UI GREENMETRIC GUIDELINE FOR LOGO USE

BRAND IDENTITY ELEMENTS

The Green Globe	The Yellow UI Word	The Green GreenMetric	The Tagline World University Rankings
This element reflect UI GreenMetric aims to build a sustainable and "green" world	UI stands for Universitas Indonesia, the academic institution whom initiated UI GreenMetric.	GreenMetric reflects the UI GreenMetric effort to create a standard measurement on green campus. Font used: **Quicksand** Color: #BBD900	The Tagline reflect UI GreenMetric effort which expand into international scale. Font used: **Quicksand** Color: #FDEE8F

October 2024

LOGO SIGNATURE

The Stacked Logo	The B&W Logo	The White List Logo
This is the primary logo, intended for all internal and external use.	This logo should only be used if necessary due to a black/white application.	This logo should be used in a setting with many colors.

The grey background is used to accentuate the difference between logo.

LOGO COLORS

World University Rankings

#00993D	#BBD900	#FBDD30

#FDEE8F	#FDEE8F

LOGO PLACEMENT
ON DIGITAL LAYOUT

POSTER PERSONAL EVENT, COLLABORATION, AND MEDIA PARTNER

Use a white colored shape and place the stacked logo (with no white list) on it.

OR use the white list logo and place it at the top right, center, or left.

October 2024

LOGO PLACEMENT
ON DIGITAL LAYOUT

POSTER PERSONAL EVENT, COLLABORATION, AND MEDIA PARTNER

For a black/white application (i.e., black/white ad), use the B&W logo. Place the logo at the top right, center, or left.
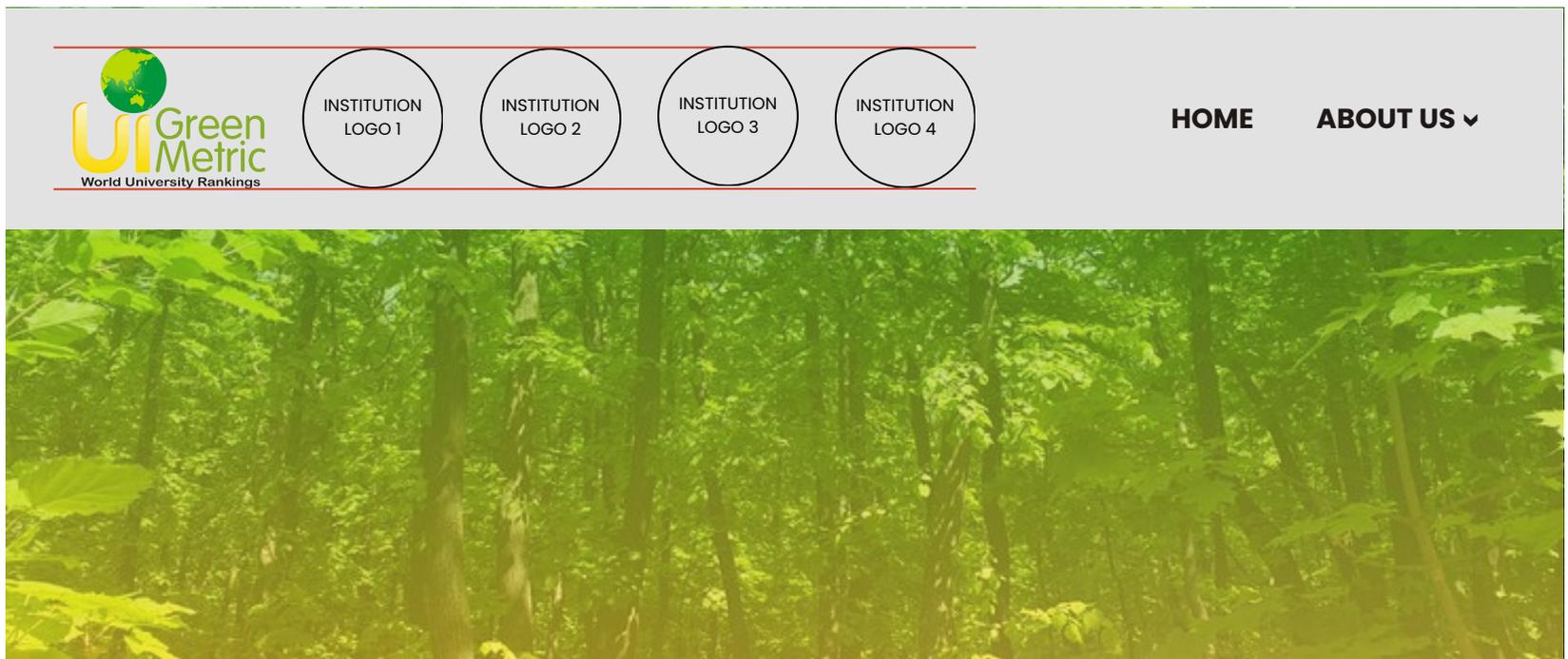
LOGO PLACEMENT
ON WEBSITE

FEATURE IN WEBSITE OUTSIDE UI GREENMETRIC

DOs:

- Position the UI GreenMetric logo adjacent to the university/institution logo in the header, either on the left or right. Ensure the sizes of both logos are proportional.
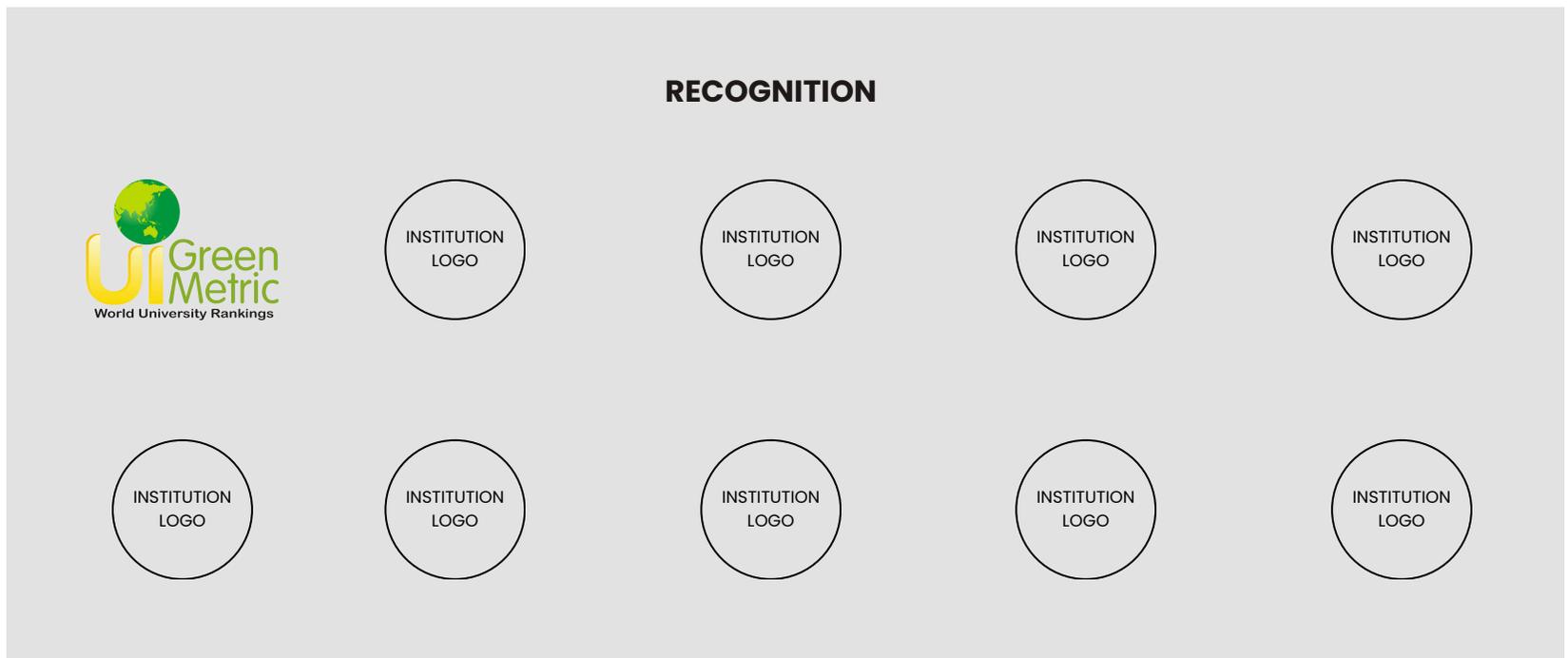
LOGO PLACEMENT
ON WEBSITE

FEATURE IN WEBSITE OUTSIDE UI GREENMETRIC

DOs:

- Ensure that the UI GreenMetric logo is prominently featured on the page ranking recognition of your institution. Please make certain that its size is proportionate to the other logos used on the page.

RECOGNITION

LOGO PLACEMENT
ON WEBSITE

FEATURE IN WEBSITE OUTSIDE UI GREENMETRIC

DOs:
- Feature the logo on the website banner, taking into account the dominant colors used in the banner to determine the most appropriate logo signature.

LOGO PLACEMENT
ON WEBSITE

FEATURE IN WEBSITE OUTSIDE UI GREENMETRIC

DON'Ts:
- Do not place the logo in the footer without clear context.

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LOGO PLACEMENT
ON PRINT OUT PRODUCT/MERCHANDISE

The minimum size for logo is 250 pixels wide. There should be clearance area around the vertical as well as the horizontal logo which allow for breathing room all around the logo, approx. 0.35" square.

LOGO MODIFICATION

LOGO USAGE IN PARTNERSHIP

- The logo of the institution with higher status should be placed on the left.
- Subsequently, the logos of other institutions should be placed in order to the right, based on the hierarchy or status level of the institutions.
- If there is no clear difference in the hierarchy or status of the institutions involved, the placement of the logos can be arranged by mutual agreement.

LOGO COLOR GUIDELINE

Main colors

#00993D	#BBD900	#FBDD30	#FDEE8F
#8ADEAA	#58AA85	#7FBFDD	#1D73B4

Supplementary colors

#9F9645	#91CFCC	#F9B232	#FDEE8F

UI GREENMETRIC LOGO
DON'TS

DO NOT crop

DO NOT rearrange elements

DO NOT alter the typeface

DO NOT add drop shadows

DO NOT mix with other colours

DO NOT use white logo
over colours