

UCSI UNIVERSITY

UCSI COLLEGE

**CORPORATE
IDENTITY
GUIDELINES**



1.1 Core Elements • Logo Alignment – Horizontal

Protected Area



The grey box surrounding the logo illustrates the required minimum clear space around the logo; nothing should encroach on this space, represented by **x**.

x is the height of the 's' letter.



The grey box surrounding the logo illustrates the required minimum clear space around the logo; nothing should encroach on this space, represented by **x**.

x is the height of the 'e' letter.

Minimum Size

For Printing



For Web Usage



To ensure clarity, the University logo should not be less than 25mm (width) and the College logo 22mm (width) in size. The size of the logo in an actual artwork should not be less than 15% of the actual artwork size.

1.2 Core Elements • Logo Alignment – Vertical

Protected Area



The grey box surrounding the logo illustrates the required minimum clear space around the logo; nothing should encroach on this space, represented by **x**.

x is the height of the 's' letter.

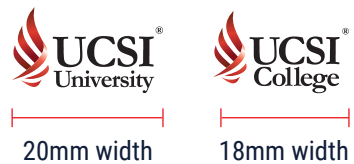


The grey box surrounding the logo illustrates the required minimum clear space around the logo; nothing should encroach on this space, represented by **x**.

x is the height of the 'e' letter.

Minimum Size

For Printing



For Web Usage



To ensure clarity, the University logo should not be less than 25mm (width) and the College logo 22mm (width) in size. The size of the logo in an actual artwork should not be less than 15% of the actual artwork size.

2.1 Logo Usage • Logo Alignment – Vertical Alternative

Protected Area



The grey box surrounding the logo illustrates the required minimum clear space around the logo; nothing should encroach on this space, represented by **x**.

x is the height of the 's' letter.

Minimum Size

For Printing



For Web Usage



To ensure clarity, the logo should not be less than 23mm (width) in size. The size of the logo in an actual artwork should not be less than 15% of the actual artwork size.

Watermark



Full colour logo with 10-15% watermark



Grayscale logo with 10-15% watermark

Watermark application of the logo is allowed to create prominence. However, it is limited to certain items only such as the corporate letterhead, certificate, PowerPoint template and invitation card.

2.2 Improper Usage of Logo



Do not change the approved logo size relations.

The image shows the UCSI University logo, but the flame icon is significantly smaller than the text, making it less legible. A red diagonal line is drawn across the logo.

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



Do not separate the word mark from the full logo.



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 proportions.



Do not invert the logo.



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



Do not use special effects on the logo.

3.1 Logo Colours

Brand Colours


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.

3.2 Logo Colours

Logo Variations



Standard Logo

The standard logo should appear in red gradient colour with black letters.

Black and White Logo

To be used for black and white newspaper ads blah blah.

Reverse White Logo

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

4.1 Typeface

Primary Typeface

ROBOTO TYPEFACE SERIES

ABCDEFGHIJKLMN
abcdefghijklmn
0123456789

Roboto Condensed family

ABCDEFGHIJKLMN
abcdefghijklmn
0123456789

Roboto family

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

Our corporate typeface is the Roboto series which consist of the Roboto and Roboto Condensed family. This typeface should be used for all print material and any online text when possible.

Secondary Typeface

INTERSTATE TYPEFACE SERIES

ABCDEFGHIJKLMN
abcdefghijklmn
0123456789

Interstate Condensed family

ABCDEFGHIJKLMN
abcdefghijklmn
0123456789

Interstate family

For more general applications, the secondary typeface, Interstate is used, including its font variation herewith.

In cases where the Roboto and Interstate typeface series are not available, such as in electronic media, Arial is used as the default typeface.

5.1

Dual Branding with Partners



Exclusion zone



Do not undermine the UCSI University's brand by crowding the logo with other visual elements.

No text or other bold visual elements should appear within the exclusion zone. Partner logos may be placed up to the exclusion zone of the UCSI University's logo.

If the partnership is equal, the two logos should be visually balanced to appear of equal importance. If the partnership is hierarchical this should be determined at the outset and expressed visually to the satisfaction of both parties.

The corporate branding rules of both parties should be observed.

6.1 Recommended File Formats

The UCSI University and College logos are available in EPS, JPG, and PNG formats. The chart on the right will guide you in choosing the appropriate file format for your needs.

EPS

- is a vector graphic and can be resized without distortion or loss of detail
- preferred format for printing presses and sign production

JPG

- smaller file size
- loses detail when enlarged
- preferred format for internal documents and online use

PNG

- very small file size
- loses detail when enlarged
- preferred format for MS Office documents, Powerpoint and online use

TYPE OF PRODUCTS	EPS	JPG	PNG
Banner (Print)	•		
Business Card	Not permitted - must be produced by UCSI		
Letterhead			
Envelope			
Electronic Newsletter	•	•	•
Newspaper	•	•	
Offset Printing	•		
Poster	•		
Video	•	•	•
Web Graphics		•	•
Promotional Item	•	•	•
TYPE OF PRODUCTS	EPS	JPG	PNG
Word		•	•
Powerpoint		•	•



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