

United Community

Brand Standards



Logo



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Logo: Spacing Guidelines



Spacing Guidelines

The area surrounding the logo should be kept free of graphics, type, photos, and illustrations. This “clear space” promotes brand recognition by allowing the logo to be viewed without interference from other visual elements. The logo should always be presented in such a way that backgrounds or other elements do not interfere with the recognition of the logo. The capital “U” from United should be used as a guide for minimum clear space above and beside the logo. The “C” from Community should be used as the minimum clear space below the logo.

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Logo: Standard

These are the acceptable color variations for our logo. The Full Color or Reverse version should be used unless limited by production.



Standard Logo - Full Color



Standard Logo - Reverse

Full Color

Use the Full Color logo on light backgrounds to allow for high contrast and ensure that our brand is visible.

Reverse

Use the Reverse logo on dark backgrounds where the full color would not be visible.



Standard Logo - Black and White



Standard Logo - Single Color Black

Black and white/Black

Should only be used when production is limited to grayscale or black printing.



Standard Logo - Single Color Blue



Standard Logo - White

Single Color

Used only if production is limited to single color printing. All other applications should use the Full Color or Reverse versions.

Logo

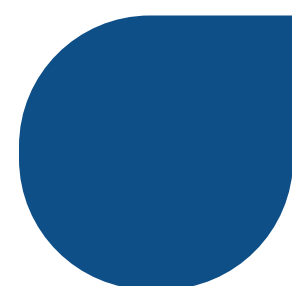
Color

Typography

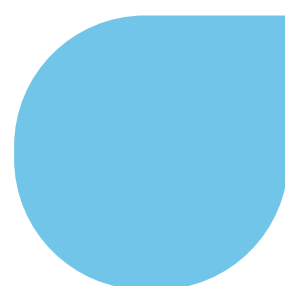
Photography

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Logo: Design Attributes



INTEGRITY
PANTONE 301 C
RGB 14,79,135
CMYK 99/76/21/5
HTML 0E4F87



CLARITY
PANTONE 297 C
RGB 113,197,232
CMYK 52/0/1/0
HTML #71C5E8

Acumin Variable Concept Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Acumin Variable Concept Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*Logo fonts should not be used outside of logo development.
Refer to typography section for brand approved fonts.*

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Logo: Icon

The lettermark icon can be used when space is limited and on branded merchandise. This icon was created to be used as part of the full logo or alone when space is limited, and paired with the full logo as an additional branded design element.



Lettermark Logo - Full Color



Lettermark Logo - Reverse



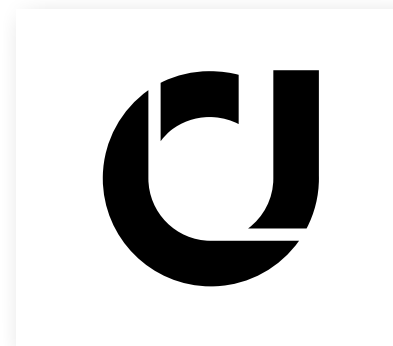
Lettermark Logo - Black and White



Lettermark Logo - Single Color Blue



Lettermark Logo - White



Lettermark Logo - Single Color Black

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Logo: Horizontal

The horizontal logo is to be used when the space provided is horizontally oriented and the standard logo layout isn't ideal. This version was created to allow our logo to be larger and more prominent when space is limited vertically.



Horizontal Logo - Full Color



Horizontal Logo - Reverse



Horizontal Logo - Black and White



Horizontal Logo - Single Color Black



Horizontal Logo - Single Color Blue



Horizontal Logo - White

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Logo: Vertical

The vertical logo is to be used when the space provided is vertically oriented and the standard logo layout isn't ideal. This version was created to allow our logo to be larger and more prominent when space is limited horizontally.



Vertical Logo - Full Color



Vertical Logo - Reverse



Vertical Logo - Black and White



Vertical Logo - Single Color Blue



Vertical Logo - White



Vertical Logo - Single Color Black

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Logo: Inappropriate Formatting



X Don't squish or stretch



X Don't place on low contrast backgrounds



X Don't flip



X Don't add effects



X Don't change color



X Don't rotate



X Don't change the layout



X Don't change the proportions



X Don't place on a busy background

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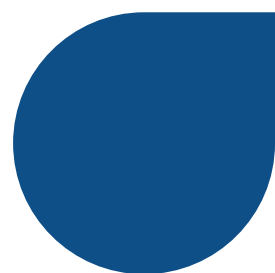
Photography

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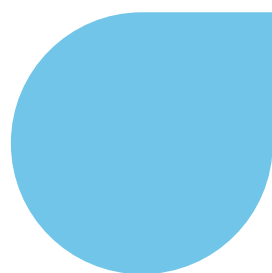
Colors

Signature Palette

Two colors—Integrity and Clarity—comprise the signature color palette for United Community. Integrity is primarily used for headlines and color elements, and Clarity is reserved for design elements and accents. The signature palette is used for our logo and provides a clean and professional look for our brand.



INTEGRITY
PANTONE 301 C
RGB 14,79,135
CMYK 99/76/21/5
HTML 0E4F87

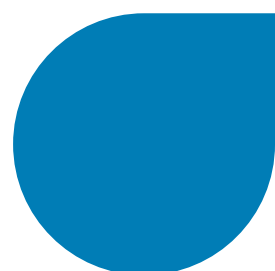


CLARITY
PANTONE 297 C
RGB 113,197,232
CMYK 52/0/1/0
HTML #71C5E8

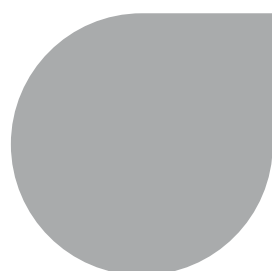
Clarity is too light to be used for header or body text. This should be used for design elements and icons only.

Secondary Palette

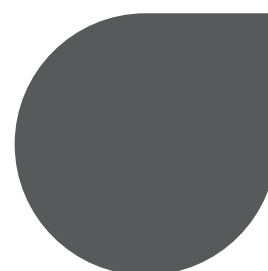
The secondary palette provides additional color options that support the bold signature palette—allowing these colors to truly stand out. The tonal palette includes grays and blues that will both complement and support the signature colors.



LOYAL
PANTONE 7690 C
RGB 0,118,168
CMYK 95/41/10/0
HTML #0076A8



WISDOM
COOL GRAY 5 C
RGB 177,179,179
CMYK 13/9/10/27
HTML #B1B3B3



UNITED GRAY
COOL GRAY 10
RGB 88,89,91
CMYK 40/30/20/66
HTML #63666A

Loyal can be used for design elements and a secondary header color option.

Wisdom can be used as a neutral secondary color when extra color options are needed.

United Gray is softer than black and matches better with our blue color palette. Because of this, it should be used for body copy when placed on a white background.

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Primary Typeface

Our corporate typeface is Myriad Pro. This typeface complements our logo, is easily readable, and provides a modern and friendly appearance.

Myriad Pro Regular For body copy	123456789—Point size 10 and up abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
Myriad Pro Italic For body copy as needed	<i>123456789—Point size 10 and up abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>
Myriad Pro Semibold For additional emphasis as needed	123456789—Point size 10 and up abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
Myriad Pro Bold For additional emphasis as needed	123456789—Point size 10 and up abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Headline Typeface

Myriad Pro is used for large headlines, typically in sentence or title case to give a more friendly and personal feel.

Myriad Pro Bold	POINT SIZE 14 and up abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
Myriad Pro Regular For Sub headlines with less emphasis	POINT SIZE 14 and up abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

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Secondary Typeface

When Myriad Pro is unavailable, Arial is acceptable. Arial is very similar and has minor differences, unnoticeable to most people.

Arial Regular

For body copy

123456789—Point size 10 and up
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Italic

For body copy as needed

*123456789—Point size 10 and up
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

Arial Bold

For additional emphasis as needed

**123456789—Point size 10 and up
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

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Image Selection

Our first impressions are visual. Because of this natural inclination, image selection is key to successful communication in an ad, brochure, flyer, buckslip, website—any type of marketing where a concept is portrayed, an audience is appealed to, and a message is sent.

Image Usage

- Images must relate to the audience with real-life circumstances.
- Image quality is essential. Images must be high resolution and professionally shot.
- Images including people must be diverse in age, race, ethnicity, gender, and physical attributes.



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Stock Photo Specifications

- Up-to-date imagery using relevant clothing, technology, and color balance.
- Lighter in overall color and lighting.
- Image must not be overly cluttered and have a clear focus/subject.
- Blue accents is a bonus.



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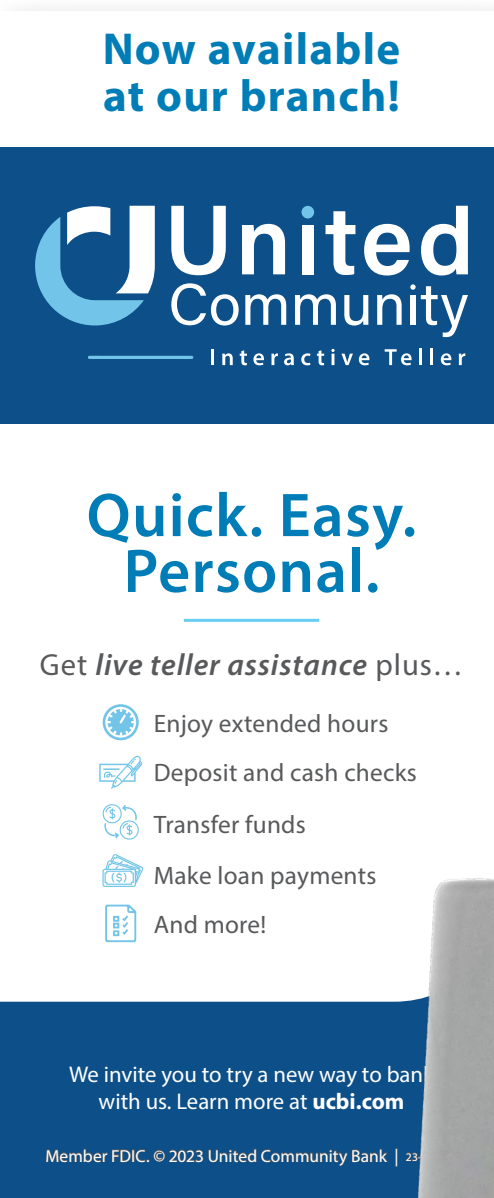
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Flyer



Branded Merchandise



Print Ad

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