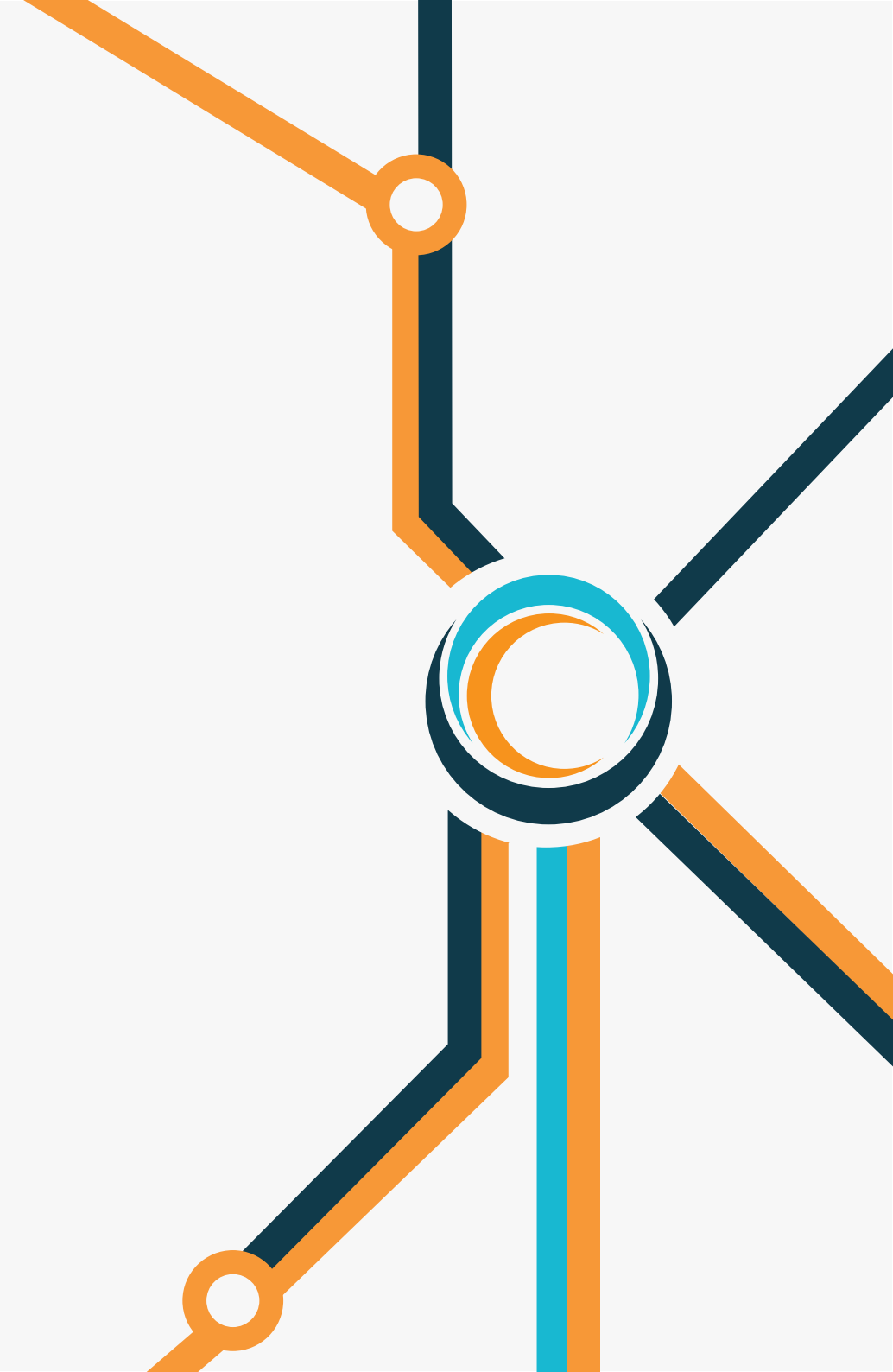




UAC

UNDERWRITING AGENCIES COUNCIL

BRAND GUIDELINES



Contents

Our brand	3
The logo	4
Logo exclusion	5
Logo use	6
What not to do	7
Typeface	8
Colour palette	9
Support graphics	10

Our brand

UAC serves its members' interests through professional development events; broker expos to showcase members' specialist products; sector-specific marketing campaigns; and advocacy with government and industry bodies.

UAC has more than 100 agency members, supported by about 60 business service members.

Underwriting agencies manage insurance transactions on behalf of their principal insurers, which are based in Australia and overseas.

At UAC we put our hearts into our work. Likewise, we have put our hearts into our brand. Our brand has been carefully crafted to reflect who we are and what we are about. All members have a role to play in upholding the integrity of our brand, which includes adhering to the brand guidelines outlined in this document.

UAC provides a limited licence to its financial members to use the logos on page 4 only in accordance with these guidelines. A licence to use the logos can be suspended or revoked by UAC at any time.

Members must ensure their incorporation of the logos into any marketing collateral does not create the impression UAC endorses or supports any action taken by members or any information or opinions in members' published material.

Any use of the logos other than as authorised by these guidelines can result in the revocation or suspension of the licence to use the logos. Members must be financial to be authorised to use the logos.

The logo

There are three core versions of the UAC logo.

1. UAC Underwriting Agencies Council
- 1a. UAC Underwriting Agencies Council - mono version
2. UAC The Resource
3. UAC A Proud member of the Underwriting Agencies Council

These variations have been created so our branding is recognisable in various scenarios.

UAC financial voting members can use logo variations (1, (1a) and (3) for various approved uses (see page 6). Logo variation (2) UAC The Resource is used only by UAC for promotional purposes and corporate identification.

BRAND INTEGRITY

The UAC logos have been carefully crafted to ensure maximum impact and legibility across all media. The logos should never be broken up or restructured. Individual elements of the logos cannot be used without UAC's express permission (common infringements to the logos are detailed on page 7).

BRAND ARTWORK

To maintain a high standard of quality and consistency, the logos must under no circumstances be reproduced from any printed, digital or photocopied source.

Digital artwork is available from UAC.
Email admin@uac.org.au.

1.



1a.



2.



3.



Logo exclusion

To ensure the logos have maximum impact, always keep the area around them clear. This space is called the exclusion zone. The exclusion zone protects the logos from other visual and graphic elements.

The exclusion zone is derived from the height/width of the letter "A" as indicated.

To maintain legibility, UAC logos should never be reproduced any smaller than 50 mm.



Logo use

UAC's logos can be used for various purposes, including financial members' websites, email signatures, social media and promotional material.

Adjacent are the UAC logos' approved uses. Please email admin@uac.org.au to receive high or low resolution versions.

Websites

UAC financial members can use the following logo on their websites to indicate they are a member.



Promotional material, including social media

Members can use the following logos on marketing collateral:



Emails

Low-resolution logo formats are available for members and directors to include in email signatures.

For members



For UAC directors/employees



Corporate use

UAC logos are used by UAC for various corporate documents, including membership forms, Powerpoint presentations and advertisements. Please note, the following logo is used only by UAC, not individual members.



What not to do

The logos have been carefully crafted to ensure maximum impact and legibility across all media.

In order to achieve that, the following actions are not permitted unless expressly agreed by UAC in writing:

- using individual elements on their own
- stretching or warping the logos
- flipping or rotating the logos
- placing text inside the exclusion area

A transparent version of the logo is available for members' use on websites, social media and other platforms that require use that does not conform with the brand guidelines.

You need to seek written permission from UAC for use of the logo in this way and provide examples of the proposed usage.

Please use the form that accompanies these guidelines.



1. Do not change the colour within the logo.



2. Do not use the logo in white on a dark coloured background.



3. Do not stretch or warp the logo.



4. Do not alter or change elements of the logo.



5. Do not rotate the logo on an angle.



6. Do not use the logo on a photographic background that is cluttered and affects legibility.

Typeface

The corporate typeface for all UAC's collateral is Aller.

The weights used are Light, Regular, Bold and Italic which provide a diverse palette for a variety of applications. Consistently applying the correct weights and sizes will help give a unified look across all collateral both internally and externally.

For body copy, Aller Light is used and must never appear smaller than 6pt in size. Aller Bold and Regular are ideal for headlines. Italics may be used, but only to highlight words or in captions. Whole headlines should not be set in italic.

For the UAC website, e-newsletters and online items there is an exception to using Aller due to restrictions of web safe fonts. Arial is the preferred substitute for Aller. As a font, Arial has varying styles to ensure a sense of hierarchy is maintained within text.

The preferred typeface for emails is Arial, 11pt.

Treat all text elements similar to the logos. There is no need to stretch, warp or distort type.

Corporate typeface

Aller

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
./?;:'"}`!@#%&*()_+ -=1234567890

Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
./?;:'"}`!@#%&*()_+ -=1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
./?;:'"}`!@#%&*()_+ -=1234567890

Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
./?;:'"}`!@#%&*()_+ -=1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
./?;:'"}`!@#%&*()_+ -=1234567890

Web font

Arial

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
./?;:'"}`!@#%&*()_+ -=1234567890

Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
./?;:'"}`!@#%&*()_+ -=1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
./?;:'"}`!@#%&*()_+ -=1234567890

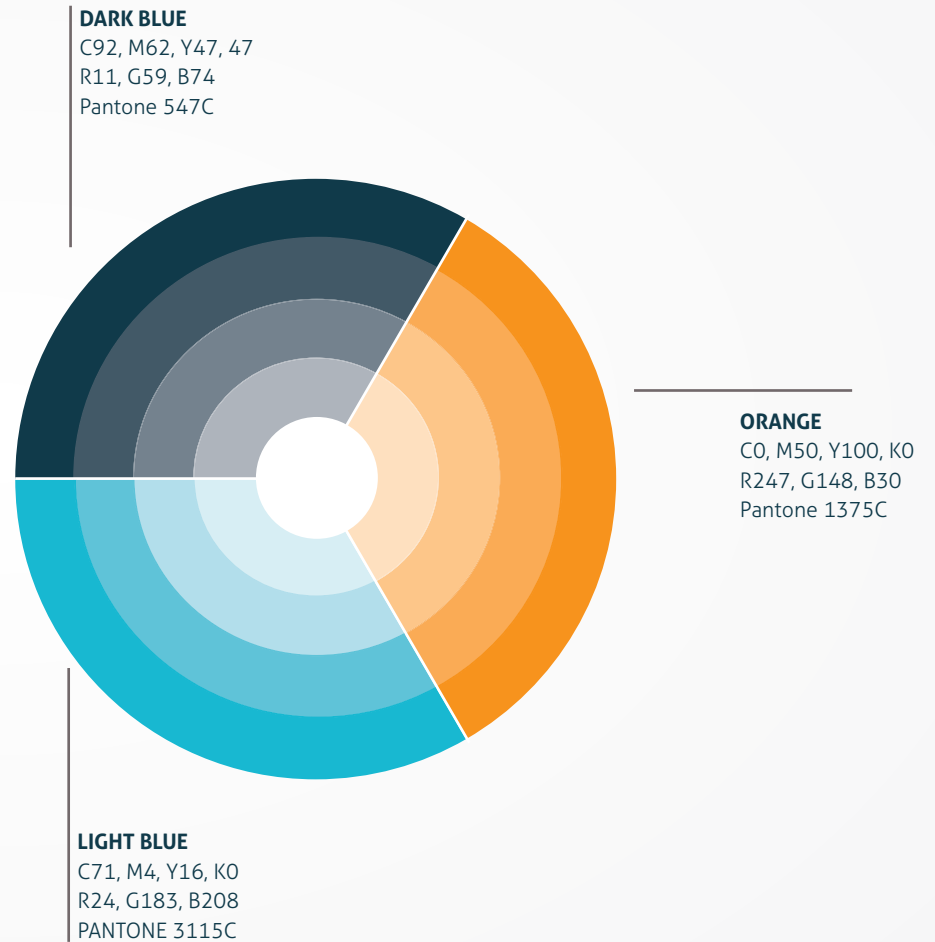
Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
./?;:'"}`!@#%&*()_+ -=1234567890

Colour

The UAC logos use three primary colours: dark blue, orange and light blue. This sophisticated colour palette is to be used across all branding.

While it is permitted to use tints or gradients of these colours, they should never be altered, and new colours should not be introduced.

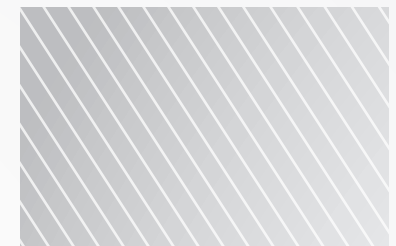
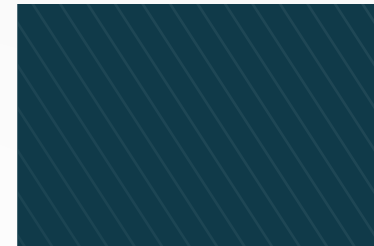


Support graphics

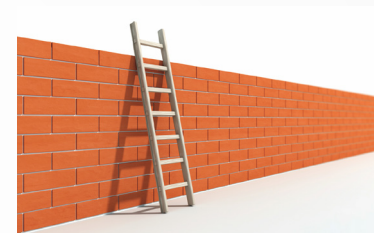
Several support graphics have been created to complement the UAC identity.

1. Lined pattern background
2. Promotional imagery, including 'the hub', ladder, umbrella and sunrise.
3. The slogan: The resource for brokers. The resource for members.

1.



2.



3.

THE resource for brokers.
THE resource for members.



UAC Communications | Kate Tilley Journalism Pty Ltd
Phone: 07 3831 7500 | Email: ktj@ktjournalism.com
PO Box 165, Spring Hill, Qld 4004 | www.uac.org.au

Guidelines updated September 2021 (V4)