

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

## Colour branding for University College Cork

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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. 0.4β, dated 2014/01/15.

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# 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 3.3 on page 8.

## 1.1 Use of the branding

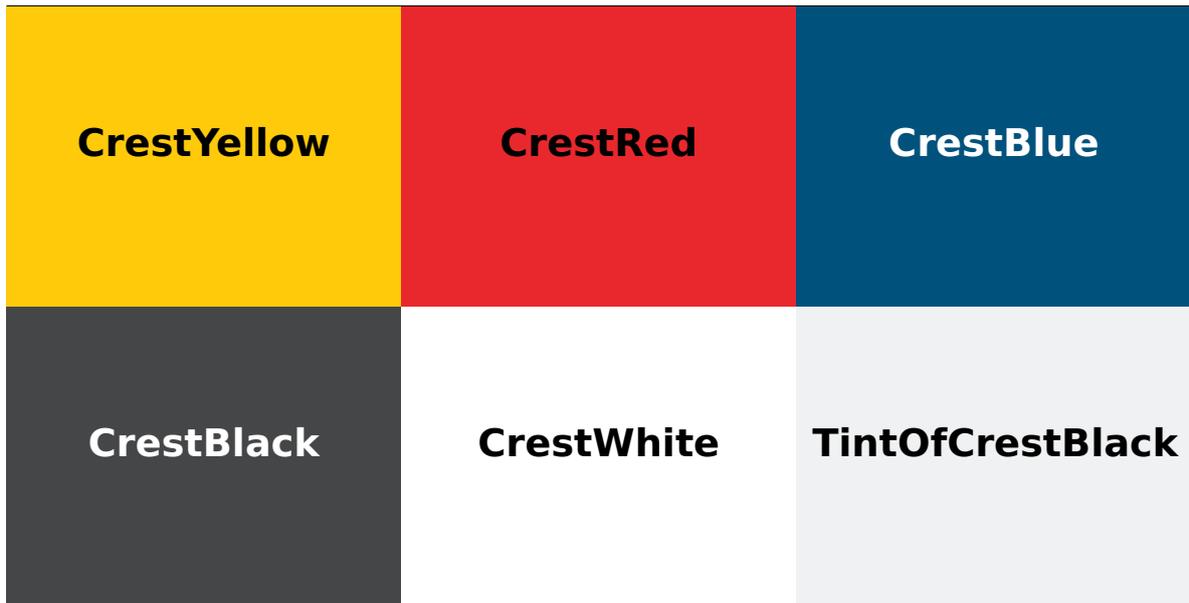
The branding guide says:

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

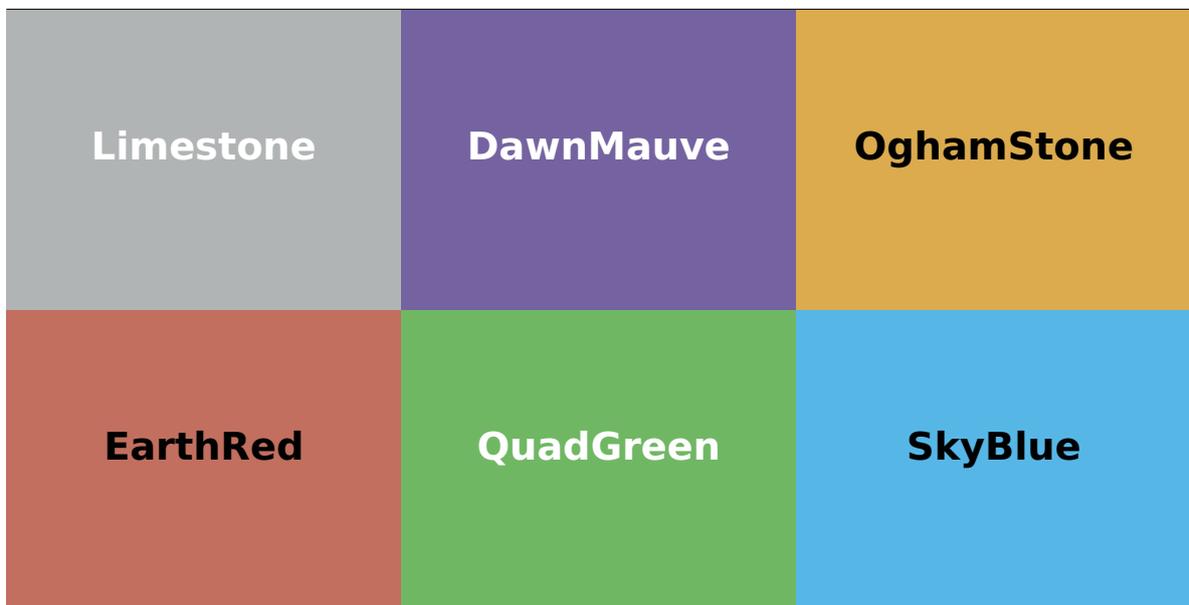
These colours are for use at a university level (official publications, main web site, etc). There are six colours defined: three from the crest, plus near-black, white, and a pale grey.



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 Auto-initialisation

This section is added automatically by *ClassPack* as a preamble to all classes and packages. See the documentation to the `fixltx2e` package for details of why these have to be loaded *before* anything else.

`fixltx2e` Additional L<sup>A</sup>T<sub>E</sub>X features omitted from the kernel for backward compatibility.

```
1 \RequirePackage{fixltx2e}
```

`fix-cm` Preloaded functions to overcome the default L<sup>A</sup>T<sub>E</sub>X step-size font sizes (which can still be used, but are no longer restrictions).

```
2 \RequirePackage{fix-cm}
```

`svgnames` Pass the option **svgnames** to the `hyperref` package if that gets loaded later. This avoids a conflict with whatever `hyperref`'s own default is.

```
3 \PassOptionsToPackage{hyperref}{svgnames}
```

## 3 Implementation

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

### 3.1 Options

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

**cmk** CMKY

```
4 \newif\ifUCC@cmk
5 \DeclareOption{cmk}{\UCC@cmktrue
6   \UCC@rgbfalse\UCC@htmlfalse\UCC@beamerfalse}
```

**rgb** RGB

```
7 \newif\ifUCC@rgb
8 \DeclareOption{rgb}{\UCC@rgbtrue
9   \UCC@cmkfalse\UCC@htmlfalse\UCC@beamerfalse}
```

**html** HTML

```
10 \newif\ifUCC@html
11 \DeclareOption{html}{\UCC@htmltrue
12   \UCC@cmkfalse\UCC@rgbfalse\UCC@beamerfalse}
```

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

```
13 \newif\ifUCC@beamer
14 \DeclareOption{beamer}{\UCC@beamertrue\UCC@htmltrue}
```

Then process and implement the options.

`\ProcessOptions`

```
15 \DeclareOption*{%
16   \PackageWarning{uccbranding}{Unknown option
17     '\CurrentOption'; please Read The Fine Manual}%
18 }
19 \ProcessOptions\relax
```

## 3.2 Packages required for the palettes

xcolor Provide color.

```
20 \RequirePackage{xcolor}
21 \@ifundefined{T}{\newcommand{\T}[2]{{\fontencoding{T1}\selectfont#2}}{}}
```

colortbl

```
22 \RequirePackage{colortbl}
```

## 3.3 Colour palettes

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

```
23 \newcommand{\htmlcolours}{%
24   \definecolor{CrestYellow}{HTML}{FFB500}
25   \definecolor{CrestRed}{HTML}{CE1F2C}
26   \definecolor{CrestBlue}{HTML}{003C69}
27   \definecolor{CrestBlack}{HTML}{1E1E1E}
28   \definecolor{CrestWhite}{HTML}{FFFFFF}
29   \definecolor{TintOfCrestBlack}{HTML}{EFEFF0}
30   \definecolor{Limestone}{HTML}{BBBCBC}
31   \definecolor{DawnMauve}{HTML}{7566A0}
32   \definecolor{OghamStone}{HTML}{C6893F}
33   \definecolor{EarthRed}{HTML}{B46A55}
34   \definecolor{QuadGreen}{HTML}{74AA50}
35   \definecolor{SkyBlue}{HTML}{69B3E7}
36 }
```

`\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.

```
37 \newcommand{\cmykcolours}{% Pantone colour codes as comment
38   \definecolor{CrestYellow}{cmyk}{0,.2,1,0}% 7549C
39   \definecolor{CrestRed}{cmyk}{0,.96,.9,.02}% 1795C
```

```

40 \definecolor{CrestBlue}{cmyk}{1,.45,.1,.37}%      2955C
41 \definecolor{CrestBlack}{cmyk}{0,0,0,.88}%      Near-Black
42 \definecolor{CrestWhite}{cmyk}{0,0,0,0}%        White
43 \definecolor{TintOfCrestBlack}{cmyk}{0,0,0,.06}% none
44 \definecolor{Limestone}{cmyk}{.12,.08,.09,.23}% Cool Grey 4C
45 \definecolor{DawnMauve}{cmyk}{.6,.65,.05,.05}%  7676C
46 \definecolor{OghamStone}{cmyk}{0,.25,.75,.15}%  7510C
47 \definecolor{EarthRed}{cmyk}{.1,.6,.55,.15}%    7522C
48 \definecolor{QuadGreen}{cmyk}{.56,.02,.78,.05}% 7489C
49 \definecolor{SkyBlue}{cmyk}{.59,.11,0,0}%        292C
50 }

```

`\rgbcolours` **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.**

```

51 \newcommand{\rgbcolours}{%
52 \definecolor{CrestYellow}{RGB}{255,181,0}
53 \definecolor{CrestRed}{RGB}{206,31,44}
54 \definecolor{CrestBlue}{RGB}{0,60,105}
55 \definecolor{CrestBlack}{RGB}{30,30,30}
56 \definecolor{CrestWhite}{RGB}{255,255,255}
57 \definecolor{TintOfCrestBlack}{RGB}{239,239,240}
58 \definecolor{Limestone}{RGB}{187,188,188}
59 \definecolor{DawnMauve}{RGB}{117,102,220}
60 \definecolor{OghamStone}{RGB}{198,137,63}
61 \definecolor{EarthRed}{RGB}{180,106,85}
62 \definecolor{QuadGreen}{RGB}{116,170,80}
63 \definecolor{SkyBlue}{RGB}{105,179,231}
64 }

```

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

```

65 \newcommand{\beamercolours}{%
66 \definecolor{beamer@CrestYellow}{HTML}{FFB500}
67 \definecolor{beamer@CrestRed}{HTML}{CE1F2C}
68 \definecolor{beamer@CrestBlue}{HTML}{003C69}
69 \definecolor{beamer@CrestBlack}{HTML}{000000}
70 \definecolor{beamer@CrestWhite}{HTML}{FFFFFF}
71 \definecolor{beamer@TintOfCrestBlack}{HTML}{EFEFF0}
72 \definecolor{beamer@Limestone}{HTML}{BBBCBC}
73 \definecolor{beamer@DawnMauve}{HTML}{7566A0}

```

```

74 \definecolor{beamer@OghamStone}{HTML}{C6893F}
75 \definecolor{beamer@EarthRed}{HTML}{B46A55}
76 \definecolor{beamer@QuadGreen}{HTML}{74AA50}
77 \definecolor{beamer@SkyBlue}{HTML}{69B3E7}
78 }

```

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.

```

79 \ifUCC@cmyk
80   \cmykcolours
81   \message{Using CMYK colour definitions}%
82 \else
83   \ifUCC@rgb
84     \rgbcolours
85     \message{Using RGB colour definitions}%
86   \else
87     \ifUCC@html
88       \htmlcolours
89       \message{Using HTML colour definitions}%
90     \else
91       \cmykcolours
92       \message{Using default CMYK colour definitions}%
93     \fi
94   \fi
95 \fi
96 \ifUCC@beamer
97   \beamercolours
98   \message{Enabling Beamer colour definitions}%
99 \fi

```

## A IT Services logo

```
100 \NeedsTeXFormat{LaTeX2e}[2009/09/24]
101 \ProvidesPackage{itlogo}[2014/01/15 v0.4]
102 IT Services logo]
```

As an example of the use of the colour names in  $\text{\LaTeX}$ , 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  $\text{\TeX}$  and Old  $\text{\TeX}$  font encodings, because the distribution of Bodoni in use is encoded in OT1 whereas Gotham is encoded in T1.

```
103 \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.

```
104 \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).

```
105 \renewcommand{\RSsmallest}{0.001pt}
106 \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.

```
107 \newcommand{\itlogo}{\begingroup
```

Load the Bodoni typeface.

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

Pick the bold font and make a blue dotless i.

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

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

```
110 \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.

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

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

```
112 \relscale{.12}\fontencoding{T1}%  
113 \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.

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

For fun, we can parameterise the colours:

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

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%%
%% This work may be distributed and/or modified under the
%% conditions of the LaTeX Project Public License, either version 1.3
%% of this license or (at your option) any later version.
%% The latest version of this license is in
%%   http://www.latex-project.org/lppl.txt
%% and version 1.3 or later is part of all distributions of LaTeX
%% version 2005/12/01 or later.
%%
%% This work has the LPPL maintenance status 'maintained'.
%%
%% The Current Maintainer of this work is M. Y. Name.
%%
%% This work consists of the files pig.dtx and pig.ins
%% and the derived file pig.sty.
```

Given such a notice and statement in a file, the conditions given in this license document would apply, with the ‘Work’ referring to the three files `pig.dtx`, `pig.ins`, and `pig.sty` (the last being generated from `pig.dtx` using `pig.ins`), the ‘Base Interpreter’ referring to any ‘ $\text{\LaTeX}$ -Format’, and both ‘Copyright Holder’ and ‘Current Maintainer’ referring to the person M. Y. Name.

If you do not want the Maintenance section of LPPL to apply to your Work, change ‘maintained’ above into ‘author-maintained’. However, we recommend that you use ‘maintained’ as the Maintenance section was added in order to ensure that your Work remains useful to the community even when you can no longer maintain and support it yourself.

#### **B.6.4 Derived Works That Are Not Replacements**

Several clauses of the LPPL specify means to provide reliability and stability for the user community. They therefore concern themselves with the case that a Derived Work is intended to be used as a

(compatible or incompatible) replacement of the original Work. If this is not the case (e.g., if a few lines of code are reused for a completely different task), then clauses 6b and 6d shall not apply.

## **B.6.5 Important Recommendations**

**B.6.5.1 Defining What Constitutes the Work** The LPPL requires that distributions of the Work contain all the files of the Work. It is therefore important that you provide a way for the licensee to determine which files constitute the Work. This could, for example, be achieved by explicitly listing all the files of the Work near the copyright notice of each file or by using a line such as:

```
%% This work consists of all files listed in manifest.txt.
```

in that place. In the absence of an unequivocal list it might be impossible for the licensee to determine what is considered by you to comprise the Work and, in such a case, the licensee would be entitled to make reasonable conjectures as to which files comprise the Work.

# Change History

## v0.1

General: Initial implementation: Colour palettes for CMYK, RGB, and HTML.. . 1

## v0.2

General: Added Beamer colour space and option: Beamer option for use with UCC Beamer class.. . . . . 1

## v0.3

General: Checked and revised to the latest draft: Filename see text.. . . . . 1

## v0.4

General: Allowed beamer option independently of others: This lets users access their preferred colour model in slides.. . . . . 1

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