



UCWDC

United Country Western
Dance Council

A photograph of a person's legs wearing blue jeans and teal cowboy boots with intricate white embroidery. The person is standing on a dark, polished dance floor. In the background, other people are visible, some wearing red and black plaid shirts, suggesting a social or dance event.

Brand Guidelines

INSIDE

INTRODUCTION	3
UCWDC LOGO	4
PRIMARY COLOR	4
BLACK & WHITE	5
REVERSED	6
UCWDC COLOR PALETTE	7
REGIONAL EVENT LOGO PALETTE	8
FONTS	9
PROTECTED SPACE	11
ACCEPTABLE USE	12
SPECIAL USE LOGOS	13
USING THE LOGO FILES	14
ADDITIONAL GUIDANCE	15
THIRD-PARTY COLOR PALETTES	15
CHAMPIONSHIP EVENTS	16
SPECIALTY ITEMS	16
CLOTHING	16
UCWDC DOCUMENTS	17
PRESENTATIONS, VIDEOS & ANIMATIONS	17

Every instance of communication conveys and reinforces our identity. At United Country Western Dance Council® (UCWDC®), we protect our brand by consistently applying these visual identity standards to create and nurture familiarity, trust, and confidence with our audiences.

The UCWDC visual identity is conveyed through a logo, color palette, and recommended fonts. This document outlines the standards and guidelines for use of these visual elements.

UCDWC LOGO
PRIMARY COLOR



UCWDC

United Country Western
Dance Council

BLACK & WHITE



UCWDC

**United Country Western
Dance Council**

REVERSED



UCWDC

United Country Western
Dance Council

UCWDC COLOR PALETTE


The UCWDC color palette defines the range of colors that may be used in the design of any UCWDC communications material, both print and digital. All UCWDC designs that are produced in color (e.g. official documents, email, web pages, booklets, flyers, ads, etc.) must be designed using one or more of the colors from the palette. Tints of the colors in 10% increments are also acceptable.

Should additional colors or any deviations from the palette be desired, the designer must provide justification and request permission from UCWDC's marketing and communications leadership.

In any case where a color application requires a "near match" (e.g. Pantone spot color, embroidery thread, etc.), UCWDC's marketing and communications leadership must be consulted.

PRIMARY


TURQUOISE



R: 95	C: 62	HEX:
G: 178	M: 11	5fb2b5
B: 181	Y: 30	
	K: 0	


SECONDARY

SUNSET




R: 246	C: 0	HEX:
G: 146	M: 51	f6921e
B: 30	Y: 99	
	K: 0	

DESERT



R: 183	C: 30	HEX:
G: 166	M: 31	b7a695
B: 149	Y: 40	
	K: 0	

MIDNIGHT










R: 0	C: 0	HEX:
G: 0	M: 0	000000
B: 0	Y: 0	
	K: 100	

REGIONAL EVENT LOGO PALETTE

The UCWDC Logo is available in the Primary color (turquoise) as well as these other options. This extended logo palette reflects UCWDC's entrepreneurial spirit and diversity. This selection empowers each Regional Event to use a version of the logo in a color that complements or contrasts its own brand colors.

The electronic logo files are labeled by color name for quick identification.

General Council members are also free to use the turquoise logo, the black and white logo, or reversed logo.

 <p>UCWDC United Country Western Dance Council</p> <p>SUNSET</p> <p>R: 246 C: 0 HEX: G: 146 M: 51 f6921e B: 30 Y: 99 K: 0</p>	 <p>UCWDC United Country Western Dance Council</p> <p>OCEAN</p> <p>R: 0 C: 75 HEX: G: 173 M: 15 00adee B: 238 Y: 0 K: 0</p>	 <p>UCWDC United Country Western Dance Council</p> <p>FOREST</p> <p>R: 0 C: 84 HEX: G: 161 M: 9 00a14b B: 75 Y: 100 K: 0</p>	 <p>UCWDC United Country Western Dance Council</p> <p>WILDBERRY</p> <p>R: 173 C: 32 HEX: G: 37 M: 99 ad256d B: 109 Y: 30 K: 3</p>
 <p>UCWDC United Country Western Dance Council</p> <p>CHILI</p> <p>R: 203 C: 14 HEX: G: 36 M: 87 cb2434 B: 52 Y: 99 K: 3</p>	 <p>UCWDC United Country Western Dance Council</p> <p>IRIS</p> <p>R: 134 C: 54 HEX: G: 107 M: 64 866ba0 B: 160 Y: 11 K: 0</p>	 <p>UCWDC United Country Western Dance Council</p> <p>SPRING</p> <p>R: 139 C: 51 HEX: G: 197 M: 0 8bc53f B: 63 Y: 100 K: 0</p>	

FONTS

LOGO FONT - FOR TITLES

The typeface used in the UCWDC Logo is a Rockwell Regular and is available from Adobe Fonts with a cloud subscription. It is the recommended font for Titles of UCWDC documents. <https://fonts.adobe.com/fonts/rockwell>

ROCKWELL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HEADINGS

Trebuchet MS is recommended for headings in UCWDC communications. It may also be used for Titles when the Rockwell Regular font is not available. Trebuchet MS ships with most Windows and Mac OS systems.

TREBUCHET MS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TREBUCHET MS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

FONTS

BODY TYPE

For body copy of UCWDC communications, either of two serif fonts may be used. Times New Roman has the advantage of being available to all users, for shared items like MS Word and PowerPoint. Times New Roman ships with Windows and Mac OS systems.

Crimson Text can be sourced free of charge from Google Fonts: <https://fonts.google.com/specimen/Crimson+Text>

CRIMSON TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

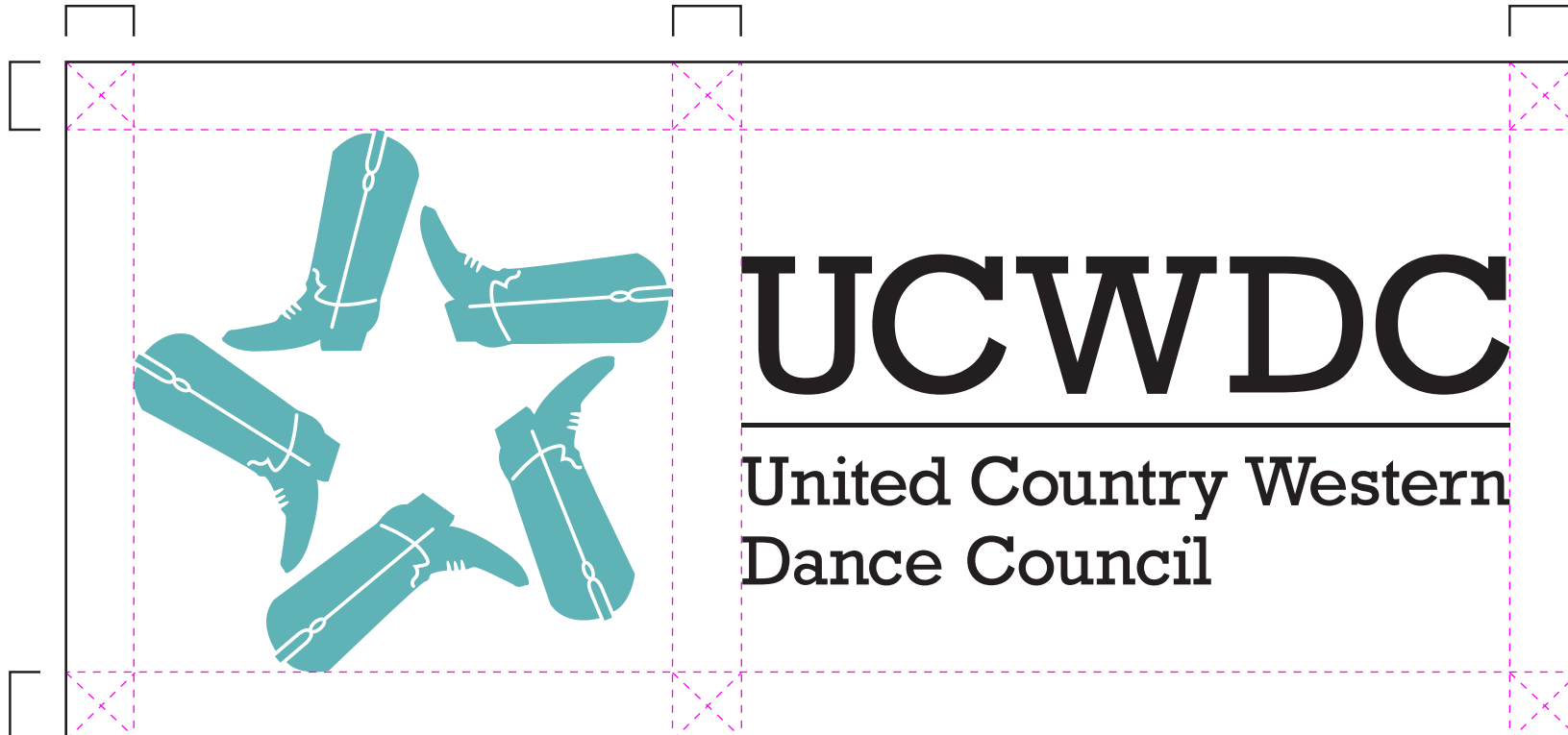
TIMES NEW ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PROTECTED SPACE

“Protected space” is a required, specified unused (blank) area around the logo mark to maximize and protect the logo’s visual impact. This space must remain free of all other photos, graphics and text, including other logos. It is also the minimum distance the logo mark can be from the edges of a printed or electronic document.

The size of this protected space is equivalent to the space between the UCWDC Logo symbol (boots) and type.



ACCEPTABLE USE & UNACCEPTABLE



The logo must appear on a solid white background or on top of pale tints. An acceptable alternative is the reversed logo, which may be used on solid dark colors. In all cases, visual contrast must be maintained for clarity.

ACCEPTABLE USES INCLUDE:

- using the logo in any of the provided colors as shown
- using shades of the UCWDC color palette for backgrounds on websites, flyers, etc.



UNACCEPTABLE USES OF THE LOGO INCLUDE:

- changing the logo to make each boot a different color
- changing the font color
- changing the logo by rendering it as a shade or tint of the official logo
- rendering the logo in unapproved colors
- placing the logo on an angle
- placing the logo over a complex, patterned, or textured background or over a photograph
- placing the logo behind other text, images, or patterns; for example, the logo should not be used as a watermark
- cropping the logo too tightly / not using the required protected space
- overlapping the logo with any other graphic element
- separating the icon from the lettering (except when used as a favicon or social media profile image – see page 13)
- modifying or removing the boots
- modifying or removing the lettering
- distorting the logo vertically or horizontally



SPECIAL-USE LOGOS

In addition to the full logo, two approved options are provided for use as the UCWDC website favicon and for social media profile images.

IMPORTANT!

These logos must never be used for any purpose or application except what they have been designed for (social media profile image; website favicon).

SOCIAL MEDIA - 512 [PX] X 512 [PX]



FAVICON - 512 [PX] X 512 [PX]



USING THE LOGO FILES

The UCWDC Logo is available in full color (RGB, CMYK) and single color (black-and-white and reversed options). The logo kit contains all versions in various file formats. The following briefly outlines the main uses of each file type.

VECTOR

These files are scalable (resolution independent) with no resolution loss when scaled.

EPS: Scalable vector for print publications, collateral, and tradeshow uses.

PDF: Scalable vector for print publications and online distribution applications.



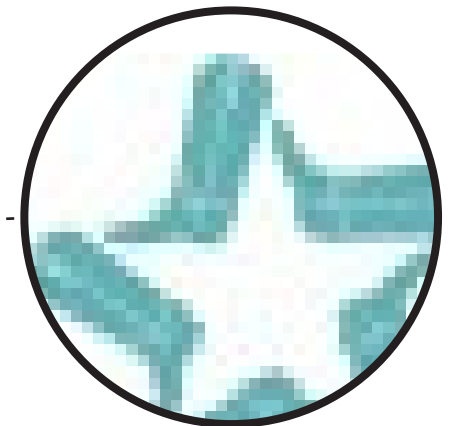
BITMAP

Bitmap logos are resolution dependent. They can be used at-size or smaller, but enlargement will lead to loss of quality.

JPG: Bitmap format for web, MS Word, PowerPoint, Google Docs.

PNG: Transparent bitmap format for web, MS Word, PowerPoint, Google Docs.

TIF: Suitable for use in print publications up to 100% scale



ADDITIONAL GUIDANCE

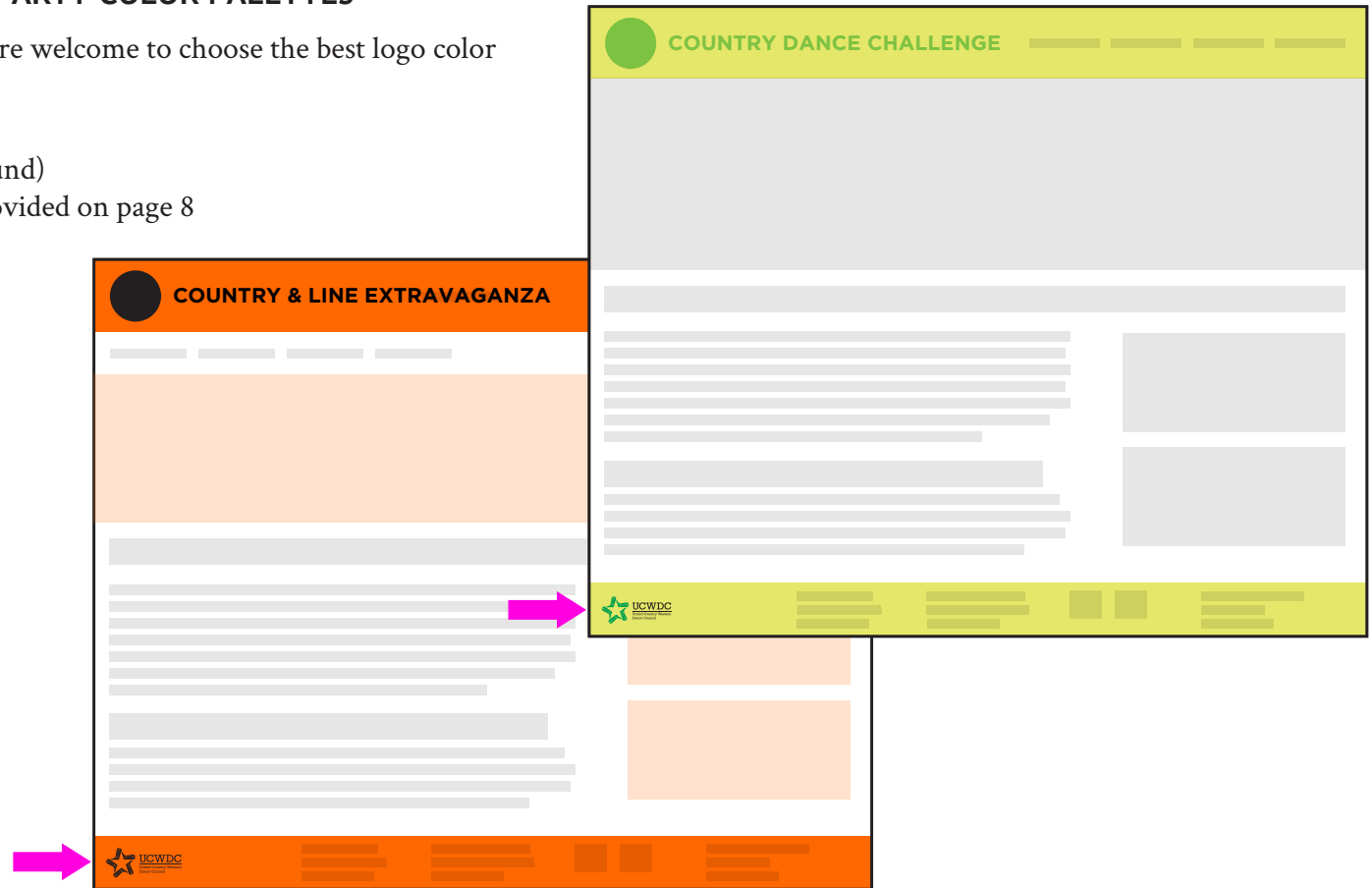
UCWDC LOGO USE WITH THIRD-PARTY COLOR PALETTES

UCWDC General Council members are welcome to choose the best logo color for their application. The options are:

- Black & white
- Reversed (white-on-dark background)
- Any **one** color from the palette provided on page 8

To use the UCWDC Logo with another color scheme, rather than looking for an exact match, instead choose a UCWDC Logo that complements or contrasts your color scheme.

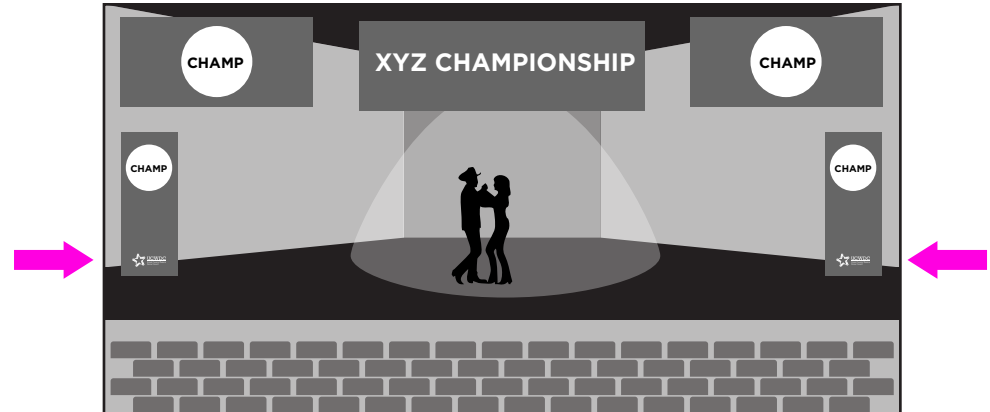
The black & white or reversed logos are neutral and will go well with any color scheme.



UCWDC LOGO USE AT CHAMPIONSHIP EVENTS

The UCWDC Logo must appear anywhere* the Championship Event logo appears. The UCWDC Logo should be at a **minimum 1/5th the size of the Championship logo and must be used at a size at which the words are legible.**

This recommendation applies to signage, schedules, ads, cards, handouts, certificates and any other print collateral.



CLOTHING

On any item that features a UCWDC Championship Event logo (Worlds, European), etc., the UCWDC Logo should also appear on the same item, according to the guidance provided under "Championship Events" above. For example, a jacket may feature a large Championship logo on the back plus a smaller UCWDC Logo on the front breast or a sleeve; or, if a Championship Logo is placed on the front of a ball cap, a smaller UCWDC Logo must be used elsewhere on the cap (e.g. brim, side, back).



SPECIALTY ITEMS

Specialty items such as trophies, plaques, buckles, etc. may need a customized version to reproduce at the desired size. Please consult with UCWDC's marketing and communications leadership for specialty requirements.

**In a room with event signage, the UCWDC Logo must be included, but it is not mandatory on every sign in the same room.*

UCWDC DOCUMENTS

The UCWDC Logo should appear on the cover page and in the header OR footer of every inside page of a UCWDC document, such as Rules, Policies, Bylaws, and so on.

On documents without a cover page, the UCWDC Logo should appear in the header OR footer of each page.

The UCWDC Logo should never be used as a watermark or background, as per page 12 of this document.



PRESENTATIONS, VIDEOS & ANIMATIONS

UCWDC presentation slide decks must feature the UCWDC Logo on the title slide and in the header OR footer of each other slide in the deck.

UCWDC and UCWDC Championship video productions must always feature the UCWDC Logo in their opening and closing frames, and optionally in a lower or upper margin throughout the production.

It is acceptable to animate the UCWDC Logo in one of two ways:

1. The boots/star may "spin" provided that they come to a stop and always remain with the UCWDC Logo's lettering. That is, the boots/star may not be separated from the lettering except for the applications specified on page 13.
2. All of the Primary and Regional Event Logo colors can be cycled through in a single animation, making it appear that the boots/star icon is changing colors. In this case, ALL of the available logo colors must appear in the animation (not a selection of them).

New uses and applications of the UCWDC Logo should be reviewed by UCWDC's marketing and communications leadership.



UCWDC

United Country Western
Dance Council

CONTACT UCWDC MARKETING & COMMUNICATIONS LEADERSHIP

Please direct questions and branding review requests to UCWDC's marketing and communications leadership:

president@ucwdc.org & marketing@ucwdc.org