



STYLE GUIDE

AUGUST 2025

Innovative Solutions for an Evolving Landscape

- 30-year old start-up
- deep expertise and experience combined with forward-thinking tech-enabled solutions
- layered, complex insurance solutions made simple
- trusted partner / your guide behind the scenes
- we meet you where you are
- mitigating risks and caring for what is most important (clients, customers, and the environment)
- we listen to you and customize solutions to cater to your needs and expectations
- empowering our customers for business growth

BRAND HIGHLIGHTS



The **“DIACON”** (diamond icon) is the name given to UCPM’s icon. It is a symbol of strength and simplicity while representing complex, forward-thinking products and services. It is the diamond-standard in the industry.

The icon employs sharp edges for a clean modern aesthetic while delicately adding in rounded north and south points to demonstrate the care and all-encompassing support that UCPM provides its customers.

The Diacon appears in the two primary UCPM colors (Deep Sea & Aqua) but can also appear in variations for instances of imagery, pattern, black, and white backgrounds.

(See pages 4–5 for color variations)



THE “DIACON”

CORPORATE ICON

Updates were made to the most recent UCPM logo to help streamline the graphic and to better balance the icon and name. Consistent spacing for letters and iconography have been employed throughout all corresponding UCPM brand logos.

The logo has both horizontal and vertical variations, and can appear with or without the “Environmental Risk Management” subhead.

Efforts are being made to federally trademark all products and/or services that have a defined logo.



update - horizontal + subhead



update - horizontal



update - vertical + subhead



update - vertical

CORPORATE LOGO



Horizontal - black



Horizontal - full white/negative



Horizontal - white/color option



Horizontal - gray



Vertical - black



Vertical - full white/negative



Vertical - white/color option



Vertical - gray

CORPORATE LOGO

CLEAR SPACE



MINIMUM SIZE



Horizontal - with subhead



Horizontal - without subhead



Vertical - with subhead



Vertical - without subhead

CORPORATE LOGO