



**URBAN LEAGUE**  
**of Eastern Massachusetts**

EMPOWERING COMMUNITIES & CHANGING LIVES.



**BRAND GUIDELINES**

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# INTRODUCTION

## ULEM Overview

The mission of the Urban League of Eastern Massachusetts (ULEM) is to be a champion of civil rights dedicated to helping people improve their lives and to build stronger communities by providing local residents with education, job training, and placement at no cost. At the core of ULEM's brand identity are 3 key value: Engage, Educate, and Empower.

## ***Centennial Anniversary***

For 100 years, ULEM's programs and services have changed lives everyday, educating and empowering our participants to build stronger futures for themselves, families and their communities. We will continue to expand our services and programs moving forward to overcome racial, social barriers, economic inequities, sexual and domestic violence throughout our communities in Eastern Massachusetts to enable continued growth and success in the workplace and beyond.

# CENTENNIAL LOGO

VISUAL BASICS • USAGE & VARIATIONS

The ULEM Centennial logo comes as a set, including a stacked logo with the tagline and a horizontal logo without the tagline. The Centennial logos can be used interchangably, although each version looks best with layouts with the same orientation (direction of their longest side). The stacked centennial logo can be used with or without the tagline.



Stacked logo/tagline lockup



Logo without tagline



One color version



Knocked-out version

# CENTENNIAL LOGO

VISUAL BASICS • CLEAR SPACE & SIZING

Minimal spacing and sizing are recommended to ensure the legibility and integrity of the logos.

## Spacing

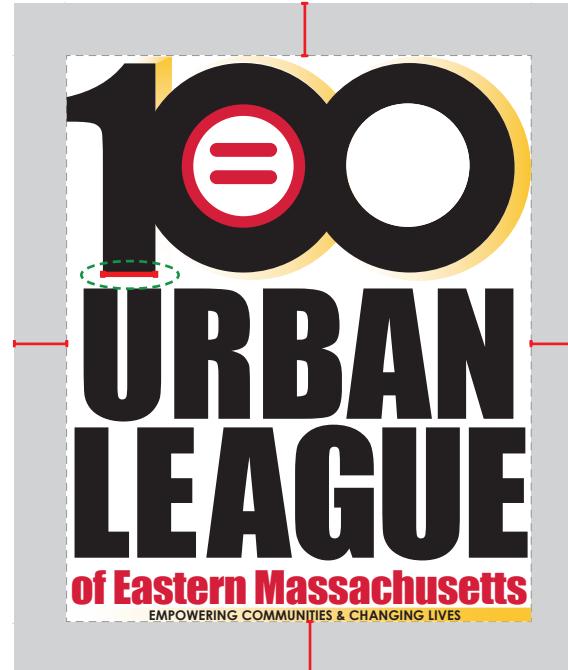
The width of the bottom of the one (1) (highlighted in the green circle and depicted by the gray area) is the minimal amount of clear space to have between the Centennial logos and other graphical elements.

## Sizing

The stacked logo can be used at a minimal size of two inches with the tagline and at a minimal size of one inch without the tagline.

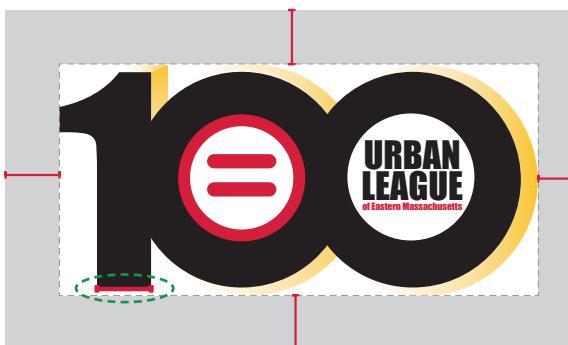
The horizontal Centennial logo can be used at a minimal size of two and a half inches.

Minimal sizing is to ensure we maintain legibility of the logos.



1" minimum size for stacked logo without tagline.

2" minimum size for stacked logo with tagline.

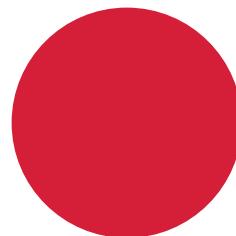


2.5" minimum size for condensed logo.

# CENTENNIAL LOGO

## VISUAL BASICS • COLOR PALETTE

**Red**



HEX

#D31F37

RGB

211  
31  
55

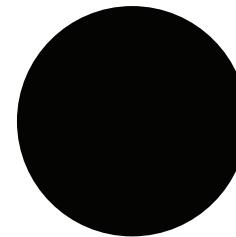
CMYK

11  
100  
84  
2

PANTONE

186 CP

**Black**

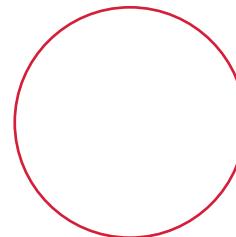


#000000

0  
0  
0

75  
68  
67  
90

**White**



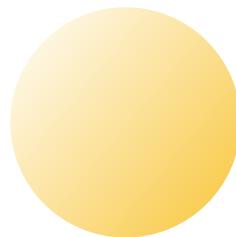
#FFFFFF

255  
255  
255

0  
0  
0  
0

P 179-1 C

**Yellow Gradient**



#F9C634

249  
198  
52

2  
22  
90  
0

7548 U

# CENTENNIAL LOGO

VISUAL BASICS • TYPOGRAPHY

## Typeface Overview

### Print

Impact font was designed by Geoffrey Lee, in 1965, for the Stephenson Blake foundry. It's a sans serif display typeface meant for use in display situations requiring a strong statement.

Century Gothic font was designed for the Monotype foundry in 1991. The font is a geometric sans serif meant for headlines and larger displays of text. However, it can also be used for content, as long as the size of the font is balanced for an overall strong look that doesn't overwhelm the page.

### Digital

Although Impact and Century Gothic are both versatile and strong digital fonts, versions have been created specifically for web display. Those fonts are Impact URW and Century Gothic Pro.

#### HEADLINE

Impact Regular  
set 30 - 50 point

#### SUBHEADLINE

Impact Regular  
set 50 % of Headline

#### BODY TITLE 1

Century Gothic Bold

#### BODY TITLE 2

Century Gothic Bold

#### BODY TEXT

Century Gothic Regular  
set 10 - 14 point

Body Text

Body Bold

Body Italic

# URBAN LEAGUE

## of Eastern Massachusetts

### EMPOWERMENT AND CHANGE

### Educate. Engage. Empower.

*NOTE: Web font versions (Impact URW & Century Gothic Pro), for digital media, are slightly varied and require different licensing.*

# CENTENNIAL LOGO

EXAMPLES



The ULEM Centennial logos can be used on branded merchandise. The full color logo must only be printed on a clean white background. For one-color printing, you may use the one-color logos in all black or knocked out from one of the brand colors.

# CORPORATE LOGO

VISUAL BASICS • USAGE & VARIATIONS

The ULEM Corporate logo system includes a primary and secondary set of logos.

## Primary Logos

The primary logo with the ULEM tagline, includes circular and horizontal layout options. This logo can be displayed in full color, one color, or knocked out.



Circular logo with tagline



Horizontal logo with tagline



Circular logo without tagline



Horizontal logo without tagline

# CORPORATE LOGO

VISUAL BASICS • USAGE & VARIATIONS



One-color circular with tagline



One-color circular without tagline



Knocked-out circular with tagline



Knocked-out circular without tagline



One-color horizontal with tagline



One-color horizontal without tagline



Knocked-out horizontal with tagline



Knocked-out horizontal without tagline

# CORPORATE LOGO

VISUAL BASICS • USAGE & VARIATIONS

## Secondary Logos

The secondary set of logos are full color and feature specific power words or ULEM training programs. They come in circular or horizontal formats. The psychology behind the colors selected corresponds with the impact of the assigned program or power word.



Secondary circular logos with programs

# CORPORATE LOGO

VISUAL BASICS • USAGE & VARIATIONS



Secondary circular logos with power words

Secondary horizontal logos without tagline

# CORPORATE LOGO

VISUAL BASICS • CLEAR SPACE & SIZING

## Spacing

Use the red circle of the Urban League symbol (outlined by green dotted lines) and scale it by 150% to know how much space should be between the circular Corporate logo and other graphical elements.

Use the top of an A in Urban League for clear space reference regarding the horizontal ULEM Corporate logo. The width of the top of an A (A) (as highlighted in the green circle and depicted by the gray area) in the word Urban or League, is the amount of space there should be between the logo and other graphical elements.

## Sizing

The circular logos can be used at a minimal size of 1.5 inches with wording in the gradient, and at a minimal size of 1 inch without wording. The horizontal corporate logos can be used at a minimal size of 3 inches with the tagline or 2.5 inches without it.



1.5" minimum size for circular logo with tagline.



1" minimum size for circular logo without tagline.



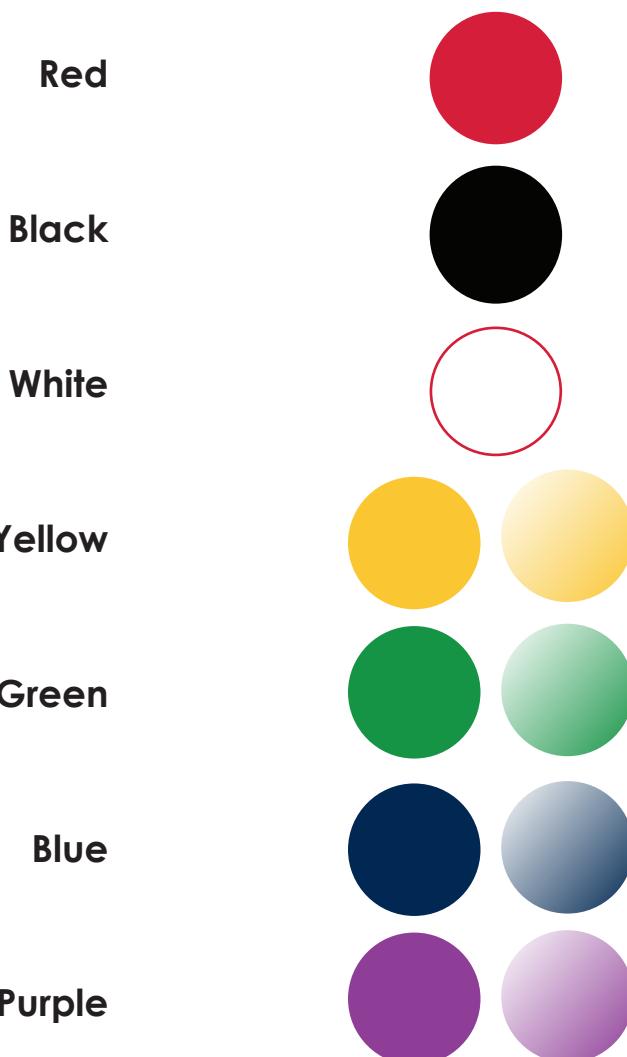
3" minimum size for horizontal logo with tagline.



2" minimum size for horizontal logo without tagline.

# CORPORATE LOGO

VISUAL BASICS • COLOR PALETTE



	HEX	RGB	CMYK	PANTONE
<b>Red</b>	#D31F37	211 31 55	11 100 84 2	186 CP
<b>Black</b>	#000000	0 0 0	75 68 67 90	419 CP
<b>White</b>	#FFFFFF	255 255 255	0 0 0 0	P 179-1 C
<b>Yellow</b>	#F9C634	249 198 52	2 22 90 0	7548 U
<b>Green</b>	#149347	20 147 71	85 17 100 4	2272 CP
<b>Blue</b>	#002A54	0 42 84	100 50 0 70	295 C
<b>Purple</b>	#903F98	144 63 152	50 90 0 0	258 C

# CORPORATE LOGO

EXAMPLES



The ULEM Corporate logos can be used on branded merchandise. The full color logo must only be printed on a clean white background. For one-color printing, you may use the one-color logos in all black or knocked out from one of the brand colors.

# THINGS TO AVOID



Avoid changing the gradient to a solid.



Avoid stretching the logos.



Avoid taking apart the equality symbol.



Avoid changing the angle of the logos.



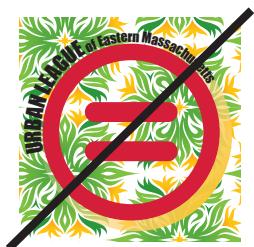
Avoid cropping the logos.



Avoid changing the color of the equality symbol.



Avoid obstructing the logos.



Avoid putting the logos on colored or patterned backgrounds.



Avoid outlining the logos.

## Exceptions



The black & white logos can go on colored backgrounds.



Avoid using a background color that isn't in the ULEM color palette.