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 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 ITIS THE STANDARD FOR MAIN HEADLINES FOR INTERNAL COMMUNICATIONS COPY AND EXTERNAL MARKETING AND COMMUNICATIONS.

ABCDEFGHIJKLMNOPQ RSTUVWXYZ 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