



UFS Logo Usage Guidelines

MARCH 2016

Introduction

ABOUT THIS GUIDELINE

The purpose of this guideline is to define the proper usage of the UFS Logo on product, product packaging, web pages, and printed materials.

USING THE UFS LOGO

The UFS Logo is a trademark of the Universal Flash Storage Association (UFSA). The UFS Logo can be used in the manner described in this guideline by authorized licensees who have signed a UFSA Logo License Agreement with the UFSA. The license agreement that is executed will specify which products are licensed to use the UFS Logo.

Use of the UFS Logo on web pages and printed materials should be accompanied by the appropriate credit line. The credit line should read, "[UFS Logo is a trademark of the Universal Flash Storage Association.](#)"

THE UFS Logo

PROPER LOGO USAGE

The following pages illustrate both the correct uses of the UFS logo, and what is not permitted in terms of use.

This includes standards to adhere to when adding this logo to your graphic materials, including colors, positioning, and size. When used correctly, this helps ensure that anyone can immediately recognize that your product is a certified UFS product.

The UFS Logo is available from UFSA in high-resolution encapsulated postscript (.eps) format files, and in the file formats listed on page 9 of this style guide. To secure a copy of the logo for usage, or for additional questions, please contact us at logo@ufsa.org.

Logo Usage

LOGO

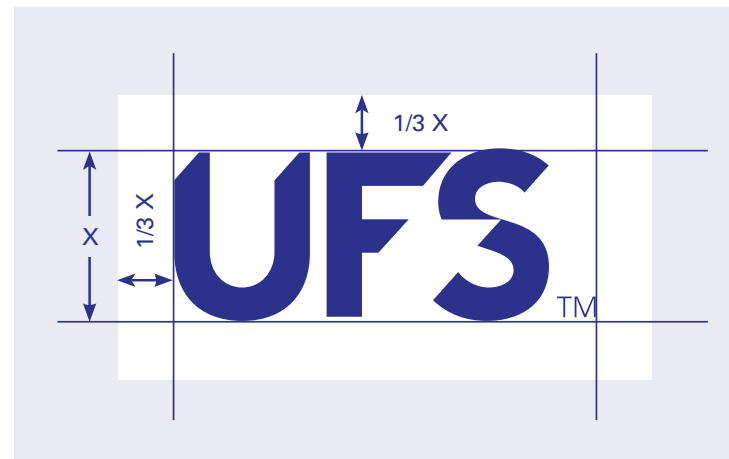
The logo consists of the graphic symbol and the area of clear space surrounding it. To preserve the integrity of the logo, these elements and their relative size and positioning must not be altered.



UFS logo including trademark designation

CLEAR SPACE

A defined amount of space around the logo should be kept clear of any other text, graphics, decorative trims, or borders. The optimal clear space around all sides of the logo should be at least $\frac{1}{3}$ the height of the logo, as shown below.



x = logo height

Logo Usage

LOGO COLOR AND SIZE

Please follow the guidelines below for color and sizing of the UFS logo. The logos can be printed in Pantone (PMS) colors or their four-color equivalent on light color background. All elements of the printed logos must be visible and distinct from the background color.

COLOR

The standard matched color for the logo is PMS 072. It can also be used in black in black and white applications.

PMS 072

Pantone 072C
CMYK: 100 98 2 3
RGB: 44 49 140
HEX: #2b318b

BLACK

Pantone Black C
CMYK: 70 0 0 100
RGB: 35 31 32
HEX: #231f20

MINIMUM SIZE

The logo should be large enough so that the letters are readable.

MINIMUM SIZE FOR PRINT

The minimum size for print (vertical height) is 3mm.



UFS logo at minimum size including trademark designation

UFS logo at minimum size with trademark designation dropped

Note: The “TM” mark can be dropped if the logo is 10mm or smaller.

MINIMUM SIZE FOR SCREEN

The minimum size (vertical height) on a screen is 100 pixels (vertical height).



UFS logo at 100 pixels

Logo Usage

✓ PROPER USES

When printing the UFS Logo in two-color on a dark color background, the logo may be placed on a clear white area equal to the minimum clear space area. Or, the logo may be white on the dark background.



1-color:
Pantone blue 072C



Black and white:
Pantone black



Black and white:
On a dark background, the logo can appear in white



1-color on dark background:
On a dark background, the logo can appear in Pantone black, Pantone blue 072C or white, depending upon which is most visible.

✗ IMPROPER USES



Distorting the logo
(squeezing, stretching, etc.)



Changing the font of the logotype



Adding an effect
(drop shadow, outer glow, etc.)



Putting the logo inside of a box



Placing on top of a complex photo or image



Placing on a background without enough contrast



Changing the color of the UFS symbol or logotype

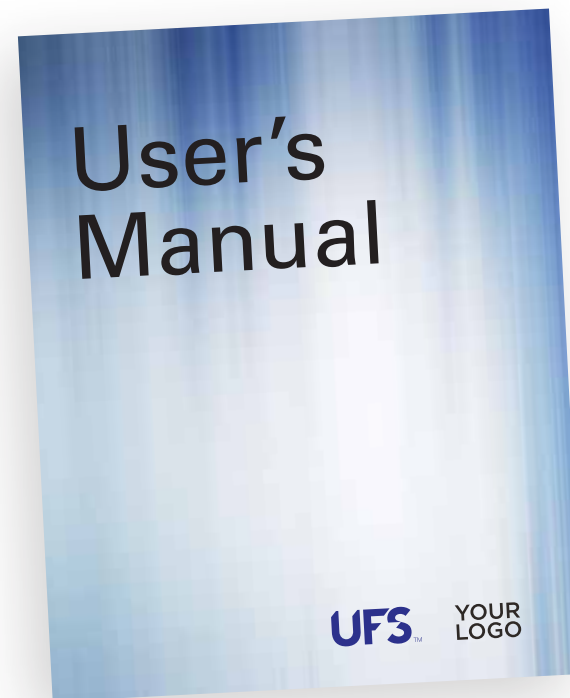


Tilting or slanting

Logo Usage

USING THE LOGO IN A GRAPHIC PRESENTATION

The logo should be placed prominently on the front or cover of the communications piece. It should appear on the same horizontal line as the primary logo.



Logo Usage

LOGO GROUPING

The UFS logo may be positioned side by side with your logo and other partner logos. To ensure that this grouping is correct, please follow the guidelines below.

- When grouping logo(s) with the UFS logo, it is preferred that the UFS logo is always at the furthest left of the grouping.
- The logos should be visually similar in size.
- A horizontal line of logos is preferred whenever possible.



Logo Usage

FILE FORMATS

The UFS logo is available in the following file formats. These files are available in color and in black and white.

TIF: Widely used image format for printed material; does not use compression, therefore does not lose image information; typically preferred for print projects.

EPS: Ensures highest possible output quality; this is the original file format (Adobe Creative Cloud).

JPG: This compressed file requires less memory; used for web, email and multimedia such as PowerPoint presentations; better color accuracy than GIFs.

GIF: Smallest file format; uses minimum information needed to render a graphic; used for web and multimedia such as PowerPoint presentations; has option of saving with transparent background; can be used for simple animations on the web.

PNG: Best for on-screen uses, and has a transparent background.

CHOOSING FILE FORMATS

APPLICATION	PREFERRED FORMATS
Print	tif, eps
PowerPoint to print	tif, jpg, gif
MSWord on screen	gif
MSWord to print	eps, tif, jpg
Excel	gif, jpg, gif
Microsoft Publisher	tif, jpg
Web	jpg, gif

For professionally printed materials, check with your printer for preferred format specifications.



Contact Information

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