Visual Identity Guidelines

UC Underground
Construction
Association

A Division of SME ™

Contents

The image and strong brand identity of the Underground Construction Association (UCA) serve as important tools to further the organization's strategic goals. Having a unified design and consistent messaging is critical for ensuring UCA's ongoing success. These Visual Identity Guidelines were developed to ensure consistent usage of UCA's logos, marks, taglines and colors wherever they appear. Standards have been outlined to eliminate confusion and help create a stronger brand image.

We encourage you to become familiar with these rules and to apply them to all forms of communication you develop on behalf of UCA.

As matters of style and usage evolve and exceptions come up, we will continue to review and update these guidelines. Any deviations from these guidelines must be reviewed and approved by the marketing department. As appropriate, they will be integrated into future updates.

Use these guides to:
- Support and maintain the UCA brand position
- Differentiate UCA from our competitors
- Avoid confusing our audiences
- Build brand equity over time

Logo

Main Logo

Whenever possible, this version should be used.

UCA Only

At small sizes where the text becomes unreadable, these options should be used.

These should also be used on web pages where the logo appears numerous times.

Conference Brand

Use the logo at right when branding the NAT Conference.

Logo Variations

Use the reversed logo with the white letters and orange triangle for placement on dark backgrounds.

Full black

Only when color printing is unavailable on a light backgrounds

Full white

Only when color printing is unavailable on a dark background or when background color is too similar to the orangle triangle.

UCA Color Palette

Logo colors

The UCA logo should never change colors. Only ever use the brand black and orange, unless a situation necessitates using the all black or inverse logo variation.

Brand colors

The brand colors were chosen to reflect traditional colors used in the consurction industry, along with the blues, which are pulled from the SME color palette. The main blue will unite the SME and UCA brands.

BLACK #000000	**CHARCOAL** #4B4F55	**ORANGE** #F57E20
CMYK 0.0.0.100 RGB: 0.0.0	CMYK 69.59.52.33 RGB: 75.79.85	CMYK 0.62.100.0 RGB: 245.126.32

YELLOW #EDB71E	**BLUE** #658CAF	**MEDIUM BLUE** #8CB5CD	**LIGHT BLUE** #C0DEED
CMYK 7.28.100.0 RGB: 237.183.30	CMYK 64.37.18.1 RGB: 101.140.175	CMYK 45.18.11.0 RGB: 140.181.205	CMYK 22.4.3.0 RGB: 195.222.237

Photo Usage *(overview)*

The hero image should be used full color and without any color or texture treatments. Secondary photos should use the color overlay or topo map treatment. Color overlay 65%. Map overlay 15% Black.

Photos: Color Overlay *(print)*

Color overlays add visual interest to photographs. This treatment should be used in conjunction with other full color images and should not be applied to all photographs. The color overlay is intended to accompany full color photos and should not be used as the primary image.

Color overlays are screened at 65% opacity, however, the lightness/darkness of the photo may require adjusting opacity accordingly. Use only orange, yellow, or blue.
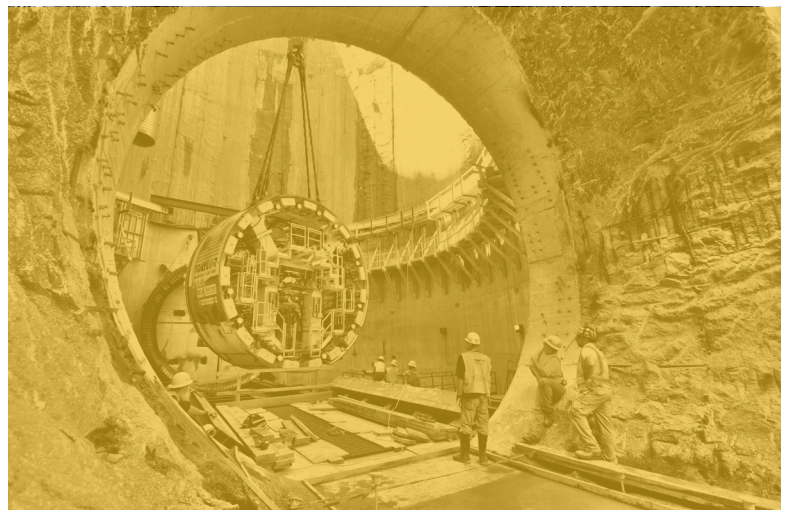

ORANGE
#F57E20

CMYK 0.62.100.0
RGB: 245.126.32

BLUE
#658CAF
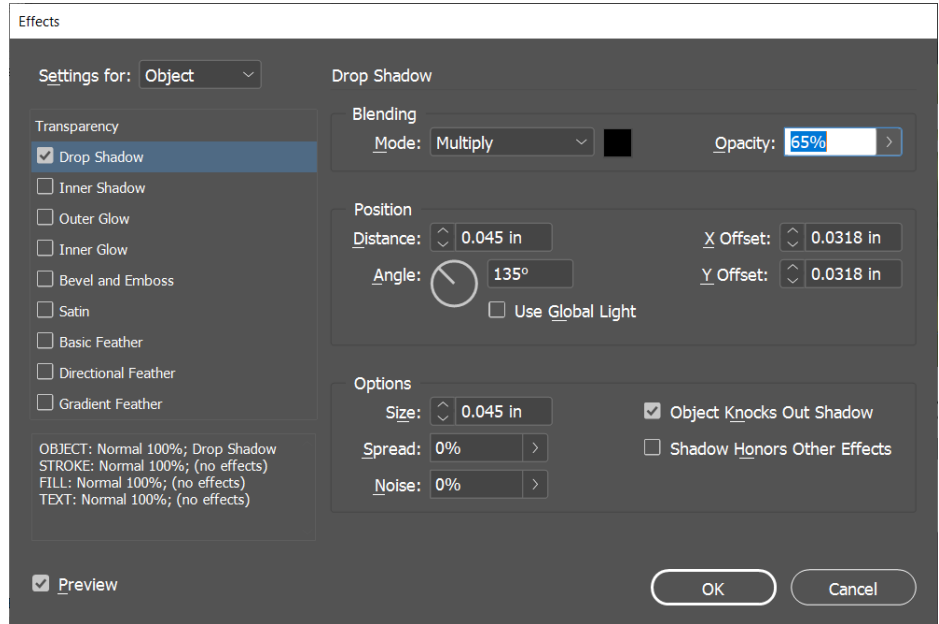
CMYK 64.37.18.1
RGB: 101.140.175

YELLOW
#EDB71E

CMYK 7.28.100.0
RGB: 237.183.30

Photos: Color Overlay *(digital)*

In addition to print, the color overlay will be used digitally as well. The color overlay will allow type to be read more easily when used over a photo. Color blocks are screened at 75% opacity. Only orange, yellow, and blue should be used for overlays. White text should be used with a drop shadow. See screencap for drop shadow specs.

ORANGE
#F57E20

CMYK 0.62.100.0
RGB: 245.126.32

YELLOW
#EDB71E

CMYK 7.28.100.0
RGB: 237.183.30

BLUE
#658CAF

CMYK 64.37.18.1
RGB: 101.140.175

Photos: Map Overlay *(print and digital)*

The map can also be used as an overlay to a photograph. The map should be a 100% black version screened at 15% opacity. The map should be used between 100% - 125% of original size. Photographs should be full color.

Topographic Map *(print and digital)*

Apply these color combintations and screens when using the topographic map pattern in print.

Primary

Black

Background color is a rich black tinted at 90% with a 100% black map overlay. This will create a subtle contrast, allowing reverse type to be viewed clearly.

**USE REVERSED
OR SOLID COLOR TYPE
OVER BLACK**

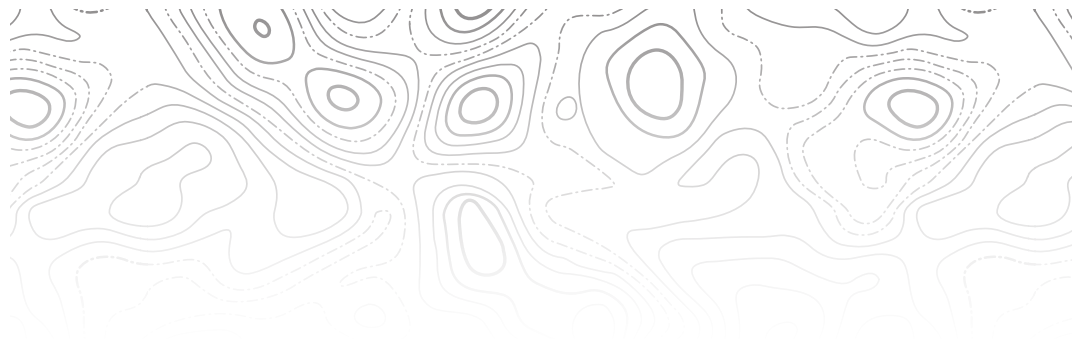Rick black – CMYK: 40.30.30.100

Secondary

Blue

100% Blue background
20% White overlay

USE REVERSED TYPE OVER SKY BLUE

Sky Blue – CMYK: 64.37.18.1

The map can also be used as a border or background to add texture to design. Screen map at 50%, with additional gradient feather. Can be screened more when required.

Typography

Headlines

Alegreya is international in nature and was chosen as one of 53 "Fonts of the Decade" competition held in Madrid in 2010.

Alegreya is a typeface originally intended for literature. Among its crowning characteristics, it conveys a dynamic and varied rhythm which facilitates the reading of long texts.

Callouts

Use a combination of Alegreya as a headline and Roboto to create engaging headlines, ads and calls to action.

Body copy

Roboto is a sans-serif typeface family developed by Google as the system font for Android, making it open source and extremely versatile at large and small sizes, as well as available in many options for light, bold and italics.

Alegreya Bold Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+=":?><

Alegreya Bold | **Alegreya ExtraBold** | **Alegreya Black**

ROBOTO REGULAR | Roboto Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+=":?><**

*Roboto Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+=":?><*

Secondary font for digital

Use Times New Roman as the digital substitution for Alegreya. TNR is more commonly available than Alegreya while similar in style.

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+=":?><

Regular | *Regular* | **Bold** | ***Bold Italic***