# CORPORATE LOGO

# BRAND GUIDELINES

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## Contact

<table>
<thead>
<tr>
<th>Address</th>
<th>Phone &amp; Fax</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>5470 Shilshole Avenue NW Suite 500 Seattle, WA 98107</td>
<td>Phone: +1 206 783 0510 Fax: +1 206 706 3083</td>
<td>Email: <a href="mailto:info@uptimeinstitute.com">info@uptimeinstitute.com</a> Website: <a href="https://uptimeinstitute.com">https://uptimeinstitute.com</a></td>
</tr>
</tbody>
</table>
INTRODUCTION

THE LOGO GUIDELINES
These guidelines describe the visual and verbal elements that represent Uptime Institute’s corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect Uptime Institute’s commitment to quality, consistency and style.

The Uptime Institute brand, including logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible to protecting the company’s interests by preventing unauthorised or incorrect use of the Uptime Institute name and marks.
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| SECTION 1 | CORPORATE LOGO |
| SECTION 2 | CORPORATE COLOR SYSTEM |
Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.
CORPORATE LOGO

THE FULL LOGOTYPE

The Uptime Institute Masterbrand or Corporate Logo comprises two logo type elements.

The logo type has been carefully chosen for its elegant and yet refined, highly legible style, which has been further enhanced by the use of the triangle for the lowercase “i”.

The typeface is Georgia and has also been chosen to compliment and balance perfectly with the layout.

The corporate logo is presented through the use of colour as well as shape and form. The two corporate colours are Pantone 2935 C and Pantone Cool Grey 11. It is a fresh and appealing blend of colours chosen for their strong combination - elegant - classic - timeless.

The colors have been selected according to international standards as shown below and are easily implemented.

General Logo
The main logo is the dark logo used on white or colored background. For darker backgrounds you will find an alternative below.

LOGO LIGHT VERSION
To be used when background color is dark colored.

LOGO DARK VERSION
To be used when background color is light colored.

Recommended formats are:
.epsi | .ai | .png | .jpg | .tiff

Attention:
Use of any stylized, animated, hand drawn or other versions of an unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with Uptime Institute Trademark Licensing if you have any questions or need further help.
LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

CLEARSPACE

Full Logo

Definition
Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Computation
To work out the clearspace take the height of the lowercase “n” from the logo text and measure from the main base of the text.
APPLICATION ON A BACKGROUND

<table>
<thead>
<tr>
<th>LOGO A</th>
<th>LOGO B</th>
<th>LOGO C</th>
<th>LOGO D</th>
<th>LOGO E</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="UptimeInstitute" /></td>
<td><img src="image2" alt="UptimeInstitute" /></td>
<td><img src="image3" alt="UptimeInstitute" /></td>
<td><img src="image4" alt="UptimeInstitute" /></td>
<td><img src="image5" alt="UptimeInstitute" /></td>
</tr>
</tbody>
</table>

MINIMUM LOGO SIZES

Full Logo
Minimum Size: 20mm x 2.7mm

- 40 mm
- 30 mm
- 20 mm
CORPORATE VERTICAL LOGO

Vertical Logo
This vertical setting is used only in needed space composition in a layout

VERTICAL ALIGNMENT
Full Logo

Alignment
The word “Uptime” has been the base width which sets “Institute” to cater edge to edge as its max width

Spacing
Spacing in between both words has been set upon the bottom stem of the “p” on Uptime and top of the “t” on Institute to align to one another
CLEARSPACE

Full Logo

**Definition**
Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

**Computation**
To work out the clearspace take the height of the lowercase “n” from the logo text and measure from the main base of the text.
APPLICATION
ON A BACKGROUND

MINIMUM LOGO SIZES

Full Logo
Minimum Size: 20mm x 2.7mm

40 mm  30 mm  20 mm
Color plays an important role in the Uptime Institute corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the “One Voice” color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the Uptime Institute brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

The Corporate Colors
Primary Color System
Secondary Color System
**PRIMARY COLOR SYSTEM**

**Explanation:**
The Uptime Institute company has two official colors: Blue and Dark Gray. These colors have become a recognizable identifier for the company.

**Usage:**
Use them as the dominant color palette for all internal and external visual presentations of the company.

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**PRIMARY COLOR BLUE**

**COLOR CODES**
- Pantone: 2935 C
- CMYK: C096 M070 Y009 K001
- HSB: H212 S100 B072
- RGB: R000 G087 B184
- Web: #0057B8

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**COLOR TONES**

- 100 %
- 80 %
- 60 %
- 40 %
- 20 %

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**THE GRADIENT**

2935 C Gradient

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**PRIMARY COLOR DARK GRAY**

**COLOR CODES**
- Pantone: Cool Gray 11
- CMYK: C044 M034 Y022 K077
- HSB: H214 S008 B035
- RGB: R083 G086 B090
- Web: #53565A

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**COLOR TONES**

- 100 %
- 80 %
- 60 %
- 40 %
- 20 %

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**THE GRADIENT**

Cool Gray 11 Gradient
SECONDARY COLOR SYSTEM

Explanation:
The Secondary colors are complementary to our official colors, but are not recognizable identifiers for our company. Secondary colors should be used sparingly (less than 10% of the palette in one piece).

Usage:
Use them to accent and support the primary color palette.

COLOR CODES
CMYK: C100 M060 Y010 K053 RGB: R000 G056 B101
Pantone: 2955 C Web: #003865
HSB: H207 S100 B040

COLOR CODES
CMYK: C000 M001 Y000 K043 RGB: R161 G161 B164
Pantone: Cool Gray 8 C Web: #A1A1A4
HSB: H204 S004 B055

COLOR CODES
CMYK: C100 M011 Y000 K074 RGB: R000 G063 B095
Pantone: 303 C Web: #00344D
HSB: H197 S100 B023

COLOR CODES
CMYK: C100 M005 Y000 K047 RGB: R000 G104 B146
Pantone: 308 C Web: #006892
HSB: H197 S100 B049