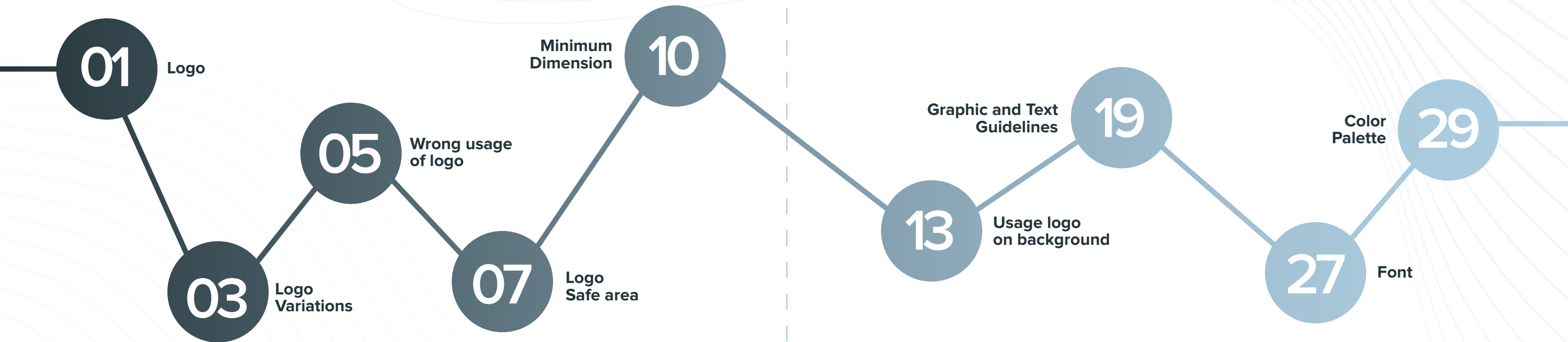


Brand Book[®]

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.

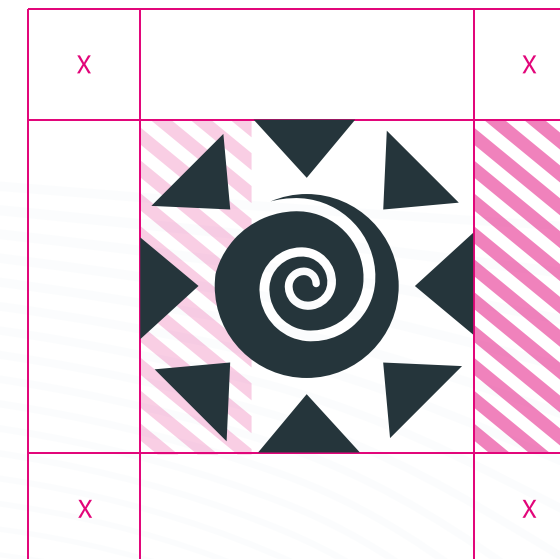
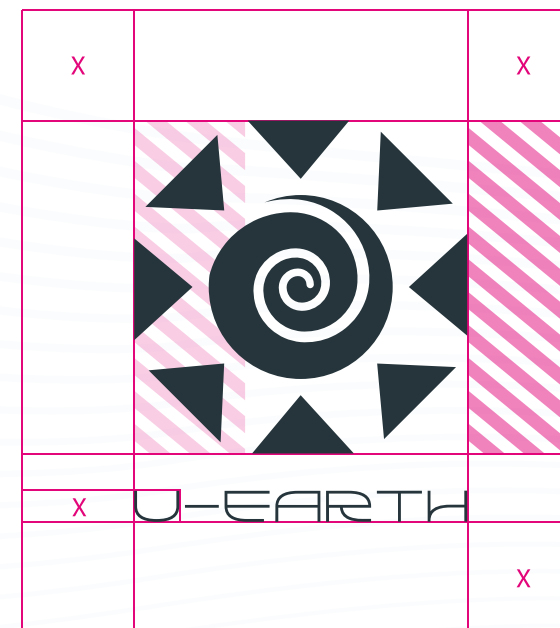
Logo Variations.



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.

X		X
		
X	U-EARTH	
		X

X		X
		
X	U-EARTH	
X	BIOTECHNOLOGIES	
		X

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

Minimum Dimensions





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



Usage Logo on background.



Image Background

USAGE LOGO
ON 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.

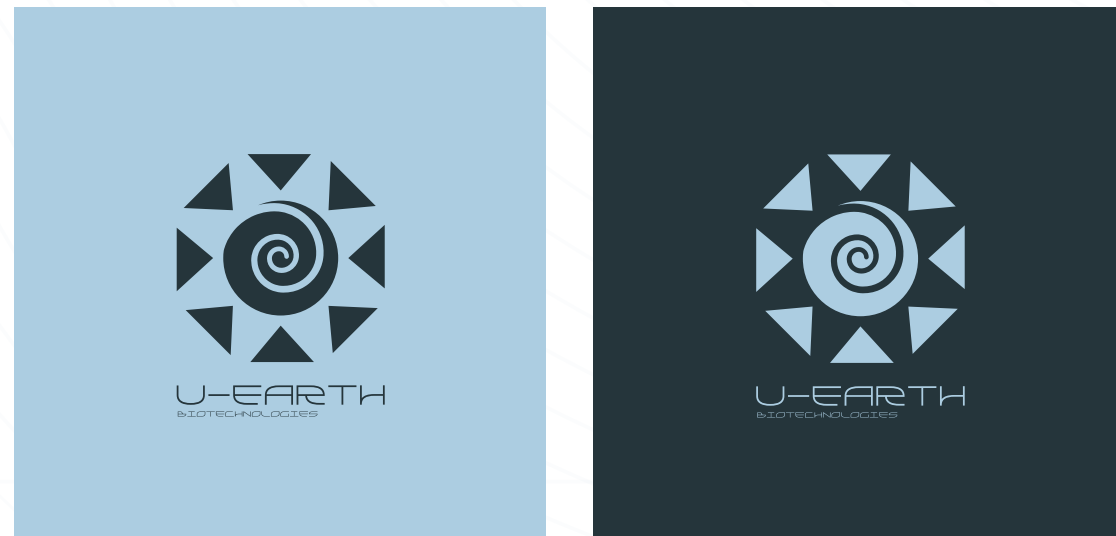


It is preferable to adopt the positive version (white only) on photographic images with light colors and the negative version (only black) on photographic images with dark colors.



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

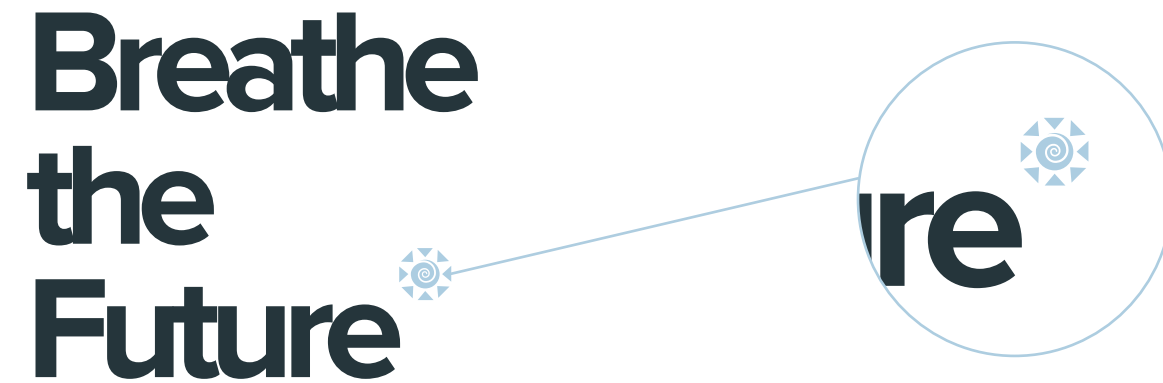
GRAPHIC GUIDELINES Graphic Waves on Background



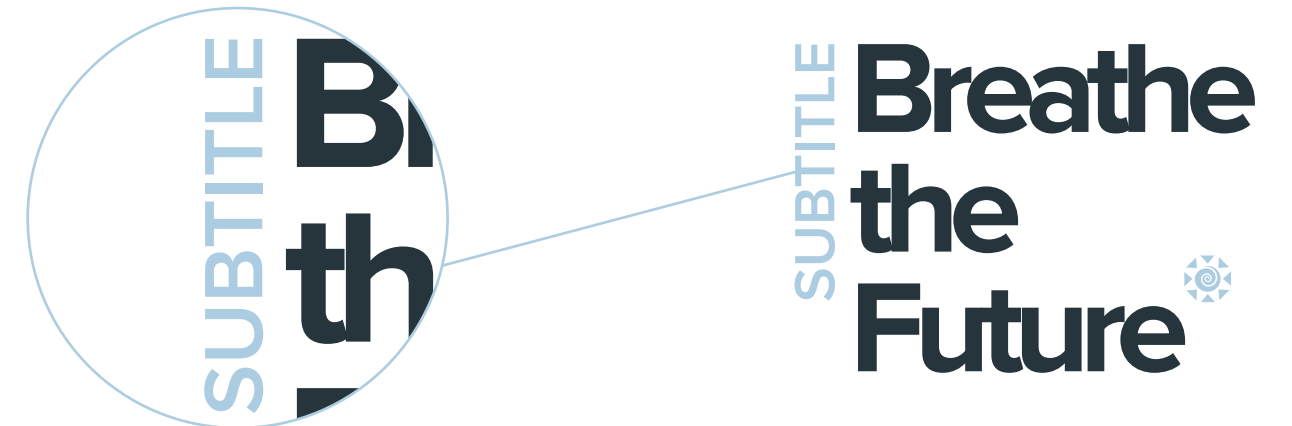
Graphic waves are light blue when the background is white.

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





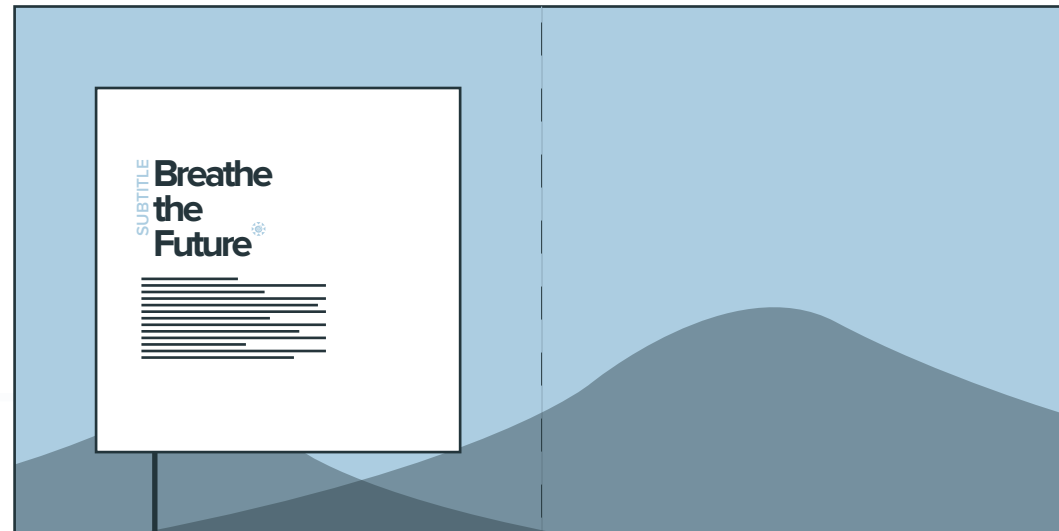
The use of the logo is also linked to the use of the text in this case, as you can see on this page we can see how the pictogram of the logo is positioned on the last letter thus making it a permanent detail on each title (44pt).



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.

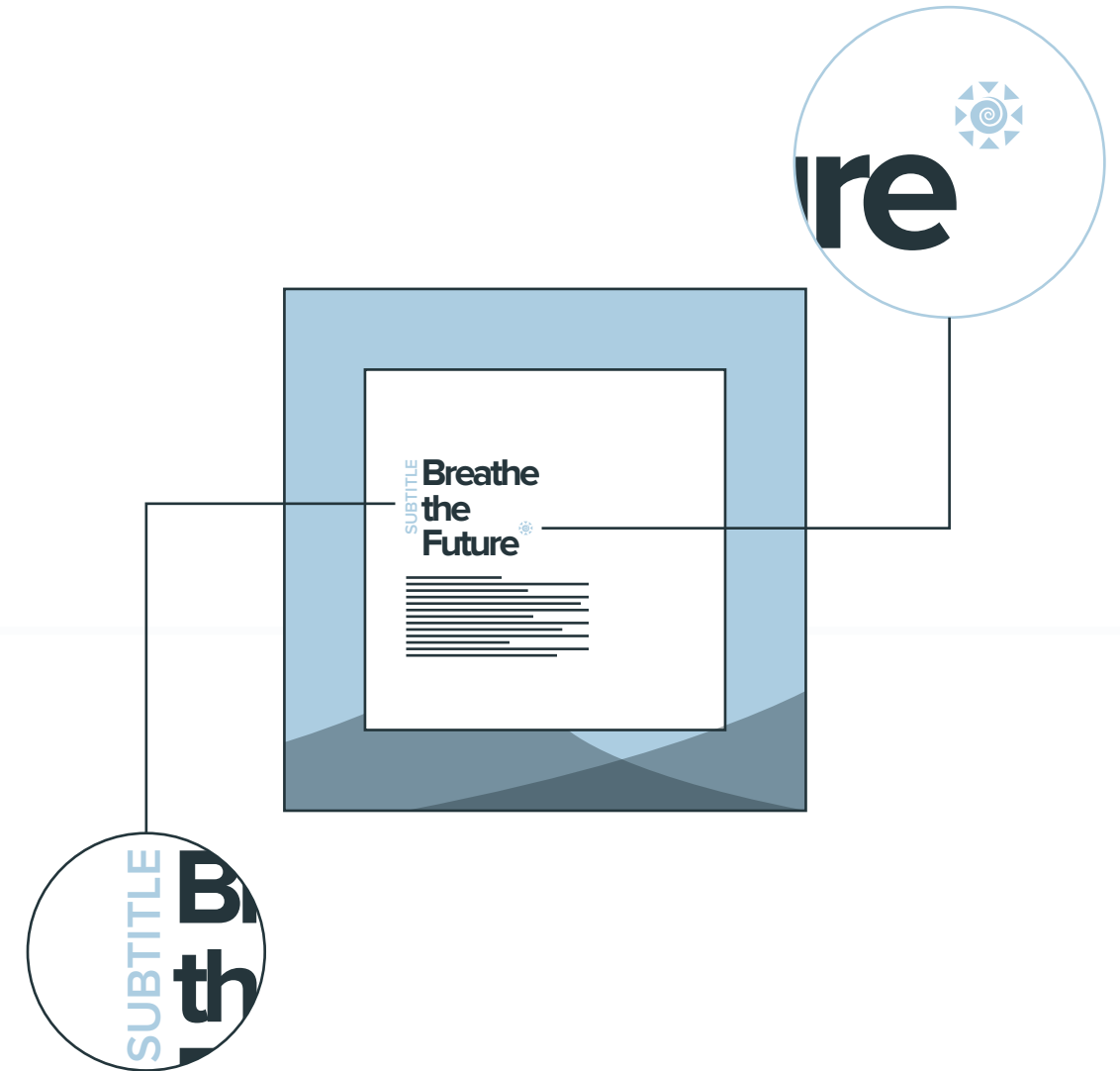
GRAPHIC
GUIDELINS

Usage of Text on Image - 1st



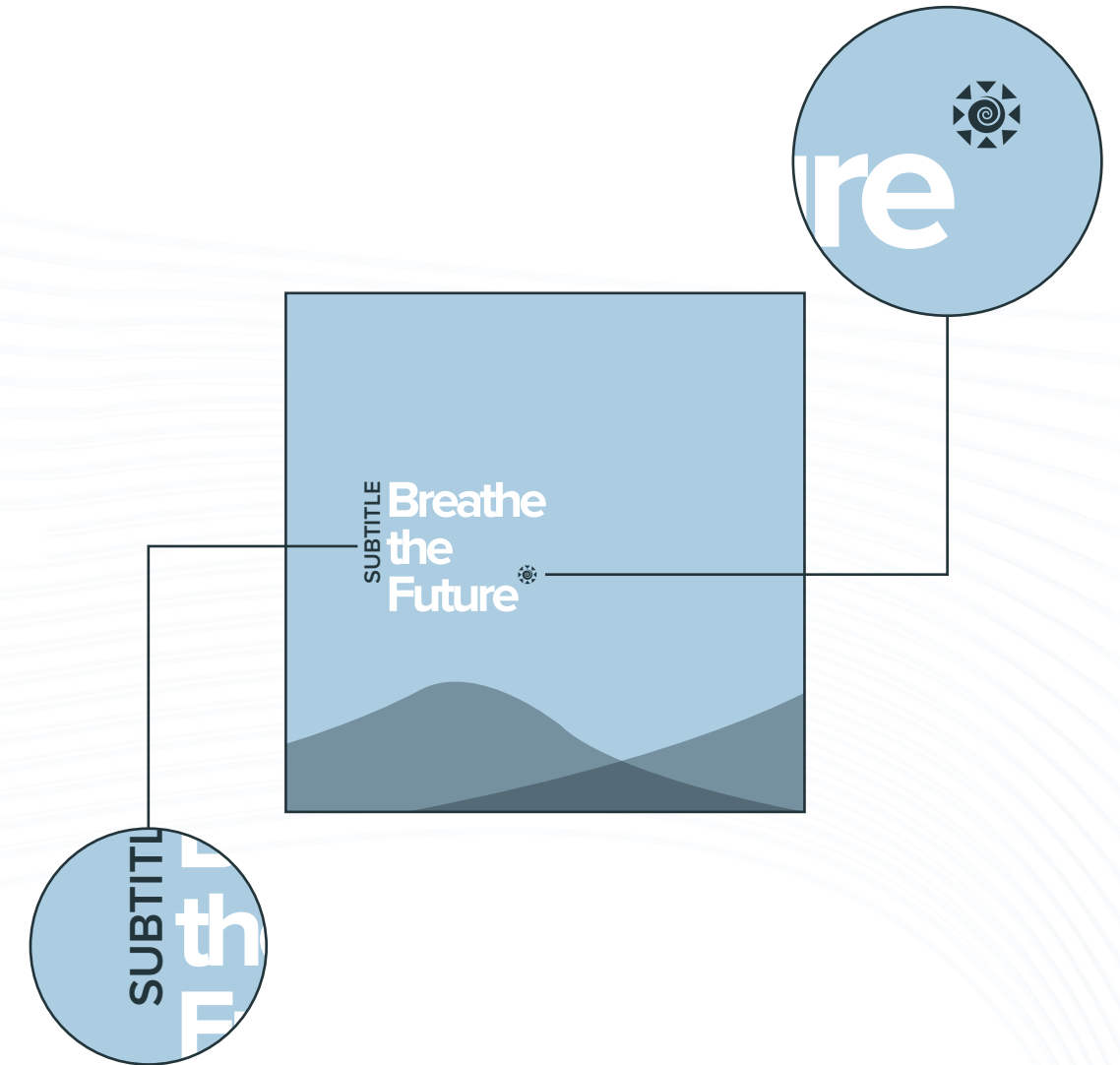
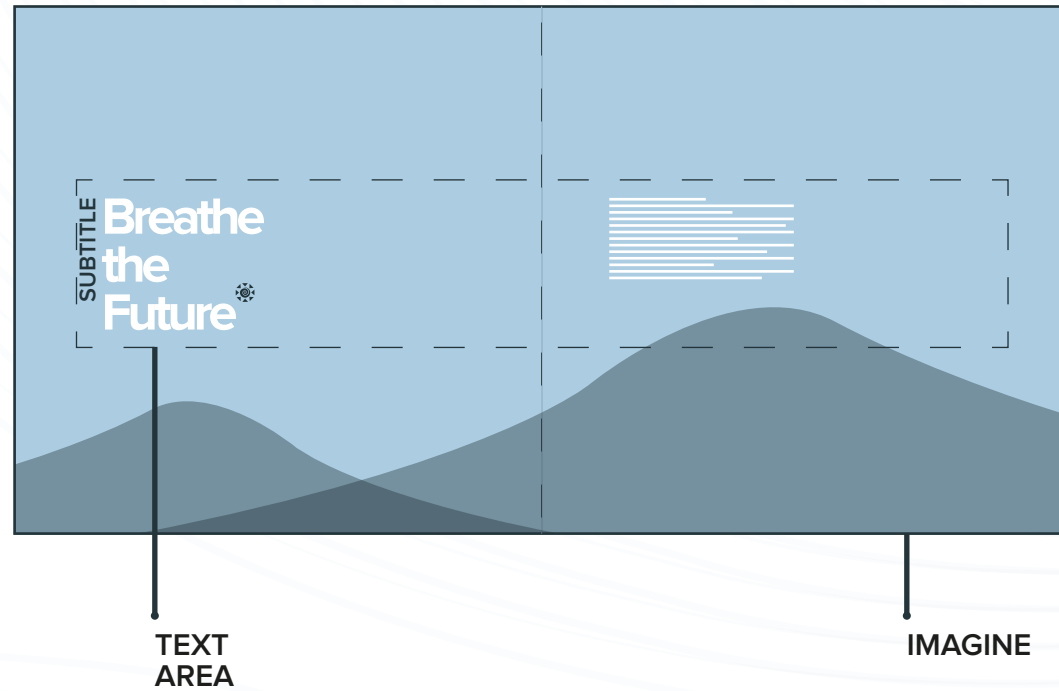
Text Area
is a
white box

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

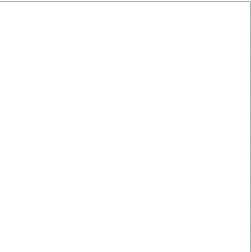
Proxima Nova Bold 12pt.
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
z1234567890

Proxima Nova Bold 18pt.
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
1234567890

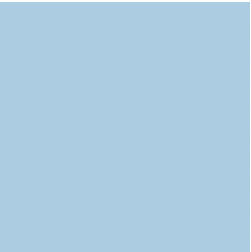
Proxima Nova Bold 9pt.
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
z1234567890

Color Palette

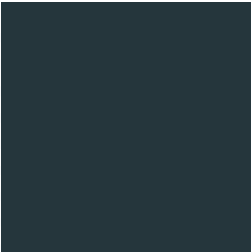
Classic Color Palette



C0 M0 Y0 K0
R255 G255 B255
#ffffff



C37 M10 Y8 K0
R172 G205 B225
#accde1

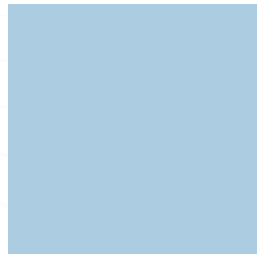


C83 M61 Y53 K60
R37 G53 B59
#25353b

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[®]



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