

The Logo Proper Usage

For the purpose of marketing, Urban Science should be used as the name of our company.

No other derivations are allowed (e.g., Urban Science Applications, Urban Science Inc., etc.).

Color Backgrounds

When using the logo on a colored background, determine whether black or white will best contrast with the background color.

On Photographic Backgrounds

The logo may be placed on a photographic background if the photo provides enough contrast for the white or black logo to be legible.

Please download the logo in a variety of sizes and formats from our site at:

<http://focalpoint.urbanscience.net/MarComm/SitePages/VisualIdentity.aspx>



More information on approved colors can be found in Section 3.

The Logo Improper Usage

Do not alter the logo in any way.

Please download the logo in a variety of sizes and formats from our site at:

<http://focalpoint.urbanscience.net/MarComm/SitePages/VisualIdentity.aspx>



Do not distort the logo

Do not change the size relationship of the logo elements



Do not change the color arrangement of the logo

Do not change the arrangement of the logo colors

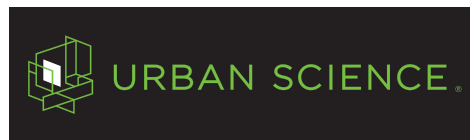
Do not change the placement of the logo elements



Do not use special effects such as glows, shadows, etc. with the logo

Do not use the logo in a sentence

Do not type out the logotype



Do not use the logo at an angle, vertically, backwards or upside down

Do not reverse the logo out of a dark background using any color other than white

Do not place the logo on a background that interferes with the legibility of the logo