



# BRAND GUIDELINES

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## MISSION STATEMENT

Urban Alliance empowers under-resourced youth to **aspire, work, and succeed** through paid internships, formal training, and mentoring.

## THE LOGO



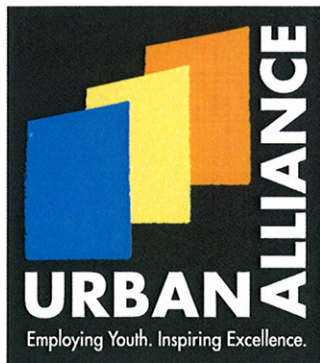
# LOGO VERSIONS



## Standard Logo

Use this logo for all purposes. This should be the first logo you turn to and you should only use the only logos as an alternative when the circumstances dictate their use.

Filename: UA\_logo\_std.jpg  
(also available in .ai, .png, .eps, .tif)



## Bold Logo

Use this logo for non-standard pieces where you would like to make a more bold impact. Good examples include: t-shirts, mugs, posters, etc. Recommend using this version sparingly.

Filename: UA\_logo\_std.jpg  
(also available in .ai, .png, .eps, .tif)



## No Tagline Logo

Use this logo when you will be displaying the logo smaller than 1 inch. Anything smaller than 1 inch and the tagline becomes illegible.

Filename: UA\_logo\_no\_tag.jpg  
(also available in .ai, .png, .eps, .tif)



## Grayscale Logo

Use this logo when you will be printing in black and white. (Note: the contrast on the Standard Logo should print effectively in grayscale as well)

Filename: UA\_logo\_std.jpg  
(also available in .ai, .png, .eps, .tif)

# TYPOGRAPHY & COLOR

## TYPEFACE

Futura is used in the logo and throughout this report.

Arial is used throughout the website.

Arial and Times are suitable for use in self-created materials if Futura is not available. It is not necessary to match to the logo type.

## COLOR



Blue

Pantone 3005c

R:1 G:129 B:198

C:100 M:34 Y:0 K:2



Orange

Pantone 1375C

R:250 G:166 B:52

C:0 M:40 Y:90 K:0



Yellow

Pantone 113C

R:255 G:230 B:116

C:0 M:7 Y:66 K:0



Gray

70% Black pairs nicely with the Urban Alliance color scheme. Gray is used widely on the website and business card, and is more modern and less harsh than black.

## ATTRIBUTE WORDS

Aspire. Work. Succeed.

These strong attribute words are seen in the mission statement and punctuate key photos in the website. However, the attribute words should not be confused with the tagline and the two should not be used interchangeably.