



VISUAL IDENTITY GUIDELINES

Logos

Full Color Logos

The four color logos are always the first and best options. They are used to print on all packaging, marketing and communication materials. They are built exclusively in vector format and consists only of the four process colors. The web/screen versions of these logos are built in RGB. They are available as pngs with no background, and jpegs with a white background.

There are four total versions of the full color logos. They are available in two shapes: stacked and horizontal; and two color versions: blue/orange for white backgrounds and white/orange for dark backgrounds.

One Color Logos

The one color logo is to be used ONLY when necessary and only with black ink or knocked out in white. This applies to all substrates.

✓ CORRECT LOGOS

ULTRALOX®



INTERLOCKING
TECHNOLOGY



ULTRALOX®



INTERLOCKING
TECHNOLOGY



Logo Usage

The Ultralox® logo used in each application will depend on the background color and printing method used. Every effort should be made to use the full color versions when feasible and cost-effective. No matter which logo is used, it should be legible against the background and maintain a high level of contrast to make it stand out.

Backgrounds

The Ultralox® logo was specifically designed to be printed on ONLY black or white backgrounds and substrates without modification and it reproduces well in most situations. NEVER place the logo over other colors, screened areas or photographs.

Interlocking Technology

The “Interlocking Technology” is part of the logo and is not to be removed or altered. It is an essential part of the brand as well as the legal trademark.

Embroidery

The embroidery logo is exactly the same as print versions. All the guidelines apply to embroidery.

Dimensions: 2.76”x 0.55” (minimum size)

Stitch Count: TBD

Threads: Use White for White areas
Best match to 0c 40m 96y 0k for orange

These specifications are for placement on a black hat or polo shirt and may need to be adjusted proportionally for other applications.



Clear Space and Minimum Size

Our logo is one of the company's most valuable assets. Always position it for maximum impact and give it plenty of room to "breathe."

Clear space frames the logo, separating it from other elements such as headlines, text, imagery and the outside edges of printed materials and screen.

Properly sized logos are incorporated into all materials.

To ensure the logo's presence and legibility, never reproduce the logo smaller than the minimum recommended measurement.



Minimum Clear Space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. For stacked logos, clear space equals the width and height of two "Us" in Ultralox. For horizontal logos, clear space equals the width and height of one "U" in Ultralox.



Minimum Sizes

The size of our logo will vary depending upon the application. The minimum size in which the stacked logo should be reproduced is 0.65" long by 0.9" high. The minimum size in which the horizontal logo should be reproduced is 1.62" long by 0.32" high. Clear space rules apply, as illustrated above.



Alterations

Do not resize the icon or text relative to each other – use the original art files as they are provided. Do not stretch, skew or otherwise alter them.

Incorrect Logos and Usage

The integrity of the Ultralox® logo must be respected at all times. Do not stretch, skew or otherwise alter it. Any modification of the logo confuses its meaning and diminishes its impact.

Never redraw the Ultralox® logo, translate it into another language or modify its graphic elements or color. Instead, ask for original files from the brand manager.

Choose from the stacked or horizontal versions to fit your particular application.

Never alter the original logo files. This includes:

- Never Stretch or distort the logo.
- Do not move, resize or remove parts of the logo.
- With the logotype, always include the entire icon and text, including “Interlocking Technology” and the registered trademark symbol.

The Ultralox® logo may be used on white, black and Ultralox blue backgrounds only. Do not place it on other colors, photos or textures which will reduce its impact and readability.

The Ultralox® icon is not a standalone trademarked image and should NOT be used for any purpose.

The Ultralox Name

Always use Ultralox® logos with the updated registered trademark. In addition, when writing out the name, proper spelling and upper/lower case is important. It is also important to place the registration mark in the proper location. Here are the ONLY acceptable variations:

✓ CORRECT SPELLING VARIATIONS

- ULTRALOX®
- Ultralox Interlocking®
- ULTRALOX INTERLOCKING®
- Ultralox Interlocking® Technology
- ULTRALOX INTERLOCKING® TECHNOLOGY

✗ INCORRECT LOGOS



ULTRALOX®

✗ DO NOT MOVE OR RESIZE ELEMENTS



✗ DO NOT STRETCH OR DISTORT



✗ DO NOT REMOVE ELEMENTS



ALWAYS USE ®



✗ DO NOT PLACE LOGO OVER PHOTOS OR TEXTURES



✗ DO NOT USE ICON ALONE

✗ INCORRECT SPELLING VARIATIONS

- Ultralox™
- UltraLox
- ULTRALOX
- UltraLox
- ULTRALOX® INTERLOCKING

Brand Colors

Color is a powerful means of visual identification. Consistent use of our brand colors is vital to building visibility and recognition for Ultralox®. Our color palette consists of only three colors: blue, orange and black. The color palette speaks to the beauty and strength our customers expect from us and represents the quality and versatility of our products.



Blue

CMYK 80c 63m 42y 24k
 RGB 42r 48g 74b
 WEB #2A304A



Orange

CMYK 0c 40m 96y 0k
 RGB 255r 153g 12b
 WEB #FF990C



Black

CMYK 0c 0m 0y 100k
 RGB 0r 0g 0b
 WEB # 000000

Typography

Type is an integral part of visual identification. Consistent use of typefaces will build visibility and recognition for Ultralox®. Always use the Avenir family as the primary typeface for the majority of written communication. The alternate typeface is Arial, which should only be used when Avenir is unavailable. The use of Avenir Light with Avenir Heavy provides a nice balance of thick and thin lines. This, paired with liberal letter spacing and leading, works to reinforce the messaging.

Primary Text

Avenir Family

Light	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
<i>Light Oblique</i>	<i>AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz</i>
Book	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
Book Oblique	<i>AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz</i>
Heavy	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
Heavy Oblique	<i>AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz</i>
Black	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
Black Oblique	<i>AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz</i>

Alternate Text

Arial Family

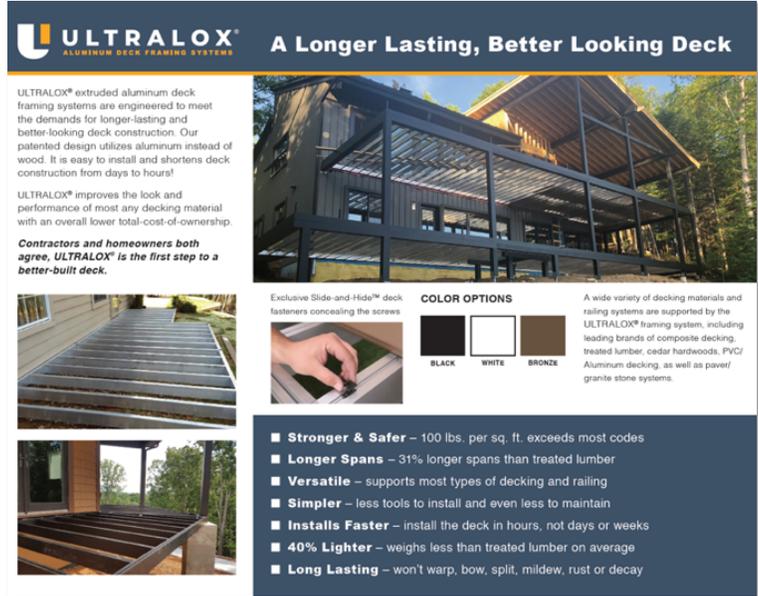
Regular	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
<i>Regular Italic</i>	<i>AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz</i>
Bold	AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
Bold Italic	<i>AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz</i>

Examples

Use these examples for reference when building any materials. This includes all print, packaging, web, video and other applications. Whenever possible, use existing templates to ensure layouts are consistent.

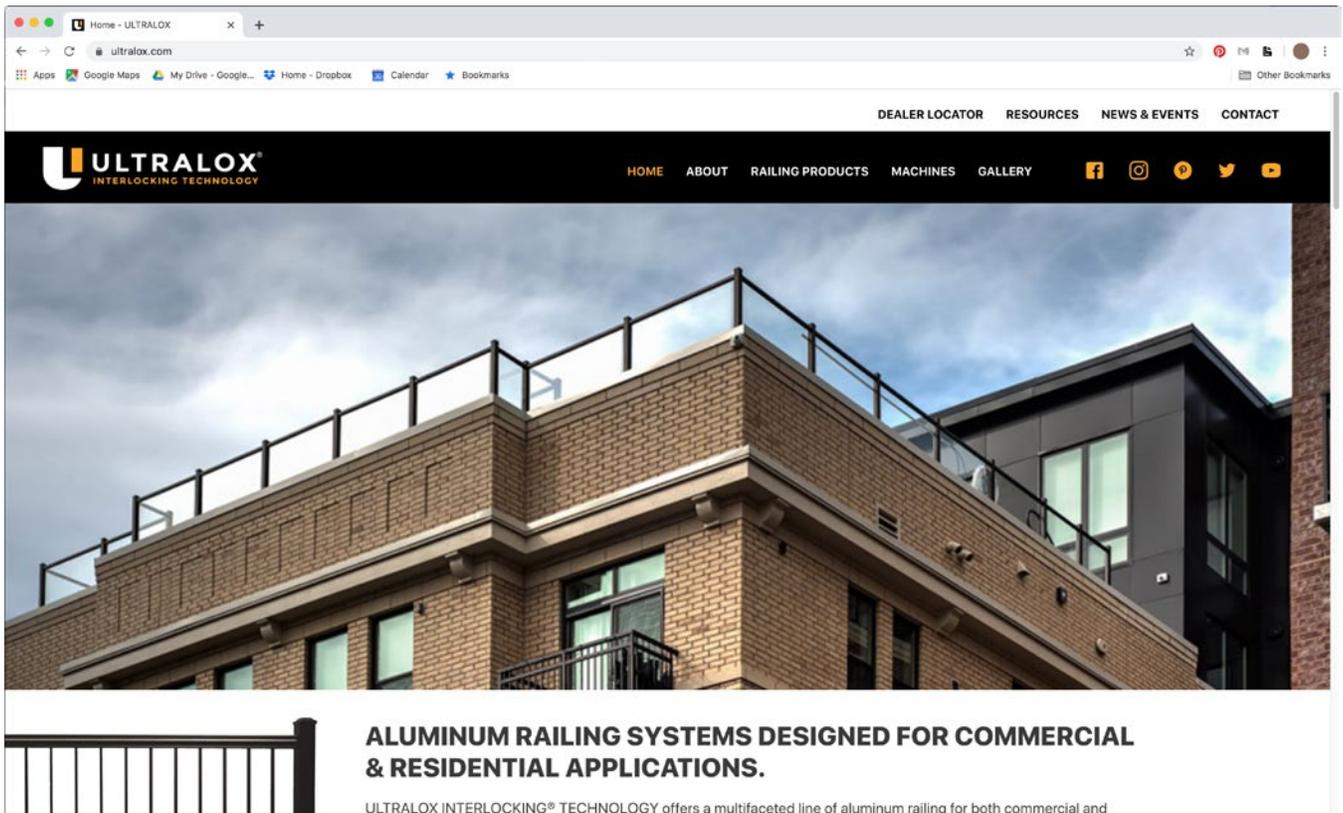


Product Data Sheets



Brochures

Website



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