

APPROVED LOGO COLORS

A.) Full Color



UniPro Red:

Pantone: PMS 193 C Red
 CMYK: c15 m100 y77 k5
 RGB: r168 g22 b61
 Hex: A8163D

B.) 1 - Color



UniPro Gray:

Pantone: PMS Cool Gray 6C
 CMYK: c0 m0 y0 k40
 RGB: r166 g168 b170
 Hex: A6A8AA

C.) Black/White



D.) Reversed



LOGO USAGE GUIDELINES

E.) Protected Area – maintain a clear margin surrounding the logo, using a boundary equal to the height of the letter “F” in Foodservice.



F.) Unacceptable Practices

Do not alter the proportion of the logo.



Do not alter colors.



Do not alter fonts.



Do not add to the logo.



Do not place logo over distracting backgrounds.



Do not crop or edit the logo content.



Please direct any questions or requests for assistance to UniPro Creative Services at 770.799.7612 or holfels@uniprofoodservice.com