

# UGG CI at a glance

## Logo



Standard logo  
**Colours** green, white, black  
**Application** regular communication



Logo icon positive  
**Colours** green, white, black  
**Application** small formats, e.g. goodies  
+ small digital formats; formats with further  
reference to UGG, e.g. email signature



Logo icon negative  
**Colours** green, white, black  
**Application** similar to logo icon  
negative

## Colours



UGG green – brand colour  
**RGB** (65 | 185 | 145)  
**CMYK** (77 | 0 | 62 | 0)  
**PAN** 339

**Amount** approx. 15% in layout



Coral red – feature elements  
**RGB** (229 | 92 | 61)  
**CMYK** (4 | 75 | 77 | 0)  
**PAN** 1665

**Amount** approx. 0–5% in layout  
Not used in business communication.



White – background  
**RGB** (255 | 255 | 255)  
**CMYK** (0 | 0 | 0 | 0)

**Amount** approx. 80% in layout



Black – font  
**RGB** (27 | 27 | 27)  
**CMYK** (0 | 0 | 0 | 97)

**Amount** approx. 5% in layout

## Font

### Headlines are written in Poppins SemiBold.

Sublines are written in Poppins Regular.

The highlight extends beyond  
the text in each direction by the  
length of an 'i' character.

Running text is written in Poppins Regular.  
Important information may be emphasised in **SemiBold**  
or using **highlights**.

Related ideas can be  
connected using dotted lines.

## Circles

Circles form the background in our layouts and  
can be used to highlight elements such as important  
pieces of text, icons or even images.

There should never be more than one green large  
circle and one smaller coral-red circle used in a layout.  
The green circle is always truncated.

A fixed dotted line is used as  
a separating element.

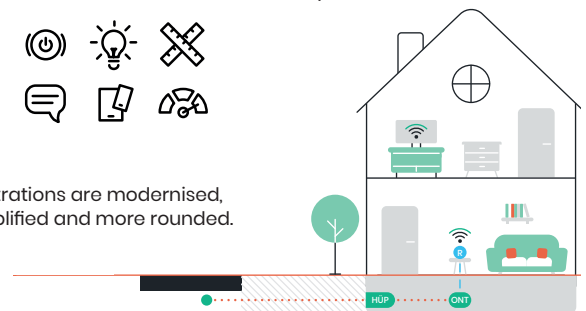
• unseregrueneglasfaser.de • • •

## Icons + illustrations

The new icons are presented in black, green and white.  
Below is an extract from our icon library.



Illustrations are modernised,  
simplified and more rounded.



## Layout



Example Business stationery: business card



Example Standard footer of our B2C letters