

BRAND GUIDELINES



HELLO

Welcome to the UM Brand Book!

This is a guide to the elements that make up the UM brand. The UM style is distinct and recognizable, and is consistent across all UM operations and offices in over 100 countries. The information provided in the UM Brand Book ensures that we maintain a uniformity of style across all collateral assets and forms of communication.

Have a read, it will help you familiarize yourself with the assets and elements that make up the look and feel of UM. As well, it provides a handy reference for how to utilize these assets and materials which we use to promote and communicate the UM brand across print, screen, and display collateral.

Follow these guidelines and we will always look our best!

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BRAND LOGOS

The UM Brand Logo is the touchstone of our brand – the face we put out to the world. We must ensure proper usage of our most important asset.

The UM Brand Logo is to be used for all printed collateral (including all printed publications, advertising, posters, flyers, product packaging, et al.) as well as for all screen work (including websites, banners, presentations, et al.).

For Print: Please select CMYK logo files.
For Digital: Please use RGB Logo files.

The Main Logo features UM in white against a circular red background. This is the primary logo to be used in most instances.

The Secondary Logo is a color inverse of the main logo and features UM in red text on a white circle. This logo should only be used against a red background.

The UM Mono Logo features UM in white on a black background. It should only be used in places where content solely appears in black and white.

The Secondary UM Knockout Logo features the UM text cut out or “knocked out” from the white circle, allowing for the image or background to be visible through the UM text.

*The safe space denotes the proper positioning of the UM Brand Logo and is to be maintained at all times. The safe space should be equivalent to half the width and height of the logo. For example, if the logo is 2 inches in height and width, no other design element should impede within a 1 inch border around the logo.

UM LOGO

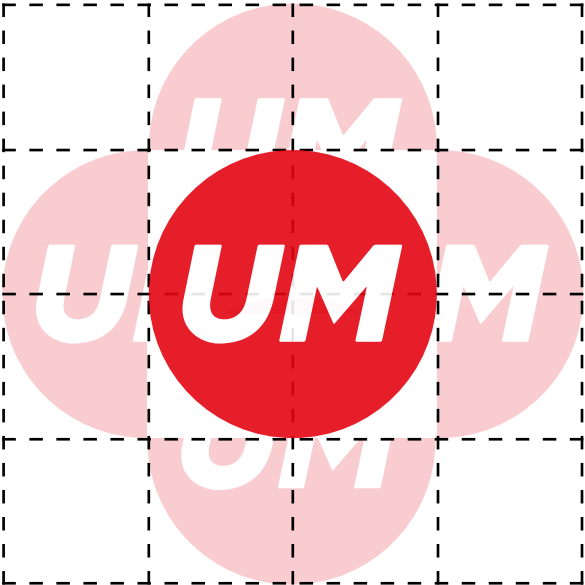
Main Logo - Color



Secondary Logo - Color Inverse



Safe Space



Main Logo - Mono



Secondary Logo - Knockout



BRAND LOGOS

The UM Brand Logo should be used in accordance with the guidelines of this brand book and is not to be altered or adjusted in any way.

DO:
A. Use the main UM Brand Logo as it appears without any alterations. This logo is the primary branding and should be used on white or light backgrounds.

B. Use the secondary color inverse UM Brand Logo as it appears without any alterations. This logo should be used on a red background.

C. When placing the UM logo over an image use the main UM Brand Logo where possible (Option 1). If the image is a red wash image, is predominantly red in color, or if the logo clashes use the secondary color inverse UM Brand Logo (Option 2).

DON'T:
D. Do not place the UM Knockout Logo directly onto an image. The only time the UM Knockout Logo should be used is in the physical space when it appears on glass or a similarly transparent surface.

E. Do not alter the color scheme or use a greyscale version of the UM logo.

F. Do not add embellishments to the UM logo such as embossings, drop-shadows, strokes, or any other visual effect that alters the logo in any way. Do not rotate or distort the UM logo. When scaling, always maintain a proper ratio by holding the Shift key and dragging from the corners.

USAGE

DO:



Option 1



Option 2



DON'T:



BRAND LOGOS

The UM Bleed is an effective design to be used in presentation materials and other large scale collateral. To ensure proper usage:

- 1. Align the top-right corner of the “M” in the “UM” with the right edge of the canvas.
- 2. Align the bottom of the “M” with the bottom edge of the canvas.
- 3. For however far to the left you move the “M” onto the canvas, you must also move the logo up at 1.5 times that measurement from the bottom of the canvas.
- 4. When using the UM Bleed, make sure it is a full bleed and that no negative space can be seen past the point where the logo makes contact with the edges of the canvas.

BLEED USAGE

EXAMPLE

The example shows the 'UM' logo in red, slanted, bold font, positioned within a white semi-circle. The entire design is set against a solid red background that fills the canvas. The logo is positioned such that its top-right corner and bottom edge align with the right and bottom edges of the canvas, respectively.

RULE

The rule diagram illustrates the required offset for the 'UM' logo. A blue L-shaped line indicates the margin from the bottom and right edges of the canvas. The horizontal distance from the right edge to the logo is labeled '1X', and the vertical distance from the bottom edge to the logo is labeled '1.5X'. The logo itself is shown in red, slanted, bold font, within a white semi-circle, against a red background.

BRAND LOGOS

UM Product + Tools Logos should be used for all printed collateral (including all printed publications, advertising, posters, flyers, product packaging, et al.) as well as for all screen work (including websites, banners, presentations, et al.).

For Print: Please select CMYK logo files.
For Digital: Please use RGB Logo files.

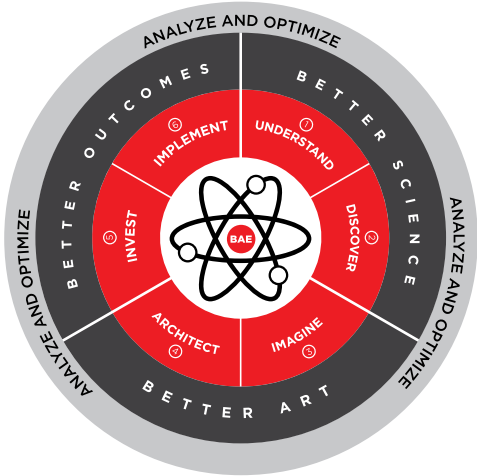
UM Product + Tools Logos should only be used as they appear here in accordance with the guidelines of this brand book and are not to be altered or adjusted in any way. When scaling these logos for size, always maintain a proper aspect ratio.

PRODUCT + TOOL LOGOS

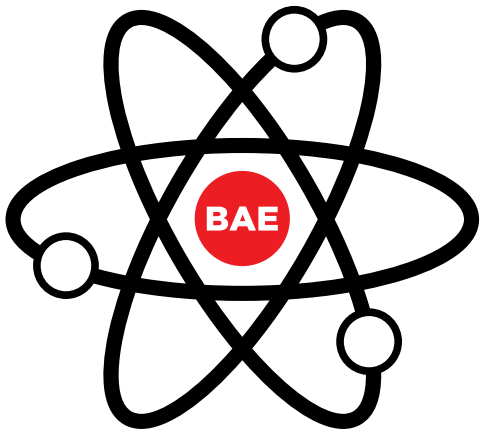
Better Science / Art / Outcomes



Planning Wheel



Business Analytics Engine (BAE)



The Moments Tool



UM Studios



UM Studios
Addressable Content Engine (ACE)



BRAND LOGOS

UM Product + Tools Logos should be used for all printed collateral (including all printed publications, advertising, posters, flyers, product packaging, et al.) as well as for all screen work (including websites, banners, presentations, et al.).

For Print: Please select CMYK logo files.
For Digital: Please use RGB Logo files.

UM Product + Tools Logos should only be used as they appear here in accordance with the guidelines of this brand book and are not to be altered or adjusted in any way. When scaling these logos for size, always maintain a proper aspect ratio.

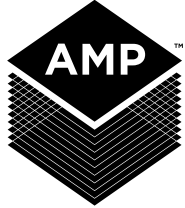
PRODUCT + TOOL LOGOS

Business Optimization Learning Tool (BOLT)



Audience Management Platform (AMP)





IPG Media Lab





TYPEFACE

UM uses the Gotham font because we’re super heroes. Gotham Black is used for Headers and Subheaders while Gotham Book should be utilized for body copy. These are the primary weights to be used across all brand communications.

The Gotham font family is equipped with a variety of weights ranging from Ultra to Thin. Weights other than Gotham Black and Gotham Book should be used sparingly.

Note: Devices not equipped with the Gotham font will display text in Arial by default.

PRIMARY TYPEFACE

Gotham
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

Light
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

Book
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

Black
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

TYPEFACE IN ACTION

TYPEFACE

Knowing how we use our fonts is just as important as knowing which font to use.

Typographic Hierarchy is a system for organizing type that establishes an order of importance within the text, allowing the reader to easily navigate the content.

Headlines should be written in Gotham Black, often in all caps.

Subheadlines, supporting text, and body copy should be written in Gotham Book.

Supporting points can be written in Gotham Light.

PERSUASION
MOMENTS

Moments in culture where the brand can create a meaningful connection.

HUMAN / CULTURAL

PRECISION
MOMENTS

'Trigger' moments against which the brand can serve a specific message to a specific audience at a specific time or location.

BEHAVIORAL

UM

BETTER APPROACH

BUSINESS ANALYTICS ENGINE

BETTER SCIENCE

BETTER ART

BETTER OUTCOMES

ANALYTIC DRIVEN MARKETING

INTEGRATED CAMPAIGN PLANNING

GLOBAL PERFORMANCE AND LOCAL OPTIMIZATION

PORTFOLIO ANALYTICS

MOMENTS BLUEPRINTS

PRECISION OPTIMIZATION

HIGH-VALUE AUDIENCE

MOMENTS TOOL

BOLT

AMP DATA STACK

UM

SLIDE TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam faucibus porttitor placerat. Suspendisse at congue odio.

- Nam ultrices diam pellentesque, gravida eros id, malesuada nisi. Nam mattis, sem sed sodales gravida, nunc sapien viverra tellus, accumsan pharetra turpis urna nec lectus.
- Proin imperdiet facilisis turpis, non facilisis elit dapibus ac.
- Quisque tempor massa non facilisis cursus. Donec ac purus ac neque sagittis dictum. Vestibulum quis felis at magna iaculis laoreet nec sed urna.

Sed dictum purus id dolor tincidunt commodo. Vestibulum pharetra, massa sed euismod sollicitudin, elit mauris pellentesque arcu, pulvinar vestibulum erat enim id leo.

>Lorem ipsum dolor sit amet, consectetur adipiscing elit.

>Lorem ipsum dolor sit amet, consectetur adipiscing elit.

>Lorem ipsum dolor sit amet, consectetur adipiscing elit.

UM

ADWEEK MAY

2018 Ad Age MEDIA AGENCY OF THE YEAR

RANKED #1 IN RECMA QUALITATIVE RANKING

2018: GLOBAL

10 Gold

7 Silver

5 Bronze

25 Shortlist

2018: NORTH AMERICA

3 Gold

3 Silver

2 Bronze

3 Finalists

2018: NORTH AMERICA

8 Wins

3 Highly Commended

17 Shortlists

2017: GLOBAL

4 Gold

4 Silver

7 Bronze

28 Shortlist

OMMA AWARDS

7 WINS IN 2017

ADWEEK MEDIA PLAN OF THE YEAR

5 WINS IN 2017

UM

7

PRIMARY COLOR PALETTE

COLORS

The UM color palette is bold and vibrant, simple and clean. From primary UM red to accenting black, white and grey, we want our true colors to always shine through.

UM Red is our signature color. It signals the brightness and confidence of our brand personality.

White is our secondary color and should be used as a compliment to the primary UM red.

Black, Grey, and Light Grey are our tertiary colors and should be used sparingly to accentuate the main color palette.

For Print: Please select the CMYK color mode as shown.
For Digital: Please use the RGB color mode as shown.

UM RED
Pantone 485 C
CMYK: 00 | 100 | 100 | 00
RGB: 218 | 41 | 28

WHITE
CMYK: 00 | 00 | 00 | 00
RGB: 255 | 255 | 255

BLACK
Pantone Black C
CMYK: 50 | 50 | 50 | 100
RGB: 00 | 00 | 00

GREY
CMYK: 00 | 00 | 00 | 75
RGB: 99 | 99 | 99

LIGHT GREY
CMYK: 00 | 00 | 00 | 50
RGB: 156 | 156 | 156

BETTER SCIENCE / ART / OUTCOMES IMAGERY

IMAGERY

UM Images reflect the brand message “Better Science. Better Art. Better Outcomes.” and project our agency goal to always be better. As such, our images should be vibrant and engaging, evoking the visual representation of progress, boundary pushing, and positive change.

These are examples from our full library of images which can be found on the UM Wiki. Images from our library should be used in presentations (title and divider slides), in-office imagery (wall wraps, screens, and office signage) and in cases where we seek to visually represent the brand mantra “Better Science. Better Art. Better Outcomes.”



IMAGE TREATMENTS

IMAGERY

There are two visual styles we suggest when using imagery associated with the UM brand. The full library of images is available for use on the UM Wiki page.

VIBRANT WASH IMAGE:

These are high contrast images that capture the visual style of our brand and are to be used for decks and presentations.

If text is being laid over a Vibrant Wash Image you can add a semi-transparent black overlay to make the text more legible. This can be accomplished by placing a black rectangle over the image and adjusting the transparency slide to approximately 60.

RED WASH IMAGE:

Red Wash Images are the core visual representation of our brand.

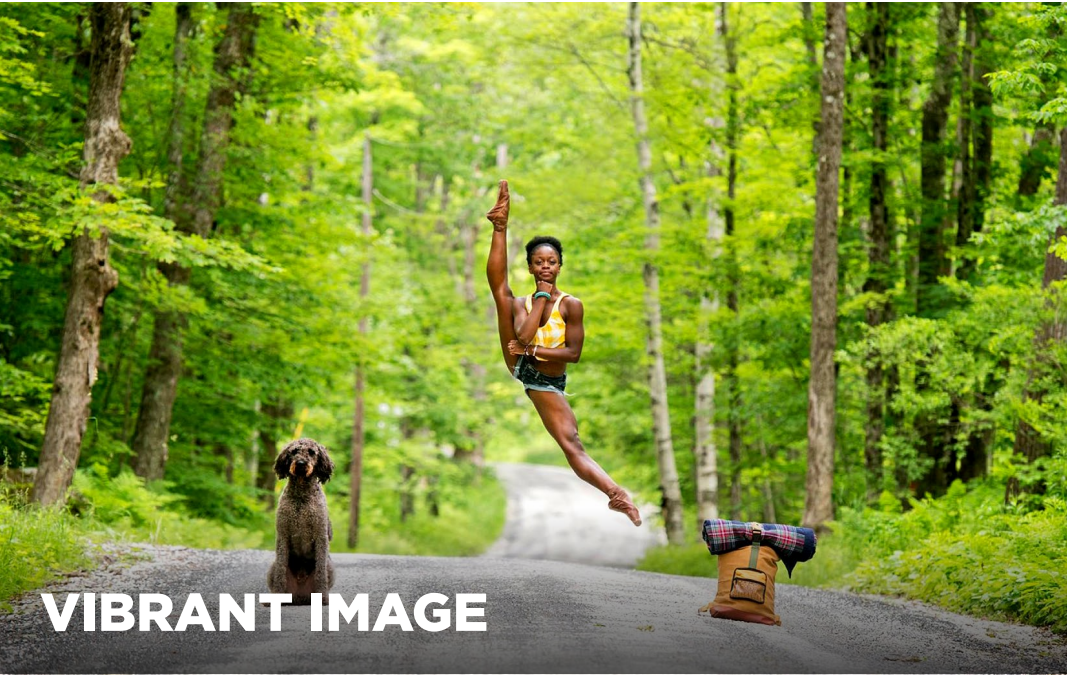
In-Office:

We suggest using this type of imagery for in-office signage and displays as the embodiment of the UM Brand in action.

In-Presentation:

Red Wash Images are used in presentations for Intro, Divider, and Outro Slides and when representing the UM mantra “Better Art. Better Science. Better Outcomes.” in part or collectively.

An image gallery for each component of the UM mantra can be found on the UM Wiki.



IMAGERY

Please follow these instructions to accurately produce a Vibrant Wash or Red Wash Image using Adobe Photoshop.

STEP-BY-STEP DIRECTIONS:

Vibrant Image:

- 1. Apply Levels filter and drag the input level black slider to 20 and the input level white slider to 235.
- 2. Apply Hue/Saturation filter and drag Saturation to 10.

Red Wash Image:

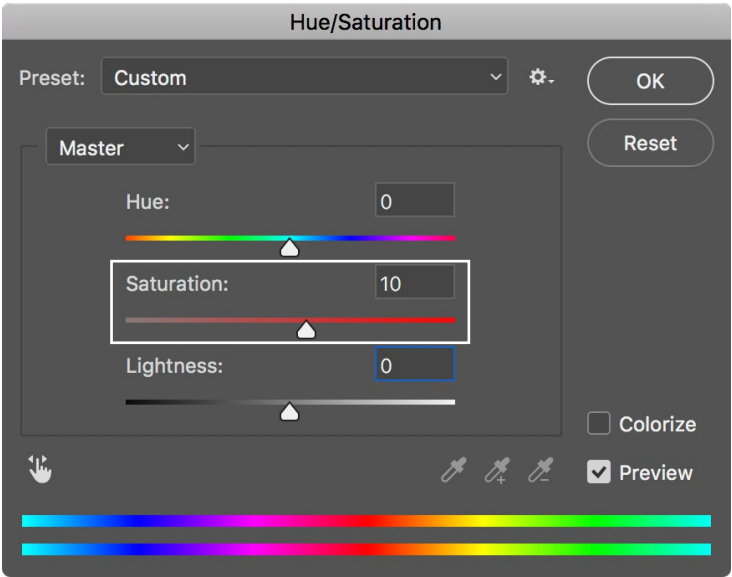
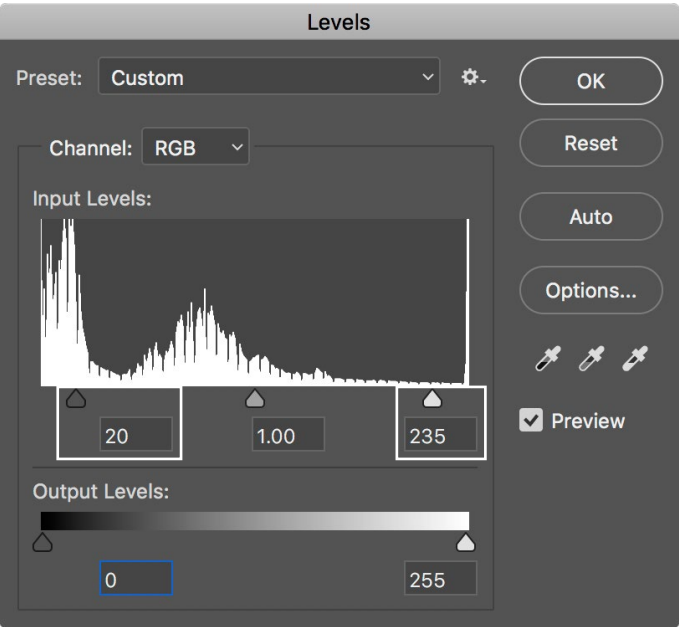
- 1. Start with Vibrant Image.
- 2. Apply Gradient Map, using a gradient from Black > UM Red.

SHORTCUT DIRECTIONS:

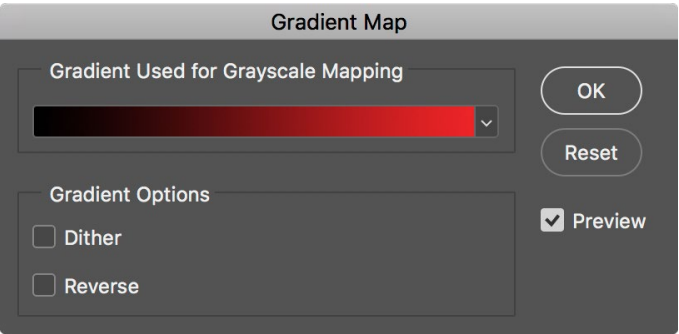
We’ve created a series of downloadable Photoshop Actions to apply to your images that allow you to create these on-brand filters with a few simple clicks.

IMAGE TREATMENTS

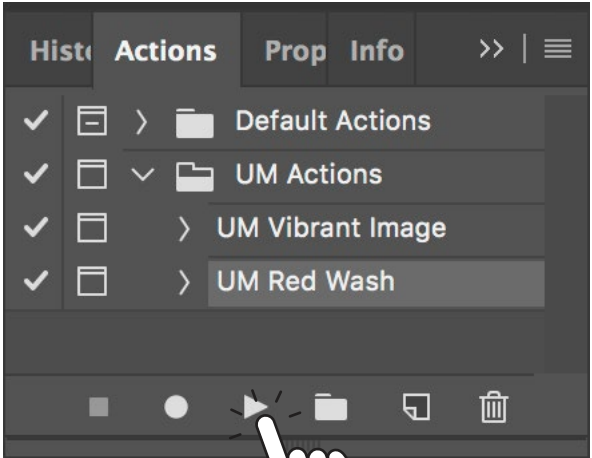
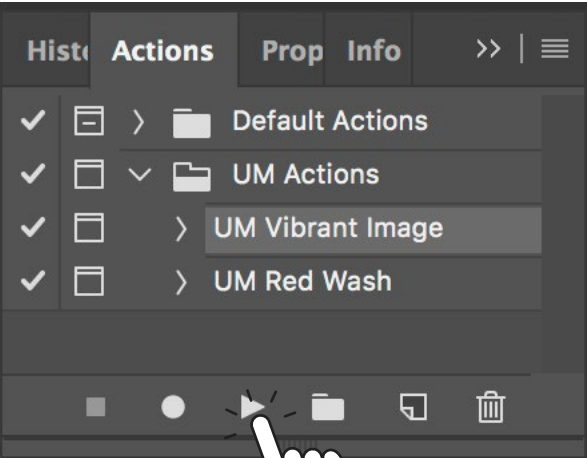
Vibrant Image



Red Wash Image



Applying Actions



EMAIL SIGNATURE

Please use the following template when adding an email signature to all your correspondence. Do not alter, edit, add or delete any element from the displayed template shown here.

This ensures consistency of form and style across all UM communications.

UMWW EMAIL SIGNATURE

JOHN DOE
Senior Associate, Portfolio Management

T 123.456.7890
M 123.456.7891
E john.doe@umww.com

 100 W 33RD STREET, 8TH FLOOR
NEW YORK, NY 10001

BETTER
SCIENCE ART OUTCOMES

To:

Cc:

Subject:

Dear Jane Doe,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed vitae velit hendrerit orci condimentum rhoncus in a odio.

Proin rhoncus orci id est ullamcorper commodo. Proin tristique ipsum luctus, egestas ante a, pretium leo. Sed dignissim nisl ut justo molestie, nec tempus tortor tempus. Pellentesque id quam odio. Quisque commodo augue eu odio lobortis gravida. Suspendisse libero turpis, sodales sed odio eu, auctor iaculis tellus.

Nam quis lectus faucibus, mattis nunc non, interdum mi. Nullam semper nec purus id ultricies. Quisque vitae accumsan lorem, in fermentum diam.

Morbi convallis nunc id pharetra euismod. Proin fermentum nisi quis lectus hendrerit, eget laoreet ante aliquam. Nullam sagittis erat id magna porttitor tristique. Curabitur accumsan, orci et lacinia euismod, neque eros condimentum erat, quis semper odio lacus ac erat. Cras consequat sit amet mauris sed auctor. Suspendisse eu metus urna.

Best,
John

JOHN DOE
Senior Associate, Portfolio Management

T 123.456.7890
M 123.456.7891
E john.doe@umww.com

 100 W 33RD STREET, 8TH FLOOR
NEW YORK, NY 10001

BETTER
SCIENCE ART OUTCOMES

STATIONARY

The stationary displayed here is available for use as a template in all printed communication. Do not alter, edit, add, or delete any element from the displayed letterhead template.

This specific template is two-sided. For correspondence exceeding one page, only feature the UM Branded page in red on the back of the final page.

LETTERHEAD



OCTOBER 29, 2015

To whom it may concern,

Net earumquae non eos num faccae es id quam, offictu riatet omni bla quuntis id maxim volupta tquodit officil modicia eptatemque dolupid exerrovid quas aspidit dolupta conseri tatquae ilisqui quatur, ullupta verempos eume nis volorepudae. Ut est, nullenimo totate ipsapic illant quaeolorunt prore nos maionsenis voloraepra dolut officiis sequias delessum nihitin re offic temqui resequis quae voluptatet digentem ape esequas aut voluptat.

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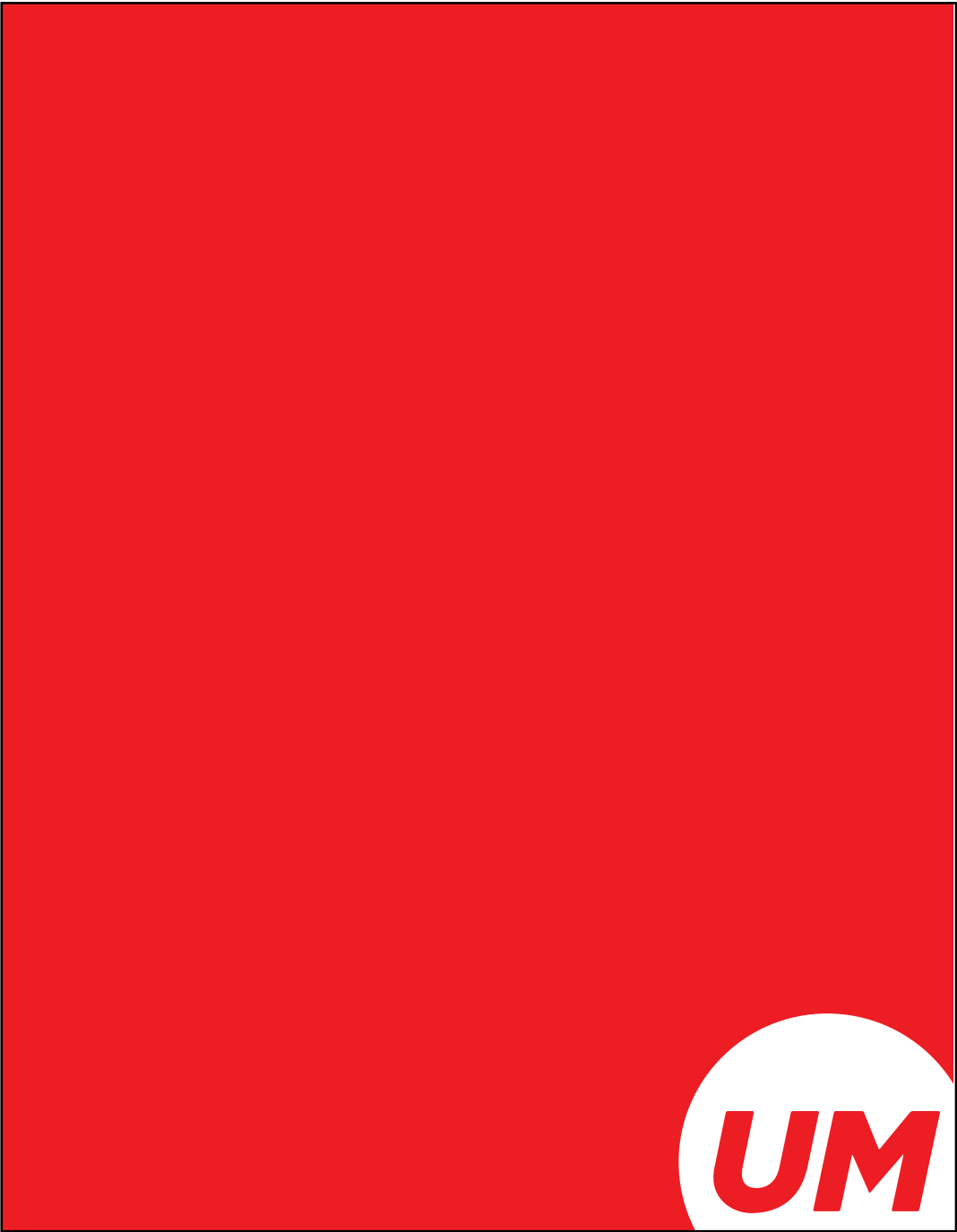
Rati culluptatium explique omnissi molestorro ipicide llenti ditio experib usdaect urector ibusci bla quidid eum sandignimus velit anda veles nonecae nimus vellecab incidem perferspient laccum quatur sit, ventiat eventem ipit omni corest, untem quate num quis sumquam dit que et experspitae exceaqu iasped et audaest rerit, ipissimum el eatus sima quam erum corerum qui tessento magni quunt.

Sincerest regards,



DARYL LEE
Global CEO, UM

100 W 33RD STREET, 8TH FLOOR, NEW YORK, NEW YORK 10001



ENVELOPE

STATIONARY



100 W 33RD STREET, 8TH FLOOR
NEW YORK, NY 10001

Please use the envelope template shown here when sending any printed UM Brand communication to any of our clients and/or partners - existing, prospective, or otherwise.

BUSINESS CARDS

STATIONARY

JOHN DOE
Senior Associate
Portfolio Management

T 123.456.7890
M 123.456.7891
 100 W 33RD STREET, 8TH FLOOR
NEW YORK, NY 10001



The template displayed here is to be used for the creation of UM business cards.

LOBBY

OFFICE SIGNAGE

The lobby is a place we pass every day but for clients and guests it is their first physical encounter with the UM brand. In addition to making the lobby a warm, comfortable, and welcoming place it is also our first opportunity to inspire and showcase what we stand for as a brand.

To that aim, we ask that the lobby of every UM Office prominently feature the UM Brand Logo. As well, the lobby should also feature the “Better Science. Better Art. Better Outcomes.” logo. While both of these logos should be prominent in our lobbies, they should remain separate from each other and should never be locked up together.

We’ve created a series of these brand asset displays to fit all manner of budgets, ensuring that wherever you are in the world you know you’ve stepped into a UM Office.



SCREENS

OFFICE
SIGNAGE

To create a consistent look and feel across all of UM’s global offices, please utilize the following set of brand assets when creating office signage and displays.

Screens:
The screens around a UM Office are dynamic places that are an easy and cost-effective way to keep employees and guests up-to-date on the latest UM happenings.

Screens can be utilized to showcase work, feature awards, and communicate pertinent information to the office at-large.

We have created a toolkit of standard images and videos to loop on screens throughout UM offices. If you plan to add any unique, office-specific communication be sure to follow all brand guidelines for consistent look and feel.



WALL WRAPS

OFFICE
SIGNAGE

Wall wraps are a powerful way to enliven an office with imagery that highlights the values of the UM Brand.

We have created a series of images and brand slogans that can be used to create vivid and powerful wall wraps. Each wall wrap must be specifically designed and measured to the specifications of the physical space on which the wall wrap will live.

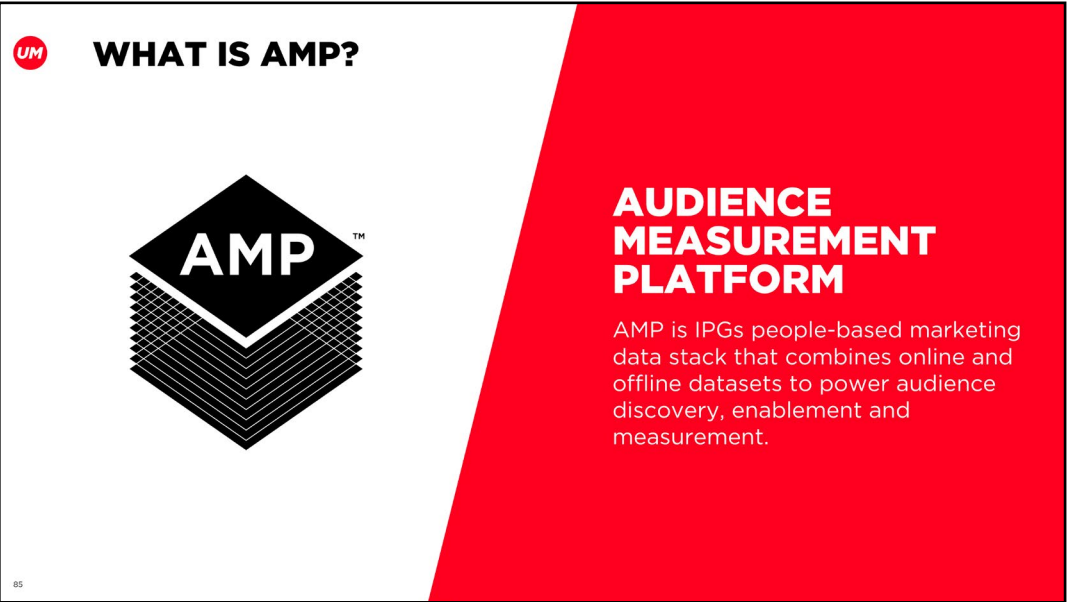
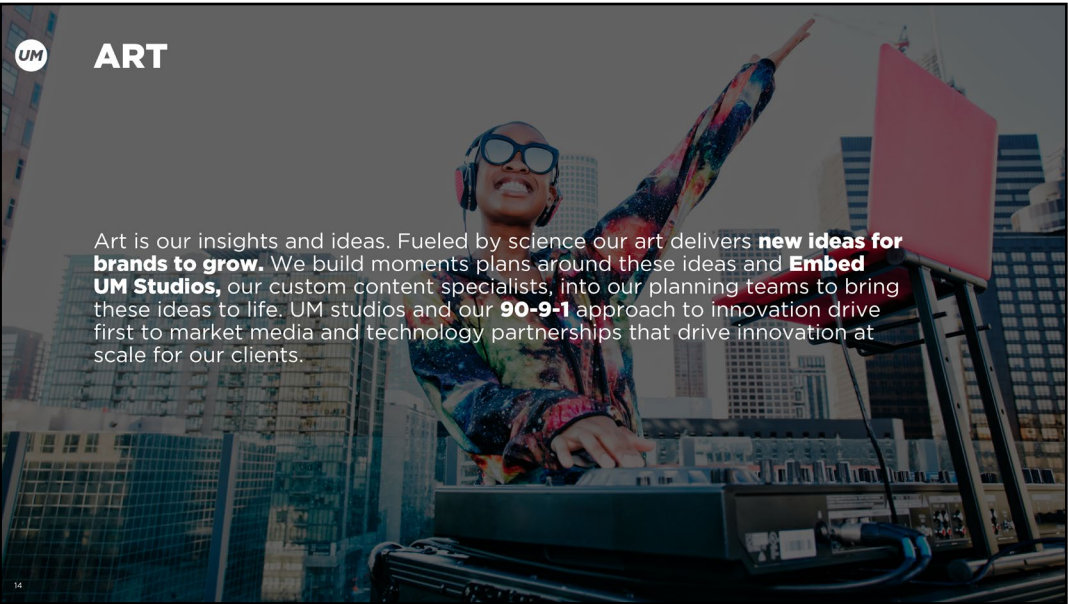
To order a wall wrap for your office, please refer to the UM Wiki for contact information and be prepared to provide a budget and wall dimensions with which to work.



POWERPOINT TEMPLATE

POWER
POINT

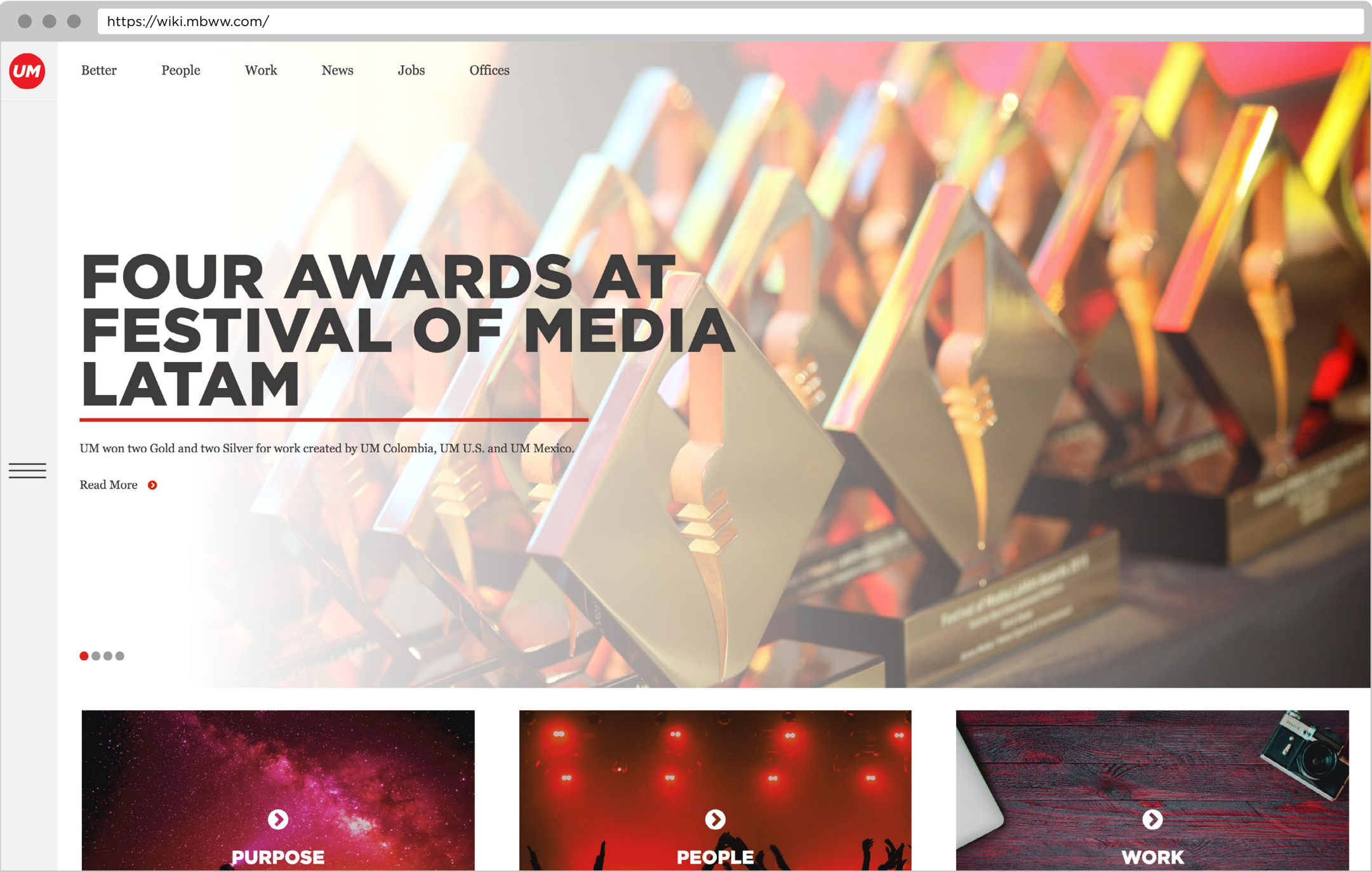
This page provides examples from our Global PowerPoint Template. The Template comes complete with a range of slide options to suit all-use cases when putting together your decks. We insist that you follow the template and don't deviate from its styling. This ensures a consistency of style, as well as message, across all UM presentations.



WEBSITE

While our office décor is the first in-person introduction to our brand, the UM website is the digital home for the global UM Brand. It is a digital hub where online users come to learn about UM, our values, and our offering. The site will be constantly updated with relevant news and important information.

UMWW WEBSITE

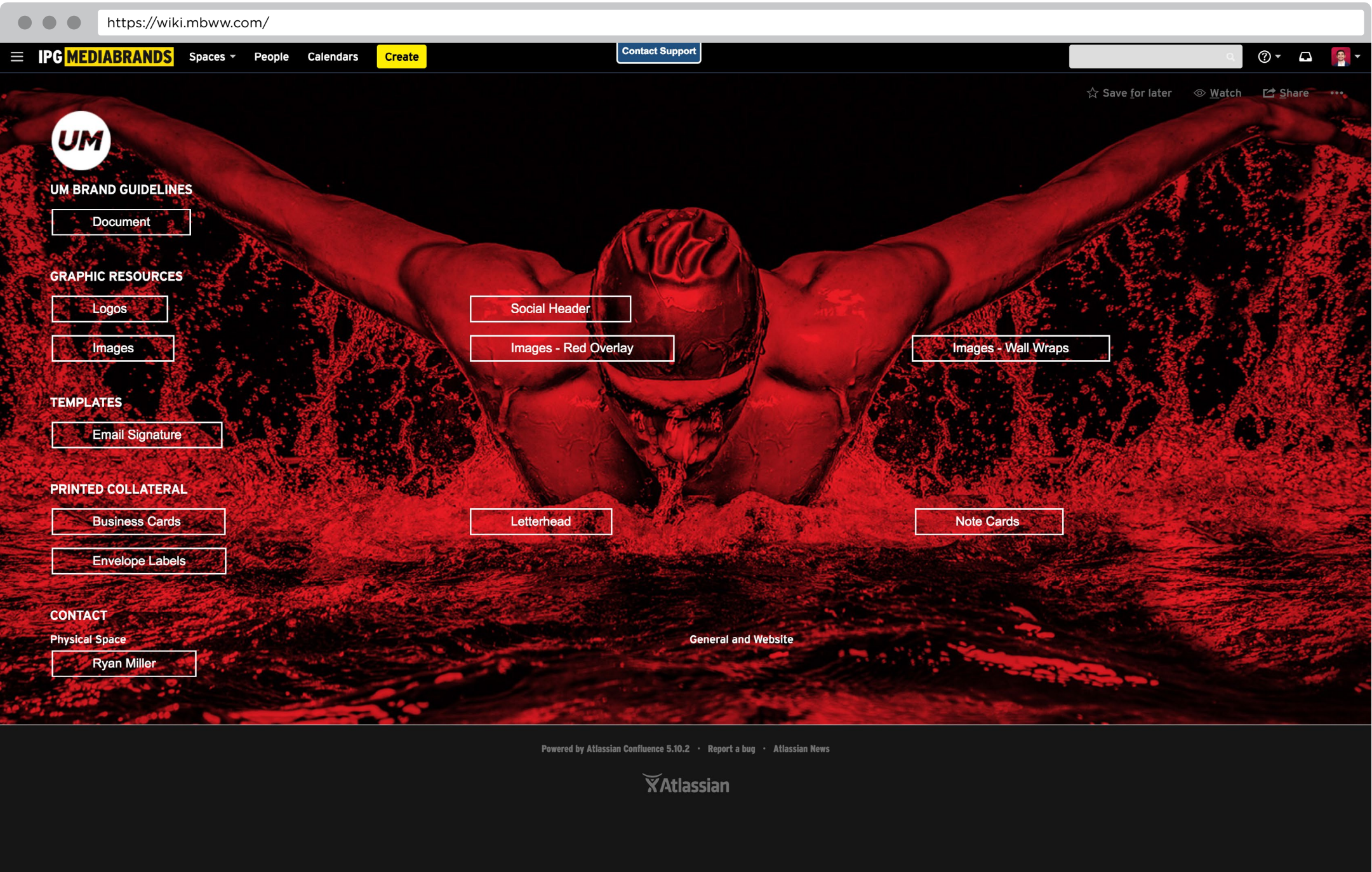


UMWW WIKI

WIKI

The UM Wiki is your one-stop-shop for all internal UM needs. On the UM Wiki, you will find the full array of assets listed in this brand book as well as contact information for your point-of-reference for any UM Brand related questions or queries you may have.

UMWW WIKI



**THANK
YOU**



APPENDIX



EMAIL SIGNATURE

Version in body of document (for reference)
Black body text
Black BSBABO logo

UMWW EMAIL SIGNATURE

JOHN DOE

Senior Associate, Portfolio Management

T 123.456.7890
M 123.456.7891
E john.doe@umww.com

UM

100 W 33RD STREET, 8TH FLOOR
NEW YORK, NY 10001

BETTER

SCIENCE | ART | OUTCOMES

To:

Cc:

Subject:

Dear Jane Doe,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed vitae velit hendrerit orci condimentum rhoncus in a odio.

Proin rhoncus orci id est ullamcorper commodo. Proin tristique ipsum luctus, egestas ante a, pretium leo. Sed dignissim nisl ut justo molestie, nec tempus tortor tempus. Pellentesque id quam odio. Quisque commodo augue eu odio lobortis gravida. Suspendisse libero turpis, sodales sed odio eu, auctor iaculis tellus.

Nam quis lectus faucibus, mattis nunc non, interdum mi. Nullam semper nec purus id ultricies. Quisque vitae accumsan lorem, in fermentum diam.

Morbi convallis nunc id pharetra euismod. Proin fermentum nisi quis lectus hendrerit, eget laoreet ante aliquam. Nullam sagittis erat id magna porttitor tristique. Curabitur accumsan, orci et lacinia euismod, neque eros condimentum erat, quis semper odio lacus ac erat. Cras consequat sit amet mauris sed auctor. Suspendisse eu metus urna.

Best,
John

JOHN DOE

Senior Associate, Portfolio Management

T 123.456.7890
M 123.456.7891
E john.doe@umww.com

UM

100 W 33RD STREET, 8TH FLOOR
NEW YORK, NY 10001

BETTER

SCIENCE | ART | OUTCOMES

EMAIL SIGNATURE ALTERNATE

Grey body text
Black BSBABO logo

UMWW EMAIL SIGNATURE

JOHN DOE

Senior Associate, Portfolio Management

T 123.456.7890

M 123.456.7891

E john.doe@umww.com

UM

100 W 33RD STREET, 8TH FLOOR
NEW YORK, NY 10001

BETTER

SCIENCE | ART | OUTCOMES

To:

Cc:

Subject:

Dear Jane Doe,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed vitae velit hendrerit orci condimentum rhoncus in a odio.

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Best,
John

JOHN DOE

Senior Associate, Portfolio Management

T 123.456.7890

M 123.456.7891

E john.doe@umww.com

UM

100 W 33RD STREET, 8TH FLOOR
NEW YORK, NY 10001

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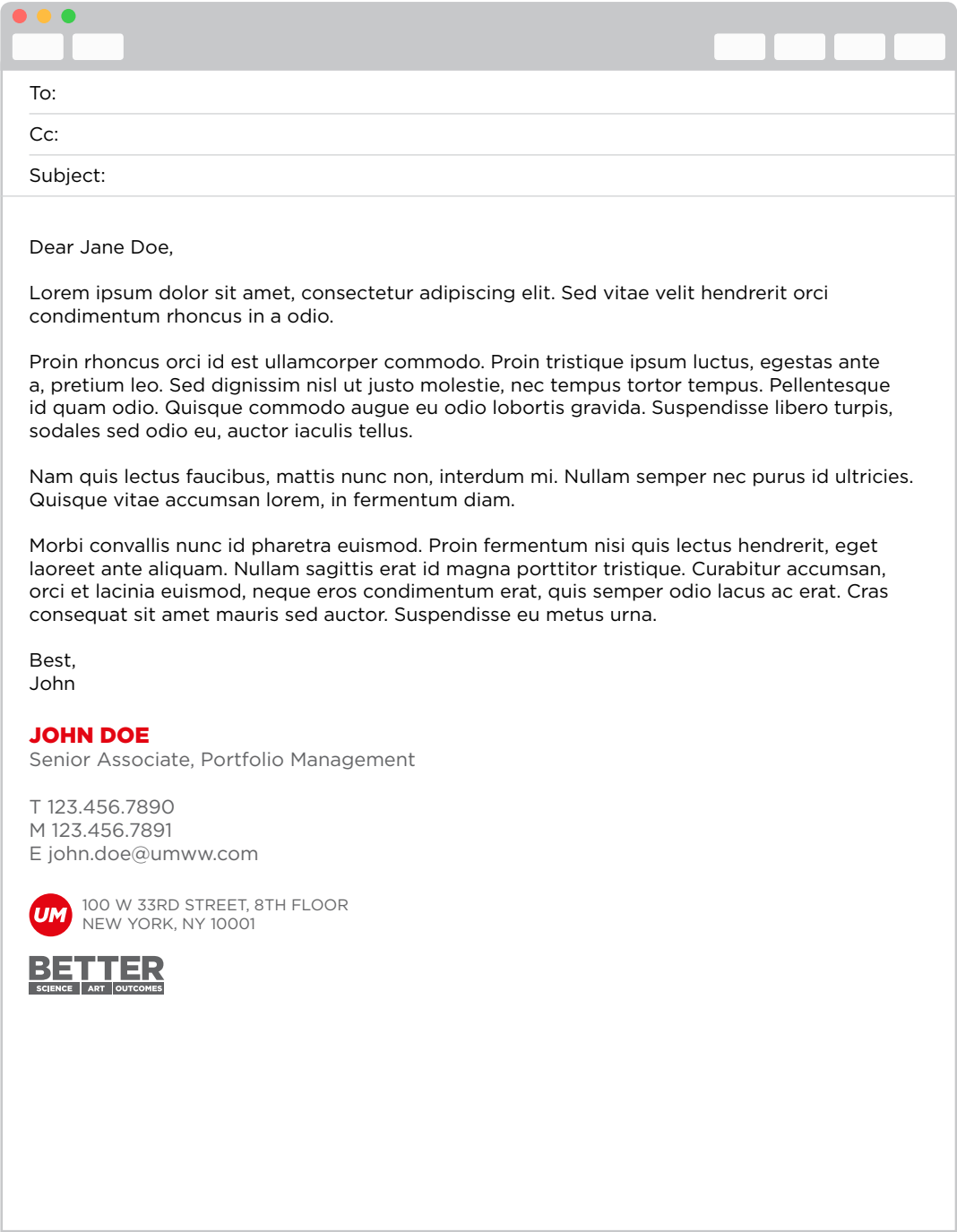
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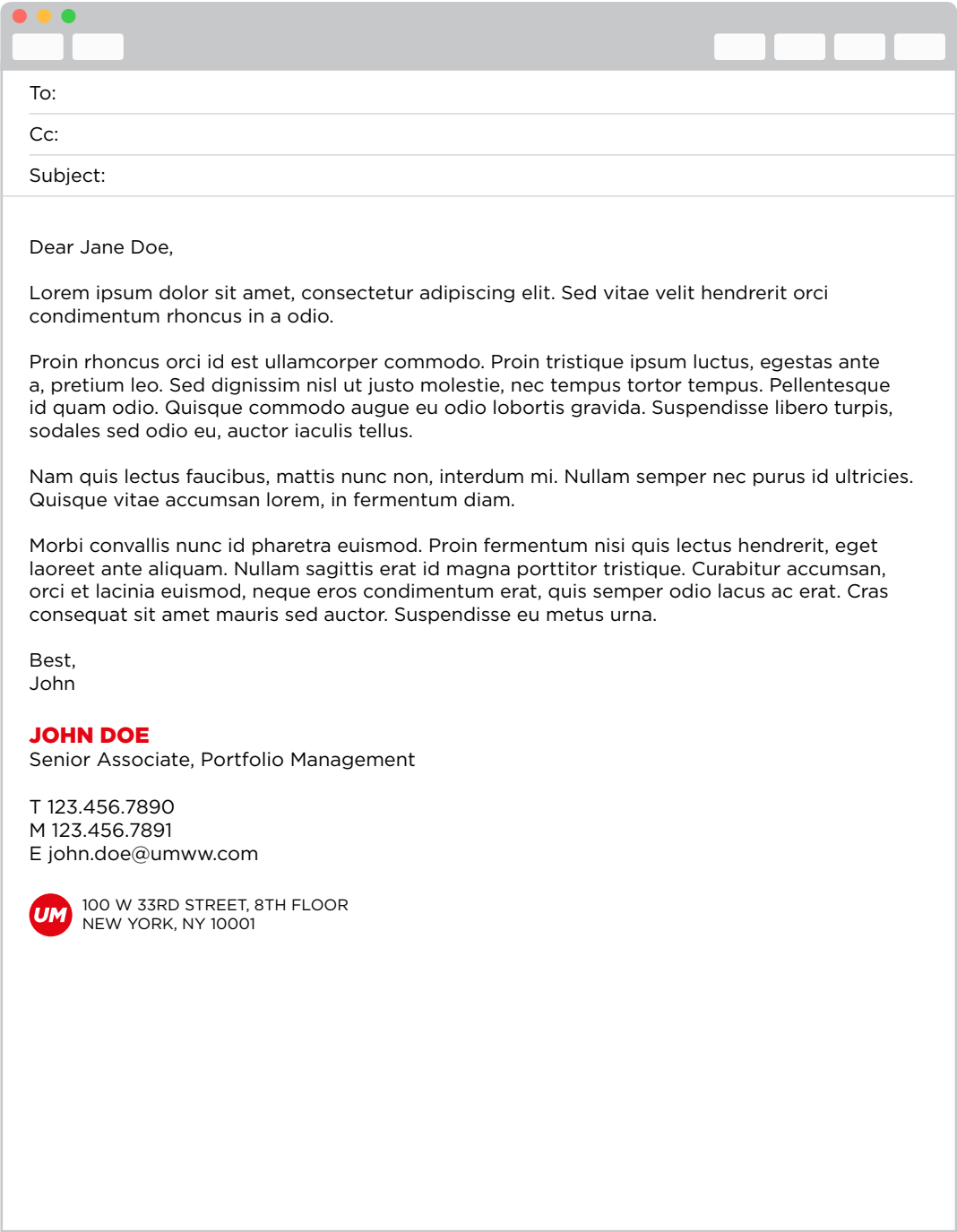
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