UNITED UNIFORM

MANUFACTURERS

Branding Standards &
Guidelines

QUALITY. COMMUNITY. SERVICE.

Without a doubt, these three words define our brand. Aside from having an impeccable reputation in our industry as a leading uniform provider, we are also known for having provided a strong name that exemplifies trust.

For over 20 years, we have consistently met and exceeded the demands of some of the most prestigious law enforcement agengies and departments in the United States. It is our mission to continue to provide superior products for each and every man and wowan who wears a badge in name of service to their community.

This is our heritage. This is our legacy, This is United Uniform Manufacturers.

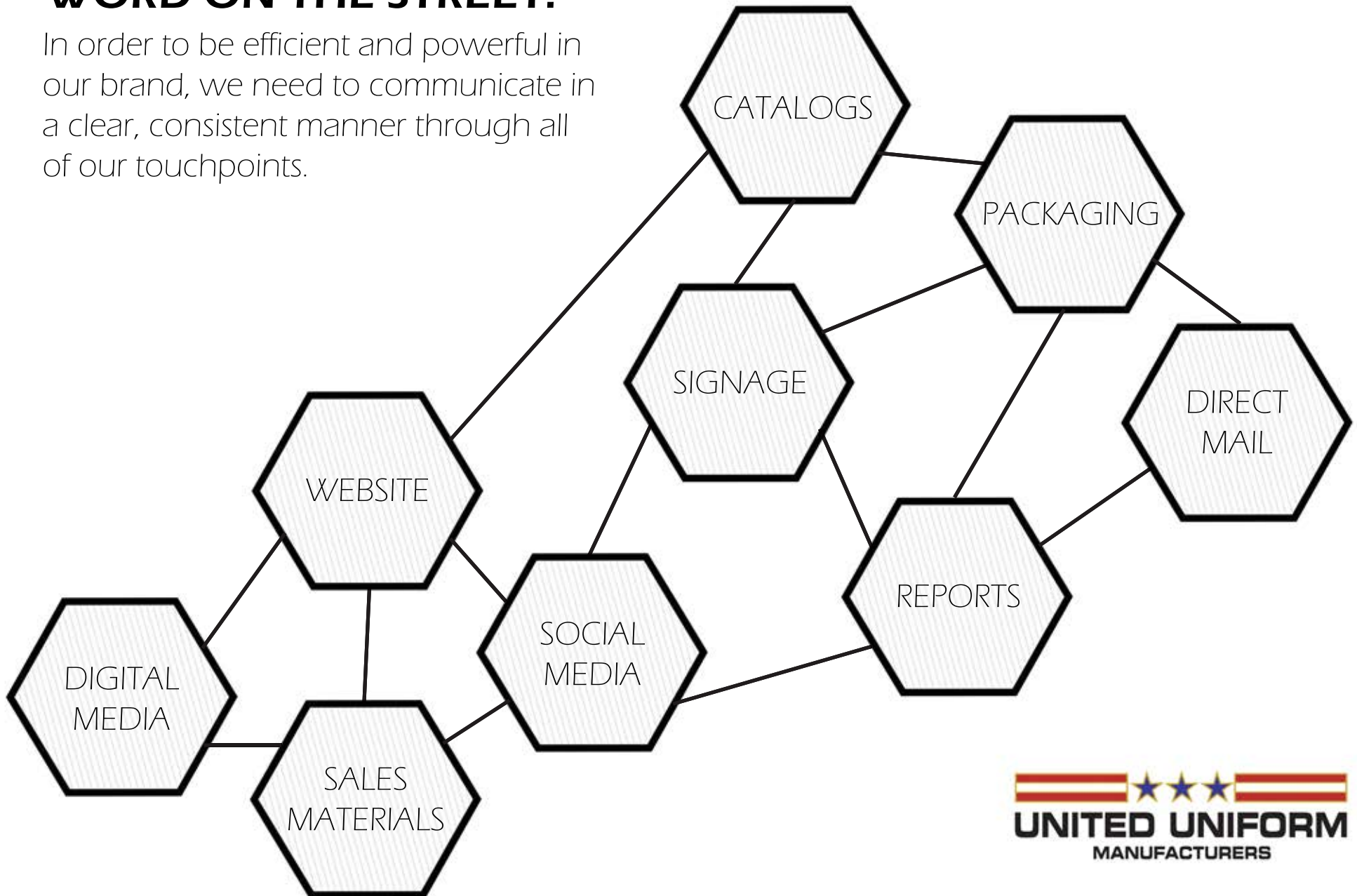**UNITED UNIFORM**
MANUFACTURERS

OUR BRAND STANDARDS.

The United Uniform Manufacturers brand should convey our character and vision. Over the past 40+ years we've been able to build a team driven by values and integrity. We are a united family, and a united family needs a strong identity.

In order to maintain a strong brand, it is important to look past just a logo and a name. Who we are, what we believe in, and those we serve all play an integral role in creating a comprehensive under-standing of the true United Uniform Manufacturers identity. We realize that our brand is complex, and it is up to us to communicate it effectively.

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WORD ON THE STREET.

In order to be efficient and powerful in our brand, we need to communicate in a clear, consistent manner through all of our touchpoints.

CATALOGS

PACKAGING

SIGNAGE

DIRECT MAIL

WEBSITE

REPORTS

DIGITAL MEDIA

SOCIAL MEDIA

SALES MATERIALS

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OUR COLORS.

Consistent use of the United Uniform Manufacturers brand colors will ensure consistency of the brand across all mediums. The brand colors should be utilized whenever possible.
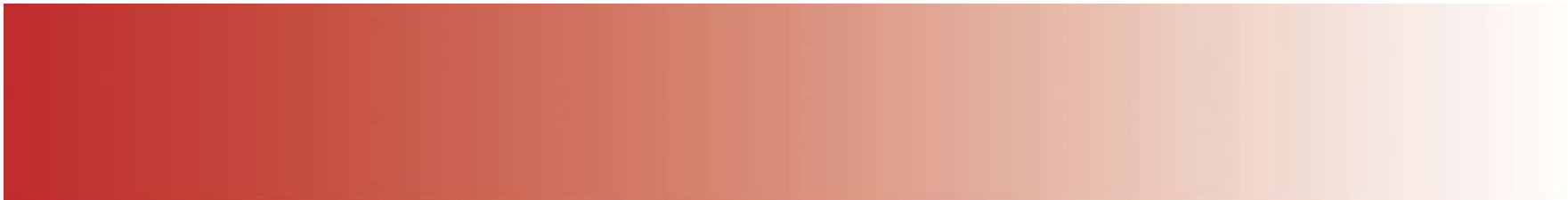
#c02c2e, R:192 G:4 B:46, C:19 M:96 Y:93 K:6

#373996, R:55 G:57 B:150, C:95 M:95 Y:0 K:0

#cba935, R:20 G:169 B:53, C:18 M:27 Y:93 K:5

UNITED UNIFORM
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OUR LOGO.

The logo is the embodiment of decades of tradition and trust, coupled with our undying passion for quality, selection, and performance. It should be used consistently to foster brand awareness.

Main Logo
To be utilized in most medium, excluding tactical situations.

Tactical Logo
To be utilized in tactical situations.

FONT OPTIONS.

United Uniform Manufactures uses ERAS as its primary font family. It should be used in all materials to maintain consistency in our messaging and branding.

FONT FAMILY	USAGE EXAMPLES
Eras Bold ITC	**UNITED UNIFORM MANUFACTURERS**
Eras Demi ITC	Above All Standards.
Eras Medium ITC	
Eras Light ITC	starting at **$159.99**

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