



UCLICK.[®]

digital entertainment

Visual Style Guide

October 2008

UCLICK® Visual Style Guide



UCLICK®
digital entertainment

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Trademarks and Legal Requirements

Uclick trademarks must be properly noted and used only as described herein.

Notice Requirements

Trademark notice is an indication of U.S. federal registration and an indication of Uclick ownership must be provided for each trademark and with every work that uses Uclick trademarks.

Notice Example - trademark attribution block:

Copyright © 2008 UCLICK, LLC, UCLICK® is a registered trademark and the Uclick stylized smiley face is a trademark of UCLICK, LLC in the U.S. and other territories. All Rights reserved.

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The UCLICK® Logo

The Uclick logo is composed of a stylized smiley face and custom logotype. The elements are in a fixed position and must not be altered. The logo must never be redrawn, condensed, elongated, embellished or altered in any way.

Do not reproduce the logo from anything other than approved art and approved electronic files. Do not attempt to recreate it yourself. Approved artwork can be obtained through a request emailed to marketing@uclick.com.

The logo should never be used within text.



Use of UCLICK Name in Text

When using the UCLICK name in text, the first use or headline is always in all CAPS. After the initial use it is only necessary to capitalize the first letter (Uclick).

Uclick, like all trademarks, is an adjective and is never used as a possessive noun.

Example:

Incorrect: Uclick's website

Correct: the Uclick website

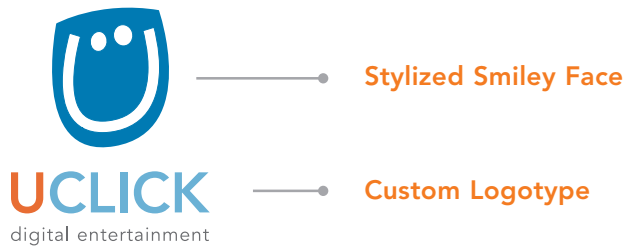
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The UCLICK® Logo

Stylized Smiley Face

The Uclick smiley face may be used as a graphic element with the following restrictions:

1. When using the symbol as a design element, the entire Uclick logo must be shown prominently on the same page.
2. The opacity should be 100%, as transparency within the entire logo representation is not allowed. As an independent element, transparency and color variation must be approved.



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The UCLICK® Logo

Alternate Uclick Logos

Wordmark Only

The Uclick wordmark-only logo is the minimum mark required on websites owned, operated or managed by Uclick and wherever Uclick content is displayed. There are two variations of this logo depending on the background. When using the logo, "Digital Entertainment" should be the approved grey on light backgrounds and the approved white on dark backgrounds (see page 7).



Full Horizontal Logo

The Uclick Horizontal Logo may be used only when the Vertical logo is not appropriate based on reasonable design constraints.



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The UCLICK® Logo

Area of Isolation

A clear area surrounding the logo must be maintained. This area is referred to as the "area of isolation." The minimum area of isolation is derived from the height of the wordmark logo including the tagline. This area is the **minimum** allowable distance between the logo and any other art or text, including typography, photography, design elements and page trim.

Full Vertical



Full Horizontal



Trade Name Only



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The UCLICK® Logo

Logo Misuse

Inaccurate reproductions of the logo erode the ability to legally protect it and dilutes brand building efforts.

Examples of some logo misuse are demonstrated below.



Elements reproduced with incorrect letterforms that only approximate the logotype



Element proportions changed



Use only UCLICK approved tag or lines



Compressed or distorted



Reproduced in the wrong colors



Reproduced on backgrounds with insufficient contrast



Not represented in its entirety or bleeding off the page



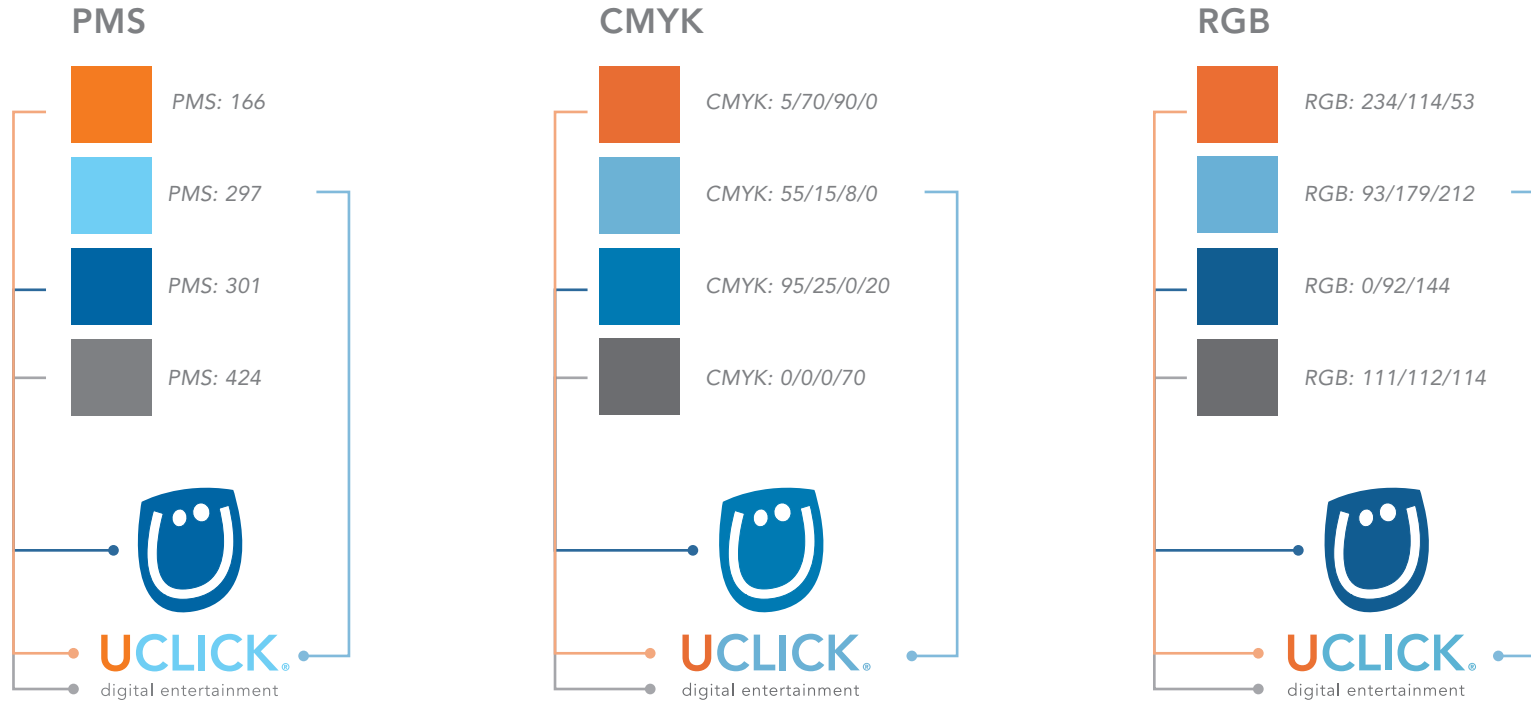
Additional graphic elements, frames, borders, or placed behind/ in front of another element: graphic, text or photograph

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The UCLICK® Logo

Color Use

Color is important in the Uclick brand. Approved colors are listed below. Uclick colors must be reproduced correctly and consistently in all applications.



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The UCLICK® Logo

Proper Logo Color Use

Standard logos should be applied to light value backgrounds less than 40% on the gray scale. Reverse "Digital Entertainment" logos are applied to dark value backgrounds more than 50% black on the gray scale. This includes any photographic background providing adequate contrast.

The eyes and mouth of the stylized smiley face should always be white.



Color logo on white/light background



Color logo on pattern background. With approval only.



Color logo on black/dark background



1-Color logo in approved PMS colors, white, black, for 1 to 3-color printing.

"Digital Entertainment" should be approved gray on lighter backgrounds and white on dark backgrounds.



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Color Palette

"Primary" Colors



PMS: 1807 (DS64-1)
CMYK: 30/90/100/0
RGB: 187/69/36



PMS: 2612 (DS173-2)
CMYK: 60/80/0/10
RGB: 98/48/123



PMS: 7496 (DS305-1)
CMYK: 35/0/10/40
RGB: 121/138/32



PMS: 459
CMYK: 0/5/50/5
RGB: 232/217/147



PMS: 580 (DS298-6)
CMYK: 15/0/35/0
RGB: 219/234/184



PMS: 467
CMYK: 10/23/35/0
RGB: 229/200/159



PMS: 3975
CMYK: 15/10/100/20
RGB: 178/181/51



PMS: 458
CMYK: 0/5/50/15
RGB: 228/190/138



PMS: 558
CMYK: 20/0/20/10
RGB: 203/206/186



PMS: 4665 (DS71-7)
CMYK: 5/25/30/5
RGB: 219/180/157

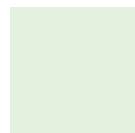


PMS: 397 (DS303-3)
CMYK: 25/95/0/10
RGB: 183/200/40

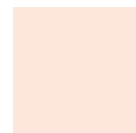
Pastel Palette



PMS: 628
CMYK: 17/0/12/0
RGB: 201/234/219



PMS: 621
CMYK: 10/0/15/0
RGB: 224/240/219



PMS: 691
CMYK: 0/10/10/0
RGB: 250/219/207



PMS: 607
CMYK: 0/20/0/0
RGB: 254/250/219



PMS: 677
CMYK: 0/15/10/0
RGB: 249/218/230



PMS: 263
CMYK: 5/15/0/3
RGB: 212/210/230



PMS: 290
CMYK: 20/0/5/3
RGB: 204/236/249

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The UCLICK® Logo

Minimum Logo Sizes

The Uclick logo should be proportionate to the entire canvas, page or background on which it is placed and should never exceed 15% of the entire design.



*Full logo,
minimum size:
.75" w x .8724" h*



*Smiley face and
name logo,
minimum size:
.5" w x .5057" h*



*Name logo,
minimum size:
.35" w x .07" h*



*Face only
(As end mark for
text story)*

Example:

The Uclick logo should be proportionate to the entire canvas, page or background on which it is placed and should never exceed 20% of the entire design. 😊

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Typography - Primary Font

Avenir is the primary typeface in the identity system. Avenir is the typeface used throughout this document. The consistent use of this typeface builds a unified impression for the Uclick brand.

The Avenir font family has a contemporary feel and is suitable for both body copy and headlines, subheads, cutlines, body copy on forms and permanent signage.

This font should be used for all body copy of printed documents except correspondence.

AVENIR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Avenir 35 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Avenir 35 Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Avenir 45 Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Avenir 45 Book Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Avenir 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Avenir 55 Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Avenir 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Avenir 65 Medium Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Avenir 85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Avenir 85 Heavy Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Avenir 95 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Avenir 95 Black Oblique

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Alternate Typefaces

In situations when Avenir is unavailable the following substitutions are acceptable:

Helvetica or Arial may be substituted for headlines, subheads, cutlines, body copy on forms and permanent signage. Times may be substituted for body copy and correspondence.

HELVETICA NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Helvetica Neue 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Helvetica Neue 55 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Helvetica Neue 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Helvetica Neue 75 Bold Italic

TIMES

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Times Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Times Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Times Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Times Bold Italic

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Arial Italic

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Arial Bold

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abcdefghijklmnopqrstuvwxyz

Arial Bold Italic