

unicon

CONSORTIUM FOR UNIVERSITY
EXECUTIVE EDUCATION

BRAND GUIDE

PRIMARY LOGOS

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The Primary Logo is the preferred choice for all logo applications. It should be used in every instance where a logo is required. In particular, it is recommended for public-facing materials where the context of UNICON may not be immediately recognizable.

The Primary Logo is designed with both vertical and horizontal layouts, allowing for flexibility in its usage. These layouts are interchangeable based on the specific requirements of your design.

For applications involving colored backgrounds, overlaying on photographs, or any scenario with significant contrast requirements, it is advised to use the white versions of the UNICON logo. This ensures optimal visibility and brand consistency.

PRIMARY LOGO EXAMPLES





SECONDARY LOGO

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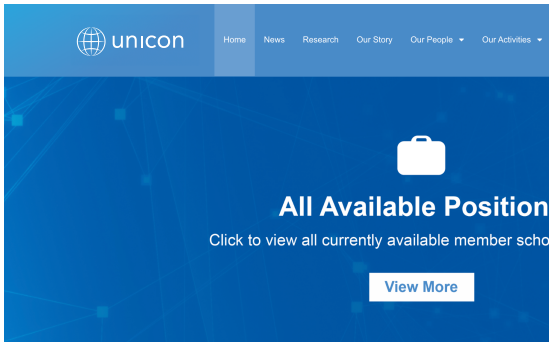
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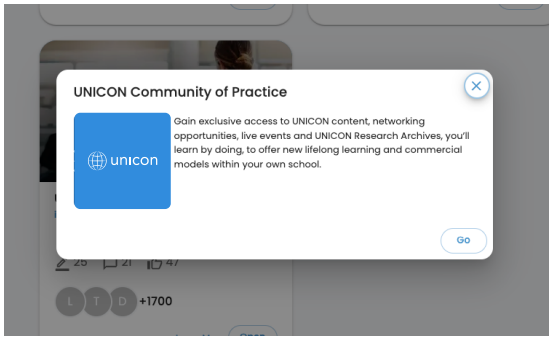
The UNICON Secondary Logo is intended for instances where the viewer can reasonably be expected to have prior knowledge of UNICON's context, such as on the official website or within members-only platforms. This logo variation is ideal for situations where familiarity with UNICON as a consortium for university-based executive education can be assumed.

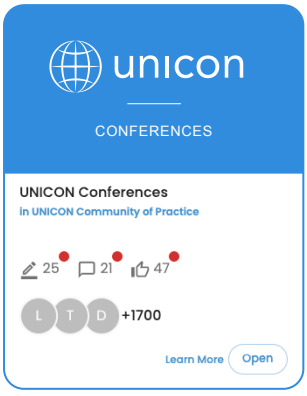
For applications involving colored backgrounds, overlaying on photographs, or any scenario with significant contrast requirements, it is advised to use the white versions of the secondary logo. This ensures optimal visibility and brand consistency.

SECONDARY LOGO EXAMPLES









BRANDMARK

The UNICON Brandmark is exclusively intended as an accent element and should not be employed in situations requiring a full logo representation. Instead, it serves as a complementary component, adding a distinctive touch to various applications. Consider using the Brandmark as a profile picture, a background overlay, or any other decorative element where its unique visual identity can enhance the overall aesthetic without serving as the primary logo.

For applications involving colored backgrounds, overlaying on photographs, or any scenario with significant contrast requirements, it is advised to use the white versions of the secondary logo. This ensures optimal visibility and brand consistency.

BRANDMARK EXAMPLES





COLORS



BLUE

RGB: 73 139 201

CMYK: 77 31 0 0

HEX: #498BC9



GRAY

RGB: 88 88 90

CMYK: 61 52 49 34

HEX: #58585A



CYAN

RGB: 2 177 230

CMYK: 80 0 2 0

HEX: #02B1E6



DARK BLUE

RGB: 13 45 71

CMYK: 82 37 0 72

HEX: #0D2D47