

Cat (<http://brand.uoc.edu/ca/>) | Esp (<http://brand.uoc.edu/es/>)

Welcome to the new UOC

Welcome to the new UOC
Introduction

Welcome to the new UOC
Introduction



Dynamism and directionality

The diagonal design leads to a 'happy coincidence': it means that the shape of the O can be used to make an O, a U or a C depending on how it is framed. This diagonal design evokes the diagonals seen on classic university shields; it creates dynamism, while harking back to heraldry.



(<http://brand.uoc.edu/wp-content/uploads/2016/09/shields.svg>)

Welcome to the new UOC
Introduction

Welcome to the new UOC
Introduction

Welcome to the new UOC
Introduction

Welcome to the new UOC
Introduction

Welcome to the new UOC
Introduction

Corporate Colour

PANTONE REFLEX BLUE U/C
C=100 M=85 Y=0 K=5
R=0 G=0 B=120
#000078

Welcome to the new UOC
Introduction

Masterbrand Colour

PANTONE 310 U/C
C=45 M=0 Y=10 K=0
R=115 G=237 B=255
#73EDFF

UOC R&I Colour

PANTONE 352 U/353 C
C=50 M=0 Y=40 K=0
R=56 G=255 B=144
#38FF90

UOC X
Colour
PANTONE 108 U/109 C
C=0 M=3 Y=100 K=0
R=255 G=224 B=0
#FFE000
UOC Media
Colour
PANTONE 237 U/C
C=0 M=50 Y=0 K=0
R=255 G=135 B=255
#FF87FF

UOC X Colour

PANTONE 108 U/109 C
C=0 M=3 Y=100 K=0
R=255 G=224 B=0
#FFE000

UOC Media Colour

Welcome to the new UOC
Introduction

PANTONE 237 U/C
C=0 M=50 Y=0 K=0
R=255 G=135 B=255
#FF87FF

UOC Alumni
Colour
PANTONE 2645 U/C
C=30 M=30 Y=0 K=0
R=189 G=158 B=255
#BD9EFF
UOC Corporate
Colour
PANTONE 177 U/C
C=0 M=50 Y=25 K=0
R=255 G=125 B=135
#FF7D87

UOC Alumni Colour

PANTONE 2645 U/C
C=30 M=30 Y=0 K=0
R=189 G=158 B=255
#BD9EFF

UOC Corporate Colour

PANTONE 177 U/C
C=0 M=50 Y=25 K=0
R=255 G=125 B=135
#FF7D87

Welcome to the new UOC
Introduction

**Some see
things before
anyone else**

In a
changing
world, you
have to keep
learning

UOC Sans

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1234567890&

UOC Sans Bold
UOC Sans Bold
Italic
UOC Sans
Regular
UOC Sans Italic

Welcome to the new UOC
Introduction

UOC Serif

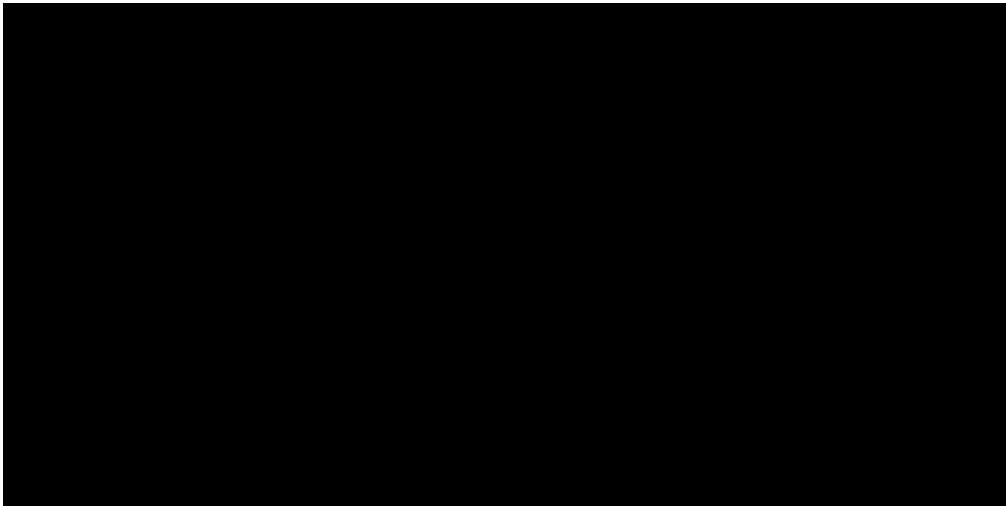
UOC Serif
Regular

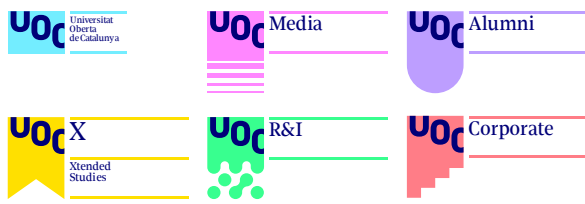
U O C I I I

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1234567890&

UOC Serif Italic

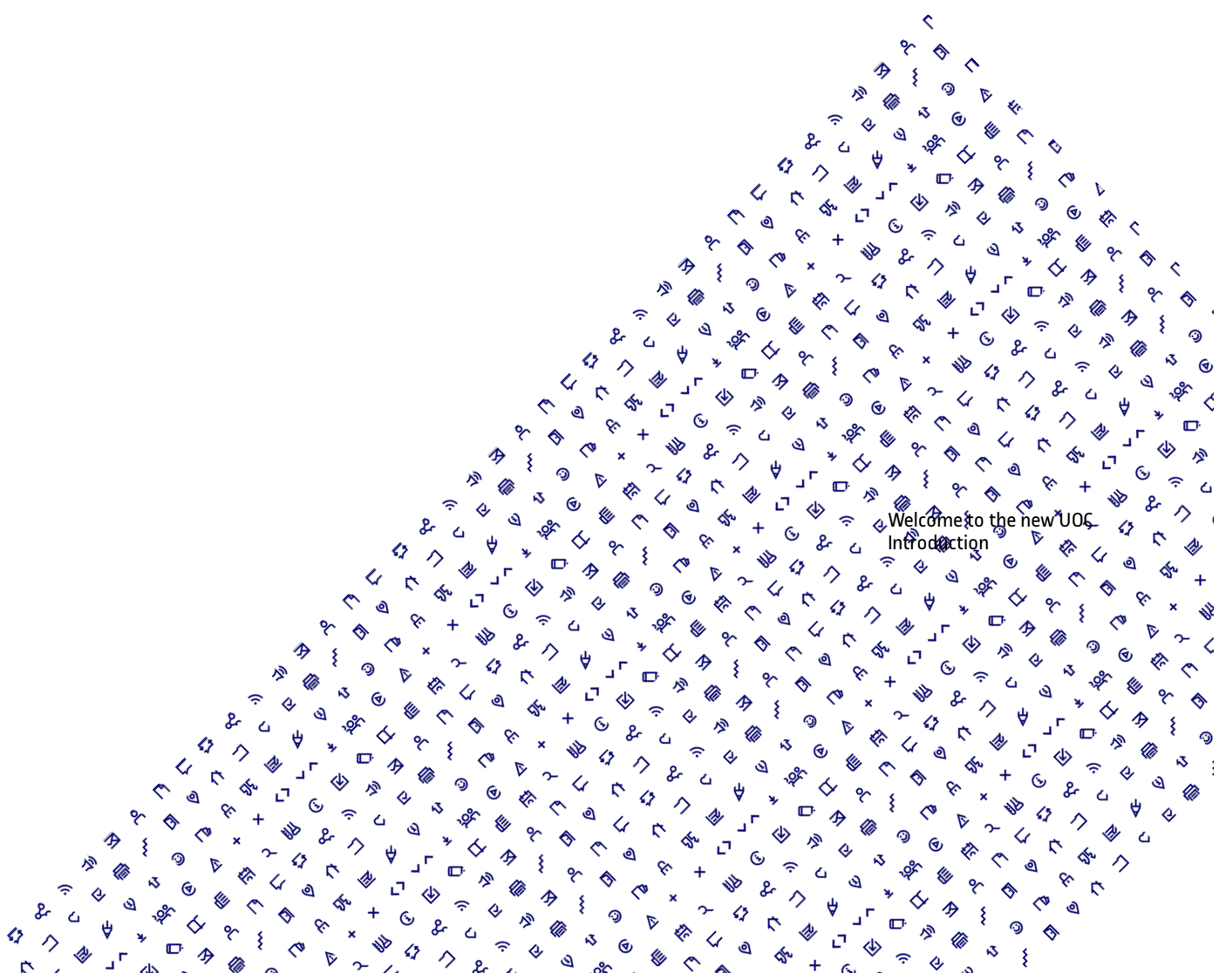
Welcome to the new UOC
Introduction





Welcome to the new UOC
Introduction

Welcome to the new UOC
Introduction



Welcome to the new UOC
Introduction

Welcome to the new UOC
Introduction

UOC

David White

Head of Technology-Enhanced Learning,
University of the Arts London

**20 years on, a
brand renewal to
support a new**

UOC.

(<http://www.uoc.edu>)

uoc.edu (<http://www.uoc.edu>)

Visual identity and architecture

Mucho

7 U

(<http://www.wearemucho.com>)

(<http://www.wearemucho.com>)

Design, editing & production

Mucho

(<http://www.wearemucho.com>)

Typography

Tipografies

(<http://www.tipografies.com>)

Alex Palazzi (Motion)

Gerard Mallandrich

(<http://www.mallandrich.info>)

Development

LLOS (<http://llos.co>)

Audiobranding

Da Da Da Da

(<http://dadadada.eu>)

Da Da Da Da

(<http://dadadada.eu>) (Sound)

Photography

Diaz Wichmann Photography

(<http://diazwichmann.com>)

Getty Images

(<http://www.gettyimages.com>)

Shutterstock

(<http://www.shutterstock.com/home>)

Welcome to the new UOC
Introduction

Back to the start

