



**unicon**

---

CONSORTIUM FOR UNIVERSITY  
EXECUTIVE EDUCATION

BRAND GUIDE

PRIMARY LOGOS



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



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

**UNICON Coffee Breaks**

Join over 100 UNICON members who participate in small, self-managed interactive group sessions and quarterly conference calls throughout the year.

**Connections**

Connect with peers in similar job roles across member schools.

**Idea Sharing**

Discuss shared solutions and strategies in executive education.

**Networking**

Build new relationships with executive education professionals.

unicon Home News Research Our Story Our People Our Activities

**All Available Positions**

Click to view all currently available member schools

[View More](#)

unicon

CONFERENCES

**UNICON Conferences**  
in UNICON Community of Practice

25 21 47

L T D +1700

[Learn More](#) [Open](#)

**Interested in joining?**

Sign up on our website at [uniconexed.org/unicon-coffee-break](https://uniconexed.org/unicon-coffee-break) to be notified once the next session is scheduled to begin.

**UNICON Community of Practice**

Gain exclusive access to UNICON content, networking opportunities, live events and UNICON Research Archives, you'll learn by doing, to offer new lifelong learning and commercial models within your own school.

[Go](#)

## 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