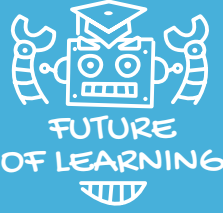MOOCS

FUTURE OF LEARNING

MEDIA

PRIVATE

≈ PLATFORM ≈

RICHMEDIA IS COMING

TRAIN

UBICAST

BRAND GUIDELINES

SHARE
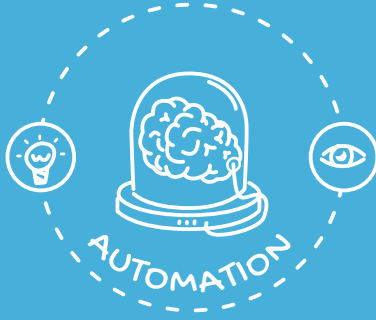
INNOVATION

DIGITAL

USER-FRIENDLY

AUTOMATION

Video differently

INTRODUCTION

The purpose of this branding and style guide is to explain UbiCast identity, values, and style in order to maintain consistency across all communications.

The principles set forth in this guide won't cover every possible scenario, but if you follow them in spirit you will stay true to the brand.

If there is any confusion in real world applications, please bring it up to the team. We'll work together to refine them, and add them back to this guide to future reference.

OUR STORY

UbiCast is an innovative company operating in the creative markets of Digital, elearning and video. Created in 2007 and based in Paris, our goal is to make it as easy as possible to capture and webcast interactive videos. Our users train, teach and communicate with video by leveraging our range of hardware and software solutions.

Boosted by strong growth every year, our DNA is resolutely that of a startup. Our success is above all due to our innovative approach and to the support we offer our customers – who span from Education and Healthcare to large and mid-sized companies from all sectors (industry, banking, consulting, defense, aviation, etc.).

Focused on international expansion, we are already present in France, Germany, Belgium, the Netherlands, Finland, the UK and Ireland through to a strong reseller network.

TABLE OF CONTENT

THE LOGOTYPE

UbiCast logo comprises 3 elements : a graphic mark, a wordmark and a baseline.The graphic mark is the core visual representation of UbiCast brand, referred to as a « water drop ». This water drop must be used with UbiCast logo and cannot be combined with any other logo or messaging. The wordmark should never be altered, nor stand alone as an image without the water drop graphic mark. The baseline must always be placed under the wordmark and need to have the same width.

Mark · Logotype

UBICAST

Master
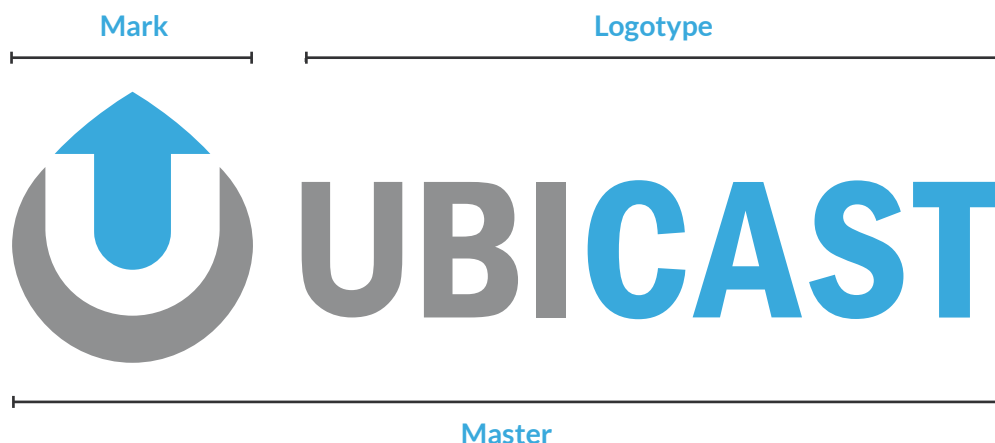
Maintain a clear space around the logo to maximize visual effectivness. To ensure this space is sufficient, leave padding equal to the width of a lowercase letter around the entire logo. This method allows for the correct padding at any scale.

Nothing should intrude into this clear Space.

Letter width

UBICAST
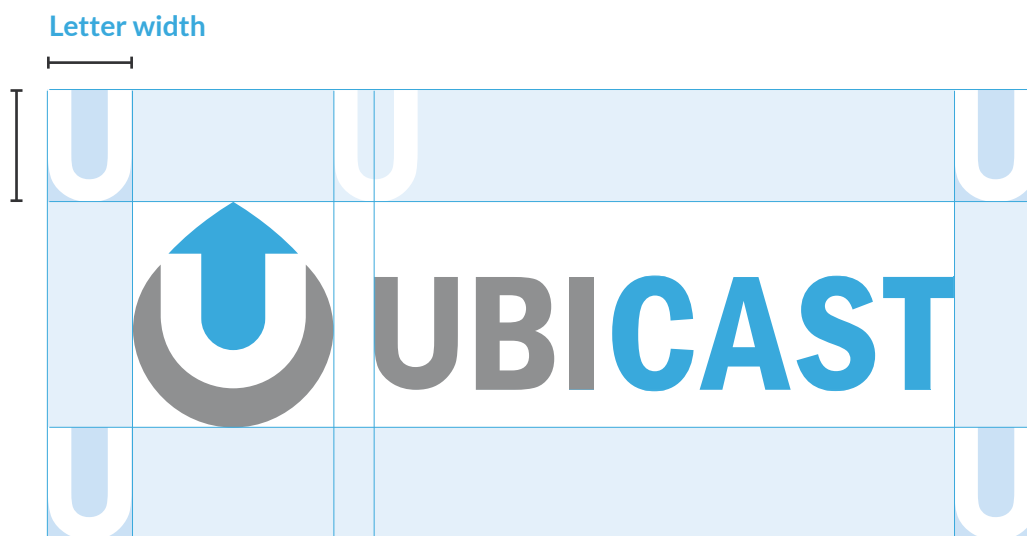
THE LOGOTYPE

INAPPROPRIATE USAGE

Ne superposer pas des couleurs qui rendent le **logo illisible**.

N'utilisez pas des logos de **couleurs differentes** que celles proposées dans la charte.

Ne négligez pas la **zone de sécurité** comme expliqué précédemment.

Ne modifier pas l'**axe de rotation** du logo ainsi que des **déformations non proportionnelles**.

THE LOGOTYPE

BACKGROUND APPLICATION

The UbiCast logo may be printed on any solid color, screen of color, illustration, textured or photographic background that provides sufficient contrast for the logo to appear clearly and legibly. If a blueish background is used please use the white logo to offer a better contrast.

The black & grayscale color background can be only use for printing & color economy purposes.

CERTIFIED LOGO FOR PARTNERS

This logotype can only be use by certified partners.

COLORS

OUR MAIN COLORS

Color play an important role in the UbiCast corporate identity program. The colors bellow are recommendations for various media. A palette of primary colors has been developed, which comprise the

«UbiCast» color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the UbiCast brand identity across all revelant media.

PRIMARY COLOR - BLUE

CMYK	:	C70 M21 Y0 K13
Pantone	:	7688C
RGB	:	R068 G176 B223
Web	:	#44b0df

75 %   50 %   25 %   10 %

PRIMARY COLOR - GREY

CMYK	:	C50 M40 Y36 K3
Pantone	:	COOL GREY 8C
RGB	:	R143 G144 B145
Web	:	#8F9091

75 %   50 %   25 %   10 %

SECONDARY COLOR - ORANGE

CMYK	:	C0 M40 Y77 K0
Pantone	:	150C
RGB	:	R246 G170 B072
Web	:	#F6AA48

75 %   50 %   25 %   10 %

SECONDARY COLOR - BLACK

CMYK	:	C0 M0 Y0 K93
Pantone	:	447C
RGB	:	R39 G39 B39
Web	:	#282828

75 %   50 %   25 %   10 %

HOW WRITE UBICAST?

UbiCast, must be written with the U and C in capital letters. **Ubicast** and **ubicast** are not correct.

TYPOGRAPHY

LATO

This font is primary use for title & subtitle . Title fonts should be Bold weight, displayed in either grey black or white depending on the background color. Regular, italics , and underlines can be used.

BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m o p q r s t u v w x y z

REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m o p q r s t u v w x y z

FIGURES

0 1 2 3 4 5 6 7 8 9 0

SPECIAL CHARACTERS

! « » $ % & ' ( ) * + ,
- . / : ; < = > ? @ [\
] ^ _ ` { | } ~ ¡ ¢ £ ¤
¥ ¦ § ¨ © ª « ¬ ® ¯ ° ±

FONT DOWNLOAD LINK

http://www.latofonts.com/lato-free-fonts/
https://www.google.com/fonts/specimen/Lato

SOURCE SANS PRO

This font is primary use for body. Body fonts should be regular weight, displayed in either grey or white depending on the background color. Regular, italics and underline can be used.

BOLD	**A B C D E F G H I J K L M** **N O P Q S R T U V W X Y Z** **a b c d e f g h i j k l m** **o p q r s t u v w x y z**
REGULAR	A B C D E F G H I J K L M N O P Q S R T U V W X Y Z a b c d e f g h i j k l m o p q r s t u v w x y z
FIGURES	0 1 2 3 4 5 6 7 8 9 0
SPECIAL CHARACTERS	! « » $ % & ' ( ) * + , - . / : ; < = > ? @ [\ ] ^ _ ` { | } ~ ¡ ¢ £ ¤ ¥ ¦ § ¨ © ª « ¬ ® ¯ ° ±
FONT DOWNLOAD LINK	https://www.google.com/fonts/specimen/Source+Sans+Pro

ICONS & INFOGRAPHIES

CORPORATE ICONS

Our basic icons are white on a blue or orange background.

ICONS & INFOGRAPHIES

INFOGRAPHIC ICONS

Here is a selection of illustrated icons that can be used on our documents.
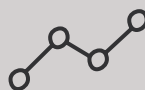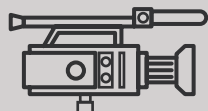
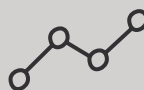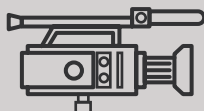# COLORS FOR INFOGRAPHIES

ILLUSTRATIVE ELEMENTS COLORS

Here is a range of colors exclusively used for the illustrations of our documents.

R71 G176 B218 46AFD9 C67 M11 Y4 K0	R123 G192 B226 7BC0E2 C54 M9 Y3 K0	R164 G208 B232 A3CFE7 C40 M7 Y3 K0
R56 G181 B178 38B4B2 C71 M0 Y33 K0	R117 G197 B194 75C4C1 C56 M0 Y27 K0	R160 G212 B209 9FD4D1 C42 M0 Y20 K0
R61 G177 B147 3CB093 C72 M0 Y50 K0	R118 G193 B169 75C1A9 C57 M0 Y40 K0	R160 G210 B191 9FD1BF C43 M0 Y30 K0
R190 G208 B61 BECF3C C34 M0 Y86 K0	R204 G217 B107 CCD96B C27 M0 Y69 K0	R218 G227 B149 D9E295 C21 M0 Y57 K0
R248 G180 B7 F7B407 C1 M34 Y94 K0	R250 G195 B71 FAC250 C1 M27 Y75 K0	R252 G210 B129 FCD280 C1 M20 Y56 K0
R241 G204 B106 F0CC6A C7 M20 Y66 K0	R244 G215 B139 F3D68B C5 M16 Y69 K0	R247 G225 B170 F6E0AA C4 M12 Y40 K0

R231 G90 B90	R236 G128 B119	R242 G164 B152
E65959	EC7F76	F1A397
C1 M77 Y56 K0	C1 M62 Y45 K0	C1 M46 Y34 K0

R232 G83 B62	R237 G132 B93	R243 G160 B132
E7533D	ED7A5D	F29F83
C0 M79 Y75 K0	C0 M63 Y60 K0	C0 M48 Y45 K0

R148 G85 B153	R168 G119 B173	R188 G154 B196
945498	A776AD	BC99C3
C49 M76 Y0 K0	C39 M60 Y0 K0	C30 M45 Y0 K0

R54 G46 B81	R87 G72 B103	R123 G109 B134
352D50	564867	7A6C85
C84 M86 Y36 K35	C67 M69 Y29 K28	C50 M52 Y22 K21

R18 G18 B18	R36 G36 B36	R190 G196 B192	R212 G212 B212
121212	242424	BEBAC0	D4D4D4
C0 M0 Y0 K93	C0 M0 Y0 K86	C30 M25 Y21 K0	C0 M0 Y0 K17

R243 G207 B176
F4CFB2
C4 M23 Y32 K0

Skin color for characters

IF YOU NEED MORE INFORMATION

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