

# Brand Signature and Corporate Guidelines



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# Introduction

All advertising should have a purpose. Whether it is to recruit students, establish our positioning, announce a new offering or any other predefined objective, all advertising also serves to build the U21Global brand.

Communications can come in many different sizes, types, formats and offers making it impossible to establish one generic system for all applications. However, it is still important to have a certain look and feel that defines our identity and allows our audience to recognise a piece of communications as coming from a premier postgraduate university, U21Global.

Hence, we have created these guidelines. These guidelines establish key principles and rules to follow which allows both flexibility but at the same time a clear look and feel across all U21Global materials, across multiple mediums.

Please do follow the guidelines specified here so while we work across borders to recruit students and build our brand, we maintain a certain identity across borders globally.

# Corporate Logotype

## With tagline

Usage: We use the logotype with the tagline on all U21Global external Communication, including stationary.  
"Graduate School For Global Leaders" should always be written in latin character and in English.  
The tagline is always used in conjunction with and below the logo.



**Pantone:** Pantone Reflex Blue C  
Pantone 286 U  
Pantone 376 C  
Pantone 382 U

**CMYK:** ■ 100C 72M 0Y 6K  
■ 50C 0M 100Y 0K

**Typeface:** Logo (Helvetica Neue 75 Bold)  
Tagline (Helvetica Neue 45 Light)

## Without tagline

Usage: Online communication and sponsorship. Not to be used in any above the line or below the line communication unless visibility is a concern.



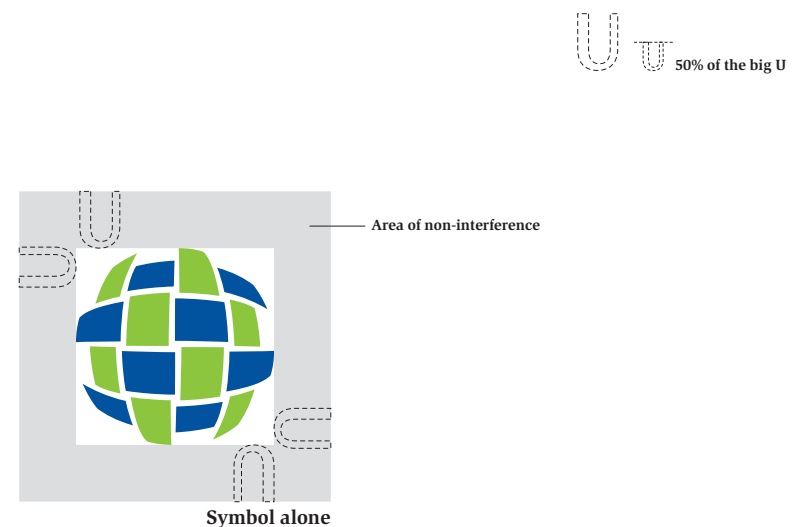
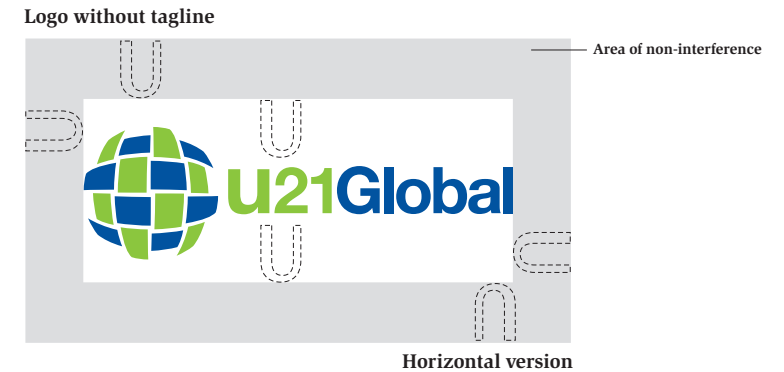
**Pantone:** Pantone Reflex Blue C  
Pantone 286 U  
Pantone 376 C  
Pantone 382 U

**CMYK:** ■ 100C 72M 0Y 6K  
■ 50C 0M 100Y 0K

**Typeface:** Logo (Helvetica Neue 75 Bold)

# Area of non-interference

An area of non-interference must always surround the U21Global Brand Signature. The area indicates the space that must be free of imagery, text, graphic elements, and the edge of a given format. The area of non-interference is equivalent to the cap height of the letter “U” in “U21Global,” demonstrated below.



# Corporate logotype without symbol

**Usage:** Other material (caps, T-shirts,...). Only for U21Global internal corporate usage. Not to be used in any above the line, online or below the line communication.



U = area of non interference

Pantone Reflex Blue C  
Pantone 286 U  
100C 72M 0Y 6B



Positive logo type



Reverse logo type

## “Testamur” logos

**Usage:** Other advertising material (caps, T-shirts,...) Not to be used in any above the line, online or below the line communication.

Pantone Reflex Blue C  
Pantone 286 U  
100C 72M 0Y 6B  
Typeface: Ocean Sans semibold  
Minimum size: 0.33' or 8.57mm



Positive logo type



Symbol-only logo type

**Usage:** to be used only on front windows, U21Global offices signs and testamur. Not for external usage.


# Signature minimum size

To ensure the integrity of the U21Global Brand Signature, do not reduce its height below the sizes identified on this page. Other reproduction methods may require the minimum size to be greater than the sizes identified.

Without tagline

**Print applications:**  
0.33" or 8.57mm

**Screen applications:**  
24 pixels

The logo consists of a stylized globe icon on the left, composed of green and blue squares. To the right of the globe, the text "U21Global" is displayed in a blue, sans-serif font.

With tagline

**Print applications:**  
0.50" or 12.93mm

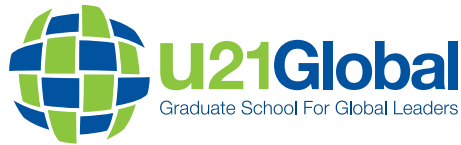
**Screen applications:**  
36 pixels

The logo is identical to the one above but includes a tagline. Below the text "U21Global", the tagline "Graduate School For Global Leaders" is written in a smaller, blue, sans-serif font.

# 4C brand signature

The two-color version, U21Global Blue and U21Global Green, is considered the primary signature of the brand identity system. It is strongly recommended that this version of the signature be used in branded applications whenever possible. Pantone, CMYK and RGB, positive and reverse, reproduction files of the two-color signature are available for specific application requirements. See the U21Global Color Palette (page 2.7) for complete specifications.

## 1. On light background



<b>Pantone, coated</b>	<b>Pantone Reflex Blue C</b>	<b>Pantone 376 C</b>
<b>Pantone, uncoated</b>	<b>Pantone 286 U</b>	<b>Pantone 382 U</b>
<b>4-color process(CMYK)</b>	C:100, M:72, Y:0, K:6	C:50, M:0, Y:100, K:0
<b>Screen colors(RGB)</b>	R:0, G:0, B:153	R:102, G:204, B:0
<b>Hexadecimal</b>	000099	66CC00

## 2. On dark background



<b>Pantone, coated</b>	<b>Pantone 376 C</b>	<b>Pantone Reflex Blue C 40%</b>
<b>Pantone, uncoated</b>	<b>Pantone 382 U</b>	<b>Pantone 286 U 40%</b>
<b>4-color process(CMYK)</b>	C:50, M:0, Y:100, K:0	C:40, M:30, Y:0, K:2
<b>Screen colors(RGB)</b>	R:102, G:204, B:0	
<b>Hexadecimal</b>	66CC00	

# Black and White brand signature

Positive and reverse reproduction files of the black and white signature are available. See the U21Global Color Palette (page 2.7) for complete specifications.



<b>Pantone, coated</b>	<b>Pantone 429 C</b>
<b>Pantone, uncoated</b>	<b>Pantone 421 U</b>
<b>4-color process</b> (CMYK)	C:6, M:0, Y:0, K:34
<b>Screen colors</b> (RGB)	R:204, G:204, B:204
<b>Hexadecimal</b>	CCCCCC



<b>Pantone, coated</b>	<b>Process Black</b>
<b>Pantone, uncoated</b>	<b>Process Black</b>
<b>4-color process</b> (CMYK)	C:0, M:0, Y:0, K:100
<b>Screen colors</b> (RGB)	R:0, G:0, B:0
<b>Hexadecimal</b>	000000

# Embossed Corporate Logotype

For embossing and hot-stamping corporate logos, please follow the guidelines below.  
Always use the symbol-only logotype (please refer to page 2.2 for symbol logo guidelines).

## 1- One Colour Option with gloss



Gloss only the sections in blue  
Other sections are matt.

## 2- One colour Option without gloss



Sections in blue are in solid colour  
Sections in green are outlined.

# Improper usage



Do not alter the signature's colors.



Do not add elements to the signature, other than tagline.



Do not change the fonts.



Do not resize the signature's elements.



Do not reposition the signature's elements.



Do not use Universitas 21 Global full name.



Do not place a positive signature on a dark background.



Do not place a reverse signature on a light background.



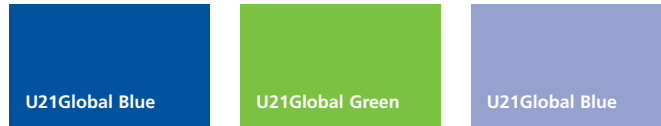
Do not place the logo on multi-colour backgrounds.

# Color palettes

There are three color palettes, a corporate and two secondary, in the U21Global Brand Identity System. The corporate palette consists of U21Global Blue and U21Global Green. The bright and dark secondary color palettes have been chosen because they complement the corporate colors, and for their ability to convey an image and emotion that are consistent with the U21Global brand personality.

## Corporate color palette

These colors make up the U21Global Signature.



<b>Pantone, coated</b>	<b>Pantone Reflex Blue C</b>	<b>Pantone 376 C</b>	<b>Pantone Reflex Blue C 40%</b>
<b>Pantone, uncoated</b>	<b>Pantone 286 U</b>	<b>Pantone 382 U</b>	<b>Pantone 286 U 40%</b>
<b>4-color process<sup>(CMYK)</sup></b>	c:100, m:72, y:0, k:6	c:50, m:0, y:100, k:0	c:40, m:30, y:0, k:2
<b>Screen colors<sup>(RGB)</sup></b>	R:0, G:0, B:153	R:102, G:204, B:0	
<b>Hexadecimal</b>	000099	66CC00	

## Bright color palette

These colors convey the attributes of collaborative, knowledgeable and reliable.



<b>Pantone, coated</b>	<b>Pantone 429 C</b>
<b>Pantone, uncoated</b>	<b>Pantone 421 U</b>
<b>4-color process<sup>(CMYK)</sup></b>	c:6, m:0, y:0, k:34
<b>Screen colors<sup>(RGB)</sup></b>	R:204, G:204, B:204
<b>Hexadecimal</b>	CCCCCC

## Dark color palette

These colors convey the attributes of Experienced and Professional.



<b>Pantone, coated</b>	<b>Process Black</b>
<b>Pantone, uncoated</b>	<b>Process Black</b>
<b>4-color process<sup>(CMYK)</sup></b>	c:0, m:0, y:0, k:100
<b>Screen colors<sup>(RGB)</sup></b>	R:0, G:0, B:0
<b>Hexadecimal</b>	000000

The colors shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accurate PANTONE® Color Standards and may not match the PANTONE Color Standards. For accurate PANTONE Color Standards, refer to the current edition of the PANTONE Color Formula Guide. PANTONE® is a registered trademark of Pantone, Inc.