



# UNIVERSE

## TECHNICAL TRANSLATION

**Guidelines for the correct use  
of the branding  
and its restrictions.**

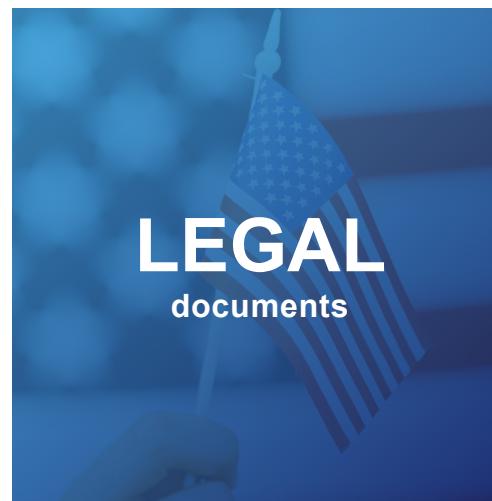
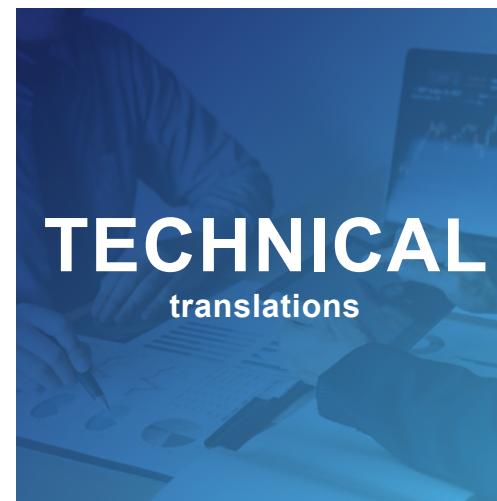
Logotype

Color Palette

Graphic Elements

Typography

Brand Identity



We speak your language, we serve your *industry*.

Universe Technical Translation, Inc. **UNIVERSE** Is a multinational quality-conscious language service company. Our main business is global management of multilingual projects for all language combinations.

**UNIVERSE** translates technical, legal, and business materials and provides only the highest quality, prompt and cost-effective translation of documents in any of 200+ LANGUAGES.

Concept

**LOGOTYPE →**

Color Palette

Graphic Elements

Typography

Brand Identity



b r a n d b o o k



**UNIVERSE**  
TECHNICAL TRANSLATION

BLACK VERSION



WHITE VERSION



HORIZONTAL ADAPTATION



Concept

Logotype

## COLOR PALETTE →

Graphic Elements

Typography

Brand Identity



b r a n d b o o k

Pantone P Process Cyan C

CMYK 74 - 16 - 0 - 0

RGB 0 - 159 - 227

CMYK 54 - 45 - 0 - 0

RGB 134 - 139 - 196

Pantone P 102-4 C

Pantone P 99-8 C

CMYK 100 - 92 - 7 - 0

RGB 44 - 47 - 136

CMYK 60 - 0 - 25 - 0

RGB 100 - 194 - 200

Pantone P 124-5 C

Pantone P 96-6 C

CMYK 62 - 74 - 0 - 0

RGB 123 - 84 - 158

CMYK 36 - 0 - 0 - 0

RGB 170 - 221 - 249

Pantone P 115-4 C

Color Book: Pantone + CMYK Coated

Concept

Logotype

Color Palette

## GRAPHIC ELEMENTS →

Typography

Brand Identity

**VISUAL COMMUNICATION** is as important as a written translation; this is the first contact between **UNIVERSE** and *the client*. The use of **ICONS** helps reducing the impact of reading long texts, especially on our *website* and *social media*.



Documents



Translations



Connections



Languages



Experience



Global

## And what about the images...?

Universe Technical Translation represents compromise, experience and leadership through futuristic images. Here are some examples:



Concept

Logotype

Color Palette

Graphic Elements

**TYPOGRAPHY →**

Brand Identity

## ARIAL FONT

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

**Arial Bold:** Titles, subtitles and keywords.

Arial Regular: Body text.

*Arial Italic:* Words in another language and keywords.

Compatibility Windows 7

Concept

Logotype

Color Palette

Graphic Elements

Typography

**BRAND IDENTITY →**



**BRAND  
IDENTITY**

Concept

Logotype

Color Palette

Graphic Elements

Typography

**BRAND IDENTITY →**

b r a n d b o o k





9225 Katy Freeway, Suite 400  
Houston, Texas 77024 U.S.A.  
Tel 713 827 8800  
Fax 713 464 5511

BRAND IDENTITY →

**UNIVERSE**  
TECHNICAL  
TRANSLATION

**J. SMITH**

Certified Translator

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5511



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Houston • London

Moscow • Baku



**J. SMITH**

Certified Translator

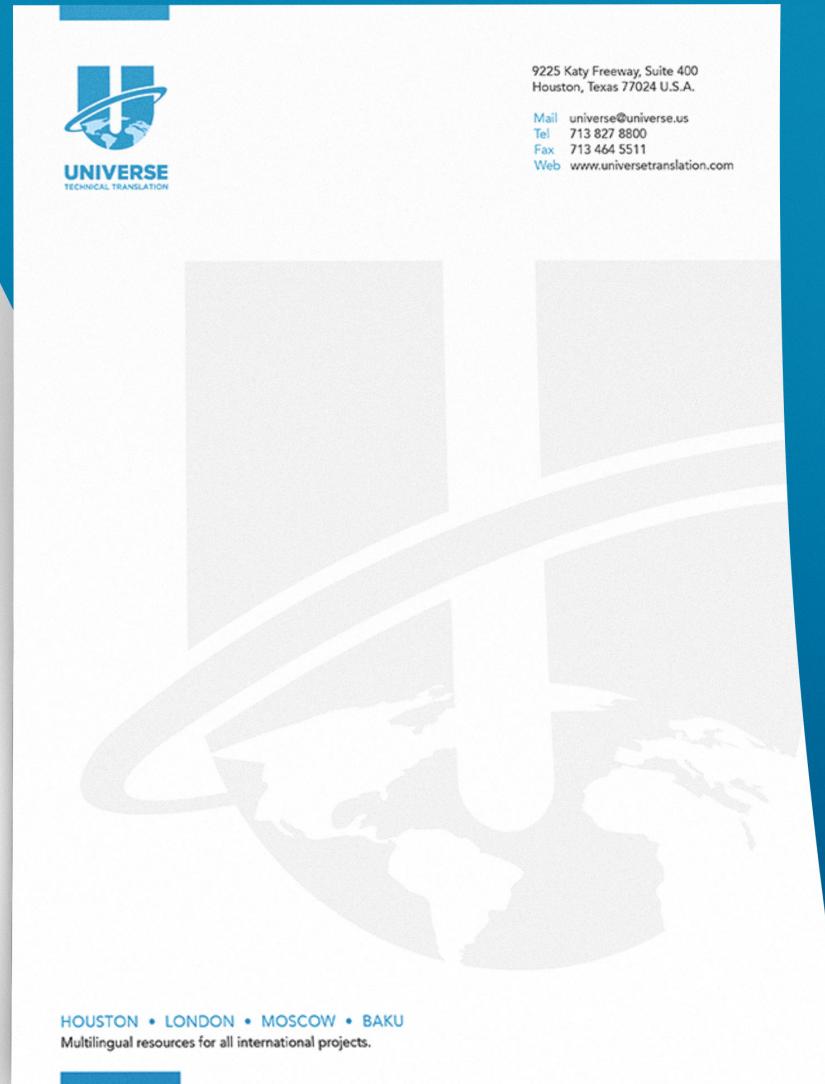
UNIVERSE TECHNICAL TRANSLATION  
9225 Katy Fwy, Suite 400  
Houston, Texas 77024 U.S.A.

Tel 713 827 8800  
Fax 713 464 5511

brand book  
London • Moscow

# BRAND IDENTITY →

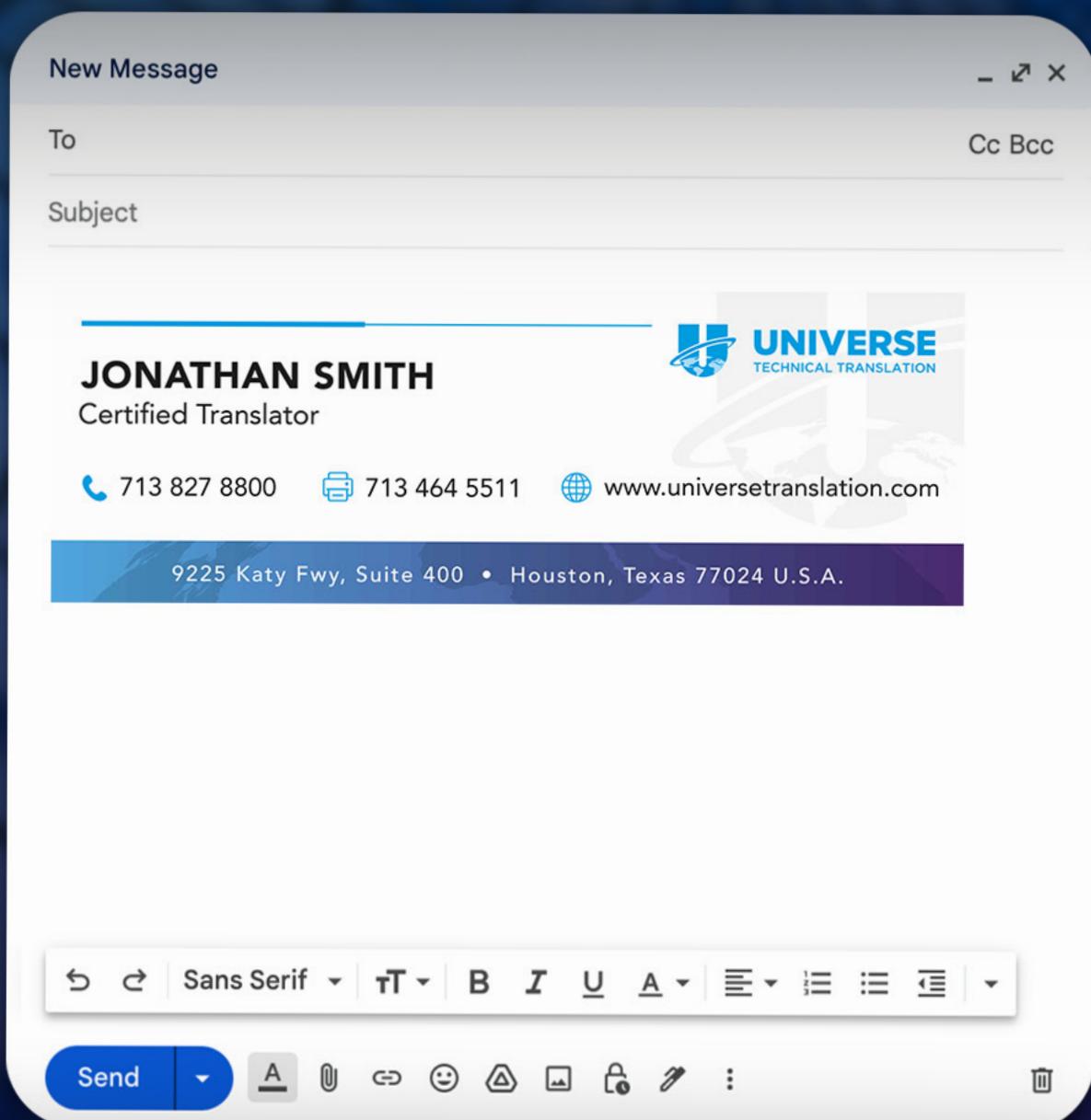
b r a n d b o o k

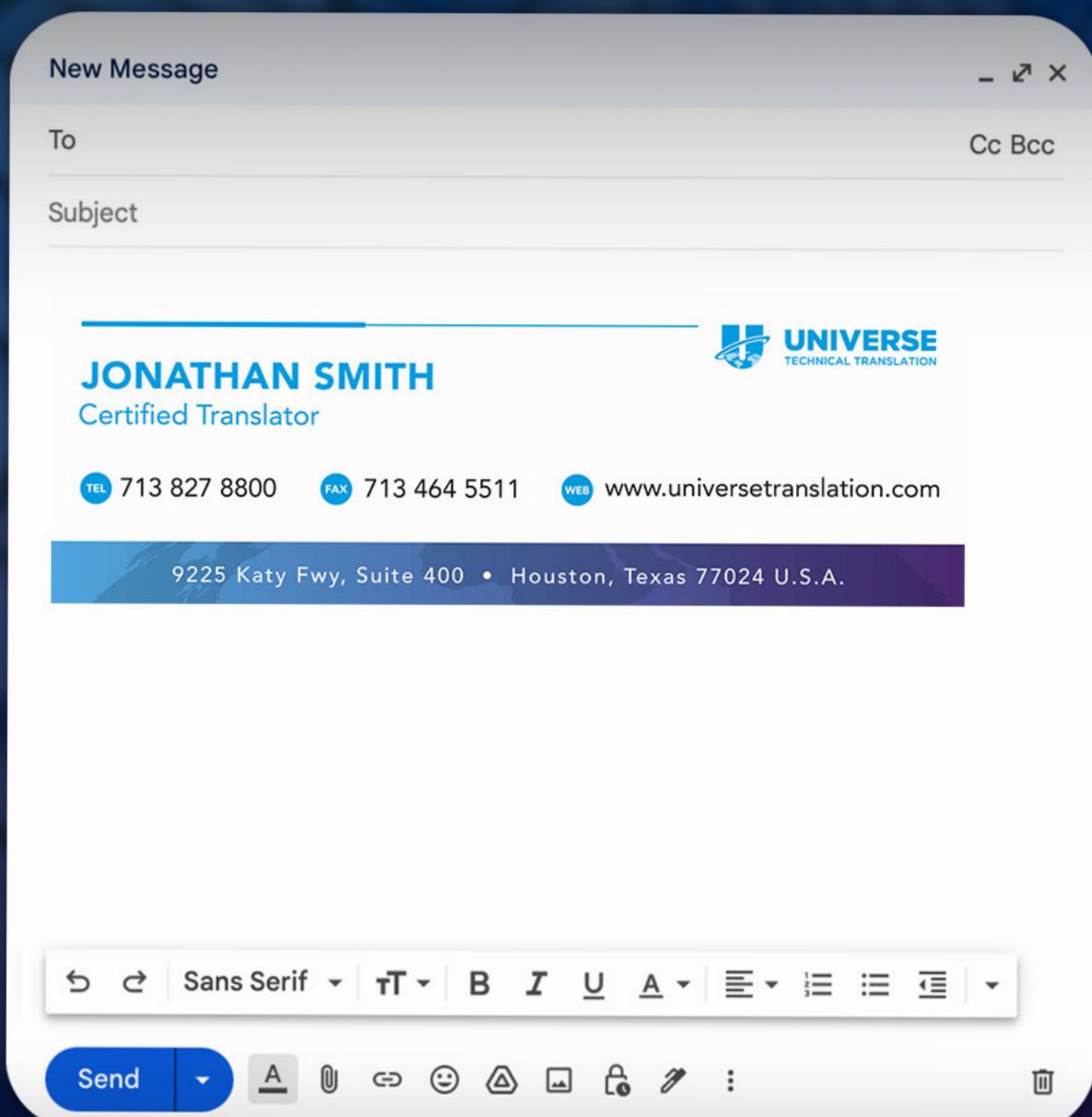


# BRAND IDENTITY →

Quis ipsum suspendisse  
maecenas accumsan lacus  
consectetur adipiscing elit, sed at  
et dolore magna aliqua. Quis ipsum su  
commodo viverra maecenas accumsan lacu  
Risus commodo viverra maecenas accumsan lacus ve  
ipsum dolor sit amet, consectetur adipiscing elit, sed do eius  
tempor incididunt ut labore et dolore magna aliqua.









**UNIVERSE**  
TECHNICAL TRANSLATION



**UNIVERSE**  
TECHNICAL TRANSLATION