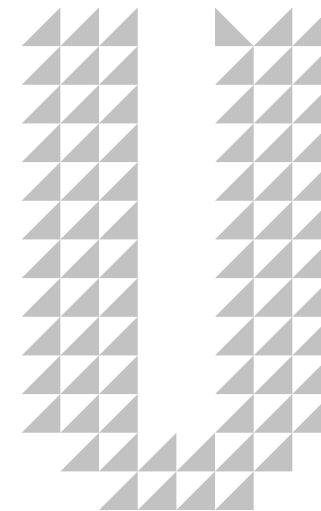




BRAND GUIDELINES

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UNION

UNION 10 LOGO

The Union 10 logo should always appear with a clear area around it, which is defined by the width of the 'N'.

Union 10 logo



Clear area

UNION

UNION

LOGO USAGE

A__ The Union 10 logo can appear in the three corporate colour combinations shown.

B__ Mono. When used in black in mono the "10" is 100% transparency, and the remaining characters 50%.

C__ Non Corporate colours. The "10" can be picked out in a project colour, but the remaining characters must be black. The logo can also reverse out white from a non-corporate colour, again the "10" is 100% transparency, and the remaining characters 50%.

D__ Incorrect usage. The logo should not be used in corporate colours on a non-corporate background.

A__ CORRECT USAGE CORPORATE



B__ CORRECT USAGE MONO



C__ CORRECT USAGE NON-CORPORATE

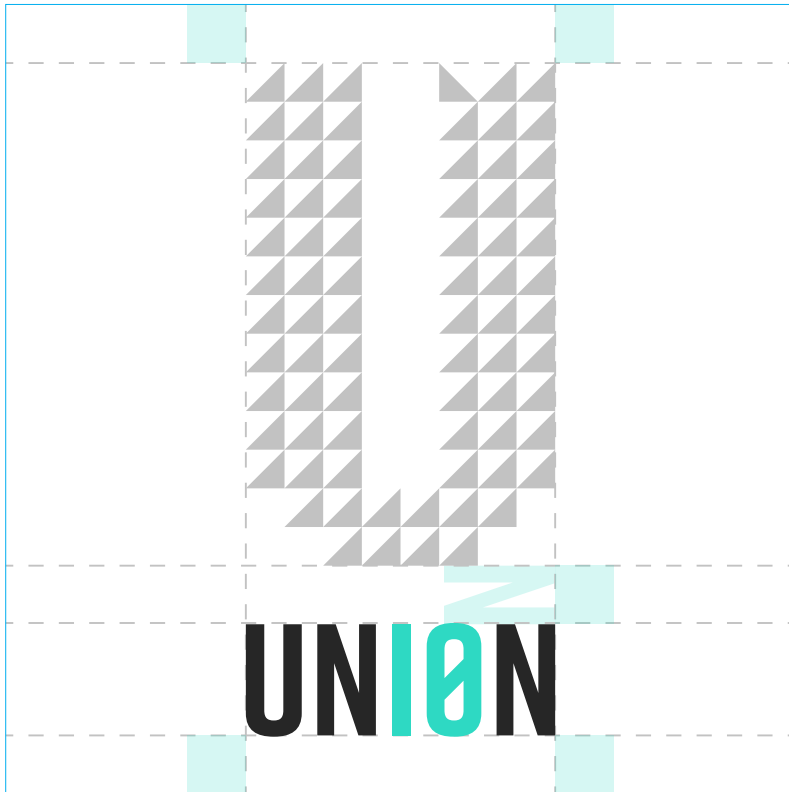


D__ INCORRECT USAGE



UNION 10 LOCKUP

This diagram shows the Union 10 logo lockup with the clear areas that define the lockup box size.



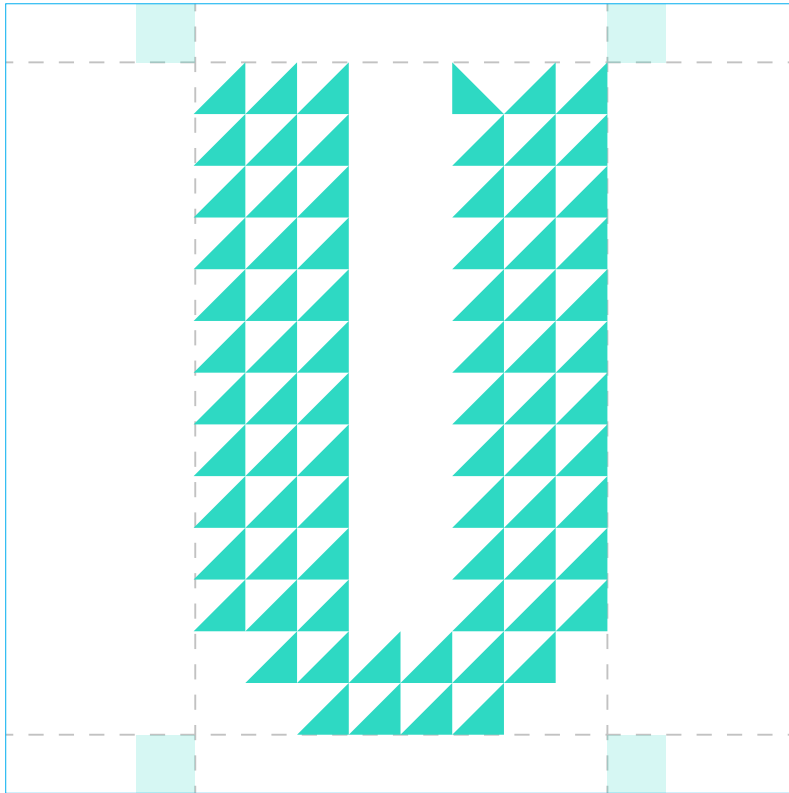
Clear area



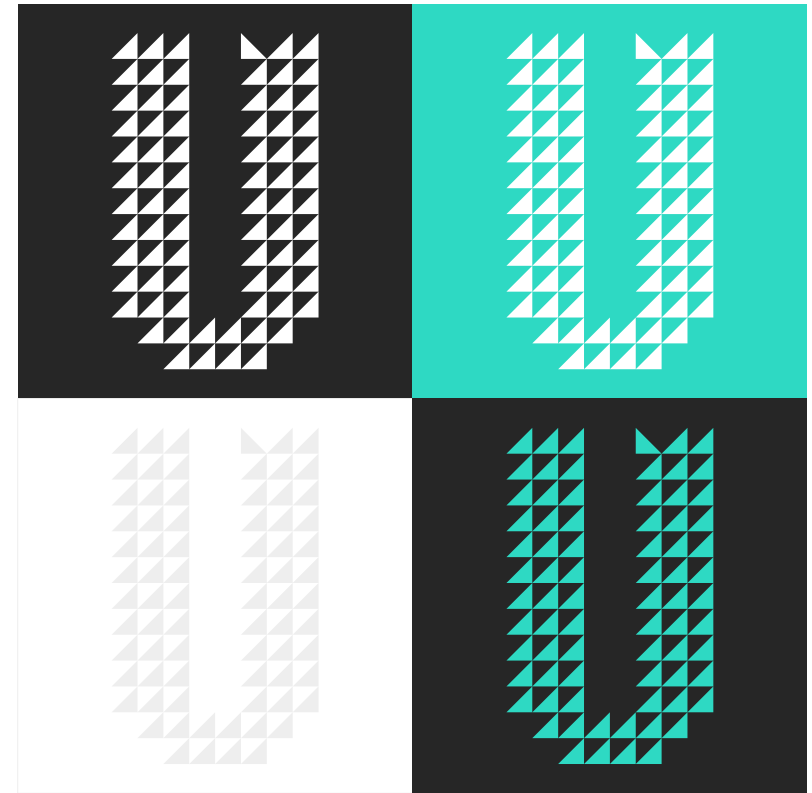
Union 10 lockup

MONOGRAM

The monogram has a similar clear area to the lockup. It can be used in various combinations of the core colour palette.



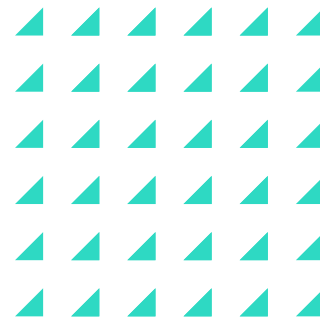
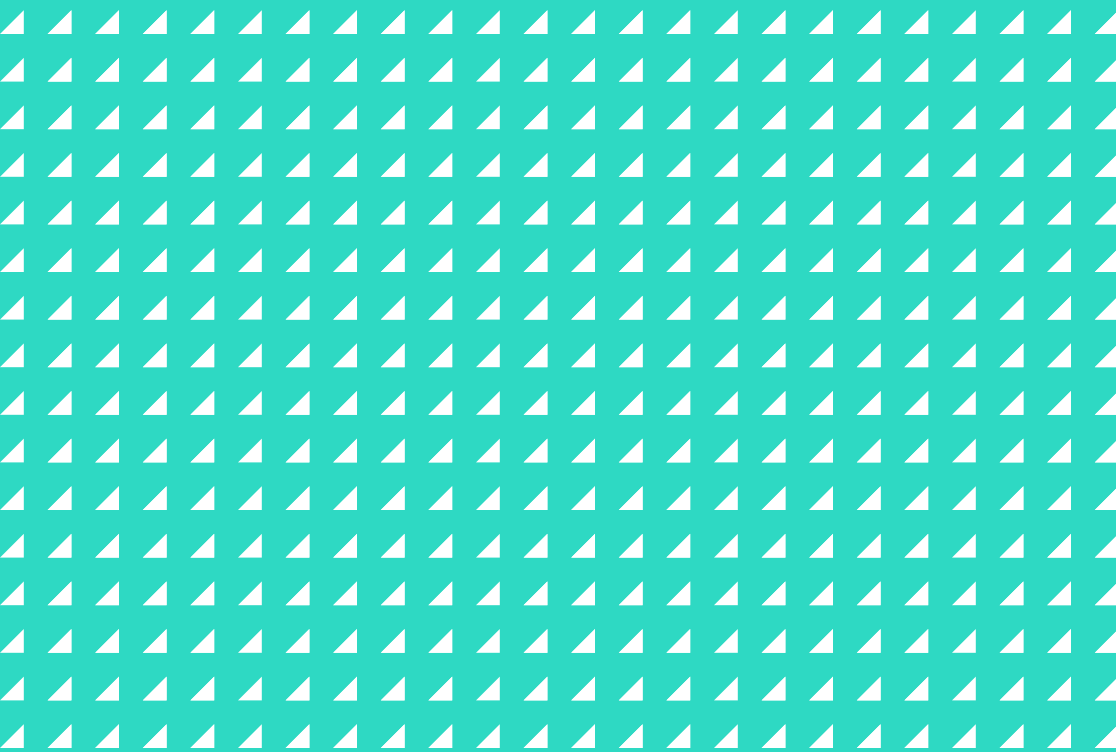
Clear area



Union 10 monogram

ICONOGRAPHY

The arrow shapes that create the 'U' monogram can be used for pattern work and icons such as arrows and speech marks.



COLOUR PALETTE

The union 10 colour palette is deliberately muted, with black white and grey tones, so as not to conflict with our projects. The accent colour is bright green.

PRIMARY & SECONDARY COLOURS

Union 10 has two primary colours of green and black, with a secondary palette of grey tones.



COLOUR CODES

CMYK | c60/m0/y34/k0

RGB | R46 G217 B195

WEB | #2ed9c3



COLOUR CODES

CMYK | c00/m00/y00/k00

RGB | R38 G38 B38

WEB | #262626

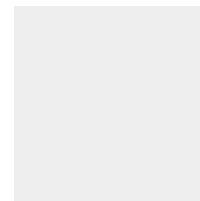


COLOUR CODES

CMYK | c0/m0/y0/k20

RGB | R194 G194 B194

WEB | #c2c2c2



COLOUR CODES

CMYK | c0/m0/y0/k5

RGB | R38 G38 B38

WEB | #e0e0e0

FONTS

Union 10 has two corporate fonts: Rift and Soleil.
Rift is generally used for headings and Soleil for body copy.
Both fonts can be found on Google Fonts:
<https://fonts.google.com/>

LOREM
IPSUM

RIFT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 #£*?!

SOLEIL BOLD

abcdefghijklmnopqrstuvwxy
1234567890 #£*?!

SOLEIL LIGHT

abcdefghijklmnopqrstuvwxy
1234567890 #£*?!
