

UNDERHILL
SINCE 1913

BRAND GUIDELINES

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INTRODUCTION

Underhill is a group of professional BC land surveyors providing full-service geomatics consulting and technical services. In operation since 1913, Underhill is recognized as one of BC's most trusted professional surveying companies.

Our firm provides services throughout BC, the Yukon, the Northwest Territories, Nunavut, Canada and worldwide.

The Underhill brand guidelines exist to ensure visual and brand consistency across various media.

Guidelines within this guide cover treatment of such assets as the company logo and icon, company colours, and typography.

Please stick to these guidelines to ensure a brand image and perception that are consistent no matter where they're seen.



ABOUT US

OUR HISTORY

The Underhill Group of companies originated in late 1913 when the brothers, Frederic Clare Underhill (Clare) and James Theodore Underhill (J.T.), formed the Underhill & Underhill partnership.

The Underhill brothers chose a high standard of principles to guide their professional work, and they exhibited personal integrity which soon led to the recognition of them as leaders in their field. The firm continued to grow with the development and expansion of the BC economy. With this growth, new partners were added to the firm from 1922 onwards.

Since then, the Underhill firm has consistently been at the forefront of technological innovation in the field. This has allowed increased efficiency, a broadening of services, and an expansion of service territory—all to better serve our clients. Today, Underhill offers a full range of surveying, mapping and other land surveying services in BC, Canada, and throughout the world.



UNDERHILL LOGO (PREFERRED VERSION)

The Underhill logo was designed in 1979 by S. Thorne and feature stwo2 “U” letters for the founding Underhill brothers, a plus sign for “and” as well as to signify sighting cross hairs used in surveying tools.

The preferred logo for Underhill is this version, includes both the Underhil wordmark and the year of the organization’s inception.

The logo is available in these versions:

HORIZONTAL

- 1 Full colour
- 2 One colour
- 3 Reverse 2 colour
- 4 Reverse 1 colour

VERTICAL

- 1 Full colour
- 2 One colour
- 3 Reverse 2 colour
- 4 Reverse 1 colour

HORIZONTAL



VERTICAL



UNDERHILL GEOMATICS LOGO

The Underhill Geomatics logo can be used when referring to **Underhill Geomatics Ltd.**, the surveying engineering services arm of the firm.

The logo is available in these versions:

HORIZONTAL

- 1 Full colour
- 2 One colour
- 3 Reverse 2 colour
- 4 Reverse 1 colour

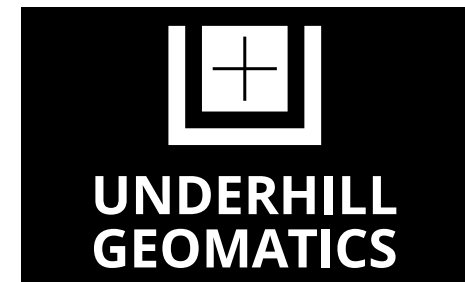
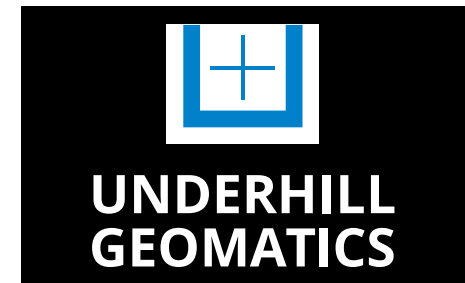
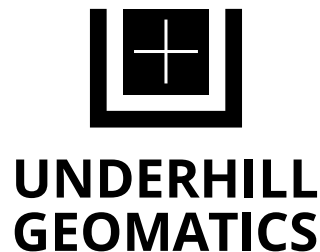
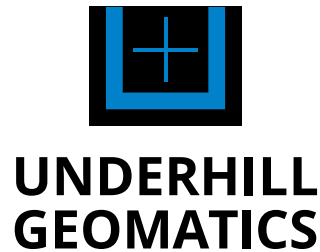
VERTICAL

- 1 Full colour
- 2 One colour
- 3 Reverse 2 colour
- 4 Reverse 1 colour

HORIZONTAL



VERTICAL



UNDERHILL & UNDERHILL LOGO

The Underhill & Underhill logo can be used when referring to **Underhill & Underhill**, a partnership of professional land surveyors.

The logo is available in these versions:

HORIZONTAL

- 1 Full colour
- 2 One colour
- 3 Reverse 2 colour
- 4 Reverse 1 colour

VERTICAL

- 1 Full colour
- 2 One colour
- 3 Reverse 2 colour
- 4 Reverse 1 colour

HORIZONTAL



VERTICAL



UNDERHILL COMBINED LOGO

In cases where both company names need to be utilized, a combined version of the logo can be used. This would be used in specific situations when both names are necessary for legal reasons.

The logo is available in these versions:

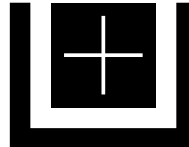
HORIZONTAL

- 1 Full colour
- 2 One colour
- 3 Reverse 2 colour
- 4 Reverse 1 colour

HORIZONTAL



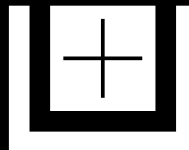
UNDERHILL GEOMATICS LTD.
UNDERHILL & UNDERHILL
SINCE 1913



UNDERHILL GEOMATICS LTD.
UNDERHILL & UNDERHILL
SINCE 1913



UNDERHILL GEOMATICS LTD.
UNDERHILL & UNDERHILL
SINCE 1913



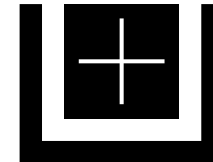
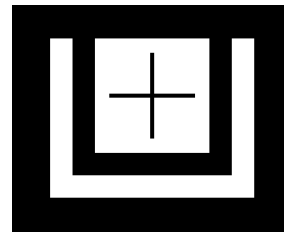
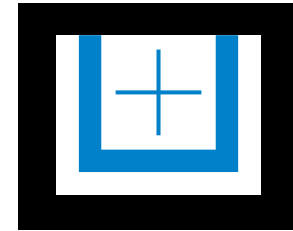
UNDERHILL GEOMATICS LTD.
UNDERHILL & UNDERHILL
SINCE 1913

UNDERHILL ICON

In rare cases where it is not possible to use the full Underhill brand, the logomark or 'icon' can be used.

The logo is available in these versions:

- 1 Full colour
- 2 One colour
- 3 Reverse 2 colour
- 4 Reverse 1 colour



COLOURS

Our company colours are professional and modern, expressing who we are.

Underhill Blue is defined as Pantone Process Blue C. This is the main colour utilized in our branding.

The following tertiary colours are used to complement the main blue brand colour.

UNDERHILL BLUE



PANTONE Process Blue C

RGB 0 133 202
HEX 0085CA
CMYK 100 15 0 6

TERTIARY COLOURS



PANTONE 158-15C

RGB 115 151 63
HEX 73973F
CMYK 41 0 85 32



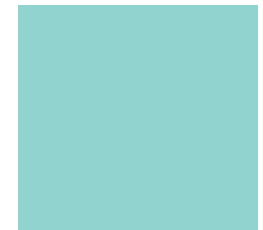
PANTONE 45-5C

RGB 245 126 37
HEX F57E25
CMYK 0 62 97 0



PANTONE 104-7C

RGB 45 108 181
HEX 2D6CB5
CMYK 85 58 0 0



PANTONE 127-3C

RGB 145 211 206
HEX 91D3CE
CMYK 42 0 22 0

TYPOGRAPHY

Our primary typeface is Open Sans. We use Light, Regular and Bold. Whenever possible Open Sans should be used.

When the use of Open Sans is not possible Arial is the alternative choice.

OPEN SANS LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

OPEN SANS REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

OPEN SANS BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

ARIAL REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

ARIAL BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

LOGO TREATMENT

The logo must be used as is and not be altered in any way. This means that you must not:

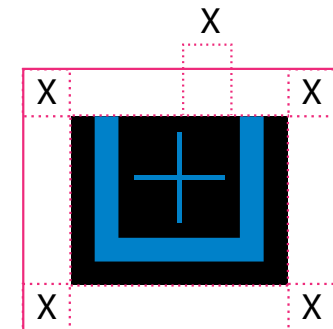
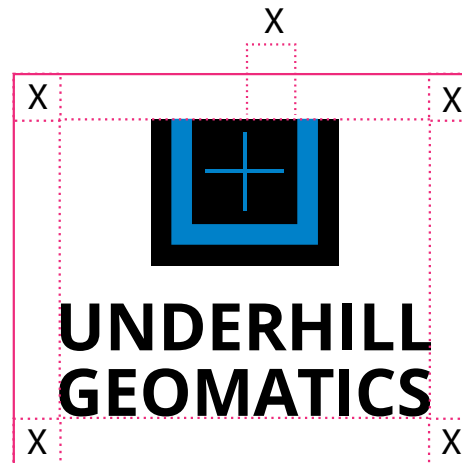
- 1 Change the logo's orientation or rotation.
- 2 Disproportionately scale or resize the logo.
- 3 Change the logo's colours.
- 4 Display the logo with colour combinations not previously specified.
- 5 Display the logo in a configuration not previously specified.
- 6 Add special effects to the logo.
- 7 Add an outline to the logo or display the logo as an outline.
- 8 Use the logo on top of busy photography
- 9 Display other elements within the logo's designated clear space.
- 10 Crop the logo in any way.



CLEAR SPACE

All forms of the Underhill logo must have a designated amount of clear space on all sides unoccupied by other elements. This is to ensure the logo's visual clarity and effectiveness.

The clear space is defined as the space in the top right section of the icon or logomark's cross hairs.



CONTACT INFORMATION



UNDERHILL
SINCE 1913

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Email: info@underhill.ca
LinkedIn: [@underhill-geomatics-ltd](https://www.linkedin.com/company/underhill-geomatics-ltd)
Twitter: [@UnderhillGeomat](https://twitter.com/UnderhillGeomat)
Facebook: [@UnderhillGeomat](https://www.facebook.com/UnderhillGeomat)
YouTube: [@UnderhillGeomatics](https://www.youtube.com/UnderhillGeomatics)

