

UINTAH COUNTY LIBRARY

Branding Guide: Summary

COLOR PALETTE



#FCFAFA
FOSSIL
WHITE



#A5B36F
PRICKLY
PEAR



#C4CDA1
SAGEBRUSH



#6D97B0
BLUEBELL



#A0BBCA
MOONSHINE



#A95F62
SUNBURN



#C49596
ROSEWOOD



#64403E
DIG SITE



#222E50
THUNDER
STORM



#363732
BASALT

FONT S

UINTAH COUNTY LIBRARY
HEADING

Current Font:

Trajan Pro, Bold

Alternative Font:

GOUDY, all caps

Body

No Current Font

Suggested Font:

FUTURA

learn, grow, discover
QUOTE

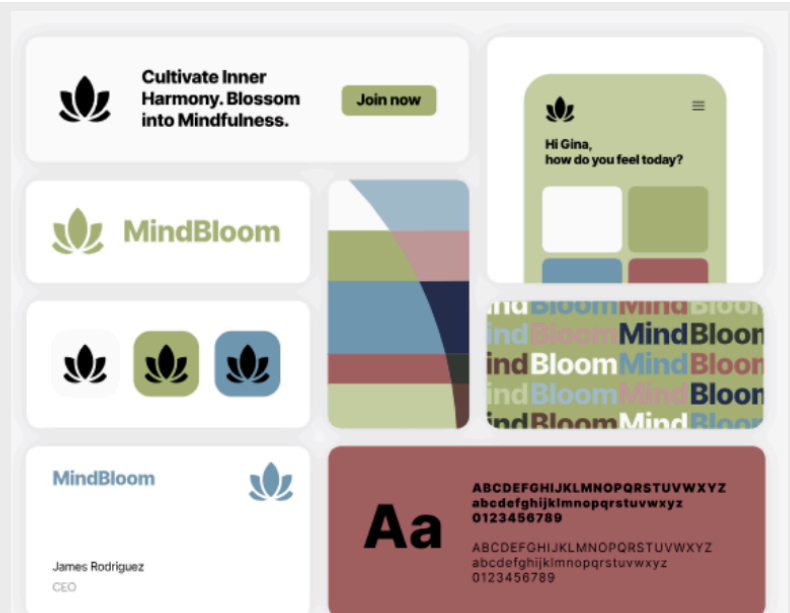
Current Font:

Lover's Quarrel,
lower case only

Alternative Font:

Coronet Script Ludlow

COLOR PAIRING EXAMPLES



UINTAH COUNTY LIBRARY

Branding Guide: Color Palette



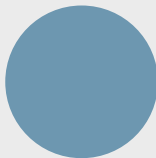
#FCFAFA
FOSSIL
WHITE



#A5B36F
PRICKLY
PEAR



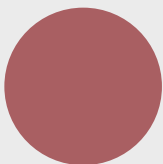
#C4CDA1
SAGEBRUSH



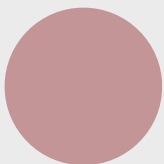
#6D97B0
BLUEBELL



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MOONSHINE



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SUNBURN



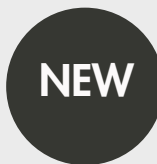
#C49596
ROSEWOOD



NEW
#64403E
DIG SITE



NEW
#222E50
THUNDER
STORM



NEW
#363732
BASALT

	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
Aa		Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
Aa	Aa		Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
Aa	Aa	Aa		Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
Aa	Aa	Aa	Aa		Aa	Aa	Aa	Aa	Aa	Aa	Aa
Aa	Aa	Aa	Aa	Aa		Aa	Aa	Aa	Aa	Aa	Aa
Aa	Aa	Aa	Aa	Aa	Aa		Aa	Aa	Aa	Aa	Aa
Aa	Aa	Aa	Aa	Aa	Aa	Aa		Aa	Aa	Aa	Aa
Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa		Aa	Aa	Aa
Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa		Aa	Aa
Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa		Aa

All font & background
color combinations.

									Aa	Aa	Aa			Aa
									Aa	Aa				Aa
														Aa
													Aa	Aa
									Aa	Aa	Aa			Aa
									Aa	Aa				Aa
									Aa	Aa				Aa
Aa	Aa					Aa	Aa	Aa					Aa	
Aa	Aa					Aa	Aa	Aa					Aa	
Aa						Aa							Aa	
				Aa					Aa	Aa	Aa			Aa
Aa	Aa	Aa	Aa	Aa	Aa	Aa							Aa	

Font & background color
combinations that meet a
contrast ratio of 4.5:1

UINTAH COUNTY LIBRARY

Branding Guide: Alternative & Suggested Fonts

HEADING: GOUDY

Goudy mimics our header font (Trajan Pro Bold), used for titles, signage, and key highlights.

It offers a classic, consistent look and is available on both Canva and Adobe Express. It's also featured on our library cards.



BODY: Futura

Futura is used for body text to ensure clarity and accessibility.

Its clean, modern design makes it easy to read across formats, and it's available on both Canva and Adobe Express for consistent use. Body text typically appears in brochures, flyers, website content, newsletters, and other longer-form materials.

QUOTE: *Coronet Script Ludlow*

Coronet Script mimics our current quote font (Lover's Quarrel) and can be used sparingly for decorative purposes, such as name tags and select logo elements.

Its elegant, vintage feel adds character, but due to its limited legibility and availability (*Adobe Express only*), it should not be used for body text or headings. Recommended for short, stylized text only.

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