

CORPORATE LOGO BRAND GUIDELINES



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Uptime Institute®

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.

UptimeInstitute®

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01 THE CORPORATE LOGO SIGNAGE

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.

The Logo Introduction

The Logo Application

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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.



Recommended formats are:

.eps | .ai | .png | .jpg | .tiff

LOGO DARK VERSION

To be used when background color is light colored.



Attention:

Use of any stylized, animated, hand drawn or other versions of a 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 the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

CLEARSPACE

Full Logo

Definition

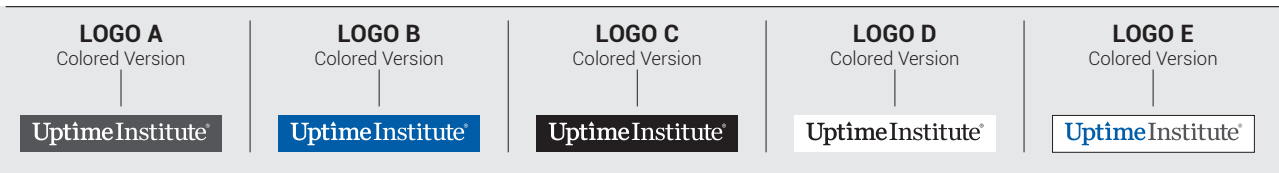
Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

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.

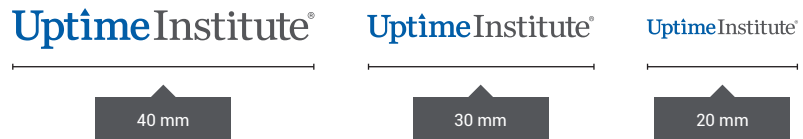


APPLICATION ON A BACKGROUND



MINIMUM LOGO SIZES

Full Logo
Minimum Size: 20mm x 2.7mm



CORPORATE VERTICAL LOGO

Uptime
Institute®

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

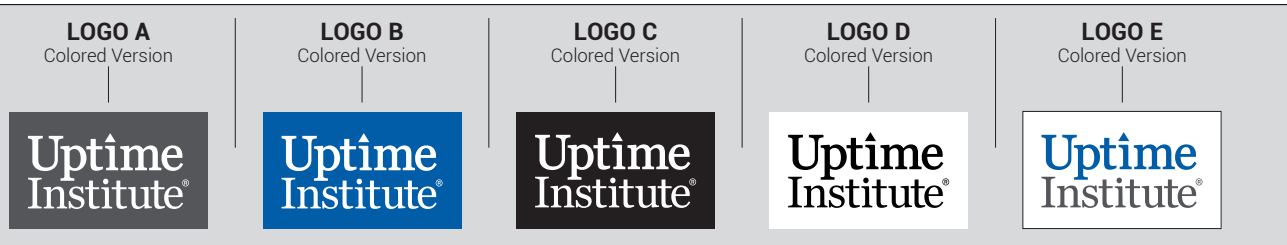
Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

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



02 CORPORATE COLOR SYSTEM

THE PRIMARY COLOR SYSTEM AND COLOR CODES

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.



PRIMARY COLOR BLUE

COLOR CODES

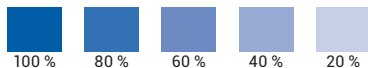
Pantone : 2935 C
CMYK : C096 M070 Y009 K001
HSB : H212 S100 B072
RGB : R000 G087 B184
Web : #0057B8



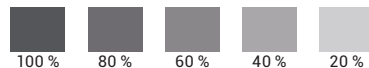
PRIMARY COLOR DARK GRAY

COLOR CODES

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



COLOR TONES



COLOR TONES



2935 C Gradient

THE GRADIENT



Cool Gray 11 Gradient

THE 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.



Tones

COLOR CODES

CMYK: C100 M060 Y010 K053

Pantone: 2955 C

HSB: H207 S100 B040

RGB: R000 G056 B101

Web: #003865



Tones

COLOR CODES

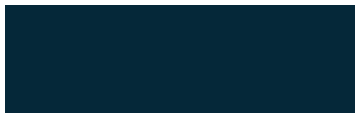
CMYK: C000 M001 Y000 K043

Pantone: Cool Gray 8 C

HSB: H204 S004 B055

RGB: R161 G161 B164

Web: #A1A1A4



Tones

COLOR CODES

CMYK: C100 M011 Y000 K074

Pantone: 303 C

HSB: H197 S100 B023

RGB: R000 G063 B095

Web: #00344D



Tones

COLOR CODES

CMYK: C100 M005 Y000 K047

Pantone: 308 C

HSB: H197 S100 B049

RGB: R000 G104 B146

Web: #006892

