

THE
URBAN
MALE
NETWORK

Brand
Guidelines

May 2025

Logo

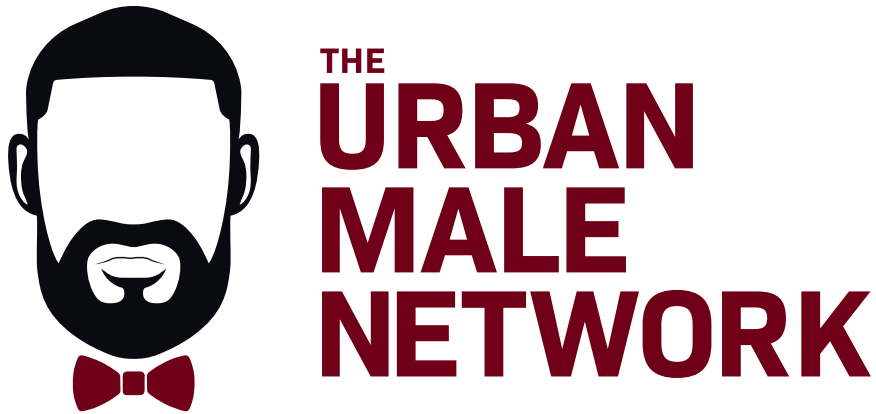
The primary logo shown below should be used whenever possible when representing The Urban Male Network. The bowtie in the logo figure must always be ruby.

The secondary logo can be used if the space or content does not accommodate the primary logo.

The logo should be placed on a white or light background whenever possible. If the logo appears on a dark or photographic background, the dark version can be used.

[You can download all logo variations here.](#)

PRIMARY



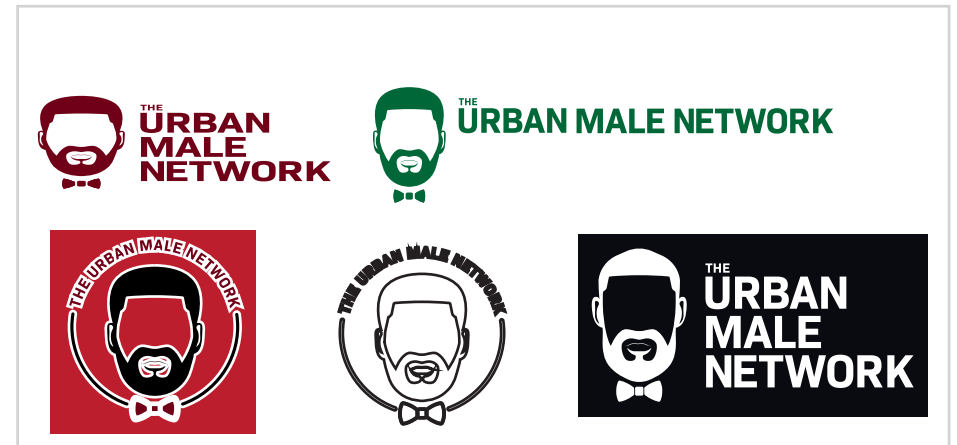
DARK VERSIONS



SECONDARY



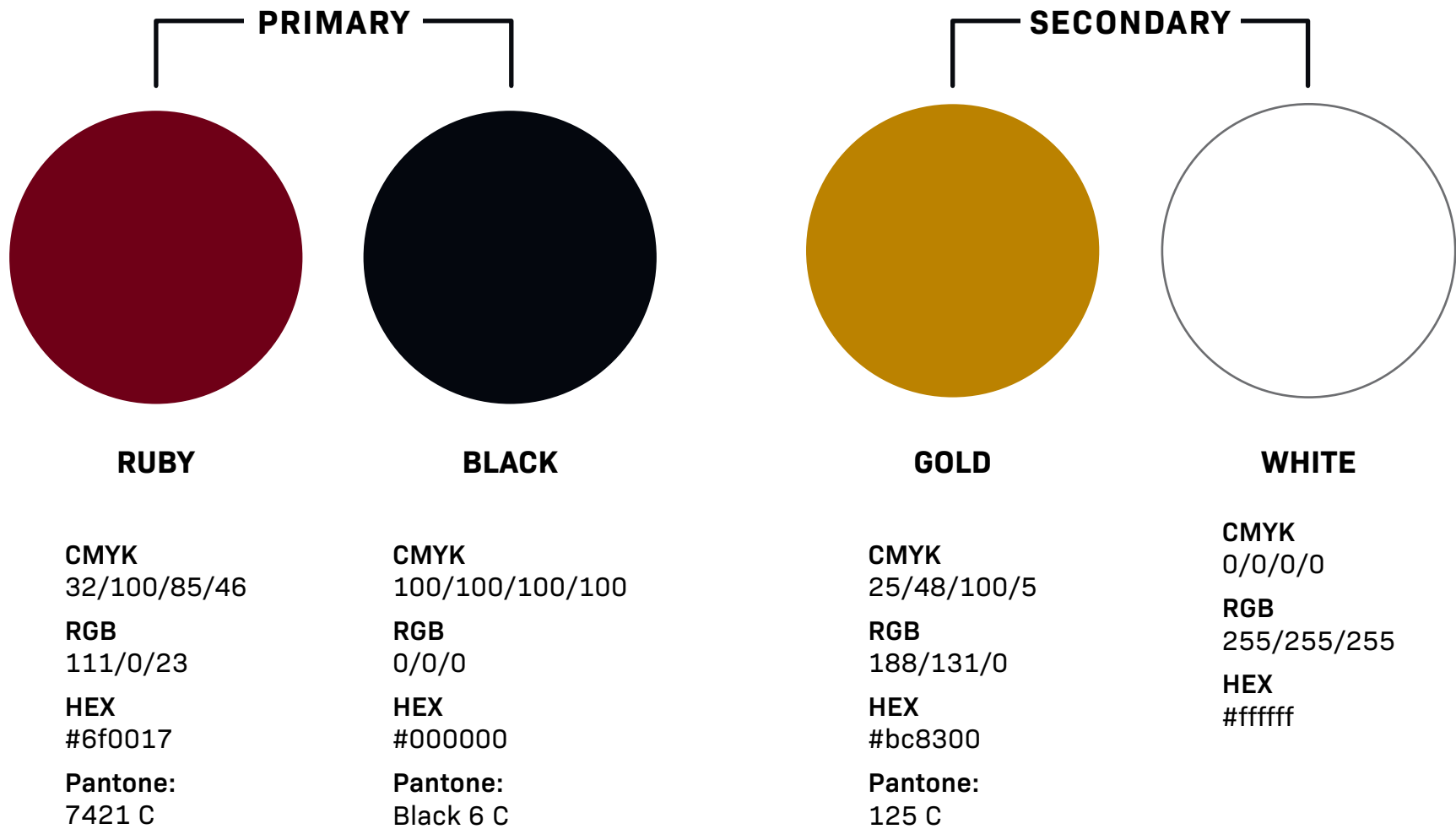
IMPROPER USE OF THE LOGO



Colors

The Urban Male Network is represented by four colors: Ruby, Black, Gold and White.

The two primary colors, Ruby and Black, should be the default when choosing colors, followed by secondary colors, Gold and White, as accents, if needed.



Fonts

BioSans is the primary font used to represent The Urban Male Network. The font can be [downloaded here](#).

BioSans Bold should only be used for the Logo and Headlines, and BioSans Regular should be used for paragraph copy.

The Urban Male Network should always appear in **ALL CAPS and BOLD** when shown next to the logo figure.

**BioSans
Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

**BioSans
SemiBold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

**BioSans
Regular**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**