake County logo which are available for download.

By downloading the materials below, you agree to follow the guidelines.

Vector Logo Sheet



[EPS](#) | [SVG](#)

[PNG \(transparent background\)](#)

[Color](#)



[800 x 623](#) | [620 x 483](#) | [440 x 343](#) | [256 x 200](#) | [75 x 58](#)



[1080 x 195](#) | [1080 x 195](#) | [630 x 114](#) | [400 x 72](#) | [180 x 32](#)

Black and Grey



[800 x 623](#) | [620 x 483](#) | [440 x 343](#) | [256 x 200](#) | [75 x 58](#)



[1080 x 195](#) | [1080 x 195](#) | [630 x 114](#) | [400 x 72](#) | [180 x 32](#)

Black



[800 x 623](#) | [620 x 483](#) | [440 x 343](#) | [256 x 200](#) | [75 x 58](#)



[1080 x 195](#) | [1080 x 195](#) | [630 x 114](#) | [400 x 72](#) | [180 x 32](#)

White



[800 x 623](#) | [620 x 483](#) | [440 x 343](#) | [256 x 200](#) | [75 x 58](#)



[1080 x 195](#) | [1080 x 195](#) | [630 x 114](#) | [400 x 72](#) | [180 x 32](#)

JPG (white background)

Full Color



[800 x 623](#) | [620 x 483](#) | [440 x 343](#) | [256 x 200](#) | [75 x 58](#)



[1080 x 195](#) | [855 x 155](#) | [630 x 114](#) | [400 x 72](#) | [180 x 32](#)

Black and Grey



[800 x 623](#) | [620 x 483](#) | [440 x 343](#) | [256 x 200](#) | [75 x 58](#)



[1080 x 195](#) | [855 x 155](#) | [630 x 114](#) | [400 x 72](#) | [180 x 32](#)

Black



[800 x 623](#) | [620 x 483](#) | [440 x 343](#) | [256 x 200](#) | [75 x 58](#)



[1080 x 195](#) | [855 x 155](#) | [630 x 114](#) | [400 x 72](#) | [180 x 32](#)