BRAND GUIDELINES

Last updated: 8/08/2023

Prepared by:

LOGO IDENTIFICATION
Explanation of Files and Usage

GRADIENT 4-COLOR LOGO
This is the main logo file for the company based on the legacy, historic version. This logo is a non PMS type, meaning that it is a 4-color process logo. Gradients cannot be duplicated with PMS. This logo should NOT be used for any type of specialty items or apparel as the gradient cannot be replicated consistently or stitched. Care should be taken if this logo will be used on signage as the gradient may not always be reproduced consistently.

NON-GRADIENT 4-COLOR LOGO
This logo is a non PMS type, meaning that it is a 4-color process logo. This logo can be interchanged as needed with the PMS version below.

NON-GRADIENT PMS LOGO
This logo is constructed using the Pantone Matching System (PMS). A PMS logo can be reproduced consistently each time as they colors are made of specific formulas. The PMS logo is recommended for all reproduction – from printed material to specialty items and to signage. Accurate color reproductions can be expected each time with a PMS logo.

LOGO COLORS

Color Identification

United Vision *LOGISTICS*

GRADIENT 4-COLOR LOGO

Note - Gradient cannot be identified with color values

BLUE

CMYK VALUES
C = 96
M = 70
Y = 13
K = 2

RGB VALUES
R = 7
G = 89
B = 152

HEX VALUE
#075998

RED

CMYK VALUES
C = 20
M = 100
Y = 77
K = 9

RGB VALUES
R = 184
G = 31
B = 59

HEX VALUE
#b81f3b

GRAY

CMYK VALUES
C = 0
M = 0
Y = 0
K = 40

RGB VALUES
R = 168
G = 170
B = 173

HEX VALUE
#a8aaad

LOGO COLORS
Color Identification

NON-GRADIENT 4-COLOR LOGO

BLUE

CMYK VALUES
C = 96
M = 70
Y = 13
K = 2

RGB VALUES
R = 7
G = 89
B = 152

HEX VALUE
#075998

RED

CMYK VALUES
C = 20
M = 100
Y = 77
K = 9

RGB VALUES
R = 184
G = 31
B = 59
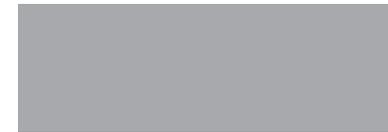
HEX VALUE
#b81f3b

GRAY

CMYK VALUES
C = 0
M = 0
Y = 0
K = 40

RGB VALUES
R = 168
G = 170
B = 173

HEX VALUE
#a8aaad

LOGO COLORS

Color Identification

NON-GRADIENT PMS LOGO

BLUE	RED	GRAY
PMS 2945	PMS 1805	40% BLK
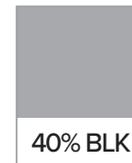
LOGO EXCLUSION ZONES

Recommended Space Around Logo

Recommended exclusion zone is the width of the "V" in the logo both horizontally and vertically so that the logo has adequate white space around it.

EXCLUSION ZONE IDENTIFIED

RECOMMENDED TYPOGRAPHY

Typography Recommendation to Compliment Logo

MAJOR HEADLINES / HEADLINES

Proxima Nova Extra Bold - Sized to Match Application

SUB HEAD - MAJOR

Proxima Nova Semi Bold - Sized to Match Application

SUB HEAD - MINOR OR POINTS OF EMPHASIS

Proxima Nova Medium - Sized to Match Application

Body Copy
Proxima Nova Light - Sized to Match Application