



UQCHILE

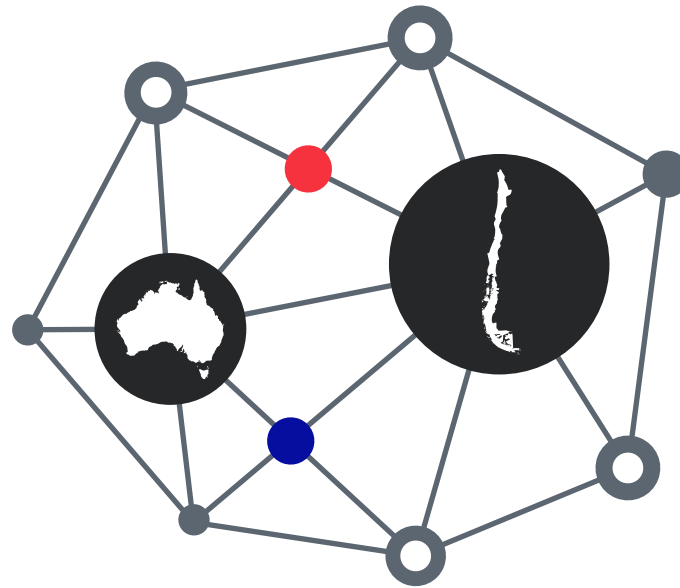
# Brand Identity Guide

14 October 2015

# What UQCHILE represents

UQ CHILE represents the link between Chile and Australia through students, teachers, researchers and professionals.

# Color logo



UQCHILE

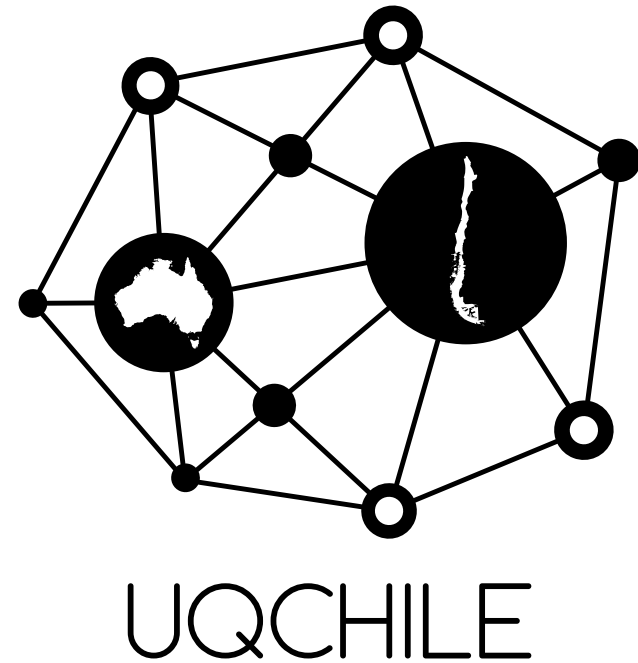
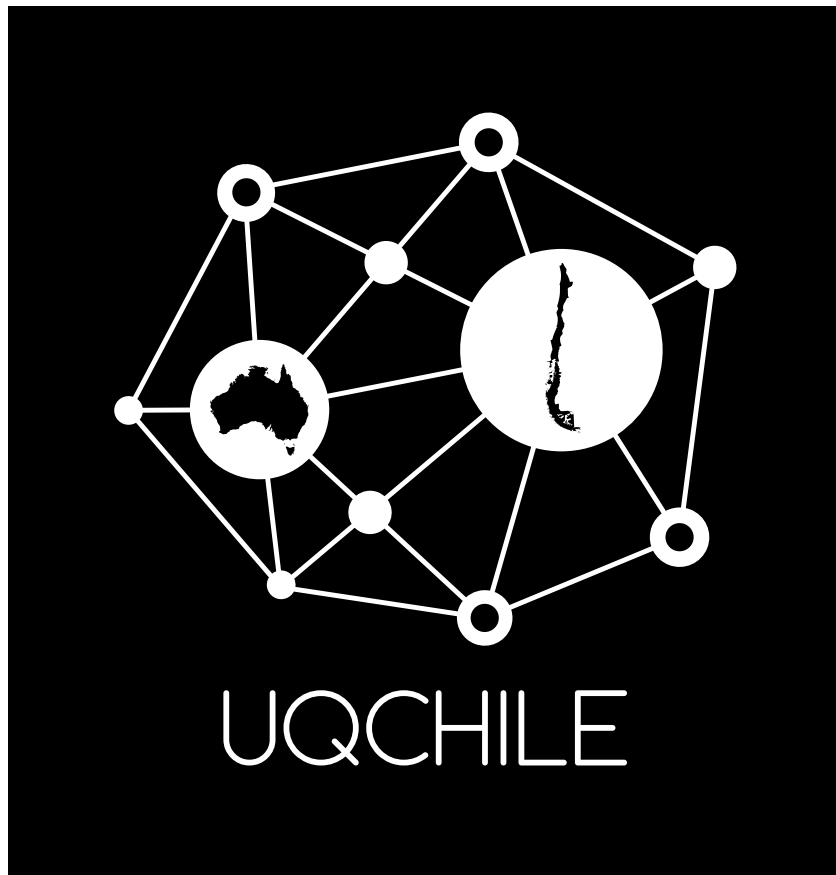
# Word-only logotype

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# Icon-only isotype



# Black and white

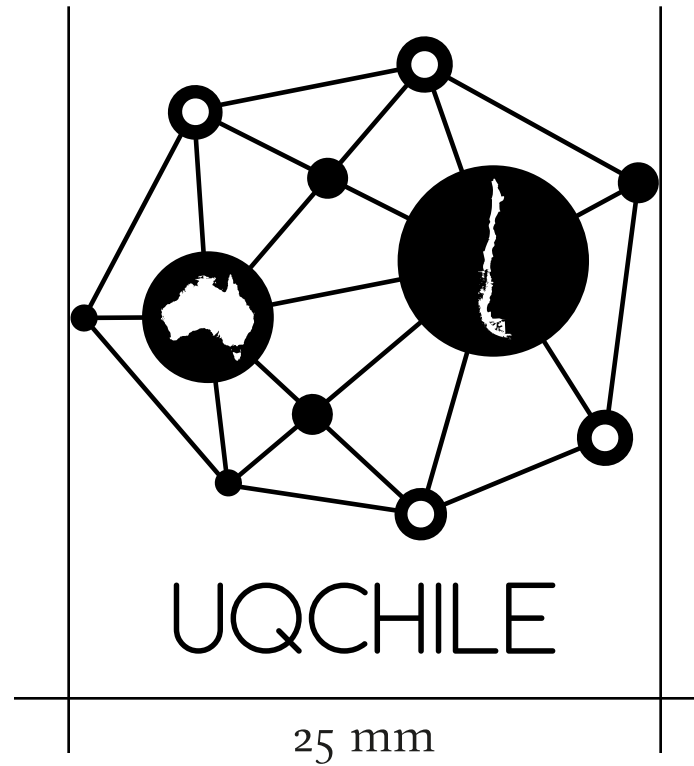
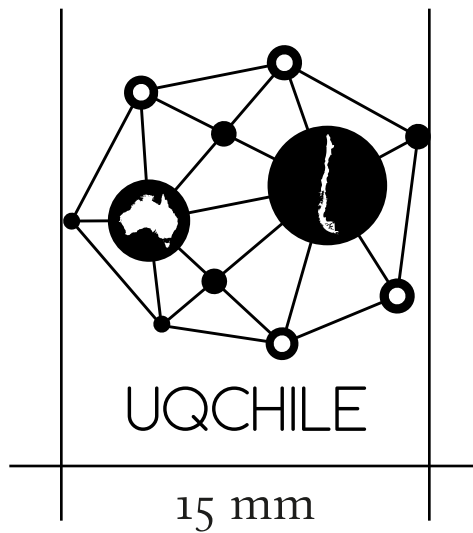


# Monochrome



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# Logo sizes





# Pantones and typography



Pantone 426 C

C 75%

M 64%

Y 58%

K 72%



Pantone red 032 C

C 0%

M 88%

Y 68%

K 0

UQCHILE

Comfortaa Light



Pantone 431 C

C 63%

M 47%

Y 40%

K 28%



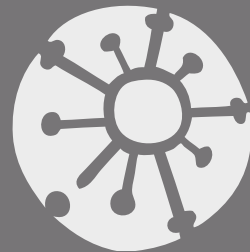
Pantone blue 072 C

C 100%

M 91%

Y 11%

K 2%



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