

BRAND AND LOGO GUIDELINES

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LOGO

Formats



Use blue logo on light backgrounds, solid black or white logo for monochrome needs, and white logo on dark backgrounds.

Safety Area



Maintain clear space around logo to keep clear of distracting typography or graphics.
X is equal to height of logo.

Colors



Ustream Blue

PMS 279 CP
HEX #3388ff
RGB 51/136/255
CMYK 72/46/0/0



White

PMS White
HEX #ffffff
RGB 255/255/255
CMYK 0/0/0/0



Ustream Black

PMS 432 CP
HEX #17232e
RGB 23/35/46
CMYK 85/72/56/65



LOGO

Dont's



Do not modify proportions



Do not outline



Do not rotate



Do not use unapproved colors

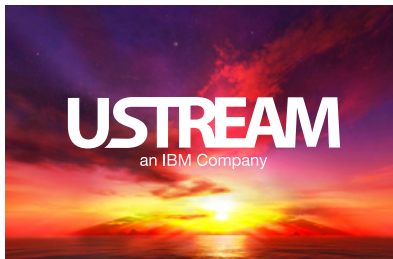
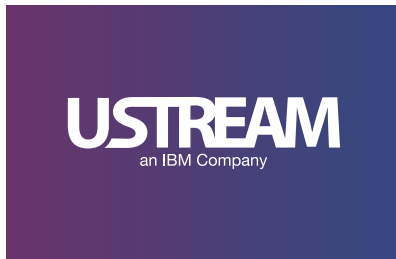


Do not modify or recreate logo



Do not use on a background that is too busy or close in color

Over Images



Use white logo on darker images or in instances when more contrast is needed. The blue logo should be placed over lighter images.



U LOGO

Formats



The U Logo can have white U on blue, or be solid black, white or blue with “knocked-out” U.



The U Logo can be displayed in a circle as well.

Safety Area



Maintain clear space around logo to keep clear of distracting typography or graphics.

Colors



Ustream Blue

PMS 279 CP
HEX #3388ff
RGB 51/136/255
CMYK 72/46/0/0



White

PMS White
HEX #ffffff
RGB 255/255/255
CMYK 0/0/0/0



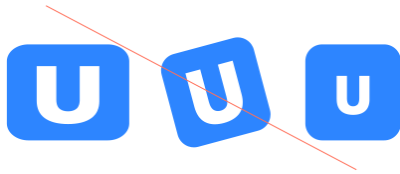
Ustream Black

PMS 432 CP
HEX #17232e
RGB 23/35/46
CMYK 85/72/56/65



U LOGO

Dont's



Do not stretch, rotate or change proportions.



Do not change corner radius.



Do not use unapproved colors.



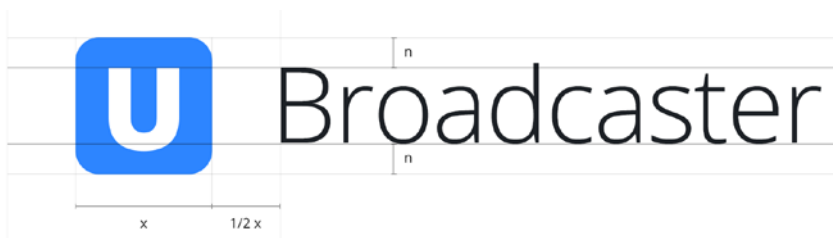
Do not lock logo with icon.

Over Images



Use white logo on darker images or in instances when more contrast is needed. The blue logo should be placed over lighter images.

Lockup



Product name should be Open Sans Light and Ustream Black.



FONTS

Open Sans

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&\$%#!@

Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&\$%#!@

Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&\$%#!@

Semibold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&\$%#!@

Bold

Font Palette



Blue Grey 4

HEX #9cabc
RGB 156/172/188
CMYK 40/25/18/0



Blue Grey 3

HEX #7c8c9c
RGB 124/140/156
CMYK 55/39/30/2



Blue Grey 2

HEX #5c6c7c
RGB 92/108/124
CMYK 68/51/39/12



Blue Grey 1

HEX #2c3c4c
RGB 44/59/75
CMYK 83/68/50/43



Ustream Black

HEX #17232e
RGB 23/35/46
CMYK 85/72/56/65

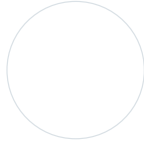
COLORS

Core Palette



Ustream Blue

PMS 279 CP
HEX #3388ff
RGB 51/136/255
CMYK 72/46/0/0



White

PMS White
HEX #ffffff
RGB 255/255/255
CMYK 0/0/0/0



BG Light 1

PMS 7541 CP
HEX #ebf0f3
RGB 235/240/243
CMYK 6/2/2/0



Ustream Black

PMS 432 CP
HEX #17232e
RGB 23/35/46
CMYK 85/72/56/65

Vertical Palette



Pro

HEX #539eec
RGB 83/158/236
CMYK 62/29/0/0



Align

HEX #3fbc3
RGB 63/189/179
CMYK 67/0/36/0



Align 1

HEX #71c883
RGB 113/200/131
CMYK 56/0/65/0



Demand

HEX #e96e43
RGB 233/110/67
CMYK 4/70/80/0



Demand 1

HEX #ee8836
RGB 238/136/54
CMYK 3/56/91/0



Demand 2

HEX #e25e69
RGB 226/94/105
CMYK 7/78/49/0

Secondary Palette



Orange

HEX #f28a2e



Pink

HEX #d349a3



Green

HEX #91b21b



Red

HEX #ff3d23



Purple

HEX #773e74



Orange-Light

HEX #ffa02d



Pink-Light

HEX #e166b7



Green-Light

HEX #a3cc14



Red-Light

HEX #ff604c

GRADIENTS

Plain



#4f1634

#193872

Pattern

