LOGO &

IDENTITY

+ QUICK BRAND GUIDE

PREPARED FOR

USEP

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DESIGN NOTES

It is a pleasure to present you with logo options for University Specialist Employment Partnerships.

After discussions with you, I have developed four clear, corporate designs for the service.

It is envisaged that this will be used to reach the demographic of university graduates seeking specialist services, assting them to find employment placements, despite any disability they may have.

Each of these designs will be flexible enough to be produced for a variety of treatments, including high-res signage to graphics inclucded on website and marketing material.

Fiona Spence
Designer

LOGO CONCEPTS

ONE

TWO

THREE

FOUR

FINAL DESIGN

Full Version

UNISPECIALIST
EMPLOYMENT PARTNERSHIPS
YOUR DISABILITY EXPERTS

Abbreviated version

USEP
YOUR DISABILITY EXPERTS

COLOUR

Primary Colour

The USEP logomark has been created using an initial Pantone colour plus 2 subsequent colours. Consistent use of these colours will ensure a cohesive and harmonious look to your brand.

PANTONE 302 C

PRIMARY
PANTONE 302C
#003A5C
R: 0%
G: 58%
B: 92%

Secondary Colours

The USEP logomark has been created using an initial Pantone colour plus 2 subsequent colours. Consistent use of these colours will ensure a cohesive and harmonious look to your brand.

PANTONE 7543 C

SECONDARY COLOUR
PANTONE 7543C
#98A3AD
R: 152%
G: 163%
B: 173%

PANTONE 7693 C

SECONDARY COLOUR
PANTONE 7693C
#6986B7
R: 105%
G: 184%
B: 103Z%

TYPOGRAPHY

Primary Typeface

Oswald Light and Oswald Bold are both used for the USEP wordmark.

OSWALD

Secondary Typeface

The Secondary Typeface uses Raleway Thin for the tagline, placed directly under both the USEP Full Version as well as the abbreviated version.

RALEWAY

FINAL ART

Original Logo

Abbreviated logo

UNISPECIALIST

EMPLOYMENT PARTNERSHIPS

YOUR DISABILITY EXPERTS

USEP

YOUR DISABILITY EXPERTS

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