

April 2014

UCI

50 Year Mark Guidelines

UCI 50 Year Mark Usage

Primary 50 Year Mark



Usage

For all materials (digital and print) where the UCI 50 Year Mark will stand alone – without the UCI Primary and Secondary master brand logo.

Secondary 50 Year Mark



For all materials (digital and print) where the UCI 50 Year Mark will appear with the UCI Primary and Secondary master brand logo.

Note: The Secondary UCI 50 Year Mark should not be placed next to the UCI Primary and Secondary master brand logo's.

Tertiary 50 Year Mark: Sans Tagline



For all materials (digital, print and merchandise) where the UCI 50 Year Mark tagline will appear too small for legibility.

UCI 50 Year Mark Merchandise Usage

Primary 50 Year Mark with TM Symbol



Usage

For use on all merchandise, the UCI 50 Year Mark guidelines apply with the addition of the trademark TM symbol.

Secondary 50 Year Mark with TM Symbol



For use on all merchandise, the UCI 50 Year Mark guidelines apply with the addition of the trademark TM symbol.

Tertiary 50 Year Mark with TM Symbol: Sans Tagline



For use on all merchandise, the UCI 50 Year Mark guidelines apply with the addition of the trademark TM symbol.

UCI 50 Year Mark Merchandise Usage: Application

Primary 50 Year Mark with TM Symbol: Example

Usage

For merchandise where the UCI 50 Year Mark will stand alone – without the UCI Primary and Secondary master brand logo.

The preferred application for a patch, button or similar should have a square, white background unless it will be applied to an existing white background.



UCI 50 Year Mark Usage Examples

Primary Mark Example



Mug



Patch

Secondary Mark Examples



Website



Brochure



Ad



Mug: Side A



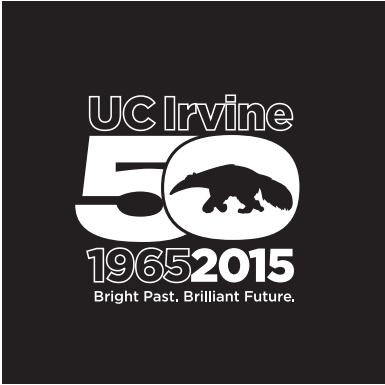
Mug: Side B

UCI 50 Year Mark Colors

PMS 7685	C 91 M 73 Y 11 K 0	R 46 G 85 B 150
PMS 109	C 0 M 16 Y 100 K 0	R 255 G 209 B 0
70% K		R 109 G 110 B 113

UCI 50 Year Mark One Color Usage

Primary Mark: One Color Examples



Usage

For materials where the UCI 50 Year Mark cannot be printed in full color.

Contact Information

This guide should serve to improve the quality and efficiencies of all materials executed with the UCI brand name.

Adherence to the UCI 50 Year Mark and Color Guidelines will help create a strong identity.

For questions or assistance please contact:

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