



Brand Guidelines

Utah High School Girls Football Association

About Our Guidelines

The following manual provides you with specifications to accurately utilize the Utah High School Girls Flag Football Association (UHSGFA) brand elements. The UHSGFA brand has been designed to reflect excellence, integrity, and growth within girls flag football across the state of Utah. It serves to reinforce the core values of competition, opportunity, leadership, and athlete development that define the organization. It is critical that all partners, schools, coaches, and affiliates utilizing any UHSGFA brand assets adhere to these guidelines with precision and consistency in order to preserve, protect, and strengthen the UHSGFA brand identity.

Thank you in advance for reviewing this manual, fully understanding its standards, and committing to proper use of all UHSGFA visual and messaging elements.



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Approved Logos // Light Background



**UTAH HIGH SCHOOL
GIRLS FOOTBALL
ASSOCIATION**

1



**UTAH HIGH SCHOOL
GIRLS FOOTBALL
ASSOCIATION**

POWERED BY



4

2



POWERED BY



3



5

Approved Logos // Dark Background



**UTAH HIGH SCHOOL
GIRLS FOOTBALL
ASSOCIATION**

6



9



**UTAH HIGH SCHOOL
GIRLS FOOTBALL
ASSOCIATION**



7



8



10

Approved Colors

Red, Royal Blue, Navy Blue and White are the official approved colors of UHSGFA and play a major role in supporting the identity of the brand. Red and Royal Blue are the foundational colors and should always be the first colors used in any instance where a single color dominates. Navy Blue and White should be used as accent colors.



RED

Web **#CD2029**
CMYK **C: 13.11 M: 100 Y: 97.68 K: 3.41**
RGB **R: 205 G: 32 B: 41**



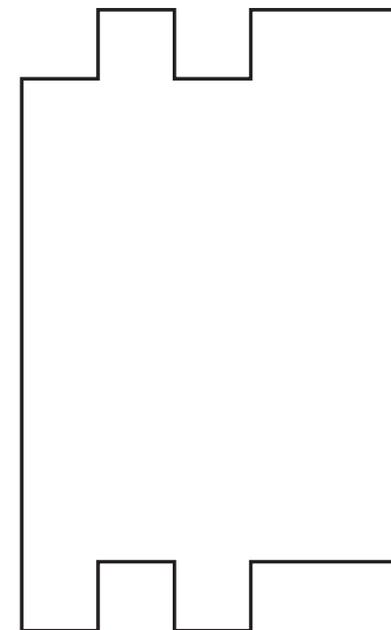
ROYAL BLUE

#224191
C: 100 M: 89.06 Y: 7.42 K: 0.39
R: 34 G: 65 B: 145



NAVY BLUE

#181144
C: 100 M: 100 Y: 35.16 K: 47.27
R: 24 G: 17 B: 68



WHITE

#FFFFFF
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255

Approved Typography

Uu Hh Ss Gg Ff Aa

FONT - EFFRA

HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ / 0123456789
abcdefghijklmnopqrstuvwxyz

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ / 0123456789
abcdefghijklmnopqrstuvwxyz

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ / 0123456789
abcdefghijklmnopqrstuvwxyz

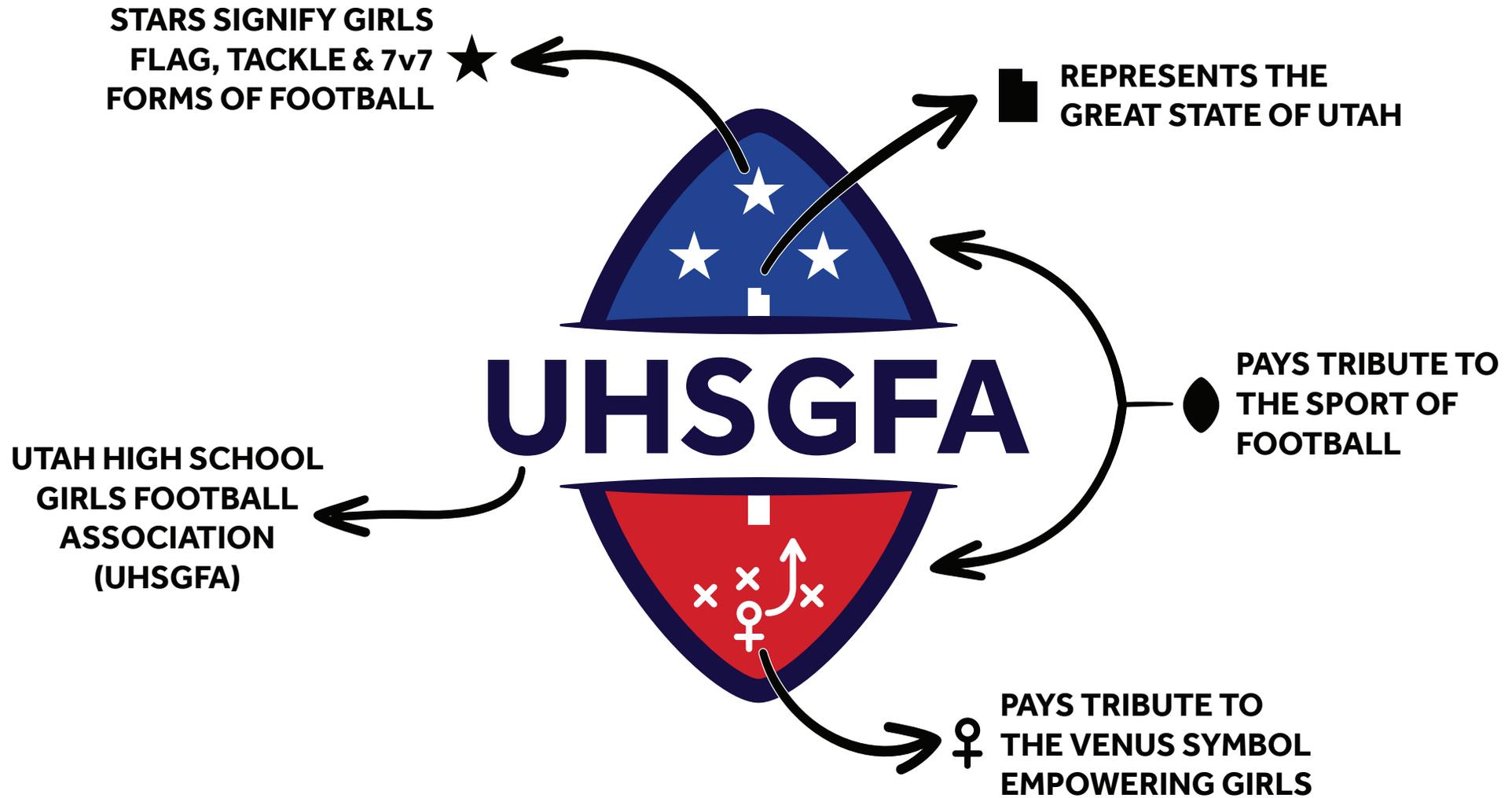
REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ / 0123456789
abcdefghijklmnopqrstuvwxyz

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ / 0123456789
abcdefghijklmnopqrstuvwxyz

Brand Overview





**UTAH HIGH SCHOOL
GIRLS FOOTBALL
ASSOCIATION**

Get In Touch

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www.uhsgfa.org // social: @uhsgfa