



# LUCI GUIDE TO STYLE

## GUIDING CONCEPTS

In the late 1980's, Mark Weiser coined the term 'ubiquitous computing' to name the emerging third era of computing. The first era was the era of mainframe computing - large, powerful computers shared by many people. The second era was the era of personal computing - a computer per person. In the third era of ubiquitous computing, we will each have tens or hundreds of computers - not just on our desktop, but computers that we carry with us, computers that we wear, and computers that are embedded in our world.

The Laboratory for Ubiquitous Computing and Interaction at UCI houses a group of researchers who are interested in the challenges of designing, using, and understanding the elements of a ubiquitous computing world. Our interests span the entire range of research problems that arise from the ubiquitous computing vision: the design of novel devices, the structure of software systems, techniques for designing and building systems, patterns of interaction, and the cultural implications.

Because the concept of Ubiquitous Computing relies so heavily on the seamless integration of computers into everyday life, the main guiding concept behind the LUCI brand is [transparency](#) - shapes and colors interact, with each affecting those around it.

Secondly, the LUCI brand is [urban and understated](#) - since so much of what we do is centered around cities and hubs of activity, and its ubiquity is best served by not contributing to the busyness, but by quietly adding structure and purpose to the activity.

Thirdly, the LUCI brand is [modern and futuristic](#) - it's clean and white, without much texture, allowing it to overlay without interfering; it's also very geometric, evoking the design of futurism - looking forward to a positive change in our culture and an embracing of ideals.

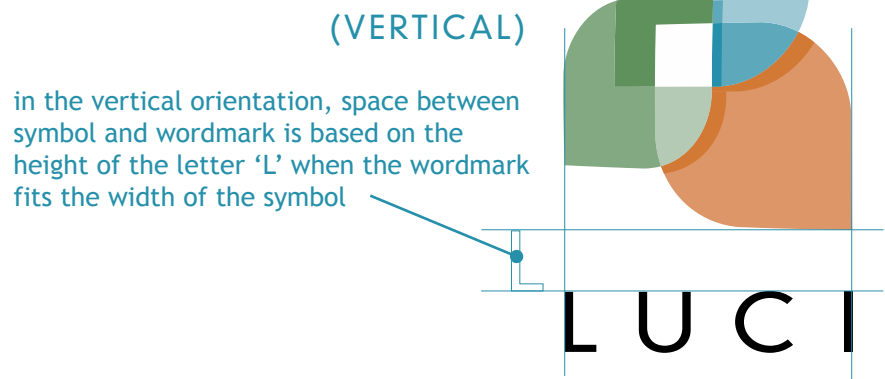
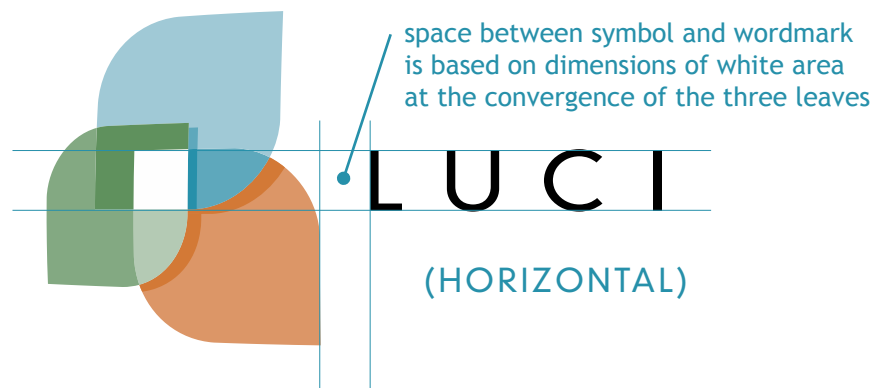
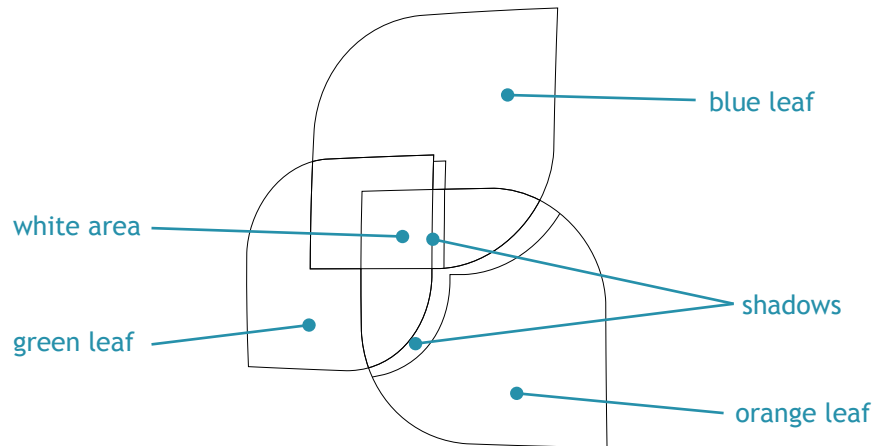


# LUCI GUIDE TO STYLE

## LOGO ANATOMY

The LUCI logo represents the integration and interaction of three components, roughly based on the primary colors of light (red, green, blue) but tailored toward our Southern California surroundings (terra cotta, eucalyptus and ocean). The shapes are derived from a mixture of organic and technical forms.

The logo is built as follows:





# LUCI GUIDE TO STYLE

## COLORS










LUCI has three primary colors: orange, green and blue (plus black). Here are the specific formulations for specific media:

Print (spot color and CMYK):

	PMS 1525 0c/58m/100y/10k		PMS 363 68c/0m/100y/24k		PMS 633 100c/0m/10y/25k
---	-----------------------------	---	----------------------------	---	----------------------------

The lighter versions of the colors are an 80% tint and a 50% tint. Note that the main portion of the leaf is the 80% tint in the orange and green, and the 50% tint in the blue.

Web (RGB and HTML):

	200/101/43 #c8652b		79/130/76 #4f824c		34/127/155 #227f9b
	211/131/85 #d38355		114/155/111 #729b6f		78/152/175 #4e98af
	227/178/149 #e3b295		167/192/165 #a7c0a5		144/191/205 #90bfcf


In all cases, the full range of grays is available, as is pure black.

## TYPEFACES

LUCI's official typeface is DIN Neuzeit Grotesk. It is limited in that it does not have a bold or italic version, so it is to be used for titles and headings only.

For text on the web and in email, use Trebuchet. Trebuchet comes standard on Macintosh and PC.

DIN Neuzeit Grotesk (regular only)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Trebuchet (regular, bold, *italic*, )  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



# LUCI GUIDE TO STYLE

## VISUAL LANGUAGE

LUCI's visual language relies heavily on the use of color and space. Use LUCI colors to divide information into organized blocks; make use of ample white space to give information room to breathe, and to give the reader the ability to easily digest that information.

Like the LUCI logo, the top-left corner of box boundaries should be rounded.

The city skyline graphic (skyline.eps or skyline.tif) may be used along the bottom of page or box boundaries to add visual weight. The skyline communicates the local action of LUCI (the first level of the skyline is Irvine, CA), and the widespread effects of the research - leading to the global impact of ubiquitous computing.

See the design of the website below for these principles in practical application.





# LUCI GUIDE TO STYLE

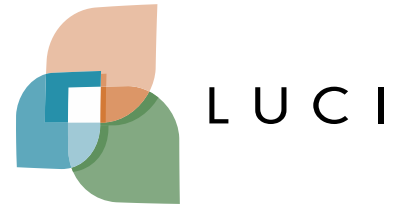
## DOS AND DON'TS

Any good identity system requires everyone involved to hold to the same principles; if not, the identity gets watered down, loses credibility, and eventually becomes a liability rather than an asset.

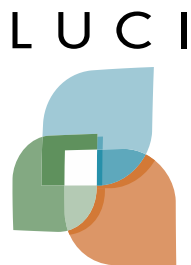
Please do not do the following:



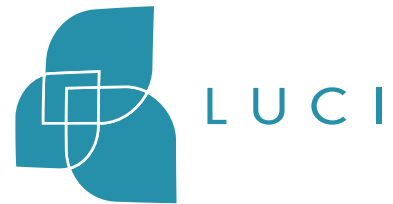
DON'T squash or stretch the logo in a non-proportional way.



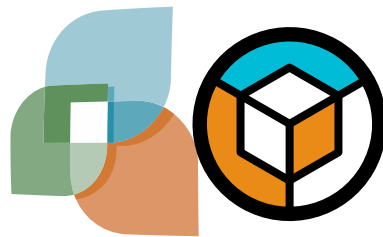
DON'T alter the logo colors - even if it's still LUCI colors.



DON'T invent new interactions between the symbol and wordmark.



DON'T reproduce the logo in an unauthorized fashion.



LUCI

DON'T crowd the logo when using it beside other logos or text.