UNIC Brand at a glance

UNIVERSITY *of* NICOSIA

MASTER BRAND/ CONSTRUCTION

Logo long version



2-Line



Left Crest 2-Line



Left Crest 1-Line



1-Line

Logo short version





Left Crest

Print minimum sizes

7mm 

Digital minimum sizes

25 pixels 

The masterbrand comprises our wordmark and the Crest in a consistent relationship. In order to maintain maximum visual impact and accommodate varying space limitations, our wordmark has several configurations: 1-line and 2-line for crest on top and 1-line and 2-line for crest on left.
Black and white logos are available only for black-and-white and grayscale scenarios.

Logos should not be redrawn, recolored, edited or altered in any way.



Clear space

To maintain its impact and immediate visual recognition, no text, graphic element, or edge should interfere with logo.

RULES
The minimum amount of clear space required around the Logo is equal to twice the width of the triangle in the crest.
The clear space must be maintained onall sides of the Logo.



Photographic use/ backgrounds

To allow proper readability and maximum visual impact -a safety area is set around the crest.
Wordmark can be UNIC gray or white.



Logo lockups

Schools or departments lockups may use the master logo -long or short version for inhouse communication.
Use the width of the triangle in the crest as a measuring tool to help.

Department/Other entities lockup (short version only)



Schools lockup (short version)



Schools lockup (long version)



Schools lockup (both -short version)



Location lockup (short version only)



Typography

Futura Thin
Futura Thin Oblique
Futura Light
Futura Light Oblique
Futura Book
Futura Book Oblique
Futura Medium
Futura Medium Oblique
Futura Semibold
Futura Semibold Oblique
Futura Bold
Futura Bold Oblique

Primary palette

UNIC Burgundy
C15 M100 Y90 K12
PMS 200 C
R189 G8 B28

UNIC Gray
C00 M00 Y00 K80
PMS COOL GRAY 11 C
R83 G86 B90

Neutral palette

White
C00 M00 Y00 K00
PMS WHITE
R255 G255 B255

Light Gray
C00 M00 Y00 K30
PMS COOL GRAY 6 C
R188 G190 B192

Tone of voice

We are smart,
inviting,
innovative,
honest,
confident
and we have to say it.
As simple as that.

Logo violations



DON'T ALTER POSITION OR RELATIONSHIP OF THE ELEMENTS.



DON'T REPLACE FONTS.



DON'T USE COLORS OTHER THAN THOSE SPECIFIED IN THIS DOCUMENT.



DON'T SKEW OR BEND IN ANY WAY.



DON'T ADD ANY EXTRA ELEMENTS WITHIN LOGOS CLEAR SPACE.



DON'T USE DROP SHADOWS, STROKES OR OTHER VISUAL EFFECTS.



DON'T CHANGE IN ANY WAY BY DISTORTING, BLURRING, ROTATING OUTLINING, FADING, ETC.



DON'T SEPARATE LOGO LOCKUPS TO MAKE NEW ARRANGEMENT.