Uteco

Brand guidelines

V. 1.0
January 2022

Uteco
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The Logo system

01

The Logo

Official logo colors: Blue Uteco: PMS 7694C   Red Uteco: PMS 703C

The logo is the most visible element of the brand's identity, a universal signature across all Uteco's communications. It's a guarantee of quality that unites diverse products and services. The same version of the logo is used in print, on screen and products.

It is made up of two elements: the logotype and the iconic Uteco's red symbol. The main logo incorporates the brand's payoff. While it's an essential logo, it's important to use it coherently across all communication touchpoints.

Logo and payoff - this version will be used in all external communications, both digital and printed.

Logo - this version will be applied to permanent assets (e.g. products and machines, walls, signage system, etc.) and where the logo is used in the minimum size allowed.

Positive and negative

Official logo colors: Blue Uteco: PMS 7694C   Red Uteco: PMS 703C

The negative version of the Uteco logo should only be used where the application does not allow for the use of the positive version.

Positive logo version

Negative logo version

Monochromatic

Official logo colors: Black: 100% K

The black and white version of the Uteco
logo should only be used where
the application does not allow for the use
of colored versions.

Positive monochromatic logo version

Negative monochromatic logo version

Backgrounds

Allowed colored backgrounds

Safe area and minimum size

The clear space is the minimum surface placed around the outside of the Uteco logo. This area should be clear of all other elements to avoid weakening the visibility and communication power of the logo.

The maximum reduction of the Uteco logo should be a minimum width of 27 mm for the logo with payoff, and of 22 mm for the logo without payoff.
The logo is not to be used under this size as it would be unreadable.

Safe area

27 MM

Logo and payoff
minimum size

22 MM

Logo
minimum size

Improper uses

The Uteco logo should never be tweaked, stretched, or otherwise manipulated, but reproduced with consistency and integrity. It is essential that the supplied logo master files are always used.

Do not alter the shape of the logo

Do not alter the shape of the logo

Do not alter the shape of the logo

Do not alter the color of the logo

Do not alter the color of the logo

Do not alter the payoff alignment or dimensions.

Do not alter the single elements

Do not alter the color of the logo

Colors and typography

02

Corporate colors

The table shows the conversions from PMS (Pantone) to CMYK for colored printing, RGB values and Hexachorme values for digital usage.

Uteco — Blue	Uteco — Red	Uteco — Medium grey	Uteco — Light grey
PMS 7694 C	PMS 703 C	PMS 429 C	PMS 427 C
CMYK 83 43 0 50	CMYK 0 86 51 22	CMYK 40 27 27 6	CMYK 7 3 5 11
RGB 1 66 106	RGB 184 58 75	RGB 162 170 173	RGB 208 211 212
HTML 01426A	HTML B83A4B	HTML A2AAAD	HTML D0D3D4
RAL 5000	RAL 3031	RAL 7040	RAL 7035

Primary colors

Secondary colors

Corporate colors

The table shows the conversions from PMS (Pantone) to CMYK for colored printing, RGB values and Hexachorme values for digital usage.

Uteco — Blue

PMS 7694 C
CMYK 83 43 0 50
RGB 1 66 106
HTML 01426A
RAL 5000

Uteco — Red

PMS 703 C
CMYK 0 86 51 22
RGB 184 58 75
HTML B83A4B
RAL 3031

Uteco — Medium grey

PMS 429 C
CMYK 40 27 27 6
RGB 162 170 173
HTML A2AAAD
RAL 7040

Uteco — Light grey

PMS 427 C
CMYK 7 3 5 11
RGB 208 211 212
HTML D0D3D4
RAL 7035

Primary colors

Secondary colors

One step ahead, always.

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