

VISUAL

IDENTITY

GUIDELINES



UGANDAN AMERICAN NAKUWADDE MISSION PROJECT
UANMP


LOGO

To ensure legibility, the logo must always be 1.5” in width or larger. Logos need space or “breathing room” around them and the imaginary gray space around it represents the minimum space required. Note that the more space around the logo, the better.



Clear Space

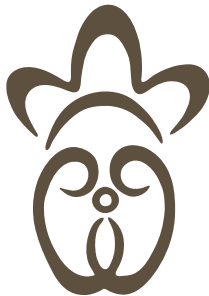
*Gray border is not for design replication.

*Always use symbol  for clear space reference.



UGANDAN AMERICAN NAKUWADDE MISSION PROJECT
UANMP

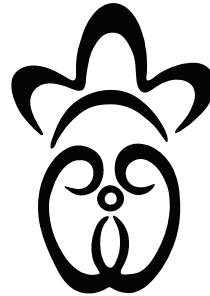
OTHER APPROVED VERSIONS OF THE LOGO:



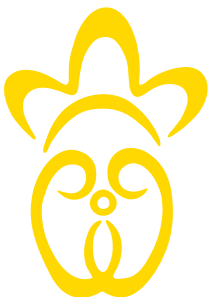
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FONT

Usage of font

The Ugandan American Nakuwadde Mission Project (UANMP) logo uses a distinctive type family, Bebas Neue, in its font as well as in headlines, titles and subheads. Please use Arial or Calibri in the body of a document, e.g., letters, brochures, statement inserts, posters and ads, etc. If you do not have Bebas Neue available in your computer, you may download it for free at various websites such as <https://www.1001fonts.com/bebas-neue-font.html>.

BEBAS NEUE

BEBAS NEUE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&^*

BEBAS NEUE THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&^*

BEBAS NEUE BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&^*

BEBAS NEUE LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&^*

BEBAS NEUE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&^*

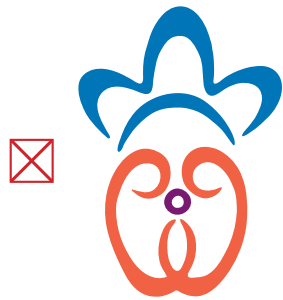
COLOR PALETTE

TOMATO	MIDNIGHT	SIZZLING SUNSET	FRENCH BLUE	UMBER
HEX #F16145	HEX #791972	HEX #FFDA00	HEX #0076B7	HEX #5E503F
RGB 241 97 69	RGB 121 25 114	RGB 255 218 0	RGB 0 118 183	RGB 94 80 63
HSB 10 71 95	HSB 304 79 47	HSB 51 100 100	HSB 201 100 72	HSB 33 33 37
CMYK 0 60 71 5	CMYK 0 79 6 53	CMYK 0 15 100 0	CMYK 100 36 0 28	CMYK 0 15 33 63
PANTONE 171	PANTONE 2612	PANTONE 803 2X	PANTONE PROCESS BLUE 2X	PANTONE 438

HEX #FFFFFF	RGB 255 255 255	HSB 0 0 100	CMYK 0 0 0	PANTONE 11-0601 TCX
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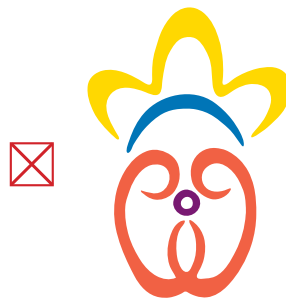
HEX #000000	RGB 0 0 0	HSB 0 0 0	CMYK 0 0 0 100	PANTONE BLACK 6 C
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INCORRECT USES OF LOGO



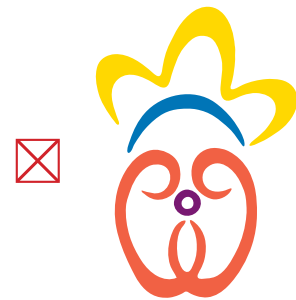
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Never switch the colors of the signature elements.



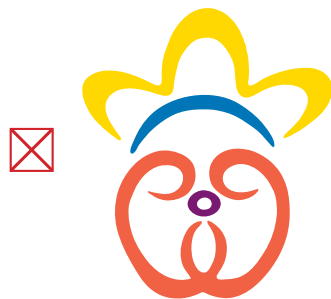
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Never recreate the logo by rekeying the company name.



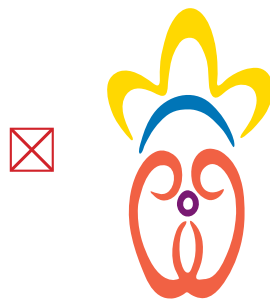
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Never rotate the logo or any of its graphic elements.



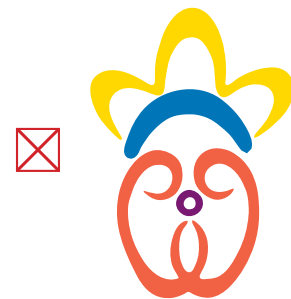
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Never stretch the logo.



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Never stretch the logo.



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Never alter or separate any of the signature elements.



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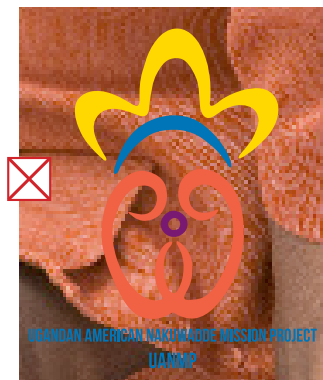
Never apply effects or filters to the signature.



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Never add any elements such as a border rule within the signature clear space.

INCORRECT USES OF LOGO



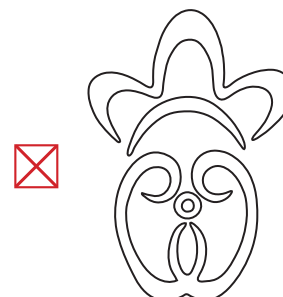
Do not position the brand mark on photographic images where there is insufficient contrast and clear space.

There should not be a tonal range within the confines of the brand mark's clear space.



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Do not alter the size or spatial relationship of the typographic elements.



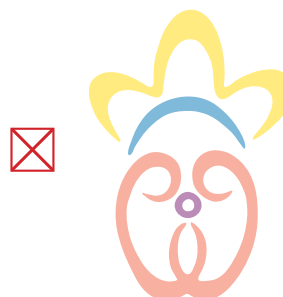
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Never convert the symbol or text to an outline.



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Do not position other illustrative images near or within the brand mark.



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Do not use the logo with transparency or gradient.



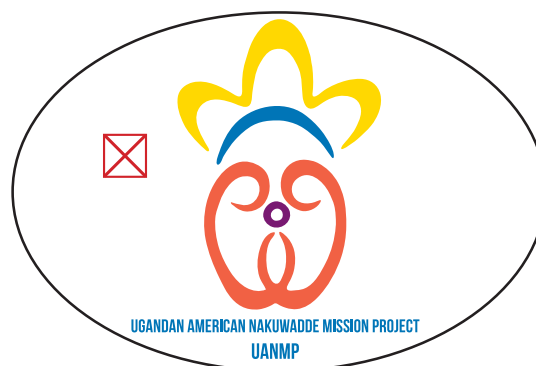
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Do not position the logo on background colors that do not complement the corporate colors.



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Do not convert the logo into 2 color.



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Do not position the brand symbol within a circle, square or ellipse on a printed piece.