

# The uccbranding L<sup>A</sup>T<sub>E</sub>X 2<sub>ε</sub> package\*

## Colour branding for University College Cork

Peter Flynn  
IT Services  
Electronic Publishing Unit  
([pflynn@ucc.ie](mailto:pflynn@ucc.ie))

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### **Summary**

This package implements the colour palettes for the UCC branding carried out by Lloyd Northover in 2012, and presented to the UMT in June 2013. This is still a work-in-progress and had not yet received final approval.

The use of these colours is mandatory on all official UCC documents. The colour definitions must not be modified in any way.

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\*This document corresponds to uccbranding v. 0.41 $\beta$ , dated 2016/07/27.

# Contents

<b>1 UCC Branding Guidelines</b>	<b>4</b>
1.1 Use of the branding . . . . .	4
1.2 Primary palette . . . . .	4
1.3 Secondary Palette . . . . .	5
1.4 Example . . . . .	6
<b>2 Implementation</b>	<b>7</b>
2.1 Options . . . . .	7
2.2 Packages required for the palettes . . . . .	8
2.3 Colour palettes . . . . .	8
<b>A IT Services logo</b>	<b>11</b>
<b>B Copyright and ownership</b>	<b>13</b>
<b>Change History</b>	<b>14</b>
<b>Index</b>	<b>15</b>

## **Latest changes**

### **v.0.41 (2016-07-27)**

#### **Maintenance release**

- Upgraded ClassPack

### **v.0.4 (2014-01-15)**

#### **Allowed beamer option independently of others**

- This lets users access their preferred colour model in slides.

### **v.0.3 (2013-07-30)**

#### **Checked and revised to the latest draft**

- Filename see text.

### **v.0.2 (2013-04-28)**

#### **Added Beamer colour space and option**

- Beamer option for use with UCC Beamer class.

See p. 14 for details of earlier changes.

# 1 UCC Branding Guidelines

The draft guidelines were compiled by the London design firm Lloyd Northover on 31 October 2012. This version of the package reflects the `UCC_brand_guidelines_UMT_draft.pdf` document presented to the UMT in June 2013. A final version will eventually be issued when the branding is launched, and this package will be updated at that stage.

The guidelines cover mainly print layouts and cover designs for official documents. They include the current palettes which must be used in all official documents that use colour. This package currently implements only the colours: other packages (eg for slides) implement other aspects of the branding.

The names shown are the colour names to be used in the `\color` and `\textcolor` commands provided by the `xcolor` package, and in related commands provided by other colour-aware packages such as `colortbl`.

The numeric values used for the CMYK and RGB definitions, and the hexadecimal value used for the HTML definitions, are given in section 2.3 on page 8.

## 1.1 Use of the branding

The branding guide says:

Colour plays an important part in our identity and used correctly makes all communications consistent and cohesive. The primary colour palette uses the four colours from the crest. The secondary colour palette is made up of natural colours from around Cork and the UCC campus.

In all communications the bold use of white space is a key element of our use of colour. When choosing a colour to complement photography, care should be taken to ensure it is compatible. Please do not use tints of the colours except on the two colours indicated.

## 1.2 Primary palette

These colours are for use at a university level (official publications, main web site, etc). There are six colours defined: three from the crest, plus near-black, white, and a pale grey.



The Crest White and Tint of Crest Black can also be used with colours from the secondary palette in section 1.3.

### **1.3 Secondary Palette**

The secondary palette contains colours suitable for colleges, departments, schools, units, offices, and research projects.



The Crest White and Tint of Crest Black can also be used in this secondary palette.

## 1.4 Example

By way of example, if these colours were used to define a logo for IT Services (formerly known as the Computer Centre, or even Computer Bureau if you've been around long enough), it might look like this:



The  $\LaTeX$  macro which defines this is listed in section A on page 11. However, it depends on the Bodoni and Gotham typefaces being installed, which are commercial fonts not available as part of  $\LaTeX$  distributions. The logo is therefore converted to PNG or JPG format for general use.

A parameterised version of the logo code would enable it to be adapted to differing circumstances:



However, the branding guidelines specify that departmental brands (co-brands, sub-brands) must not be used. However, they are still permitted for research projects.

## 2 Implementation

The colour palettes are implemented in three colour spaces: CMYK, RGB, and HTML. The CMYK values are the default.

### 2.1 Options

Create options to allow the user to invoke the palette for a colour space on a 'last one wins' basis.

**cmyk** CMKY

```
1 \newif\ifUCC@cmyk
2 \DeclareOption{cmyk}{\UCC@cmyktrue
3   \UCC@rgbfalse\UCC@htmlfalse\UCC@beamerfalse}
```

**rgb** RGB

```
4 \newif\ifUCC@rgb
5 \DeclareOption{rgb}{\UCC@rgbtrue
6   \UCC@cmykfalse\UCC@htmlfalse\UCC@beamerfalse}
```

**html** HTML

```
7 \newif\ifUCC@html
8 \DeclareOption{html}{\UCC@htmltrue
9   \UCC@cmykfalse\UCC@rgbfalse\UCC@beamerfalse}
```

**beamer** HTML for Beamer (slide presentations)

```
10 \newif\ifUCC@beamer
11 \DeclareOption{beamer}{\UCC@beamertrue\UCC@htmltrue}
```

Then process and implement the options.

`\ProcessOptions`

```
12 \DeclareOption*{%
13   \PackageWarning{uccbranding}{Unknown option
14     '\CurrentOption'; please Read The Fine Manual}%
15 }
16 \ProcessOptions\relax
```

## 2.2 Packages required for the palettes

xcolor Provide color.

```
17 \RequirePackage{xcolor}
18 \@ifundefined{T}{%
19 \newcommand{\T}[2]{\fontencoding{T1}\selectfont#2}}{}
```

colortbl

```
20 \RequirePackage{colortbl}
```

## 2.3 Colour palettes

`\htmlcolours` These are the settings for use in documents intended for web pages in HTML.

```
21 \newcommand{\htmlcolours}{%
22 \definecolor{CrestYellow}{HTML}{FFB500}
23 \definecolor{CrestRed}{HTML}{CE1F2C}
24 \definecolor{CrestBlue}{HTML}{003C69}
25 \definecolor{CrestBlack}{HTML}{1E1E1E}
26 \definecolor{CrestWhite}{HTML}{FFFFFF}
27 \definecolor{TintOfCrestBlack}{HTML}{EFEFF0}
28 \definecolor{Limestone}{HTML}{BBBCBC}
29 \definecolor{DawnMauve}{HTML}{7566A0}
30 \definecolor{OghamStone}{HTML}{C6893F}
31 \definecolor{EarthRed}{HTML}{B46A55}
32 \definecolor{QuadGreen}{HTML}{74AA50}
33 \definecolor{SkyBlue}{HTML}{69B3E7}
34 }
```

`\cmykcolours` These are the settings for use in documents intended for printing by the four-colour process, either by a professional printer or on a high-end office four-colour device.

The codes in comments after each definition are the Pantone® names used by designers and printers with access to the Pantone swatchbook.

```
35 \newcommand{\cmykcolours}{% Pantone colour codes as comment
36 \definecolor{CrestYellow}{cmyk}{0,.2,1,0}% 7549C
```



```

37 \definecolor{CrestRed}{cmyk}{0,.96,.9,.02}%      1795C
38 \definecolor{CrestBlue}{cmyk}{1,.45,.1,.37}%    2955C
39 \definecolor{CrestBlack}{cmyk}{0,0,0,.88}%      Near-Black
40 \definecolor{CrestWhite}{cmyk}{0,0,0,0}%        White
41 \definecolor{TintOfCrestBlack}{cmyk}{0,0,0,.06}% none
42 \definecolor{Limestone}{cmyk}{.12,.08,.09,.23}% Cool Grey 4C
43 \definecolor{DawnMauve}{cmyk}{.6,.65,.05,.05}% 7676C
44 \definecolor{OghamStone}{cmyk}{0,.25,.75,.15}% 7510C
45 \definecolor{EarthRed}{cmyk}{.1,.6,.55,.15}%   7522C
46 \definecolor{QuadGreen}{cmyk}{.56,.02,.78,.05}% 7489C
47 \definecolor{SkyBlue}{cmyk}{.59,.11,0,0}%      292C
48 }

```

`\rgbcouours` These are the settings for use in documents intended for PDFs for on-screen display and/or office printing on a low-end three-colour printer.

```

49 \newcommand{\rgbcouours}{%
50 \definecolor{CrestYellow}{RGB}{255,181,0}
51 \definecolor{CrestRed}{RGB}{206,31,44}
52 \definecolor{CrestBlue}{RGB}{0,60,105}
53 \definecolor{CrestBlack}{RGB}{30,30,30}
54 \definecolor{CrestWhite}{RGB}{255,255,255}
55 \definecolor{TintOfCrestBlack}{RGB}{239,239,240}
56 \definecolor{Limestone}{RGB}{187,188,188}
57 \definecolor{DawnMauve}{RGB}{117,102,220}
58 \definecolor{OghamStone}{RGB}{198,137,63}
59 \definecolor{EarthRed}{RGB}{180,106,85}
60 \definecolor{QuadGreen}{RGB}{116,170,80}
61 \definecolor{SkyBlue}{RGB}{105,179,231}
62 }

```

`\beamercolours` These are the settings for use in Beamer slide presentation documents. They will not work in other  $\LaTeX$  classes

```

63 \newcommand{\beamercolours}{%
64 \definecolor{beamer@CrestYellow}{HTML}{FFB500}
65 \definecolor{beamer@CrestRed}{HTML}{CE1F2C}
66 \definecolor{beamer@CrestBlue}{HTML}{003C69}
67 \definecolor{beamer@CrestBlack}{HTML}{1E1E1E}
68 \definecolor{beamer@CrestWhite}{HTML}{FFFFFF}
69 \definecolor{beamer@TintOfCrestBlack}{HTML}{EFEFF0}
70 \definecolor{beamer@Limestone}{HTML}{BBBCBC}

```

```

71 \definecolor{beamer@DawnMauve}{HTML}{7566A0}
72 \definecolor{beamer@OghamStone}{HTML}{C6893F}
73 \definecolor{beamer@EarthRed}{HTML}{B46A55}
74 \definecolor{beamer@QuadGreen}{HTML}{74AA50}
75 \definecolor{beamer@SkyBlue}{HTML}{69B3E7}
76 }

```

Now apply the selected colour model. The HTML, RGB, and CMYK models are mutually exclusive, but the Beamer command-set can be used in combination with any of them for slides, as it defines a different set of colour commands.

```

77 \ifUCC@cmk
78   \cmkcolours
79   \message{Using CMYK colour definitions}%
80 \else
81   \ifUCC@rgb
82     \rgbc colours
83     \message{Using RGB colour definitions}%
84   \else
85     \ifUCC@html
86       \htmlcolours
87       \message{Using HTML colour definitions}%
88     \else
89       \cmkcolours
90       \message{Using default CMYK colour definitions}%
91     \fi
92   \fi
93 \fi
94 \ifUCC@beamer
95   \beamercolours
96   \message{Enabling Beamer colour definitions}%
97 \fi

```

## A IT Services logo

```
98 \NeedsTeXFormat{LaTeX2e}[2009/09/24]
99 \ProvidesPackage{itlogo}[2016/07/27 v0.41]
100 IT Services logo]
```

As an example of the use of the colour names in L<sup>A</sup>T<sub>E</sub>X, this package defines a logo for IT Services (formerly known as the Computer Centre, or even Computer Bureau if you've been around long enough).

First, we need both T<sub>E</sub>X and Old T<sub>E</sub>X font encodings, because the distribution of Bodoni in use is encoded in OT1 whereas Gotham is encoded in T1.

```
101 \RequirePackage[T1,OT1]{fontenc}
```

Next, packages: we need to allow font sizes to be arbitrary instead of stepped, provided by fix-cm; we want the manipulation features of graphicx; we need relative font scaling from relsize; and of course we need the UCC branding package.

```
102 \RequirePackage{fix-cm,graphicx,relsize,uccbranding}
```

The relsize package has some safety limits on maximum and minimum font sizes, which we need to raise (and lower).

```
103 \renewcommand{\RSsmallest}{0.001pt}
104 \renewcommand{\RSlargest}{255pt}
```

`\itlogo` Finally, the logo. Keep it in a group, because it does odd things with fonts which we don't want leaking out and affecting other text.

```
105 \newcommand{\itlogo}{\begin{group}}
```

Load the Bodoni typeface.

```
106 \fontencoding{OT1}\fontfamily{bbd}\selectfont
```

Pick the bold font and make a blue dotless 1.

```
107 \bfseries\color{CrestBlue}\i
```

Move left (negative kern), scale down the size, use red, and make a T.

```
108 \kern-.45ex\relscale{.93}\color{CrestRed}T%
```

Negative kern again, use yellow, and draw a rule to extend the right-hand serif of the T.

```
109 \kern-.43ex\color{CrestYellow}\rule{.4ex}{.082ex}%
```

Scale right down, switch encoding, load Gotham and use black.

```
110 \relscale{.12}\fontencoding{T1}%  
111 \fontfamily{xgo}\selectfont\color{CrestBlack}%
```

Negative kern again, then rotate the word ‘services’ and raise it above the serif of the T. Then close the group.

```
112 \kern-2.7ex\raisebox{.9ex}{\rotatebox{90}{services}}%  
113 \endgroup}
```

For fun, we can parameterise the colours:

```
114 \newcommand{\ITLOGO}[4]{\begingroup  
115 \fontencoding{OT1}\fontfamily{bbd}\selectfont  
116 \bfseries\color{#1}\i  
117 \kern-.45ex\relscale{.93}\color{#2}T%  
118 \kern-.43ex\color{#3}\rule{.4ex}{.082ex}%  
119 \relscale{.12}\fontencoding{T1}%  
120 \fontfamily{xgo}\selectfont\color{#4}%  
121 \kern-2.7ex\raisebox{.9ex}{\rotatebox{90}{services}}%  
122 \endgroup}
```

## **B Copyright and ownership**

This software is the property of University College Cork.

# Change History

v0.1			
General:	Initial implementa-		
	tion: Colour palettes for		
	CMYK, RGB, and HTML..	1	
v0.2			
General:	Added Beamer col-		
	our space and option:		
	Beamer option for use with		
	UCC Beamer class..	1	
v0.3			
General:	Checked and re-		
	vised to the latest draft: Fi-		
	lename see text..	1	
v0.4			
General:	Allowed beamer op-		
	tion independently of oth-		
	ers: This lets users ac-		
	cess their preferred colour		
	model in slides..	1	
v0.41			
General:	Maintenance		
release:	Upgraded		
ClassPack.		1	

# Index

Numbers written in *italic* refer to the page where the corresponding entry is described; numbers underlined refer to the code line of the definition; numbers in *roman* refer to the code lines where the entry is used.

<b>B</b>	
beamer (option) . . . . .	<i>10</i>
\beamercolours . . . . .	<u>63</u> , 95
\bfseries . . . . .	107, 116
<b>C</b>	
cmk (option) . . . . .	<u>1</u>
\cmkcolours . . . . .	<u>35</u> , 78, 89
colortbl (package) . . . . .	<i>20</i>
\CurrentOption . . . . .	14
<b>D</b>	
\DeclareOption . . . . .	2, 5, 8, 11, 12
\definecolor . . . . .	22-33, 36-47, 50-61, 64-75
<b>F</b>	
\fontencoding . . . . .	. . . . . 19, 106, 110, 115, 119
\fontfamily . . . . .	106, 111, 115, 120
<b>H</b>	
html (option) . . . . .	<u>7</u>
\htmlcolours . . . . .	<u>21</u> , 86
<b>I</b>	
\ifUCC@beamer . . . . .	10, 94
\ifUCC@cmk . . . . .	1, 77
\ifUCC@html . . . . .	7, 85
\ifUCC@rgb . . . . .	4, 81
\ITLOGO . . . . .	114
\itlogo . . . . .	<u>105</u>
<b>M</b>	
\message . . . . .	79, 83, 87, 90, 96
<b>N</b>	
\NeedsTeXFormat . . . . .	98
<b>O</b>	
\newcommand . . . . .	19, 21, 35, 49, 63, 105, 114
\newif . . . . .	1, 4, 7, 10
<b>P</b>	
options:	
beamer . . . . .	<u>10</u>
cmk . . . . .	<u>1</u>
html . . . . .	<u>7</u>
rgb . . . . .	<u>4</u>
<b>P</b>	
packages:	
colortbl . . . . .	<u>20</u>
xcolor . . . . .	<u>17</u>
\PackageWarning . . . . .	13
\ProcessOptions . . . . .	<u>12</u>
\ProvidesPackage . . . . .	99
<b>R</b>	
\raisebox . . . . .	112, 121
\relscale . . . . .	108, 110, 117, 119
\renewcommand . . . . .	103, 104
\RequirePackage . . . . .	17, 20, 101, 102
rgb (option) . . . . .	<u>4</u>
\rgbcolours . . . . .	<u>49</u> , 82
\rotatebox . . . . .	112, 121
\RSlargest . . . . .	104
\RSsmallest . . . . .	103
\rule . . . . .	109, 118
<b>U</b>	
\UCC@beamerfalse . . . . .	3, 6, 9
\UCC@beamertrue . . . . .	11
\UCC@cmkfalse . . . . .	6, 9
\UCC@cmktrue . . . . .	2
\UCC@htmlfalse . . . . .	3, 6

\UCC@htmltrue .....	8, 11	
\UCC@rgbfalse .....	3, 9	<b>X</b>
\UCC@rgbtrue .....	5	xcolor (package) .....
		<u>17</u>