

Brand Guide

State of Utah School and Institutional
Trust Lands Administration



TRUST LANDS
ADMINISTRATION

Logo



TRUST LANDS
ADMINISTRATION

Logo Definition

The Trust Lands Logo was inspired by Utah landscapes. The abstract blue sky, snowy mountains, sand dunes, red rock, green grass, and rich mineral core captures the beautiful variety of Trust Lands throughout the state.



TRUST LANDS
ADMINISTRATION

Logo Variations

Stacked



Shortened



Vertical



Icon



Horizontal



Logos With Tagline

Horizontal



Stacked



Shortened



Division Logo Examples

Stacked



ENERGY AND MINERALS



ARCHAEOLOGY



DEVELOPMENT

Horizontal



ENERGY
AND MINERALS



ARCHAEOLOGY

Typography

Aa

AaBbCcDdEeFfGg

HhIi0123456789

+;%@*

Primary Typeface Montserrat

Montserrat is great for creating a simple and clean-looking brand. As a sans serif typeface, Montserrat has high readability.

Default Typeface Substitute
Verdana Pro Bold

Typography

Montserrat Primary Typeface Weights

Bold.

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXx
YyZz0123456789 (&?!/,,:-_*")**

Light.

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXx
YyZz0123456789 (&?!/,,:-_*")

Context Text and Headlines

Headline

Montserrat Bold
60 pt Type / 50 Leading

Headline 2

Montserrat Bold
36 pt Type / 50 Leading

Headline 3

Montserrat Bold
18 pt Type / 38 Leading

SUBHEAD

Montserrat Light
18 pt Type / 38 Leading

Color Palette

Bright Colors Primary Color System

The Trust Lands color palette is inspired by its landscapes. Trust Lands are colorful and have a variety of weather, landforms, and geological features. Dark colors and white can be used behind the logo for contrast.

Blue Skies



CMYK 60 / 15 / 0 / 0 RGB 88 / 176 / 227
Pantone 2190 C HEX #58B0E3

Sand Dunes



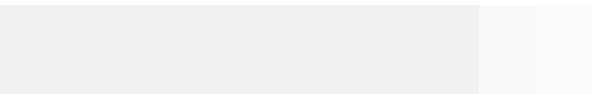
CMYK 0 / 39 / 78 / 0 RGB 250 / 169 / 79
Pantone PMS 804 C HEX #FAA94F

Green Grass



CMYK 43 / 0 / 100 / 0 RGB 159 / 204 / 59
Pantone 2299 C HEX #9FCC3B

Snow White



CMYK 4 / 3 / 3 / 0 RGB 241 / 241 / 241
Pantone 11-0602 TCX HEX #F1F1F1

Red Rock



CMYK 6 / 56 / 85 / 0 RGB 232 / 135 / 63
Pantone 7577 C HEX #E8873F

Rich Mineral Core



CMYK 70 / 50 / 45 / 17 RGB 84 / 104 / 113
Pantone 431 C HEX #546871

Dark Colors Secondary Color System

Deep Blue



CMYK 96 / 77 / 51 / 59 RGB 1 / 35 / 56
Pantone 539 C HEX #01233F

Pine Green



CMYK 86 / 35 / 66 / 20 RGB 25 / 112 / 95
Pantone 2244 C HEX #19705F

Forest Green



CMYK 89 / 49 / 73 / 55 RGB 5 / 62 / 51
Pantone 3308 C HEX #053E33

Brand Elements

Land Layers



Topographic Map Lines



Stripes



Brand Messaging

Organization Statement

WHO WE ARE

LONG

We are stewards of Utah's Trust Lands. Trust Lands are not public lands, but lands granted to the state to generate revenue specifically for the benefit of public schools and other important state institutions. We are an independent state agency that manages these lands and are responsible for generating revenue from them now and for future generations.

SHORT

We are stewards of Utah's Trust Lands. Trust Lands are not public lands, but are lands granted to the state to generate revenue specifically for the benefit of public schools and other important state institutions.

Brand Messaging

Standard Statement BOILERPLATE

Created in 1994, the Trust Lands Administration is an independent state agency responsible for managing Trust Lands throughout Utah. The Trust Lands Administration generates revenue for its beneficiaries through energy development, real estate planning, and surface resource use. When the Trust Lands Administration was created, the permanent fund was \$50 million, and since then, it has grown dramatically to currently stand at over \$3.1 billion.

Mission Statement WHAT WE DO

We enhance the value of Trust Lands and maximize economic return for our beneficiaries. **We generate** revenue through energy development, real estate planning, and surface resource use. **We manage** our Trust Lands according to the state constitutional mandate. **We empower** our beneficiaries and all of Utah through thoughtful stewardship of Trust Land assets, both now and for the future.

Brand Messaging

Vision Statement

WE SEE

We see a bright future for Utah with the revenue generated for our beneficiaries through evolving and strategic land management.

Beneficiaries

WHO WE SERVE

We serve Utah by funding public and higher education, health and human services, and state reservoirs as mandated by law. We provide local communities with unique economic development opportunities through the innovative work happening on Trust Lands.

Brand Messaging

Brand Pillars

TRUST

<div>T</div> <div>Transformation</div> <div>We provide lasting change in Utah by transforming Trust Land assets into greater economic prosperity for our beneficiaries and local communities.</div>	<div>R</div> <div>Responsibility</div> <div>We understand Utah’s magnificent and unique place in the West and are dedicated to managing this land responsibly.</div>	<div>U</div> <div>Utility</div> <div>Through thoughtful and creative management, we utilize these entrusted lands to create a brighter future for Utah.</div>	<div>S</div> <div>Stewardship</div> <div>We are committed stewards of Utah’s Trust Lands. We preserve and protect the 3.4 million surface acres - and 4.4 million mineral acres - held in Trust.</div>	<div>T</div> <div>Transparency</div> <div>We are upfront and transparent with how we approach revenue generation on Trust Lands.</div>
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Thank You

trustlands.utah.gov