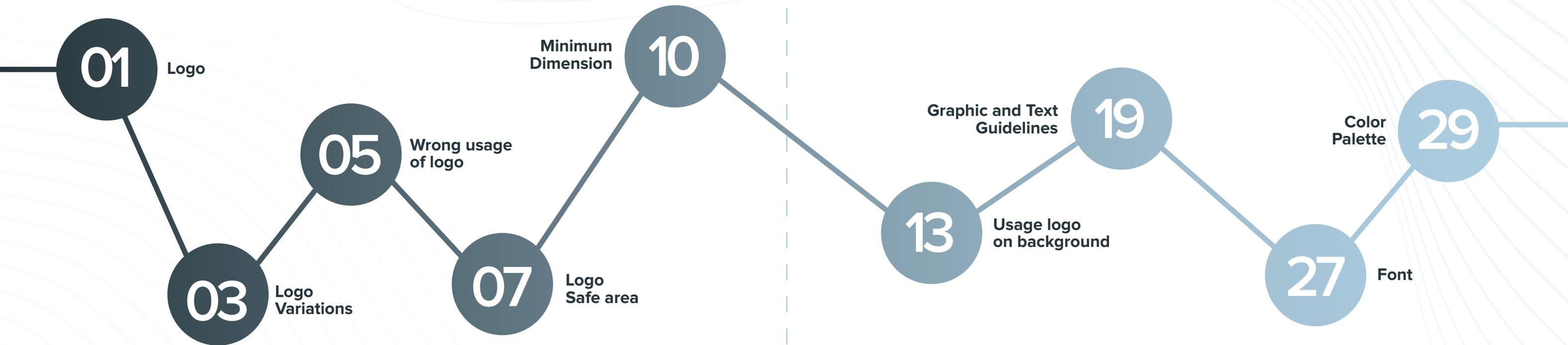


# Brand Book

U-EARTH  
BIOTECHNOLOGIES



**Brand  
Book** 



Logo. 



U-EARTH

The book is structured in order  
to show what can and what  
cannot be done with the U-Earth  
logo.

# Logo Variations.



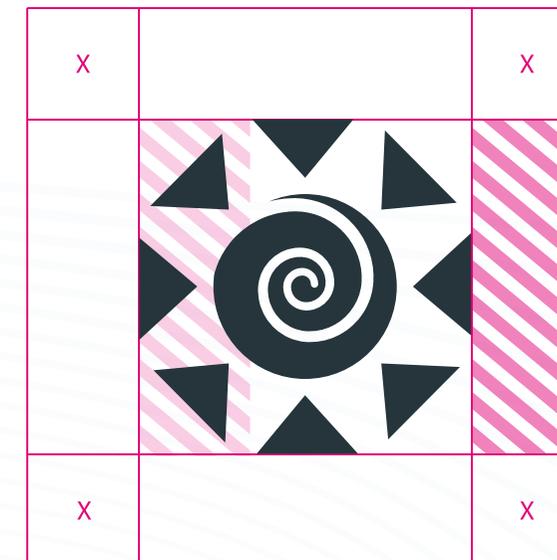
U-EARTH



# Wrong Usage of Logo.



# Logo Safe Area.



The safe zone around the logo can be measured by dividing the logo into 3 parts vertically or horizontally, and use a third as a safe zone.



The safe zone around the logo can be measured with size of the logo pictogram.

# Minimum Dimensions





U-EARTH



Width of the logo not smaller than 30 mm.  
The height will be proportioned to logo base.



# Usage Logo on background.



USAGE LOGO  
ON BACKGROUND

## Image Background



It is possible to use the light blue version of the logo in case it would be applied on a photographic image or on white background that does not compromise the visibility of the logo, it is preferable to adopt the positive version (only black) on photographic images with light colors and the negative version (only white) on photographic images with dark colors.



It is possible to use the petrol blue version of the logo in case it would be applied on a photographic image or on white background that does not compromise the visibility of the logo, it is preferable to adopt the positive version (only black) on photographic images with light colors and the negative version (only white) on photographic images with dark colors.



It is possible to use the light white version of the logo in case it would be applied on a photographic image or on dark background that does not compromise the visibility of the logo, it is preferable to adopt the positive version (only black) on photographic images with light colors and the negative version (only white) on photographic images with dark colors.



It is possible to use the petrol blue version of the logo in case it would be applied on a photographic image or on white background that does not compromise the visibility of the logo, it is preferable to adopt the positive version (only black) on photographic images with light colors and the negative version (only white) on photographic images with dark colors.



It is preferable to adopt the positive version (white only) on photographic images with light colors and the negative version (only black) on photographic images with dark colors.



It is preferable to adopt the positive version (black only) on photographic images with light colors and the negative version (only white) on photographic images with dark colors.

## Color Background



These are the possible combinations that can be adopted when the logo is present on a colored background that is not a photograph. (page 18-19)



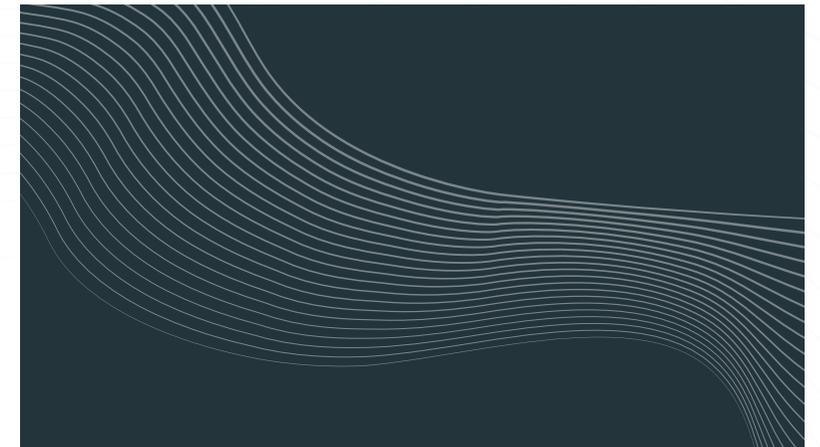
# Graphic and Text Guidelines

## GRAPHIC GUIDELINES Graphic Waves on Background



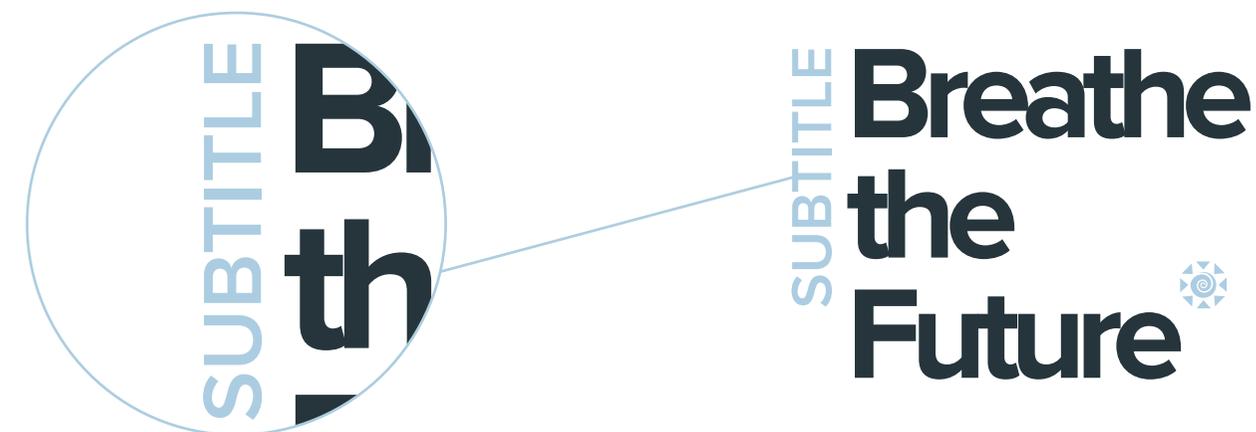
Graphic waves are light blue when the background is white.

Graphic waves are white when the background is dark or is an image





The use of the logo is also linked to the use of the text in this case, as you can see on this page we can see how the pictogram of the logo is positioned on the last letter thus making it a permanent detail on each title (44pt).



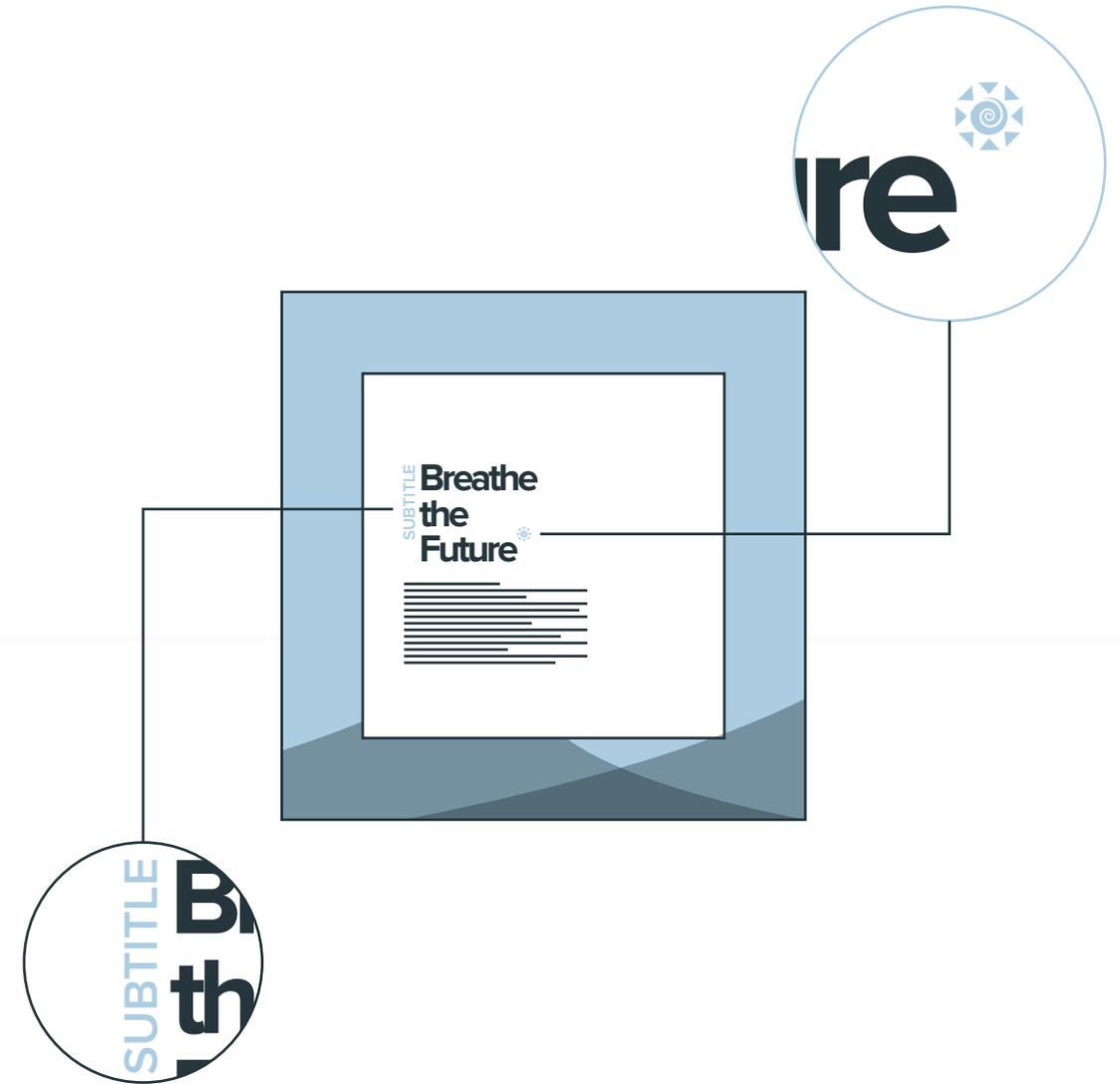
When we talk about subtitles (22 pt.), We will place them to the left of the main title, taking the left side of the title as a basis, but beware, the subtitle text will be the title text of the main topic.

GRAPHIC GUIDELINES  
Usage of Text on Image - 1st

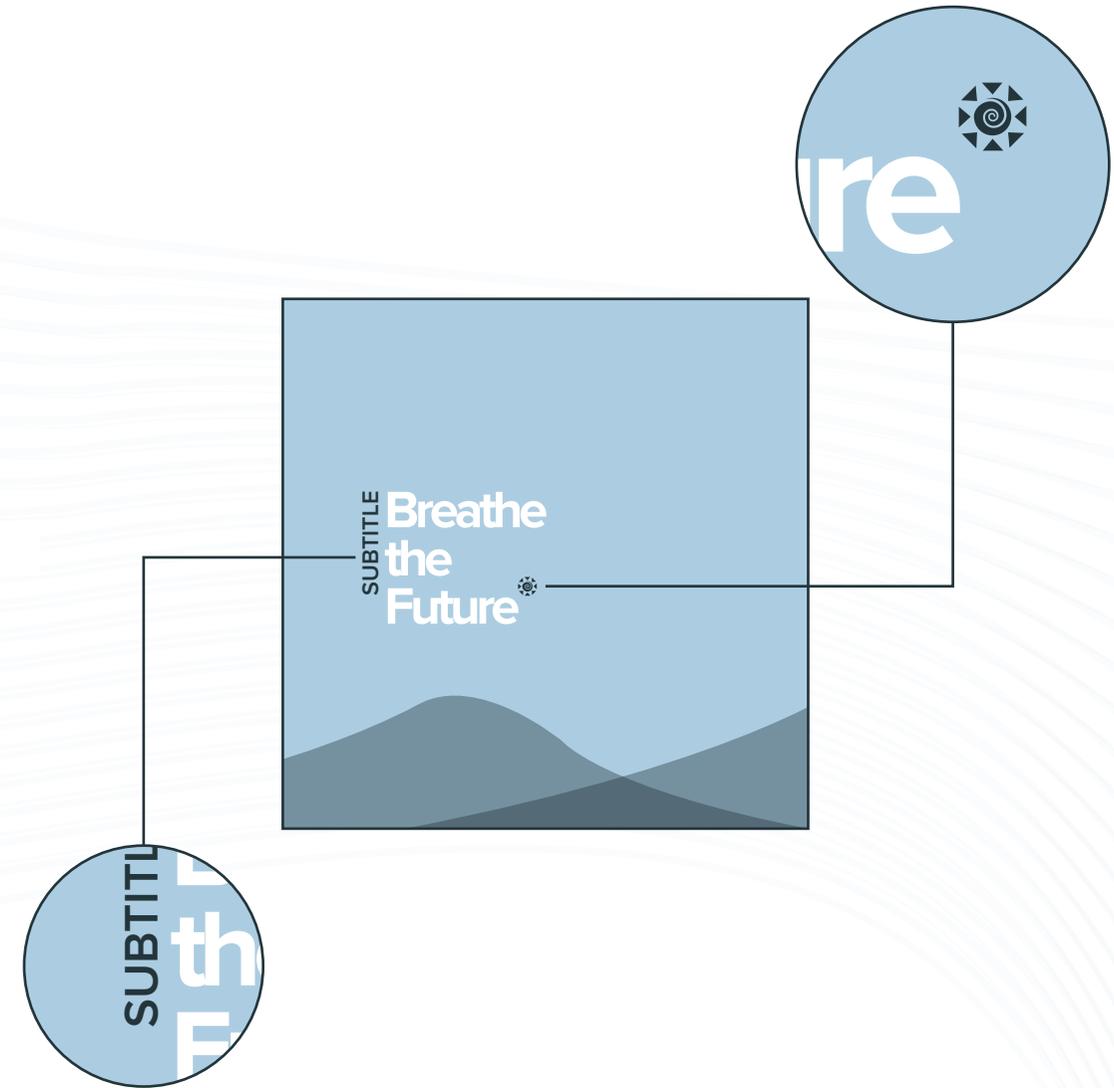
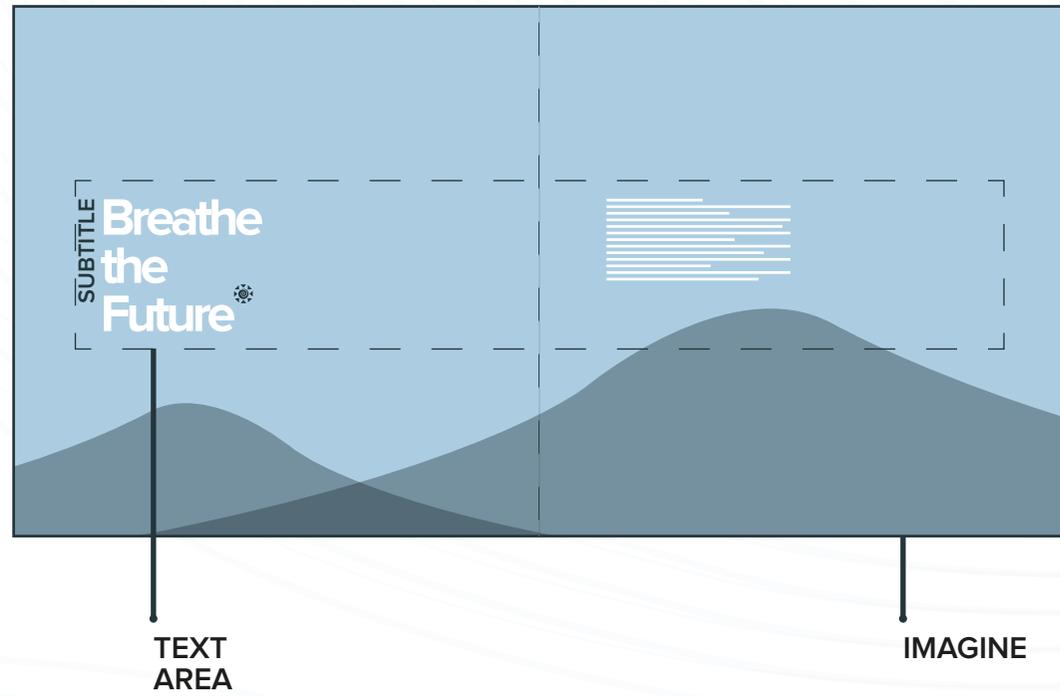


Text Area is a white box

IMAGE



GRAPHIC GUIDELINES  
Usage of Text on Image - 2nd



# Font

**Proxima Nova  
Bold 44pt.  
ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopqrst  
uvwxyz  
1234567890**

In titles the distance  
between characters  
is -8%(-80pt)

**Proxima Nova Bold 22pt.  
ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopq  
rstuvwxyz  
1234567890**

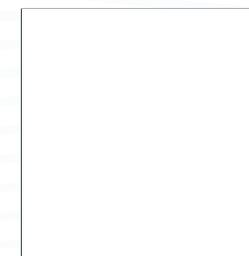
**Proxima Nova Bold 12pt.  
ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxy  
z  
1234567890**

**Proxima Nova Bold 18pt.  
ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopq  
rstuvwxyz  
1234567890**

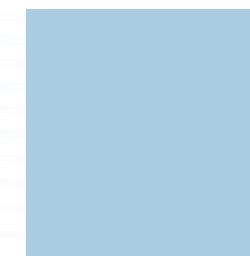
**Proxima Nova Bold 9pt.  
ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxy  
z  
1234567890**

# Color Palette

## COLOR PALETTE Classic Color Palette



**C0 M0 Y0 K0**  
**R255 G255 B255**  
**#ffffff**



**C37 M10 Y8 K0**  
**R172 G205 B225**  
**#accde1**

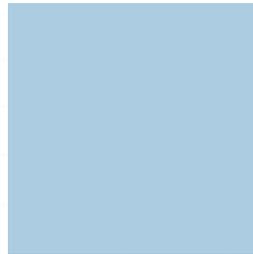


**C83 M61 Y53 K60**  
**R37 G53 B59**  
**#25353b**

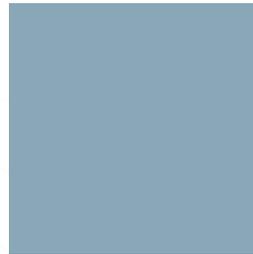
the colors you can see above are the main colors related to the brand, we have a white, a blue (u-earth\_light\_blue) and a petrol blue. As we can see the black color is missing, we absolutely do not use black but we replace it with petrol blue and its darker shades, but not total black.

COLOR  
PALETTE

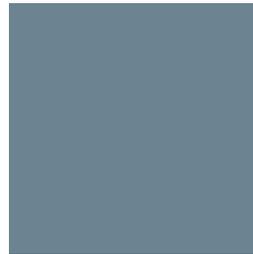
Light blue  
to  
Petrol blue



**C37 M10 Y8 K0**  
**R172 G205 B225**  
#accde1



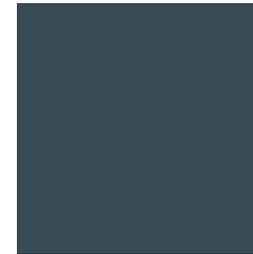
**C46 M20 Y17 K12**  
**R138 G166 B183**  
#8aa6b7



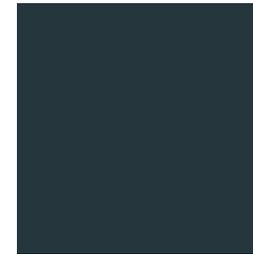
**C55 M31 Y26 K24**  
**R108 G132 B145**  
#6c8491



**C64 M41 Y35 K36**  
**R81 G101 B112**  
#516570



**C74 M51 Y44 K48**  
**R57 G75 B83**  
#394b53



**C83 M61 Y53 K60**  
**R37 G53 B59**  
#25353b

# Breathe the Future

U-EARTH  
BIOTECHNOLOGIES