



Unlocking Potential

# Brand Guidelines

Version 1.0 / 10 February 2018

# Introduction

These guidelines are designed to help everyone at Unlocking Potential, and our partners, to use our brand with confidence and consistency.

What we’ve written here will help you when it comes to creating Unlocking Potential communications by familiarising you with core elements and guiding principles that combine to create a distinctive look and feel that is immediately recognisable.

This document contains guidance on the correct usage for the main elements of our corporate identity. The main focal point is our logo. You will find clear rules and principles here on logo size, clear space, colour reproduction, positioning and correct usage. We ask that you follow these guidelines to ensure we consistently display a professional image and maintain visibility at all times.

If after reading the branding guidelines you still haven’t found the answer to your query, please contact us in one of two ways.

**Email us**  
info@up.org.uk

**Call us**  
+44 (0)20 3405 7860

# Contents

Master Logo	3
Configurations	4
Clear Space + Minimum Size	5
Incorrect Usage	6
Colour Palette	7
Typography	8

# Master Logo

## Stacked Version

The full colour stacked master logo is our preferred version and should be used wherever possible.

The letters 'UP' within the cloud are not a typeface; they are drawn. This means you must always work from the master artwork every time you use our logo.

The master logos are available to download in a number of different formats from:  
[www.up.org.uk/media-centre](http://www.up.org.uk/media-centre)



# Unlocking Potential

# Configurations

## Master Logo - Stacked Version

The full colour stacked master logo is our preferred version and should be used wherever possible. It should always be produced in UP green colours. See page 7.

The mono version of the master logo is for black and white applications only.

Full-colour Positive



Unlocking Potential

Greyscale Positive



Unlocking Potential

Mono Positive



Unlocking Potential

Full-colour Reverse



Unlocking Potential

Greyscale Reverse



Unlocking Potential

Mono Reverse



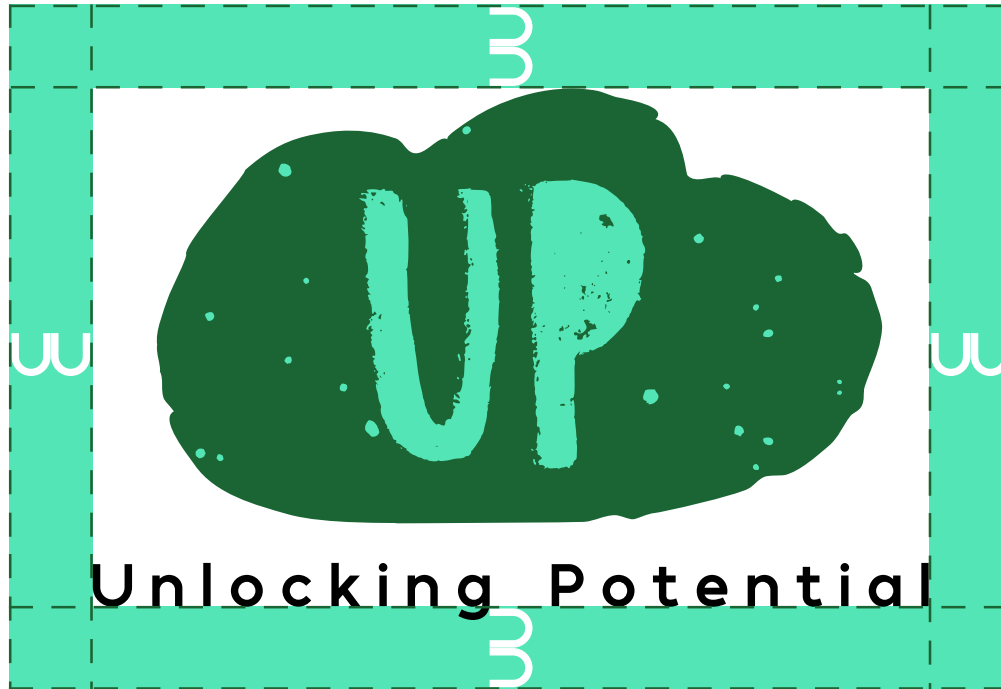
Unlocking Potential

# Clear Space

The master logo must always be surrounded by a minimum clear space, which must remain free from any other graphic elements to ensure maximum visibility.

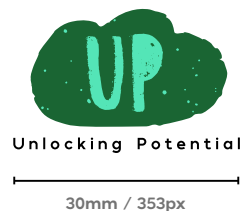
The minimum clear space should be 2xU based on the letter U in our logotype. This clear space area rule is proportional to all sizes and instances of reproduction.

Make sure the clear space is applied around all sides of the logo. Give the logo as much clear space around it as is practical.



# Minimum Size

The minimum size for the UP stacked logo is 30mm (printed applications) or 354 pixels (digital applications) across the full width on applications. Our logo should never appear smaller than this size.



# Incorrect Usage

Do not alter approved artwork in any way.  
Always apply the Mark thoughtfully, carefully,  
and appropriately

The UP logo is created from specially drawn  
letters and must never be altered or applied in  
a way that deviates from the correct logo.

If you have any questions regarding usage of  
our logo, please contact our Marketing Team.

Here are some examples to avoid.



Unlocking Potential

X Do not distort



X Do not rotate



Unlocking Potential

X Do not reconfigure or reposition  
elements of the logo



Unlocking Potential

X Do not recolour



X Do not place on a colour with  
insufficient contrast



X Do not place on an image where there  
is insufficient contrast or overlay

# Colour Palette

Wherever our logo and other elements of our visual identity appear, it is important that the exact colour specifications are used in order to maintain visual consistency.

The table shows the correct RGB, HEX, CMYK & Pantone values. To ensure consistency throughout all printed communications it is essential that they are followed exactly.



Unlocking Potential

UP Light Green	RGB HEX CMYK Pantone	R84 G229 B183 54e5b7 C45 M0 Y33 K0 3385 C
UP Dark Green	RGB HEX CMYK Pantone	R26 G101 B51 1a6533 C87 M35 Y100 K28 349 C
Black	RGB HEX CMYK Pantone	R0 G0 B0 000000 C0 M0 Y0 K100 Black C
White	RGB HEX CMYK	R255 G255 B255 ffffff C0 M0 Y0 K0

# Typography

Consistent use of typography plays an important part in building a strong and distinctive corporate identity for Unlocking Potential. Ensure that the correct typefaces are used at all times.

Polly Bold is our distinctive primary heading typeface chosen because it is strongly recognisable and highly legible. It is the used for 'Unlocking Potential' within our master logo. It should be used as a headline in all communications. It should **not** be used for body copy. Our preference is bold, however, regular & light can be used in large format printing applications.

JT Marnie is our primary body typeface. It should be used for all body copy in all communications. It should **not** be used as a headline. Please do not use any weights other than Light, Regular, Medium & Bold.

## Polly

### Polly Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Polly Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Polly Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## JT Marnie

### JT Marnie Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### JT Marnie Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### JT Marnie Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### JT Marnie Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890