Style Guide

South Salt Lake Arts **2026**

Primary Logo

The vertical configuration serves as the official primary logo for South Salt Lake Arts.

A primary logo is the most important and recognizable visual representation of a brand. It is the version that audiences will come to associate most strongly with the organization. Whenever possible, this version should be used to represent South Salt Lake Arts.

The primary logo consists of the full-color SSLA block letter logomark paired with a single-color wordmark in a stacked configuration. All logos are available in black and white.

Primary Full Color

Primary Black

Primary White

NOTE: background box is for display purposes only

02

Secondary Logos

Secondary logo configurations are provided to support layout flexibility while maintaining brand consistency. These variations should be used only when the primary vertical logo is not the most effective option due to space or orientation constraints.

Horizontal formats are intended for wider applications such as website headers and signage. The extended horizontal configuration is especially useful for extra wide-format applications (banners, cover images, footers, etc.) where the additional width improves legibility and fit.

Secondary Horizontal Stacked Full Color

Horizontal Extended Full Color

03

Logomarks & Wordmarks

The SSLA logomark and South Salt Lake Arts wordmark may be used independently when appropriate. These elements are designed to function both as part of the primary lockup and as standalone brand identifiers.

The logomark may be used in situations where the full logo is not required, such as social media icons, swag, or decorative brand applications.

When the wordmark is used in isolation, it follows an approved color configuration that differs from the primary lockup. This color treatment introduces visual interest while maintaining clear hierarchy when the SSLA logomark is not present.

No other color variations or structural modifications are permitted.

Logomark Square Full Color

Logomark Horizontal Full Color

Wordmark Square Full Color

Wordmark Horizontal Full Color

04

Single-Color Stencil Logos

In addition to black and white, approved brand colors may be used as single-color stencil applications, allowing for controlled variation while maintaining brand consistency. These versions are intended for use when the full-color logo is not necessary or does not provide sufficient contrast.

Where appropriate, cream may be used in place of white and navy may be used in place of black as a brand-aligned alternative to standard black or white applications. All single-color applications MUST maintain sufficient contrast and legibility.

The stencil logo system is also perfectly suited for use as literal stencils when applied to murals, street art, and other small-scale logomark cutouts.

NOTE: background box is for display purposes only

06

Special Use Logos

Badge logo variants should be used only when the full-color logo is preferred over black, white, or single-color stencil versions but cannot achieve sufficient contrast on its own against busy backgrounds.

These special use variants place the full-color logo on a solid white background to preserve readability when applied over images, patterns, or other complex backgrounds where the full-color logo requires a container.

Badge formats are also suitable for select print applications, such as actual badges or stickers.

All badge configurations are available with a solid white background, with and without the blue stroke for further flexibility.

Wordmark Badge Square Full Color with Stroke

Logomark Badge Square Full Color with Stroke

Logo
Usage

Logo Clearspace

Clearspace is the absolute *minimum* amount of empty space required around the logo to preserve readability and prevent visual competition with surrounding elements.

Clearspace is defined as 1x the height of the letter "A" within the wordmark. This space must be maintained on all sides of the logo at minimum. No text, imagery, or graphic elements may enter this protected area.

Minimum Size

Minimum size refers to the smallest scale at which the logo may be printed while remaining clear legibility. Minimum size requirements vary based on logo orientation.

The primary vertical logo has a minimum height of 1 inch. Standard horizontal configurations have a minimum width of 1 inch. The extended horizontal configuration has a minimum width of 2 inches to maintain legibility due to its wider proportions.

Logos must never be reproduced smaller than these dimensions in print.
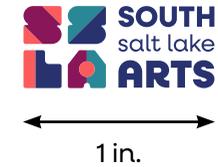
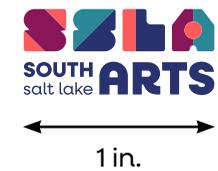Minimum Logo Clearspace, Primary Logo

Primary Logo

1 in.

Horizontal Logo

1 in.

Secondary Horizontal Stacked Logo

1 in.

Horizontal Extended Logo

2 in.

Incorrect Logo Usage

The logo must be reproduced consistently to protect brand clarity and recognition. The examples here demonstrate incorrect applications that should be avoided.

a. **DON'T** change the color of the logo

b. **DON'T** add strokes or other special effects to any part of the logo

c. **DON'T** place the full color logo on any colored background other than Cream or white.

d. **DON'T** stretch or distort the logo

e. **DON'T** use any black, white, or single-color logo on a background with insufficient contrast

f. **DON'T** place the full color logo on top of a complex or busy backgrounds

a.

b.

c.

d.

e.

f.

Correct Logo Usage

The logo must be reproduced consistently to protect brand clarity and recognition. The examples here demonstrate the correct and recommended logo applications.

a. **DO** ensure adequate spacing between the logo and partner, sponsor, or city logos. A minimum of 2x the defined clearspace unit is recommended in these scenarios.

b. **DO** place the *full color logo* on cream or white backgrounds only

c. **DO** use black, white, or approved single-color logos on colored backgrounds, *always* ensuring sufficient contrast.*

d. **DO** use badge logo variants when placing the logo on complex or busy backgrounds.

*NOTE: you can test color contrast with a free <u>accessibility checker.</u> At minimum, aim for WCAG 2.2 Level AA level of conformance.

a.

b.

c.

d.

Logo use with Photos

Logo placement on photos requires careful attention to contrast and readability. The logo must remain fully legible at all times. The examples here demonstrate approved and unapproved approaches when applying the logo over images.

1. **DON'T** place the full-color logo directly on photos.

2. **DON'T** use any logo configuration that lacks sufficient contrast against the image.

3. **DO** use badge logo variants (with or without the stroke) when placing the full-color logo over images.

4. **DO** ensure strong contrast when using single-color logos. If necessary, select a higher-contrast brand color to improve visibility OR introduce a solid background color behind the logo instead.

5. As an option, **DO** apply a subtle image overlay when using light-colored logos (such as cream or white) above a lighter image to ensure sufficient contrast

✗ **DON'T**

✓ **DO**

Color Palette

The SSLA color palette pairs grounded, foundational tones with expressive accent colors to reflect the vibrancy of South Salt Lake's creative community. Inspired by hues commonly found in local murals, the palette is both rooted in place and contemporary.

Navy and blue provide structure and consistency, while the supporting colors introduce contrast, expression, and energy across applications.

NAVY

#0D003B
RGB 13, 0, 59
CMYK 95, 94. 37, 59
PANTONE 3524 C

CREAM

#FFF8F0
RGB 255, 248, 240
CMYK 0, 2, 4, 0
PANTONE P 1-1 U

BLUE

#293370
RGB 41, 51, 112
CMYK 99, 93, 26, 13
PANTONE 3584 C

LAVENDER

#D1B8EB
RGB 209, 184, 235
CMYK 17, 28, 0, 0
PANTONE 531 C

TEAL

#298796
RGB 41, 135, 150
CMYK 81, 32, 36, 3
PANTONE 4158 C

MAGENTA

#8A1759
RGB 138, 23, 89
CMYK 42, 100, 39, 17
PANTONE 242 C

CORAL

#FA5C5C
RGB 250, 92, 92
CMYK 0, 79, 58, 0
PANTONE 1777 C

YELLOW

#FFCF00
RGB 255, 207, 0
CMYK 1, 17, 99, 0
PANTONE 122 C

Neulis Neue

Neulis Neue is the chosen typeface for the South Salt Lake Arts brand. Its clean, geometric structure ensures legibility across both print and digital applications, while subtle character details add warmth and personality.

With a wide range of weights and styles, Neulis Neue provides flexibility within the brand system without sacrificing cohesion.

Neulis Neue should be used for all branded communications. Alternative typefaces may be used if Neulis Neue is unavailable. In such cases, a friendly geometric sans-serif, such as Montserrat (free), may be used.

Neulis Neue is available an Adobe Fonts with a Creative Cloud license and directly from the type designer:

Adobe Fonts:
https://fonts.adobe.com/fonts/neulis-neue

Type Designer:
https://ladd-design.com/family/neulis/

Montserrat Free Alternative:
https://fonts.google.com/specimen/Montserrat

Weight	Sample
Light	AaBbCc
Regular	AaBbCc
Italic	*AaBbCc*
Medium	**AaBbCc**
Medium Italic	***AaBbCc***
Semibold	**AaBbCc**
Bold	**AaBbCc**

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