

BRAND TOOL KIT

LOGO

The preferred logoversion to use is on white background.
Negative version is reversed (white) on a dark blue background.
Also a black and white version is available for 1-colour print purposes.

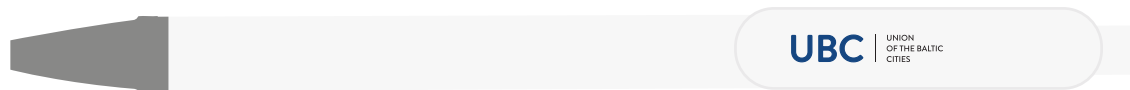


CLEAR SPACE AND MINIMUM SIZE

A clear space area free of competing visual elements should be maintained.

In the example, U represents the clear space around the logo. U is equal to the height of the letter U in the UBC logo.

The minimum size of the logo should be no less than 20 mm in width.



LOGO VERSIONS

A version to be used in UBC marketing purposes includes an area map of the Baltic Sea. This version can be applied when the connection to the sea is especially highlighted.



LOGO VERSIONS

Every commission has its own logoverision.

Use only the commission version of the logo when such usage is necessary.

UBC | UNION
OF THE BALTIC
CITIES

CULTURAL CITIES
COMMISSION

UBC | UNION
OF THE BALTIC
CITIES

SMART AND PROSPERING CITIES
COMMISSION

UBC | UNION
OF THE BALTIC
CITIES

INCLUSIVE AND HEALTHY CITIES
COMMISSION

UBC | UNION
OF THE BALTIC
CITIES

SUSTAINABLE CITIES
COMMISSION

UBC | UNION
OF THE BALTIC
CITIES

PLANNING CITIES
COMMISSION

UBC | UNION
OF THE BALTIC
CITIES

YOUTHFUL CITIES
COMMISSION

UBC | UNION
OF THE BALTIC
CITIES

SAFE CITIES
COMMISSION

BRANDON GROTESQUE MEDIUM

abcdefghijklmnopqrstuvxyzåäö

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ

123456789;:!?

BRANDON GROTESQUE REGULAR

abcdefghijklmnopqrstuvxyzåäö

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ

123456789;:!?

TYPOGRAPHY

UBC's typeface is Brandon Grotesque, a sans-serif typeface designed by Hannes von Döhren.

For web based applications, use Brandon Grotesque in graphics and use Open Sans font for all HTML text, including body text, headers, captions and links.

Aa

OPEN SANS NORMAL

abcdefghijklmnopqrstuvxyzåäö
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
123456789;:!?

OPEN SANS LIGHT

abcdefghijklmnopqrstuvxyzåäö
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
123456789;:!?

OPEN SANS BOLD

abcdefghijklmnopqrstuvxyzåäö
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
123456789;:!?

TYPOGRAPHY

Open Sans font can be used as a system font to replace the profile fonts. Open Sans is part of the Google web fonts and can be downloaded for free. The system fonts replace the profile fonts in desktop applications such as Word and Excel, as well as for digital media which includes e-mail and PowerPoint.



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Baltic cities

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

TYPOGRAPHY – CORRECT USE

Brandon Grotesque medium is great to use on large headings and on body copy for good readability.

Brandon Grotesque regular works well on introduction text and subheadings.

You can use uppercase/all capital letters in subheadings.

All text is preferred to be left aligned.

COLOUR PALETTE

The primary color for UBC's logo is dark blue.

DARK BLUE

PRINT
PANTONE
280

PRINT
CMYK
C 100
M 83
Y 23
K 5

SCREEN
RGB
R 43
G 68
B 124

WEB
HEX
2B447C

COLOUR PALETTE

The secondary color palette includes yellow.
Also cyan and shades of gray can be used.

YELLOW

PRINT
PANTONE
136

PRINT
CMYK
C 0
M 28
Y 94
K 0

SCREEN
RGB
R 251
G 191
B 32

WEB
HEX
FBBF20

CYAN

PRINT
PANTONE
Process Cyan

PRINT
CMYK
C 100
M 0
Y 0
K 0

SCREEN
RGB
R 0
G 153
B 256

WEB
HEX
00A0E4

CYAN

PRINT
PANTONE
445 C

PRINT
CMYK
C 0
M 0
Y 0
K 86

SCREEN
RGB
R 77
G 77
B 76

WEB
HEX
4D4D4C

EXAMPLES – ENVELOPE

The example shows how you can use the different elements of the UBC identity in envelopes.

