
**Corporate identity
manual**



UCLG

**United Cities
and Local Governments**

Corporate identity manual
UCLG

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01.

Introduction

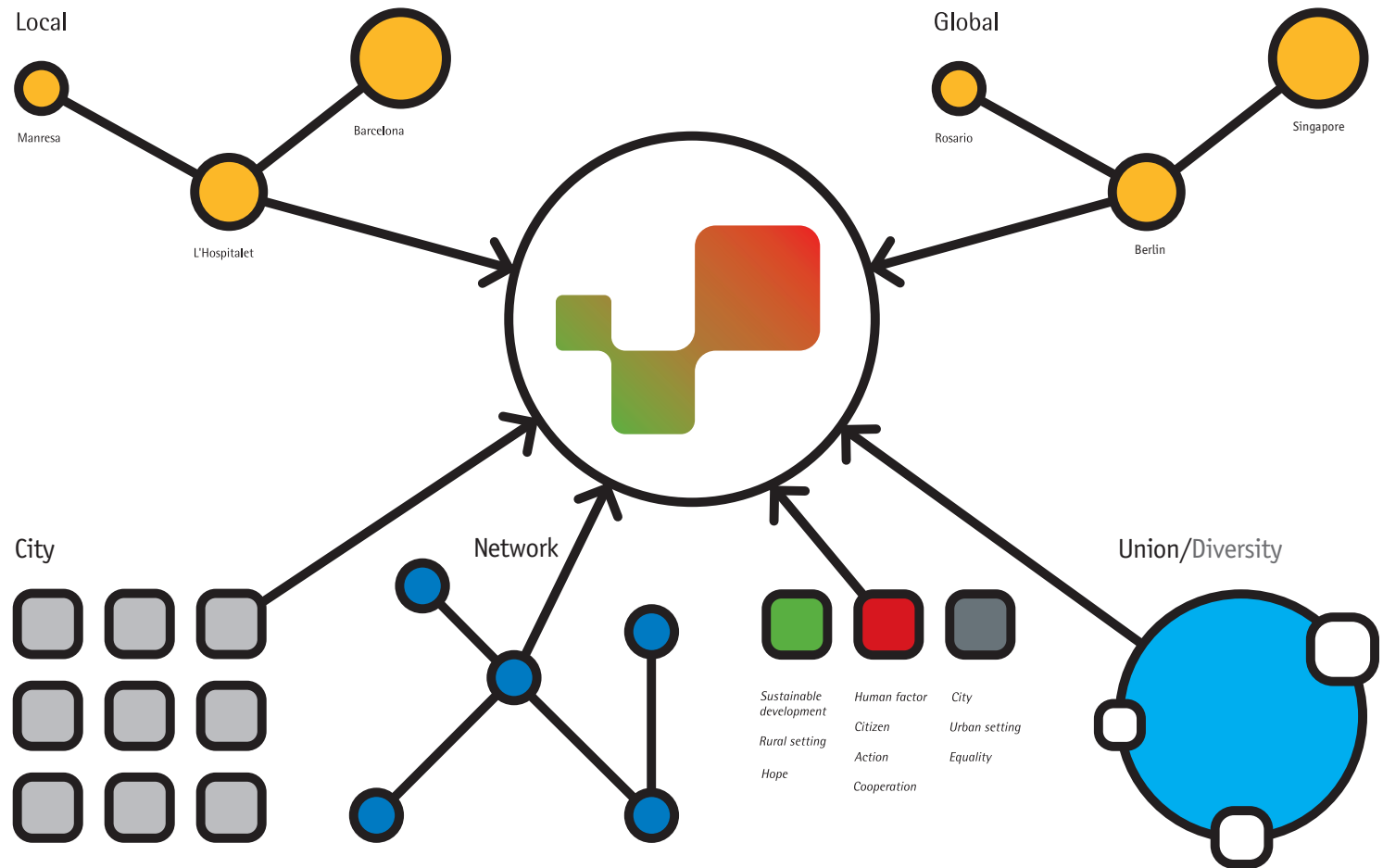
Conceptual definition

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

Network
Global, Local

City

Union
Diversity



02. Basic elements of visual identity

Symbols and logos

Full version

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Different logos together

Symbol and logo

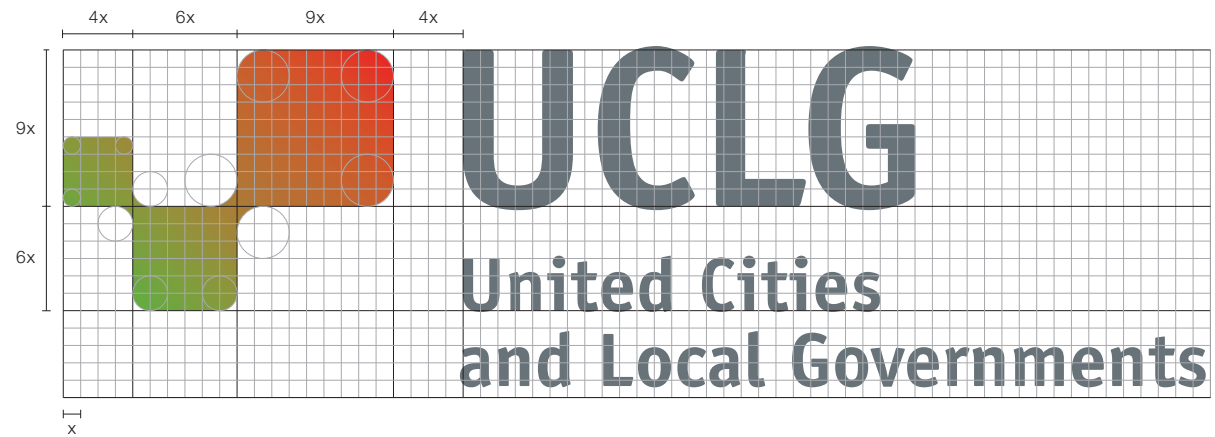
Full version



Symbol and logo

Full version
Construction

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

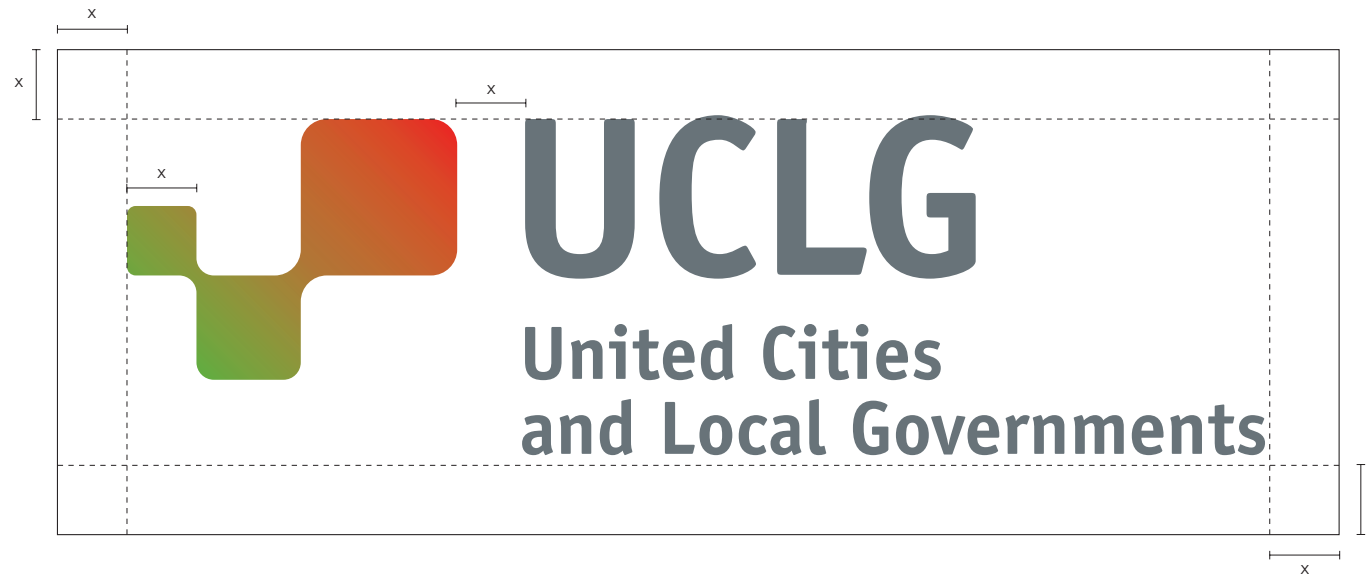


Symbol and logo

Full version

Production areas

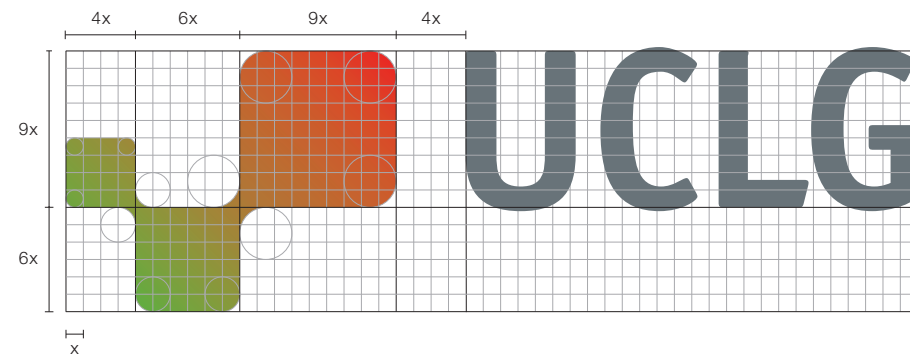
To ensure optimum visual perception of the logo, a boundary area is used that cannot be invaded by any other graphic element.



Symbol and logo

Reduced version
Construction

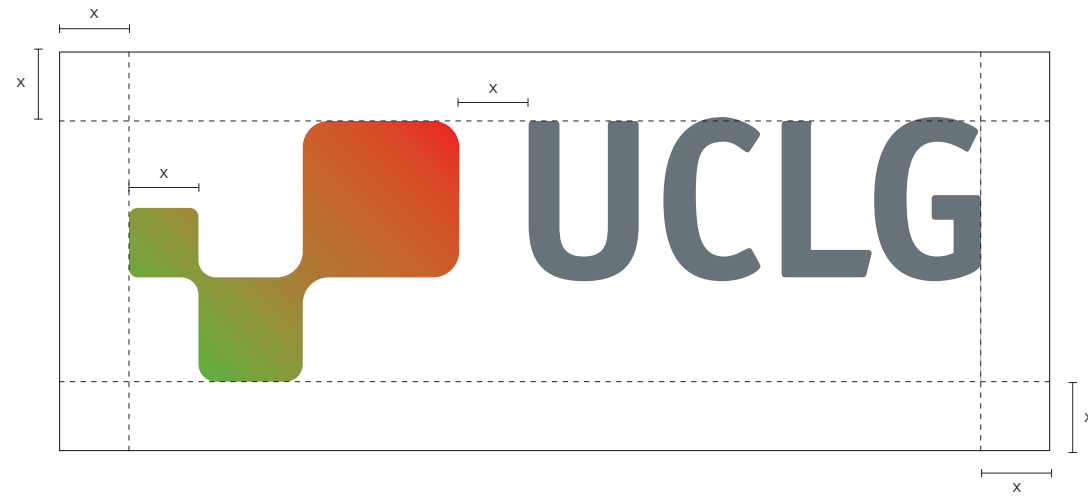
Definition of proportions of the
various elements composing the logo



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.



Versions of the logo and uses

For international communication

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

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



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

Reduced version

English version

Used in communication in English



Spanish version

Used in communication in Spanish



French version

Used in communication in French



Versions of the logo and uses

Incorrect versions

Under no circumstances can these
versions of the logo be used

Hollow symbol



Symbol with dashed outline



Symbol with non corporate color



Other versions



Maximum reductions

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

Original version



Reduced version



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

Original version



Reduced version



Typography

Basic typography

ITC Oficina Sans BOLD

The typography of the UCLG
logo es ITC Oficina Sans Bold

Aa1

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
0123456789^{oa}!.\$%&/()=?¿***

ITC Oficina Sans BOOK

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

Aa1

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
0123456789^{oa}!.\$%&/()=?¿***

Typography

Secondary typography

Bebas

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

A1

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789^oa!.\$%&/()=?¿*

Verdana REGULAR BOLD

The Verdana typography is used in internal PC communication

Aa1

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

VWXYZ

0123456789^oa!.\$%&/()=?¿*

Aa1

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

VWXYZ

0123456789^oa!.\$%&/()=?¿*

Colors

Main corporate colors

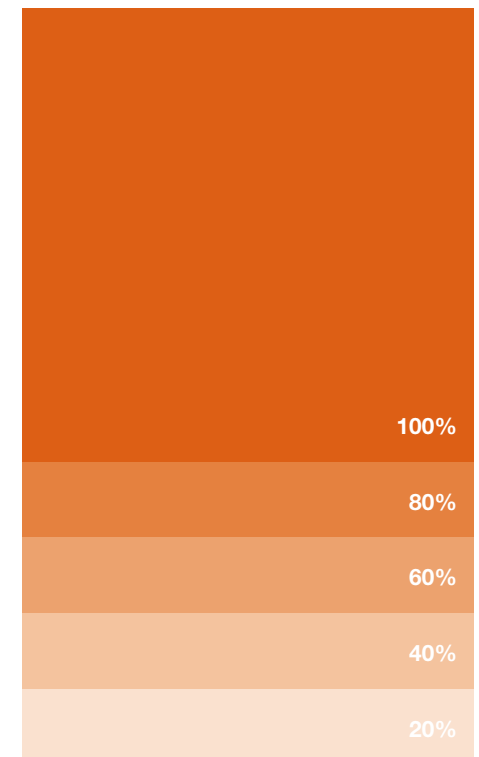
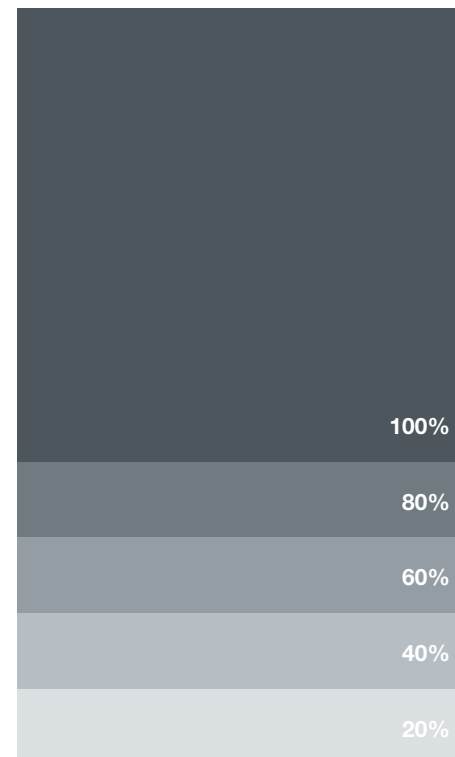
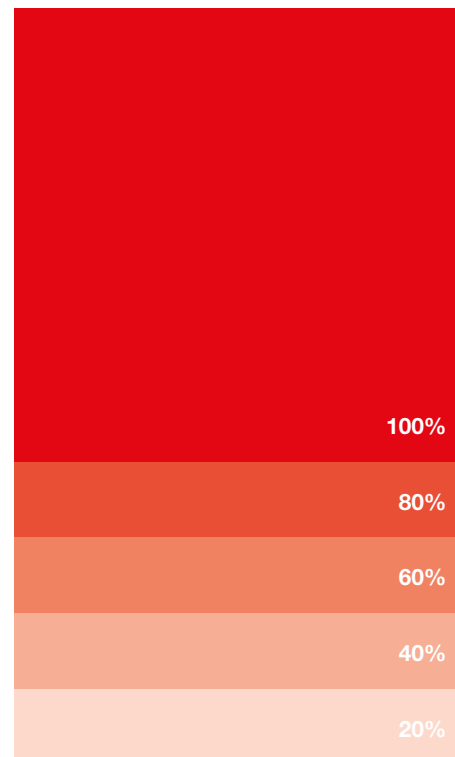
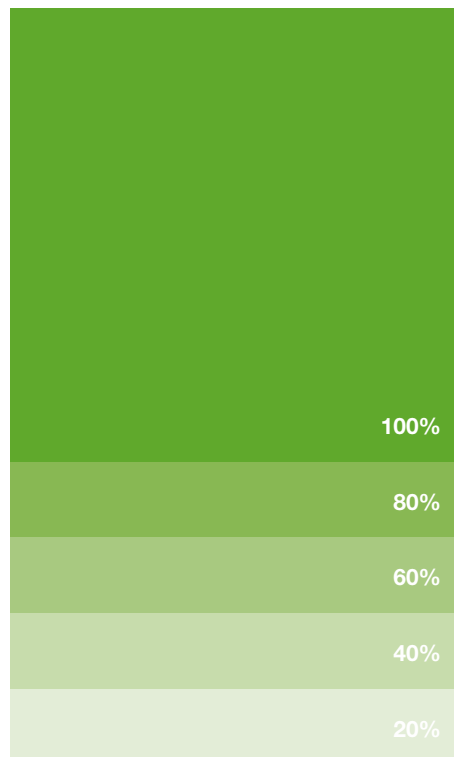
Secondary corporate colors

Pantone 369
65C 0M 100Y 8K
67R 234G 0B

Pantone 485
0C 100M 100Y 0K
255R 0G 0B

Pantone 431
11C 0M 0Y 65K
60R 89G 89B

Pantone 1959
0C 72M 92Y 0K
236R 98G 33B



Colors

Color fades

The color fade in the symbol is a linear fade at a 54 degree angle, from the corporate colors green and red



Angle: 45°



CMYK 65C 0M 100Y 8K
POSITION 10%



CMYK 23C 53M 89Y 13K
POSITION 50%



CMYK 0C 100M 100Y 0K
POSITION 100%

**Usage in color
and B/W**

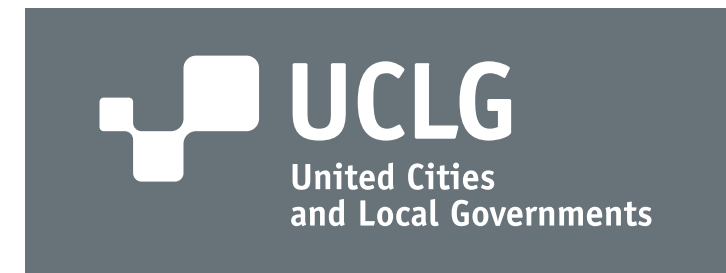
4 Colors

Positive

Negative



1 color
with possibility for outline



1 color
without possibility for outline

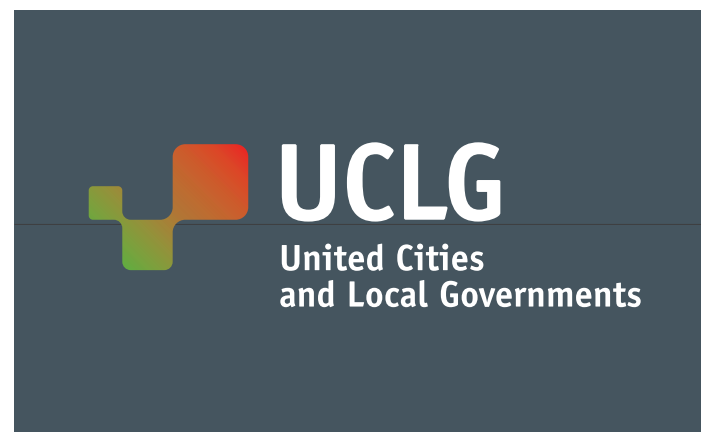


Usage on backgrounds

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)

