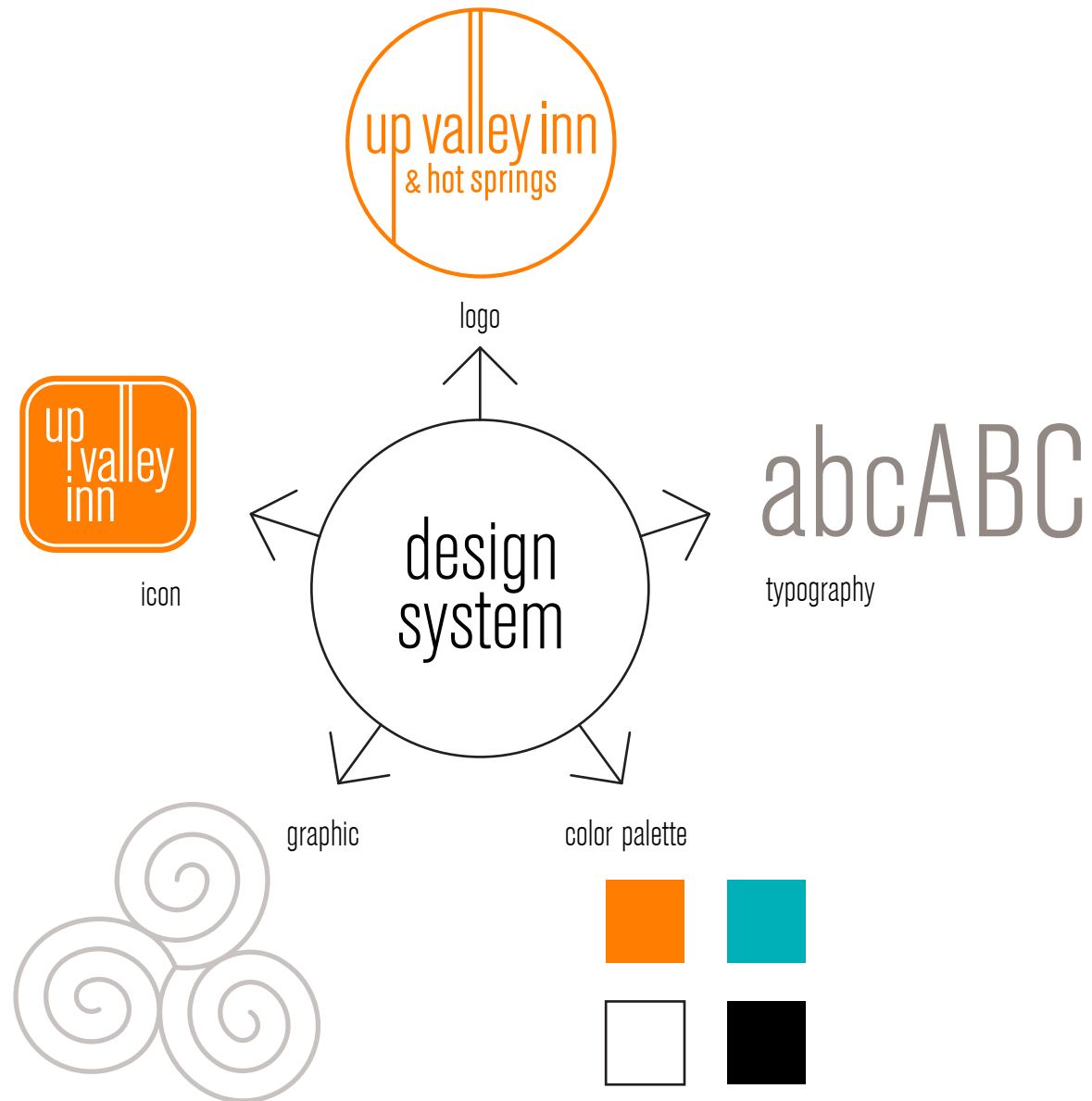




brand design guidelines

April 10th, 2017

brand design system



our logo

primary logo



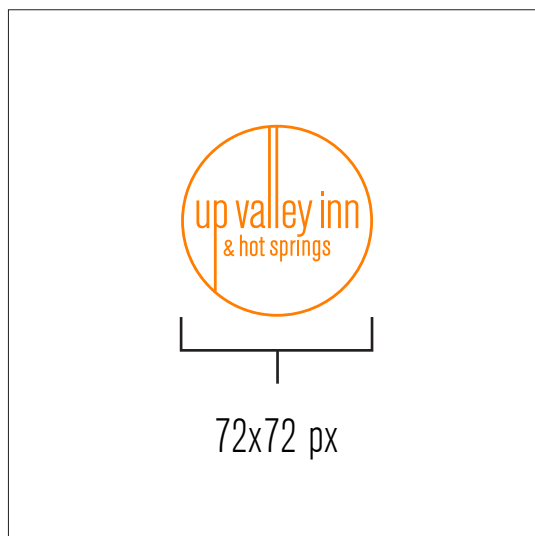
secondary color options



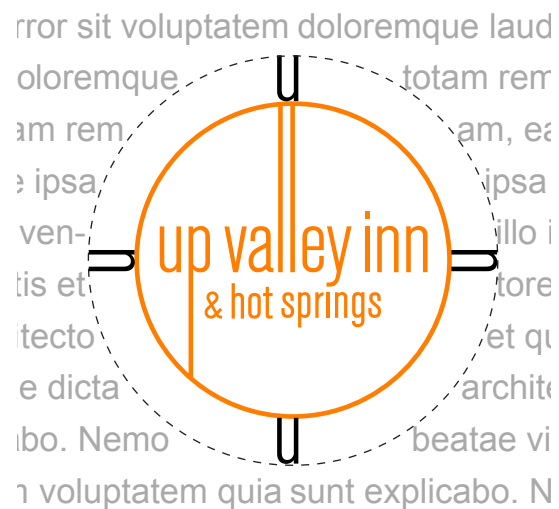
environment logos



small size



space



background images



do not's

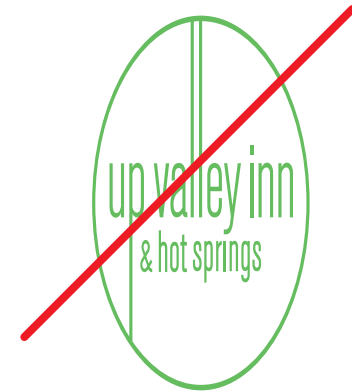
do not change colors



do not rotate



do not scale or shear



do not change graphic layout



do not change typography



do not add words, textures or images



typography

primary font

abcdefghgABCDEFGFG123456

Berthold Akzidenz Grotesk Condensed

abcdABCD1234

Berthold Akzidenz Grotesk

abcABC123

Berthold Akzidenz Grotesk Extended

abcdefghgABCDEFGFG123456

Berthold Akzidenz Grotesk Italic Condensed

abcdABCD1234

Berthold Akzidenz Grotesk Italic

abcABC123

Berthold Akzidenz Grotesk Italic Extended

secondary font

abcdABCD1234

Arial Regular

abcdABCD1234

Arial Bold

abcdABCD1234

Arial Italic

abcdABCD1234

Arial Bold Italic

primary color palette

orange



1505 C
RGB 255 125 0
HEX FF7D00
CMYK 0 56 90 0

turquoise



7466 C
RGB 0 176 185
HEX 00B0B9
CMYK 86 0 32 0

white



White C
RGB 255 255 255
HEX FFFFFFFF
CMYK 0 0 0 0

black



Black C
RGB 0 0 0
HEX 000000
CMYK 0 0 0 100

secondary color palette

grass



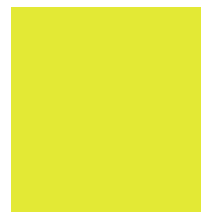
360 C
RGB 108 194 74
HEX 6CC24A
CMYK 63 0 84 0

grape



7426 C
RGB 164 18 63
HEX A4123F
CMYK 5 99 44 22

lime



387 C
RGB 227 233 53
HEX E3E935
CMYK 12 0 80 0

sky



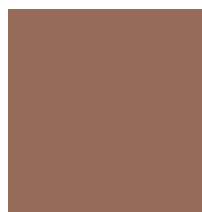
2975 C
RGB 153 214 234
HEX 99D6EA
CMYK 34 0 5 0

sand



4545 C
RGB 213 203 159
HEX D5CB9F
CMYK 5 6 30 4

teak



4715 C
RGB 149 108 88
HEX 956C58
CMYK 17 59 60 45

navy



541 C
RGB 0 60 113
HEX 003C71
CMYK 100 58 9 46

stone



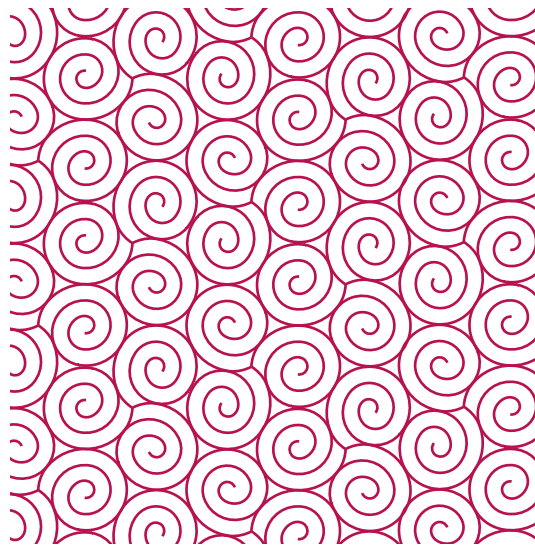
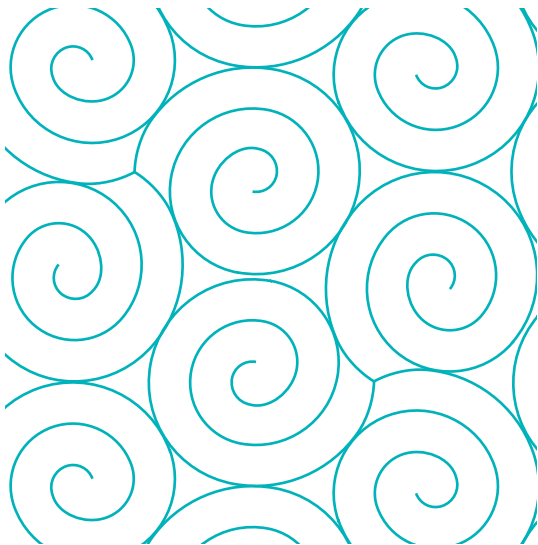
Warm Gray 6 C
RGB 165 156 148
HEX A59C94
CMYK 14 19 21 39

water graphic

primary graphic layout

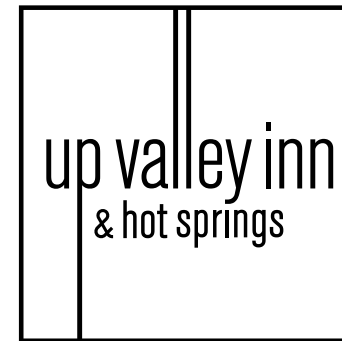


secondary graphic colors, backgrounds or line weight options



secondary logo options

sub-brand logo options



icon logo



files

positive orange logo



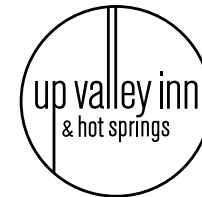
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uvi_logo_pos_o_pms.eps
uvi_logo_pos_o_cmyk.ai
uvi_logo_pos_o_cmyk.eps
uvi_logo_pos_o_cmyk.png
uvi_logo_pos_o_cmyk.jpg

positive turquoise logo



uvi_logo_pos_t_pms.ai
uvi_logo_pos_t_pms.eps
uvi_logo_pos_t_cmyk.ai
uvi_logo_pos_t_cmyk.eps
uvi_logo_pos_t_cmyk.png
uvi_logo_pos_t_cmyk.jpg

positive black logo



uvi_logo_pos_b_pms.ai
uvi_logo_pos_b_pms.eps
uvi_logo_pos_b_cmyk.ai
uvi_logo_pos_b_cmyk.eps
uvi_logo_pos_b_cmyk.png
uvi_logo_pos_b_cmyk.jpg

reverse orange logo



uvi_logo_rev_o_pms.ai
uvi_logo_rev_o_pms.eps
uvi_logo_rev_o_cmyk.ai
uvi_logo_rev_o_cmyk.eps
uvi_logo_rev_o_cmyk.png
uvi_logo_rev_o_cmyk.jpg

reverse turquoise logo



uvi_logo_rev_t_pms.ai
uvi_logo_rev_t_pms.eps
uvi_logo_rev_t_cmyk.ai
uvi_logo_rev_t_cmyk.eps
uvi_logo_rev_t_cmyk.png
uvi_logo_rev_t_cmyk.jpg

reverse white logo



uvi_logo_rev_w_pms.ai
uvi_logo_rev_w_pms.eps
uvi_logo_rev_w_cmyk.ai
uvi_logo_rev_w_cmyk.eps
uvi_logo_rev_w_cmyk.png
uvi_logo_rev_w_cmyk.jpg

files

positive orange sub-logo



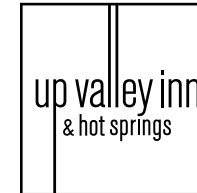
uvi_sublogo_pos_o_pms.ai
uvi_sublogo_pos_o_pms.eps
uvi_sublogo_pos_o_cmyk.ai
uvi_sublogo_pos_o_cmyk.eps
uvi_sublogo_pos_o_cmyk.png
uvi_sublogo_pos_o_cmyk.jpg

positive turquoise sub-logo



uvi_sublogo_pos_t_pms.ai
uvi_sublogo_pos_t_pms.eps
uvi_sublogo_pos_t_cmyk.ai
uvi_sublogo_pos_t_cmyk.eps
uvi_sublogo_pos_t_cmyk.png
uvi_sublogo_pos_t_cmyk.jpg

positive black sub-logo



uvi_sublogo_pos_b_pms.ai
uvi_sublogo_pos_b_pms.eps
uvi_sublogo_pos_b_cmyk.ai
uvi_sublogo_pos_b_cmyk.eps
uvi_sublogo_pos_b_cmyk.png
uvi_sublogo_pos_b_cmyk.jpg

reverse orange sub-logo



uvi_sublogo_pos_o_pms.ai
uvi_sublogo_pos_o_pms.eps
uvi_sublogo_pos_o_cmyk.ai
uvi_sublogo_pos_o_cmyk.eps
uvi_sublogo_pos_o_cmyk.png
uvi_sublogo_pos_o_cmyk.jpg

reverse turquoise sub-logo



uvi_sublogo_pos_t_pms.ai
uvi_sublogo_pos_t_pms.eps
uvi_sublogo_pos_t_cmyk.ai
uvi_sublogo_pos_t_cmyk.eps
uvi_sublogo_pos_t_cmyk.png
uvi_sublogo_pos_t_cmyk.jpg

reverse white sub-logo



uvi_sublogo_pos_w_pms.ai
uvi_sublogo_pos_w_pms.eps
uvi_sublogo_pos_w_cmyk.ai
uvi_sublogo_pos_w_cmyk.eps
uvi_sublogo_pos_w_cmyk.png
uvi_sublogo_pos_w_cmyk.jpg

files

orange icon



uvi_icon_pos_o_pms.ai
uvi_icon_pos_o_pms.eps
uvi_icon_pos_o_cmyk.ai
uvi_icon_pos_o_cmyk.eps
uvi_icon_pos_o_cmyk.png
uvi_icon_pos_o_cmyk.jpg

uvi_icon_pos_o_rgb.ai
uvi_icon_pos_o_rgb.eps
uvi_icon_pos_o_rgb.png
uvi_icon_pos_o_rgb.jpg

turquoise icon



uvi_icon_pos_t_pms.ai
uvi_icon_pos_t_pms.eps
uvi_icon_pos_t_cmyk.ai
uvi_icon_pos_t_cmyk.eps
uvi_icon_pos_t_cmyk.png
uvi_icon_pos_t_cmyk.jpg

uvi_icon_pos_t_rgb.ai
uvi_icon_pos_t_rgb.eps
uvi_icon_pos_t_rgb.png
uvi_icon_pos_t_rgb.jpg

black & white icon



uvi_icon_pos_b_pms.ai
uvi_icon_pos_b_pms.eps
uvi_icon_pos_b_cmyk.ai
uvi_icon_pos_b_cmyk.eps
uvi_icon_pos_b_cmyk.png
uvi_icon_pos_b_cmyk.jpg

uvi_icon_pos_b_rgb.ai
uvi_icon_pos_b_rgb.eps
uvi_icon_pos_b_rgb.png
uvi_icon_pos_b_rgb.jpg

graphic



uvi_graphic_pos_b_pms.ai
uvi_graphic_pos_b_pms.eps
uvi_graphic_pos_b_cmyk.ai
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uvi_graphic_pos_b_cmyk.jpg

uvi_graphic_pos_b_rgb.ai
uvi_graphic_pos_b_rgb.eps
uvi_graphic_pos_b_rgb.png
uvi_graphic_pos_b_rgb.jpg



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