

Overview of the UOC's style guide

UOC logo

We have freedom to any of use the different versions of the logo to suit the space available.

2 lines



3 lines

Horizontal version



3 lines

Vertical version



Sub-brands



This sub-brand covers the UOC's research, innovation and knowledge transfer activities.



This sub-brand covers those training initiatives that go beyond conventional university courses.



This sub-brand covers the learning solutions provided to companies and institutions.



This sub-brand is for the graduate network and the corresponding services and connections provided by the UOC.



This sub-brand covers all the media belonging to and created by the UOC (publications, audiovisuals, games and apps) for a wide audience.

Range of colours

The main colour is our corporate blue. It is used together with a range of colours that provides a categorization, with each colour tied to a specific sub-brand.

Corporate colour PANTONE REFLEX BLUE U/C C=100 M=85 Y=0 K=5 R=0 G=0 B=120 #000078 NCS S 4055-R70B	Master brand colour PANTONE 310 U/C #73EDFF RGB 115/237/255 CMYK 45/0/10/0 NCS S 0540-B10G
	UOC R&I colour PANTONE 352 U/353 C #38FF90 RGB 56/255/144 CMYK 50/0/40/0 NCS S 0550-G10Y
	UOC X colour PANTONE 108 U/109 C #FFE000 RGB 255/224/0 CMYK 0/3/100/0 NCS S 0580-Y
	UOC Corporate colour PANTONE 177 U/C #FF7D87 RGB 255/125/135 CMYK 0/50/25/0 NCS S 0560-R
	UOC Alumni colour PANTONE 2645 U/C #BBD9FF RGB 189/158/255 CMYK 30/30/0/0 NCS S 2040-R60B
	UOC Media colour PANTONE 237 U/C #FF87FF RGB 255/135/255 CMYK 0/50/0/0 NCS S 1060-R30B

Secondary range of colours

This range of greys is shared by all UOC brands and can be used as a medium for other graphic elements.

Light grey PANTONE COOL GRAY 1 U/C #F0F0F0 RGB 232/232/232 CMYK 0/0/0/10 NCS S 1002-Y	Mid grey PANTONE COOL GRAY 5 U/C #D0D0D0 RGB 187/187/187 CMYK 0/0/0/30 NCS S 3000-N	Dark grey PANTONE COOL GRAY 10 U/C #878787 RGB 119/119/119 CMYK 0/0/0/60 NCS S 6000-N
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llibre-estil.uoc.edu

If you need more details, please check the style guide on our website.

identitat_corporativa@uoc.edu

Let us help deal any uncertainties you might have; send an email to this address.

UOC Typefaces

UOC Sans

UOC Sans Bold
UOC Sans Bold Italic
UOC Sans Regular
UOC Sans Italic

UOC Serif

UOC Sans Bold
UOC Sans Bold Italic
UOC Sans Regular
UOC Sans Italic

Photography

The criteria for photographic styles are as follows:

- One concept
- One frame
- A scale or human element
- A UOC filter

Modifying photos

We can make photos expressions of the UOC's visual language using:

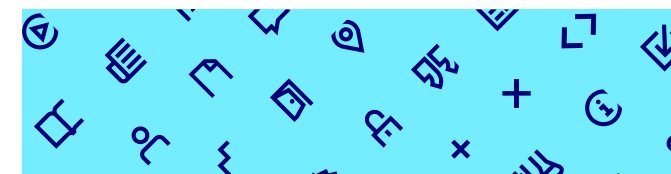
- a UOC filter
- a duotone



Iconography

The UOC icons are based on the logo:

- cropped on one of the four sides with the idea of going beyond the screen's limits
- drawn with a uniform thick line
- geometric images
- conceptually minimalist

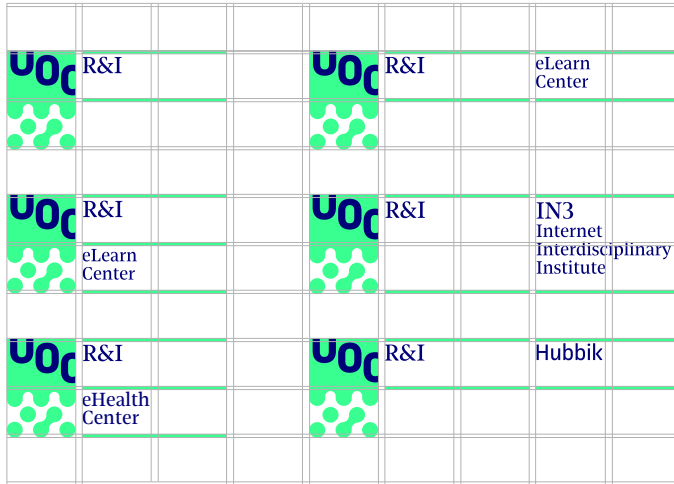


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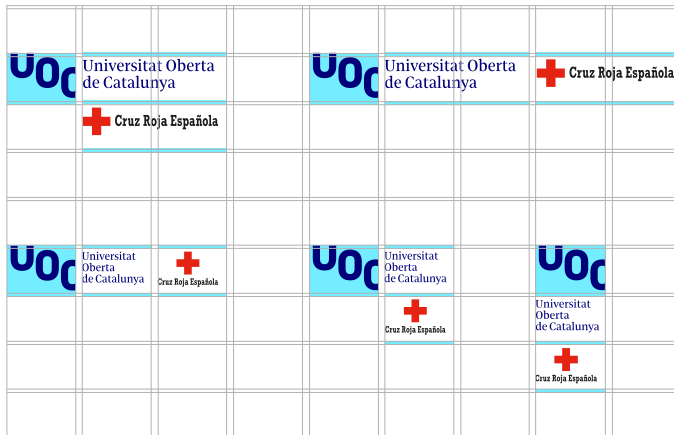
Modular system

The logo uses a grid system, meaning that it can be reformatted in a number of ways and used in combination with other brands. Use of the vertical or horizontal version depends on the context and the medium.

Modular grid system



Linking brands

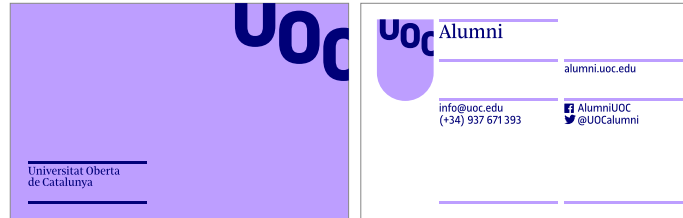


Lines

Lines serve not only to structure information in orderly fashion but also to give personality and individual character to the UOC's component parts.

Cards

Brand and details connected and ordered through the use of lines.



Presentations

Connection of brand and title thanks to a communicative use of lines.



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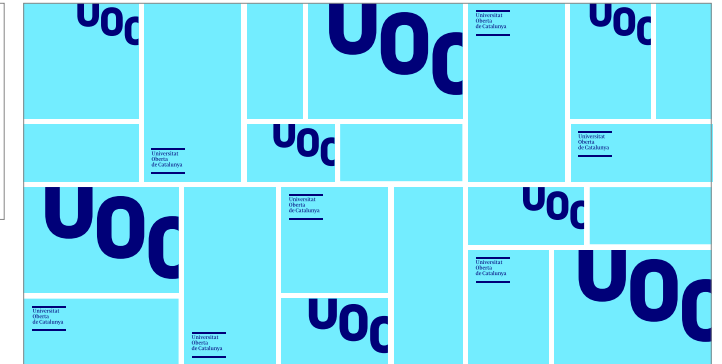
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Adaptable logo

The basic unit of the logo in its frame can be reframed and expanded or shrunk vertically and horizontally, on the condition that the logo stays in the top-right corner. This provides the logo with the flexibility and adaptability that are hallmarks of the UOC.

Photo call

The logo's flexibility means it can be used to create a photo backdrop.



Roll-up banners

The graphic elements that illustrate each brand's personality can be rescaled and used as a trim in a variety of applications.

