



# United Technologies

## Corporate Identity Guidelines

### Brand Basics

#### UTC Brand Basics

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Visit also <http://corpid.utc.com/>

## Corporate signature

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Gear Icon



Logotype

**United Technologies**

## Business unit and group signatures

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**United Technologies**

Propulsion | Aerospace Systems

Business group name

Business unit name



**Pratt & Whitney**

A United Technologies Company

Secondary identifier

## UTC Brand Basics

### Components of the graphic signature

The corporate and business unit and group signatures are the principal ways we identify our companies as part of the UTC family. Examples of each are represented here. This section of the brand website provides guidelines for the proper use of these signatures and their component elements in various circumstances.

> To download corporate signatures, visit <http://corpid.utc.com/>



## UTC Brand Basics

### The corporate signature

The corporate signature combines the Gear Icon and logotype in two prescribed relationships — one-line and two-line formats.

Do not attempt to recreate or alter the corporate signature or its components. Use only the approved digital artwork available on this site. Please contact any member of the [Corporate Identity Council](#) if you have any questions regarding the use of our corporate signature.

> To download corporate signatures, visit <http://corpid.utc.com/>



## UTC Brand Basics

### The business unit and group signatures

The business unit and group signatures combine the Gear Icon in a specific relationship with the business unit or group name and secondary identifier to help link the business unit or group to the corporation. The thin line and the secondary identifier reinforce and clarify the relationship.

The business unit and group signatures on this page are the only approved signatures.

Do not attempt to recreate or alter the business unit or group signature or its components. Use only the approved digital artwork available on the site. Please contact any member of the [Corporate Identity Council](#) if you have any questions regarding the use of business unit and group signatures.

For specific guidelines regarding the use of business unit and group signatures and brand logos for each business unit or group, please refer to their individual brand identity sites on the [links page of our Corporate Identity Site](#).

### UTC BLUE

Our corporate color plays an integral role in consistently conveying our brand identity. The specified color in the Pantone Matching System® is PMS 286. For additional specifications in other color modes, log on to the [Corporate Identity Site](#).



### Minimum size

1/4" (4.8 mm)



## UTC Brand Basics

### Clear areas around signatures

The clear area is a defined space around the corporate signature. No other artwork or text should be placed within this area.

The clear area also defines the minimum space allowable between the corporate signature and the edge of a background; e.g., the edge of a business card, web screen or the corner of a display wall.


Clear areas are measured by using the "x" height. The "x" height is defined by the height of the lowercase letters in the corporate signature. Note: To get an accurate measurement, the straight, left-hand side of the letter "n" should be used.

The clear area is based on the "x" height of the lower case letters in the brand. Allow 2x clear area to the left and right edges of the brand, and 2x clear area above and below the Gear Icon of the brand.

### MINIMUM SIZE

1/4" (4.8 mm) The brand signature should not be reduced to where the Gear Icon measures less than 1/4 inch (4.8 mm)

> To obtain corporate signatures, refer to our [Corporate Identity Site](#) downloads tab.

	Pantone Match	PMS 286
	CMYK	C=100% M=80% Y=0% K=6%
	RGB	R=0 G=51 B=149
	Hexadecimal	0033AB



# United Technologies

UTC Blue



# Pratt & Whitney

A United Technologies Company

UTC Blue

Black

## UTC Brand Basics

### UTC Blue

#### REPRODUCTION IN COLOR

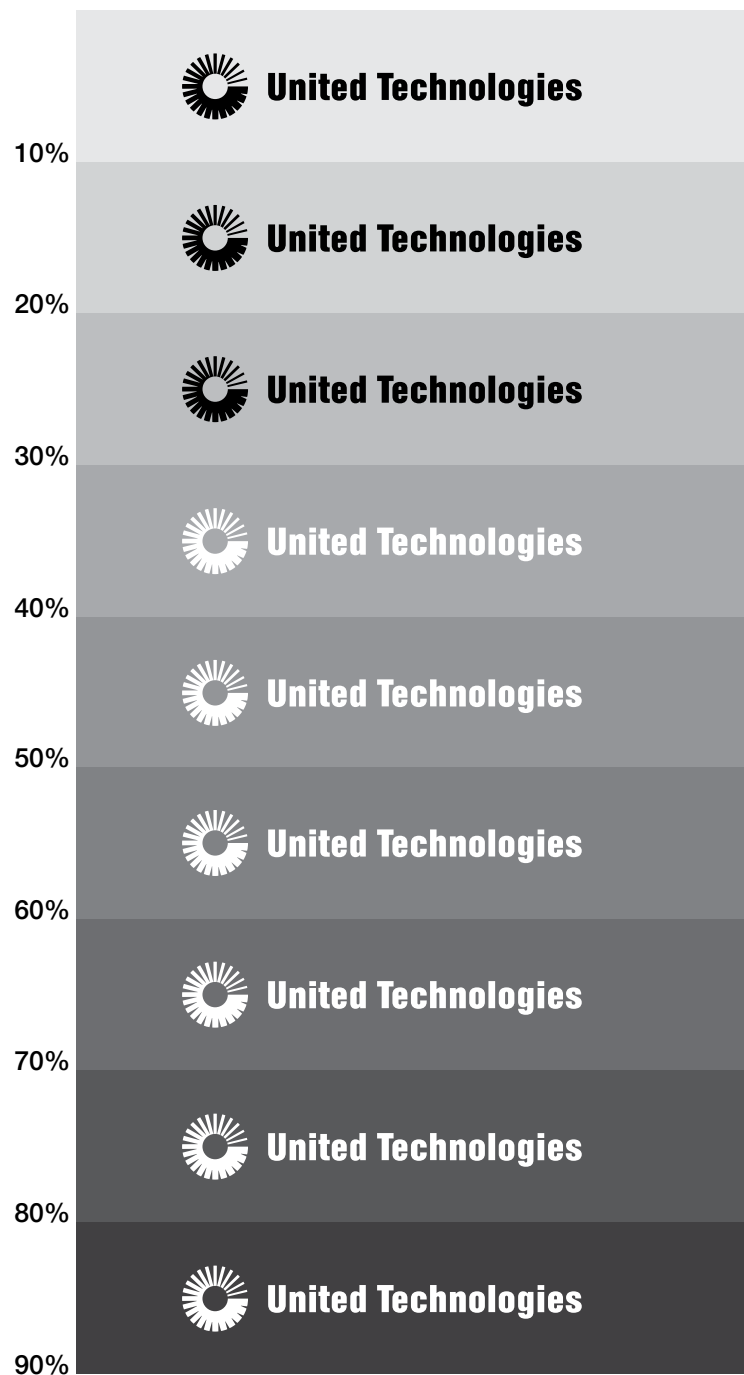
UTC Blue is our principal corporate color. It plays an integral role in conveying our brand identity. It should be specified when reproducing our corporate signature in color.

Different mediums require different formats for generating UTC Blue. The color specifications for Pantone spot colors, four-color reproduction, RGB video and web-safe hexadecimal color codes are listed to the left.

#### BLACK-AND-WHITE REPRODUCTION

The corporate signature can also be reproduced in black or white. When using a color or gray background lighter than the equivalent of 40% gray, the corporate signature should appear in solid black. On color or gray backgrounds darker than the equivalent of 40% gray, the signature must be in white.

Refer to the [contrast section](#) of the Corporate Identity Site for further guidelines.



## UTC Brand Basics

### Maintaining proper contrast

It's important to maintain the proper contrast between the corporate signature and the background color.

When using a color or gray background lighter than the equivalent of 40% gray, the corporate signature should appear in solid black.

On color or gray backgrounds darker than the equivalent of 40% gray, the signature must be in white.

Refer to this chart to determine whether the signature should be shown in black or white.



## UTC Brand Basics

### Improper use

The previous sections of this site provide specific guidelines on the proper use of the corporate signature in various situations. Here are some examples of their improper use. When in doubt, please consult the relevant sections of the Brand Basics tab of the Corporate Identity Site or contact any member of the [Corporate Identity Council](#).

1. Do not reproduce the corporate signature in any color other than UTC Blue, black or white. Do not place a photo or image inside the elements of the corporate signature.
2. Do not use the UTC corporate color version of the corporate signature on a color background.
3. Do not create a box around the corporate signature.
4. Do not display the corporate signature on complex backgrounds.
5. Do not employ drop shadows or other effects to the corporate signature or Gear Icon.
6. Do not use the corporate signature as part of a phrase.
7. Do not distort the corporate signature by skewing, compressing or stretching.
8. Do not stack the corporate signature.
9. Do not change the font in the corporate signature.
10. Do not use the Gear Icon by itself.



## Helvetica

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ABCDEFGHIJKLMNOPQRSTUVWXYZ!&?\$%#  
abcdefghijklmnopqrstuvwxyz0123456789

**ABCDEFGHIJKLMNOPQRSTUVWXYZ!&?\$%#**  
**abcdefghijklmnopqrstuvwxyz0123456789**

ABCDEFGHIJKLMNOPQRSTUVWXYZ!&?\$%#  
abcdefghijklmnopqrstuvwxyz0123456789

**ABCDEFGHIJKLMNOPQRSTUVWXYZ!&?\$%#**  
**abcdefghijklmnopqrstuvwxyz0123456789**

## Arial

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ABCDEFGHIJKLMNOPQRSTUVWXYZ!&?\$%#  
abcdefghijklmnopqrstuvwxyz0123456789

**ABCDEFGHIJKLMNOPQRSTUVWXYZ!&?\$%#**  
**abcdefghijklmnopqrstuvwxyz0123456789**

### UTC Brand Basics

#### UTC approved fonts

Helvetica is used for UTC's corporate identity and communications elements such as stationery and signage. Helvetica is a clear and readable font that supports the corporate signatures.

The Helvetica font family offers a broad range of weights and styles. All are approved for use in UTC communications.

These PostScript® fonts are manufactured by Adobe Systems Incorporated. The fonts and their names are copyright protected. They will work with most computers and are compatible with desktop printers as well as high resolution image setters.

Similar versions of these typefaces are produced by other manufacturers. Care should be taken in evaluating the quality and integrity of these fonts before using them with the UTC identity program.

These fonts can be ordered through Adobe Systems at 800-833-6687 or <http://www.adobe.com>.

For digital media or online use, UTC's preferred font is Arial.



**Achieving Competitive Excellence**  
The United Technologies Operating System



**Environment, Health & Safety**  
United Technologies Corporation

**Business Practices**  
*Trust. Respect. Integrity.*



**International Trade Compliance.**  
**It's everyone's business.**



**United Technologies**

**FINANCE**



**United Technologies**

**OPERATIONS**



**United Technologies**

**HUMAN  
RESOURCES**



**United Technologies**

**WOMEN'S  
FINANCE FORUM**

## UTC Brand Basics

### Corporate functions logos

UTC has created internal logos for certain approved initiatives. These logos aid in the company-wide recognition of these initiatives.

Contact the [Corporate Identity Council](#) before developing or altering any UTC internal logo.

> [Download logo files and graphic standards PDF from the Corporate Identity Site.](#)