

UHL LOGO OVERVIEW

FILE FORMATS:

- JPG:** Use for Print, Web, Microsoft Office Programs;
White Background
- PNG:** Use for Web and digital formats;
Transparent Background
- EPS:** Use for Printing and promotional pieces.
Requires Adobe Illustrator to view

LOGO INCORRECT USE:

The examples on this page demonstrate incorrect reproductions of the United Heroes League logo. Only use approved electronic artwork. Using the logo inappropriately and inconsistently reduces the integrity of the brand and therefore minimizes its credibility and our brand recognition. Never modify the logo in any way.

CORPORATE COLOR PALETTE:

- CMYK - Cyan, Magenta, Yellow, Black
- RGB - Red, Gree, Blue
- HEX - Representing color formats digitally

To keep our brand colors consistent, use the color formulas shown here. For offset printing use spot process colors (CMYK). For on-screen applications use RGB or HEX values. Appearance of on-screen colors may vary across platforms and devices.

CORPORATE FONT FAMILY:

United Heroes League uses Work Sans as its corporate font. This font family offers many different weights and style options. Work Sans should be used whenever possible in marketing and advertising. The font Arial should be used in place of Work Sans on an as needed basis for strategic documents and communications that may be distributed externally. Use Arial for Microsoft programs like PowerPoint or Word.

FULL COLOR LOGO TAGLINE



FULL COLOR LOGO (Shadow)



FULL COLOR LOGO (No Shadow)



FULL COLOR STACKED LOGO TAGLINE



FULL COLOR STACKED (Shadow)



FULL COLOR STACKED (No Shadow)



Shield (Shadow)



Shield (No Shadow)



Wordmark (Shadow)

UNITEDHEROESLEAGUE

Wordmark (No Shadow)

UNITEDHEROESLEAGUE

LOGO RESTRICTIONS



Do not distort the logo proportions.



Do not rotate the logo or place at an angle.



Do not use colors that are not valid in this document.



Do not place the logo inside a shape.



Do not alter tagline.



Do not add elements to the logo.

PRIMARY COLORS



CMYK 91, 70, 50, 45
RGB 26, 55, 71
HEX 1A3747



CMYK 20, 100, 99, 11
RGB 182, 32, 37
HEX b62025



CMYK 66, 59, 58, 40
RGB 73, 73, 73
HEX 494949

PRIMARY HEADLINES

CAPTURE IT

CAPTURE IT IS THE
STANDARD FOR MAIN
HEADLINES FOR INTERNAL
COMMUNICATIONS
COPY AND EXTERNAL
MARKETING AND
COMMUNICATIONS.

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890

SUBHEADERS COPY

Work Sans Semi Bold

WorkSans Semi Bold is the
standard for body copy
for internal
communications copy
and external marketing
and communications.

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz1234567890

PRIMARY BODY COPY

Work Sans Regular

Work Sans Regular is the
standard for body copy
for internal
communications copy
and external marketing
and communications.

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz1234567890