

New Look. Same Classic Brand.



Brand Standards

A VISUAL GUIDE TO THE UNION INK BRAND



Logo Guidelines

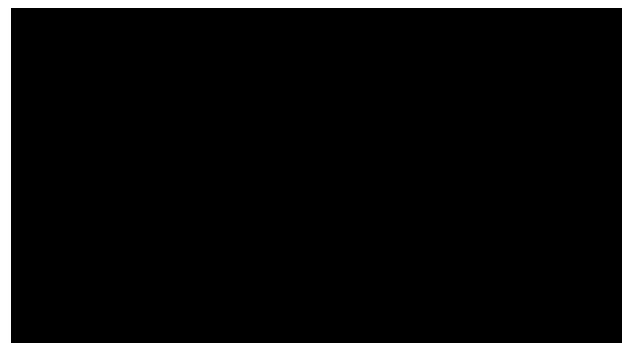
Our logo is the most recognizable element of our brand. Always follow the guidelines provided to ensure consistent and correct usage. Please do not recreate these marks. Use only the acceptable art files.

Logo Elements

The Union Ink logo is made up of 2 key elements:



Color Palette



PMS Black / C75 M68 Y67 K90 R0 G0 B0 / #000000



PMS 123 / C0M32Y95K0 / R255 G183 B27 / #4FFB71B

Clear Space

To ensure visibility, there should be a zone of clear space around the Union Ink logo equal to or greater than the width of the U in the brandmark. Nothing should appear within the clear space.



Minimum Sizes

To ensure readability the logo should never be reduced to a size smaller than displayed below.



Minimum Print Size: 1 inch wide



Minimum Digital Size: 80 pixels wide

Logo Guidelines

Logo Variations

The Union Ink logo is available in various formats to suit any use. Download logos and email signature here:

avientspecialtyinks.com/products-brand/union-ink



What Not to Do

To build strong brand recognition, the logo should always be used consistently in the formats listed on the previous pages. Below we have highlighted some ways the logo should never be used.



Do not change the color of the logo.



Do not use logo on overly complex backgrounds.



Do not use the full color logo against backgrounds without enough contrast.

Union Ink™ Low Cure Inks

Application Highlight

Union Ink™ offers a variety of low, or flexible, cure inks that not only reduce energy consumption, but also minimize dye-migration and prevent shrinkage of heat-sensitive fabrics. These inks cure at temperatures as low as 270°F (132°C), as opposed to the standard 320°F (160°C) cure temperature of standard inks.

Union Ink™ low cure inks can be identified on the Union Ink™ product selection guide with the reduced energy use icon, blue bucket labels, and blue product information bulletin (PIB).

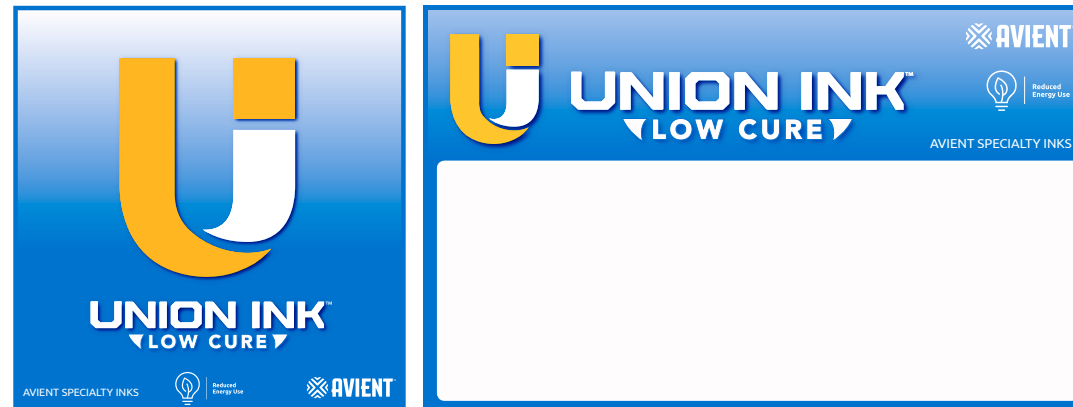
Reduced Energy Use Icon



Reduced Energy Use

Look for the reduced energy use icon to signify low cure inks. This icon is reserved for approved Avient products.

Union Ink™ Low Cure Bucket Labels



Union Ink™ low cure bucket labels are reserved for approved low cure inks. The Union Ink™ logo with the blue background, as seen on the bucket label, should only be utilized in bucket labels and PIBs for approved inks.

Union Ink™ Low Cure PIBs

PRODUCT INFORMATION BULLETIN		
UNION INK™ LOW CURE		
Highlights		Printing Tips
Compliance		Sustainability
		Reduced Energy Use
Precautions		
Recommended Parameters		
Fabric Types	Flash & Cure	Clean Up
Mesh	Pigment Loading	Health & Safety
Squeegee	Additives	
Stencil	Storage	
AVIENT		AVIENT SPECIALTY INKS

Union Ink™ low cure PIBs are available at <https://www.avientspecialtyinks.com/resources>. Standard cure PIBs are printed on a yellow background, while low cure PIBs utilize a blue background.