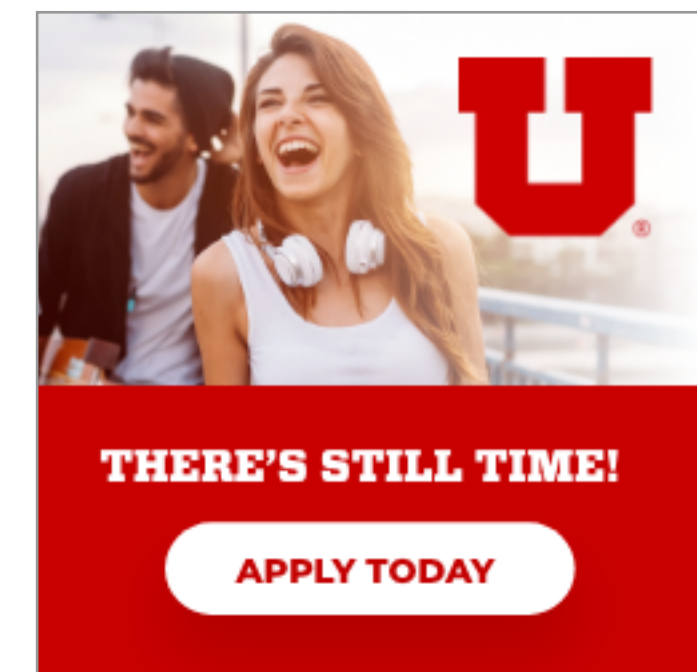
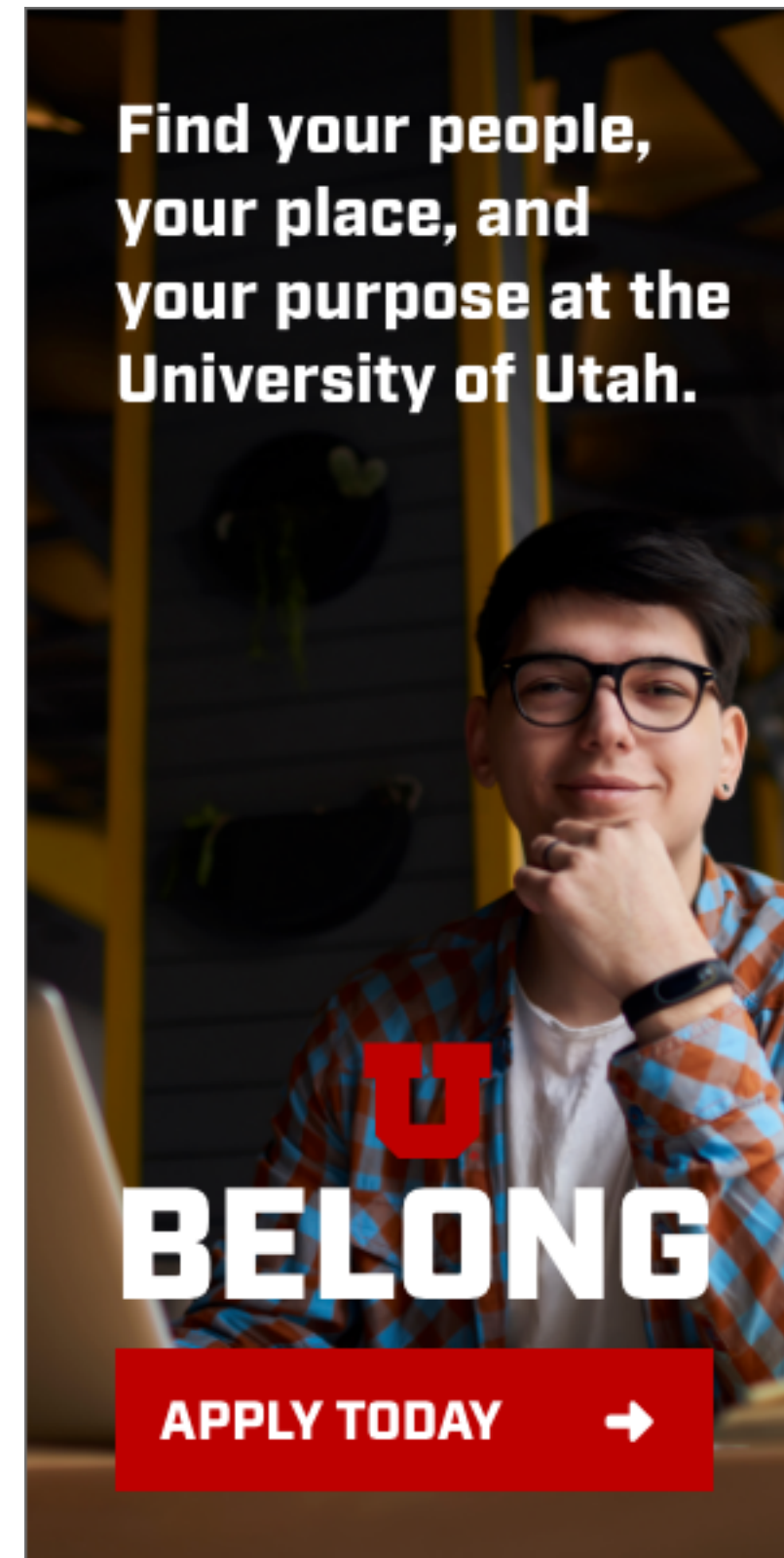
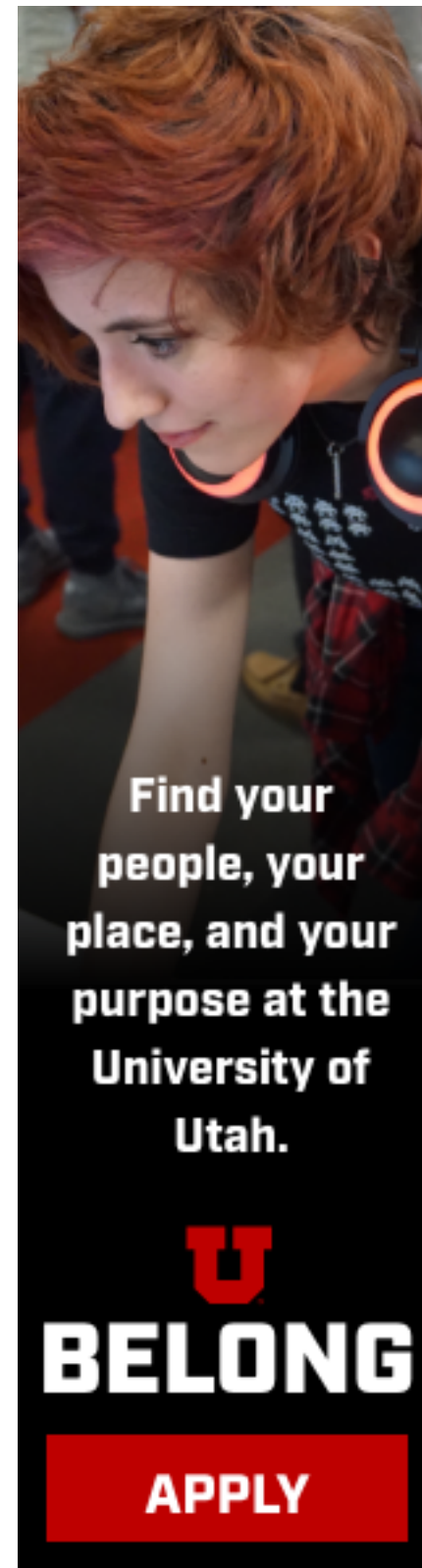


Digital Marketing Guidelines

Digital ads should use an official University of Utah brand logo or approved campaign logo and the supporting copy should remain short and concise with a clear, single call to action.

Buttons should be prominent and consistent with the ad messaging.

Colors used in ads should be predominantly red, with white or black accents.



Digital Marketing Ad Sizes

Here are a few of our standard digital ad sizes.

