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Basic stationary
Envelopes
Letter paper

Other usages
Flyers
Briefings
Circulars
Statutory communication
Press communication
01. Introduction
01. Introduction

Conceptual definition

The UCLG symbol was created in 2004 and is based on the following concepts.

Network
Global, Local

City
Diversity

Union

Network

City

Local

Global

Marrakech
Barcelona
Berlin

Shanghai

Singapore

Sustainable development
Rural setting
Nager

Human factor
Citizen
Action
Cooperation
City
Urban setting
Equality
02. Basic elements of visual identity

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Different logos together
Symbol and logo
Full version

United Cities and Local Governments
Symbol and logo

Full version

Construction

Definition of the sizes that define the proportions of the various elements composing the logo.
Symbol and logo

To ensure optimum visual perception of the logo, a boundary area is used that cannot be invaded by any other graphic element.
Symbol and logo

Reduced version

Construction

Definition of proportions of the various elements composing the logo
Symbol and logo

Full version

Production areas

To ensure optimum visual perception of the logo, a boundary area is used that cannot be invaded by any other graphic element.
02. Basic elements of visual identity

Versions of the logo and uses

For international communication

Original version
Used in general communication

Reduced version
Used in general communication, in reduced format in which optimal reading of the acronym is not required

Multilingual version
Applied in communication that contains the 3 official languages of UCLG: English, French and Spanish

The following versions of the logo can be used in international communication, according to the specific use and conditions detailed below.
02. Basic elements of visual identity

Versions of the logo and uses
For national or local communication

The following versions of the logo are used in national or local communication, according to the language:

- **English version**
  Used in communication in English
  ![UCLG](image)

- **Spanish version**
  Used in communication in Spanish
  ![CGLU](image)

- **French version**
  Used in communication in French
  ![CGLU](image)
Under no circumstances can these versions of the logo be used.

**Versions of the logo**

**Incorrect versions**

- Hollow symbol
- Symbol with dashed outline
- Symbol with non corporate color
- Other versions
02. Basic elements of visual identity

Maximum reductions

The maximum reduction of the printed logo is based on the height of the UCLG (measured in millimetres)

Original version

[5] UCLG

Reduced version

[4] UCLG

The maximum reduction of the digital logo is based on the height of the UCLG (measured in pixels)

Original version

[21] UCLG

Reduced version

[18] UCLG
02. Basic elements of visual identity

Typography
Basic typography

ITC Oficina Sans
BOLD

The typography of the UCLG logo is ITC Oficina Sans Bold

ITC Oficina Sans
BOOK

The ITC Oficina Sans Book is used for texts in all printed communication of UCLG

Aa1

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789ó!.$%&/()=?¿*

Aa1

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789ó!.$%&/()=?¿*
02. Basic elements
of visual identity

Typography
Secondary typography

Bebas

The Bebas typography is used in UCLG printed publications for titles, highlights, infographics and special pieces.

A1
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789ª!.$%&/()=?¿*

Verdana
REGULAR
BOLD

The Verdana typography is used in internal PC communication.

Aa1
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789ª!.$%&/()=?¿*
# 02. Basic elements of visual identity

## Colors

### Main corporate colors

<table>
<thead>
<tr>
<th>Pantone 369</th>
<th>Pantone 485</th>
<th>Pantone 431</th>
<th>Pantone 1959</th>
</tr>
</thead>
<tbody>
<tr>
<td>65C 0M 100Y 8K 67R 234G 0B</td>
<td>0C 100M 100Y 0K 255R 0G 0B</td>
<td>11C 0M 0Y 65K 60R 89G 89B</td>
<td>0C 72M 92Y 0K 236R 98G 33B</td>
</tr>
</tbody>
</table>

### Secondary corporate colors

<table>
<thead>
<tr>
<th>Pantone 369</th>
<th>Pantone 485</th>
<th>Pantone 431</th>
<th>Pantone 1959</th>
</tr>
</thead>
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</tbody>
</table>

![Color swatches](image-url)
02. Basic elements of visual identity

Colors

The color fade in the symbol is a linear fade at a 54 degree angle, from the corporate colors green and red.
### 02. Basic elements of visual identity

#### Usage in color and B/W

<table>
<thead>
<tr>
<th>4 Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Positive</strong></td>
</tr>
<tr>
<td><img src="image1" alt="UCLG" /> United Cities and Local Governments</td>
</tr>
<tr>
<td><strong>Negative</strong></td>
</tr>
<tr>
<td><img src="image2" alt="UCLG" /> United Cities and Local Governments</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1 color with possibility for outline</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image3" alt="UCLG" /> United Cities and Local Governments</td>
</tr>
<tr>
<td><img src="image4" alt="UCLG" /> United Cities and Local Governments</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1 color without possibility for outline</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image5" alt="UCLG" /> United Cities and Local Governments</td>
</tr>
<tr>
<td><img src="image6" alt="UCLG" /> United Cities and Local Governments</td>
</tr>
</tbody>
</table>
02. Basic elements of visual identity

Usage on backgrounds

Light background color
Light photographic background color

Dark background color
Dark photographic background color
Different logos together

Below are some examples the UCLG logo together with other logos

UCLG + Logo Centenary
(a = 5 mm minimum)

UCLG + Logo Rabat 2013 + Logo Centenary
(a = 5 mm minimum)