Logo

UBSN

University Research Facility in
Behavioral and Systems Neuroscience
神經科學中心實驗室

PolyU Red
Hex: A02337

UBSN Blue
Hex: 0071BC

PolyU Grey
Hex: 58595b

UBSN Grey
Hex: 696A6C

Full-colour Standard Logo

Characteristics of the UBSN logo should feature innovation,
cleanliness, and scientific accuracy.

Our colour Blue and Grey are specifically designed as
unobtrusive and calming. When creating complementary
graphics, PolyU's Red and Grey may also be used.

Please use our provided Hex values, or its RGB/ CMYK, when
creating digital media with our logo.

If in case a special requirement must be met, please consult
UBSN for advice and approval.

Exclusion Zone

Exclusion Zones should be reserved where possible to preserve the look and feel of elements in the logo.

The boundaries should be:
Half the height of the large print; or,
Same height as the small prints; or,
Height of the top dot in the graphic logo and the dot below it.

- Logo in full colour

- Logo in black

- Logo in grey

- Logo silver on black (example)

- Logo white on black (example)

- Logo gold on black (example)

Logo in Different Colours

Our colour scheme is Blue and Grey. Full colours are preferred. But in cases such as when placed on an obscuring background, a different coloured logo may enhance readability.

To preserve the look and feel of elements in the logo, when replacing logo or background colours, *web-safe, single colours* are preferred.

Use logo on clear or textured, light background

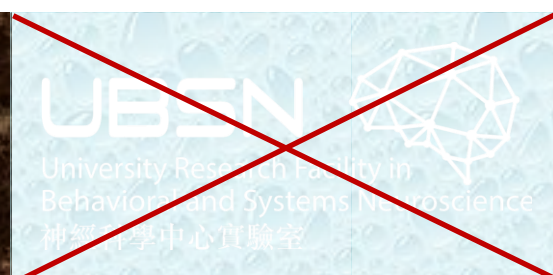**DO NOT USE** add shadow or glow gradients of any colour behind the logo

Use black or white logo on greyscale backgrounds

DO NOT USE logo on backgrounds with high light variation or complex patterns

Use white logo on dark backgrounds

DO NOT USE a colour in the logo on backgrounds that produce a low contrast

Logo on Different Backgrounds

Characteristics of the UBSN logo should feature innovation, cleanliness, and scientific accuracy.

Our colour scheme is Blue and Grey. Full colours are preferred. But in cases such as when placed on an obscuring background, a different coloured logo may enhance readability.
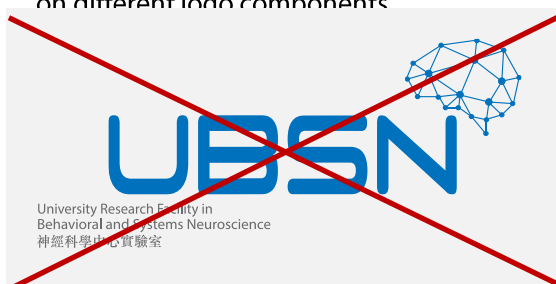
To preserve the look and feel of elements in the logo, *web-safe colours* are preferred as background, and *web-safe, single colours* are preferred to use on our logo and text.

DO NOT skew or rotate the logo

DO NOT use different colours
on different logo components

DO NOT rearrange or resize the
components of the logo liberally

Integrity of Logo Components

Characteristics of the UBSN logo should feature innovation,
cleanliness, and scientific accuracy.

Altering the logo will compromise the original design.

To preserve the look and feel of elements in the logo,
please only use the guided variations in this guidebook.

If in case a special requirement must be met, please consult
UBSN for advice and approval.

Fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ[]\;',./
Abcdefghijklmnopqrstuvwxyz{}|:"<>?
1234567890-=!@#$%^&*()_+

Myriad Pro - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ[]\;',./
Abcdefghijklmnopqrstuvwxyz{}|:"<>?
1234567890-=!@#$%^&*()_+

Myriad Pro - Semi Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ[]\;',./
Abcdefghijklmnopqrstuvwxyz{}|:"<>?
1234567890-=!@#$%^&*()_+**

Myriad Pro - Bold

*ABCDEFGHIJKLMNOPQRSTUVWXYZ[]\;',./
Abcdefghijklmnopqrstuvwxyz{}|:"<>?
1234567890-=!@#$%^&*()_+*

Myriad Pro - Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ[]\;',./
Abcdefghijklmnopqrstuvwxyz{}|:"<>?
1234567890-=!@#$%^&*()_+

Helvetica - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ[]\;',./
Abcdefghijklmnopqrstuvwxyz{}|:"<>?
1234567890-=!@#$%^&*()_+

Helvetica - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ[]**;',./**
Abcdefghijklmnopqrstuvwxyz**{}|:"<>?**
1234567890-=!@#$%^&*()_+

Helvetica - Bold

Use of Accompanying Font in communications (e.g. subheadings)

The use of font type "Myriad Pro" is preferred in all communications.

"Helvetica" is also appropriate if first choice is not available.

If in case a special requirement must be met, please consult UBSN
for advice and approval.

In the unlikely case both fonts are unavailable, font types that are
sans-serif are still preferred.