



United Cerebral Palsy's

BRAND STANDARDS & USAGE GUIDELINES

INTRODUCTION

An organization's brand is its promise to its various stakeholders: affiliates, volunteers, clients, family members, community members, donors and other supporters.

A strong brand uses messaging, images and other elements of design to create an intentional identity in the minds of its audience.

The core of United Cerebral Palsy's mission, values and vision is represented in its brand. These guidelines will help you communicate UCP's brand consistently and effectively.

IMPORTANT! Any modification to UCP's brand standards, including but not limited to alterations to the UCP logo or any of its component parts, must always receive prior approval from UCP's national office.

HOW TO USE THE UCP NAME

United Cerebral Palsy or UCP of _____ (ex: UCP of Detroit) **PREFERRED**

United Cerebral Palsy or UCP _____ (ex: UCP Heartland)

_____ United Cerebral Palsy or UCP (ex: Alleghenies United Cerebral Palsy)

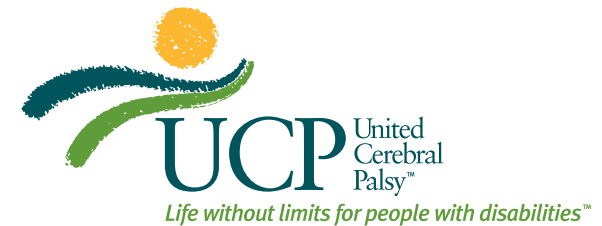
Your Organization Name, an affiliate of UCP

Your Organization Name, with United Cerebral Palsy

UCP must always stand for United Cerebral Palsy and the visual identity must always be consistent with these brand standards and usage guidelines.

VISUAL IDENTITY

The UCP logotype (logo) with the tagline “Life without limits for people with disabilities™” is our organizations principle graphic mark (Figure 1). This visual identity differentiates UCP from other organizations and symbolizes the aspirational attributes of what we strive to achieve. The logotype and tagline are trademarked and owned by United Cerebral Palsy.



USING THE LOGO AND TAGLINE:

There are seven acceptable logotype layouts (see Figures 1-7). UCP’s national office uses the variations in Figures 1-3.



Figure 1



Figure 2



Figure 3

Affiliates may use the variations in Figures 4-7 with the affiliate name specified in the charter agreement.



Figure 4



Figure 5



Figure 6



Figure 7

DOS

- The trademark (TM) symbol must be used with the logo and tagline.
- Always reproduce the logo at a size at which all of the elements of the identity are legible. The minimum size of the letters “UCP” in the logo should be at least 0.34” high (25 pixels) (see Figure 8).
- A minimum area of clear space – referred to as an area of isolation – must be maintained around the logo so that it is not overwhelmed by other visual elements (see Figure 9).



Figure 8

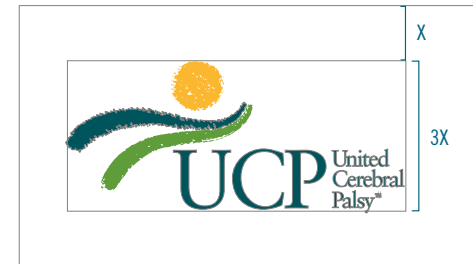


Figure 9

DON'TS

- The tagline may NOT be used as a stand-alone identity.
- The symbol may NOT be used as a stand-alone identity
- Do NOT stretch or compress the logo so that the proportions are altered.
- Do NOT use a poor quality reproduction of the artwork.
- A background should always provide enough contrast for the logo to stand out (see Figure 10a). Do NOT place the logo on a background with a color or pattern that competes with the identity (see Figure 10b).
- Do NOT change the colors or fonts of the identity.
- Do NOT redraw, recreate or typeset the identity.



Figure 10a



Figure 10b

BRAND COLORS

The UCP brand uses three colors: **GOLD**, **GREEN** and **TEAL**.

The colors of the logo should not be changed or rearranged, except to use black-only or white-only versions in designs that call for only one color.

These three colors or complementary colors can be used in design elements apart from the logo.



UCP GOLD

C:	0	R:	247
M:	27	G:	166
Y:	100	B:	0
K:	0		

Pantone: PMS 130
HEX#: F7A600



UCP GREEN

C:	76	R:	47
M:	0	G:	126
Y:	100	B:	32
K:	23		

Pantone: PMS 363
HEX#: 2F7E20



UCP TEAL

C:	100	R:	0
M:	0	G:	83
Y:	15	B:	93
K:	47		

Pantone: PMS 315
HEX#: 00535D

BRAND FONTS

LOGO FONTS

The UCP brand consists of two complementary fonts:

Sabon Roman

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Meta Plus Medium Italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The fonts in the logo should NOT be changed, rearranged or re-proportioned for any reason.

TEXT FONTS

These fonts and two complementary fonts, Georgia and Garamond, can be used for text apart from the logo. The brand fonts can be downloaded from the Marketing and Communications Resources page on www.ucp.org

Georgia

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Garamond

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ONLINE FONTS

For online materials, UCP recommends sans-serif fonts such as Arial or Helvetica.

Arial

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

OPTIONAL FONT

Trade Gothic can be used in promotional materials such as printed advertising and marketing materials.

Trade Gothic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



1825 K Street NW • Suite 600 • Washington • DC 20006
www.ucp.org • 800.872.5827 • 202.776.0406