TOGETHER FOR LIFE

Style Guide

The Together for Life brand seeks to unify the project and helps create a clear, strong, and consistent message. The Utah Department of Public Safety allows Utah communities to use the brand to promote health and safety given it is used in a manner consistent with the information presented within these style guidelines.

Developed from principles of the Positive Culture Framework (PCF), the Together for Life brand reflects the common desire for improved health and safety in Utah. Every day, the Together for Life brand will be noticed on materials ranging from posters to social media. Each impression represents the Together for Life Project.

Logo Applications

When using Together for Life in messaging, adhere to the following seven principles to help ensure they are aligned with the Positive Culture Framework.

1. Positive. The use of the brand should promote what is good and healthy in the focus population. Messages should be positive, hope-based, healthy, legal, and not fear or shame-based.

2. Normative. Messages should convey a positive norm.

3. Reflective. Mirror the focus population's best behavior back to them in a way that is designed to change misperceptions. Avoid being prescriptive, preachy, or autocratic. The images and language should reflect the focus audience.

4. Inclusive. Create messages that speak to the diversity of the focus population. Make sure the messages do not exclude members of the focus audience.

5. Neutral. State statistics and facts in a nonjudgmental tone. To embrace good statistics too positively can create the impression that you do not see a need for further change. Avoid eliciting psychological reactance from being judgmental.

6. Clear. Keep the messages short and simple. Be as straightforward as possible. Clarity results in reliability — different people continue to arrive at the same meanings of the messages.

7. Data-based and source-specific. Truth and accuracy are central to messaging. The data source should be an integral part of every message — not fine print at the bottom of the page. Include key information.

Logo

The Together For Life logo has a 1 color design treatment. The logo has been designed to be reproduced in black. The Pantone Matching System© (PMS) and CMYK* colors can be utilitzed if the design of future media suggests.

Ideally, the logo will be used on a uniformly colored and patterned background for maximum impact and clarity.

In order to maintain legibility of the Together For Life logo, the suggested minimum height dimension is $^3/_8$" on all printed material.

Electronic files in a variety of file formats with logos for each community will be available on the password protected portion of the website (www.togetherforlifeutah.org).

*Abbrevation for cyan, magenta, yellow and key (black), the 4 process colors, which combined together in the printing process can produce the full color spectrum.

Main Logo Variations

One Color (monochromatic)
For use where only one color is permitted. Logo should be used in 100% black.

For use where only one color is permitted. This is how the logo could be used in a reversed format.

Example of monochromatic logo on a colored background.

County Logo Variations

The following county specific logos will also maintain the guidelines noted above for the main logo.

Box Elder

San Juan

Sanpete

Cache

Carbon

Sevier

Tooele

Iron

Uintah

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