UMe™
federal credit union

UMe Credit Union Brand Guidelines
(the flocking rules)

Welcome to UMe's Brand Guidelines, peeps! Inside, you will find a treasure trove of valuable information on how to correctly communicate the UMe brand both visually and verbally.

These guidelines are important because they ensure consistency when communicating our brand within our branch or through a trusted partner.

Essentially, this guide will be your number-one resource when navigating the UMe brand. So, think of it as your very own UMe assistant. (minus the free coffee)

Sit back, relax, and grab some bird seed, because you're about to learn some really awesome things about UMe's brand.

We hope you enjoy!

Sincerely,
The UMe Team

Our History
(at a glance)

It all started inside of a teacher's desk drawer. No, seriously. The year was 1940, and a group of Burbank Unified School District teachers decided to charter a new kind of credit union by the name of Burbank Teachers Federal Credit Union. (say that five times fast) Better known today as UMe Credit Union.

Today, we're a staple of the Burbank community, with over 15,000 members and counting. We're committed to providing local families and businesses with the financial tools they need, because they truly matter to us. That's why we always treat our members as humans, never as numbers.

We've come a long way since starting inside that old dusty desk drawer next to the Junior Mints. But we're proud to continue a tradition that's built by and for real people.

Our Logo
(a.k.a. our Mona Lisa)

Logo Overview

The UMe logo is the visual manifestation of our brand. It represents the idea of community coming together through a spectrum of colors that are connected by letterforms.

Our secondary logo does not feature "federal credit union". We only use it for non-market facing pieces, such as in-branch communications and select merchandise.

Primary Logo

uMe
federal credit union

Secondary Logo
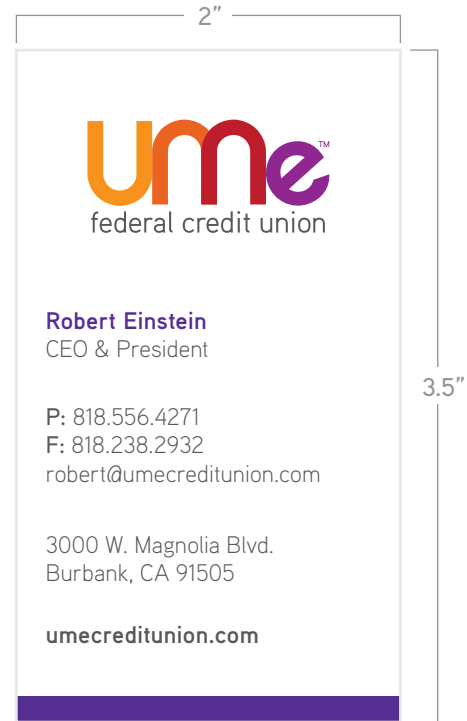
uMe

Clear Space

Clear space frames the logo, separating it from other elements such as headlines, text, imagery and the outside edge of printed materials.

The distance between the top of the "e" and the top of the "M" is the minimum amount of clear space to be used.

Minimum Size

To ensure legibility, our logo should never scale smaller than 0.5″ in height. Usually, the only time it needs to be this small is when it's used on a business card or digital banner.

0.5″

2″

3.5″

Robert Einstein
CEO & President

P: 818.556.4271
F: 818.238.2932
robert@umecreditunion.com

3000 W. Magnolia Blvd.
Burbank, CA 91505

umecreditunion.com

In-Application Example

Usage

For our brand to maintain a consistent look and feel, it's important that we correctly use the UMe logo on all platforms. The below examples are correct ways to use the UMe logo.

Just like there's a right way to use the UMe logo, there's also a wrong way. The below examples are how not to use our logo.

Do not alter the logo colors.

Do not place the color on a off-brand color.

Do not skew or stretch the logo in any way.

Do not alter the size or location of "Federal Credit Union."

Do not add text within the logo's clear space (see page xx).

Do not add effects such as strokes, outer glows, and drop shadows.

Do not apply the brand gradient to the trademark version of the logo.

Do not place logo behind or on top of the UMe Emu.

Our Colors
(hint: a lot of purple)

Color Overview

Our brand colors give visual life to our brand story and can be applied beyond logo usage. Use the following guidelines for color codes and correct use of each brand color.

Purple Feathers	UMe Signature Purple	Deep Purple	Burbank Blue
Midnight Blue	**Yellow Beak**	**SoCal Sunshine**	**SoCal Sunrise**
SoCal Sunset	**Refi Red**	**Retirement Red**	**Dark Maroon**
PMS Cool Gray 2 C	PMS Cool Gray 7 C	PMS Cool Gray 11 C	**Black**

Cool Colors

Our cool colors are intended to be used as a family for background patterns to ensure legibility. In general, cool colors should be used with other cool colors when developing patterns.

Purple Feathers	PMS 513 C	**C:** 50 **M:** 100 **Y:** 0 **K:** 1	**R:** 142 **G:** 37 **B:** 141	#933195
UMe Signature Purple	PMS 267 C	**C:** 75 **M:** 100 **Y:** 0 **K:** 1	**R:** 79 **G:** 45 **B:** 127	#6022a6
Deep Purple	PMS 2695 C	**C:** 80 **M:** 100 **Y:** 10 **K:** 57	**R:** 51 **G:** 28 **B:** 84	#2e1a4a
Burbank Blue	PMS Blue 072 C	**C:** 100 **M:** 90 **Y:** 10 **K:** 0	**R:** 0 **G:** 24 **B:** 168	#1003a3
Midnight Blue	PMS 2757 C	**C:** 100 **M:** 94 **Y:** 16 **K:** 35	**R:** 0 **G:** 38 **B:** 99	#001f63

Warm Colors

Just like our cool colors, our warm colors are intended to be used as a family for background patterns to ensure legibility and should be used with other warm colors.

Note that warm colors should be used secondary to cool.

Yellow Beak	PMS 109 C	**C:** 1 **M:** 16 **Y:** 99 **K:** 0	**R:** 254 **G:** 209 **B:** 0	#ffd200
SoCal Sunshine	PMS 7408 C	**C:** 0 **M:** 30 **Y:** 99 **K:** 0	**R:** 242 **G:** 175 **B:** 0	#f7bf0a
SoCal Sunrise	PMS 144 C	**C:** 0 **M:** 50 **Y:** 100 **K:** 0	**R:** 233 **G:** 131 **B:** 0	#ed8c00
SoCal Sunset	PMS 717 C	**C:** 0 **M:** 74 **Y:** 100 **K:** 3	**R:** 217 **G:** 94 **B:** 0	#d45d00
Refi Red	PMS 187 C	**C:** 15 **M:** 100 **Y:** 90 **K:** 10	**R:** 167 **G:** 25 **B:** 48	#a61932
Retirement Red	PMS 505 C	**C:** 13 **M:** 100 **Y:** 94 **K:** 59	**R:** 111 **G:** 44 **B:** 62	#6f2c45
Dark Maroon	PMS 4975 C	**C:** 36 **M:** 84 **Y:** 59 **K:** 83	**R:** 64 **G:** 32 **B:** 34	#402022

Neutral Colors

Our neutral colors are intended to only be used sparingly and are generally used for body copy.

PMS Cool Gray 2 C	C: 0 M: 0 Y: 0 K: 0	R: 213 G: 214 B: 210	#d0d1db
PMS Cool Gray 7 C	C: 0 M: 0 Y: 0 K: 50	R: 154 G: 155 B: 156	#989aa5
PMS Cool Gray 11 C	C: 0 M: 0 Y: 0 K: 80	R: 108 G: 109 B: 109	#545860
Black	C: 10 M: 10 Y: 10 K: 100	R: 26 G: 22 B: 23	#1a1617

Gradients

Our brand gradients are an eye-catching combination of our brand colors. They serve as great backgrounds for many of our pieces.

Reversed versions of our gradients come in handy for pieces with a lot of text for legibility purposes.

UMe Primary Gradient

Gradient Angle:
150 Degrees

UMe Primary Gradient
(reversed)

Gradient Angle:
150 Degrees

UMe Secondary Gradient

Gradient Angle:
150 Degrees

UMe Secondary Gradient
(reversed)

Gradient Angle:
150 Degrees

UMe Purple & Yellow Gradient

Gradient Angle:
150 Degrees

UMe Purple & Yellow Gradient
(reversed)

Gradient Angle:
150 Degrees

Our Patterns
(we like to get wild)

Brand Patterns

Part of what makes our brand so fun is our use of patterns. Inspired by our logo, our patterns are geometric, providing a solid foundation to guide new patterns that may be developed.

Here's a glimpse of some of our more frequently used brand patterns to give you an idea of how playful they can be.

Pattern Usage

Our patterns mostly serve as the composition's background, so maintaining the right contrast is important for the sake of legibility. The less shapes behind the text, the better.

See pages 11 and 12 for general guidance on color pairings.

Correct

Contrast matters to me.

Incorrect

Contrast matters to me.

Correct

Contrast matters to me.

Incorrect

Contrast matters to me.

Pattern Usage

Our patterns mostly serve as the composition's background, so maintaining the right contrast is important for the sake of legibility. The less shapes behind the text, the better.

See pages 11 and 12 for general guidance on color pairings.

Correct

Contrast matters to me.

Incorrect

Contrast matters to me.

Correct

Contrast matters to me.

Incorrect

Contrast matters to me.

The UMe Emu
(the financial "exbird")

Meet The UMe Emu
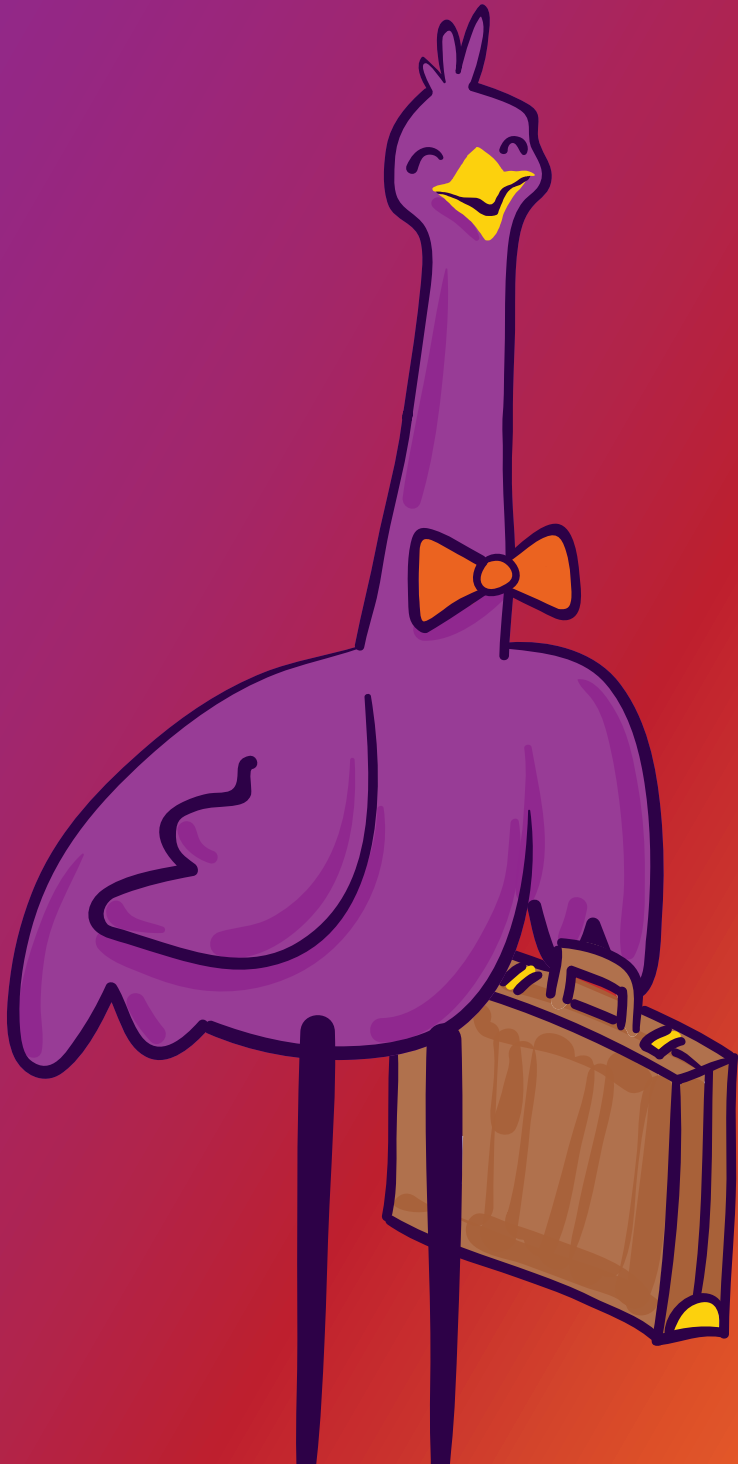
Not every brand has a talking, purple, bowtie-wearing emu as their mascot. But we're not every brand. The UMe Emu, as we like to call him, is our official brand spokes-bird.

After growing up in SoCal, The UMe Emu migrated East and majored in financial wisdom at a premier Ivy League school. From there, he headed to Wall Street where he became a global phenomenon in the financial world.

But then, the bottom fell out of the economy, and our purple friend had to rethink his role in the corporate world. In fact, he decided to say goodbye and head back home to sunny SoCal, where he traded in corporation for cooperation at UMe Credit Union. The rest, so they say, is history.

Tone of Voice

Just like you have a unique voice, so does The UMe Emu. Use this section as reference whenever you're writing in his voice.
*(think Larry David meets Leslie Knope)*

The UMe Emu Voice is:

- Friendly not rude

- Playful not inappropriate

- Financially savvy not financially snobby

- Irreverent not spiteful

- Wise not pompous

- Warm not abrasive

The UMe Emu Usage

While we would love to use The UMe Emu on all that we create, we do understand that there is a time and place for everything. The last thing we would want is for our audiences to get burned out on purple feathers.

So, we've developed a few guidelines for correct and incorrect emu usage across our brand. Below is a small sample of officially approved emus ready to take flight. (We know, emus can't fly. But, clearly, ours can do anything.)
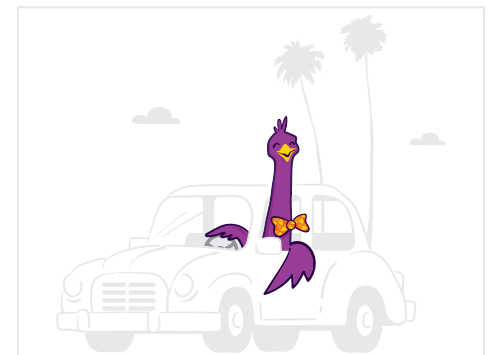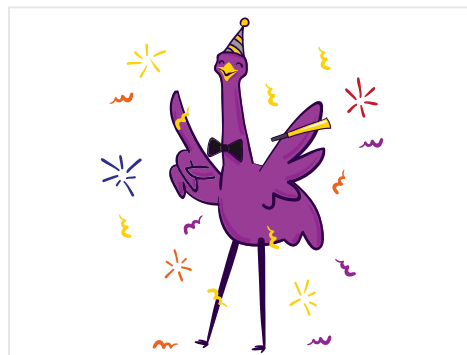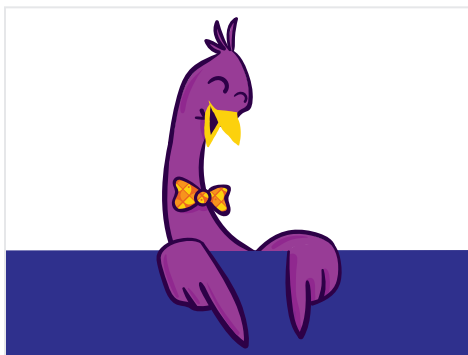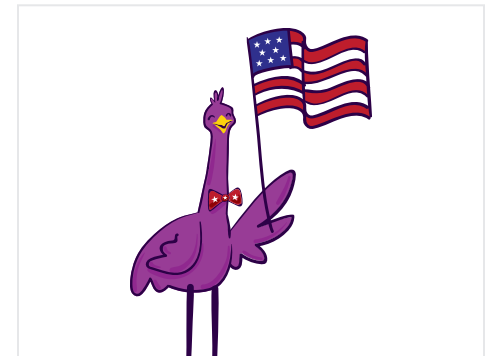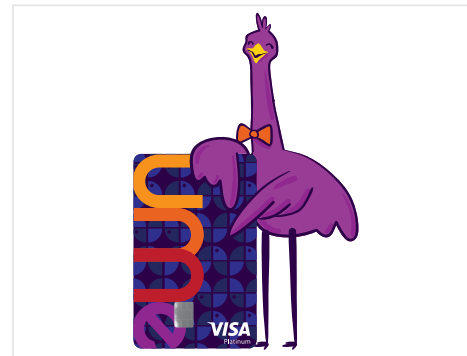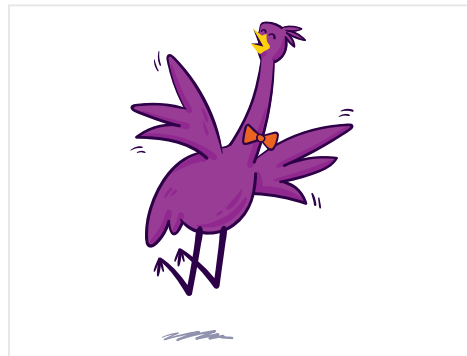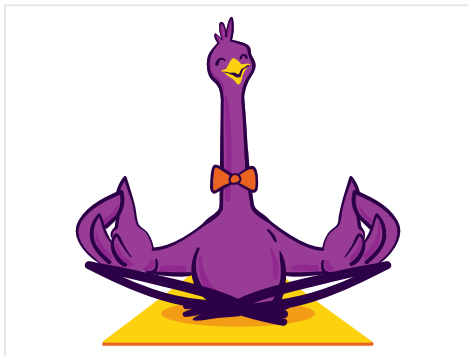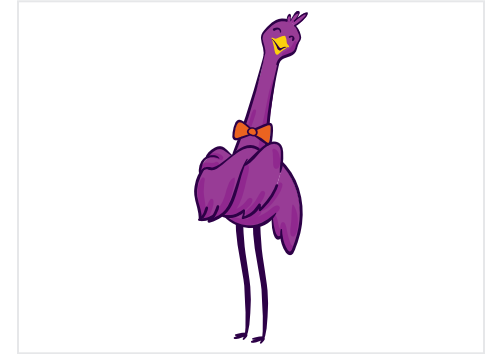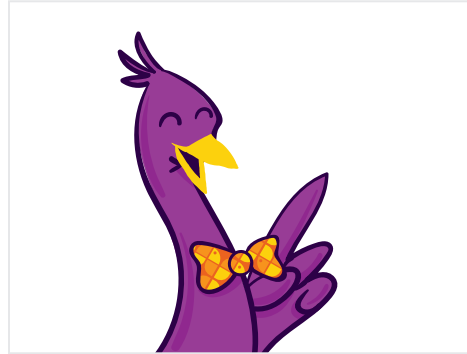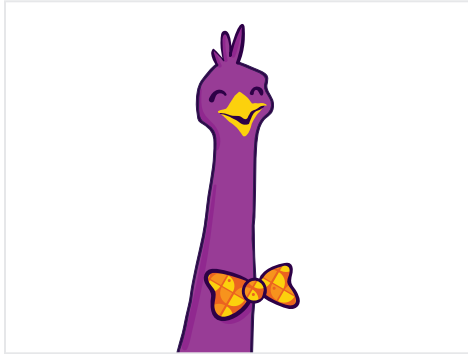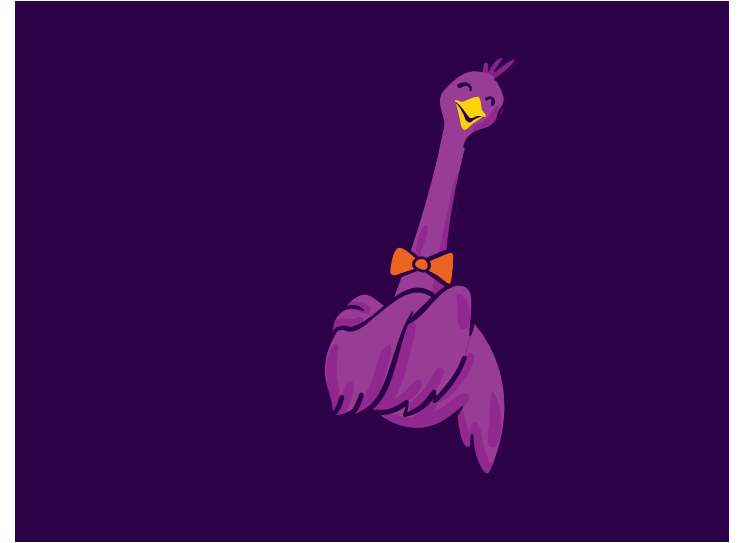
The UMe Emu Usage

The UMe Emu should be used on low contrasting colors. He should never appear on top of our Midnight Purple (see page 13 for color reference).

Correct
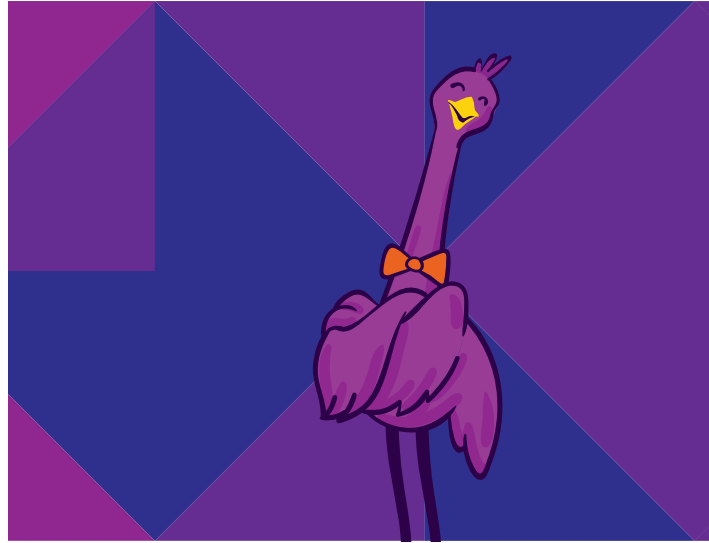
Incorrect

Correct

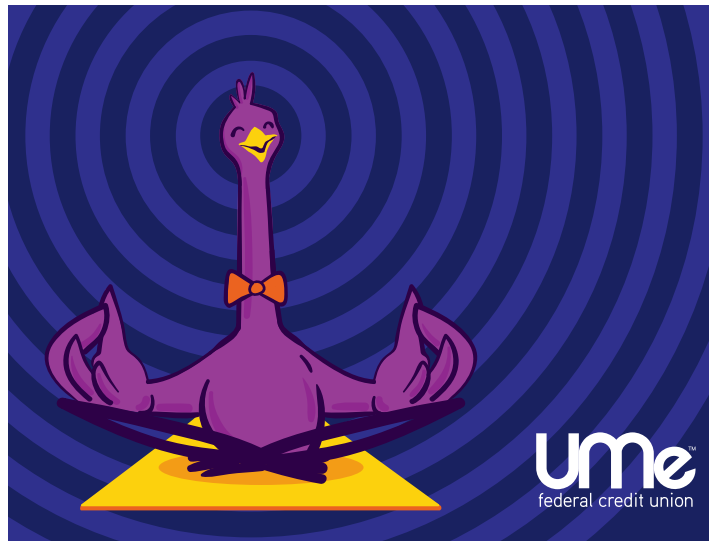**Incorrect**

The UMe Emu Usage

The UMe Emu should be secondary, supporting the message rather than obstructing it. See the below examples for proper use of The UMe Emu in a layout.

Correct

This is an example of good usage.

(ahh, clarity)

uMe
federal credit union

Incorrect

This is an example of bad usage.

(can you even read the header?)

uMe
federal credit union

The UMe Emu Misusage

Here are all the wrong ways to use The UMe Emu in layout. In other words, don't do any of these things.

If you feel inclined to accessorize the Emu, to bring an idea to life, please consult a UMe team member for approval.
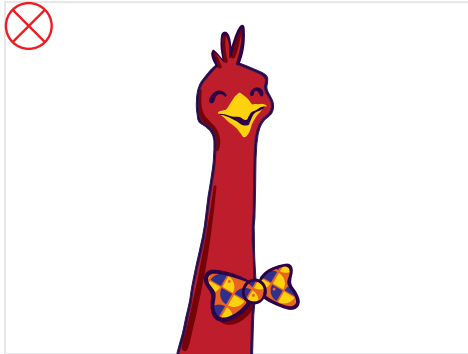
Do not alter the Emu's colors. Even if they're on brand.

Do not place the color on an off-brand color.
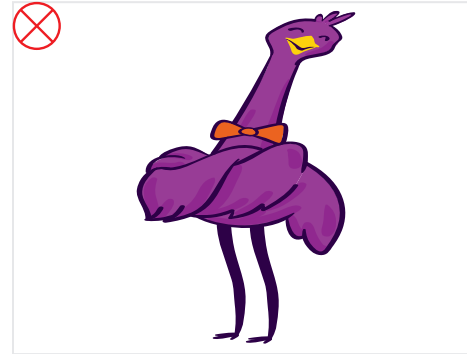
Do not skew or stretch the Emu in any way.

Do not alter the size or location of the Emus attire.

Do not lock up the Emu with the full "federal credit union" version of the UMe logo.
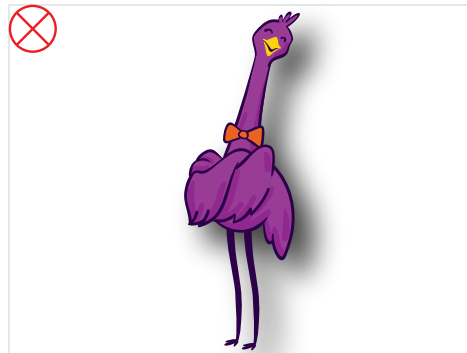
Do not add effects such as outer glows and drop shadows.

Do not alter the stroke around the Emu under any circumstances.

Do not place the Emu behind or on top of the primary UMe logo.

Typography
(everyone has a type)

Primary Typeface

UMe's typeface for all communications is Aaux Pro. It is a sans-serif font that feels both contemporary and playful. Various weights should be used on each composition to create hierarchy in messaging.

To see our web safe typography, flip over to page 50 in the Web Elements Addendum.

Aaux Pro

Thin	Regular	Bold
Thin Italic	*Regular Italic*	*Bold Italic*
Light	Medium	Black
Light Italic	*Medium Italic*	*Black Italic*

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9 ! @ # $ % & . , ? ! *

"A mad boxer shot a quick, gloved jab to the jaw of his dizzy opponent."

Aa

Type Usage

AauxPro should be used in bold and lightweights, providing clear distinction between headers, asides, body copy, etc.

Headline	# Aaux Pro Black Aaux Pro Light	Tracking: –25

*Use AauxPro Light only for pieces that contain no more than one line of copy.

Non-Aside Subhead	Aaux Pro Light	Tracking: –25

Aside Subhead	*(Aaux Pro light italic)*	Tracking: –5

Body	AauxPro Regular Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.	AauxPro Light Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incid labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitatiod.	Tracking: –10

Type Usage: Leading

The following examples show leading options for three different point sizes. Other point sizes are allowed, but use these as a visual guide.

10pt type | 13pt leading

Lorem Ipsum faccuptas ipid most, sum fuga. Ut fuga. Nobit ma dolor aspicias re, to modit voluptati omniet harcia conseque re voloreped mi, auta sit, qui te duntem hit pa venti andiae reperitia dolupta tisquia asse reiciunt.

Seditem dolore prem consequist aliquideles alitat alit aspe vernam, es sunt. Onse se sitibus, temque nem experoreium volupta tendiamus magnatia volor archit apienisinum volupta quis eserferferum ut.

24pt type | 28pt leading

Lorem Ipsum et alibust faccabo rerferia nostota voluptu sdaerum verepud ut lam ea con reicima int doluptate into strundanda.

48pt type | 53pt leading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore dolore.

Please adhere to all typography rules to ensure all expressions of the UMe brand are consistent.

Lorem Ipsum et alibust faccabo rerferia nostota voluptu sdaerum verepud ut lam ea con reicima int doluptate strundanda.

Never use the wrong typeface, such as Noteworthy.

Lorem Ipsum et alibust faccabo rerferia nostota voluptu sdaerum verepud ut lam ea con reicima int doluptate into strundanda.

Never compress the type.

Lorem Ipsum et alibust faccabo rerferia nostota voluptu sdaerum verepud ut lam ea con reicima int doluptate into strundanda.

Never stretch the type.

LOREM IPSUM ET ALIBUST FACCABO RERFERIA NOSTOTA VOLUPTU SDAERUM VEREPUD UT LAM EA CON REICIMA

Never set type in all caps.

Lorem Ipsum et alibust–faccabo rerferia nos–tota voluptu sdaerum–verepud ut lam ea con–reicima int doluptate into strundanda.

Never hypenate headlines.

T   T   T
Y   Y   Y
P   P   P
E   E   E

Never stack type.

Due to a high amount of marketing pieces UMe develops each year, our layouts are not defined by one specific grid system.

See below for general guidance on how the header, sub-header, aside, and logo should be placed on a composition.

Headlines

Left-aligned, top left corner

Subheads

Left-aligned, underneath headline. Roughly 20-30 points smaller than headline size.

URL

Left-aligned, under subhead/aside or placed in bottom left/right corner. When applicable, make URL a different color than the headline for visual separation. The URL should always read "umecreditunion.com", never featuring any form of http://" or "www."

Logo

Above or below headline in right or left corner, depending on amount of text and if there is an Emu in the composition.

The logo should NEVER be equal to or greater than the headline's cap height.

This is a headline.
This is a subhead.

umecreditunion.com

The UMe Emu

The UMe Emu should be placed beside the composition's text.

Whenever possible, ensure the emu's legs/body extends past the bottom of the composition. Avoid a floating emu at all costs.

UMe
federal credit union

Headlines
Left-aligned, top left corner

This is another headline.

(this is an aside)

Asides
Left-aligned, underneath headline/
subhead. Roughly 20-30 points smaller
than accompanying headline, equal size
to accompanying subhead.

uMe
™
federal credit union

Logo
Above or below headline in right or left
corner, depending on amount of
text and if there is an Emu in the
composition.

The logo should NEVER be equal to or
greater than the headline's cap height.

umecreditunion.com

URL
Left-aligned, under subhead/aside or
placed in bottom left/right corner. When
applicable, make URL a different color
than the headline for visual separation.

Headlines

Left-aligned, top left corner

Subheads

Left-aligned, underneath headline. Roughly 20-30 points smaller than headline size.

Logo

Above or below headline in right or left corner, depending on amount of text and if there is an Emu in the composition.

The logo should NEVER be equal to or greater than the headline's cap height.

URL

Left-aligned, under subhead/aside orplaced in bottom left/right corner. When applicable, make URL a different color than the headline for visual separation.

This is a headline.

This is a long subhead, not allowing space for the URL.

The UMe Emu

The UMe Emu should be placed beside the composition's text.

Whenever possible, ensure the emu's legs/body extends past the bottom of the composition. Avoid a floating emu at all costs.

SOLD

UMe
federal credit union

umecreditunion.com

Tone of Voice
(let us clear our throat)

What to say/How to sound

As you may have already noticed, UMe's voice is very distinct (read: quirky and fun). This is what makes us who we are and allows us to stand out against those other boring financial institutions.

Once you master UMe's voice, you master the UMe Brand, and in turn, members will flock to you. (ok, not exactly, but you get the point.)

UMe's Voice is:

1. Fun
We're the Credit Union that banks wish they could be. We know how to laugh and poke fun at ourselves, but we also know when to get down to business. It's all about balance.

2. Confident
We've been helping members in Burbank for over 80 years, so we know a thing or two about banking. We guide our members with a helping hand, but never pressure them or come across arrogant.

3. Informed
We can tell you what bands were popular in the 80s but also which celebrity tweeted what last night. We're an encyclopedia of pop culture, and we like to use it to our advantage.

4. Friendly
We're not above our members, we're not below them. We are their friends, their partners, their financial therapists. When our members need us, we're there for them.

Do's and Don'ts

When communicating the UMe voice, we should be aware that there's a right way and a wrong way. Use this section to learn the differences.

Members matter.

Members really do matter to us. That's why we should always speak to them like humans and express empathy when appropriate.

We do say:

We understand that you have a busy schedule. That's why we're proud to offer you access to Mobile Deposits through the UMe App.

We don't say:

Members need convenience. We offer Mobile Deposits for members.

Keep it lean.

Leave the technical jargon for the robots when speaking to our members and nonmembers. Unstuff the stuffy, if you will.

We do say:

We make banking simple and convenient.

We don't say:

We implement advanced technologies in our products to create banking tools that are unrivaled amongst our peers.

Keep social fun, but also on brand.

Social media allows our brand to reach different audiences in a nonformal medium. So, it's OK to post a brand-related meme, but not a random post unrelated to UMe.

We do say:

Hey peeps, have you checked out the UMe blog? If you want to learn some awesome financial savings tips, then head over there now! Link in description.

We don't say:

What is your favorite ice cream? We love Rocky Road, but what do you love? Let us know in the comments!

Grammar and Punctuation

Making sure that we're consistent with our grammar and punctuation is important when writing for our brand.

This section will cover these rules and help you become a UMe grammar exbird. (see what we did there?)

The UMe Name

The 'U' and the 'M' in our name should ALWAYS be uppercased, while the 'e' should ALWAYS be lowercased. If including the words 'Credit Union' next to 'UMe', make sure both words are uppercased.

Example:
• Welcome to UMe Credit Union!

The UMe Emu

Whenever referring to our emu mascot in copy, always label him as "The UMe Emu," while capitalizing each letter in his name.

Example:
• *Our dear friend The UMe Emu thinks investing in a 401k is a smart move.*

Headlines

UMe headlines across all brand communications should be uppercased and end with a punctuation mark.

Examples:
• This is an ad for UMe Credit Union.

• Your mom wants you to bank here.

Non-Aside Subheads

Subheads without parentheses that mention UMe products and/or benefits should be uppercased and contain punctuation marks.

Examples:
• Refinance your ride with us and save!

• Because U matter to Me.
(Note: the 'U' and 'Me' are ALWAYS capitalized in this secondary tagline)

Grammar and Punctuation

Making sure that we're consistent with our grammar and punctuation is important when writing for our brand.

This section will cover these rules and help you become a UMe grammar exbird. (see what we did there?)

Aside Subheads

All subheads enclosed in parentheses (A.K.A. asides) should be lowercased, italicized, and end without a punctuation mark.

Examples:
- *(we're big on transparency)*

- *(including these low mortgage rates)*

Aside Subhead Exceptions

Exceptions to this rule are when subheads contain two independent clauses. In this case, keep each clause lowercased but also add a punctuation mark.

Example:
- *(nothing happens. it's just fun to say.)*

Using Exclamation Points

Exclamation points should only be used to show excitement, and always sparingly. Using too many can cheapen our brand message.

Rule of thumb is to never use more than one exclamation point in a headline/subhead combo, and no more than two in a single paragraph.

Ex. Headline Copy

It's the most wonderful time of the year!
(to open a holiday savings account)

Ex. Subhead Copy

Want to join the flock?
Become a UMe member today!

Ex. Paragraph Copy

Hey, peeps! Did you hear about UMe's low HELOC rates? Whether you need to consolidate student loan debt or renovate your home, we'll help you find a HELOC rate that works for you. Can you say woo-hoo?!

Branded Examples
(emu approved)

ume™
federal credit union

Robert Einstein
CEO & President

P: 818.556.4271
F: 818.238.2932
robert@umecreditunion.com

3000 W. Magnolia Blvd.
Burbank, CA 91505

umecreditunion.com

Addendum:
Web Elements

Consistent use of our logo is crucial for maintaining brand equity and recognition for UMe.

For a more detailed explanation on logo usage/ misusage, reference pages 5-11.

Primary Logo

uMe
federal credit union

Reversed Logo

uMe
federal credit union

Our Colors

Consistent use of our colors is crucial for maintaining brand equity and recognition for UMe.

For a more detailed explanation on color usage/misusage, reference pages 13-17.

Purple Feathers

HEX: #933195
R: 142 **G:** 37 **B:** 141

UMe Signature Purple

HEX: #6022a6
R: 79 **G:** 45 **B:** 127

Deep Purple

HEX: #2e1a4a
R: 51 **G:** 28 **B:** 84

Burbank Blue

HEX: #1003a3
R: 0 **G:** 24 **B:** 168

Midnight Blue

HEX: #001f63
R: 0 **G:** 38 **B:** 99

Yellow Beak

HEX: #f7bf0a
R: 254 **G:** 209 **B:** 0

SoCal Sunshine

HEX: #ffd200
R: 242 **G:** 175 **B:** 0

SoCal Sunrise

HEX: #ed8c00
R: 233 **G:** 131 **B:** 0

SoCal Sunset

HEX: #d45d00
R: 217 **G:** 94 **B:** 0

Refi Red

HEX: #a61932
R: 167 **G:** 25 **B:** 48

Retirement Red

HEX: #6f2c45
R: 111 **G:** 44 **B:** 62

Dark Maroon

HEX: #402022
R: 64 **G:** 32 **B:** 34

PMS Cool Gray 2 C

HEX: #d0d1db
R: 213 **G:** 214 **B:** 210

PMS Cool Gray 7 C

HEX: #989aa5
R: 154 **G:** 155 **B:** 156

PMS Cool Gray 11 C

HEX: #545860
R: 108 **G:** 109 **B:** 109

Black

HEX: #1a1617
R: 26 **G:** 22 **B:** 23

UMe's typeface for all communications is Aaux Pro. If a Microsoft default font is required, use Arial.

Headline Style

Lorem Ipsum

H1:
Aaux Pro Black

Lorem Ipsum

H2:
Aaux Pro Light

Lorem Ipsum

H3:
Aaux Pro Light

Body Copy Style

Lorem Ipsum faccuptas ipid most, sum fuga. Ut fuga. Nobit ma dolor aspicias re, to modit voluptati omniet conseque re voloreped mi, auta sit, qui te duntem hit andiae reperitia dolupta tisquia asse reiciunt.

Seditem dolore prem consequist aliquideles alitat alit aspe vernam, es sunt. Onse se sitibus, temque nem experoreium volupta tendiamus magnatia volor archit apienisinum volupta quis eserferferum ut.

Body Style 1:
Aaux Pro Regular, 16pt minimum

Greetings from UMe Credit Union.

H1:
Aaux Pro Black

Lorem Ipsum faccuptas ipid most, sum fuga nobit ma.

H2:
Aaux Pro Light

Lorem Ipsum faccuptas ipid most, sum fuga. Ut fuga. Nobit ma dolor aspicias re, to modit voluptati omniet conseque re voloreped mi, auta sit, qui te duntem hit andiae reperitia dolupta tisquia asse reiciunt.

Seditem dolore prem consequist aliquideles alitat alit aspe vernam, es sunt. Onse se sitibus, temque nem experoreium volupta tendiamus magnatia volor archit apienisinum volupta quis eserferferum ut.

Body:
Aaux Pro Regular

Icon Library

UMe has a vast array of icons to choose from for digital applications such as the UMe website and social media.

If an icon is needed that is not found in our library, please consult a UMe team member for approval before creating a new one.

Home	About / Info	Share	Email	Calculator	Cards	Locate	History	Settings	Privacy
Help	Transfers	Reload	Contact	E-Statement	Accounts	ATM	Bill Pay	Deposit	Rates
Mobile	Pay A Friend	Plus	Minus	Close	Facebook	Twitter	Yelp	YouTube	LinkedIn

Link Styles

Buttons are the primary link form and are to be used for significant actions; ie. logging into your account, downloading the app, directing you to an external site, etc. Buttons use Aaux Pro in all lowercase letters.

Due to the vast amount of digital ads UMe produces each year, buttons may appear in any of the UMe brand colors (see page 51) so long as it has strong contrast from its background.

Buttons

	Normal	Hover	Active
Example 01	button style	button style	button style
Example 02	button style	button style	button style
Reversed	button style	button style	button style
Reserved	button style	button style	button style

Text Links

Text Links are the secondary link form and are used more for driving between pages within the UMe website.

Text Links use Aaux Pro regular with letters treated in sentence case.

	Normal	Hover	Active
Example 01	Text link style	Text link style	Text link style
Reversed	Text link style	Text link style	Text link style

Drop Down Style

Dropdowns are commonly used for menus and forums on our website. Reference the below example for color usage.

Name

Anita

Email

Anita@email.com

Date of Birth

select

Date of Birth

select

Date of Birth

select