WE BUILD UTAH

STYLE GUIDE

WE BUILD
UTAH

LOGOS

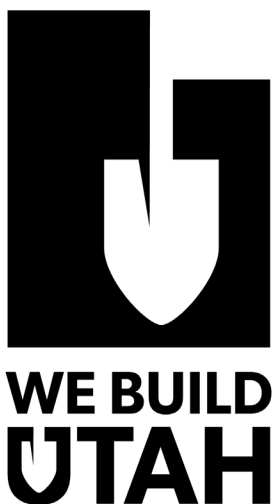WE BUILD
UTAH

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WE BUILD
UTAH

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UTAH

BRIGHT RED

C 18 | M 100 | Y 91 | K 8
R 190 | G 30 | B 45
#BE1E2D

AGC RED

C 24 | M 100 | Y 77 | K 18
R 164 | G 28 | B 55
#A41C37

GRAY

C 61 | M 58 | Y 54 | K 30
R 91 | G 85 | B 86
#5B5556

BLACK

C 75 | M 68 | Y 67 | K 90
R 0 | G 0 | B 0
#000000

HEADLINES: RALEWAY BOLD

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
The quick brown fox jumps over the lazy dog.
1234567890

BODY: RALEWAY REGULAR

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
The quick brown fox jumps over the lazy dog.
1234567890

ACCENTS: GOOD BRUSH

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
1234567890

Simple.   **Clean.**

UTAH PRIDE.

STRONG.   Professional.

THE COLD CAN'T STOP OUR DEDICATION.

#WEBUILDUTAH

WE BUILD UTAH
EDUCATION

#WeBuildUtah

WE BUILD UTAH

ASSOCIATED GENERAL
CONTRACTORS OF UTAH
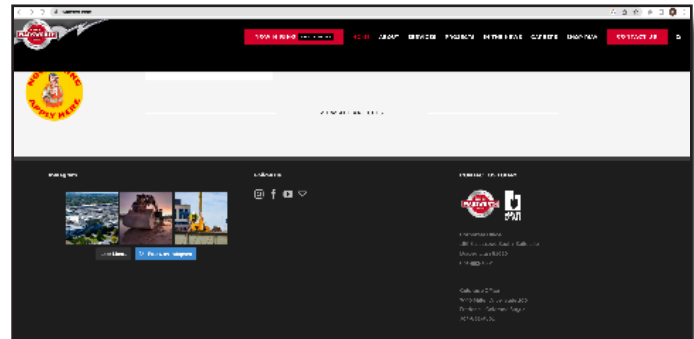"The Construction Association"

www.agc-utah.org

GRAPHICS/SOCIAL MEDIA:
White, Black, or Red Color Blocks
We Build Utah Logo & #WeBuildUtah
Ambassador Company Logo
Black & White Photos
Utah Representative Imagery
Proper Platform Dimensions
Caption Follows Creative Theme

Montly Themed Graphics Available on https://www.agc-utah.org/we-build-utah-campaign

WEBSITE:
We Build Utah Logo
      - Place Over Simple & Light/Dark Area
      - Size of at Least 1" or 150 px
      - Landscape or Portrait
      - Colored, All Black, or All White

Optional: Use of #WeBuildUtah

PRINT ADS:
We Build Utah Logo
      - Place Over Simple & Light/Dark Area
      - Size of at Least 1" or 150 px
      - Landscape or Portrait
      - Colored, All Black, or All White

Optional: Use of #WeBuildUtah

SOCIAL MEDIA IMAGE SIZES
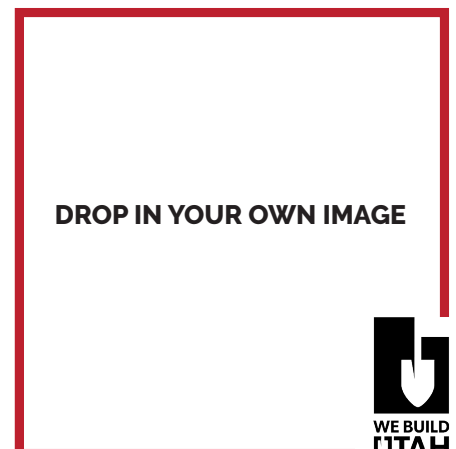
Search **@AGCUTAH** to Add GIFs to Stories

	Instagram	Facebook	LinkedIn	Twitter
Landscape	1080 x 566	1200 x 630	1200 x 627	1200 x 675
Portrait	1080 x 1350	630 x 1200	1080 x 1350	n/a
Square	1080 x 1080	1200 x 1200	1200 x 1200	400 x 400
Stories	1080 x 1920	1080 x 1920	n/a	n/a

PIXELS

TEMPLATES

Templates Can be Found on **WWW.AGC-UTAH.ORG/WE-BUILD-UTAH-CAMPAIGN**

DROP IN YOUR OWN IMAGE

WE BUILD UTAH

DROP IN YOUR OWN IMAGE

WE BUILD UTAH

WE BUILD UTAH

2023 MONTHLY THEMES

JANUARY — Building Towards Tomorrow

FEBRUARY — We Build Utah Government

MARCH — We Build Utah Women

APRIL — We Build Utah Safely

MAY — We Build Utah Careers & Futures

JUNE — We Build Utah Workforce

JULY — We Build Utah In the Heat

AUGUST — We Build Utah Buildings

SEPTEMBER — We Build Utah Education

OCTOBER — We Build Utah Communities

NOVEMBER — We Build Utah Apprenticeships

DECEMBER — We Build Utah In the Cold