



UCT Style Guidelines

It is important that all of our UCT communications project a consistent look. These style guidelines were carefully developed to ensure that the UCT brand is used correctly and consistently. Adherence to these guidelines is essential to creating and maintaining a UCT brand identity – one that is distinctive and uniquely our own.

Use of Logo

The UCT logo is a registered trademark of **The Order of United Commercial Travelers of America**. Because of its trademark status, maintaining the integrity of the logo is critical. UCT encourages use of the logo by affiliated members, councils, business and community partners, UCT employees, UCT insurance agents and non-members who have rightful reason to promote UCT programs, events, products and services.

Note: Any questions regarding the UCT logo and its use should be directed to Linda Fisher, Public Relations Manager, UCT at lfisher@uct.org.

The UCT brand must be reproduced consistently; you may not modify or alter the UCT trademark in any way, including proportions, colors, elements, or type beyond what is outlined in these guidelines.

The UCT logo must be accompanied by a service mark symbol (SM) on all materials and in all cases should be placed in superscript position. If the logo is used more than once on a printed piece, it is customary to use the service mark symbol on the cover or first occurrence of the logo.

Please do not distort the logo proportionately, change the type font, or add other graphic elements such as backgrounds, boxes, etc., to the immediate area surrounding the logo. You can make the logo any size you want, but do not stretch it horizontally or vertically, or skew it in any way.

Tagline orientation

The UCT tagline “Where Community and Compassion Unite” should be presented as part of the logo.

Use of the tagline should be as follows;

Vertical placement. Tag line runs below the UCT lettering, in two lines, flush left and aligned with the “U”.

Horizontal placement. Tag line runs directly to the mid lower right of the “T”, in two lines.



Color treatment variations of the logo

These images are JPG files, basically good for placing in documents or for use on a website. Any high quality or professional printing use of the logo such as letterhead, business cards, envelopes, flyers, etc., requires a high resolution TIF file or an EPS file. If this is something you need, please contact Linda Fisher at lfisher@uct.org.

The corporate colors are:

Blue – PANTONE® 2945
Gold – PANTONE® 117

HTML 00549F
HTML C79900

R 199 G 153 B 0
R 0 G 84 B 159

C 100 M 52 Y 2 K 12
C 0 M 22 Y 100 K 15



Type font

The preferred type fonts for UCT are:

Serif: **Adobe Garamond Pro**

System typeface: **Times New Roman**

Sans serif: **Myriad Pro**

System typeface: **Arial**

Misuse of the logo

It is important that the logo be presented accurately and consistently every time it is used.

Please avoid these common violations.

- Do not use a scan or reproduction of a logo that is poor quality.
- Do not outline the logo.
- Do not mix colors in the logo or present the logo in shades or patterns.
- Do not display the logo on a background that is of contrasting color or overly busy.
- Do not change the type font.
- Do not violate the white space surrounding the logo area; do not overlay the logo on other text, photographs or other graphics.