Brand Guidelines

ucsiuniversity.edu.my

UCSI University

Visual Elements

These are the visible characteristics contributing to the appearance of the Brand's image

Logo, colour and typography

Logo

UCSI Logo | Rationale

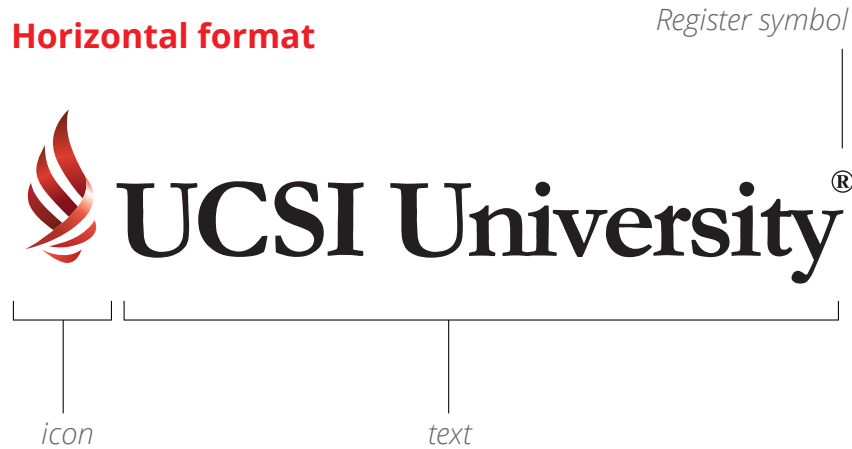**Horizontal format**

Square format

About UCSI Logo

The Logo is a stylised wing of a bird in flight, which symbolises UCSI University's dynamism and visionary aspirations to soar to great heights of achievements.
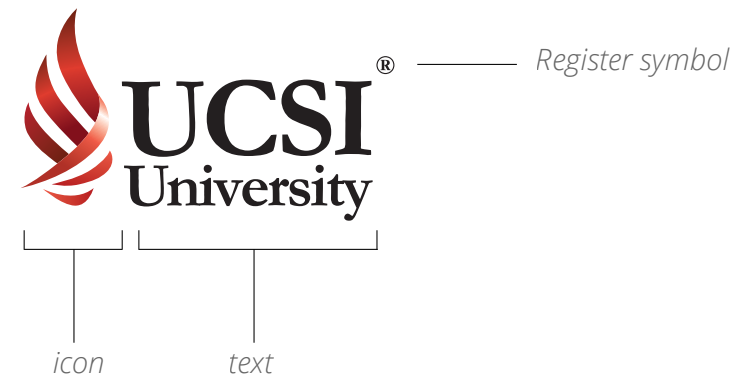
The UCSI University Logo is a registered trademark. It forms an integral part of the College's public image and is thus subject to several well-meaning rules that govern its usage.

UCSI Logo

Horizontal format

icon   text

Square format

Register symbol

icon   text

The UCSI logo consists of two elements; the wing icon and the text 'UCSI University'.

There are two formats of the UCSI Logo; horizontal and square. Both logos are followed by the registered trademark logo. For the horizontal format, the R symbol appears at the top right of the letter 'y' and above the letter 'I' for the square format.

The logo must never be altered, modified or recreated. Any attempt to modify or alter the logo is a violation of the Company's standards.

UCSI Logo | Horizontal Format

Protected Area

The grey box surrounding the logo illustrates the required minimum clear space around the logo; nothing should encroach on spaces marked as **'x'**.

x is the height of the letter 's' in the word 'University'.

Minimum Size

For Printing

25 mm width

For Web Usage

90 pixels width

To ensure clarity, the logo of University should not be smaller than 25mm (width) and 90 pixel (width) respectively. The size of the logo in an actual artwork should not be smaller than 15% of the actual artwork size.

UCSI Logo | Square Format

Protected Area

The grey box surrounding the logo illustrates the required minimum clear space around the logo; nothing should encroach on spaces marked as **'x'**.

x is the height of the letter 's' in the word 'University'.

Minimum Size

For Printing

20mm width

For Web Usage

90 pixel width

To ensure clarity, the University logo should not be less than 20mm (width) and 90 pixel (width) in size. The size of the logo in an actual artwork should not be smaller than 15% of the actual artwork size.

UCSI Logo | Improper Use of Logo

Do not change the approved logo size relations.

Do not reduce the logo to a size that interferes with the legibility.

Do not separate the symbol from the words.

Do not place the logo on an image background that interferes with the legibility.

Do not change the approved brand colour.

Do not distort the logo's proportions.

Do not invert or slant the logo.

Ensure there is enough contrast between the logo and the background colour.

Do not use special effects on the logo.

UCSI Logo | Colour

Print Colours

Red CMYK Gradient

28C 90M 95Y 50K	23C 100M 90Y 40K
15C 100M 100Y 15K	25C 95M 100Y 10K
7C 92M 93Y	80M 75Y

Black

100K
Pantone Black C

Web Colours

Red RGB Gradient

92R 13G 6B	118R 15B
184R	172R 11G
237R 18B	255R 51G 64B

Black

Hex# 000000
0R 0G 0B

The Brand Colours are part of our visual identity system. The colours must be used as much as possible.

UCSI Logo | Logo Variations

Full colour

Black and white

On dark background

UCSI Logo | Application on Collaterals

There are four (4) logo options available for application to the collaterals. The common logo to use are the full colour logo for the white or light coloured background and the pure white logo for the darker background.

When simplification is needed, duotone (red and black), and monotone (solid black) are applicable to a certain extend.

All new souvenirs bearing the UCSI University's Name and Logo must first receive approval by Group Corporate Affairs.

Full colour	Pure white	Duotone	Monotone

Colour

Primary Colour Palette

Signature Red

Our signature red colour must be used in all materials to ensure that the brand tone is captured and produced in proper colour combinations.

Accent

Black and white may be used as complementary colours.

Red	Black	White
C 0 M 100 Y 100 K 0	C 0 M 0 Y 0 K 100	C 0 M 0 Y 0 K 0
R255 G0 B	R0 G0 B0	R255 G255 B255
Pantone 2347 C	Pantone 20-0194 TPM Blackened Blue	Pantone P 75-1 U

Secondary Colour Palette

Secondary colours may be used to provide variety and visual interest. When used with the primary colour palette, secondary colours should be used in moderation, not exceeding 50% of the layout.

Orange

C 0 M 70 Y 100 K 0
R255 G0 B
Pantone 2347 C

Bright Yellow

C 0 M 20 Y 100 K 0
R0 G0 B0
Pantone 20-0194
TPM Blackened Blue

Darker Red

C 0 M 0 Y 0 K 0
R255 G255 B255
Pantone P 75-1 U

Typeface

Typeface

Clear communication is an essential part of the UCSI University brand, and consistent typography plays a significant role in achieving this goal.

Our corporate typeface consists of Open Sans and Roboto series.

These typefaces should be used in all print and online materials.

Open Sans series

University

Aa	Aa	Aa	Aa	Aa
Aa	*Aa*	*Aa*	*Aa*	*Aa*
light	regular	semibold	bold	extrabold

Roboto series

University

Aa	Aa	Aa	Aa	Aa
Aa	*Aa*	*Aa*	*Aa*	*Aa*
light	regular	semibold	bold	extrabold

Typeface

The Secondary typeface used are Roboto and Interstate, including their font variations.

In cases where these two typefaces are unavailable, **Arial** must be used as a substitute

Dinpro series

University

Aa	Aa	Aa	Aa
Aa	*Aa*	*Aa*	*Aa*
light	regular	bold	extrabold

Arial series

University

Aa	Aa
Aa	*Aa*
regular	bold

UCSI University ®

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