



Utah Governor's Office *of*
Economic Development

#InUtah Communication Campaign & Project Plan

July 9, 2020

Initial Project Objectives

Elevate.

Help build Utahns' consumer confidence amidst and following the coronavirus pandemic

Educate.

Educate Utahns of consumer responsibility to follow local health department and CDC guidelines

Engage.

Help with statewide economic development initiatives as we work together to reactivate Utah's economy

In Utah Campaign

Creative Strategy

In Utah Strategy

Our approach to the “In Utah” concept is intentionally not focused solely on COVID-19 and its effect on the community. Rather, this campaign **ENCOURAGES INTENTIONAL CONNECTIONS** between:

Consumers in Utah

Businesses in Utah

Experiences in Utah



What it means to be *in*.

Inclusion. (belong to something bigger)

Involved. (sense of ownership)

Current. (cutting-edge, present)

Popular. (herd mentality, cool to be Utah)

Contained within. (you'll find it here)

In the know (local following)

Access. (privilege by association)



Introducing “In Utah”

Builds Consumer Confidence

Positive to the core

Non-apologetic

Inspirational & informative

Directly connected to action

Flexible & expandable

Supports other GOED initiatives/partners

Internal and external applications

Establish the new normal



#InUtah
InUtah.org
EnUtah.org

Facebook: facebook.com/AllInUtah

Instagram: [@All.In.Utah](https://instagram.com/@All.In.Utah)

Twitter: twitter.com/AllInUtah



3.0 Voice Guide

in Utah

3.0 Voice Guide Continued

Things to Know

The following guidelines should be followed when utilizing hashtags:

- The primary hashtag is #in/utah
- In formal texts do not use the hashtag in sentences.
- Hashtag can be used in more informal settings, but only once throughout short-form text (or once per paragraph).
- Always use Title Case. Do not abbreviate (i.e. #inut, #inUT, #inUt, #inutah, etc).
- If not used in a sentence the hashtag should be added at the end of text to help keep campaign materials cohesive.
- When referring to in Utah directly, do not use the hashtag.
- Whenever and wherever possible, tag the official in Utah social media channels.
- Always tag applicable channels of official or unofficial partners.



4.0 Logo Mark

in Utah is represented by an organic depiction of Utah's geographic shape with the letters "IN UT" placed inside. The logo can be displayed in a variety of colors from the approved color palette, including white with any background color or image showing through the letters with sufficient contrast for legibility. The mark is designed for ultimate flexibility, so long as the outer shape and inner text remain exactly as shown for brand consistency.



Brand Engagement & Education

Economic Growth

Mass awareness campaigns will motivate consumers and businesses to spend their money in Utah and with Utah companies. Digital media will drive traffic to campaign website content at the point of action. Social media will enhance the storytelling opportunity.



SHOP

Support local business. InUtah.org

IN
UT



LIFE
UTAH
ELEVATED

PLAY

Support local tourism. InUtah.org

**IN
UT**

A billboard advertisement for 'GROW IN UT'. The billboard is set against a background of a blue sky with scattered white clouds. The main image on the billboard shows a green tractor with a large implement, likely a planter or seeder, working in a vast, flat agricultural field. The field is filled with rows of young green plants. The word 'GROW' is written in large, white, bold, sans-serif capital letters across the middle of the image. Below it, the text 'Support local agriculture. InUtah.org' is written in a smaller, white, sans-serif font. To the right of the main image, there is a red graphic element that is a stylized outline of the state of Utah. Inside this red shape, the words 'IN' and 'UT' are stacked vertically in white, bold, sans-serif capital letters. The billboard is supported by a dark metal structure, including a vertical post and horizontal beams, which is visible at the bottom of the frame.

GROW

Support local agriculture. InUtah.org

**IN
UT**



DINE

IN
UT

Support local eateries. InUtah.org

are you IN?

Support local business. InUtah.org

**IN
UT**

**GOOD FOR YOU.
GOOD FOR UTAH.**

Support local business. InUtah.org

**IN
UT**

InUtah.org

Shop. Dine. Stay. Film. Work. Play. #InUtah

IN
UT



GOOD
FOR
YOU.
GOOD
FOR
UTAH.

InUtah.org



SHOP.
DINE.
STAY.
FILM.
WORK.
PLAY.



Utah ranks among the top U.S. states for business and careers, startups, personal income growth, family prosperity and quality of life. When you support local businesses, it's not only good for Utah, it's good for you.

SHOP. DINE. STAY. WORK. FILM. PLAY. #InUtah



InUtah.org



Utah ranks among the top U.S. states for business and careers, startups, personal income growth, family prosperity and quality of life. When you support local businesses, it's not only good for Utah, it's good for you.

SHOP. DINE. STAY. WORK. FILM. PLAY. #InUtah



InUtah.org





Advertise with us

Report ad

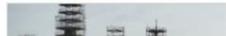
LATEST NEWS & FEATURES



UHSAA reinstates fall sports, including football, with stipulations

Sean Walker, KSL.com | Posted Jul 9th - 11:12am

The Utah High School Activities Association voted Thursday to reinstate fall sports, including football, girls soccer and girls volleyball, for the 2020-21 school year, so long as classes are back in session.



PARTNER

The Salt Lake Temple renovations just reached a new milestone





GOOD FOR YOU. GOOD FOR UTAH.

68% of money spent in Utah businesses stays in Utah. Together, we can help create new jobs, embrace local culture, support other Utahns, and enrich the economy.



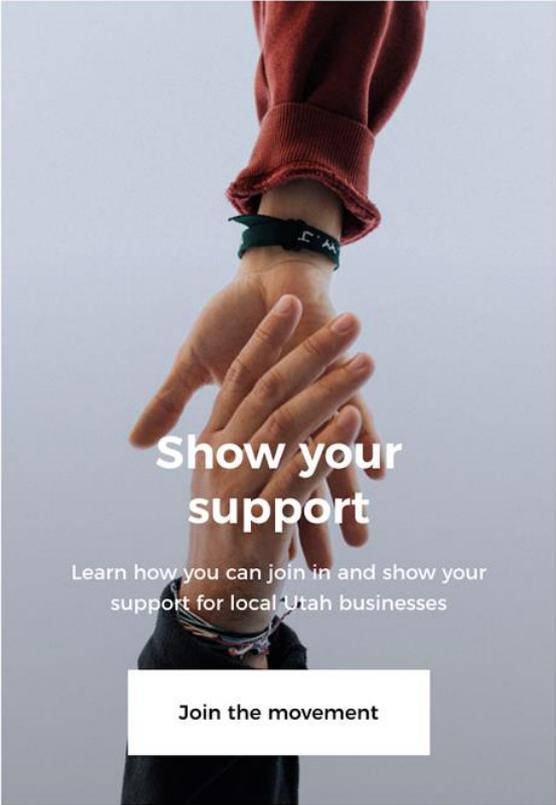
#InUtah is for anyone who's keeping the economic health of Utah top-of-mind during these challenge times. It's for everyone who stands with Utah business.



GOOD FOR UTAH. GOOD FOR YOU

68% of money spent in Utah businesses stays in Utah. Together, we can help create new jobs, embrace local culture, support other Utahns, and enrich the economy.

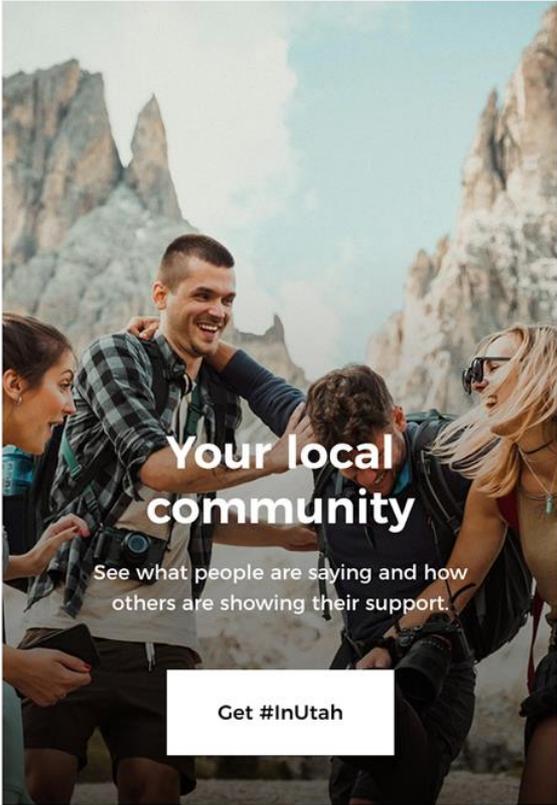
#InUtah is for anyone who is keeping the economic health of Utah top of mind in this challenging time. It's for everyone who stands with Utah business.



Show your support

Learn how you can join in and show your support for local Utah businesses

[Join the movement](#)



Your local community

See what people are saying and how others are showing their support.

[Get #InUtah](#)



Utahns are thriving

Read stories of how people, businesses and organizations are stepping up to meet new challenges.

[Read the stories](#)

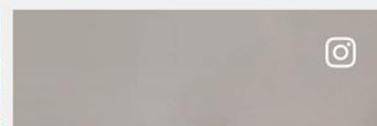
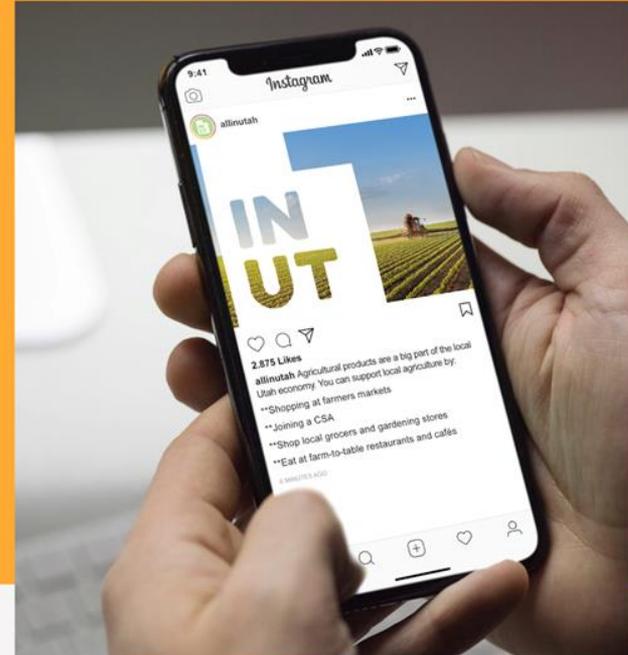
#InUtah Community

Here's the latest content shared with the world using #InUtah. Content is curated to show how consumers, businesses and experiences in Utah work together to create a robust economy, unforgettable experiences and a unique quality of life for Utahns.

FOLLOW US IN ALL THE RIGHT PLACES



Have a question? Please contact us at inutah@utah.gov.



Brand Engagement & Education

B2B Appeal

Complementary and supportive of public messaging to shop and recreate in Utah, B2B extensions of the campaign encourage economic growth through IMPACT statements, motivating businesses to buy from each other and leverage their supply chain and business-to-business purchases within Utah's industries.



InUtah

88,673 followers

Promoted



The best place to start a business? #InUtah. That also makes it the perfect place to source products from other Utah businesses, and boost the economy #InUtah.



Your Next Supply Chain Breakthrough is #InUtah

InUtah.org

[Learn more](#)

7

Like Comment Share

Be the first to comment on this



**MORE
REAL
FOR
YOUR
REEL**



InUtah.org

UTAH
FILM COMMISSION



**MORE
START
FOR
YOUR
STARTUP**



InUtah.org



OPENING

— TIMES —

MONDAY TO FRIDAY

8.00AM – 7.00PM

SATURDAY

9.00AM – 5.30PM

SUNDAYS

CLOSED

LOCALLY OWNED
SUPPORT UTAH BUSINESS

IN UT

MADE

OFFICIAL UTAH PRODUCT

IN UT

LOCALLY OWNED
SUPPORT UTAH BUSINESS

IN UT

BUSINESS GETS DONE

IN UT

ONLY

UTAH LOCAL FAVORITE

IN UT

**LOCALLY
OWNED**
SUPPORT UTAH BUSINESS

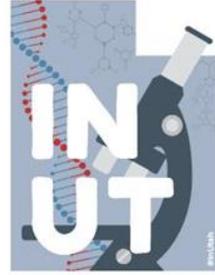
**IN
UT**

Brand Engagement & Education

Esprit de Corps

Helping Utahns feel good and be proud of who we are, motivating Utahns to change behaviors to produce an economic outcome that, like a rising tide, lifts all boats.











Community Engagement

Partner Toolkit

Calling on partners from widely recognized trade groups, associations, industry organizations and individual businesses to spread the reach of #InUtah.

InUtah.org/partners

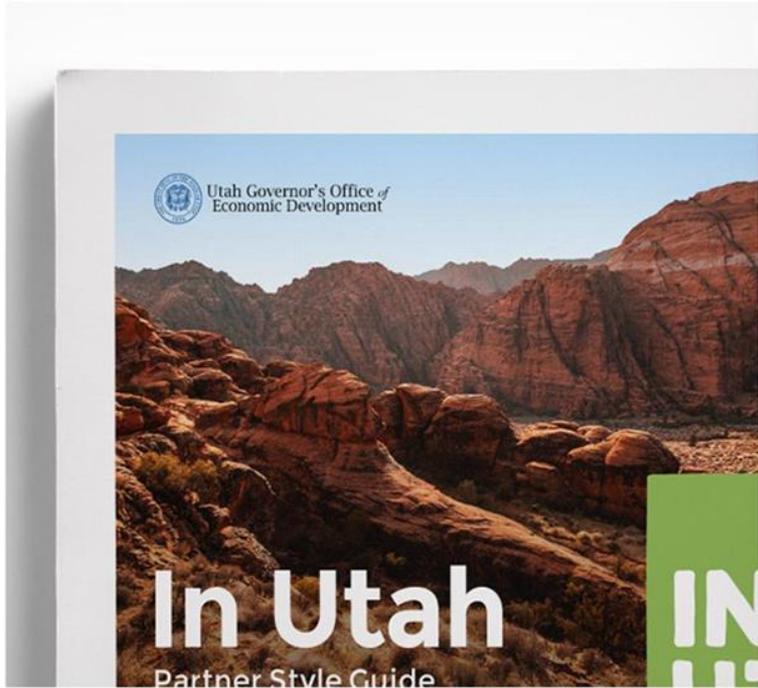
We're all in this together

We've partnered with widely recognized trade groups, associations, industry organizations and individual businesses to spread the reach of #InUtah.

[Download partner toolkit](#)

[Become a partner](#) →





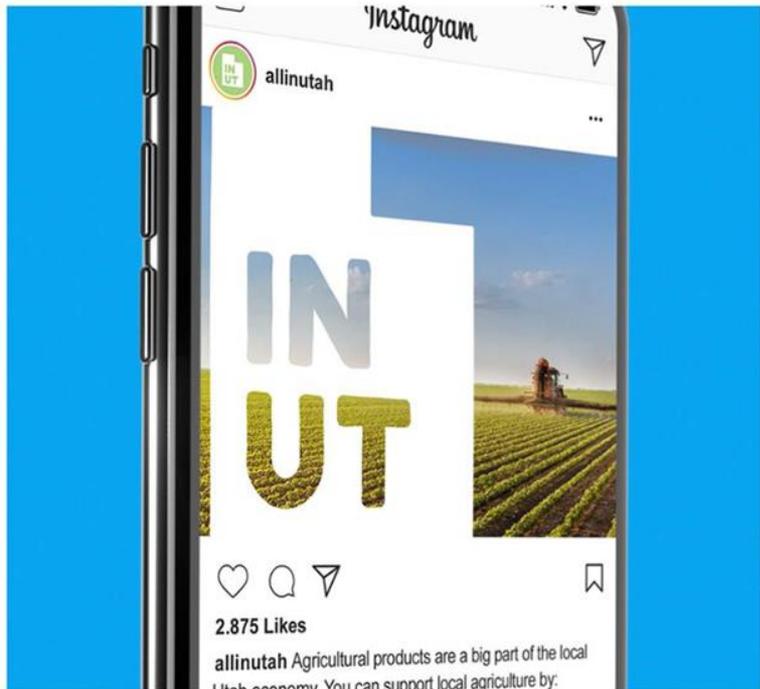
Style guide

This guide provides a road map for the In Utah initiative, outlining style and tone of voice for all communication.



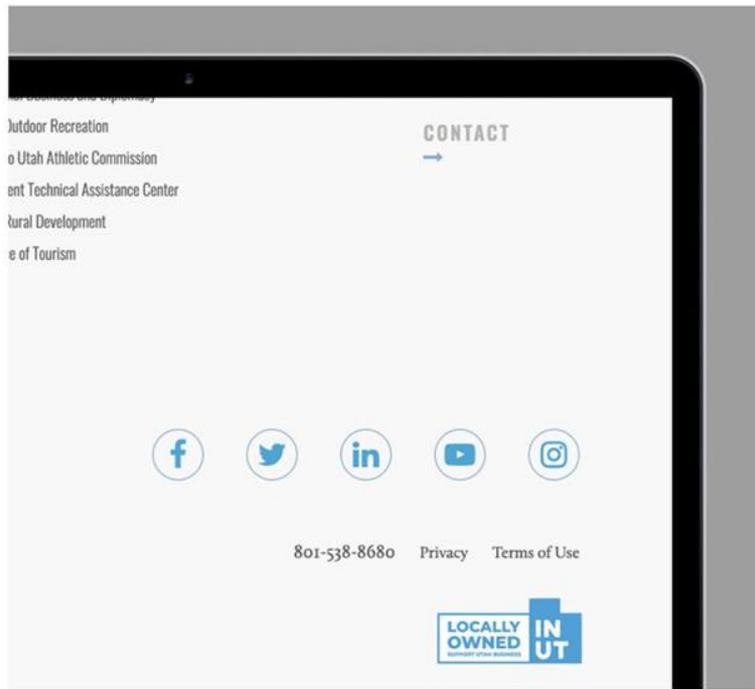
Logos & graphics

Download the logos and illustration graphics to include in your communications.



Social posts & assets

Download one of our #InUtah social posts to use in your own social media efforts.



Website badges

Embed these badges on your website to show you are an InUtah partner and stand for Utah economic health.

1.0 Purpose



This guide provides a road map for the *In Utah* initiative, outlining style and tone of voice for all communication. All team members are expected to be familiar with these guidelines and implement them in their work. This guide includes direction on fonts, colors, and photography styles that are in line with the *In Utah* brand identity.

Preserving a consistent visual style for *In Utah* has a great impact on it's overall success. Business owners, small business employees, local industries, and residents will see this initiative and its accompanying brand and feel supported, included, involved, and better know how to access Utah's abundant resources.

Following these guidelines helps to build a positive perception of the campaign and all that it covers.

2.0 In Utah Initiative

In Utah is a state wide campaign sponsored by the Governor's Office of Economic Development (GOED). The mission is to encourage intentional connections between consumers and local businesses, to build consumer confidence and boost economic growth. The campaign encourages residents to shop, dine, source products, play and stay with local Utah businesses. By doing so, consumers help create new jobs, embrace local culture, support other Utahns, and enrich the economy.

Social Media Channels

 Facebook @AllInUtah

 Instagram @All.In.Utah

 Twitter @AllInUtah

Hashtags

The official hashtag for the campaign is *#InUtah*, but variations can be used including:

#HealthyInUtah *#SafeInUtah*

#ShopInUtah *#LearnInUtah*



What We Do

The primary goal of *In Utah* is to encourage Utahns to champion local businesses and offer support to those who run them. By doing so, Utahns will:

- Feel included and involved in their community.
- Help create local jobs.
- Enrich the economy.
- Embrace the diverse culture.
- Become more aware of, and utilize local resources.

Messaging Goals and Tone

All content should aim to be:

- Positive and non-apologetic
- Inspirational and informative
- Flexible and expandable

Partners should strive to spread awareness of the initiative and its mission to promote the economy, and build a new Utah-first mentality.

Do's and Don'ts of Messaging

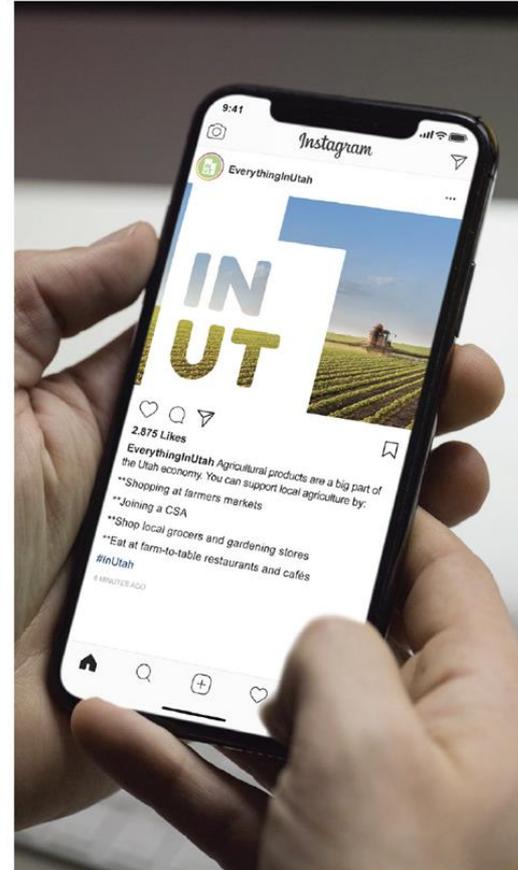
The intent is to remain positive. Partners can help by following these recommendations:

- Do highlight the positive impacts of shopping, dining, and supporting local businesses. Do not guilt trip.
- Do highlight business that are making an impact. Do not call out business who are not.
- Do help consumers feel empowered and promote positive change. Do not showcase the negatives of our current situation.
- Do help the audience feel more educated. Do not speak down to consumers.

Hashtag Usage

The following guidelines should be followed when utilizing hashtags:

- The primary hashtag is *#InUtah*
- In formal texts do not use the hashtag in sentences.
- Hashtag can be used in more informal settings, but only once throughout short-form text (or once per paragraph).
- Always use Title Case. Do not abbreviate (i.e. *#inut*, *#INUT*, *#InUt*, *#inutah*, etc).
- If not used in a sentence the hashtag should be added at the end of text to help keep campaign materials cohesive.
- When referring to *In Utah* directly, do not use the hashtag.
- Whenever and wherever possible, tag the official *In Utah* social media channels.
- Always tag applicable channels of official or unofficial partners.



4.2

Clear Spacing and Minimum Size

Maintain a consistent clear space around the logo to any other design element such as text, partner logo, uris, etc. The logo may overlap a color or photo as long as it brings attention to the logo and not detract from it.

Use a capital "I" as the minimum display space around the mark as shown. Exceptions in some outdoor graphic, print, or digital applications may be necessary, but designers should follow this general guideline unless production restraints demand an exception.

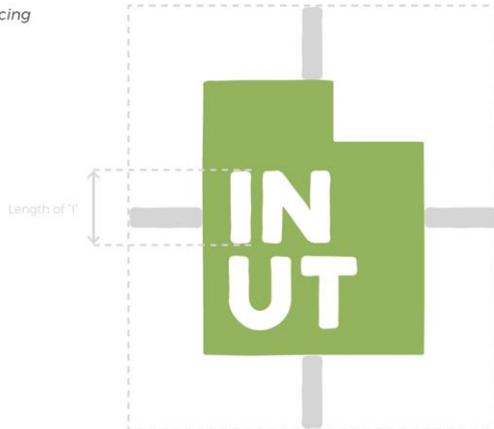
The logo may be resized as long as the text remains legible.

Minimum Size



Width: 0.5 in / 36 pixels
Height: 0.56 in / 40 pixels

Clear Spacing



DO NOT use unapproved colors



DO NOT change contrast



DO NOT add effects



DO NOT lower opacity



DO NOT alter/substitute the text



DO NOT distort or stretch



DO NOT tilt or rotate



DO NOT outline



6.0

Primary Colors

By using the same palette throughout our communications, we maintain consistency, avoid confusion, and create quick recognition.

<p>Deep Sky Blue 100%</p> <p>PMS 2191 C CMYK 71 22 0 0 RGB 0 165 240 HEX #00a5f0</p>	<p>80%</p> <p>60%</p> <p>40%</p> <p>20%</p>	<p>Mantis 100%</p> <p>PMS 4212 C CMYK 51 11 89 0 RGB 140 180 80 HEX #8cb450</p>	<p>80%</p> <p>60%</p> <p>40%</p> <p>20%</p>
<p>Night Shadz 100%</p> <p>PMS 7634 C CMYK 50 88 53 14 RGB 160 60 85 HEX #a03c55</p>	<p>80%</p> <p>60%</p> <p>40%</p> <p>20%</p>	<p>Sorbus 100%</p> <p>PMS 7625 C CMYK 9 79 87 1 RGB 220 90 55 HEX #dc5a37</p>	<p>80%</p> <p>60%</p> <p>40%</p> <p>20%</p>

<p>Cerulean 100%</p> <p>PMS 7691 C CMYK 93 60 19 3 RGB 5 100 150 HEX #056496</p>	<p>80%</p> <p>60%</p> <p>40%</p> <p>20%</p>	<p>Regal Blue 100%</p> <p>PMS 534 C CMYK 94 72 44 35 RGB 25 60 85 HEX #193c55</p>	<p>80%</p> <p>60%</p> <p>40%</p> <p>20%</p>
<p>Dingley 100%</p> <p>PMS 7490 C CMYK 66 24 90 7 RGB 100 145 75 HEX #64914b</p>	<p>80%</p> <p>60%</p> <p>40%</p> <p>20%</p>	<p>Green House 100%</p> <p>PMS 4216 C CMYK 73 40 93 33 RGB 65 95 50 HEX #415f32</p>	<p>80%</p> <p>60%</p> <p>40%</p> <p>20%</p>
<p>Deep Blush 100%</p> <p>PMS 7423 C CMYK 9 75 29 0 RGB 220 100 150 HEX #dc6482</p>	<p>80%</p> <p>60%</p> <p>40%</p> <p>20%</p>	<p>Falu Red 100%</p> <p>PMS 208 C CMYK 35 99 62 37 RGB 120 20 55 HEX #781437</p>	<p>80%</p> <p>60%</p> <p>40%</p> <p>20%</p>
<p>Burnt Orange 100%</p> <p>PMS 164 C CMYK 0 67 79 0 RGB 255 120 85 HEX #dc5a37</p>	<p>80%</p> <p>60%</p> <p>40%</p> <p>20%</p>	<p>Supernova 100%</p> <p>PMS 4008 C CMYK 0 38 90 0 RGB 255 170 50 HEX #ffa532</p>	<p>80%</p> <p>60%</p> <p>40%</p> <p>20%</p>



7.0 Imagery

Using a consistent style and quality of photography strengthens the *In Utah* brand. The best way to ensure that imagery reflects our photographic style is to keep a few simple thoughts in mind when searching for or commissioning photography.

Imagery should capture the moment and should show real and positive emotion. The choice of subject, wherever possible, should be authentic, not posed. Images should focus on people and highlight the various industries established in Utah.



Co-branding opportunities exist between the In Utah initiative and your brand. The initiative is designed to be versatile and fit your needs.

PLAY 

LIFE
UTAH
ELEVATED

SHOP 

 SOUTH VALLEY
CHAMBER

HEALTHY 



LEARN
& WORK 

UVU UTAH VALLEY
UNIVERSITY.

Share In Utah Success Stories

We want to hear from you. Share your business success stories and be featured as a part of the In Utah initiative. We're looking for snippets to share on our social media and website.

The screenshot shows the top portion of the In Utah website. At the top left is the 'IN UT' logo. To the right is a navigation menu with links for 'About', 'Join In', '#InUtah', 'News', 'Partners', and 'Successes'. Below the navigation is a teal banner with the headline 'Stepping up to meet new challenges' and a sub-headline: 'People and businesses across Utah are working hard to adapt in these uncertain times. Here are some inspiration stories of how they are doing just that.' To the right of the text is a photo of a smiling woman with curly hair and a purple headband. Below the banner is a white section with the heading 'We want to hear your story' and the text: 'We know your story is unique, so we want to hear it. Here are two ways you can share your story with us:'. This section contains two numbered steps: '1 Send us your story' and '2 Post to social media using #InUtah'. Step 1 includes a sub-headline and text: 'Use the form below to send us a brief summary of your story. We'll follow up with you to get more details, photography, and any other details we think would be great to share.' Step 2 includes a sub-headline and text: 'Post your story to social media using #InUtah, and we'll reach out to you to follow up and get all of the details we need to add your inspirational story to the ever growing list of great stories in Utah.' At the bottom of the screenshot is a white form titled 'Share your story' with three input fields labeled 'Name', 'Email', and 'Phone number'. To the right of the form is a photo of a smiling woman with red hair pointing upwards.

IN UT

About Join In #InUtah News Partners Successes

Stepping up to meet new challenges

People and businesses across Utah are working hard to adapt in these uncertain times. Here are some inspiration stories of how they are doing just that.

We want to hear your story

We know your story is unique, so we want to hear it. Here are two ways you can share your story with us:

- 1 Send us your story**

Use the form below to send us a brief summary of your story. We'll follow up with you to get more details, photography, and any other details we think would be great to share.
- 2 Post to social media using #InUtah**

Post your story to social media using #InUtah, and we'll reach out to you to follow up and get all of the details we need to add your inspirational story to the ever growing list of great stories in Utah.

Share your story

Name

Email

Phone number

Initiative Expansions

Healthy In Utah

Collaboration and lockstep with the Utah COVID-19 Economic Response Task Force, influence public attitudes and behavior in areas like social distancing, and the wearing of protective face masks as Utahns



HEALTHY IN UT

This \$1 million legislative initiative is for a public information campaign to encourage healthy activity during the COVID-19 pandemic, such as following current CDC, state, and local health guidelines, and not forgoing other preventive or urgent medical care.

This initiative is managed by the Governor's Office of Economic Development.



Initiative Expansions

Learn & Work

Digital media campaign aimed at educating Utahns on the training-to-work programs available in the state, employers who are hiring, and other training programs.

LEARN & WORK IN UT

SUU SOUTHERN UTAH UNIVERSITY

UTAH'S PUBLIC COLLEGES AND UNIVERSITIES



UtahStateUniversity.



Submit your feedback: inutah@utah.gov



Utah Governor's Office *of*
Economic Development



rumoradvertising.com