

BRAND PERSONALITY

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.



UCT

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.



'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

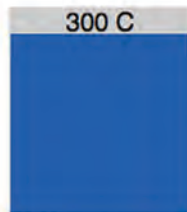
■ = Distance of separation within the Brand ID is **75% in scale** / unit as the width of the horizontal staff within the 'T' of 'UCT'. This is offered as a master-distance that will scale with the Brand ID for possible non-printed uses, i.e. 3D Signage, Hand Fitted Decal Signage, Special Event Branding,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

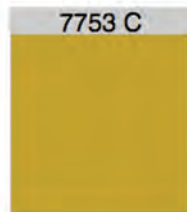
Master set

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



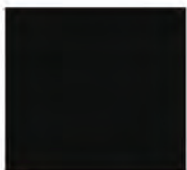
UCT BLUE

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.

UCT United Commercial Travelers

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 800-848-0123...
...and finally I found my home for all of my family's Insurance needs....
thank you UCT!"

Amy
Amy Threadgill / Austin, TX

UCT Home Office
1801 Watermark Drive, Suite 100
Columbus, OH 43215
Call: 800.848.0123
Open from 9-4:30p EST M-F

We'd love to hear from you :)
www.uct.org

Futura Bold & Regular

Times Bold & Italic

Helvetica Bold & Italic

Extend the solidity-slab when appropriate to bleed-left

DONT'S

~~**UCT** United Commercial Travelers~~

~~**UCT**
United Commercial Travelers~~

~~**UCT** United Commercial Travelers~~

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

IN-ACTION

- Possible Premium & Promotional Applications





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