UTILITY DEFENDERS

Logo and character guidelines

Utility Defenders logo guidelines

Logos are the visual signature of your brand and influence how your audience feels about your product or service. Consistent logo usage communicates your brand's authority. To preserve the integrity of the Utility Defenders logo, please follow these guidelines as determined by the Creative Team.

By reading this, you indicate your acceptance of our brand requirements and understand that a violation of these guidelines will result in the termination of use permissions.

Utility Defenders logo
Use only the approved, unaltered version of the Utility Defenders logo.

Monotone logos
Aside from the logo, the colors are the most identifiable elements of the Utility Defenders logo. Use the colored logo (p. 1) whenever possible. Use monotone logos only under the following conditions:
1)   When color is not an option or is too expensive to print.
2)   When making embroidered labels on branded merchandise.
3)   When the full-color logo is too hard to read (i.e. over busy photography).
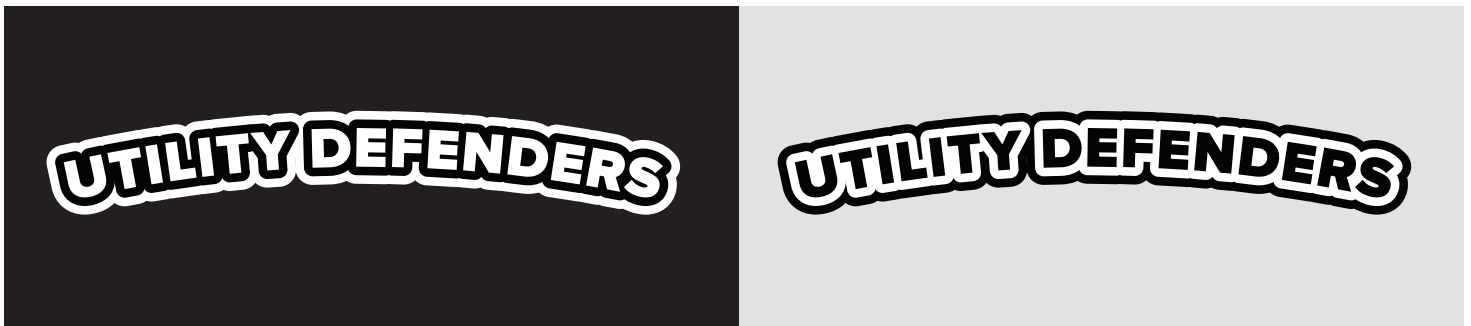
Monotone black   Monotone white

Spacing
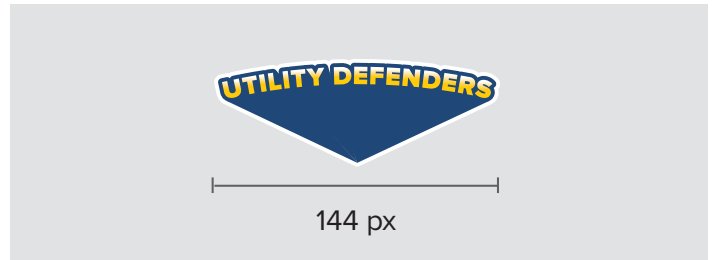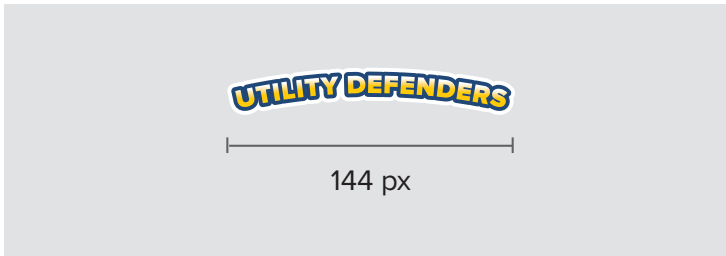Always present the logo with at least one letter of space on each side, top and bottom.

Minimum size
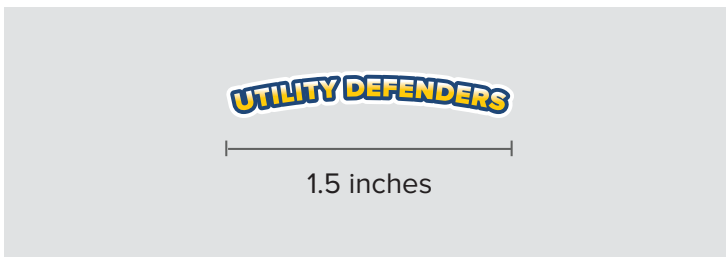Preserving the logo's legibility in both print and digital formats is important.

Digital
Do not make the logo smaller than 144px in width.

144 px

144 px

Print
Do not make the logo smaller than 1.5" in width.

1.5 inches

1.5 inches

Correct Logo Use
- Do use only the approved, unaltered versions of the logo.
- Do reach out to the Creative Team if you don't have the correct file or file type.
- Do remember when scaling (enlarging or reducing) the logo, to always make sure that the shift key is held to maintain the original proportions of the logo.

Incorrect Logo Use
- Don't re-create the logo.
- Don't use the logo within text or layered over text.
- Don't combine the logo with any other marks, graphic elements or words, except as specified.
- Don't outline the logo.
- Don't alter the logo, except to enlarge or reduce it proportionally by holding the Shift key.

X Don't stretch or squeeze it

X Don't rotate it

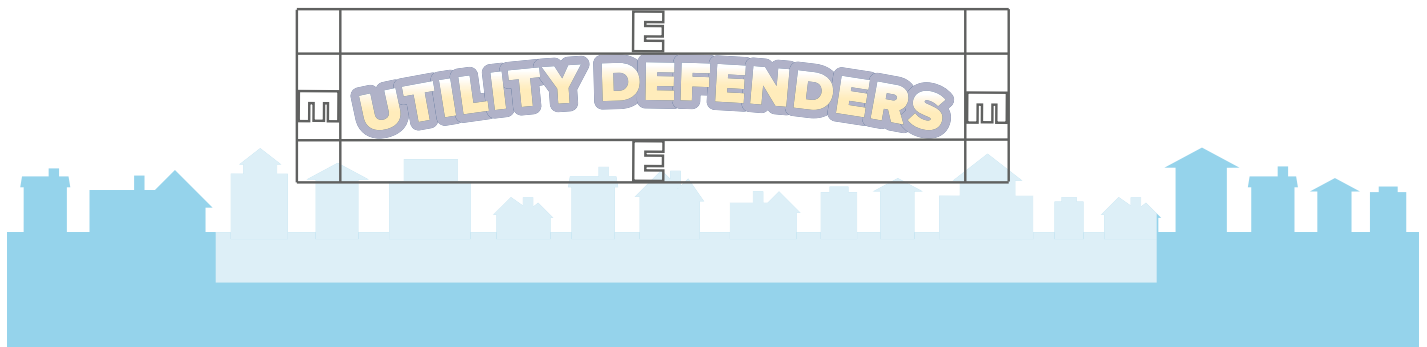**X Don't use with a background full of letters**

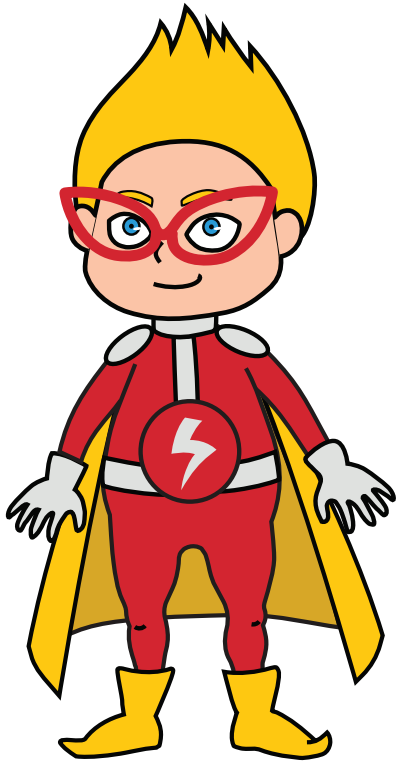**X   Don't change the color or overlay the logo with any color.**

Spacing
You may change the scale of the houses outline as needed, but always leave at least a half letter's worth of space between the houses and Utility Defenders shadow logo. The logo sides and top should maintain a full letter's worth of space.

Utility Defenders
color palette

Zap

HEX	**#D22730**	
PMS	**1795 C**	
RGB	**210, 39, 48**	
CMYK	**0%, 96%, 82%, 1%**	**Suit color**

HEX	**#FFCA06**	
PMS	**Yellow 012 C**	
RGB	**255, 202, 6**	
CMYK	**0%, 21%, 98%, 0%**	**Hair & cape color**

HEX	**#E2E2E2**	
PMS	**Cool Gray 1 C**	
RGB	**226, 226, 226**	
CMYK	**0%, 0%, 0%, 11%**	**Accessories color**

HEX	**#FCC9AD**	
PMS	**162 C**	
RGB	**250, 195, 168**	
CMYK	**0%, 25%, 35%, 0%**	**Skin color**

HEX	**#D3A62A**	
PMS	**117 C**	
RGB	**211, 166, 42**	
CMYK	**0%, 18%, 66%, 17%**	**Cape color - Inside**

HEX	**#FEDB00**	
PMS	**108 C**	
RGB	**254, 219, 0**	
CMYK	**0%, 2%, 99%, 0%**	**Suit color**

HEX	**#000000**	
PMS	**Black 6 C**	
RGB	**0, 0, 0**	
CMYK	**0%, 0%, 0%, 100%**	**Hair color**

HEX	**#AB5C33**	
PMS	**7566 C**	
RGB	**171, 92, 51**	
CMYK	**21%, 75%, 100%, 10%**	**Skin color**

HEX	**#2A4879**	
PMS	**301 C**	
RGB	**42, 72, 121**	
CMYK	**31%, 19%, 0%, 53%**	**Cape color - Inside**

HEX	**#6BB9E5**	
PMS	**2915 C**	
RGB	**107, 185, 229**	
CMYK	**48%, 17%, 0%, 10%**	**Cape color**

HEX	**#E2E2E2**	
PMS	**Cool Gray 1 C**	
RGB	**226, 226, 226**	
CMYK	**0%, 0%, 0%, 11%**	**Accessories color**

Vapora

Marina

HEX	#0085CA
PMS	Process Blue C
RGB	0, 133, 202
CMYK	100%, 15%, 0%, 6%

Suit color

HEX	#FFE284
PMS	1215 C
RGB	255, 226, 132
CMYK	0%, 11%, 48%, 0%

Hair color

HEX	#F7D9C9
PMS	7422 C
RGB	247, 217, 101
CMYK	0%, 17%, 18%, 0%

Skin color

HEX	#DA1984
PMS	219 C
RGB	218, 25, 132
CMYK	0%, 95%, 0%, 0%

Cape & hair band color

HEX	#E6ACCE
PMS	672 C
RGB	230, 172, 206
CMYK	0%, 23%, 9%, 10%

Cape color - Inside

HEX	#E2E2E2
PMS	Cool Gray 1 C
RGB	226, 226, 226
CMYK	0%, 0%, 0%, 11%

Accessories color

HEX	#007749
PMS	3415 C
RGB	0, 119, 73
CMYK	100%, 0%, 85%, 29%

Suit color

HEX	#000000
PMS	Black 6 C
RGB	0, 0, 0
CMYK	0%, 0%, 0%, 100%

Hair color

HEX	#E2E2E2
PMS	Cool Gray 1 C
RGB	226, 226, 226
CMYK	0%, 0%, 0%, 11%

Accessories color

HEX	#E5BF91
PMS	155 C
RGB	229, 191, 145
CMYK	7%, 26%, 50%, 0%

Skin color

HEX	#10492E
PMS	7729 C
RGB	16, 73, 46
CMYK	22%, 0%, 11%, 71%

Cape color

Bio-Boy
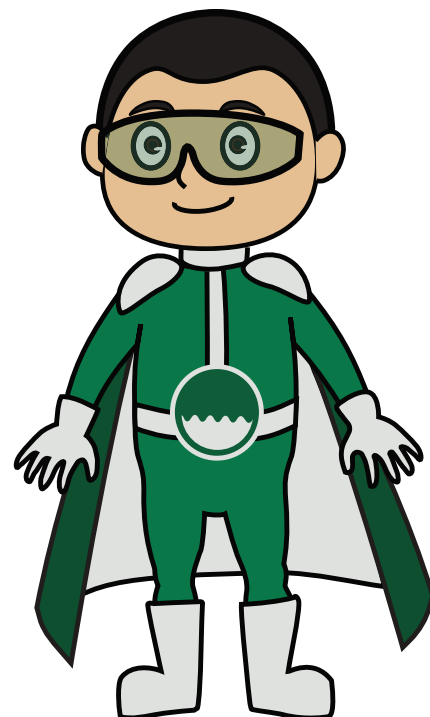
Signal

HEX	#ED8B00
PMS	144 C
RGB	237, 139, 0
CMYK	0%, 49%, 100%, 0%

Suit color

HEX	#000000
PMS	Black 6 C
RGB	0, 0, 0
CMYK	0%, 0%, 0%, 100%

Hair color

HEX	#D8A17C
PMS	7411 C
RGB	216, 161, 124
CMYK	10%, 42%, 57%, 0%

Skin color

HEX	#7D62AB
PMS	2665 C
RGB	125, 98, 171
CMYK	55%, 72%, 0%, 33%

Cape color

HEX	#3E2B72
PMS	2617 C
RGB	62, 143, 114
CMYK	20%, 28%, 0%, 55%

Cape color - Inside

HEX	#E2E2E2
PMS	Cool Gray 1 C
RGB	226, 226, 226
CMYK	0%, 0%, 0%, 11%

Accessories color

Mixy

HEX	#AD1AAC
PMS	PMS 253
RGB	173, 26, 172
CMYK	40%, 95%, 0%, 0%

Suit color

HEX	#302723
PMS	1215 C
RGB	48, 39, 35
CMYK	61%, 66%, 68%, 69%

Hair color

HEX	#3EC5D7
PMS	2198 C
RGB	62, 197, 215
CMYK	73%, 0%, 18%, 0%

Cape color

HEX	#2D9AA2
PMS	7459 C
RGB	45, 154, 162
CMYK	86%,16%, 38%, 0%

Cape color - inside

HEX	#EEC6AB
PMS	474 C
RGB	238, 198, 171
CMYK	2%, 25%, 32%, 0%

Skin color

HEX	#E2E2E2
PMS	Cool Gray 1 C
RGB	226, 226, 226
CMYK	0%, 0%, 0%, 11%

Accessories color

Dora

HEX #E2E2E2	
PMS Cool Gray 1 C	
RGB 226, 226, 226	
CMYK 0%, 0%, 0%, 11%	**Suit color**

HEX #744637	
PMS 1545 C	
RGB 116, 70, 55	
CMYK 0%, 18%, 24%, 55%	**Accessories color & hair color 3**

HEX #F3C9B0	
PMS 712 C	
RGB 252, 201, 173	
CMYK 0%, 25%, 30%, 1%	**Skin color**

HEX #9D1C1F	
PMS 7627 C	
RGB 157, 28, 31	
CMYK 0%, 51%, 49%, 38%	**Hair color - 1**

HEX #D22730	**RGB** 210, 39, 48	
PMS 1795 C	**CMYK** 0%, 96%, 82%, 1%	**Hair color - 2**
HEX #D88488	**RGB** 216, 132, 136	
PMS 493 C	**CMYK** 0%, 33%, 31%, 15%	**Glasses reflection**

Correct Character Use

- Do use only the approved, unaltered versions of the Utility Defenders characters.
- Do reach out to the Creative Team if you don't have the correct file or file type.
- Do remember when scaling (enlarging or reducing) the character, to always make sure that the Shift key is held to maintain the original proportions of the character.
- Do check the **Scale Strokes & Effects** feature in the Window > Transform palette.


Incorrect Character Use

- Don't re-create the characters.
- Don't alter the characters, except to enlarge or reduce it proportionally by holding the shift key.
- Don't use the character with potentially dangerous item or within any scenarios that are not safe for children.
- Don't combine the characters with any other graphic elements or words except as specified.
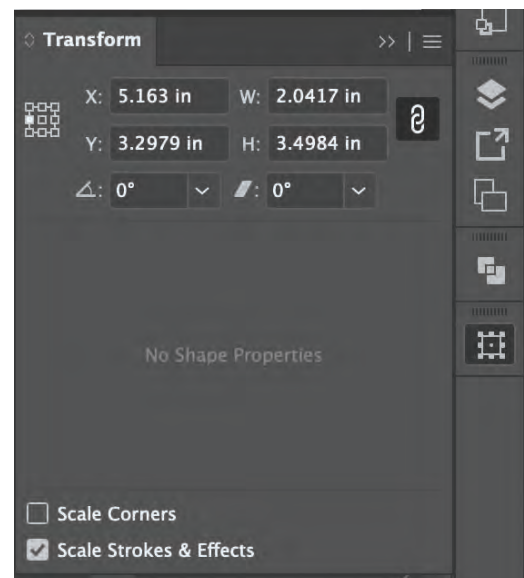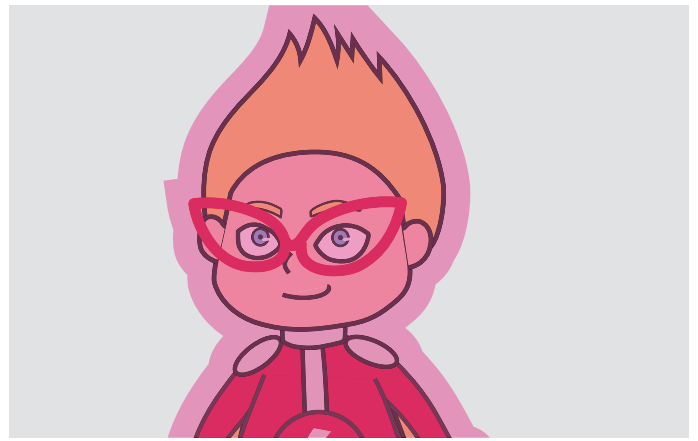
X   Don't put kid characters in dangerous situations.
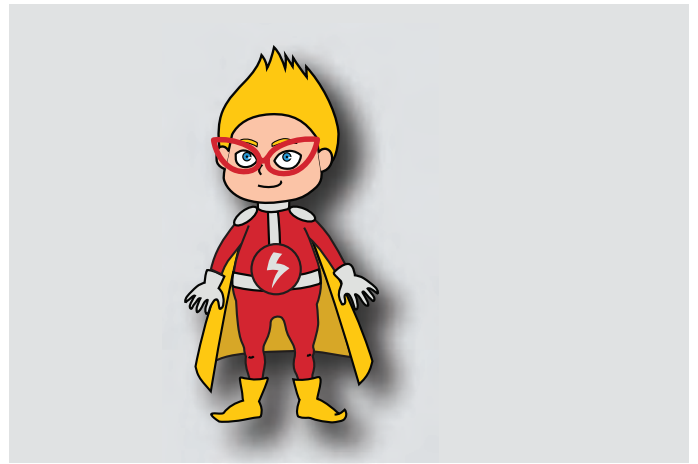
X   Don't add shadows on the characters.

X   Don't use with a background with same similar colors to the characters.

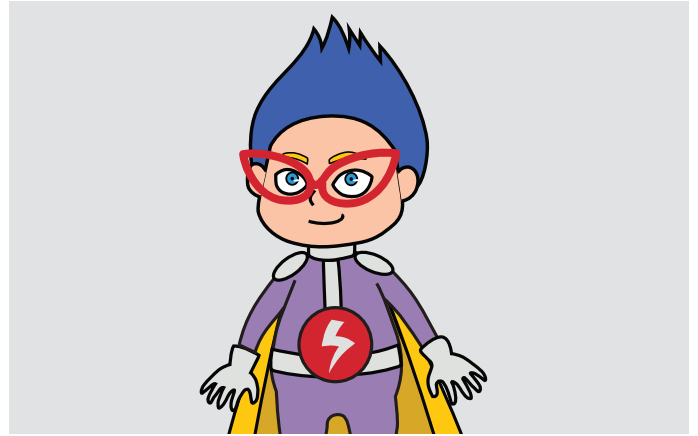**X   Don't change the color or overlay the characters with any color except as specified.**

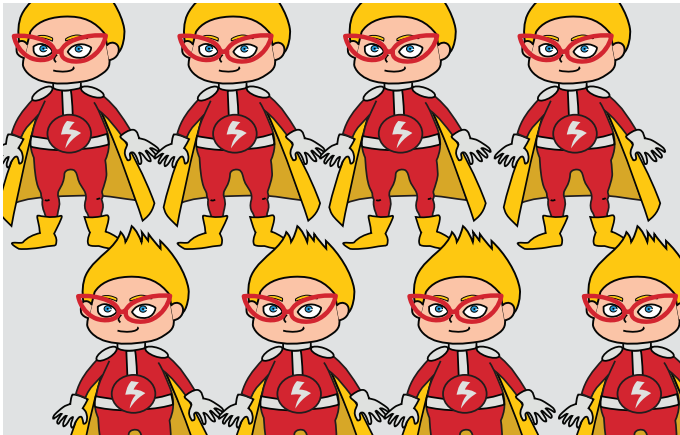**X Don't use characters in any context that is inappropriate for children.**

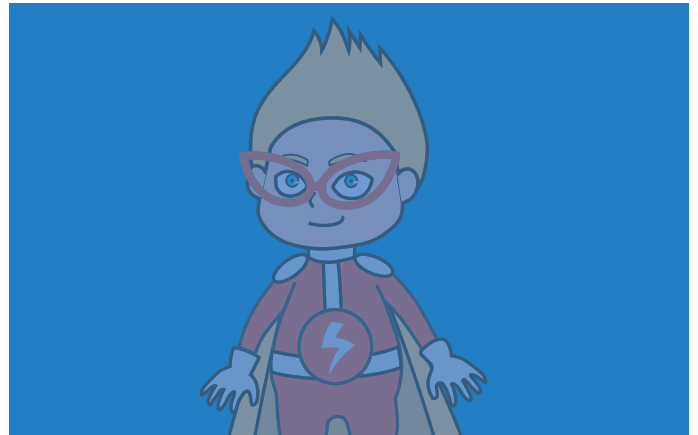**X Don't put characters on textured or overly busy backgrounds.**

X   Don't cut off the characters' faces.

X   Don't recolor the characters.

X   Don't use a character as a pattern

X   Don't make the characters semi-transparent.