

Instructions for using the logo

**URBAN JUNGLE**

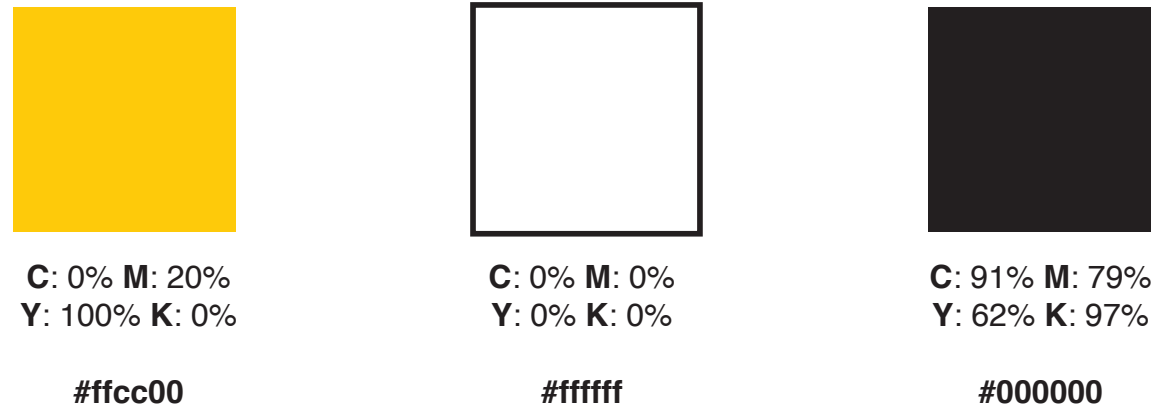
The logo

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The logo on positive and negative background

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The logo in black & white

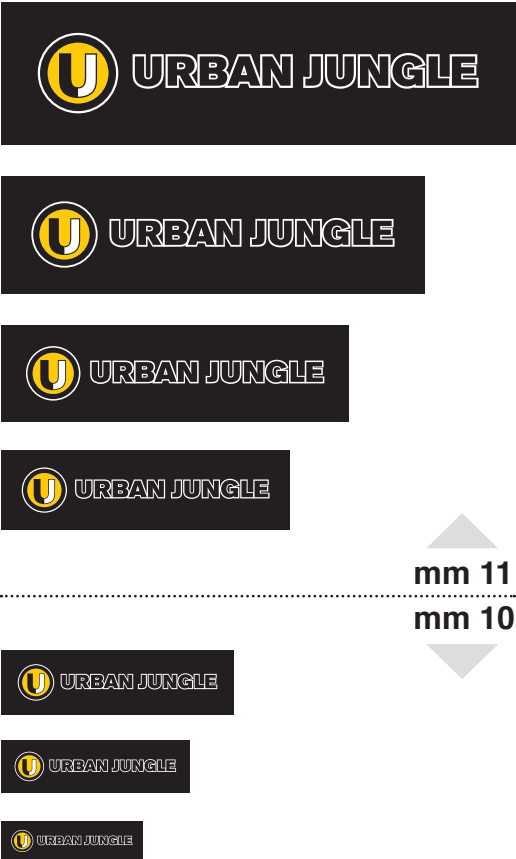
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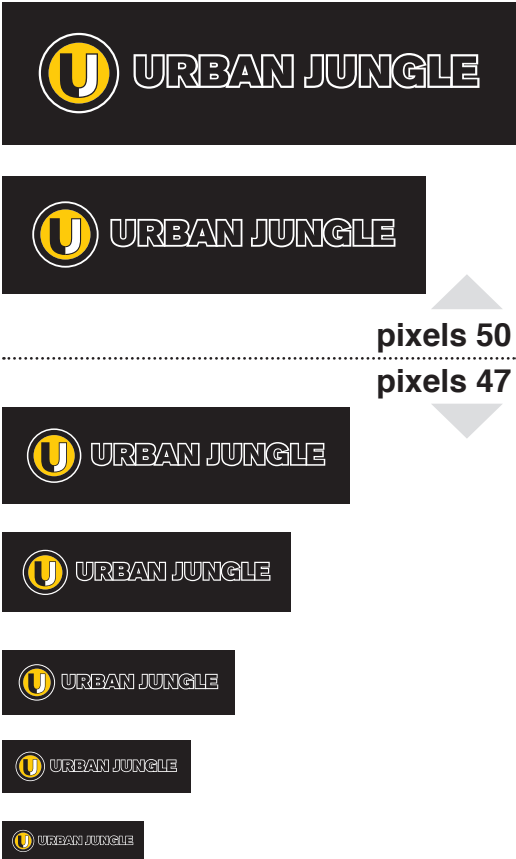
# Logo reductions

The logo “Urban Jungle” can be reduced in printing up to 11 mm (height), while it can be raster scanned (72 dpi) up to 51 pixels. If a further reduction is required, it is advisable to use the optional logo made to support further reductions and keep the official logo recognizable and unaltered.

## Print



## Video & Web



## Optional logo 1

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This version has to be used only if the space not allow the brand to have the right visibility



## Optional logo 2

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**TO USE ONLY WHEN IT IS NECESSARY TO HAVE THE SMALLEST LOGO DIMENSIONS**

> see “Logo reductions” section

Colours and impressions on coloured backgrounds are the same as for the official logo



## Do not alter the logo

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The logo cannot be changed.  
Do not fall into the temptation of changing it anyway!



NO



NO



NO



NO



NO



NO



NO



NO



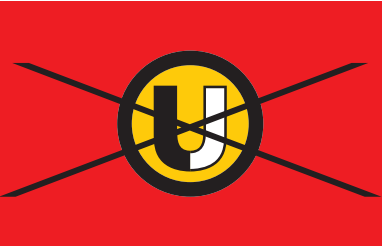
NO



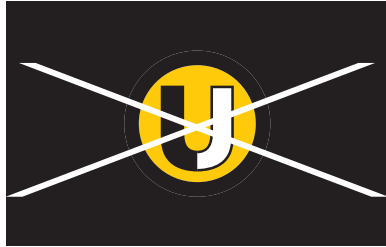
logo

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Do not use UJ Logo without the white circle around it



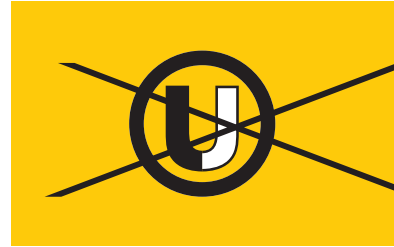
**NO**



**NO**



**NO**



**NO**

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✓ **YES**



✓ **YES**



✓ **YES**



✓ **YES**

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Do not stretch or distort UJ logo



**NO**



**NO**



✓ **YES**

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Do not absolutely change UJ logo color scheme



**NO**



**NO**



✓ **YES**



✓ **YES**



**NO**



**NO**



**NO**



✓ **YES**

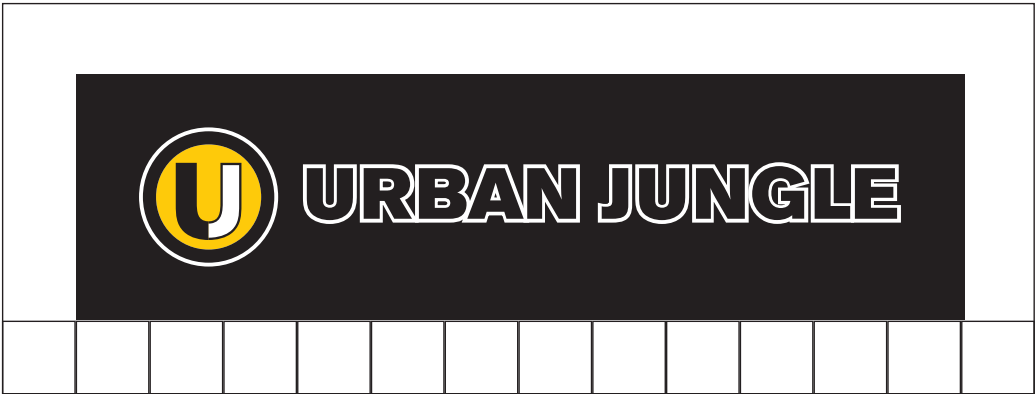


✓ **YES**

# Logo spacing 1

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It is advisable to keep a rather large spacing around the logo.  
At any rate, it shall never be less than specified:



The perimeter margins are 1/14 of the base length.

Do not make the logo coincide with the layout cutting line.  
The logo can be positioned inside a photo without spacing limits provided that it is far from the edges.

## Logo spacing 2

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It is advisable to keep a rather large spacing around the logo.  
At any rate, it shall never be less than specified:



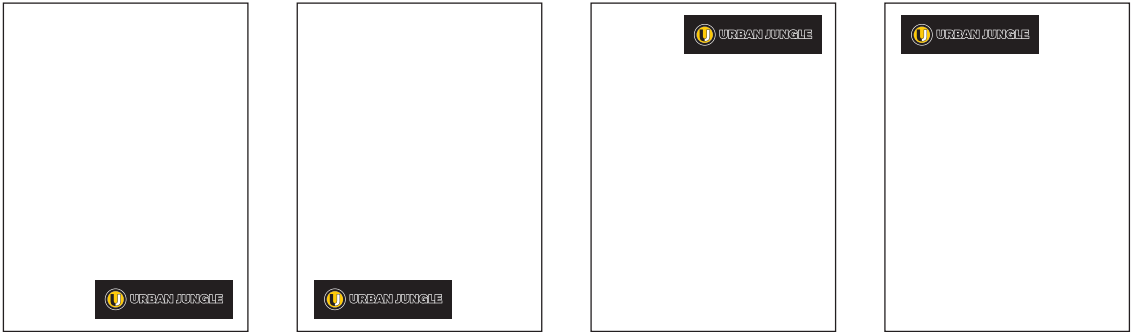
The Bollo UJ must be proportionate to the height of the writing and must be 3 times the height of the urban jungle inscription

# Layout

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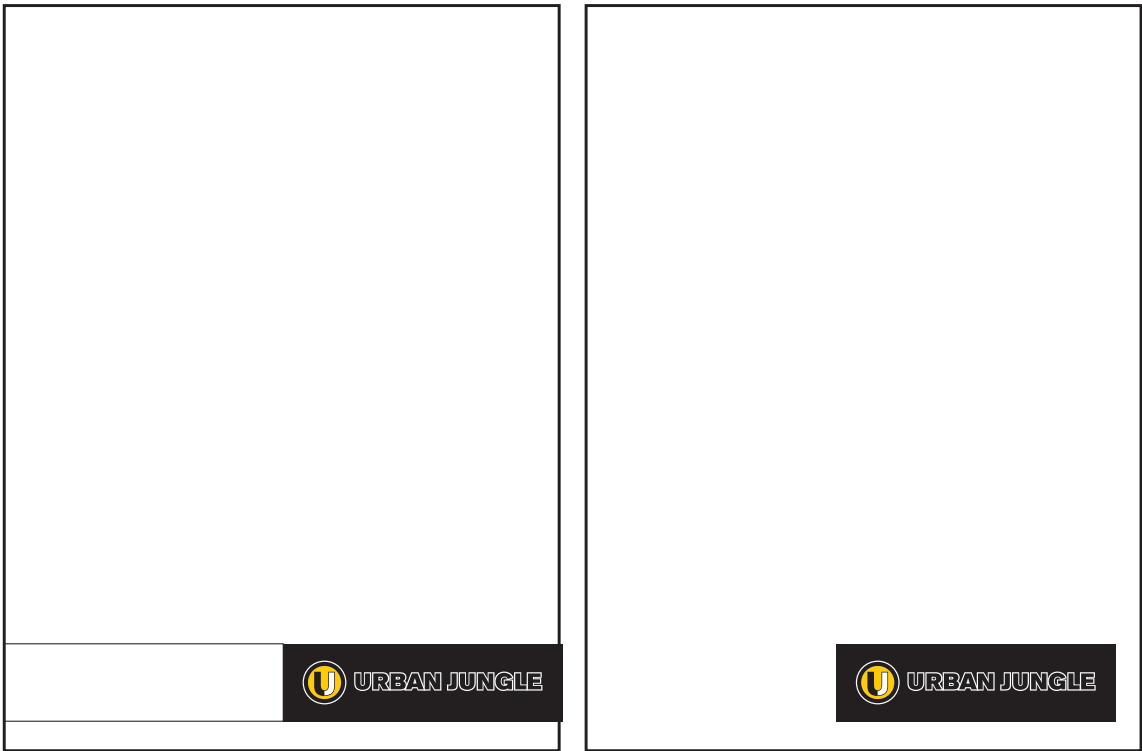
## Positioning the logo in the layout

In order of preference:



## Dimensions of the logo in the format

UNI format: 1/2 of the format shorter side is the maximum length of the logo base.  
The minimum length is at the user’s discretion.  
Take into account that the logo lettering shall always be readable.  
Should a considerable reduction be required, see the “Logo reductions” section.



## Layout

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## Fonts

The institutional Urban Jungle typeface is “Akzidenz Grotesk”

Akzidenz Grotesk  
medium italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890&%(:,:#!?)**

Akzidenz Grotesk  
bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890&%(:,:#!?)**

Akzidenz Grotesk  
bold italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890&%(:,:#!?)**

Akzidenz Grotesk  
super

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890&%(:,:#!?)**

Akzidenz Grotesk  
super italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890&%(:,:#!?)**

