



M A G

Expert Resources. Enriching Lives.

BRAND USAGE AND STYLE GUIDE

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BRAND STRATEGY

GOALS

REGIONAL COLLABORATION

Helping counties, cities, towns and communities work together to improve the region.

ACCESS FUNDING & SERVICES

Connecting individuals, groups and communities with essential services and funding opportunities.

FACILITATE SOLUTIONS

Bringing together partners to solve problems as unbiased facilitators.

ADVOCATE FOR LOCAL ISSUES

Make local concerns regionally relevant.

CORE VALUES

Trustworthy
Responsive
Efficient
Knowledgeable

MISSION STATEMENT

Empower communities to achieve their vision in Summit, Utah, and Wasatch counties.

PITCH

MAG is committed to improving the lives of residents throughout Summit, Utah, and Wasatch counties by providing vital community services and resources. MAG also cultivates partnerships and collaborations across boundaries to further enrich our communities.

TAGLINE

Expert Resources. Enriching Lives.



IDENTITY

MAG PRIMARY LOGO

MAG's unique and important function is helping constituent cities, counties, and agencies reach across boundaries. This is their unifying function. The proposed logo illustrates how MAG connects and reaches across boundaries. The "M" with a intersecting line creates forward and back arrows that remind viewers that MAG learns from the past to make decisions about the future.

The typeface utilized in the mark is based on the Gotham family with custom manipulation to some of the letter forms themselves to further distinguish the brand identity typestyle. To maintain the logo's integrity, always use the original artwork supplied and adhere to the following guidelines when using the logo type:

- Wherever possible, our logo should be reproduced in the specified brand colors.
- To ensure the logotype stands out and remains uncrowded, always leave a clear space equal width "icon" (as shown to the right) around the logotype. This area should be kept clear of any graphic elements (including obstructive elements of a photographic background). This clearspace is built into the original artwork.
- To maintain the integrity of the logo, a minimum print size has been determined for the logo of 1.25inches.

The logotype can be positioned in any corner or be centered top, middle or bottom of a page or screen. The logotype should never be closer to the edge of a document than 1/2" minimum.



OPTIONAL LOGO USAGE

The MAG logo has been designed in two formats to accommodate various layout requirements. Shown to the right are Stacked and Horizontal versions. The MAG logo can be used in grayscale, B&W or reversed applications and should adhere to the following guidelines:

- When the logo is used in grayscale format, the typeface treatment remains the same while the grays in the icon are arranged to emulate the color version of the icon.
- When the logo needs to appear on a color background, the reversed-out version can be used in the treatment shown to the right utilizing various shades of the primary brand blue.
- When the logo needs to appear on a black or dark background, a 90% black background is preferred when available while the typeface is reversed in white with the icon utilizing shades of black that emulate the color values of the full color version.
- Logo should be used with tagline in all possible scenarios other than when “tagline readability” is an issue or the tagline is being used as a reinforced marketing message on the accompanying materials and it becomes repetitive.



INCORRECT USAGE

All incorrect usages described here apply to all treatments of both the MAG primary logo as well as all Divisions logos.

- The logotype should never be closer to the edge of a document than 1/2".
- The logo must be kept separate and distinct from other elements used in the same format and must never be used in a sentence.
- The logotype should never be re-proportioned or distorted in any way.
- In addition, do not add embellishments like drop-shadows, embossing, etc. to the logo.
- Should never be recreated or typeset.
- Should never be positioned at an angle.
- Should never be lightened or reduced in opacity.
- Never be enclosed in an outlined shape of any kind.
- Never be incorporated with another logo.
- The full "M" diamond should always be used, don't half it.





DIVISION LOGOS

DIVISIONS

Logos were created for each MAG Division to help identify and further solidify the important relationship between Divisions and Organization. This relationship is established through the designation of a specific color that corresponds to each MAG Divisions.

The specific colors used in the Divisions typeface are specific to each Division and are not interchangeable.

Additional versions of these Divisions logos are shown on the following pages. All usage guidelines specified on page 9 of this style guide should be strictly followed when using any of these logos shown on pages 11-14.



DIVISION LOGOS_HORIZONTAL_1/2

DIVISION LOGOS —GRAY



DIVISION LOGOS —GRAY NO TAG



DIVISION LOGOS —COLOR NO TAG



DIVISION LOGOS_HORIZONTAL_2/2

DIVISION LOGOS —GRAY



DIVISION LOGOS —GRAY NO TAG



DIVISION LOGOS —COLOR NO TAG



DIVISION LOGOS_STACKED_1/2

DIVISION LOGOS —GRAY



DIVISION LOGOS —GRAY NO TAG



DIVISION LOGOS —COLOR NO TAG



DIVISION LOGOS_STACKED_ 2/2

DIVISION LOGOS —GRAY



DIVISION LOGOS —GRAY NO TAG



DIVISION LOGOS —COLOR NO TAG





COLOR PALETTE

PRIMARY COLOR PALETTE

The MAG color palette offers several distinct cool colors with orange to balance as a complement. This is supported by two shades of gray and a rich black to paint the brand.

To accommodate the brand color palette there are specific RGB, CMYK, and Pantone values assigned to each individual color. This should be used to maintain brand consistency across all mediums and platforms.

The light blue and MAG orange are available for use as additional accent colors to add subtle visual variation to materials or website but should never be utilized as a main or dominant color.

80% BLACK

DARK GREY

C = 0 R = 88
M = 0 G = 89
Y = 0 B = 91
K = 80

60% BLACK

LIGHT GREY

C = 0 R = 128
M = 0 G = 130
Y = 0 B = 133
K = 60

BLACK

RICH BLACK

C = 50 R = 0
M = 50 G = 0
Y = 50 B = 0
K = 100

**PANTONE 7683 (IF REQUIRED ON OFF-SET)
#385D90**

MAG BLUE

C = 73 R = 56
M = 47 G = 93
Y = 0 B = 144
K = 31

**PANTONE 2381 (IF REQUIRED ON OFF-SET)
#5E93DB**

LIGHT BLUE

C = 61 R = 94
M = 29 G = 147
Y = 0 B = 219
K = 0

**PANTONE 7580 (IF REQUIRED ON OFF-SET)
#C05131**

MAG ORANGE

C = 0 R = 192
M = 77 G = 81
Y = 97 B = 49
K = 15

EXPANDED COLOR PALETTE

The MAG expanded color palette offers 5 distinct supporting colors to enhance the overall MAG Brand. Each color may be used as an accent to complement the primary color palette.

MEALS ON WHEELS

PANTONE 413 (IF REQUIRED ON OFF-SET)
#D88D3A

CREAMSICLE

C = 15 R = 216
M = 50 G = 141
Y = 90 B = 58
K = 0

AGING AND FAMILY SERVICES

PANTONE 556 (IF REQUIRED ON OFF-SET)
#6EA087

LIGHT GREEN

C = 60 R = 110
M = 21 G = 160
Y = 53 B = 135
K = 2

COMMUNITY & ECONOMIC DEVELOPMENT

PANTONE 667 (IF REQUIRED ON OFF-SET)
#7B6991

PURPLE

C = 58 R = 123
M = 63 G = 105
Y = 22 B = 145
K = 3

WEATHERIZATION

PANTONE 634 (IF REQUIRED ON OFF-SET)
#007497

BLUE

C = 100 R = 0
M = 42 G = 116
Y = 28 B = 151
K = 5

PLANNING

PANTONE 170 (IF REQUIRED ON OFF-SET)
#F48473

SALMON

C = 0 R = 244
M = 60 G = 132
Y = 50 B = 115
K = 0



TYPOGRAPHY

MAG PRIMARY SAN-SERIF

Typography unifies our corporate identity by adding consistency and continuity. It is important to apply our corporate typefaces to all written communications in the letterforms' original format. Don't extend, condense or skew the letterform in any way.

OPEN SANS

MAG's primary typeface is Opens Sans. This typeface is easily used in all applications and settings making it extremely versatile and user-friendly for all users and software programs. Open Sans's regular setting should be suitable for most applications, where Open Sans Bold will be appropriate to add emphasis. Both italic settings are also effective for additional emphasis in particular content situations.

Open Sans: Regular

AaBbCcDdEeFfGgHhIijJkKlLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz 1234567890

Open Sans: Italic

*AaBbCcDdEeFfGgHhIijJkKlLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz 1234567890*

Open Sans: Bold

**AaBbCcDdEeFfGgHhIijJkKlLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz 1234567890**

Open Sans: Bold Italic

***AaBbCcDdEeFfGgHhIijJkKlLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz 1234567890***

CONTACT

Visit magutah.gov/logo for additional information about the MAG brand identity and guidelines and to access the downloadable files approved by MAG.

If you have further questions contact:

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