ULLMAN GROUP

BRAND GUIDELINES

ULLMANGROUPRE.COM

LOGO
STACKED

The single most identifiable element of our identity is our logo. Consistent use of our logo is key to retaining brand strength through immediate recognition of who we are and what we stand for as a brand.

The logo is available in black, slate, and white for use in appropriate contrast against a variety of background shades.

LOGO

HORIZONTAL

The single most identifiable element of our identity is our logo. Consistent use of our logo is key to retaining brand strength through immediate recognition of who we are and what we stand for as a brand.

The logo is available in black, slate, and white for use in appropriate contrast against a variety of background shades.

LOGO
WITH TAGLINE

The single most identifiable element of our identity is our logo. Consistent use of our logo is key to retaining brand strength through immediate recognition of who we are and what we stand for as a brand.

The logo is available in black, slate, and white for use in appropriate contrast against a variety of background shades.

LOGO
MISUSE

Few rules are necessary for maintaining the integrity of the brand. Any changes to our logo can diminish our values and the overall look of our brand. The examples shown here are some specific "do not" for our logo. Please do not compromise the overall look of the logo by rotating, skewing, or distorting in any way - that includes adding unnecessary and unattractive text, decorative elements, shadows, and outlines.

Do not alter the logo's colors in any way.

Do not rearrange the elements of the logo

Do not add elements or shadows.


Do not place the logo in a holding shape.

LOGO

SPACE & SIZING

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out in all of our communications. The minimum clear space is 50% of the height of the entire logo. Our logo must be sized large enough to be easily read on every application.

1 CM

50% OF X

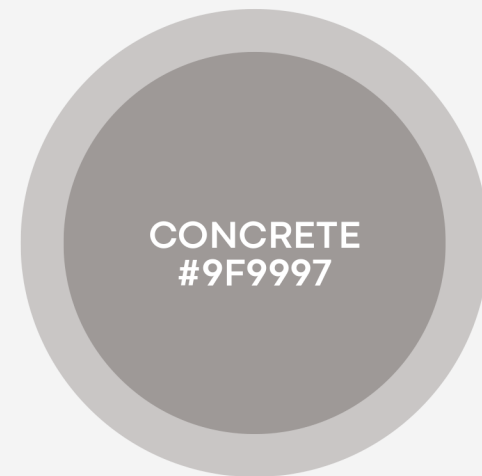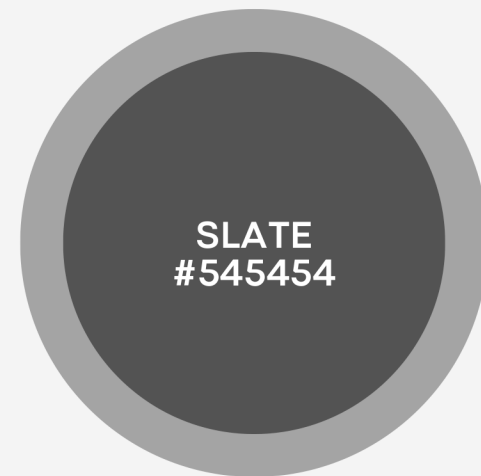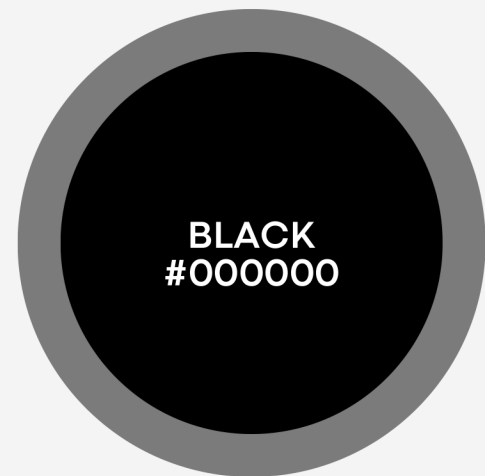50% OF X

50% OF X

50% OF X

THE MINIMUM SIZE

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.

BRAND COLORS

BLACK
#000000

SLATE
#545454

CONCRETE
#9F9997

ALTO
#D9D9D9

SUPER WHITE
#F4F4F4
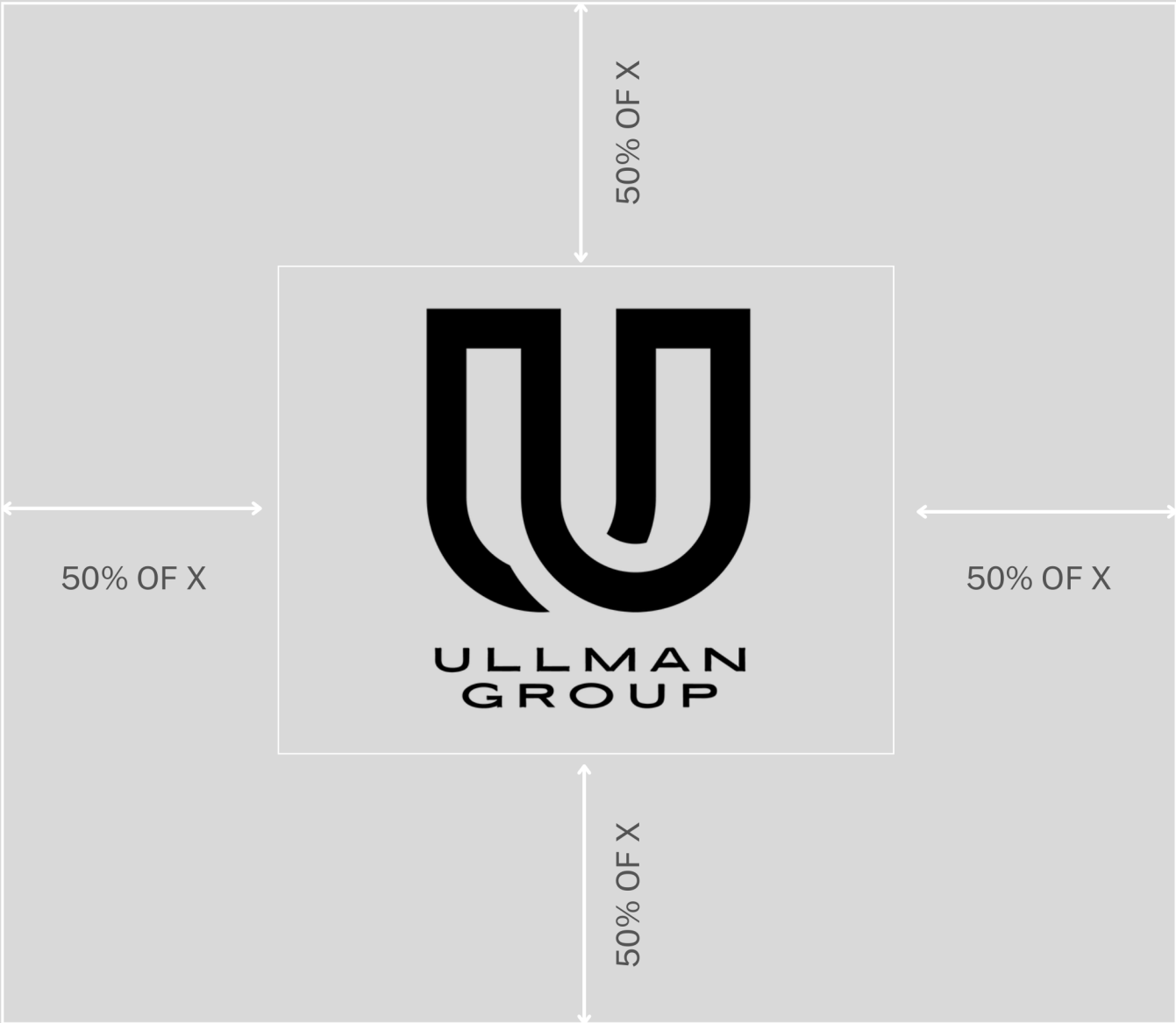
TYPOGRAPHY

PRIMARY FONT

Typography is a powerful brand tool when used consistently. This set of fonts best represents the minimal and elegant feel of the brand and should be used across all print and web applications Lucidity Expanded is our logo typeface, it should be used in all heading and title text.

LUCIDITY EXPANDED

ABCDEFGHIJKL
MNOPRSTUVWXYZ
1234567890!@#%&()+

TYPOGRAPHY
SECONDARY

Codec Pro is our primary body font. It should be used for print and web copy text whenever possible. Extrabold should be used for secondary headings and where additional emphasis is appropriate.

CODEC PRO

CODEC PRO EXTRABOLD

ABCDEFGHIJKL
MNOPRSTUVWXYZ

1234567890!@#%&()+

**ABCDEFGHIJKL
MNOPRSTUVWXYZ**

1234567890!@#%&()+

MEDIA USE
PHOTOGRAPHY

This photographic style is for banners, advertisements, social media, and reports. It captures who we are and what we do as a brand. Imagery should contain clean and professional backgrounds which allow for the application of our logo and headlines over the image.