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.

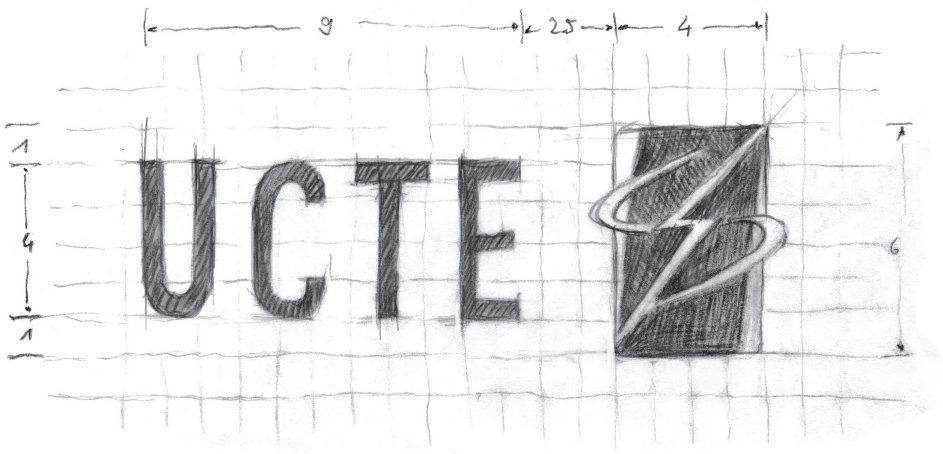
All that is true for brands in general, is particularly true for the UCTE. Where else are the values "Continuity", "Security" and "Reliability" such an elementary part of the brand as here? The fulfilment of these commitments must be communicated consequently and must be made visible, in order to strengthen 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.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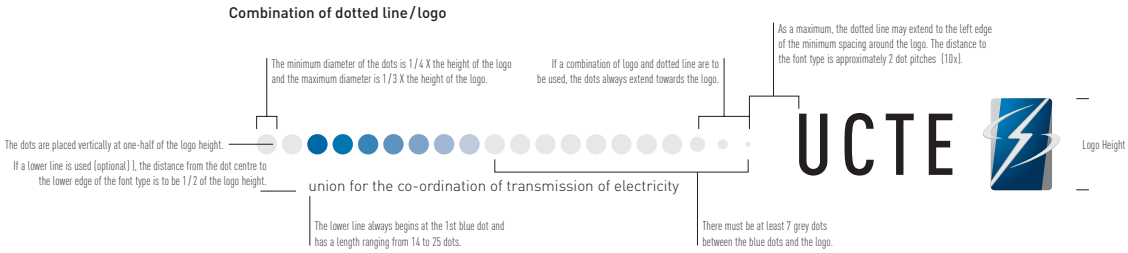


The Dot-Line

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

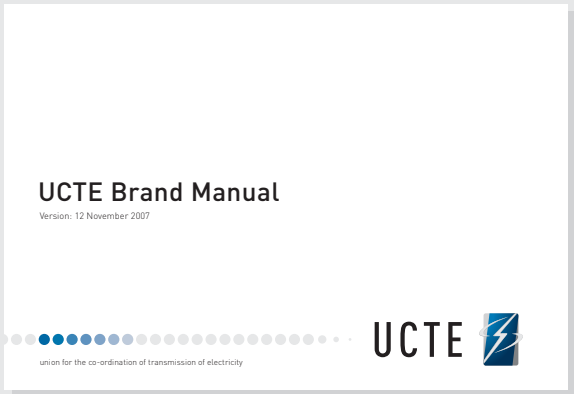
Corporate colours fulfil an important role in the design of UCTE. They present both the technical and the rational aspect of our work.

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.

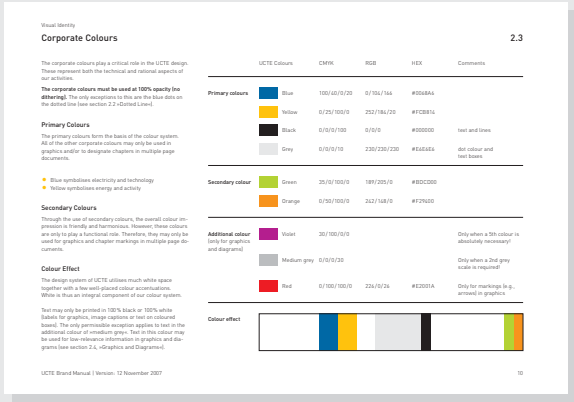
Blue stands for electricity and technology. Yellow stands for energy and activity.

UCTE Manual

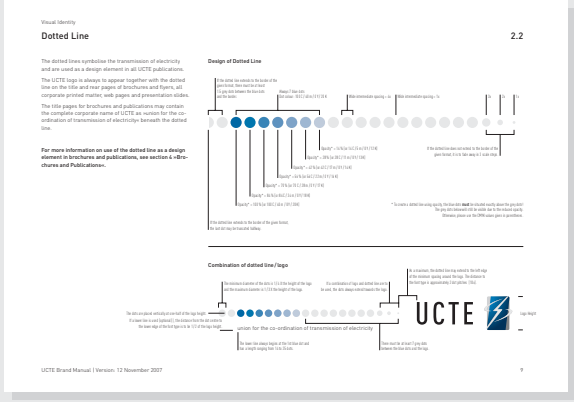
The fundamentals of the new corporate design are summarised in the UCTE Manual. This manual describes all of the key design details on how to use the UCTE brand, both inside and outside of UCTE. It establishes the visual framework for corporate communications and explains the proper procedure for handling 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.



UCTE Manual: Sample pages



Corporate Colours



The Dot-Line