



ZAP Logo Usage and Acknowledgement Guide

MEDIA & PROMOTION TACTICS

General Acknowledgement

As a grantee, you agree to use the official Zoo, Arts & Parks logo on all appropriate print and communication materials such as:

- Print: Brochures, Banners, Flyers, Playbills, Posters
- Digital: Advertisements, Emails, Newsletters, Media Releases, Supertitles, Videos, Websites (donor, grantor, or sponsor pages)

The logo is available for download on ZAP's website. Examples of programs or other printed material acknowledging the County and the ZAP Program will be requested in the Post-Spending Report.

Public Announcements

Your organization further agrees to publicly announce (in some manner) that the applicable programming is supported by the Salt Lake County Zoo, Arts & Parks Program. Please use "supported by" or "partially funded by" as opposed to "in partnership with". For example, consider using the following phrase: "[Organization's name] is **supported by / partially funded by** the Salt Lake County Zoo, Arts & Parks (ZAP) Program. We would like to thank the residents and visitors of Salt Lake County for their continued support of arts, culture, and recreation within our community. Thank you!"

Board Invitations

As a grantee, your organization agrees to provide tickets to any non-fundraising event, without charge and within reason, as requested by your County's representative to enable your ZAP Advisory Board to better review and evaluate your organization and programs.

Events Calendar

You agree to use a statewide online accessible events calendar such as the nowplayingutah.com website to promote your organization's events and programming offerings.

Press Releases

You also agree to provide the County with press releases and other public relations, material designed to promote your organization's programs and projects. Submission by email is preferred at PRZAP@saltlakecounty.gov

COMMUNICATIONS TACTICS & RESOURCES

Social Media Tagging and Event Promotion

ZAP staff uses best efforts to collaborate with our grantees and amplify their impact by sharing grantee programming and events on social media and with Advisory Boards members. Our goal is to help maximize impact and engagement. We ask that you submit event information through our online form so that staff can share it on our social media and with our Advisory Board members.

We ask that you **follow and tag @slcozap** on Facebook, Instagram, and LinkedIn in posts and stories to generate greater awareness of your programming and events.

Monthly Newsletter

As a grantee, we ask that you subscribe to the monthly newsletter – found on the website – to stay current with ZAP programming, grantmaking deadlines, and important announcements. Applicant contacts will be automatically subscribed to the newsletter in the fall. This is our PRIMARY mode of communicating ZAP grantmaking and programming opportunities with your organization throughout the year.

Proper Spelling & Grammar

Please note the proper title (i.e. commas, ampersand, and capitalization) of the program: **Salt Lake County Zoo, Arts & Parks**

Website & Resources

Please save and bookmark the ZAP website: saltlakecounty.gov/ZAP for access to grant and Impact program information.



**ZOO
ARTS &
PARKS**



Brand Guidelines



V.1 2025

Logo

The Zoo, Arts & Parks (ZAP) logo is the cornerstone of our visual identity. It represents the connection between Salt Lake County’s rich offerings in zoological, artistic, recreational, and community-centered experiences. As the most recognizable expression of our brand, the logo should be used consistently to maintain clarity, credibility, and cohesion across all communications.

Whenever the primary ZAP logo is used, the Salt Lake County logo must accompany it. This reinforces the County’s role as the program’s steward and ensures proper brand alignment.

This primary version of the logo and should be used whenever possible. It is designed for full-color application and works best on white or light-colored backgrounds, but it also functions well in reverse on black or dark-colored backgrounds when needed.



Vertical



Horizontal



Vertical Reversed



Horizontal Reversed



Logo Sizing

To ensure legibility and brand integrity, always use the logo at a size where all elements remain clear and readable. Avoid scaling the logo too small, especially in print or digital applications with limited resolution.

The minimum recommended width for print is listed alongside. A good rule of thumb for web is to set the minimum width at 150 pixels.



Logo Spacing

To maintain clarity, legibility, and visual impact, always preserve adequate clear space around the ZAP logo. This space protects the logo from crowding by text, images, or other design elements.

The required minimum clear space around the logo should be equal to the size of one square from the icon grid used in the mark. This spacing rule applies to all sides of the logo, regardless of its size or placement.



Logo Do's



Logo Don'ts



Color

Color Palette

Light Blue HEX: #74B6EA RGB: 116, 182, 234 CMYK: 50%, 22%, 0%, 8% Pantone: 2915 C	Light Purple HEX: #C28FCC RGB: 194, 143, 204 CMYK: 5%, 30%, 0%, 20% Pantone: 2573 C	Light Orange HEX: #F59640 RGB: 245, 150, 64 CMYK: 0%, 39%, 74%, 4% Pantone: 1585 C	Light Green HEX: #9AD24A RGB: 154, 210, 74 CMYK: 27%, 0%, 65%, 18% Pantone: 368 C	White HEX: #FFFFFF RGB: 255, 255, 255 CMYK: 0%, 0%, 0%, 0% Pantone: Opaque White
Medium Blue HEX: #1B75B9 RGB: 27, 117, 185 CMYK: 85%, 37%, 0%, 27% Pantone: 285 C	Medium Purple HEX: #985BA1 RGB: 152, 91, 161 CMYK: 6%, 44%, 0%, 37% Pantone: 7664 C	Medium Orange HEX: #F48725 RGB: 244, 135, 37 CMYK: 0%, 45%, 85%, 4% Pantone: 158 C	Medium Green HEX: #89C340 RGB: 137, 195, 64 CMYK: 30%, 0%, 67%, 24% Pantone: 369 C	Gray HEX: #CDCDCD RGB: 205, 205, 205 CMYK: 0%, 0%, 0%, 20% Pantone: Cool Gray 3 C
Dark Blue HEX: #165F97 RGB: 22, 95, 151 CMYK: 85%, 37%, 0%, 41% Pantone: 7687 C	Dark Purple HEX: #75467B RGB: 117, 70, 123 CMYK: 5%, 43%, 0%, 52% Pantone: 7660 C	Dark Orange HEX: #D36A0B RGB: 211, 106, 11 CMYK: 0%, 50%, 95%, 17% Pantone: 1595 C	Dark Green HEX: #6A9830 RGB: 106, 152, 48 CMYK: 30%, 0%, 68%, 40% Pantone: 576 C	Black HEX: #000000 RGB: 0, 0, 0 CMYK: 0%, 0%, 0%, 100% Pantone: Black C

Color Usage

Our brand colors are vibrant, energetic, and designed to reflect the variety of the experiences we support. The primary color palette should be used evenly across materials.

Each primary color has lighter and darker tints available—these should be used sparingly, and only to support layout needs such as background fills, accents, or contrast adjustments.

White is the preferred neutral and should be prioritized in layouts to keep designs feeling open, clean, and accessible. Black may also be used when greater contrast or formality is needed, but should never overpower the core palette.

