Corporate Identity Guidelines

unitytrust
bank

An introduction to Unity Corporate Identity and Style Guide

www.unity.co.uk

colour

Pantone 369 and Pantone Cool Gray 6 are the primary colours in our identity. In all cases where the logo is to be produced in colour, it is essential that the colour specifications within these guidelines are not deviated from in any way.

It is possible to reproduce the logo colours out of the four colour process and as specific Pantone colours. It is recommended that even when Pantone references are quoted to a printer, a colour swatch is provided and matched.

For on screen displays such as on Word and Power-point presentations the RGB references are:
102 red, 204 green, 51 blue.

Pantone 369 Green
COATED SPOT colour

Pantone 369 Green COATED CMYK
59% Cyan   0% Magenta
100% Yellow 7% Black

Pantone 369 Green
UNCOATED SPOT colour

Pantone Cool Gray 6
COATED SPOT colour

Black

logo

The logo has to be given space. It is important to keep it clear of any other visual elements, such as headings or body text. To regulate this, an exclusion zone has been established around the Unity Trust logo. This exclusion zone is based on twice the cap height of the Divisional wording.

Master Files

Only official logo master files should be used (available from marketing@unity.co.uk). Logos should never be recreated, or distorted or their elements rearranged.

Variants

Size

Logo size is defined by the 'X' measurement shown

('X' is the measurement of the widest part of the Unity 'shape' at its base). This measurement then helps to structure the document layout.

Resizing

All master logos originated at 100% with an 'X' measurement of 15mm. To rescale to the required size change overall percentage to achieve the 'X' measurement needed:

100% X	=	15mm
At 80% X	=	13mm
At 140% X	=	21mm
At 180% X	=	27mm
At 280% X	=	42mm

Size/Application

Select the correct logo size for the appropriate application:

X = 13mm A5 literature, advertisements smaller than A4, business cards, name badges, place settings

X = 15mm A4 literature and forms, folders, envelopes, A4 advertisements

X = 21mm A3 literature, A4 posters, advertisements larger than A4

X = 21mm A3 posters

X = 27mm A2 posters
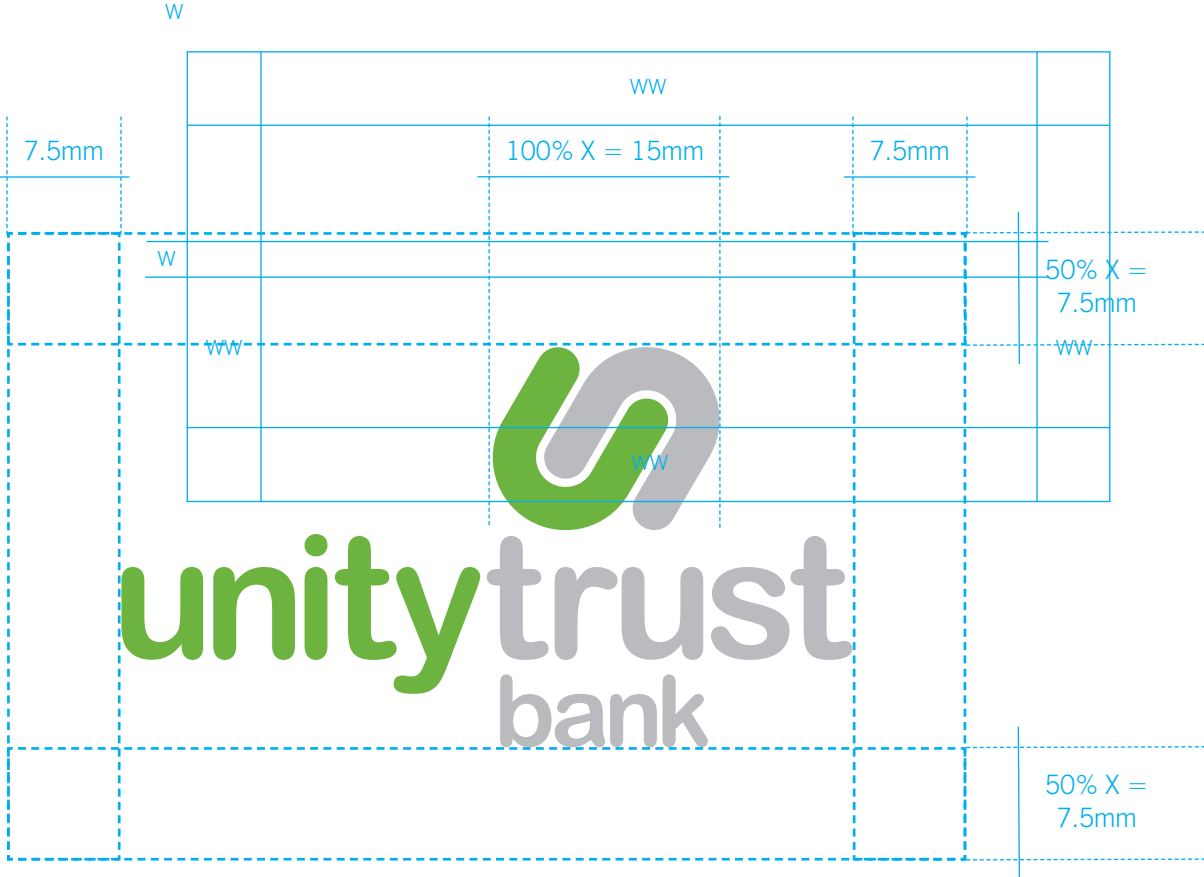
50% X = 7.5mm is the minimum size for a tonal logo.

logo

15mm

15mm

logo

Exclusion Zone

When positioning the logo a clear exclusion zone equal
to half the 'X' measurement has to be maintained at all
times where no other elements can enter.

W

WW

7.5mm   100% X = 15mm   7.5mm

W

WW

WW

50% X =
7.5mm

WW

50% X =
7.5mm

logo

Positioning

Specific guides have been created to position the logo within a design or page layout, in principle these are:

- In isolation - top right hand corner
- Stationery - top right hand corner
- With other elements - top or bottom right
- Exceptions - irregular formats (limited)

Colour Variations

Wherever possible the full colour logo should be used. However other versions are available should the printing process restrict the use of colour. For each logo variant, the following are available:

- For four colour process use spot colour logos and convert to CMYK on output.
- The spot 'line' logo is for when a tonal logo can not be used and can be printed in any of the brand colours or white. It should never be applied to literature.

Backgrounds

- Only use the tonal logo on a white background
- Never overlay onto a colour background or image
- The 'line' logo can be used on a coloured background in limited applications (eg. promotional items).