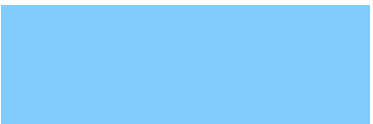
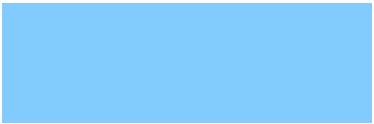

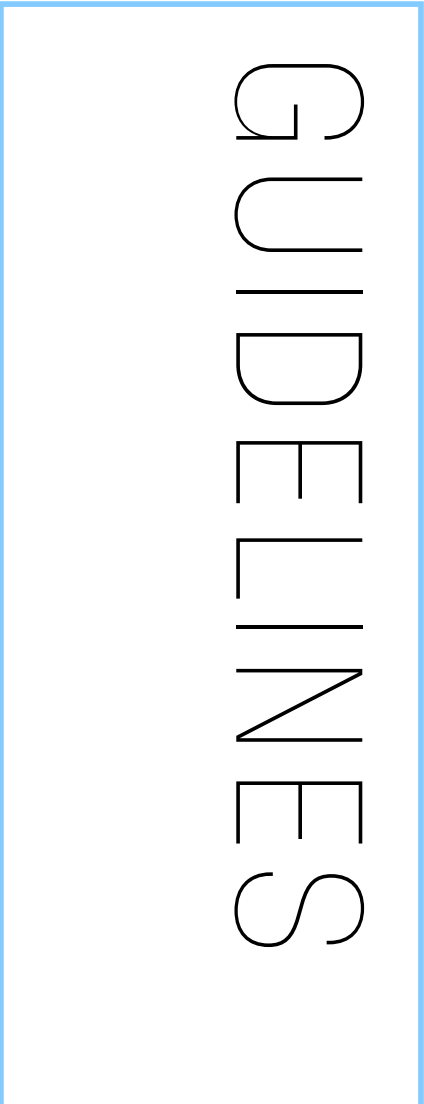


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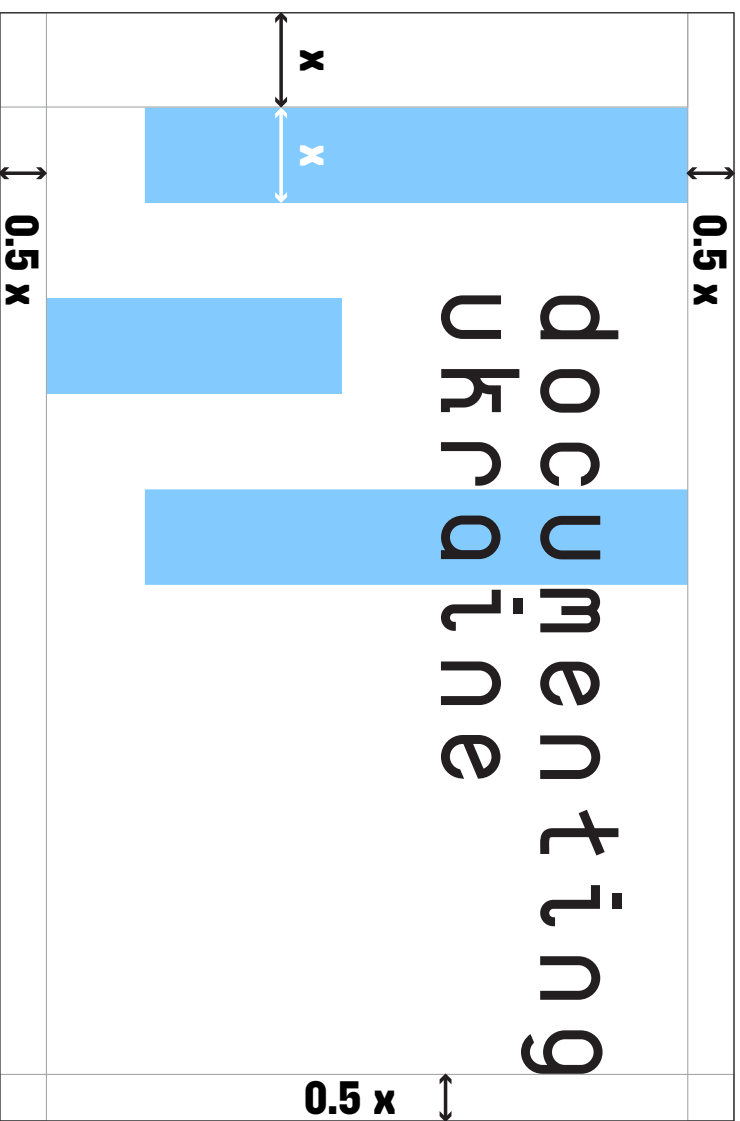


IDENTITY

GUIDELINES



The safe zones of the logo are built on the optical compensation of the weight of the sign.



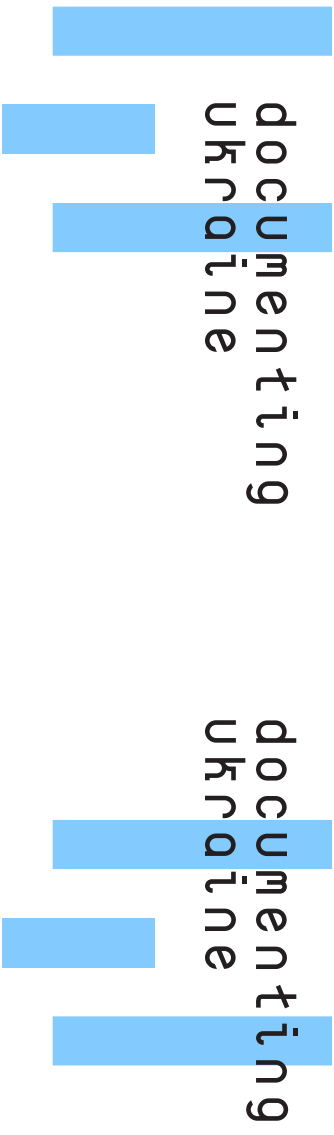
2

LOGO - SAFE ZONE

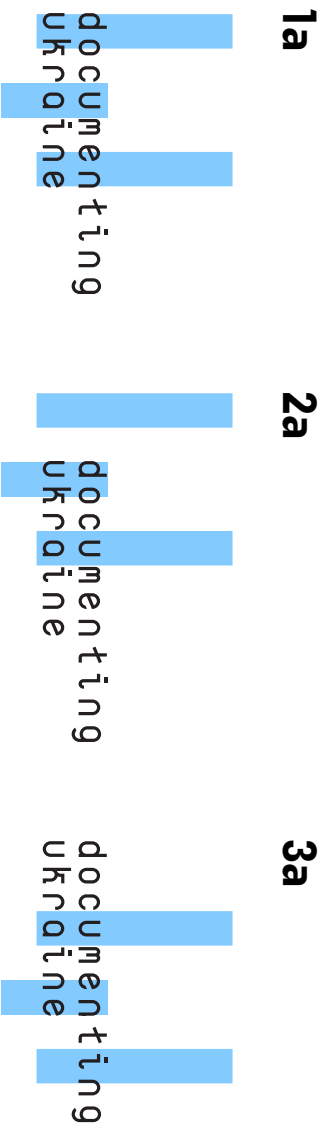


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The variability of the logo is determined by the placement of the text with the main strokes of the Tryzub: 2 on the top, 3 on the bottom



Examples below (1a-2a-3a) are demonstrated for animation purposes because in static form visual trick of highlighting "ua" with the cursor disappears.



LOGO - VARIATIONS

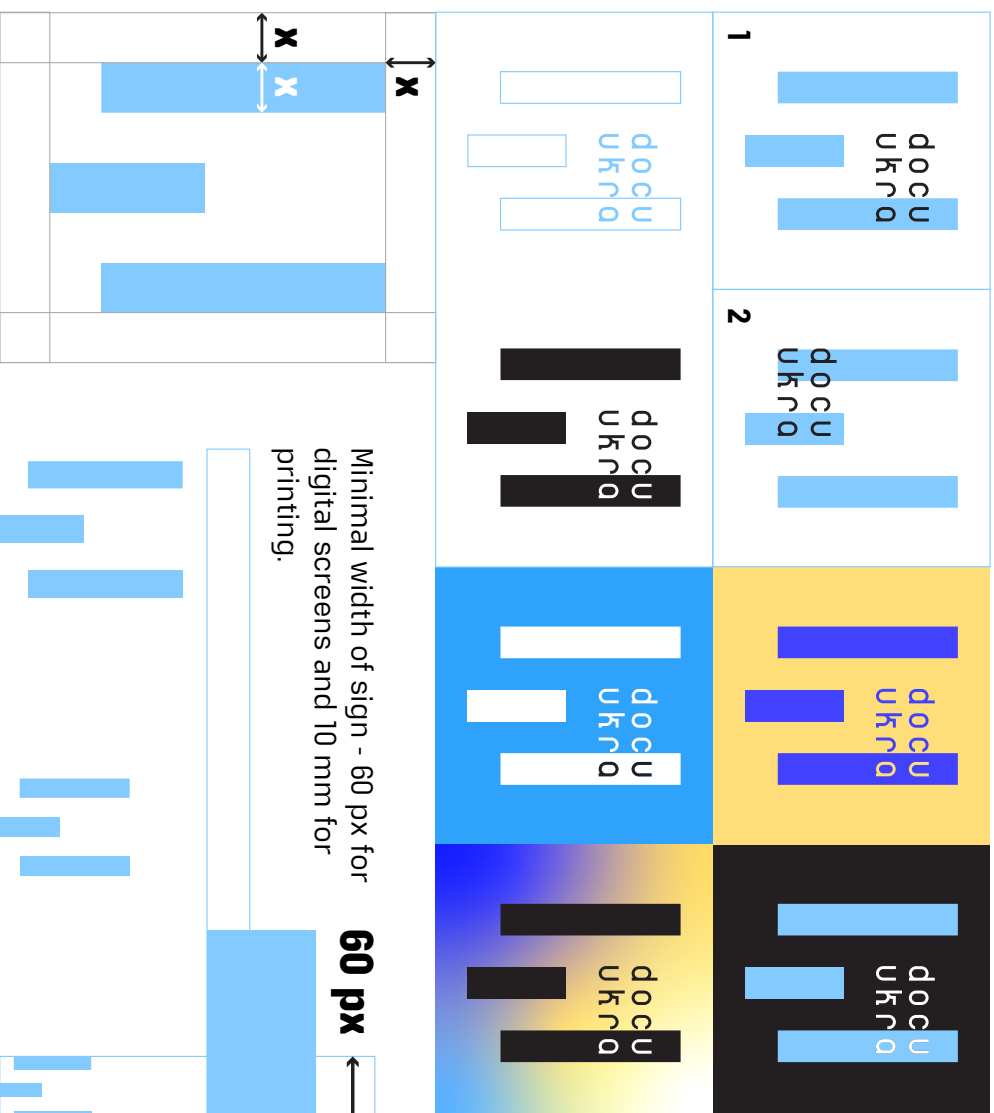
3



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A short version of the logo with text in variant 2 is possible only on a light [white] background in full color.

4

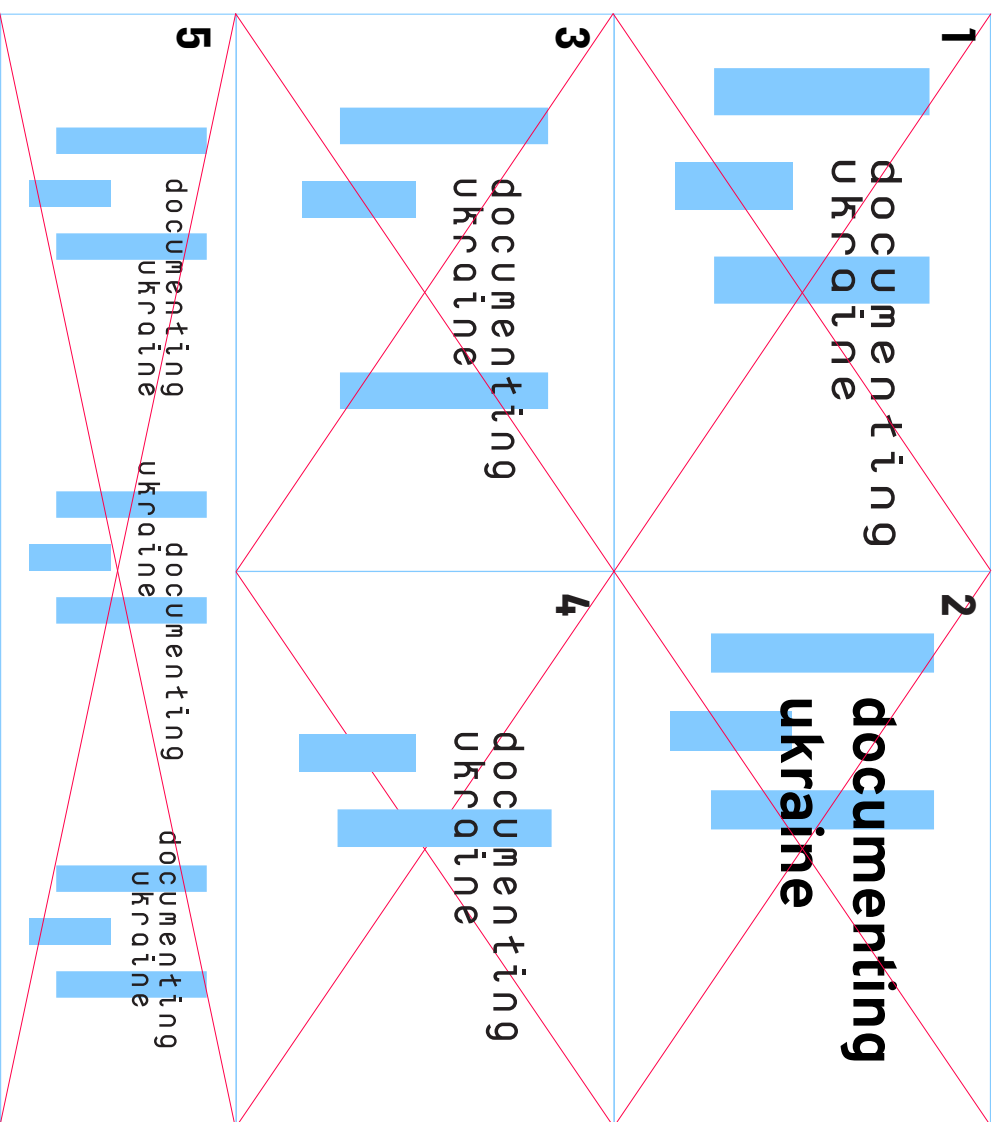


LOGO - SHORT VERSION

LOGO - USAGE RULES

Do not:

1. Scale logo unproportionally.
2. Change logo font.
3. Move sign elements.
4. Remove any part of the sign
5. Move text around the sign in a way that's not present in logobook.



LOGO - USAGE RULES

1. Use the white version of the sign with dark text on light blue background.
2. Use the full version of the logo with black "ua" and white text on black background.

3. Use the full version of the logo with cutout "ua" and white letters on dark-colored backgrounds.

4. Use the white version of the sign with dark text on complex backgrounds.

Scaling lower parts of the sign is permitted.



6

Do not:

1. Use full color version on light blue backgrounds.
2. Use white version on light color backgrounds.

7

3. Use full logo on black background.
4. Use white logo on complex light backgrounds.

