IDENTITY
graphic

uia ›

› TYPOGRAPHY

The combination of two typographical styles allows a more effective organisation of the information and the possibility of multiplying the graphical combinations. When it is not possible to use these two typographies (mail, correspondence, internal memos) they may be replaced by "Arial condensed" or "Arial Narrow" for Block Gothic and "Times New Roman" for the "Catalog".

TITLE: BLOCK GOTHIC

AaBbCcDd 1234

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 $%& (. , ; : #! ?)

Main text: Catalog

Aa*Bb*CcDd 1234

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 $%& (.,;:#!?)

TYPOGRAPHY

Example of use of the typographies in the introductory text of the UIA presentation brochure

L'UNION INTERNATIONALE DES ARCHITECTES ——————— Block Gothic Bold
UN RÉSEAU GLOBAL AU SERVICE DE LA PROFESSION D'ARCHITECTE ——— Block Gothic Light

L'Union Internationale des Architectes a été fondée à Lausanne (Suisse), le 28 juin 1948, pour unir les architectes
de tous les pays du monde, dans la fédération de leurs organisations nationales. Composée lors de sa création de
délégations de 27 états, l'UIA rassemble aujourd'hui les organisations professionnelles les plus représentatives des —— Catalog regular
architectes dans 131 pays et territoires, et à travers-elles plus de 1 300 000 architectes dans le monde.
L'UIA est devenue une organisation non gouvernementale accomplie, le seul réseau professionnel des architectes
de tous les continents.

IDENTITY
graphic

❯ COLOURS

The main colour is the logo grey, the three secondary colours are the red, blue and violet.

Pantone Coll Gray 8
C : 0 / M : 0 / Y : 0 / N : 55

Pantone 485 c
C : 0 / M : 100 / Y : 100 / N : 0

Pantone 542 c
C : 70 / M : 30 / Y : 0 / N : 0

Pantone 7667 c
C : 70 / M : 60 / Y : 20 / N : 20

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ICONOGRAPHY

Perspectives & Buildings: wide framing will be preferred to enhance the scale and perspectives of the buildings in their landscapes.

❯ ICONOGRAPHY

Portraits: The framing leads us to the heart of the UIA actions; with portraits of people representing the members of the UIA.

IDENTITY
graphic

❯ FORM

The form of the arrow associated with the logo makes it possible to construct different graphic tools that will liven up the UIA documents. This form can be broken down as in the example below.

❯ FORM / UTILISATION

The arrow can include images and text.

UIA
A LE PLAISIR
DE VOUS CONVIER
SAMEDI 31 JANVIER
2013 À 20H30
À LA REMISE
DES MÉDAILLES D'OR
DE UIA

Musée des Arts Décoratifs
107, rue de Rivoli
75001 Paris

merci de nous renvoyer avant le 16 janvier
votre réponse à l'adresse mail suivante
uia@internationale.fr
ou au 33 avenue du maine ph-158 75755 paris
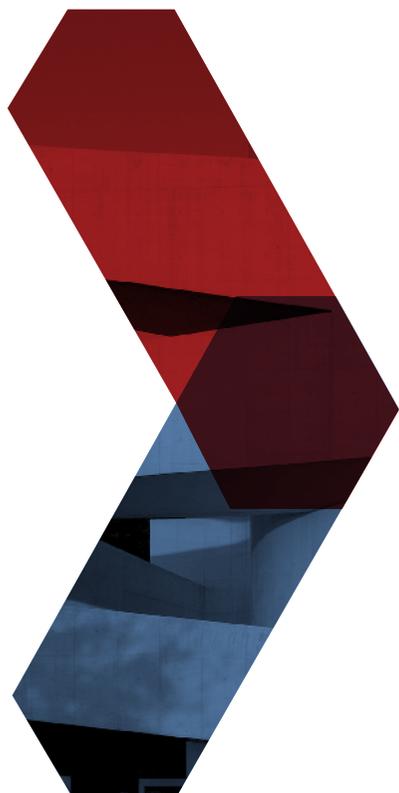
FORM / COLOURS – WORK PROGRAMMES

Work programmes can use the arrow in a colour other than that of the logo. The range must be as wide as possible to permit UIA work programmes express all their emotions and feelings.

FORM / COLOURS - WORK PROGRAMMES

Here are some examples of colours, so that each work programme can appropriate its range of colours while the arrow will guarantee the coherence of all UIA work programmes' communications.
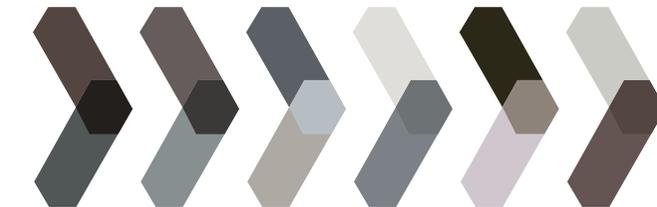
Shades of gray

Shades of green

Shades of yellows – orange – Ochre

Shades of blue

Shades of red – brown (warm colours)

Shades of violet

❯ LOGOTYPE

The logotype is vector graphic, its size can thus be modified without causing deterioration.
The UIA logo corresponds to an original typographic drawing and can be modified only within the framework of the rules laid down in the present graphic charter. Its size can be modified only in a homothetic transformation, it can neither be transformed nor be redrawn (see following page)

❯ LOGOTYPE / UTILISATION

LOGOTYPE / UTILISATION FOR SCREEN PROJECTION

A darker version of the logo has been created for use on digital supports exclusively (screens, projections etc...)

RVB
R : 108 / V : 107 / B : 105

RVB
R : 175 / V : 32 / B : 28

RVB
R : 87 / V : 124 / B : 179

RVB
R : 72 / V : 70 / B : 117

❯ LOGOTYPE / UTILISATION IN SHADES OF GREY

Black : 55

Black : 50

Black : 75

❯ LOGOTYPE / UTILISATION

Utilisation of the logo in colour on a light or dark background (CMYK - RGB)

Utilisation of the logo in shades of grey on a light or dark background.

Special case: when the logo is on a grey background, it will, exceptionally, be white.

Special case: when the logo is on a grey background, it will, exceptionally, be white.

SIGNATURE

On all UIA communications supports, the signature is placed in the centre of the document, in a text block and translated into the language of the issuing country.

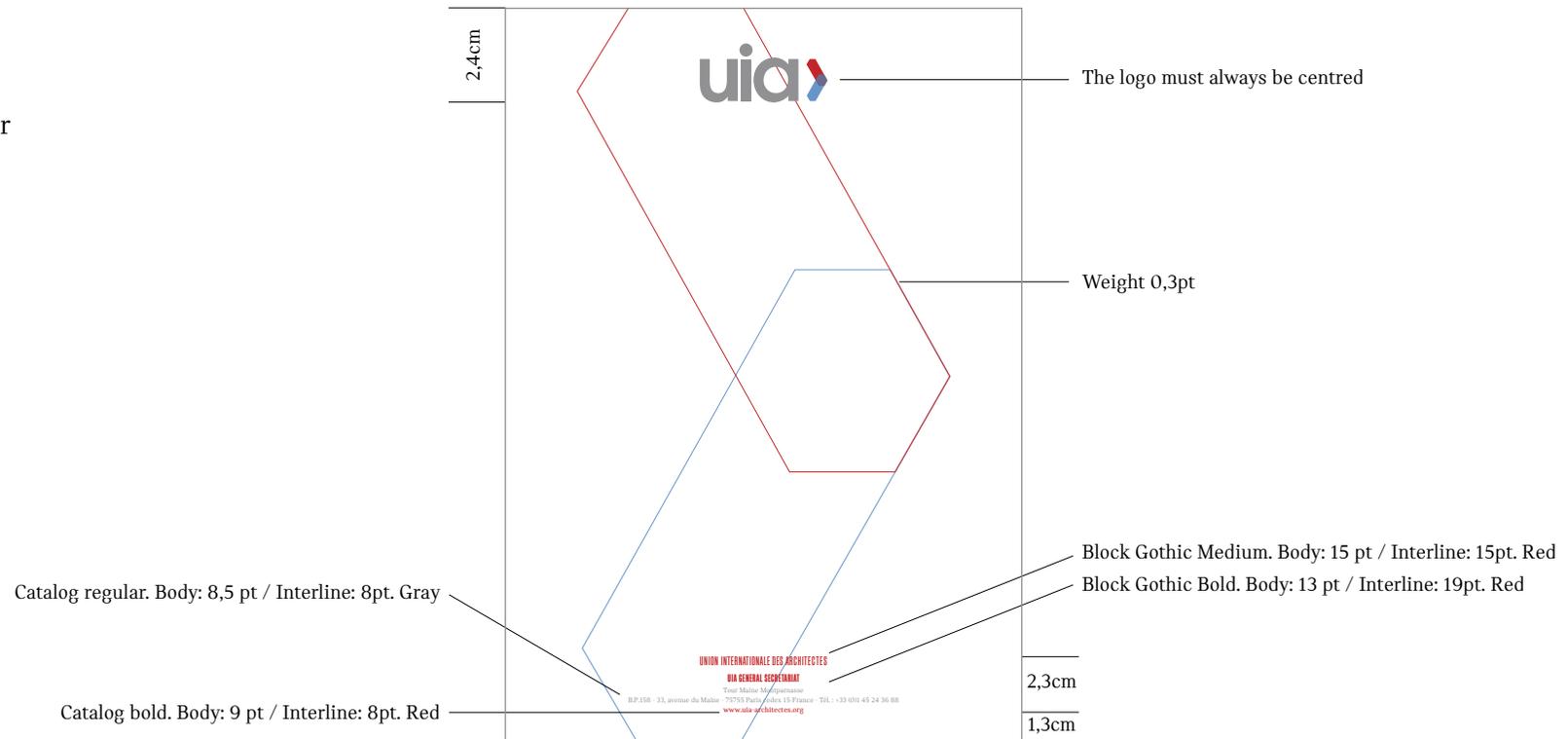# INTERNATIONAL UNION OF ARCHITECTS

INTERNATIONAL UNION OF ARCHITECTS

› STATIONARY

On the stationary the arrow will be used uniquely in red or blue outlines on a white background, the signature will systematically be red. The use of the UIA headed paper is reserved to members of the Bureau and Council in the exercise of their function within UIA and the UIA General Secretariat.

Headed paper

2,4cm

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The logo must always be centred

Weight 0,3pt

Block Gothic Medium. Body: 15 pt / Interline: 15pt. Red

Catalog regular. Body: 8,5 pt / Interline: 8pt. Gray

Block Gothic Bold. Body: 13 pt / Interline: 19pt. Red

UNION INTERNATIONALE DES ARCHITECTES
UIA GENERAL SECRETARIAT
Tour Maine Montparnasse
B.P.158 · 33, avenue du Maine · 75755 Paris cedex 15·France · Tél. : +33 (0)1 45 24 36 88
www.uia-architectes.org
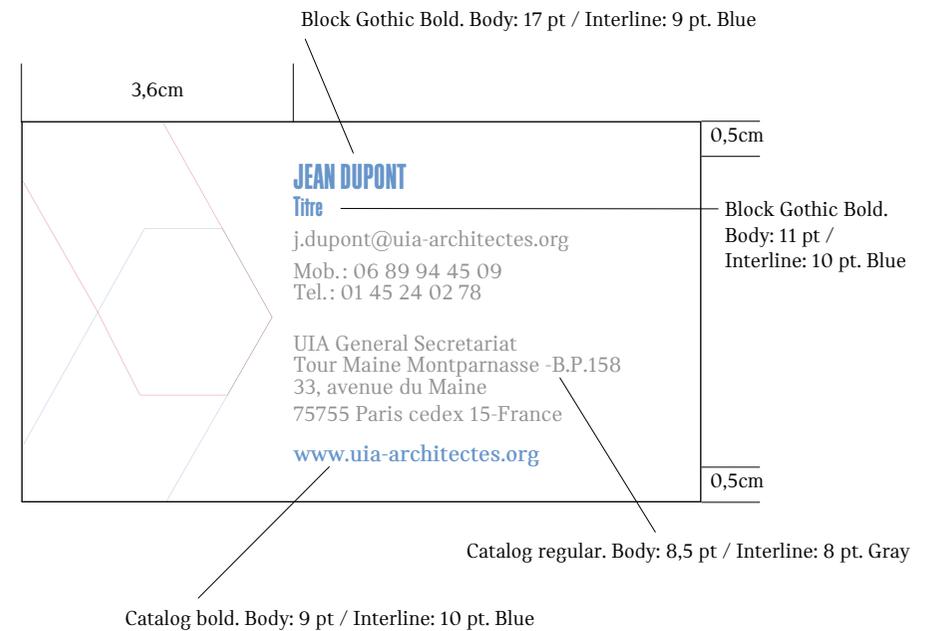
2,3cm

1,3cm

Catalog bold. Body: 9 pt / Interline: 8pt. Red

⟩ STATIONARY

The members of Bureau & Council, Directors of UIA commissions and work programmes may use a UIA business in the framework of their UIA activity.

Business Card

Weight 0,3pt

0,5cm

0,5cm

1,1cm

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UNION INTERNATIONALE DES ARCHITECTES

Block Gothic Bold. Body: 17 pt / Interline: 9 pt. Blue

3,6cm

0,5cm

JEAN DUPONT
Titre

j.dupont@uia-architectes.org

Mob.: 06 89 94 45 09
Tel.: 01 45 24 02 78

UIA General Secretariat
Tour Maine Montparnasse -B.P.158
33, avenue du Maine
75755 Paris cedex 15-France

www.uia-architectes.org

0,5cm

Block Gothic Bold.
Body: 11 pt /
Interline: 10 pt. Blue

Catalog regular. Body: 8,5 pt / Interline: 8 pt. Gray

Catalog bold. Body: 9 pt / Interline: 10 pt. Blue

PUBLICATIONS /
COVER GUIDELINES

A – the UIA logo is always positioned on top and centred.

B – covers will have a white border of at least 1 cm on each side.

C – the arrow will always be strongly represented to clearly mark the UIA identity.

D - the typographies (see p.2) will always be used and their hierarchy respected.

E - the signature will always be centred at the bottom in a text block.

A

B

C

D

GUIDE

UIA /
FOR INTERNATIONAL
COMPETITIONS
IN ARCHITECTURE
AND TOWN PLANNING

E INTERNATIONAL UNION OF ARCHITECTS