Digital Marketing Guidelines

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

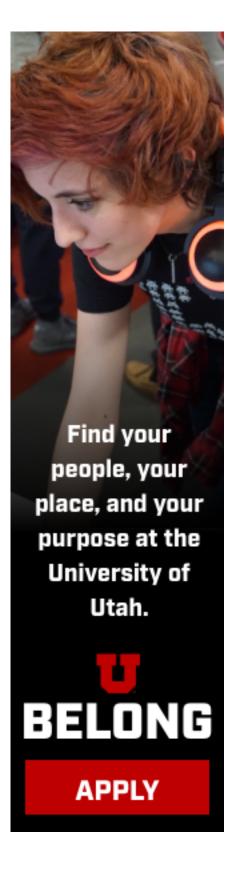
Buttons should be proiminant and consitent with the ad messaging.

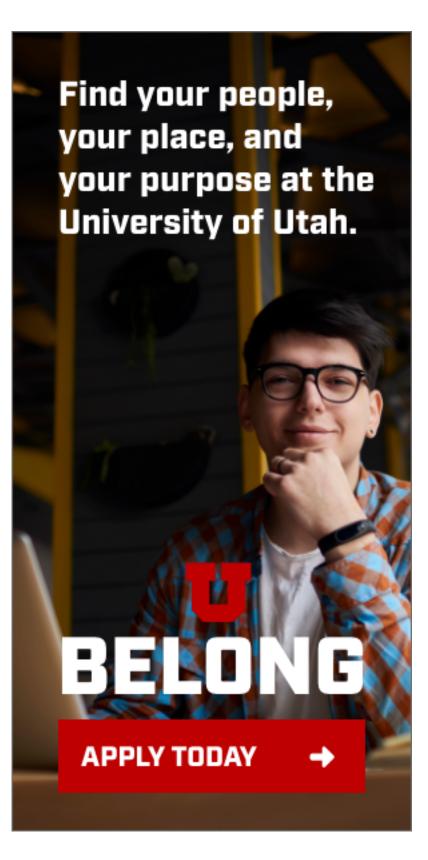
Colors used in ads should be predominantly red, with white or black accents.

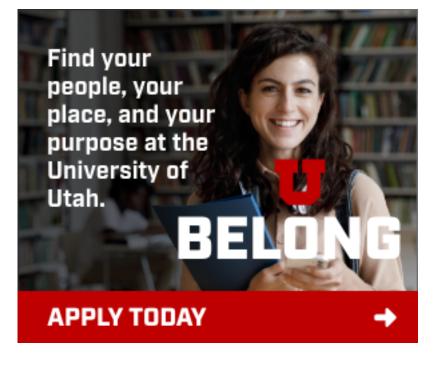
Find your people, your place, and your purpose at the University of Utah.

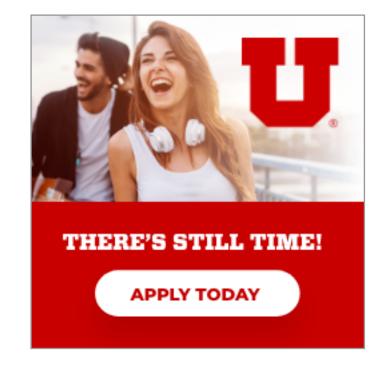


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Digital Marketing Ad Sizes

Here are a few of our standard digital ad sizes.

320PX W / 50PX H

600PXW/600PXH

320PX W / 100PX H

728PX W / 90PX H

300PXW/600PXH

160PX W / 600PX H 300PXW/250PXH

970PX W / 90PX H

970PX W / 250PX H