



# LOGO STANDARDS

The Universal Audio (UA) logo is an important part of our branding and should be treated as such.

It's helpful to think of our logo as non-negotiable artwork. In other words, don't stretch, alter, substitute, append, or do anything that would compromise the basic integrity of the logo.

**Note: It is never acceptable to separate the “diamond” icon of the UA logo from the words “Universal Audio,” with the single exception of our software GUIs, as noted in the following pages.**

The full UA logo package can be downloaded from [www.uaudio.com/press/resources/logos.html](http://www.uaudio.com/press/resources/logos.html).



Black & White Stacked



Black & White Horizontal



Black & White Stacked (Reversed)



Black & White Horizontal (Reversed)



Color Stacked



Color Horizontal

# CLEAR SPACE & MINIMUM SIZE

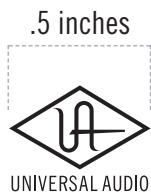
We all like a little breathing room, don't we? It's important to give the UA logo a little breathing room too, as well as taking steps to ensure it's always legible.

## CLEAR SPACE

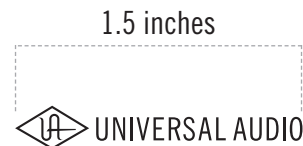


Clear space is equal to the x-height of the 'E' in the logo

## MINIMUM SIZE



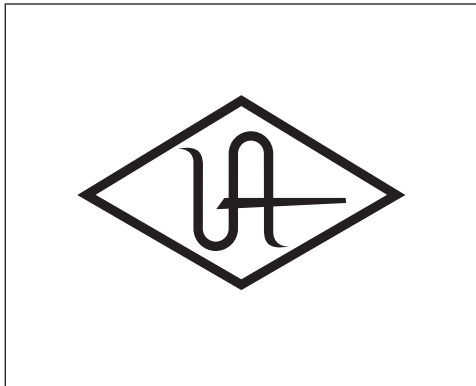
Stacked version should have a minimum width of .5 inches and at this size there should be no "INC" mark



Horizontal version should have a minimum width of 1.5 inches and at this size there should be no "INC" mark

# ALTERNATIVE LOGO USAGE (SOFTWARE GUI ONLY)

While we want to do our best to uphold the consistency of the UA logo, the diamond icon-only version of the logo may be used on our software GUIs only. This is the one — and only one — exception to the rule of “Don’t separate the diamond from the Universal Audio text.”



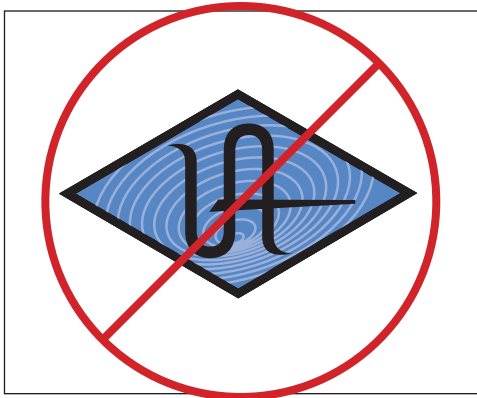
Software GUI version



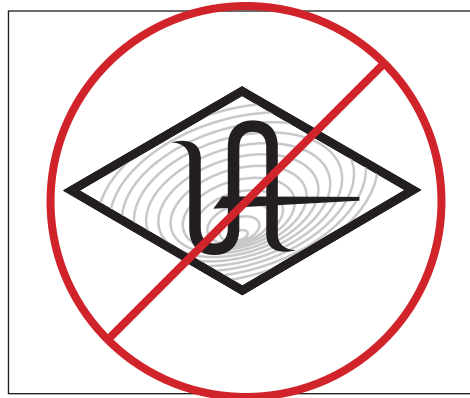
Examples of logo treatment

# OLD AND OUT-OF-DATE LOGOS

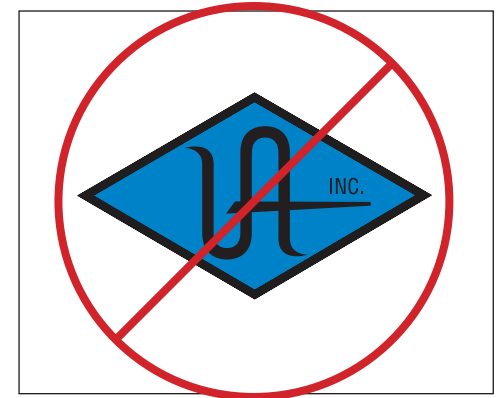
Vintage may be cool, just ask your resident hipster. But when it comes to the UA brand, using old or out-of-date logos just isn't cool. Please delete these old logos from your hard drive, and forever banish them from any future materials you create.



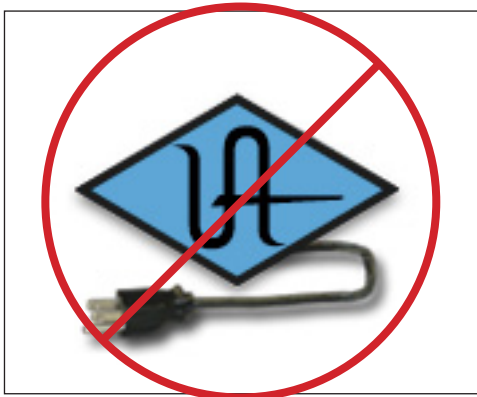
Old vortex logo, blue



Old vortex logo, white



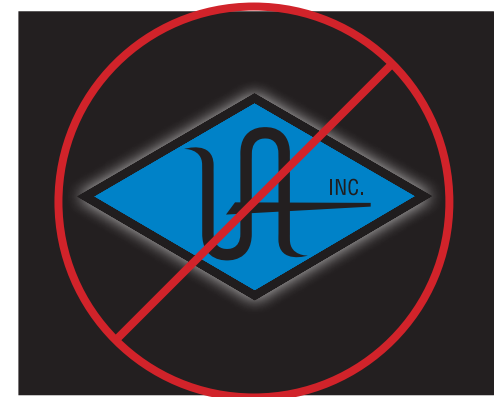
Old black on blue logo



Old Universal Audio logo with plug



Incorrect border



Old black on blue logo with glow

# IMPROPER USAGE

Even when using the correct, approved UA logo, It's important to use caution as to where and how you place it on materials. Specifically, you should resist the urge to rotate, shadow, create 3D effects, and/or otherwise alter the logo. If you have questions, you can always contact the UA marketing team.



Drop shadows or other effects



Not enough contrast



Patterned or busy background



Incorrect font



Angled logo



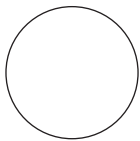
Incorrect colors

# COLOR USAGE

Where would we be without color? We wouldn't have Yellow Submarine, Kind of Blue, Purple Rain, Paint it Black... the list goes on. Our colors are important too. Here they are.

## PRINT COLORS

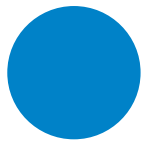
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White



Black



PMS 3005

## WEB COLOR PALETTE

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#41362d



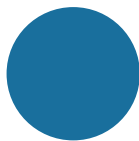
#4c4844



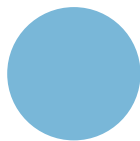
#e6e0d7



#f4f3ed



#196f9d



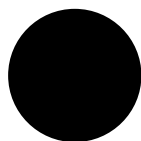
#79b7d8



#d0dee6



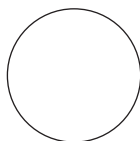
#f4f6f7



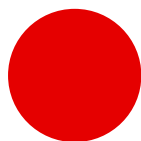
#000000



#464646



#ffffff



#e50000



# TYPOGRAPHY - ALL PRINT MEDIA

Below are the official UA fonts, as found in our print materials, including advertising, business cards, and owner's manuals. Note: there is no Comic Sans. There should never, ever be any Comic Sans. Ever.

## OFFICIAL FONTS USAGE

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### **Trade Gothic Bold**

Trade Gothic Condensed No. 18

*Trade Gothic Condensed No. 18 Oblique*

### **Trade Gothic Bold No. 2**

Trade Gothic Medium



UNIVERSAL AUDIO