



**UCI  
PRO  
TEAM**

## **UCI PROSERIES**

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# UCI ProTeam Fixed Identity Elements

## UCI ProTeam logo

The logo for the UCI ProTeam consists of a 3 dimensional ribbon which is suggestive of a globe. Each segment features a colour from the rainbow bands which represent a continent.

### Clearspace

To ensure maximum stand out we should always position our logo in a clear area (clearspace). The clearspace of the Swirl is defined as half the height and half the width.

### Full Mark

We also have a more formal mark. This features a simplified version of the UCI logo in which the rainbow bands are removed due to them being featured in the Swirl. A black box opposite holds the UCI Pro WorldTour logotype.

### Clearspace

Again too ensure maximum stand out we should always position our logo in a clear area (clearspace). The clearspace of the Full mark is defined as the width of the 'U'.

## UCI ProSeries Swirl



Clearspace



## UCI ProTeam Logo



Clearspace



# UCI ProTeam Fixed Identity Elements

## Monochrome logo

In instances where colour is not available we have provided monochrome versions of our logos.

If printing in black and white these logos should be used instead of the full colour versions.

UCI ProTeam Logo - Monochrome black



Clearspace



UCI ProTeam Logo - Monochrome white



Clearspace



# UCI ProTeam Fixed Identity Elements

## Incorrect usage of logo

Here are examples of how not to use our logo. The rules should be followed at all times.

- 1. Do not stretch or compress the width or height of the logo.
- 2. Do not rotate the logo.
- 3. Do not move or change the relationship between any elements within the logo.
- 4. Do not recolour any element of the logo.
- 5. Do not replace the letters with another typeface.

1.



2.



3.



4.



5.



# UCI ProTeam Fixed Identity Elements

## Our colours

We have slightly updated our colour palette. Full specifications are indicated opposite. Please ensure that for each application the correct colour profile is used e.g. RGB values for screen-based communications.

UCI Blue



**RGB**  
0 120 200

**CMYK**  
100 32 0 0

**PANTONE®**  
3005

**RAL**  
5017

**PANTONE® COTTON**  
18-4440 TCX

UCI Red



**RGB**  
200 20 60

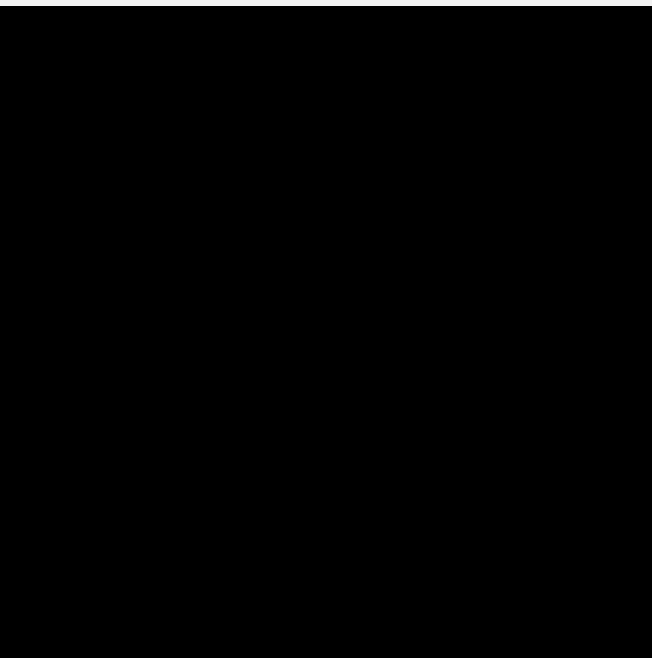
**CMYK**  
20 100 75 0

**PANTONE®**  
186

**RAL**  
3020

**PANTONE® COTTON**  
18-1763 TCX

Black



**RGB**  
0 0 0

**CMYK**  
20 0 0 100

**PANTONE®**  
Black 6

**RAL**  
9011

**PANTONE® COTTON**  
19-4007 TCX

UCI Yellow



**RGB**  
250 225 0

**CMYK**  
0 10 100 0

**PANTONE®**  
114

**RAL**  
1018

**PANTONE® COTTON**  
12-0752 TCX

UCI Green



**RGB**  
50 180 50

**CMYK**  
73 0 100 0

**PANTONE®**  
361

**RAL**  
6018

**PANTONE® COTTON**  
16-6340 TCX

# UCI ProTeam Fixed Identity Elements

## Placement on jerseys

Placement of the UCI ProTeam logo should make it as visible as possible. In order to maintain consistency across teams we have specified areas on the jersey where the logo can be placed.

Minimum size and clearspace rules should be followed at all times.

Areas where the UCI Pro WorldTour Team logo may be placed are shown here highlighted in red.



# UCI ProTeam Fixed Identity Elements

## Download Links

In this section we have added links to all the assets. This makes it easy to download only the assets you require and that they are always available.

## Applications

Pantones are specially mixed inks and are only used in certain print projects.

CMYK is the most common form of printing and will be used for the majority of print applications.

Monochromes are used for serigraphy, embroidery, etc.

## Links

Each link will take you to a folder containing .ai .eps .pdf & .jpg (or.png) versions of the logos.

[Click Here for Pantone](#)

[Click Here for CMYK](#)

[Click Here for Monochrome](#)

[Click Here for Web](#)