



Visual Style Guideline 2010

Universal Uclick Visual Style Guide



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Universal Uclick is an Andrews McMeel Universal company.

Universal Uclick Visual Style Guide

The Universal Uclick Logo

The Universal Uclick logo is composed of a stylized "U" logo and custom logotype. The elements are in a fixed position and must not be altered. The logo must never be redrawn, condensed, elongated, embellished or altered in any way.

Do not reproduce the logo from anything other than approved art and approved electronic files. Do not attempt to recreate it yourself. Approved artwork can be obtained through a request emailed to marketing@uclick.com.

The logo should never be used within text.



Use of Universal Uclick Name in Text

When using the Universal Uclick name in text, the first letter of each word is always capitalized.

Universal Uclick, like all trademarks, is an adjective and is never used as a possessive noun.

Example:

Incorrect: Universal Uclick's web site

Correct: the Universal Uclick web site

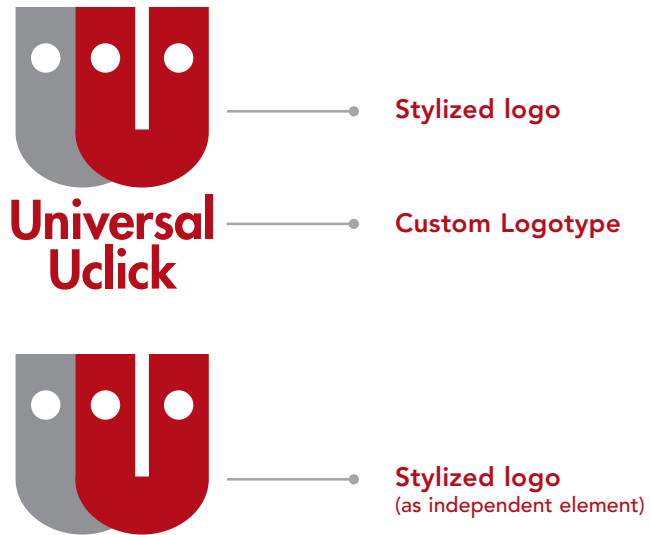
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The Universal Uclick Logo

Stylized "U" Logo

The Universal Uclick logo may be used as a graphic element with the following restrictions:

1. When using the symbol as a design element, the entire Universal Uclick logo must be shown prominently on the same page.
2. The opacity should be 100%, transparency within the entire logo representation is not allowed. As an independent element, transparency and color variation must be approved.



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The Universal Uclick Logo

Vertical Logo

The Universal Uclick vertical logo is the preferred logo of choice, providing it fits appropriately within the design constraints.



Full Horizontal Logo

The Universal Uclick horizontal logo may be used when the vertical logo is not appropriate based on reasonable design constraints.



Stacked Logo

The Universal Uclick stacked logo may be used when the vertical and horizontal logos are not appropriate based on reasonable design constraints.



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The Universal Uclick Logo

Alternate Universal Uclick Logos with Andrew McMeel Tagline

Vertical Logo with Tagline

The Universal Uclick vertical logo is the preferred logo of choice, providing it fits within the appropriate design constraints.



An Andrews McMeel Universal Company

Full Horizontal Logo with Tagline

The Universal Uclick horizontal logo may be used when the vertical logo is not appropriate based on reasonable design constraints.



Stacked Logo with Tagline

The Universal Uclick stacked logo may be used when the vertical and horizontal logos are not appropriate based on reasonable design constraints.



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The Universal Uclick Logo

Area of Isolation

A clear area surrounding the logo must be maintained. This area is referred to as the "area of isolation." The minimum area of isolation is derived from the height of the wordmark logo including the tagline. This area is the **minimum** allowable distance between the logo and any other art or text, including typography, photography, design elements and page trim.

Full Vertical



Full Horizontal



Stacked



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The Universal Uclick Logo

Proper Logo Color Use

The color version is always preferred and recommended. If a situation arises where full color cannot be used, a grayscale or black and white version may be substituted. (*The circles on the "U" should always be white.*)

Color



Grayscale



B/W



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The Universal Uclick Logo

Logo Misuse

Inaccurate reproductions of the logo erode the ability to legally protect it and dilutes brand building efforts.

Examples of some logo misuse are demonstrated below.



Elements reproduced with incorrect letterforms that only approximate the logotype



Element proportions changed



Use only Universal Uclick approved tag or lines



Compressed or distorted



Reproduced in the wrong colors



Reproduced on backgrounds with insufficient contrast



Not represented in its entirety or bleeding off the page



Additional graphic elements, frames, borders, or placed behind/ in front of another element: graphic, text or photograph




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The Universal Uclick Logo




Color Use

Color is important in the Universal Uclick brand. Approved colors are listed below. Universal Uclick colors must be reproduced correctly and consistently in all applications.




PMS

	<i>PMS: 1807 C</i>
	<i>PMS: Cool Grey 9 C</i>
	<i>90% Black</i>

CMYK

	<i>CMYK: 0/100/96/28</i>
	<i>CMYK: 0/10/51</i>
	<i>CMYK: 0/0/0/90</i>

RGB

	<i>RGB: 181/18/27</i>
	<i>RGB: 145/145/149</i>
	<i>RGB: 65/65/66</i>

