

A guide to using The Una Group Logo

the
unagroup

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The Una Group Logotype

The Una Group Logotype should only ever be used from the master artwork supplied by The Una Group. The Una Group Logotype should not be recreated or altered in any way. The type style for the word 'Una Group' has been specifically designed so therefore this must be adhered to for use in specific advertising or marketing. A secondary font has been established to compliment this font and should be used in conjunction, if necessary. If in doubt contact the The Una Group Marketing Department before proceeding.

The Una Group Logotype

The Una Group Logotype must always appear with the 'the' above as shown if being used to promote the group as a whole.

The Una Group Logotype, wherever possible must be printed in Colour using either the CMYK or PMS versions of the logo.

The 'Una Group' wording should always be reproduced in the Lime and Light Grey on the Dark Grey background if possible. In exceptional circumstances a positive version can be used in the Lime Green and Dark Grey. However, there may be occasions when a colour version cannot be used, such as mono adverts. In this instance, a Black logo can be used.

All of the above mentioned logos can be supplied by The Una Group Marketing Department on CD or via email.

At no time may The Una Group logo be reproduced in any other colour without the prior written consent of The Una Group.



Negative Logo PMS: The Una Group Logo block printed as Pantone 425C (Dark Grey). The Una Group Logotype is to be printed in Pantone 376C (Lime Green) and Pantone 420C (Light Grey).



Negative Logo CMYK: The Una Group Logotype is to be printed as CMYK mix.



Negative Logo Black: The Una Group Logo block printed as Black. The Una Group Logotype is to be printed as White.



Positive Logo PMS: The Una Group Logotype to be printed in Pantone 376C (Lime Green) and Pantone 425C (Dark Grey).



Positive Logo CMYK: The Una Group Logotype to be printed in CMYK.



Positive Logo Black: The Una Group Logotype to be printed as Black.

'Part of' The Una Group

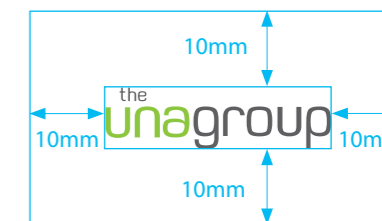
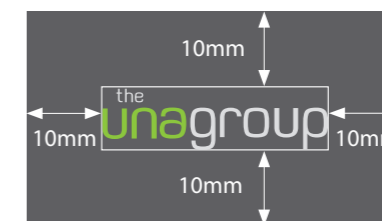
When supporting a company within the group, The Una Group Logotype must always appear with the 'part of the' above, as shown. This should be displayed on a Dark Grey rectangle at the bottom of any medium to distinguish it's unique branding against other group brand identities.

The 'Part of the' Una Group Logotype should always be supported by the group web address. This should also be contained within the same Dark Grey rectangle using Pantone 360C (Lime Green) for the 'Una' and White for the remaining text.



The Una Group Logotype Exclusion Zone

It is important that The Una Group Logotype is given space in which to be seen and recognised. It should not be encroached upon by other type or graphic elements or be altered in any way. The X height exclusion zone is always a minimum of 10mm, regardless of the logo size.



The Una Group spot colours for Logotype

The Una Group Lime to use is PANTONE® 376C for spot colour printing. The Una Group Light Grey to use is PANTONE® 420C for spot colour printing. The Una Group Dark Grey to use is PANTONE® 425C for spot colour printing.

When no spot colour is available when printing adverts in magazines and other publications please use the following four colour values to replicate The Una Group lime green and greys.

The Una Group Lime- 4 Colour Process (CMYK)
Cyan 50% Magenta 0% Yellow 100% Black (K) 0%

The Una Group Light Grey - 4 Colour Process (CMYK)
Cyan 0% Magenta 0% Yellow 0% Black (K) 15%

The Una Group Dark Grey - 4 Colour Process (CMYK)
Cyan 0% Magenta 0% Yellow 0% Black (K) 77%

PANTONE® is a registered trademark of PANTONE®, Inc. NB: The colours printed throughout this manual are intended to match the PANTONE® Colour Standards as closely as possible. The PANTONE® MATCHING SYSTEM is a worldwide printing, publishing, and packaging colour language for the selection, marketing and control of colour.

The Una Group supporting type

The Una Group uses the typeface 'Bliss' as the supporting type. The Una Group is unable to supply 'Bliss' to anyone for legal reasons. However, the 'Bliss' typeface is available at most leading type foundries via the internet.

Minimum Size

The Una Group Logotype has been produced in 2 versions. Neither is to be printed or produced below the minimum width of 25mm to ensure the legibility of the appropriate text.



Group logo to be no smaller than 25mm across.



Group 'Part of' logo to be no smaller than 25mm across.

Incorrect use of the logo

Shown below are some examples of incorrect use of the logo.



Do not contain the logo within an oval or circle



Do not distort the logo in any way



Do not show The Una Group on any alternative background colour



Do not add other elements to The Una Group Logotype



Do not use any colours than the colours specified when using The Una Group Logotype