

CEI LOGO

Usage Guidelines



Design Element

Symbol



The symbol of Center for Education Innovation is the silhouette of the initial of "C", "E", "I". It fills with the UST branding colors of blue and gold as well as an additive color of light blue representing the innovative education.

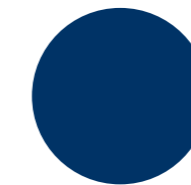
Logotype

CENTER FOR
EDUCATION INNOVATION
 教育創新中心

English font: Futura PT Medium
 Chinese font: 蘋果儷中黑

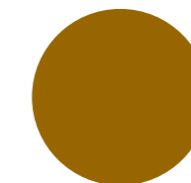
Colors

UST Blue



Pantone 295
 CMYK 100c 70m 0y 40k
 RGB 0 / 51 / 102
 Web color 003366

UST Gold



Pantone 872
 CMYK 40c 50m 100y 0k
 RGB 153 / 102 / 0
 Web color 996600

Light Blue



Pantone 295
 CMYK 65c 45m 0y 0k
 RGB 85 / 136 / 241
 Web color 5588f1

Standard Logo



The standard logo is a combination of the symbol and the logotype with English name on the top and Chinese name at the bottom.

When to use

A logo should appear on all relevant materials and should be used whenever possible on other communications, including printed material, websites, presentations and signage etc.

Where to access the logo

Logo artwork is available in the same folder of this Logo Usage Guideline file.

Variations and Colors

Colors

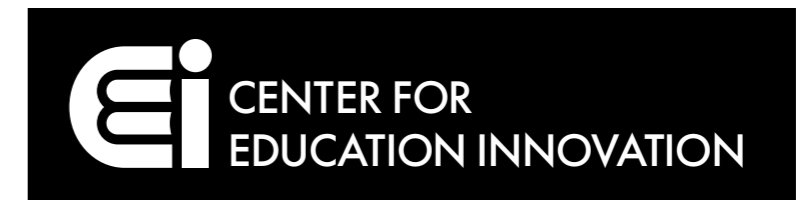
Black

White

Bilingual



English



One-color versions

UST Blue

UST Gold

Grey

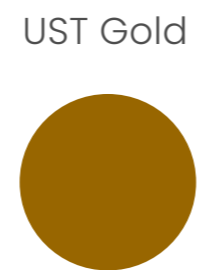
One-color
Versions



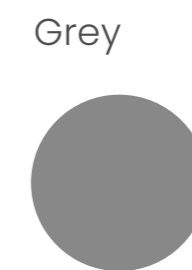
Color
Standards



Pantone 295
CMYK 100c 70m 0y 40k
RGB 0 / 51 / 102
Web color 003366



Pantone 872
CMYK 40c 50m 100y 0k
RGB 153 / 102 / 0
Web color 996600



Pantone 877
CMYK 50k
RGB 136 / 136 / 136
Web color 888888

Clear Space and Minimum Size

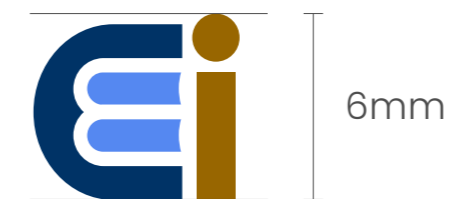
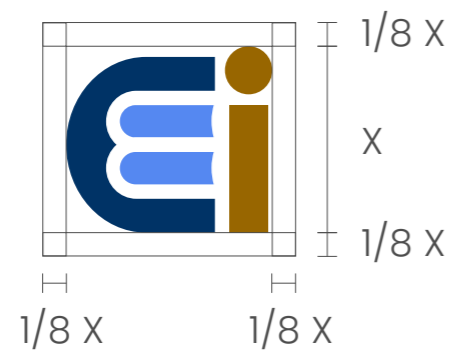
Clear space

Minimum size

Standard



Symbol



Avoid Mistakes

Do not distort



Do not reposition
the symbol and the logotype



Do not substitute colors



END

