

Union Mutual Insurance

Company Logo Standards



UNION MUTUAL
INSURANCE COMPANY

Protection for Oklahomans by Oklahomans
Chartered 1938

LOGOS

Note: EPS files are vector-based images best used in printed materials. JPG files are bitmapped and can be used in a variety of multimedia applications.

Union Mutual Blue:

Pantone 2768C is to be used when working in spot color

CMYK = C100 | M88 | Y42 | K44

RGB = 17 | 36 | 71

1 This logo should always be the first choice in all communication materials and should not be manipulated in any way.



2 The following logos are alternative choices in all communication materials and should not be manipulated in any way.



3 Logo Guideline: NOTE: These Union Mutual logos are intended solely for the use of the news media and other authorized users. Any use of the Union Mutual logo or trademarks without permission of Union Mutual Insurance Company is strictly prohibited.



▶ BRAND GUIDELINES

Union Mutual Insurance Company Logo

The principle visual element in our graphic standards program is the ribboned chalice set beside stacked lines that read, “Union Mutual Insurance Company” followed by the subline that reads, “Protection for Oklahomans by Oklahomans” preceded by “Chartered 1938.”

Area of Non-Interference



Area of Non-Interference

Color (Print)

The preferred color for the Union Mutual Insurance Company logo is PMS 2768 C blue. The silver color is PMS 877 C silver.

It is also permissible to reproduce the logo in black, a tint of black (i.e. grey), or white. Under special circumstances, such as working in other mediums, the logo can be reproduced as frosted (as in glass).

It is a violation of these graphic standards to reproduce the logo in any other way. PLEASE NOTE: PMS 2768C is the color blue as represented on a “coated stock.” That representation is how the Union Mutual blue should appear on any surface.

Pantone 2768C

To print the color using the four color process

CMYK	C	100
	M	88
	Y	42
	K	44
RGB	R	17
	G	36
	B	71

Logo Treatment

There are certain measures that must be taken to ensure appropriate usage of the logo. Good reproduction quality, color, size, and placement are all standards to be followed when using the Union Mutual logo.

The logo should never be crowded. It should always have a space around all sides equivalent to the distance from the baseline of the lettering in the logo to the bottom to logo’s rectangle (see illustration above).

Typography and other elements should not intrude into this space. However, placing the logo on a colored background or on a photograph in the background is not intrusion.

Not Permitted



Do not add an additional color.



Do not add an unnecessary border to the logo.



Do not add an additional elements to the logo.