



UNITED COALITION

CANNABIS ^{OF} ACTIVISTS

Logo Use Guidelines

Logo Language

The UCCA logo consists of two main elements:

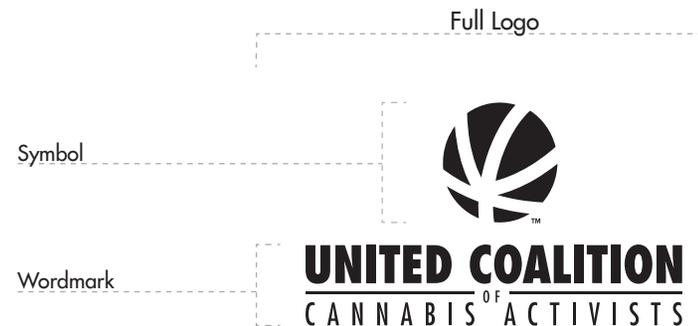
- The UCCA symbol
- The UCCA wordmark

The UCCA logo is a unique piece of artwork. The proportion and arrangement of the symbol and wordmark have been specifically determined. The logo should never be recreated or altered, which could cause inconsistencies that dilute the impact of the brand's power.

In some instances, where you are not able to optimally show the full UCCA logo due to limitations, use the alternate, simplified logo. The alternate, simplified logo is also appropriate in contexts where the meaning of the UCCA acronym is obvious (e.g.: social media profile images, website favicon/touch icon)

When using the logo, always keep the trademark symbol (™) intact. This informs other organizations that the logo is considered an identifying mark of the UCCA and deemed proprietary work.

If there is a question as to appropriate use, feel free to contact the designer at jesse@jessekaufman.com.



Safety Zone

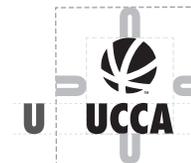
To preserve the logo's integrity, always maintain a minimum clear space ("safety zone") around the logo. This clear space isolates the logo from competing graphic elements such as other logos, copy, photography or background patterns that may divert attention.

– The minimum clear space for the full UCCA logo is twice the height of the "U" in the wordmark.

– The minimum clear space for the alternate, simplified logo the height of the letter "U."

This minimum space should always be maintained as the logo is proportionally enlarged or reduced in size.

If there is a question as to appropriate use, feel free to contact the designer at jesse@jessekaufman.com.



Logo Misuse

Using the UCCA logo incorrectly creates brand inconsistency and confusion for the target audience and should be avoided at all cost. **To present a unified, professional front, ALL uses of the UCCA logo MUST follow these guidelines.**

If there is a question as to appropriate use, feel free to contact the designer at jesse@jessekaufman.com.



Never use colors other than black, white, or the official UCCA colors



Never combine the logo with other images or clip art (always observe the "safety zone")



Never re-type the wordmark or use a different font



Never edit, remove, or rearrange elements of the logo



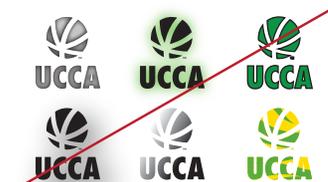
Never place the logo on an image that is too busy or one that does not provide ample contrast, instead see "Color Variations".



Never stretch the logo disproportionately



Never combine the logo with other text (always observe the "safety zone")



Never apply ANY effects to the logo, including: outlines, glow, drop shadow, gradients, or patterns

Color Variations

The UCCA logo should be reproduced in color whenever possible. For specific color values to use, refer to the Color Palette section.

White is the most effective background on which to reproduce the color logo because it provides a clean, crisp contrast for the logo's color and elements.

If color is not available or is not a viable option, the logo should be used in solid black or in white on a dark background (reversed).

When the UCCA logo is placed on a photographic image, the image behind the logo must be light enough to provide contrast for the full color or black logo, or dark enough to provide contrast for the reversed logo.

If there is a question as to appropriate use, feel free to contact the designer at jesse@jessekaufman.com.

Full color:



Single color:



Reversed:



Reversed on dark photo:



Minimum Size

The UCCA logo retains its visual strength in a wide range of sizes. However, when the logo is reproduced in print too small, it is no longer legible and its impact is diminished.

The minimum height of the full logo for print is 1". If the logo is needed at a smaller size, use the simplified, alternate logo as illustrated.

The minimum height of the simplified, alternate logo is 0.5".

The one case where the minimum size can be surpassed is in favicons, where the smallest size is 16 pixels.

If there is a question as to appropriate use, feel free to contact the designer at jesse@jessekaufman.com.

Full logo (minimum 1" tall):



Simplified, alternate logo (minimum 0.5" tall):

