VISUAL IDENTITY GUIDE

HOW WE PRESENT OURSELVES

v1.0

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Purpose of the Visual Identity Guide

The Urban Science Visual Identity Guide describes how to represent its logo, typography, color palette, photography and other graphic elements.

As with any successful brand, Urban Science strives to present the most consistent and engaging brand identity. We work hard to achieve efficiency through one look and one voice when sharing our ideas and attracting clients.

This book illustrates an approach that provides graphic flexibility while ensuring essential Urban Science elements are represented in the most uniform manner to promote the highest level of brand recognition.

You are encouraged to examine all the guidelines for instruction on proper usage prior to the development of creative materials.

This Visual Identity Guide is a working document that will continually be updated as needed.

Please see our complete set of guides for additional information:

- **Corporate Philosophy Guide:** company history, vision, mission, values
- **Brand Guide:** who we are, what we do, why we are special, our target, our competition
- **Campaign Guide:** campaign idea, creative look, feel and samples

Please direct any questions to our Marketing Communications department at **marketing@urbanscience.com**.

With your help and support we will continue exceeding our clients' expectations.

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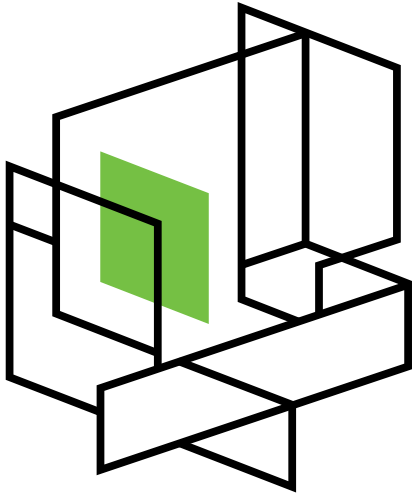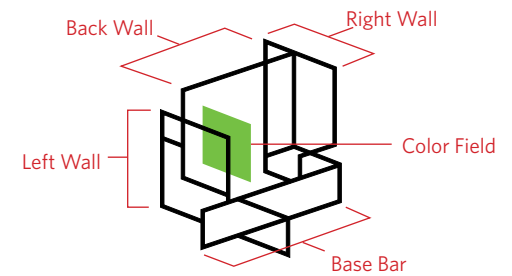
Logo

Logo Rationale

The Urban Science logo is a combination of a symbol and a logotype. The symbol helps provide a unique visual personality to the company. Its purpose is to reinforce the brand attributes and positioning—in other words, to embody Urban Science in a memorable way.

The symbol's dimensionality—its 3D look—evokes the three operating dimensions of our company: geographical offices, diversified practice areas and global accounts. The colored plane within the logo's geometry alludes to the core value of our company: we find the right insight within the complexity of the data. The angular lines speak to our precision and scientific approach, while the overlapping nature of the planes evoke the interrelated aspects of the information we examine.

The logo has been designed to be used in a multiplicity of sizes and communication vehicles, from print to the Web, software products and signage.

Logo Elements

Back Wall
Right Wall
Left Wall
Color Field
Base Bar

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The logotype complements the symbol to form a cohesive lockup for the logo. The letterforms are based on a typeface called Gotham, by the New York-based Hoefler & Frere-Jones foundry. The shapes of some of the letters have been slightly modified in order to provide an extra measure of uniqueness to the logotype.

Gotham is a sans-serif face. Its proportions make it a classic, featuring both a sense of distinguished heritage and a forward-looking style. According to its makers, "because Gotham's forms come from the urban environment [it] inherited an honest and straightforward tone that's neutral without being clinical, and authoritative without being impersonal." It is a very appropriate typeface to signify the evolution and modernization of Urban Science, a company who is simultaneously firmly established and whose strong potential for growth is evident.

Logo Horizontal Lock-up

A.

The top of the logotype is aligned with this intersection of the logo.

B.

The height of the logotype is equal to the space between the bottom point of the logo and the top of the logo's base bar.

C.

The space between the logo and the beginning of the logotype is equidistant to the space between the "N" and the "S".

D.

The color field should always be green for the main Urban Science brand.

However, the color could be changed for sub-brands as directed by the brand architecture.

Logo Centered Lock-up
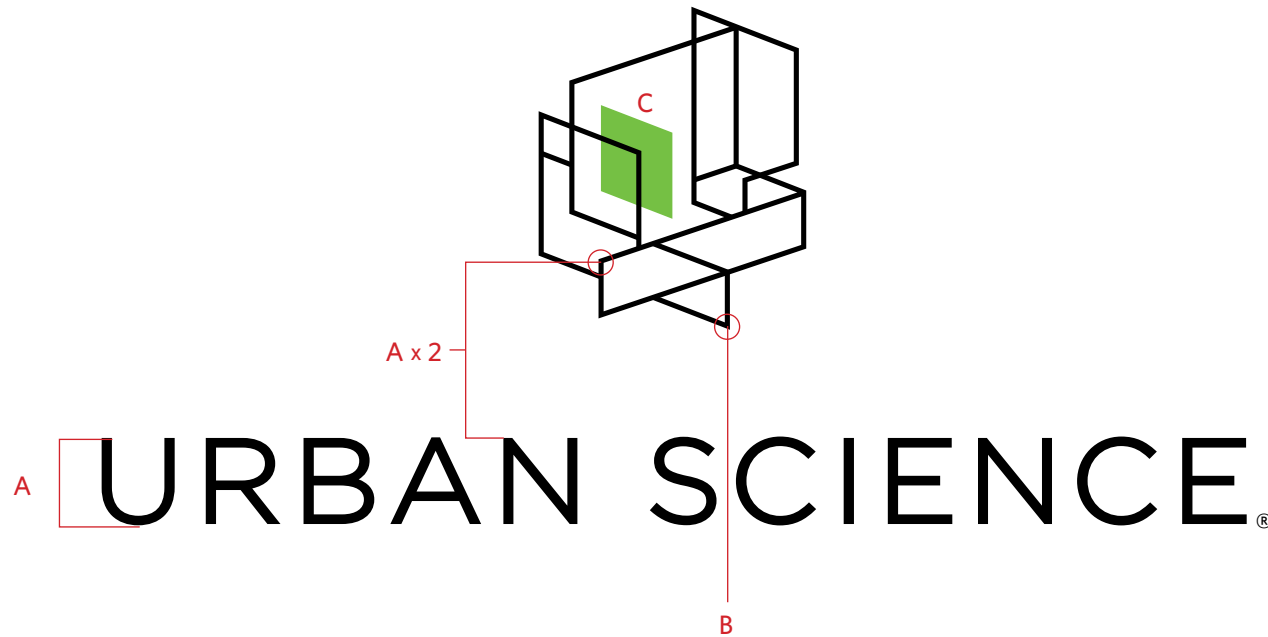
A.

The distance between the top of the logotype and the top point of the base bar of the logo is twice the height of the logotype.

B.

The lowest corner point of the logo defines the half point between the "S" and the "C".

C.

The color field should always be green for the main Urban Science brand.

However, the color is flexible and could be changed for sub-brands as directed by the brand architecture.

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Logo & Tagline Lock-up

A.
The distance between the logo and the tagline is equal to the width of the letters in the tagline.

B.
The distance between the top of the logotype and the top point of the base bar of the logo is twice the height of the logotype.

C.
The space between the logo and the beginning of the logotype is equidistant to the space between the "N" and the "S".

D.
The tagline is set in Whitney Book all caps and tracked to the width of the logotype.The height of the tagline is half the height of the logotype.

Logo Sizing & Spacing

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1.5"

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1.125"

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2.25"

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1.875"

Minimum Sizing

- Horizontal Lock-up minimum size is 1.5".

*Minimum size can be smaller when used in UI designs.

- Centered Lock-up minimum size is 1.125".

*Minimum size can be smaller when used in UI designs.

- Horizontal Lock-up with tagline minimum size is 2.25".

*Minimum size can be smaller when used in UI designs.

- Centered Lock-up with tagline minimum size is 1.875".

*Minimum size can be smaller when used in UI designs.

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Minimum Spacing

- Allow for twice the width of the "U" to define the space on either side of the logo.
- Allow for twice the height of the "U" to define the space above and below the logo.

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

On Photographic Backgrounds

The logo or logo with tagline 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
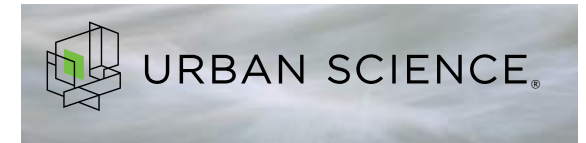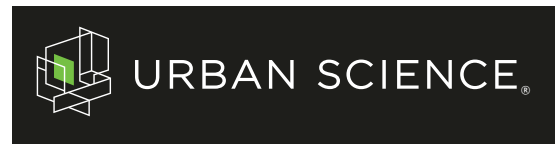
More information on approved colors can be found in Section 3.

Logo Improper Usage

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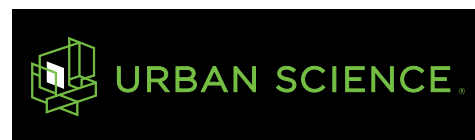
Do not reverse the logo out of a dark background using any color other than white

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

Logo Background Line Art

If cropping the right side of the line art, always crop on the inside edge of the base bar

If cropping the left side of the line art, always crop on the inside edge of the base bar
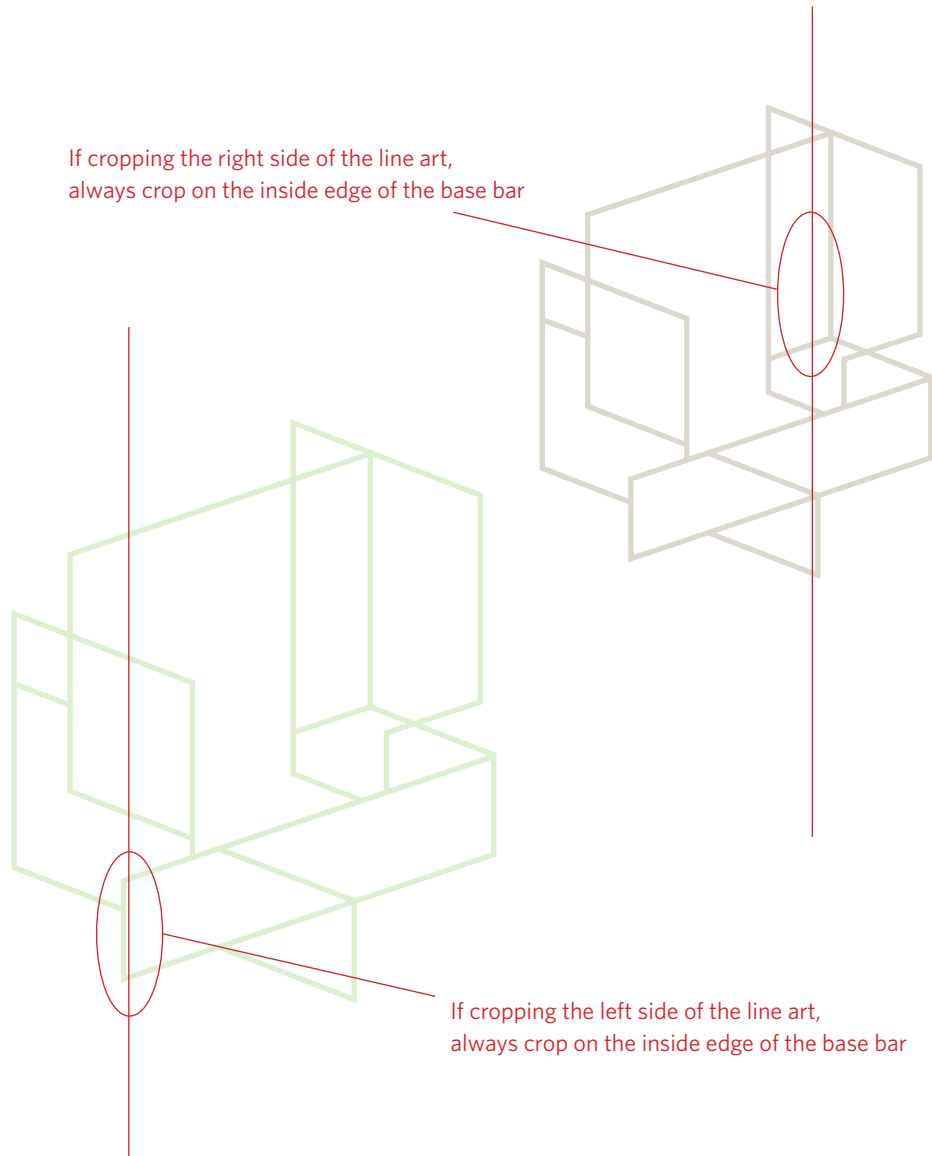
Background	Approved Line Art Colors			Tint of Line Art
🟩	⬜ 🟫			100%
🟫	⬜ ⬜			100%
⬜	🟫 ⬜	🟩		100%
⬛	🟩 🟫	⬜		100%
⬜	⬜ 🟩	🟫		100%

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Palette

Colors & Usage

Color is an integral component to the Urban Science identity system. The color palette consists of both primary and secondary colors that, collectively, form a cohesive system to be used across all media and for all audiences. **Particular cases may require the introduction of additional color, however, this palette should suffice in most cases.**

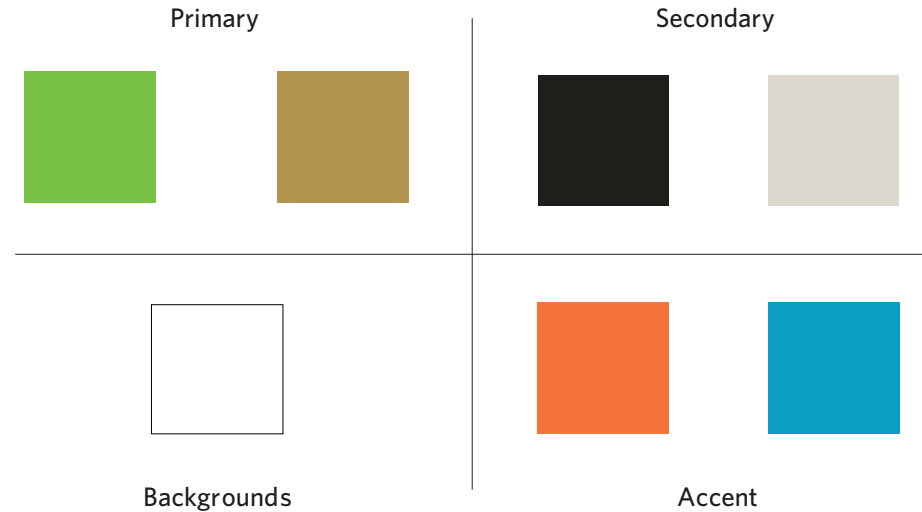The primary brand color is utilized in the logo, but usage is not limited to the logo. Secondary brand colors work as accents to the primary brand colors and should be utilized as such. Two selected tints of each of the primary and secondary brand colors are also specified for use.

Primary | Secondary

Backgrounds | Accent

Usage

	Headlines	Body Copy	Print Background	Screen Background	Ancillary Element
gold					■
green	■				■
black		■			■
grey		■			■
white	■	■	■	■	■
orange					■
blue					■

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Color Formulas

This chart provides formulas for the Urban Science color palette in Pantone and CMYK for print application as well as RGB and Hex values for on-screen display.

Brand Colors		Ink Colors		Screen Colors	
		PANTONE	CMYK	RGB	HEX
Urban Science Green		375 U	59, 0, 100, 0	112, 200, 47	70C82F
Urban Science Green Tints		55%	32, 0, 58, 0	176, 225, 141	B0E18D
		25%	14, 0, 25, 0	219, 241, 203	DBF1CB
Bronze		Metallic 873 U	30, 37, 80, 4	179, 149, 86	B39556
Bronze Tints		55%	22, 24, 39, 0	200, 184, 159	C8B89F
		25%	9, 10, 15, 0	230, 222, 211	E6DED3
Orange		Orange 021 U	0, 68, 87, 0	255, 117, 51	FF7533
Orange Tints		55%	0, 36, 42, 0	255, 179, 143	FFB38F
		25%	0, 16, 16, 0	255, 220, 204	FFDCCC
Blue		3135 U	100, 0, 16, 9	0, 159, 194	009FC2
Blue Tints		55%	51, 2, 11, 0	115, 202, 222	73CADE
		25%	23, 0, 5, 0	191, 231, 240	BFE7F0
Charcoal		Black 3U	71, 65, 68, 76	30, 30, 27	1E1E1B
White		White	0, 0, 0, 0	255, 255, 255	FFFFFF

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Color Usage Guide

Color Usage

This guide to palette combinations outlines what colors **do** and **do not** work together. These guidelines are based upon color complementarity and opposition. Squares with red "X's" are not recommended due to excessive visual vibration or lack of contrast when placed immediately side-by-side. Any combination of colors may be used within a single layout if space is given between vibrating colors.
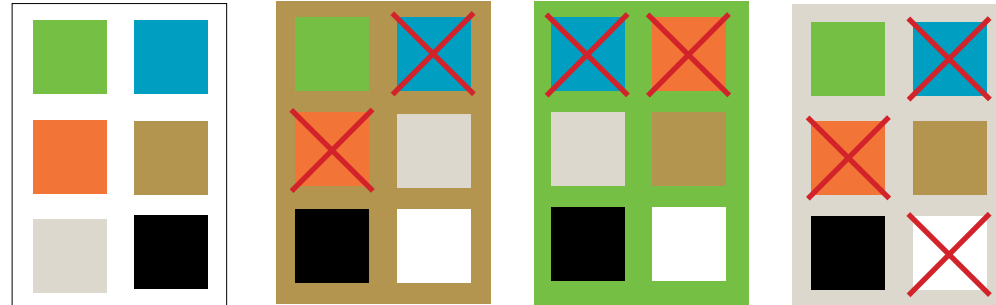
Typography

The Calibri Family
The Whitney Family

When choosing the proper typefaces to illustrate our brand attributes, as well as our successful past and cutting-edge future, we looked outside of standard PC and Macintosh fonts and selected Whitney as our official font.

Whitney is an OpenType font—meaning, a license is required for each user. Therefore Whitney will only be used for official marketing communications, such as advertisements, solution flyers and brochures.

For everyday usage, we have selected Calibri as a default, which has a similar visual feeling. Calibri will be used throughout our Microsoft Office programs including our PowerPoint template to ensure seamless document collaboration with clients and others outside of our company.

The Calibri Family

The typeface Calibri is our standard digital typeface. We use it on all web and Microsoft software applications. Calibri speaks to our results-driven, analytical and precise characteristics. It is easy to read in print, online or when projected.

ABCDEFabcdef
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567~@#$%&*()

Calibri Regular

ABCDEFabcdef
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567~@#$%&*()

Calibri Bold

ABCDEFabcdef
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567~@#$%&()*

Calibri Regular Italic

ABCDEFabcdef
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567~@#$%&*()

Calibri Bold Italic

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The Whitney Family

The typeface Whitney is the official font used in corporate marketing activities, such as advertisements, solution flyers and brochures. As an OpenType font, Whitney has a distinct look that helps our brand distinguish itself in our communications. It comes in a large collection of weights and styles, allowing for an extendable hierarchy within text-heavy documents.

ABCDEFabcdef
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567~@#$%&*()

Whitney Light

ABCDEFabcdef
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567~@#$%&*()

Whitney Book

ABCDEFabcdef
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567~@#$%&*()

Whitney Semibold

ABCDEFabcdef
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567~@#$%&()*

Whitney Light Italic

ABCDEFabcdef
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567~@#$%&()*

Whitney Book Italic

ABCDEFabcdef
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567~@#$%&*()

Whitney Semibold Italic

ABCDEFabcdef
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567~@#$%&*()

Whitney Medium

ABCDEFabcdef
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567~@#$%&*()

Whitney Bold

ABCDEFabcdef
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567~@#$%&*()

Whitney Black

ABCDEFabcdef
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567~@#$%&()*

Whitney Medium Italic

ABCDEFabcdef
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567~@#$%&*()

Whitney Bold Italic

ABCDEFabcdef
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567~@#$%&*()

Whitney Black Italic

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Calibri & Whitney Usage Guide

CALIBRI BOLD SUBHEAD
Calibri Regular Subhead
Calibri subheads and body copy are set in Calibri Regular.

WHITNEY BOLD SUBHEAD
Whitney Light Subhead
Whitney subheads and body copy are set in varying weights of Whitney.

Typesetting Guidelines
All weights and styles can be used in print, web, and presentations. Whitney Medium, Bold, and Black weights should be used only in exceptional cases.

Color Guidelines
In print or online, Calibri headlines should be set in bronze, black or white, as long as there is enough contrast from the background and the text is easily legible.

Calibri Typesetting Proportions	Weight	Point Size
Subheads & Headlines		
Print	Any	12-48 pt
Presentation	Any	14-48 pt

Whitney Typesetting Proportions	Weight	Point Size
Body Copy		
Print	Light	≥9 pt
Presentation	Light	≥12 pt
Light Subhead		
Print	Book	≥9 pt
Bold Subhead		
Print	Semibold	≥9 pt
Presentation	Semibold	≥14 pt
Bold Headline		
Presentation	Semibold	≥18 pt

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Resources

Resources

VISIT US ONLINE

The source files for the main constitutive elements
of the Visual Identity are available for download at the
Urban Science intranet:

http://focalpoint.urbanscience.net/MarComm/SitePages/Home.aspx

ASK THE EXPERTS

For questions regarding the usage of the various
elements of the Visual Identity, please contact the
Marketing Communications department at:

marketing@urbanscience.com

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