CITY OF
NORTH SALT LAKE
UTAH

2025 CITY LOGO DESIGN PLAN

1.28.26 Ver.

table of contents

CITY OF NORTH SALT LAKE
UTAH

page

primary logo 3
secondary logos 4
wordmark options 5
department logo variations
- public works 5
- recreation 5

committees and sub groups
- arts 6
- events 6
- health & wellness 6
- trails 6
- youth city council 6
- arbor day 7
- community garden 7
- jordan river paddle 7
- unity in community 7
- winter lights fest 7
- liberty fest 8

branding color specifications 9
type specifications 10
social media templates 11
printed items
- business cards 12
- letterhead, envelopes 13
- newsletter 14

banners and flags - City flag 14
banners and flags - pole banners, feather flags 15
outdoor banners 16
street signs 17
vehicle signage 17

primary logo

The primary use and application of the City of North Salt Lake logo should use the graphic(s) shown on this page. Presence of the full text with the logo should be used in a majority of applications. Color variations must stay within specified colors in this guide.

Stacked

Wide

secondary logos

Secondary logos for the City of North Salt Lake provide flexibility, allowing the brand to maintain consistency and recognition across various applications, especially when space or context limits the use of the primary logo.
Color variations must stay within specified colors in this guide.

Note: All logos shown in this branding guide may be used as black and white versions, or black or white transparent versions.
Examples shown below.

black background with white text/image

white background with black text/image

white background with transparent text/image

transparent background with white text/image

transparent background with black text/image

black background with transparent text/image

wordmark options

Wordmark options may be used for incidentals and other elements of the City of North Salt Lake brand as needed.

Simplified logo variations reinforce brand recognition across different touchpoints including website favicons or product embellishments.

NSL NSL CITY OF NORTH SALT LAKE UTAH

NSL NSL CITY OF NORTH SALT LAKE UTAH

NSL NSL CITY OF NORTH SALT LAKE UTAH

department logo variations

NSL PUBLIC WORKS

NSL PUBLIC WORKS

NSL PUBLIC WORKS

NSL PUBLIC WORKS

NSL PARKS

NSL STORM & STREETS

NSL WATER

NSL FLEET

NSL INSPECTIONS

NSL RECREATION

NSL RECREATION

NSL RECREATION

NSL RECREATION

committees and sub groups

committees and sub groups (cont.)

committees and sub groups (cont.)

Liberty Fest

font: Blacksword

Liberty Fest Acceptable Variations

branding color specifications

updated 1.20.26 to fine-tune colors for consistent printing

5D4F58
RGB: 93, 79, 88

FAFAFB
RGB: 250, 250, 251

006580
RGB: 0, 95, 127
*For print: PMS: 7690 C
HEX: 005F7F

D6E9EE
RGB: 209, 235, 242
PMS 656 C

3A849B
RGB: 58, 132, 155
*For print: PMS: 7703 C
HEX: 5FA6BA

205A41
RGB: 32, 90, 65
PMS: 14115 C

ADC9B8
RGB: 173, 201, 184
PMS: 1381 C

779987
RGB: 118, 152, 134
PMS: 13811 C

E09163
RGB: 225, 144, 97
PMS: 346 C

F1D09F
RGB: 241, 208, 159
PMS: 173 C

BC4700
RGB: 188, 71, 0
PMS: 418 C

Complementary Colors
Added for Department and Committee Flexibility

5A2139
RGB: 90, 33,57
PMS 209 C

25225A
RGB: 37, 34, 90
*For print: PMS: 2757 C
HEX: 2C2A72

B08A2E
RGB: 187, 149, 38
PMS: 7555 C

E0E1E2
RGB: 224, 225, 226

C4C5C7
RGB: 196, 197, 199

BB264C
RGB: 187, 38, 76
*For print: PMS: 201 C
HEX: 9D2235

58595B
RGB: 88, 89, 91

Colors Below to be used Sparingly, as Needed to Coordinate with Colors Above

F7DCE7
RGB: 246, 219, 230

EDECFF
RGB: 237, 235, 245

F9EDDB
RGB: 249, 237, 219

F9F0F4
RGB: 248, 240, 244

**For print applications, select brand blues have adjusted Pantone equivalents to ensure sufficient contrast and consistent reproduction across print methods. Digital color values should be used for screen-based applications only.*

type specifications

The City's primary typeface is Aptos which includes sans serif and serif options.
Sans serif should be used for headings and body text. Serif variations are approved for formal/ceremonial applications and select headings.

Where Aptos may be unavailable, use Arial (sans) and Times New Roman (serif) as fallbacks. No other typefaces are approved for branded materials.

Aptos

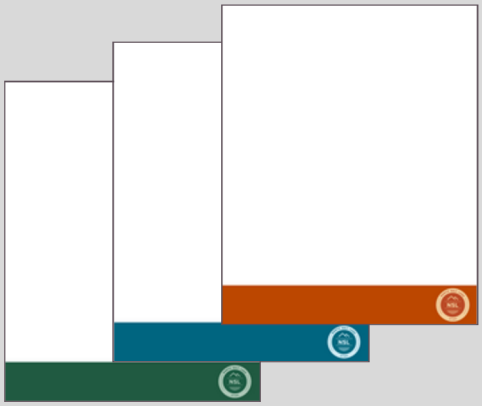
Light
light italic
Narrow
Narrow-Bold
Narrow-Bold-Italic
Narrow-Italic
SemiBold
SemiBold-Italic
Black
Black-Italic
Bold
Bold-Italic
Display
Display-Bold

Aptos Serif

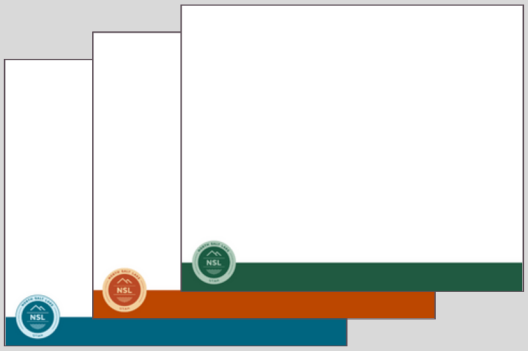
Serif
Serif-Bold
Serif-Bold-Italic

social media templates

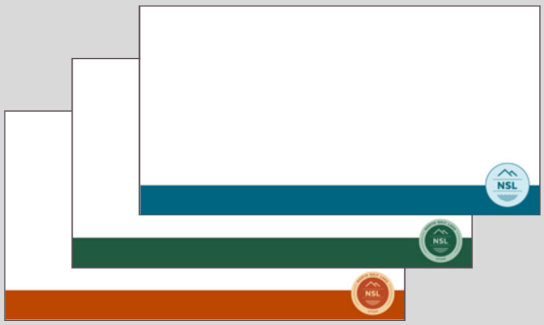
instagram



facebook



nextdoor & X



printed items

business cards

- Card dimensions: 3.5" x 2"
- NSL Primary Logo Stacked. Height: 1.37"
- Logo colors: PMS: 12015C and PMS: 1181C
- Position/Title - 12015C
- “www.nslcity.gov” - PMS: 1181C
- Remaining Text is PMS Solid Black

Phone #s (when using more than one)
o: Office/Main #
c: Cell/Mobile #
d: Direct # (bypasses main line)

printed items

letterhead and envelopes

Page Size
- Standard letter: 8.5 × 11 inches

Logo
- Primary wide logo
- Logo width: 2.25 inches

Header Layout
- Header content centered horizontally on the page
- Left margin: 0.75 inches
- Right margin: 0.75 inches

Divider Line
- Divider spans full width between left and right margins
- Total divider length: 7.0 inches
- Divider consists of two stacked horizontal rectangles:
  - Top rectangle: 0.024 inches, color #006580
  - Bottom rectangle: 0.056 inches, color #D1EBF2

Address Block
- Typeface: Aptos Regular, 10 pt
- Website line: Aptos Serif Bold, 10 pt

Envelope Return Address

Logo
- Round secondary North Salt Lake logo
- Logo diameter: 0.7 inches

Divider Line
- Vertical divider centered between logo and address block
- Divider length: 0.7 inches
- Stroke weight: 1 pt
- Divider color: #006580

Address Block
- Typeface: Aptos Regular, 10 pt
- Website line: Aptos Serif Bold, 10 pt

Placement & Margins
- Return address block positioned:
  - 0.375 inches from the top edge of envelope
  - 0.375 inches from the left edge of envelope

printed items

newsletter header

banners and flags

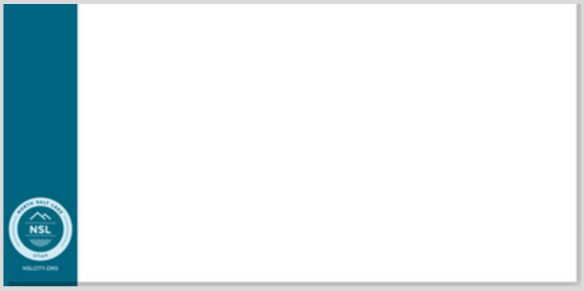
city flag

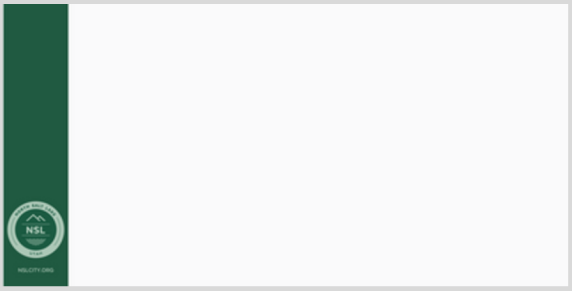
banners and flags

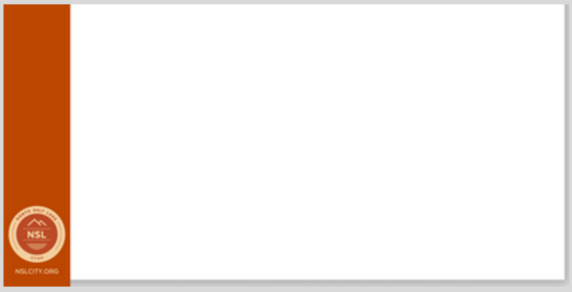
pole banners

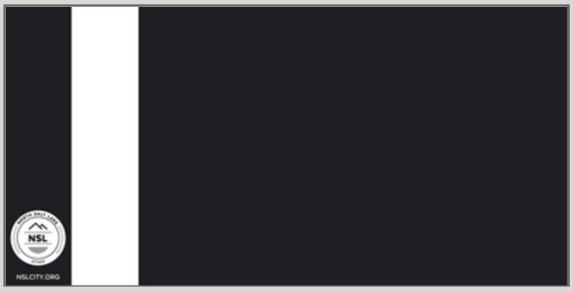
feather flags

outdoor banners









street signs

vehicle signage

City branded vehicles should use, in all cases, the round secondary North Salt Lake logo placed on the driver and front passenger doors.

The placement and size should fit comfortably in the space and should match the approved branding colors.

CITY OF
NORTH SALT LAKE
UTAH

City of North Salt Lake
10 East Center Street
North Salt Lake, UT 84054
Approved *9.16.25* | *Resolution 2025-43R*