UTILITAS

LOGO MANUAL

LOGO
VERSIONS

COLORED LOGO

Utilitas' main colored horizontal logo should be used on all printed materials, the screen, the web, and in advertising. However, there are situations where this is not possible, such as against a gray background. In this case, a secondary logo should be used.

Utilitas' three main colors are always used in both primary and secondary colors, as these defines us as a brand and help to build an association with us for our clients.
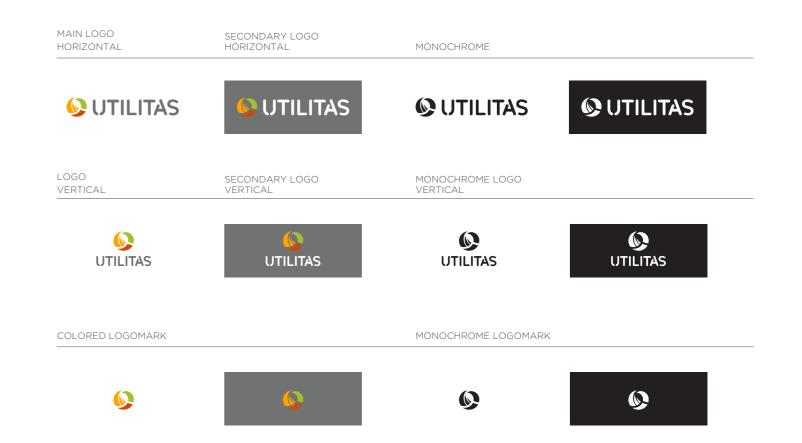
Colors other than those specified in this section may not be used to maintain the credibility of the brand.

MONOCHROME LOGO VERSIONS
Choose a monochrome logo if the color cannot be used for printing reasons or readability. The monochrome logo should be used in the same way as the colored logo.

LOGOMARK VERSIONS
If necessary, the logomark can also be used independently without text – for example on thumbnails and materials where the text is illegible.

MAIN LOGO
HORIZONTAL

SECONDARY LOGO
HORIZONTAL

MONOCHROME

LOGO
VERTICAL

SECONDARY LOGO
VERTICAL

MONOCHROME LOGO
VERTICAL

COLORED LOGOMARK

MONOCHROME LOGOMARK

LOGO WITH
THE **SLOGAN**

LOGO
SAFE AREA AND
MINIMUM SIZE

The safe area is the area around the logo that helps the logo stand out.

The safe area is related to the height of the letters in the logo and is half of their value.

The minimum logo size is the size, below which the displayed logo may not be legible.

LOGO'S SAFE AREA

LOGO'S MINIMUM SIZE

20 mm   15 mm

INCORRECT
LOGO **USE**

It is forbidden to add details, contours, shadows or any other effects to the logo, not defined in the style guide.

Disproportionate enlargement, reduction, deformation and relocation of logo details are also not allowed.

It is forbidden to replace font of the logotype with another font in whole or in part. It is also forbidden to use colors, textures or photographs in the logotype or its details, that are not specified in the style guide.

It is forbidden to use the logo with any additional design or space not defined in the style guide.

COLORS

MAIN COLORS

Color palette of Utilitas consists of four main colors.

Use this chart to ensure color accuracy in every situation.

Numerical color specifications are for both printing and digital use.

Make sure that the converted values for the color modes are correct – the automatically converted values may not always be accurate.

GREEN

CMYK	45 / 0 / 100 / 5
PMS	376 C
RGB	162 / 192 / 47
HTML	A2C02F
RAL	6018

ORACAL 8500
8500-063

ORANGE

CMYK	0 / 45 / 100 / 0
PMS	137 C
RGB	255 / 163 / 0
HTML	FFA300
RAL	1028

ORACAL 8500
8500-020

RED

CMYK	0 / 80 / 100 / 0
PMS	1665 C
RGB	220 / 68 / 5
HTML	DC4405
RAL	2004

ORACAL 8500
8500-034

GRAY

CMYK	0 / 0 / 0 / 70
PMS	424 C
RGB	112 / 115 / 114
HTML	707372
RAL	7012
AVERY	530

LOGO AND
THE BACKGROUND

Using the right logo with the right background color is critical. Make sure the logo does not blend into the background.

Use both the main and secondary logos on a colored or pictorial background.