



USI Consultants Inc. Corporate Branding Style Guide

Last Updated: 2/2015

VERSION II - PUBLIC DOWNLOAD USAGE



Logo Usage

USI Consultants Inc. Approved Logo:

Consistency is critical to the success of USI's overall brand identity. The various marketing and documentation pieces that USI uses on a regular basis provide an opportunity to reinforce our visual identity and increase brand awareness among our customers and partners within the industry.

Instant recognition is a direct result of coordinated and consistent efforts when using colors, logos, and fonts in such applications as business cards, publications, brochures, displays, CAD drawings, and documentation.

Spacing:

Allow .25" Around All Sides of the USI Logo
Or Equal Amounts Proportionate with 1/4"

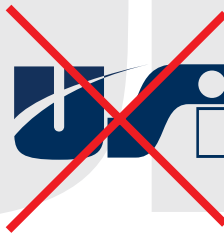


USI Approved Logo: OVER WHITE/LIGHT BACKGROUNDS
USI "Corporate Blue" 1 Color Logo

USI Approved Logo: OVER DARK/BLACK BACKGROUNDS
USI REVERSED WHITE



Unapproved Usage
Do not angle logo



Unapproved Usage
Do not remove
"Consultants" from Logo



Unapproved Usage
Do not "Squish" a logo to
make it "Fit"



Unapproved Usage
Do not use the "Corporate Blue"
over a Dark Background



Unapproved Usage
Do not overlap text or images over logo

Logo File Format Usage

USI Consultants Inc. approved logo formats, and usage.

PRINT MATERIALS (Flyers, Mailers, Tradeshow, Resumes, Embroidery, CAD Drawings, etc...)

- HIGH-RES LOGOS (Vector & 300PPi/DPI): (.EPS, .AI, .PDF, .DWG - Vector Files) Transparent .PNG, Transparent .TIF

DIGITAL MATERIALS (Presentations, Video, Web, Mobile, E-Mail etc...)

- LOW-RES LOGOS (72PPi/DPI): Transparent .PNG, .JPG, .BMP, .GIF

****Special Note - There is NOT a Low Resolution transparent "WHITE" .JPG format DIGITAL MATERIALS**

(Presentations, Video, Web, Mobile, E-Mail etc...) - LOW-RES LOGOS (72PPi/DPI): Transparent .PNG, .JPG, .BMP, .GIF

Tagline Guide Usage

These fonts have been selected for their clean look, color, meaning, and versatility. USI encourages use of our tagline in the design and function of our corporate and promotional pieces. Our tagline represents a branding philosophy and our company.

moving **INFRASTRUCTURE** forward >>

moving **INFRASTRUCTURE** forward >>

USI Approved Tagline: OVER WHITE/LIGHT
BACKGROUNDS USI CORPORATE BLUE/USI ACCENT ORANGE

USI Approved Tagline: OVER DARK/BLACK
BACKGROUNDS USI REVERSED WHITE/USI ACCENT
ORANGE

PRINT MATERIALS & DIGITAL MATERIALS

HIGH-RES LOGOS (Vector & 300PPi/DPI): (.EPS, .AI, .PDF - Vector Files) Transparent .PNG, Transparent .TIF

DIGITAL MATERIALS (Presentations, Video, Web, Mobile, E-Mail etc...)

LOW-RES LOGOS (72PPi/DPI): Transparent .PNG, .JPG, .BMP, .GIF

Tagline Font (lowercase + CAPS + lowercase)

YORKVILLE Regular

Font Guide & Usage

These fonts have been selected for their clean look and versatility. USI encourages use of fonts that fit the purpose of each marketing piece.

Some general guidelines for picking fonts include the following: use only two or three different typefaces in one piece, vary the weight (i.e. regular, italic, semibold) of your typefaces and consider using fonts that provide some contrast between each other.

The following fonts are recommended:



Logo Font & (Header Font)

YORKVILLE Regular

abcdefghijklm

ABCDEFGHIJKLM

123456789

Calibri

abcdefghijklm ABCDEFGHIJKLM 123456789

Calibri Light Italic

abcdefghijklm ABCDEFGHIJKLM 123456789

Calibri Regular

abcdefghijklm ABCDEFGHIJKLM 123456789

Calibri Bold

abcdefghijklm ABCDEFGHIJKLM 123456789

Calibri Bold Italic

abcdefghijklm ABCDEFGHIJKLM 123456789

Color Style Guide

These colors have been selected for their clean look, modern feel, and versatility. USI encourages use of color that fit the purpose of each corporate piece.



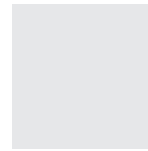
USI Primary Blue

Pantone 648 Solid Coated

C = 100% M= 85% Y= 35% K= 30%

Web Hex # 16325B

R = 22 G= 50 B= 91



USI Watermark Gray

C = 0% M= 0% Y= 0% K= 10%

Web Hex # E6E7E8

R = 230 G= 231 B= 232



USI Accent Gray

Pantone Cool Gray 8 C

C = 48% M= 40% Y= 38% K= 3%

Web Hex # 8A8A8D

R = 138 G= 138 B= 141



USI Accent Orange

Pantone 144 C

C = 2% M= 54% Y= 100% K= 0%

Web Hex # F38A00

R = 243 G= 138 B= 0

USI Background Watermark

To add depth to a variety of corporate pieces, USI has a 1/2 Page Watermark logo that can be used in Print and Digital Materials.

PRINT MATERIALS & DIGITAL MATERIALS

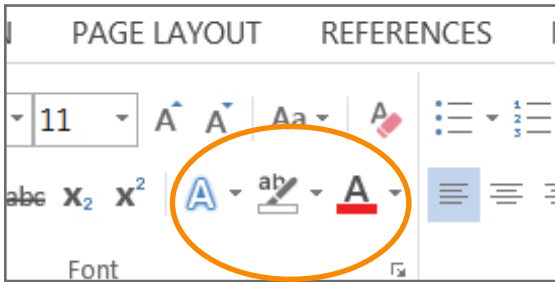
HIGH-RES LOGOS (Vector & 300PPi/DPI): (.EPS, .AI, .PDF - Vector Files) Transparent .PNG, Transparent .TIF

DIGITAL MATERIALS (Presentations, Video, Web, Mobile, E-Mail etc...)

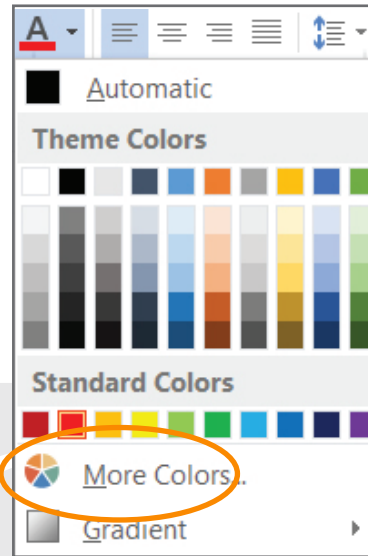
LOW-RES LOGOS (72PPi/DPI): Transparent .PNG, .JPG, .BMP, .GIF

Choosing Colors in Microsoft Office

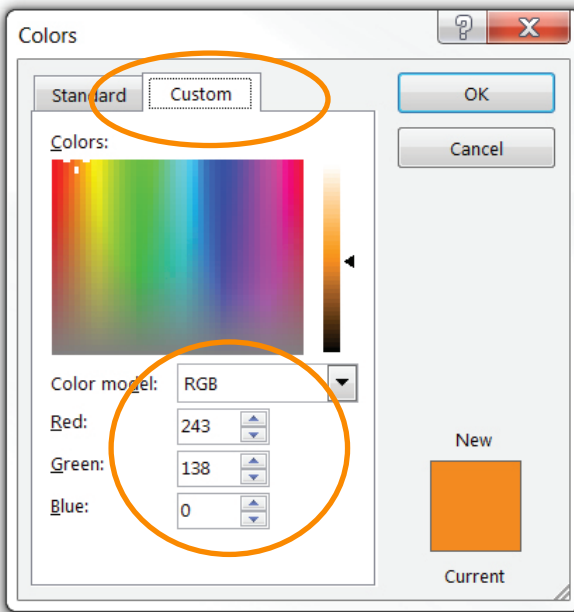
Microsoft has the ability to choose the correct color schemes for templates, word documents, & presentations - Please Refer to Below Instructions:



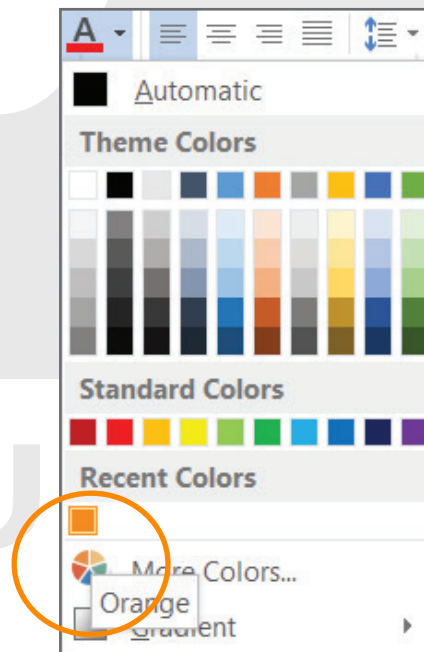
1) On the TOOL BAR at the Top of the Screen, Choose the ICONS with the COLORS.



2) On the DROP DOWN ICON, FOR TEXT, BACKGROUND, OUTLINES ETC.. CHOOSE the "MORE COLORS" OPTION.



3) Once you choose the "MORE COLORS" option a new window will "POP UP" CHOOSE THE CUSTOM TAB at the TOP and then the RGB MODEL- Refer to the 3- Color Percentage of the USI Color you are trying to input for RGB.



4) Click "OK" - THEN YOUR New Color Will Show up in your COLOR Manager.