



**UNITED COALITION**  
OF  
**CANNABIS ACTIVISTS**



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**UCCA**

# LOGO BREAKDOWN

Circle represents **globe** with latitudinal and longitudinal lines. No countries on the globe keeps the logo **universal, without leaving anyone out.**

Negative space creates the shape of a **cannabis leaf wrapping around the Earth.**

Green portions of the logo create triangles pointing toward one unifying spot on the globe, symbolizing **unity** and **coming together.**



All text is set in uppercase letters, creating a nice rectangle shape to offset the roundness of the globe.

Text gives the feeling of an upstanding, professional, reputable organization that **means business.**

# VISUAL FLOW

Eye naturally enters logo from top, drawn to the center point of the globe by the **negative space**.

The eye then follows the text, reading it in order, following the lines between the text when returning to read the second line.



Eye is then pulled back up to the globe both by the white lines leading to the **"unifying point."**

The visual weight of the globe also pulls attention back towards it, which then leads back to the text, creating a **recirculating design**.

# LOGO VARIANTS

Full Logo:



Simplified logo for small applications:



# COLOR VARIANTS

Full color:



Single color, reversed:



Full color, reversed:



Single color:



# COLOR VARIANTS

Full color:



Single color, reversed:



Full color, reversed:



Single color:



# CONTEXTUAL LOGOS



# APPAREL OPTIONS





# WHAT DEFINES A GOOD LOGO?



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- It lives on multiple levels
- It has economy of line
- It has quality craftsmanship
- The “sweet line” is there
- It has clever juxtaposition
- It truthfully conveys who the client is