



For more information, call 1 (877) 505-5437  
or visit us online: [utahfostercare.org/media](http://utahfostercare.org/media)

## Utah Foster Care Logo: A Usage Guide

*Our logo is critical to our meeting our mission.  
Following these usage guidelines ensures that our  
logo—and by extension, our brand and mission—are  
treated consistently, regardless of medium.*

### Two Orientations for Your Convenience

The Utah Foster Care logo is available in both horizontal and vertical orientations. The preferred orientation is the **horizontal** one.



### DO:

- Use the purple logo on a white background.
- Use black logo on solid, light-colored backgrounds.
- Use white logo on solid, dark-colored backgrounds.
- Leave plenty of space around the logo



### DO NOT:

- Outline the logo.
- Use drop shadows or other effects on the logo.
- Re-color the logo.
- Place on non-solid backgrounds.
- Stretch the logo.
- Add text to the logo.
- Use the “heart” glyph on its own.

