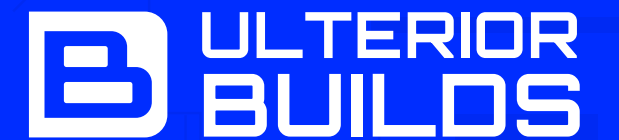


BRAND GUIDELINES

A guide to Ulterior Builds' typography,
website character styles, logo usage
and variations.

Contact us online:

www.ulteriorbuilds.co.uk
Hello@ulteriorbuilds.com



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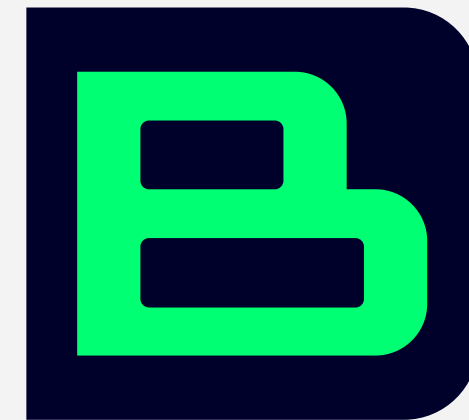
Who we are...

Here at Ulterior Builds, we have built a renowned reputation as a **world-leading custom gaming PC manufacturer.**

Proudly assembled and tested in the UK, our blend of expert builders and use of the best components on the market has resulted in numerous industry awards for our unrivalled custom built gaming PCs. **Build your dream PC with Ulterior Builds.**

Official Logo

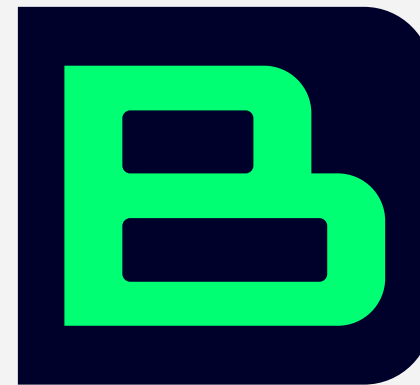
This is the official logo for Ulterior Builds. The 'B' lettermark represents the PC build (computer), and this logo is supported by the brand's name.



Minimum logo size

The sizes of the logo can vary from between 50mm to a minimum size of 10mm. The logo size should never exceed these sizes.

50mm
190px



10mm
40px



Minimum size

35mm
130px



ULTERIOR
BUILDS

10mm
40px



Minimum size

Colour Palette

Uterior Builds uses a 3-way colour scheme that compliments each other. The navy blue is the primary colour and is supported by a lime green and vivid blue.



Mainly used for the body text and backgrounds that require heavy contrast against the foreground.



This lime green is a complimentary colour that works well with both the navy and vivid blue.



The vivid blue is usually used for background purposes.



HEX
00062E

RGB
0, 6, 46

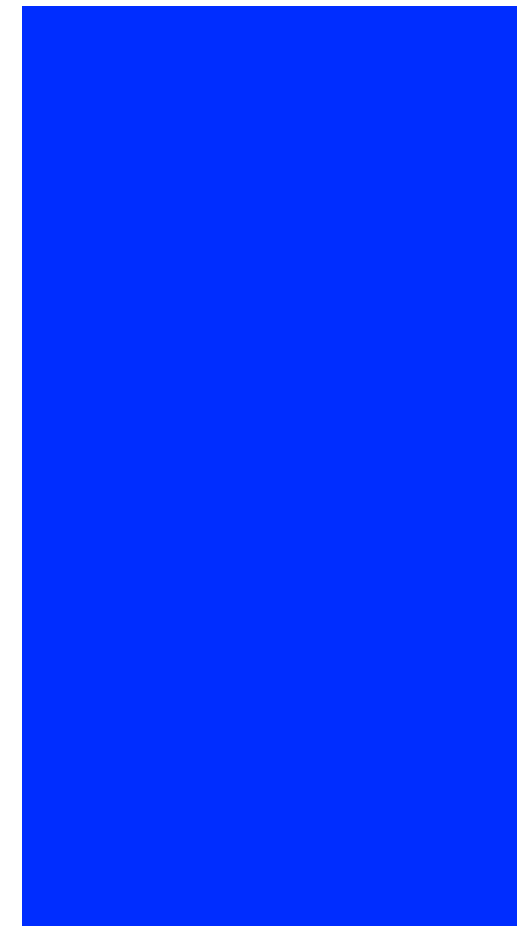
CMYK
100, 87, 0, 82



HEX
44FF7C

RGB
68, 255, 124

CMYK
73, 0, 51, 0



HEX
1930FF

RGB
25, 48, 255

CMYK
90, 81, 0, 0

Typography

Orbitron is the primary font used within the brand's identity. The font is most commonly used in headings, subheadings and as complimentary text.

The Play font is the secondary font used within the brand's identity. This font is most commonly used as main body text and in smaller text elements.

Orbitron Aa

Regular, Medium, Semi-Bold, Bold,
Extra Bold, Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
'?''"!("(%)[#{@}/&\<-+÷×=>\$€£¢:;,.*

Play Aa

Regular, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
'?''"!("(%)[#{@}/&\<-+÷×=>\$€£¢:;,.*

Website Character Styles

Desktop

Here's a guide of what font sizes to use when re-designing or optimizing for the desktop web format.

Heading 1

Font: Orbitron
Font weight: Bold
Font size: 60pt

Heading 2

Font: Orbitron
Font weight: Bold
Font size: 30pt

Heading 3

Font: Orbitron
Font weight: Bold
Font size: 20pt

Body text/Footer text

Font: Play
Font weight: Regular
Font size: 14pt
Line spacing: 20pt

Website Character Styles

Mobile

Here's a guide of what font sizes to use when re-designing or optimizing for the mobile web format.

Heading 1

Font: Orbitron
Font weight: Bold
Font size: 40pt

Heading 2

Font: Orbitron
Font weight: Bold
Font size: 30pt

Heading 3

Font: Orbitron
Font weight: Bold
Font size: 27pt

Body text/Footer text

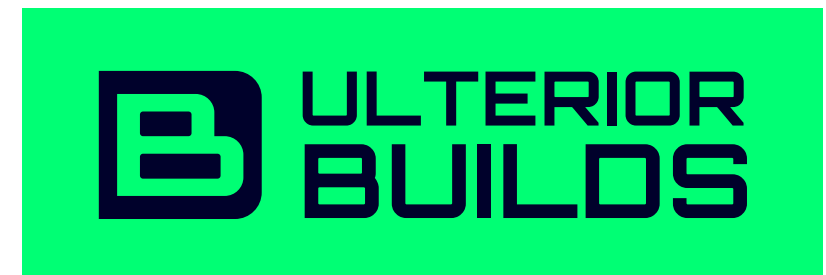
Font: Play
Font weight: Regular
Font size: 14pt
Line spacing: 18pt

Footer subtitle text

Font: Orbitron
Font weight: Regular
Font size: 14pt
Line spacing: 18pt

Logo Variations

Here are the appropriate logo displays for Ulterior Builds.
These logos are presented in single and duo-tone colour schemes to show the logo's flexibility with the colour scheme.



Logo Usage



Don't change the logo's orientation



Don't change the logo's opacity



Don't distort the logo in any way



Don't place the logo on poorly contrasting background colours



Don't add any effects to the logo

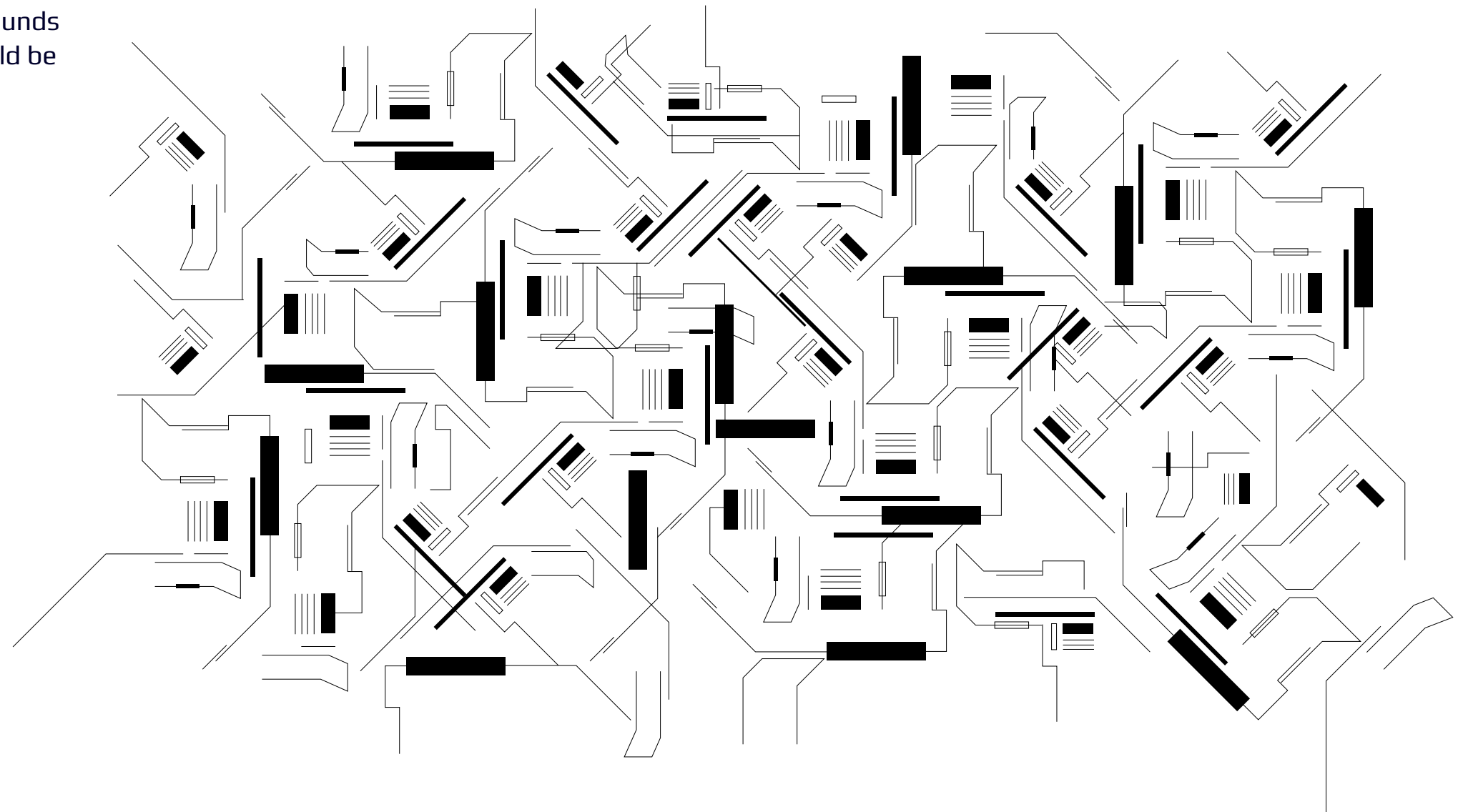


Don't cut out parts of the logo



Pattern

This pattern is suitable for use in backgrounds for the brand's deliverables. Opacity should be set to around 10-5%.



Thank you

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