

BRAND GUIDE

3.26.15
VERSION 1.0



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The brand guide is designed to ensure consistent representation of United. Strict adherence is required. There may be exceptions that justify slight departures from these guidelines. For these and other questions regarding the guidelines, please contact Brian Sims at United at bsims@unitedreprographics.com or 206.382.1177.

Please familiarize yourself with these standards and faithfully apply them. Your cooperation will ensure that United maintains consistency and integrity in all communications.

BRAND PLATFORM

BRAND ESSENCE

Continuous Connectivity

POSITIONING STATEMENT

United uses technological innovation to help creative agencies, marketing-driven businesses, and AEC clients feel confident and in control of their diverse printing needs.

BRAND MANIFESTO

We live in a 24/7 world where knowledge is power and connectivity is an expectation. We've all come to rely on instant information as a source of empowerment and control. That's why, at United, we're doing everything possible to integrate continuous connectivity into every part of our business; to give clients the control they need and the confidence they seek throughout the project lifecycle.

From that first engagement to final payment of an invoice — and at every key check point in between — our systems and processes are designed to ensure optimal quality, on time delivery, and complete transparency. We provide electronic updates regarding a project's status throughout the production process and, if problems arise, what decisions are needed. For those who enjoy the freedom of digital communication, we provide the software to help you manage your internal printing and marketing needs. Or if a high-touch approach is preferred, our account managers are just a phone call away.

We know you have a choice in printers. That's why United is driven to continually pursue technological innovations that add value to your experience. That's why we bring you continuous connectivity.

BRAND PLATFORM (CONTINUED)

ATTRIBUTES

- + Innovative online project management tools
- + Dedicated craftsmen
- + Bend Over Backwards Guarantee
- + Certifications

PERSONALITY

- + Caring
- + Local
- + Professional
- + Efficient

THIS MEANS WE ARE

- + Dedicated
- + Approachable, friendly, convenient
- + Buttoned up
- + Proactive, responsive, fast

BUT NOT NECESSARILY

- + Soft or unprofessional
- + Mom & Pop
- + Slick or stiff
- + Without attention to quality or detail

LOGO

The United logo is a symbol of who we are and what we do. If used properly, it can powerfully communicate our message, reinforce our position in the marketplace and distinguish us from the competition. Improper use can diminish its value and dilute our brand.

Like any company asset, our logo needs to be protected. You can help by adhering to these guidelines to ensure its consistent representation.

Adaptable to internal and external communication materials, the logo provides a visual foundation for all United communications. It projects strongly in both large and small sizes, in color, gray, black and white.

PRIMARY LOGO

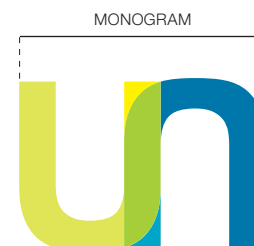
The United logo consists of two components: the logo and qualifier.

The logo and qualifier are a single unit created by an established relationship. This relationship remains consistent throughout all applications. On certain occasions, the logo can be used without the qualifier (see sample applications on pages 14). Please contact the marketing department for approval.

The logo should not be altered in any way and should always be reproduced from an approved electronic file (see page 10). These files are available through the marketing department.

MONOGRAM

For unique cases, the monogram can be used as a brand extension (see sample applications on pages 13-15). Please contact the marketing department for prior approval.



COLOR CONFIGURATIONS

The examples demonstrate proper color treatments for the United logo. The logo may be reproduced in four-color process for non-digital applications and in RGB for digital applications. When a solid black or screened background interferes with readability, the logo may be reversed.

FULL-COLOR

Whenever possible the full-color logo should be used.

ONE-COLOR

When printing or production considerations do not allow for full color, the logo may be reproduced in black.

REVERSED

Reversed logo versions are available for solid backgrounds.



FULL-COLOR



ONE-COLOR



REVERSED FULL-COLOR



REVERSED ONE-COLOR

COLOR BACKGROUNDS

The logo will undoubtedly need to appear on a variety of backgrounds—on products, in environments and against materials.

HOW TO DETERMINE APPROPRIATE LOGO COLOR

Assess the gray value of the background (approximately how dark it is in terms of shades of gray) upon which the logo needs to appear and choose the color that best solves the problem. If the gray value of the background is light (white to 30% gray), use a full-color logo or black logo. For darker than 30% gray, use the reversed logo.



SIZE AND PLACEMENT

The logo has been designed to allow for a certain degree of adaptability. However, in order to maintain the integrity of the mark and a strong recognition factor, size considerations must be adhered to.

There are no maximum size restrictions as long as the clear space requirements are met.

MINIMUM SIZE

The measured height of the logo should never be smaller than 0.425" (where the qualifier is equivalent to 5.5 pt type).

When using the logo without the qualifier, the minimum height should never be smaller than 0.15".

CLEAR ZONE

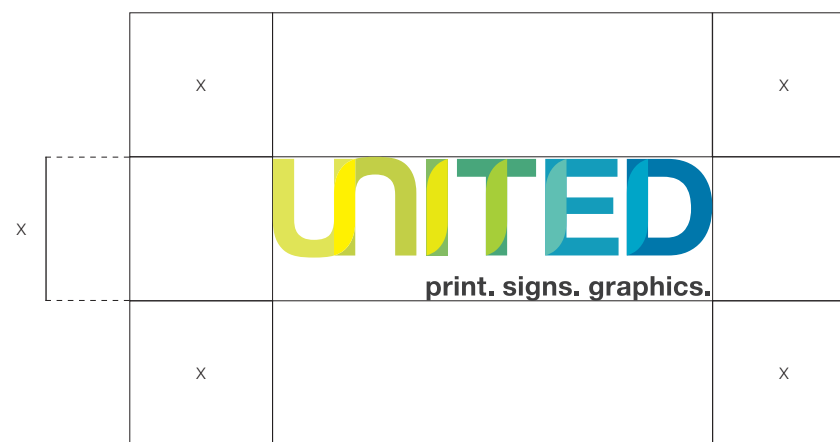
The clear zone should remain free of other elements and be maintained on all sides of the logo. This area is equal to X height of the logo mark, as is indicated by the dashed lines.



MINIMUM SIZE



MINIMUM SIZE
WITHOUT QUALIFIER



CLEAR ZONE

INAPPROPRIATE USAGE

In order to maintain strong recognition, some specific uses of the logo are not permitted. To the right are examples of inappropriate logo treatments.

ALTERING THE COLOR/OUTLINING



ALTERING THE CONFIGURATION/PROPORTION/TYPESTYLES



ORIENTATION/SKEWING/STRETCHING/THREE-DIMENSIONAL EFFECTS



AGAINST A DISTRACTING BACKGROUND/FRAMING/SMALL CLEAR SPACE



LOGO FILES

Logos should not be altered in any way and should always be reproduced from an approved electronic file.

PROFESSIONAL PUBLISHING

These files are in vector format, meaning that the shapes are defined by mathematical equations rather than groups of pixels. They are resolution-free, and can be scaled to any size, with no loss of quality. Dimensions are expressed in real-world units such as inches. These vector files are saved in EPS format—the preferred format for professional publishing, and as the source for generating other formats such as GIF and TIFF.

DESKTOP PUBLISHING

























For your convenience, logos have been created in PNG format (RGB, black and reversed). These logos have transparent backgrounds and will work well in any Microsoft Office application.

The logo can be scaled, but enlarging it will reduce the quality.








Note that documents created with Microsoft Office are unsuitable for professional-quality reproduction (e.g., offset printing).

AVAILABLE LOGO FILES

For Professional Publishing

	UNI-logo-black_CMYK.eps
	UNI-logo-black_CMYK.pdf
	UNI-logo-black_RGB.eps
	UNI-logo-black_RGB.pdf
	UNI-logo-color-CMYK.eps
	UNI-logo-color-CMYK.pdf
	UNI-logo-color-RGB.eps
	UNI-logo-color-RGB.pdf
	UNI-logo-color-white-qualifier-CMYK.eps
	UNI-logo-color-white-qualifier-CMYK.pdf
	UNI-logo-color-white-qualifier-RGB.eps
	UNI-logo-color-white-qualifier-RGB.pdf
	UNI-logo-reversed.eps
	UNI-logo-reversed.pdf
	UNI-monogram-black-CMYK.eps
	UNI-monogram-black-CMYK.pdf
	UNI-monogram-black-RGB.eps
	UNI-monogram-black-RGB.pdf
	UNI-monogram-color-CMYK.eps
	UNI-monogram-color-CMYK.pdf
	UNI-monogram-color-RGB.eps
	UNI-monogram-color-RGB.pdf
	UNI-monogram-reversed.eps
	UNI-monogram-reversed.pdf

For Desktop Publishing

	UNI-logo-black_RGB.png
	UNI-logo-color-RGB.png
	UNI-logo-color-white-qualifier-RGB.png
	UNI-logo-reversed.png
	UNI-monogram-black-RGB.png
	UNI-monogram-color-RGB.png
	UNI-monogram-reversed.png

COLOR PALETTE

The United logo is unique in that it fully embraces its printing capabilities. The vibrant and varied color palette helps United communicate with a unified voice, enabling people to identify the brand at a glance. Color can convey different emotions and color use should be explored for the most impact. Never substitute different colors for the brand colors.

Use primary colors for when a background or accent color is desired (see page 13 for marketing and product sheet template examples).




COLOR CONSISTENCY

Ink colors are affected by many variables including printing method, paper color and texture. Our objective is to achieve a very close color match to the approved color palette.

Do not use this reproduction for color matching; refer to the Pantone® color swatch books when specifying ink colors.

Pantone® is a registered trademark of Pantone, Inc.

PRIMARY COLOR PALETTE

	CMYK 0C 0M 0Y 90K RGB 65R 65G 65B		PANTONE 632C CMYK 100C 5M 20Y 0K RGB 0R 165G 199B		PANTONE 390C CMYK 40C 0M 100Y 0K RGB 165R 206G 57B
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COLOR BUILDS USED IN THE LOGO

	CMYK 15C 0M 80Y 0K RGB 225R 229G 88B		CMYK 28C 5M 89Y 0K RGB 194R 207G 72B		CMYK 52C 6M 80Y 0K RGB 134R 188G 99B
	CMYK 71C 12M 66Y 1K RGB 75R 166G 123B		CMYK 80C 20M 20Y 0K RGB 0R 157G 188B		CMYK 100C 35M 10Y 0K RGB 0R 120G 17B
	CMYK 0C 0M 100Y 0K RGB 255R 242G 0B		CMYK 12C 0M 100Y 0K RGB 232R 230G 17B		CMYK 40C 0M 100Y 0K RGB 165R 206G 57B
	CMYK 60C 3M 35Y 0K RGB 97R 90G 179B		CMYK 100C 5M 20Y 0K RGB 0R 165G 199B		

TYPOGRAPHY

The standard typefaces for United professionally designed applications are Helvetica Neue. These type families were chosen for their clarity, style and versatility. Consistent use of these typefaces will contribute to a unified brand image.

HEADLINE AND SUBHEAD TYPEFACE

Headlines and subheads are all caps Helvetica Neue 85 Heavy.

BODY COPY TYPEFACE

Body copy is Helvetic Neue 45 Light. These fonts are available for purchase on myfonts.com.

ALTERNATIVE TYPEFACE

If Helvetica Neue is not available for basic applications (e.g., word processing, digital presentations, and HTML text), use Arial.

HEADLINE TYPEFACE

HELVETICA NEUE 85 HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

BODY COPY TYPEFACE

HELVETICA NEUE 45 LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

SAMPLE APPLICATIONS

We created a visual system around this new identity to strengthen the impact of our communications.

Keep things simple, cohesive and memorable by focusing on clean, uncluttered design solutions.



MARKETING OVERVIEW AND PRODUCT SHEET TEMPLATES

SAMPLE APPLICATIONS (CONTINUED)



APPAREL

SAMPLE APPLICATIONS (CONTINUED)

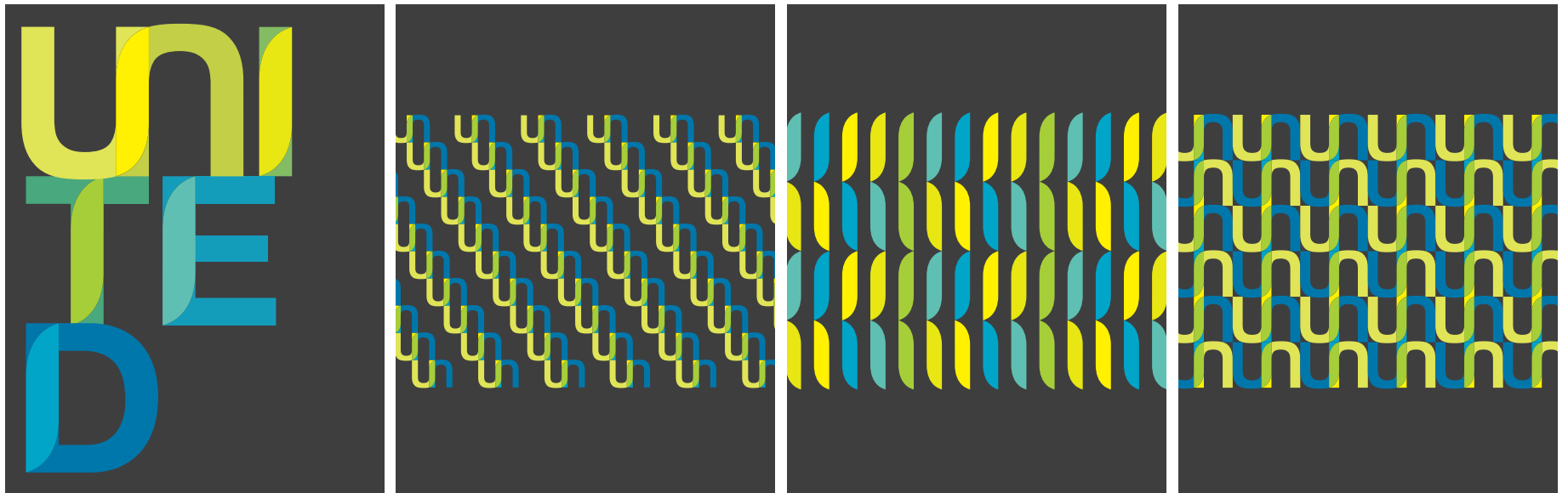


VEHICLE WRAP
AND SIGNAGE



PATTERNS

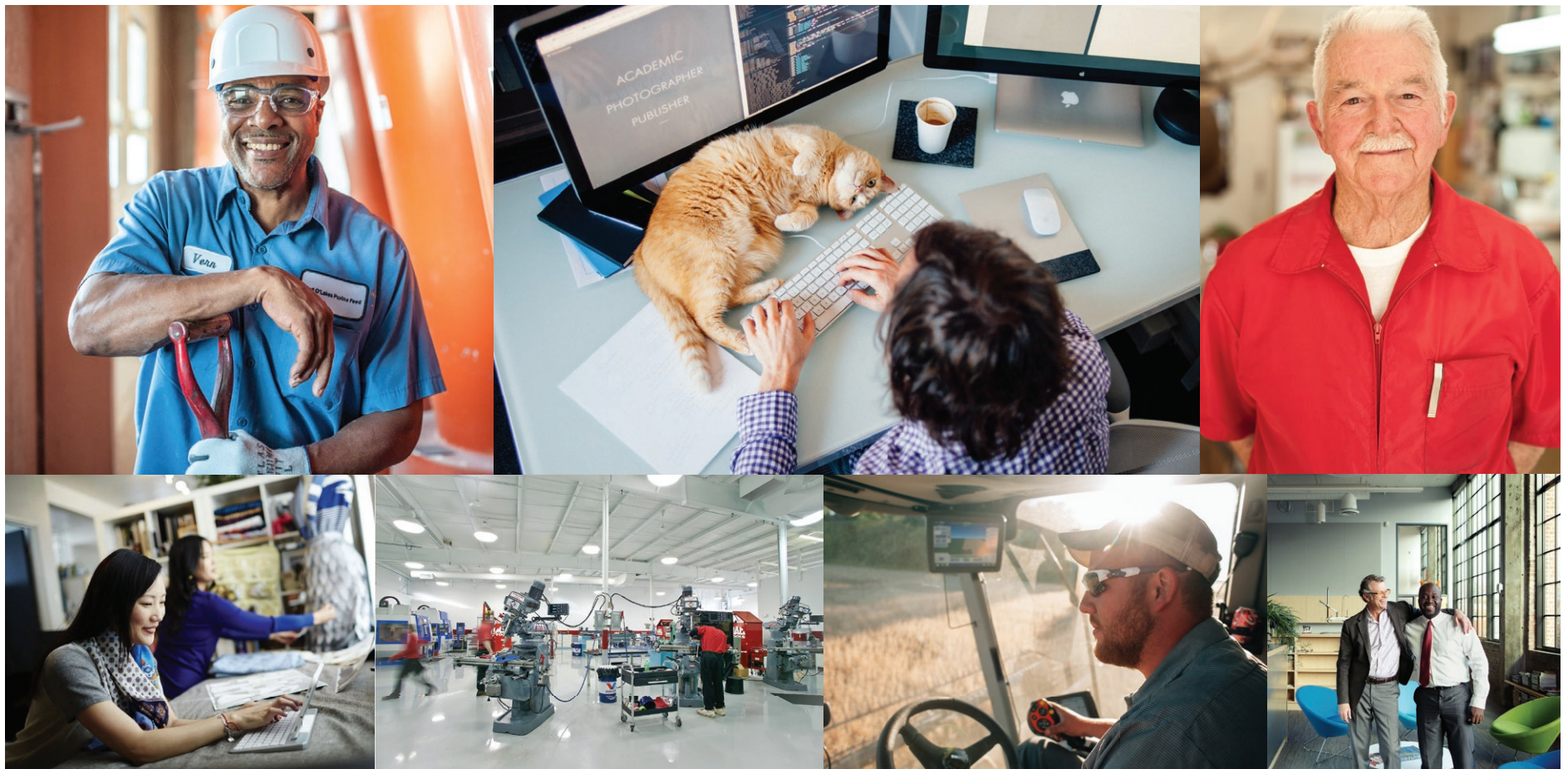
Patterns are a great way to add an element of surprise. It can be applied to the inside of mailing envelopes, packing tape, back of business cards and/or other applications.



PHOTOGRAPHY

Dedicated, caring professionals doing what they love. Bright, vibrant colors, natural light and genuine connections.

Important note: The photography used on this page and throughout the guide have NOT been licensed and should be used for reference only.





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