**Utah Division of
Wildlife Resources**

# Brand
# Guidelines

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# Our brand

# 01

**Introduction**
**Why use these guidelines?**

# Introduction

A consistent appearance conveys an image of professionalism, and it also helps identify the brand and its message as coming from the Utah Division of Wildlife Resources.

These guidelines were designed to communicate and visually reinforce the key messaging in the DWR's strategic plan.

With a belief that wildlife is valuable to everyone, the DWR serves the people of Utah as trustee and guardian of the state's protected wildlife. DWR employees continually strive for the highest levels of integrity, professionalism, accountability, teamwork and cooperation. That mindset extends to the agency's communication and branding efforts as well.

Most of the resources discussed in these brand guidelines are available to download from the Shared Outreach Communications Drive in the folder titled DWR Branding Resources. (Click the text highlighted in orange to be directed to the folder.)

# Why use these guidelines?

Consistency is the key to success, and the DWR brand guidelines serve as a guide for internal team members as well as external contributors who assist with content creation. The purpose of these guidelines is to strengthen brand cohesion, while also building brand recognition.

Please follow the guidelines when creating marketing materials and other public-facing documents for the DWR. By doing so, we can present a unified and professional appearance for all DWR communications.

These guidelines are detailed and specific, but they are not designed to be limiting. While maintaining brand consistency — and following the guidelines — feel free to be creative. There are many ways to share information with the public while ensuring brand integrity.

# #TeamWildlife
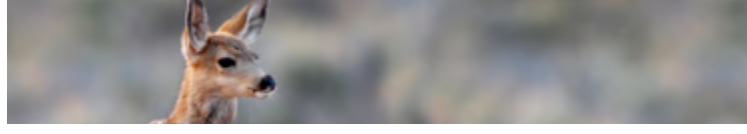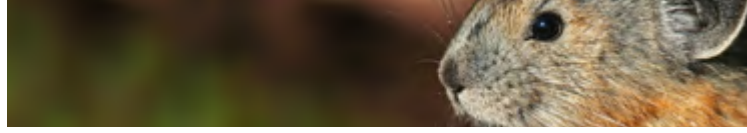
# Logo use

# 02

Primary logo
Approved variations
Color variation
Grayscale variation
Black & white variation
Logo clearspace
Dual branding

# Primary logo

Consistent logo use conveys an image of professionalism. It also helps identify the brand and its message as coming from the Utah Division of Wildlife Resources.

Preferred use of the primary mark is the 2-color application with "WILDLIFE RESOURCES" written underneath the state of Utah symbol.

# Approved variations

It's important that the appearance of the logo remains as consistent as possible. The logo should not be misinterpreted, modified or added to. Different versions of the logo should be used, depending on a variety of factors: the legibility of the DWR's name, the platform or material, the color of the background or how the item will be printed. There are instances that may require the agency name to be written on one line, but this should be done only on a case-by-case basis. The following examples are approved variations of the logo.

You can download .png and vector files of all of the approved DWR logos from the DWR Branding Resources folder.



### SYMBOL LOGO

Approved logo to use in circumstances where the logo is well known.

### WILDLIFE LOGO

Approved logo to use mainly if the primary logo is printed on material and "Wildlife Resources" becomes to small to read.

### WORDMARK LOGO

The DWR wordmark logo is another approved alternative to increase visibility of the DWR's complete name — especially when the logo may not be well known.

# Color variation

**LIGHT BACKGROUND**

These logo variations are available to download as vector files in the DWR Branding Resources folder.



WILDLIFE RESOURCES

WILDLIFE



Utah Division of Wildlife Resources

# Color variation

**DARK BACKGROUND**

These logo variations are available to download as vector files in the DWR Branding Resources folder.



WILDLIFE RESOURCES

WILDLIFE

Utah Division of Wildlife Resources

# Grayscale variation

## LIGHT BACKGROUND

These logo variations are available to download as vector files in the DWR Branding Resources folder.

# Black & white variation

**DARK BACKGROUND**

These logo variations are available to download as vector files in the DWR Branding Resources folder.

# Logo clearspace

The dotted gray line surrounding the logos shows the clearspace. No other graphic elements should be within the clearspace, ensuring the logo remains easy to read.

**Primary logo and variations**

The logo clearspace should be equal to one-third of the width of the state of Utah icon.



**Wordmark Logo**

The logo clearspace should be equal to one-half of the height of the state of Utah icon.

# Dual branding

The DWR primary logo can be used alongside other DWR program logos.

# Branding colors

# 03

## Primary color palette
## Additional color palette

# Primary color palette

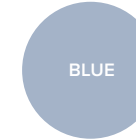Brand colors are a key component of a brand's visual identity. The following colors create the primary color palette representing the DWR brand's personality and style.

| | WARM RED | BROWN | DARK BLUE | MID-BLUE | BLUE | CREAM |
|---|---|---|---|---|---|---|
| **PANTONE** | 2028 C | 7533 C | 4280 C | 4139 C | 536 C | Warm Gray 1 |
| **CMYK** | 8, 85, 96, 1 | 54, 63, 75, 56 | 79, 68, 55, 56 | 74, 60, 44, 23 | 36, 23, 12, 0 | 10, 10, 11, 0 |
| **RGB** | 222, 76, 44 | 71, 55, 41 | 37, 42, 54 | 79, 90, 107 | 162, 178, 200 | 215, 210, 203 |
| **HEX** | #DE4C2C | #473729 | #252A36 | #4F5A6B | #A2B2C8 | #D7D2CB |

**PANTONE FHI Cotton TCX 2625**
Dye on cotton fabric swatches

| 19-4012 TCX | 18-3910 TCX | 13-4111 TCX | 12-4302 TCX |
|---|---|---|---|
| Carbon | Folkstone Gray | Plein Air | Vaporous Gray |

# Additional color palette

Additional colors that highlight the brand's personality and style.

DARK GRAY

LIGHT BLUE

LIGHT GRAY

**PANTONE**
445 C

**PANTONE**
656 C

**PANTONE**
Cool Gray 1

**CMYK**
70, 63, 60, 55

**CMYK**
13, 5, 3, 0

**CMYK**
10, 7, 5, 0

**RGB**
53, 54, 56

**RGB**
221, 229, 237

**RGB**
217, 217, 214

**HEX**
#353638

**HEX**
#dde5ed

**HEX**
#e2e3e7

# Typography

# 04

**Primary typeface
Secondary typeface
Alternative typefaces**

# Primary typeface

Myriad Pro is the primary typeface for DWR branding with an emphasis on printed material such as signage.

# Myriad Pro

## CHARACTERS

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0. | !@#$%^&*()<>?/\

## STYLES

| | | |
|---|---|---|
| Light | Light Condensed | Light SemiExtended |
| *Light Italic* | *Light Italic Condensed* | *Light SemiExtended Italic* |
| Regular | Condensed | SemiExtended |
| *Italic* | *Condensed Italic* | *SemiExtended Italic* |
| **Semibold** | **Semibold Condensed** | **Semibold SemiExtended** |
| ***Semibold Italic*** | ***Semibold Condensed Italic*** | ***Semibold SemiExtended Light*** |
| **Bold** | **Bold Condensed** | **Bold SemiExtended** |
| ***Bold Italic*** | ***Bold Condensed Italic*** | ***Bold SemiExtended Italic*** |
| **Black** | **Black Condensed** | **Black SemiExtended** |
| ***Black Italic*** | ***Black Condensed Italic*** | ***Black SemiExtended Italic*** |

# Secondary typeface

Zilla Slab is the secondary typeface for use in both print and digital DWR branding.

# Zilla Slab

## CHARACTERS

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0. | !@#$%^&*()<>?/\

## STYLES

Light
*Light Italic*
Regular
*Italic*
Medium
*Medium Italic*
**Bold**
***Bold Italic***

*wildlife.utah.gov*

# Alternative typeface

Proxima Nova is an alternative typeface for use in both print and digital DWR branding.

# Proxima Nova

## CHARACTERS

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 | !@#$%^&*()<>?/\

## STYLES

| | | |
|---|---|---|
| Light | Light Condensed | Light SemiExtended |
| *Light Italic* | *Light Italic Condensed* | *Light SemiExtended Italic* |
| Regular | Condensed | SemiExtended |
| *Italic* | *Condensed Italic* | *SemiExtended Italic* |
| **Semibold** | **Semibold Condensed** | **Semibold SemiExtended** |
| ***Semibold Italic*** | ***Semibold Condensed Italic*** | ***Semibold SemiExtended Light*** |
| **Bold** | **Bold Condensed** | **Bold SemiExtended** |
| ***Bold Italic*** | ***Bold Condensed Italic*** | ***Bold SemiExtended Italic*** |
| **Black** | **Black Condensed** | **Black SemiExtended** |
| ***Black Italic*** | ***Black Condensed Italic*** | ***Black SemiExtended Italic*** |

## Alternative typeface

Both Roboto and Roboto Slab are alternative, web-safe typefaces that are primarily used in website or digital branding.

# Roboto Slab

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 | !@#$%^&*()<>?/\

## STYLES

Thin
Light
Regular
**Bold**

*wildlife.utah.gov*

# Print and publications

# 06

**Signs**
**Sign design**
**Business cards**
**Letterhead**
**Report template**
**Writing style guide**
**Event signage**

# Signs

All DWR signs are designed by the Salt Lake office communications team. If you need a custom sign created, please contact your regional outreach manager and then work with them to finalize the messaging and content.

Print-ready files of general-use signs are available on the Outreach Communication Drive under DWR Branding Resources > Signs.

Please note that it may take up to 90 days to design a custom sign. Once the print-ready file is done, the Salt Lake team will send it to the regional outreach manager, who will then send it to the printer.

**Day-use area only**

• No camping at any time

• No trailers from December – February

Utah Division of Wildlife Resources

**Please do not block the gate.**

Utah Division of Wildlife Resources

**DO NOT ENTER**

**Illegal trail closed**

Habitat restoration in progress

Violators may be prosecuted pursuant to Utah Code § 23-21-7.
For any questions, please call the Northern Region Office at 801-476-2740.

Utah Division of Wildlife Resources

No fishing beyond this point.

Utah Division of Wildlife Resources

# Sign design

For effective branding, it's important to maintain consistent visuals and tone in all communication efforts, including maps, icons, messaging, text and layout.

Branding styles may differ from facility to facility. Keep in mind that the Eccles Wildlife Education Center, the Hardware Wildlife Education Center and the shooting ranges all have their own distinct branding style.

If you need a custom sign created, please contact your regional outreach manager and then work with them to finalize the messaging and content.

**Map sign**



**EWEC signage**



**Interpretive kiosk panel**



**Shooting range signage**
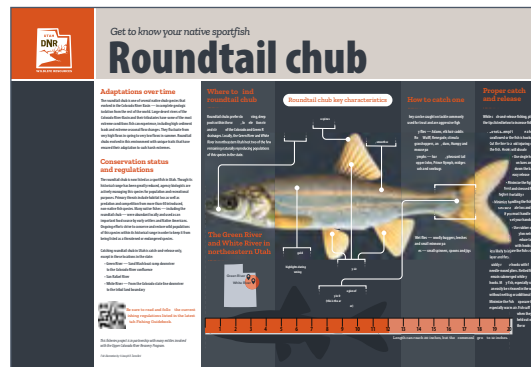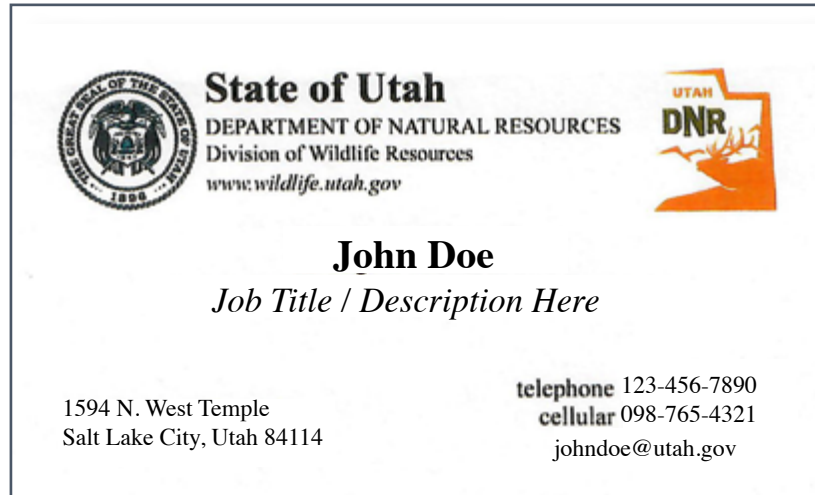
# Business cards

Business card formatting follows the Utah Department of Natural Resources' standard. If you need DWR-branded business cards printed, please reach out to your regional administrative services staff.

# Letterhead

The official DWR letterhead is available for download from the DWR Branding Resources folder. Letterhead formatting follows the Utah Department of Natural Resources' standard, which is a modified semiblock style that uses a Times New Roman, 12-pt font. If necessary, the font size may be adjusted down to 11 pt. The header and footer of the letterhead may **not** be changed.

# Report template

If you're working on a public-facing report, we encourage you to use this customizable DWR-branded template for an attractive, professional cover as well as interior stying. You can access this from the DWR Branding Resources folder. There are templates available for both Google Docs and Microsoft Word.
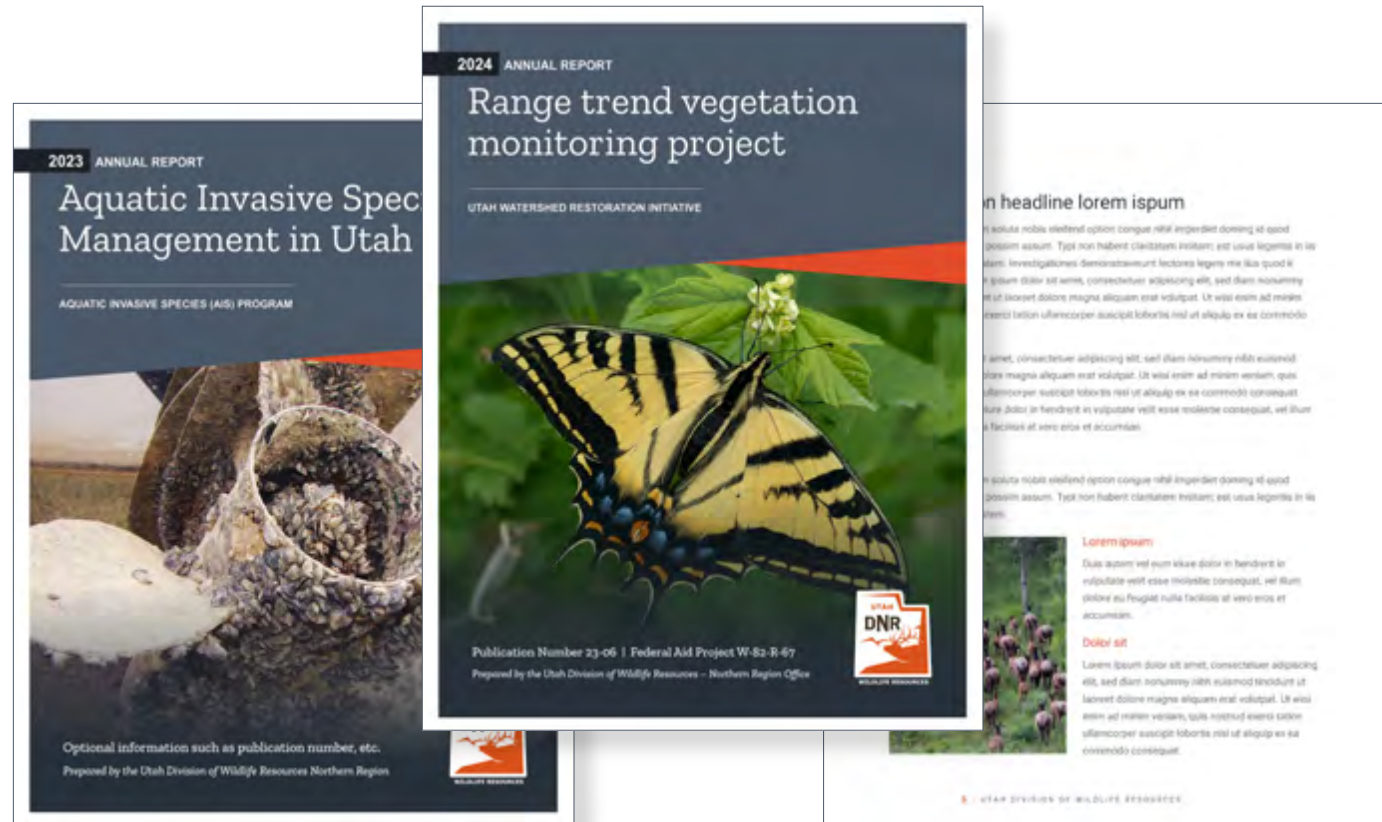
# Writing style guide

We also encourage you to reference the DWR Style Guide, which identifies best practices for writing reports, creating presentations and developing other written content. It has been adapted from the Associated Press Stylebook.

This is the second edition of the DWR style guide. It is not meant to be a comprehensive work in progress. It identifies common issues that pop up in writing across the agency. has adapted many of these rules and guidelines from the **Associated Press Stylebook** this document, as needed.

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Utah Division of Wildlife Resources

# Style Guide

SECOND EDITION • JULY 2024

**UTAH DNR** Utah Division of Wildlife Resources

# Event signage

There are a variety of signage options available for large-format displays and event accessories. You can see designs and details for event signage in the DWR Branding Resources folder. Please work with your regional outreach manager to order these.

A tablecloth design is available in white, black and DWR blue.
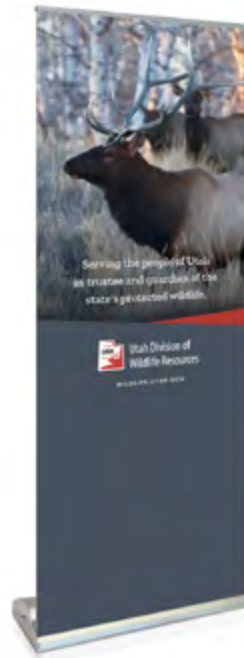
Three mission statement designs are available for the vertical pull-up banner.

A 10-foot outdoor canopy design is available for use at events or fieldwork staging areas. (Canopy only, windbreak available upon request.)

# Event signage

**Booth/expo backgrounds -** Three print-ready files sized at 95.5 inches (width) x 72.5 inches (height) are available for download at DWR Branding Resources. Please work with your regional outreach manager to order these.

# Digital media

# 07

**Online branding**
**Presentations**
**Virtual backgrounds**
**Email signature**

# Online branding

Websites, apps, social media, imagery and video are all part of the DWR's brand identity. They can play a role in helping customers feel more personally connected with the agency.

While digital branding focuses on sales, content marketing focuses on customer engagement. That engagement occurs through social media content, videos, blog posts, newsletters, podcast episodes, infographics, photos and emails. Both digital branding and content marketing are essential to the DWR's success. They promote the DWR brand to customers in new and exciting ways, while evolving to keep pace with continual changes in digital media best practices.

Although the DWR's marketing campaigns, promotions, ads and other projects will vary — depending on the messages being communicated — the overall brand should remain consistent.

# Presentations

If you're presenting at a public meeting of any kind, you should use the official DWR presentation template. The template offers a variety of slide options — just use the ones you need and delete the others. Find the template in both Microsoft PowerPoint and Google Slides formats in the DWR Branding Resources folder.

# Virtual backgrounds

If you're interviewing with media or participating in a digital meeting — and you would like to use a DWR-branded background — there are a variety of background image options available in the DWR Branding Resources folder.
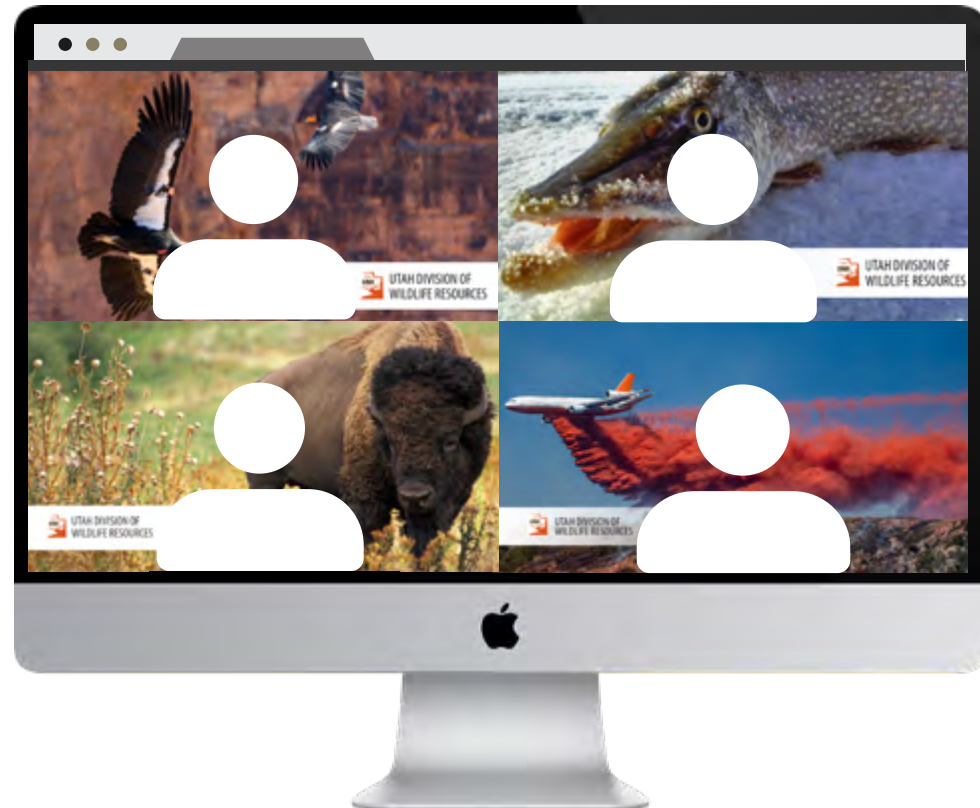
# Email signature

Instructions for updating your email signature in Gmail are available here: Google Signature. For a unified appearance, keep your email signature simple and use the fonts provided by Google.

The DWR email signature template is another easy-to-use signature option, and it includes the DWR's logo and social media icons (linked to their respective DWR social media accounts). You will find a variety of layout options (shown here) in the DWR Branding Resources folder.

Additional steps on how to customize and use the email signature with your Gmail account are included in the DWR email signature template.

**John Doe**
Job Title

**M:** (385) 266-XXXX
**E:** johndoe@utah.gov

Utah Department of Natural Resources
Division of Wildlife Resources

**wildlife.utah.gov**

**John Doe**
Job title | Job title continued

**M:** (385) 266-XXXX
**O:** (385) 266-XXXX
**E:** johndoe@utah.gov

Utah Department of Natural Resources
Division of Wildlife Resources

**wildlife.utah.gov**