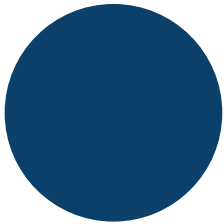




BRAND GUIDELINES

Color Palette

The Applied Underwriters Invitational color palette is minimal and restrained. The primary brand color is the Invitational Blue. It can be used as a solid background color element, in headline type, and graphic visualizations.

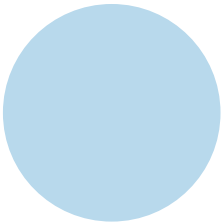


Blue

C: 100
M: 80
Y: 32
K: 21

R: 0
G: 60
B: 113

Hex#: 003B71

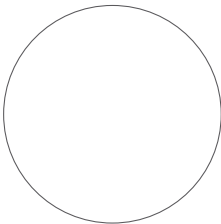


Light Blue

C: 26
M: 5
Y: 3
K: 0

R: 184
G: 216
B: 235

Hex#: B8D9EB



White

C: 0
M: 0
Y: 0
K: 0

R: FF
G: FF
B: FF

Hex#: FFFFFFFF

Logo Variations

When using any of the Applied Underwriters Invitational logos, be sure to allow clearspace for maximum impact and legibility.

Each Applied Underwriters Invitational Logo has three variations.



Blue Over White



Blue Over White



Light Blue Over Blue



White Over Image



Light Blue Over Blue



White Over Image

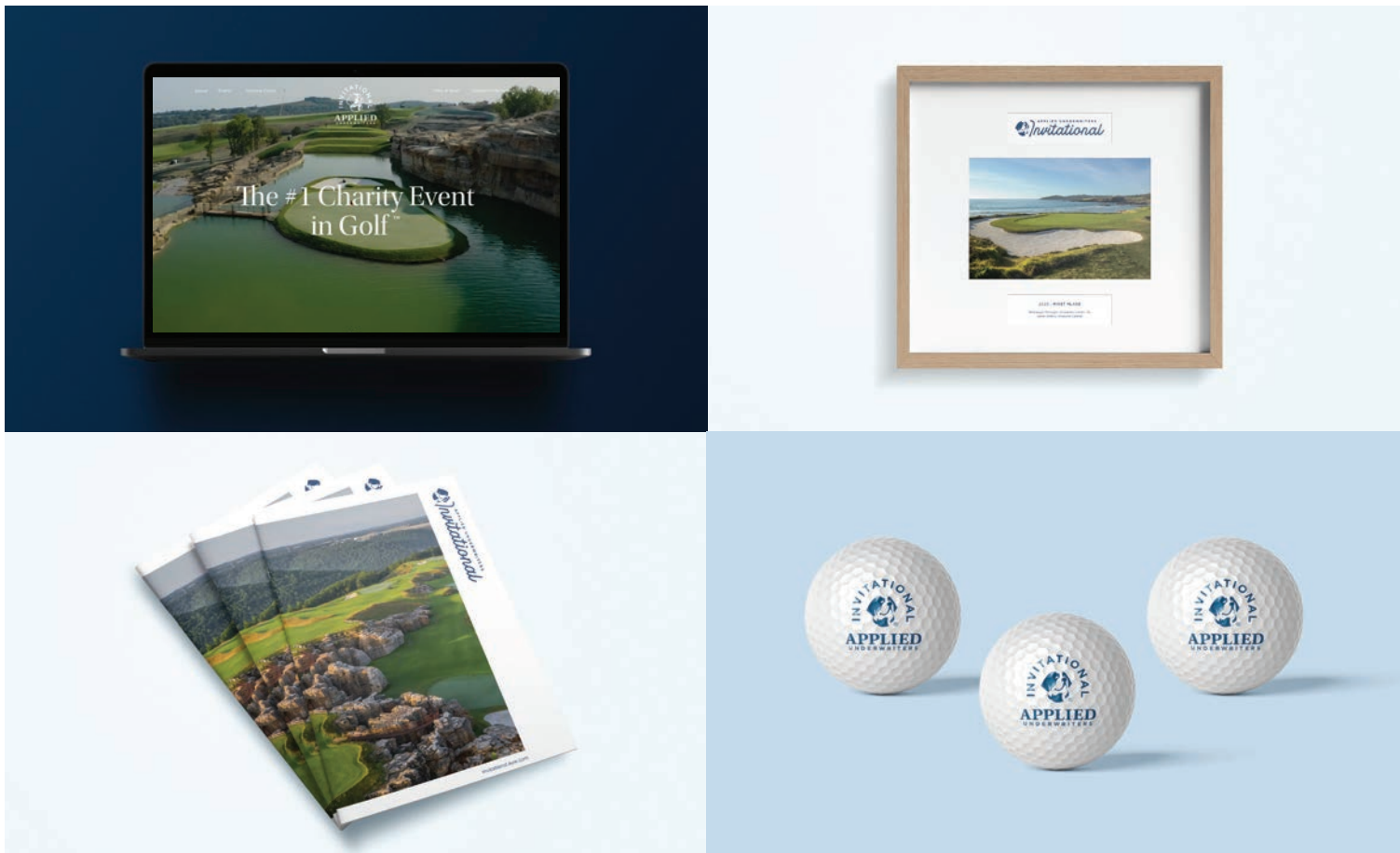
Minimum Logo Clearspace

Minimum clearspace distance should be equal to 1/2 the height of the horizontal logo and 1/4 the height of the vertical logo all around.



Logo - Do

Here are some examples of what to do with the Applied Underwriters Invitational logo.



Logo - Do Not

Examples of what not to do with the Applied Underwriters Invitational logo.



Do not stretch



Do not alter or add effects



Adhere to color guidelines



Do not crop



Adhere to whitespace guidelines



Retain legibility