

Clear Space

Community input and careful design decisions resulted in the United Trails Brandmark. It is essential that the Brandmark be treated with care and respect.

A set clear area should be maintained around the brandmark when it is used at all times. This area should be the height of the “U” in the word **UNITED**. The clear area will vary depending on the scale the logo is used.

Brandmark



Brandmark with Tagline



Minimum Size

The Brandmark should not be used below a certain size, or it becomes illegible. Please refer to the guidelines below for the smallest size at which the brandmark may be used.

Brandmark



1 inch or 25mm

Brandmark with Tagline



1.25 inch or 32mm