UCD brand mark usage guidelines

Never apply a keyline to the colour brand mark.

Never alter the colours of the brand mark.

Never alter or distort the brand mark.

Never replace the logotype with a typeface.

Never use the logotype alone.

Never add additional elements to the brand mark.

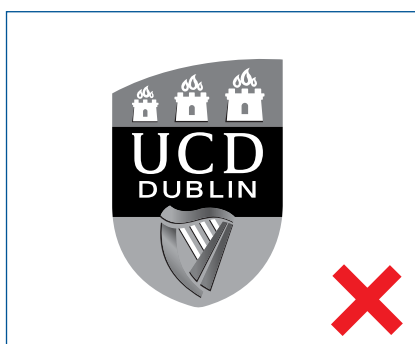Never remove the gradients from the brand mark colours.

Never alter the proportions of the brand mark elements.

There must be a significant contrast of colour when positioning the brand mark on a colour background.

Never alter the shape of the brand mark.

Never create a grayscale version of the brand mark.

The examples on this page represent some incorrect uses of the UCD brand mark, they are not intended to cover all incorrect variants.