Bold promising UCT

Leveraging the legacy font of UCT was a perfect choice. The bold, solid and ever-optimistic rich blue expresses the values and promise that UCT offers.

United Commercial Travelers

Straight-talk: United Commercial Travelers

Our brand name is now easy to read, direct and timeless. This new - yet stayed and proven choice - insures that all who engage with UCT are first greeted with ‘straight-talk’.

Bedrock of Gold

This collective mark is clear, clean and respectful of our past colors.
LOGO SPECIFICATIONS

Font specifications and rationale
Leveraging the legacy font of UCT’s former Brand ID Futura Bold is retained. This allows the Brand ID to be an evolution with this ‘master-logo-font’ ensuring the ease and quick acceptance by all internal and external clients.

Futura Bold

United Commercial Travelers

Helvetica Neue

‘United Commercial Travelers’ is Helvetica Neue Regular and chosen because:
- Extremely legible - all sizes vs. all options
- Timeless - not italic, not a ‘personality’ font, will not go out of style
- Associated with the most stable organizations and businesses

= Distance of separation within the Brand ID is 75% in scale / unit as the width of the horizontal staff within the ‘T’ of ‘UCT’. This is offered as a master-distance that will scale with the Brand ID for possible non-printed uses, i.e. 3D Signage, Hand Fitted Decal Signage, Special Event Branding, etc.

= Height of base-bar is equal to the horizontal staff within the ‘T’ of ‘UCT’. This is offered as a master-distance that will scale with the Brand ID for possible non-printed uses, i.e.; 3D Signage, Hand-fitted decal signage, special-event branding etc.
COLOR PALETTE

Master set

BRAND ID, Colors as presented within Brand ID will help determine the uses of:

**UCT BLUE**
- PMS 300 C
- HEX #0b59a5
- RGB (11,89,165)
- CMYK (93,46,0,35)

**UCT GOLD**
- PMS 7753 C
- HEX #c29f2e
- RGB (194,159,46)
- CMYK (0,18,76,24)

**UCT BLACK**
- 100% Black
- United Commercial Travelers Font
- 65% Black
- 45% Black
- 30% Black
- 100% White
BEST PRACTICES

Tastefully combine elements needed for attractive and effective straight talk communications.

Finally
I am at peace!

“In my family’s most critical time you came through. With months of unrest I finally took the advice of a great friend and picked up the phone and called 800-848-0233, and finally I found my home for all of my family’s insurance needs... thank you UCT!”

Amy Fishbein / Austin, TX

United Commercial Travelers

Extend the solidity-slab when appropriate to bleed-left

DONT’S

Do Not: Change colors, element arrangements, sizes or more.
IN-ACTION

- Possible Premium & Promotional Applications