NEW UCTE CORPORATE DESIGN

Stringent brand communication is essential for the successful operation of each corporation or association. Only a consistent appearance guarantees unconditional brand recognition, creates trust in the global potential of the organisation to external stakeholders and simultaneously provides for identification and integration inside the organisation. Likewise the build-up of brand publicity is exclusively possible by a consistent appearance throughout all sorts of media.

All that is true for brands in general, is particularly true for the UCTE. Where else are the values “Continuity”, “Security” and “Reliability” such an elementary part of the brand as here? The fulfilment of these commitments must be communicated consequently and must be made visible, in order to strengthen and extend the trust in the institution UCTE and in its member TSOs. They are the guarantee for a reliable and sustainable future. This is to be supported by the new corporate design of UCTE.

It took less than 6 months from the kick-off to the final presentation of the new design and layout. Under the leadership of Working Group Communication all communication means were adapted to the new layout and design. A special focus was put on the website. Besides the new layout, the content was restructured under the consideration of the needs of UCTE’s stakeholders. The new website went online and the new UCTE logo was revealed and presented to the public at the occasion of the Common Working Group Seminar at midnight on 6 September 2007.

The Logo

Logo and brand name are the most significant recognition features of UCTE. Both have to be handled consistently and stringently following the guidelines for the design and layout to create a uniform brand perception. The new logo illustrates best the major aim of the UCTE re-design: It respects the past, but is at the same time a significant step towards modernity and change. The shape is softer and more dynamic and the colours fit best to the core values of UCTE reliability and security.

The UCTE logo consists of a text and image part, building together one entity. The elements of the logo must not be separated or changed. The correct colour reproduction are assured unconditionally.
The Dot-Line

The Dot-Line as corner element of the new design symbolizes the transport of energy and is being utilized as layout object in all UCTE publications. On the cover and back side of brochures and flyers, in official publications, the website and presentation slides the UCTE logo is always displayed in combination with the Dot-Line.

The Corporate Colours

Corporate colours fulfil an important role in the design of UCTE. They present both the technical and the rational aspect of our work.

The primary colours blue and yellow built the core of the colour system. Some further complementary colours have been identified for graphics or the labelling of chapters in multi-page publications.

Blue stands for electricity and technology. Yellow stands for energy and activity.

UCTE Manual

The fundamentals of the new corporate design are summarised in the UCTE Manual. This manual describes all of the key design details on how to use the UCTE brand, both inside and outside of UCTE. It establishes the visual framework for corporate communications and explains the proper procedure for handling the characteristic corporate design elements. It also points out some of the potential pitfalls and how to avoid them. With its detailed design information, the UCTE Manual is an effective instrument that establishes binding rules on how to use the UCTE brand for communications in various media.
### Corporate Colours

<table>
<thead>
<tr>
<th>Colour Effect</th>
<th>CMYK Values</th>
<th>RGB Values</th>
<th>Hex Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary colours</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blue symbolises electricity and technology</td>
<td>(0 / 100 / 100 / 0)</td>
<td>(226 / 0 / 26)</td>
<td>(#E2001A)</td>
</tr>
<tr>
<td>Yellow symbolises energy and activity</td>
<td>(0 / 25 / 100 / 0)</td>
<td>(252 / 184 / 20)</td>
<td>(#FCB814)</td>
</tr>
<tr>
<td>Medium grey is an integral component of our colour system</td>
<td>(0 / 0 / 0 / 10)</td>
<td>(230 / 230 / 230)</td>
<td>(#E6E6E6)</td>
</tr>
<tr>
<td>Green symbolises the environment</td>
<td>(35 / 0 / 100 / 0)</td>
<td>(189 / 205 / 0)</td>
<td>(#BDCD00)</td>
</tr>
<tr>
<td>Red is used for high-relevance information and arrows</td>
<td>(0 / 0 / 100 / 0)</td>
<td>(242 / 0 / 148)</td>
<td>(#F29400)</td>
</tr>
<tr>
<td>Violet is friendly and harmonious</td>
<td>(30 / 100 / 0 / 0)</td>
<td>(189 / 205 / 0)</td>
<td>(#BDCD00)</td>
</tr>
<tr>
<td>Orange is used for graphics and diagrams</td>
<td>(0 / 50 / 100 / 0)</td>
<td>(242 / 148 / 0)</td>
<td>(#F29400)</td>
</tr>
<tr>
<td>Grey dots are only to play a functional role</td>
<td>(0 / 0 / 0 / 50)</td>
<td>(204 / 204 / 204)</td>
<td>(#DADADA)</td>
</tr>
<tr>
<td>Secondary colours</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Through the use of secondary colours, the overall colour impression is friendly and harmonious. However, these colours must be used with caution!</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The secondary colours may only be used in combination with the primary colour blue</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The secondary colour orange is used for high-relevance information in graphics and diagrams</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The secondary colour medium grey is only to be used for low-relevance information in graphics and diagrams</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The secondary colour violet may only be used in combination with the primary colour blue</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Dotted Line

#### Design Information

The dotted line on the title and rear pages of brochures and flyers, all corporate printed matter, web pages and presentation slides symbolises the transmission of electricity. The UCTE logo is always to appear together with the dotted line. The dotted lines symbolise the transmission of electricity and are used as a design element in all UCTE publications. For more information on use of the dotted line as a design element in brochures and publications, see section 4 »Brochures and Publications«.

#### Design of Dotted Line

- **Corporate Name**: union for the co-ordination of transmission of electricity
- **Height of Logo**: 35 points
- **Width of Logo**: 112 points
- **Height of Dotted Line**: 16 points
- **Width of Dotted Line**: 14 points
- **Diameter of Dots**: 5 points
- **Distance between Dots**: 2 points

#### Dot Line / Logo

- Blue dots (approx. 120 points)
- Grey dots (approx. 80 points)
- Black dots (approx. 80 points)
- In case of a black & white design, the blue dots are reproduced in black, grey dots remain grey and black dots are used as a filler colour.

#### Combination of Dotted Line / Logo

- **Logo Height**: 35 points
- **Dotted Line Width**: 14 points
- **Registration**: 1 point
- **Spacers**:
  - **Width**: 1 point
  - **Height**: 1 point
- **Spacers for Boxes**:
  - **Width**: 1 point
  - **Height**: 1 point
- **White Grey and Black Spacers**:
  - **Width**: 1 point
  - **Height**: 1 point

#### Dot Line - Dotted Line

- **Height**: 16 points
- **Width**: 14 points
- **Diameter of Dots**: 5 points
- **Distance between Dots**: 2 points
- **Registration**: 1 point
- **Spacers**:
  - **Width**: 1 point
  - **Height**: 1 point
- **Spacers for Boxes**:
  - **Width**: 1 point
  - **Height**: 1 point
- **White Grey and Black Spacers**:
  - **Width**: 1 point
  - **Height**: 1 point

#### Dot Line - Corporate Name

- **Corporate Name**: union for the co-ordination of transmission of electricity
- **Height of Corporate Name**: 22 points
- **Width of Corporate Name**: 92 points
- **Height of Dotted Line**: 16 points
- **Width of Dotted Line**: 14 points
- **Spacers**:
  - **Width**: 2 points
  - **Height**: 1 point
- **Spacers for Boxes**:
  - **Width**: 1 point
  - **Height**: 1 point
- **White Grey and Black Spacers**:
  - **Width**: 1 point
  - **Height**: 1 point

#### Dot Line - Corporate Logo

- **Corporate Logo**: union for the co-ordination of transmission of electricity
- **Height of Corporate Logo**: 35 points
- **Width of Corporate Logo**: 112 points
- **Height of Dotted Line**: 16 points
- **Width of Dotted Line**: 14 points
- **Spacers**:
  - **Width**: 2 points
  - **Height**: 1 point
- **Spacers for Boxes**:
  - **Width**: 1 point
  - **Height**: 1 point
- **White Grey and Black Spacers**:
  - **Width**: 1 point
  - **Height**: 1 point

#### Dot Line - Corporate Logo Flanagan

- **Corporate Logo Flanagan**: union for the co-ordination of transmission of electricity
- **Height of Corporate Logo Flanagan**: 35 points
- **Width of Corporate Logo Flanagan**: 112 points
- **Height of Dotted Line**: 16 points
- **Width of Dotted Line**: 14 points
- **Spacers**:
  - **Width**: 2 points
  - **Height**: 1 point
- **Spacers for Boxes**:
  - **Width**: 1 point
  - **Height**: 1 point
- **White Grey and Black Spacers**:
  - **Width**: 1 point
  - **Height**: 1 point