UniFirst

# UniFirst Logo

*UniFirst*

Our corporate logo is a wordmark. This format never changes. It is the most important tool we have for identifying our brand. Anyone using the logo is employing a corporate asset owned by our company.

The consistent and proper use of our logo helps build our brand and increase our name recognition.

The **only** approved ways to use the UniFirst logo are illustrated in this graphic standards manual.

Never attempt to recreate the wordmark using local typography. Reproduce the wordmark only from authorized electronic files available from the Marketing Department.

When using our corporate name in text, it must appear as "UniFirst," with a capital "U" and "F" as shown here. No other treatment of our company name is acceptable.

# *UniFirst*

The corporate logo can appear only in these color variations. Never attempt to recreate the logo. Reproduce logos only from authorized electronic files available from the Marketing Department.

Always refer to actual color swatch samples (rather than your computer screen or color prints of this page) to accurately reproduce Pantone Matching System (PMS) colors.

Make sure the white space surrounding the logo measures the height and width of the "n".

[a]

*UniFirst*

[b]

*UniFirst*

[c]

*UniFirst*

[d]

*UniFirst*

[e]

*UniFirst*

[a]
PMS 339
This is the preferred version of our logo and should be used whenever possible.

[b]
Reversed White
The logo may be placed on photographic or dark color backgrounds.

[c]
Cool Gray 10

[d]
100% Black

[e]
Clear space = "n" in wordmark

*UniFirst*

Our tagline, "UNIFORMS  SERVICES  SOLUTIONS," may be used in conjunction with the corporate logo in layout or as a lockup.

Some applications of our logo require a lockup with the tagline. For these special circumstances, four variations are available for use. The tagline should never appear next to the logo in a different color than shown.

The use of text, other than the approved corporate taglines, may not be used in conjunction with the corporate logo. Any alternatives must be approved by the Marketing Department.

[a]

UNIFORMS     SERVICES     SOLUTIONS

[b]

*UniFirst*

UNIFORMS     SERVICES     SOLUTIONS

[c]

*UniFirst*

UNIFORMS     SERVICES     SOLUTIONS

[d]

*UniFirst*

UNIFORMS     SERVICES     SOLUTIONS

[e]

*UniFirst*

UNIFORMS     SERVICES     SOLUTIONS

[f]

*UniFirst*

UNIFORMS     SERVICES     SOLUTIONS

[a]
Tagline used alone in layout
Cool Gray 10

[b]
PMS 339 and Cool Gray 10

[c]
Reversed White
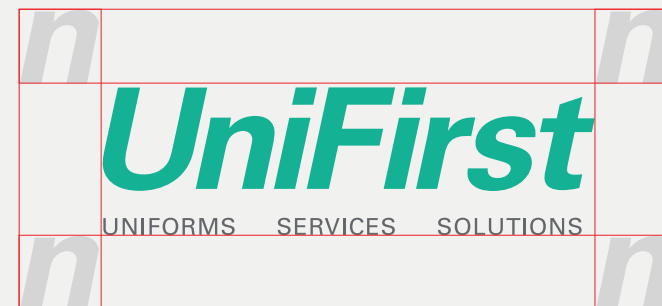The logo may be placed on photographic or dark color backgrounds.

[d]
Cool Gray 10

[e]
100% Black

[f]
Clear space = "n" in wordmark

Never attempt to recreate the logo. Reproduce logos only from authorized electronic files available from the Marketing Department.

[a]

*UniFirst*

[b]

*UniFirst*

[c]

*UniFirst*

[d]

*UniFirst*

[e]

*UniFirst*

[f]

*UniFirst*

[g]

*UniFirst*
UNIFORMS    SERVICES    SOLUTIONS

[h]

*UniFirst*
UNIFORMS    SERVICES    SOLUTIONS

[a]
**Please don't** change the color of the logo to another color in the palette that is not approved for logo usage.

[b]
**Please don't** condense the wordmark.

[c]
**Please don't** substitute with a color that is not part of the UniFirst color palette.

[d]
**Please don't** stretch the wordmark.

[e]
**Please don't** outline the wordmark.

[f]
**Please don't** create a box around the wordmark. Always maintain clear space.

[g]
**Please don't** change the color of the tagline.

[h]
**Please don't** change the tagline typography.

The corporate logo can appear on a number of garment fabrics and colors.

Strict guidelines are in place to ensure that the UniFirst brand is consistently represented.

When using the logo on background colors, such as embroidery on garments, use background colors that are representative of our corporate color palette. Prints such as florals, stripes, check, and patterns that contain these colors are permitted as long as they represent the color palette.

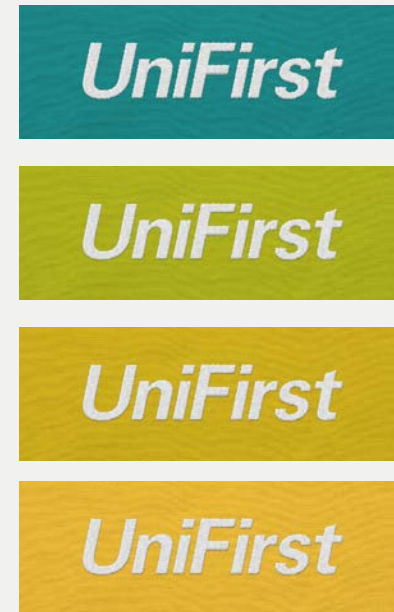Never use the UniFirst green logo on background colors that are not within the palette.

In cases where an off-palette color must be used, use the white, gray, or black UniFirst logo.

The corporate logo should never appear on red because it does not represent the UniFirst brand and could potentially represent a different or competitor brand.
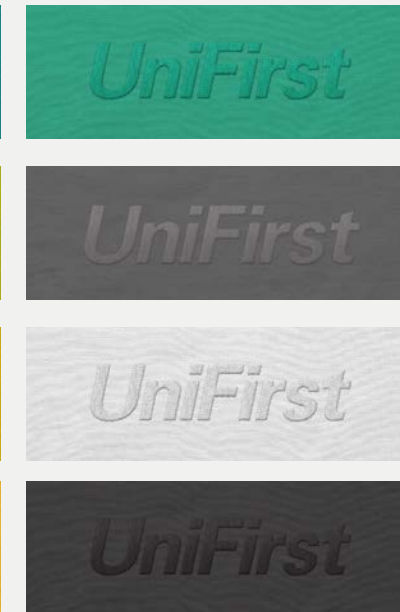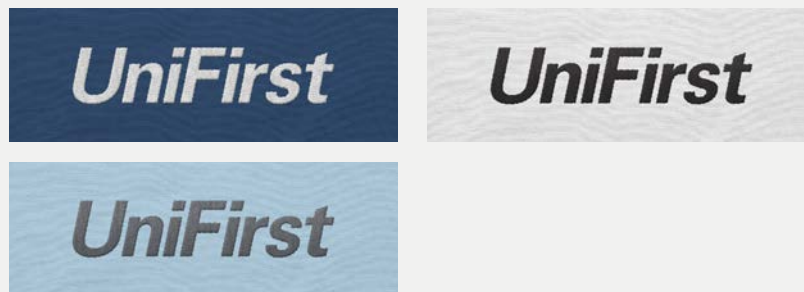
[a]

[b]

[c]

[d]

[e]

[a]
When using the logo on background colors, such as embroidery on garments, use black, white, or background colors that are representative of those in our corporate color palette. Prints such as florals, stripes, check, and patterns that contain these colors are permitted as long as they represent the color palette.

[b]
These colors within the corporate palette are acceptable background colors but should be used with the white, gray, or black logo only.

[c]
All logo variations are allowed and can be displayed on a background color of the same tone to create a "tone on tone" look.
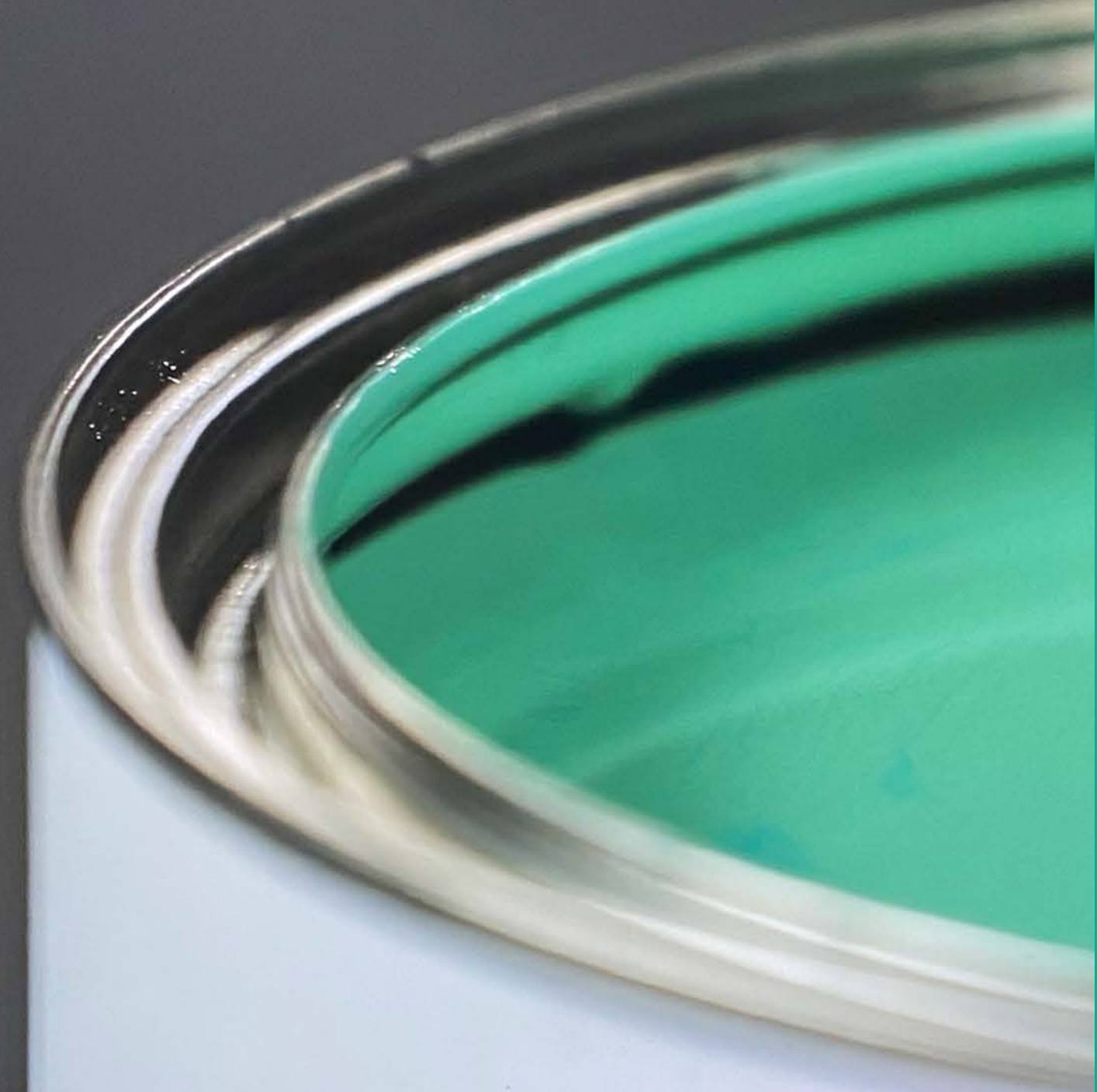
[d]
If the UniFirst logo must appear on an off-palette background color, use the white, gray, or black UniFirst logo.

[e]
**Please don't** place the UniFirst logo on red as it misrepresents the brand.

*UniFirst*

# Visual Design

BRAND STANDARDS MANUAL

UniFirst

Typography is an essential component of our brand identity system. The way we present the written word plays an important role in creating a distinctive look for the UniFirst brand.

Univers has been selected as the official corporate typeface for UniFirst Corporation. This typeface was selected for its compatibility with the UniFirst logo. There are a variety of weights and styles available for Univers. The range of weights and styles will give the desired flexibility as well as create a consistent, professional appearance for our materials.

Samples of the Univers typeface weights and styles are illustrated here.

Use the Univers typeface whenever possible for print, marketing, signage, and other UniFirst Corporation communication materials.

When the Univers typeface is not available, Arial may be used. Arial is a typeface common to all PC users and is compatible with our visual identity.

# Univers Next Pro Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

# Univers 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

# Univers 55 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

# Univers 65 Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**0123456789**

# Univers 75 Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**0123456789**

Color plays a huge role in the way people perceive the UniFirst brand.

The UniFirst color palette is used to maintain brand consistency throughout the different projects developed by UniFirst.

**PRIMARY COLOR 339**

This color identifies the UniFirst brand and takes the lead in the majority of our communications.

**SECONDARY COLOR COOL GRAY 10**

This is a complementary color to 339. It plays a supporting role in our communications.

**TERTIARY COLORS**

This is the remainder of the palette. Used sparingly, these colors are intended to be accent colors to provide diversity and visual interest. Good examples of this are charts, graphics, and illustrations.

Light Gray may also be used prominently as a neutral background color.

PRIMARY
**UNIFIRST 339**

RGB: 0  177  148
CMYK: 84  0  56  0
PANTONE: 339
HEX: 00B194

SECONDARY
**COOL GRAY 10**

RGB: 99  102  106
CMYK: 62  52  48  19
PANTONE COOL GRAY 10
HEX: 63666A

TERTIARY
**SLATE GRAY**

RGB: 151  153  155
CMYK: 20 14  12  40
PANTONE COOL GRAY 7
HEX: 97999B

TERTIARY
**WARM GRAY**

RGB: 167  172  162
CMYK: 18  8  20 24
PANTONE 7537
HEX: A7ACA2

TERTIARY
**DEEP GREEN**

RGB: 0  113  97
CMYK: 100  0  57  42
PANTONE 3298
HEX: 007161

TERTIARY
**TEAL**

RGB: 0  118  114
CMYK: 98  0  48  40
PANTONE 7718
HEX 007672

TERTIARY
**OLIVE**

RGB: 168  173  0
CMYK: 29  1  100  18
PANTONE 383
HEX: A8AD00

TERTIARY
**BRIGHT LIME**

RGB: 206  220  0
CMYK: 25  0  98  0
PANTONE 381
HEX: CEDC00

TERTIARY
**DARK CRIMSON**

RGB: 63  32  33
CMYK: 36  84  59  85
PANTONE 4975
HEX: 3F2021

TERTIARY
**BURNT ORANGE**

RGB: 218  170  0
CMYK: 2  22  100  8
PANTONE 110
HEX: DAAA00

TERTIARY
**YELLOW**

RGB: 255  184  28
CMYK: 0  31  98  0
PANTONE 1235
HEX: FFB81C

TERTIARY
**LIGHT GRAY**

RGB: 217  217  214
CMYK: 4  2  4  8
PANTONE COOL GRAY 1
HEX: D9D9D6

The UniFirst design system is inclusive of an icon derived from the UniFirst wordmark. It can be used at small scale as a design element within brand communications to add interest to subjects, content, or themes that support the brand.

The icon is called the Mark of Unbeatable Service or "U-Mark" for short. It serves as a signal to our customers and a reminder to our Team Partners that at UniFirst, we have a responsibility to push forward and pull through, to offer the best uniforms and, even more importantly, the best service in the business.

The U-Mark can be found on our trucks, collateral, and communication materials.

*UniFirst*

[a]

[b]

[a]
PMS 339

[b]
Reversed White
The U-Mark may be placed on photographic or dark color backgrounds.

# Thank you

For any questions or for additional branding information,
please contact UniFirst's corporate Marketing Department.

*UniFirst*