

GENERAL PRINCIPLES

Color

Typeface

UCB DIGITAL STYLE GUIDE

COLOR

We use the UCB color palette on our website.

The Hex references have been identified to express the vitality and freshness of our colors on-screen.

To build a Story Screen the same rules detailed in the 'System' chapter of the UCB Identity Style Guide apply.

For the corporate website official UCB colors can be used on the; every section has a different main color.

Only disease websites use one official UCB color in all sections.

OFFICIAL



DESIGN



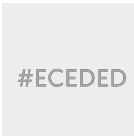
LIGHT



SECONDARY COLORS FOR GRAPHICS ONLY



GREYS



Main text

Footer

Threads color, blocks

Block background color

TYPEFACE

Museo Sans is based on the well-known Museo. It is a sturdy, low contrast, geometric, highly legible sans serif typeface, from the 'humanist' category. It is very well suited for any display and text use.

Museo Sans is used in the navigation bar and on titles of our websites.

Arial is used for body copy of our websites pages. Bold is recommended to highlight key content.

MAIN TYPEFACE

Museo Sans 100

Abcdeghijklmnopqrstvwxyz - 0123456789

Museo Sans 300

Abcdeghijklmnopqrstvwxyz - 0123456789

Museo Sans 500

Abcdeghijklmnopqrstvwxyz - 0123456789

Museo Sans 700

Abcdeghijklmnopqrstvwxyz - 0123456789

DIGITAL

Arial regular

Abcdeffghijklmnopqrstvwxyz - 0123456789

Arial bold

Abcdeffghijklmnopqrstvwxyz - 0123456789

TYPEFACE

For specific alphabets, other fonts than Museo Sans apply.

GREEK

Georgia

CYRILLIC

Museo Sans Cyrillic

TURKISH

Museo Sans Cyrillic

KOREAN

Verdana

CHINESE

Weiranyahei

JAPANESE (only to be defined in the CSS)

Hiragino Kaku Gothic Pro