

A photograph of a woman with long brown hair and a young girl with blonde hair sitting on a couch. The woman is smiling and looking towards the girl, who is also smiling and looking down. The background is slightly blurred, showing a man in a white shirt and a red rose on a table.

URMET|GROUP
BRANDING POLICY

**Urmet Pro Installer mark
Terms and uses**

Urmet Pro Installer mark



The Urmet Pro Installer logo is made up of the the 3 words Urmet + pro + installer.

“Urmet” mark keeps its original shape and can be used in the black-only version on a white background

“pro” is always represented in Bariol Regular font. Blue colour is made in:

- C: 85 M: 68 Y: 0 K: 0
- R: 60 G: 87 B: 162
- pantone: P 102-7C

“installer” is always represented in Bariol Regular font. Black colour is made in:

- C: 0 M: 0 Y: 0 K: 100
 - R: 0 G: 0 B: 0
 - pantone: black C
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Urmet Pro Installer mark - CLEAR SPACE

The mark clear space is the minimum clear space between the mark and any other element (margins, text, images, etc.).

Minimum clear space requirement is 5 mm on all sides, regardless of logo size, except where logo exceeds 30 cm, in which case minimum clear space on all sides of the logo shall be equal to the size of letter "U"



Urmet Pro Installer mark - MINIMUM SIZE

The mark can be used and easily printed in all letterpress, screen printing and pad printing formats. Use of vinyl cutting is allowed. There is no maximum size limit, whereas the minimum size allowed is 15 mm. This ensures a good visibility of the mark on any type of document.



Urmet Pro Installer mark - FORBIDDEN APPLICATIONS

Any usage of the mark involving altered, distorted, colour filled or outline versions, or application to backgrounds other than those provided for in this standard is forbidden.

