United Board
Logo usage guideline

Table of Contents

United Board Logo

The United Board logo is an integral part of its identity. Its design—including colors, fonts, and bamboo leaves—is the result of a distinct branding process.

Bamboo, which is often associated with flexibility, resilience and longevity in the classical Chinese tradition, is reminiscent of the United Board's earliest roots in China. 1922 is the year in which the United Board for Christian Higher Education in China was set up as a small administrative operation in New York to support three missionary-led colleges in China.

The United Board has entered into its second century of advancing Christian higher education in Asia. The orange color in the logo symbolizes renewed vitality and energy in pursuing the organization's mission.

Our partners or institutions collaborating with the United Board on specific programs or projects may download the United Board logo from https://unitedboard.org/about-us/resources/name-and-logo-usage for publicity purposes.

The United Board logo should be used strictly in accordance with this guideline.

Colour Palette

CMYK	90 37 100 34
RGB	5 93 48
Pantone	355U

|	
CMYK	0 63 100 0
RGB	244 124 32
Pantone	1585U

Clear Space and Minimum Size

Clear Space

To ensure the logo is visible, a clear space area is defined around the logo. We will use the width of the letter U (defined as "u") as the basic measure unit. The clear space on top and below of the logo is 2u, while on left and right is 1u. Please respect the space around the logo. Do not put any graphics or text in this area.

Minimum Size

To ensure our emblem is always legible, the logo should be at least 45mm or 200px.

45mm / 200px
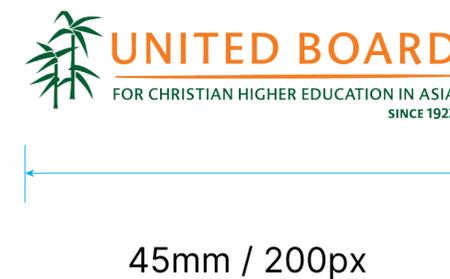
Colourways

The logo can be applied in five versions: full colour, black, white and in the logo green and orange colour.

We prioritise using the logo in full colour as much as possible. Then secondly in brand colours. Always ensure the logo is applied in a visible colour.

Full Colour Logo

The full colour logo is the default and recommended choice. Meanwhile, always ensure that the logo is applied in a visible colour.

On white, light backgrounds or a clean image, the logo should always be applied in full colour.

Mono Colour Logo

When printing is limited to one colour, we prioritise using logos in brand colours. For logos on an orange background, we will use the black logo for better contrast.

Co-Branding with Third Party Logo

For co-branding with internal and external parties, please provide appropriate logo spacing based on the guidelines.

When the partnership is led by the United Board, the United Board logo should be placed on the left with clear space as indicated in the guideline.

u   u   1.5u

UNITED BOARD
FOR CHRISTIAN HIGHER EDUCATION IN ASIA
SINCE 1922

INTERNAL PARTNER LOGO

1.5u   u   2u

UNITED BOARD
FOR CHRISTIAN HIGHER EDUCATION IN ASIA
SINCE 1922

EXTERNAL PARTNER LOGO