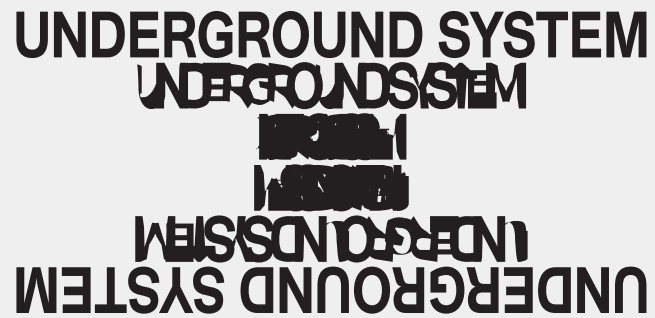UNDERGROUND SYSTEM

This manual of graphic standards sets forth a precise design program intended to coordinate all visual communication efforts by Underground System. It includes standards of logotype, typography sizes, usage and formats to increase visual expression and identification.

The standards defined in this manual should be followed throughout. Exceptions should be considered only when necessitated by circumstances and then adapted to remain in keeping with the character or this program. This set of standards is inteded as a frame-work to coordinate all créative efforts without inhibiting freedom of expression.

LOGOS

Logos are the central elements of the Underground System identity and should be used consistently on all communications. They are custom drawn.

The four logotypes are special usage version creating a lively visual shorthand which identifies Underground System and symbolically embodies its activities.

1.

2.

3.

4.

LOGO 1. MAIN LOGOTYPE

The underground System logotype combines two wordmarks upside down. This composition creates a space for their own distorded version to exist and express movement. This logo is used as the main symbol in order to unify the graphic language and to provide consistancy.

UNDERGROUND SYSTEM

1.25" / 90px   Minimum Size of Logo 1.

LOGO 2. MAIN HORIZONTAL

UNDERGROUND SYSTEM

UNDERGROUND SYSTEM

←————————————→

2" / 150px   Minimum Size of Logo 2.

LOGO 3. LARGE SCALE

UNDERGROUNDSYSTEM

UNDERGROUNDSYSTEM

3.5" / 250px   Minimum Size of Logo 3.

LOGO 4. SMALL SIZE

UNDERGROUND SYSTEM

UNDERGROUND SYSTEM
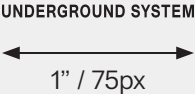
1" / 75px   Minimum Size of Logo 4.

TYPEFACES

In order to achieve consistent typographical appearance it is suggested to use the typeface "ITC Souvenir" whenever typesetting is involved. "ITC Souvenir" is available in two weights Light and Medium.

The use of other typefaces should be discouraged, although exceptions should be considered, evaluated and whenever appropriate allowed.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(&.,:;!?'""-*$ ¢%/)

ITC Souvenir Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(&.,:;!?'""-*$ ¢%/)

ITC Souvenir Medium