

UFI - The Global Association of the Exhibition Industry

Identity user guide

Main branding

Horizontal identity

Primary usage

- Colour.
- File types
1. EPS files - Pantone
  2. EPS files - CMYK
  3. EPS files - RGB
  4. Jpeg file - RGB
  5. Tif file - CMYK



Secondary usage

- File types -
- UFI Blue background**
1. EPS files - Pantone
  2. EPS files - CMYK
  3. EPS files - RGB
  4. Jpeg file - RGB
  5. Tif file - CMYK
- UFI Olive background**
6. EPS files - Pantone
  7. EPS files - CMYK
  8. EPS files - RGB
  9. Jpeg file - RGB
  10. Tif file - CMYK



- Mono - for all other backgrounds.**
- File types
11. Mono - initials + name black / icon 50% black
  12. Black on light tint and colours or white background
  13. White reversed out of medium tint and colours or black background



**Exclusion zone - for all colourways.**

This is the area around the logo which should remain empty wherever possible. This will help ensure clarity and improve the impact of the logo. The clear space 'x' is proportional and is defined as the height of the lowercase letters from the UFI initials.



Core identity colours - technical specifications

- 1 **Litho special inks Pantone colours**  
From Pantone colours coated selector
- 2 **4 colour litho/web-offset (Process) colours -**  
CMYK values from Pantone solid to process guide
- 3 **Screen colours colours**  
RGB values from Pantone solid in RGB guide
- 4 **Web safe colours**  
HTML values from Pantone web-safe guide

UFI blue



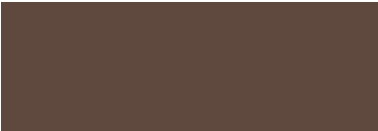
- |   |                     |
|---|---------------------|
| 1 | Pantone 533         |
| 2 | C:100 M:80 Y:0 K:68 |
| 3 | R:41 G:51 B:82      |
| 4 | H: 000033           |

UFI olive



- |                    |
|--------------------|
| Pantone 391        |
| C:11 M:0 Y:97 K:45 |
| R:148 G:145 B:8    |
| H: 999900          |

UFI deep grey



- |                      |
|----------------------|
| Pantone Warm Grey 11 |
| C:0 M:25 Y:30 K:76   |
| R:107 G:92 B:79      |
| H: 333333            |

UFI light grey



- |                     |
|---------------------|
| Pantone Warm Grey 7 |
| C:0 M:9 Y:14 K:44   |
| R:163 G:148 B:135   |
| H: 999999           |



- |                   |
|-------------------|
| Process Black     |
| C:0 M:0 Y:0 K:100 |
| R:0 G:0 B:0       |
| H: 000000         |