UCI WORLD TEAM

UCI WORLDTOUR
VISUAL GUIDELINES | TEAM LOGO

UCI WorldTeam
Fixed Identity
Elements

UCI WorldTeam logo

The logo for the UCI WorldTeam 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 WorldTour logotype.
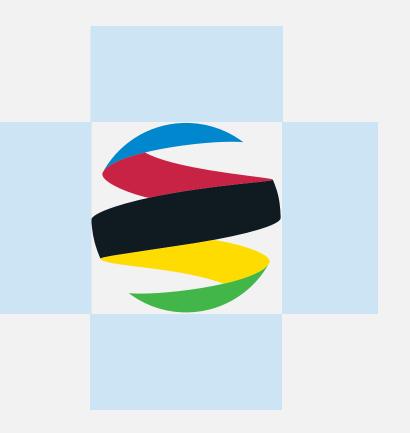
Clearspace
Again to ensure maximum stand out we should always position our logo in a clear area (clearspace). The clearspace of the Full mark is defined as the width of the 'U'.

UCI WorldTour Swirl

Clearspace

UCI WorldTeam Logo

Clearspace

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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.
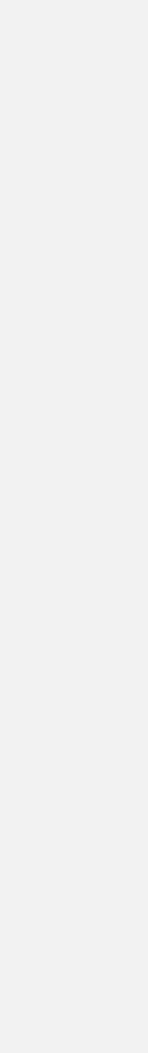
UCI WorldTeam Logo - Monochrome black

UCI WorldTeam Logo - Monochrome white

Clearspace

Clearspace

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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
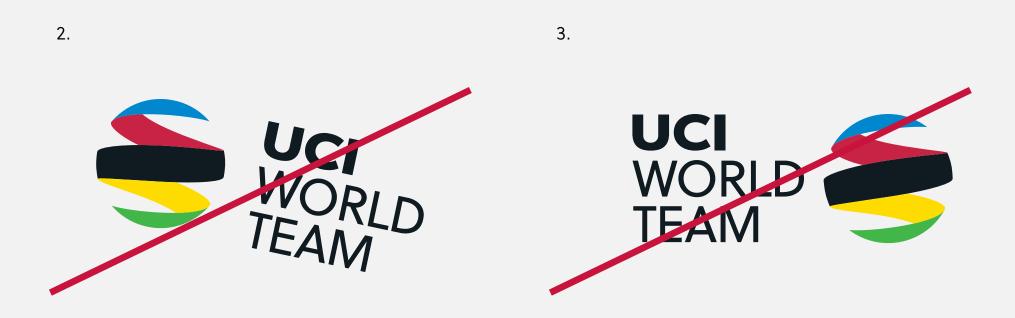relationship between any elements
within the logo.

4. Do not recolour any element
of the logo.

5. Do not replace the letters
with another typeface.
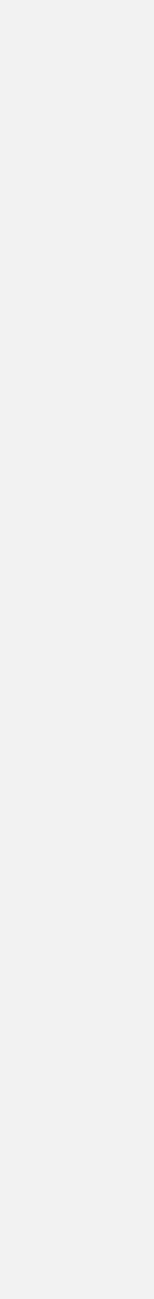
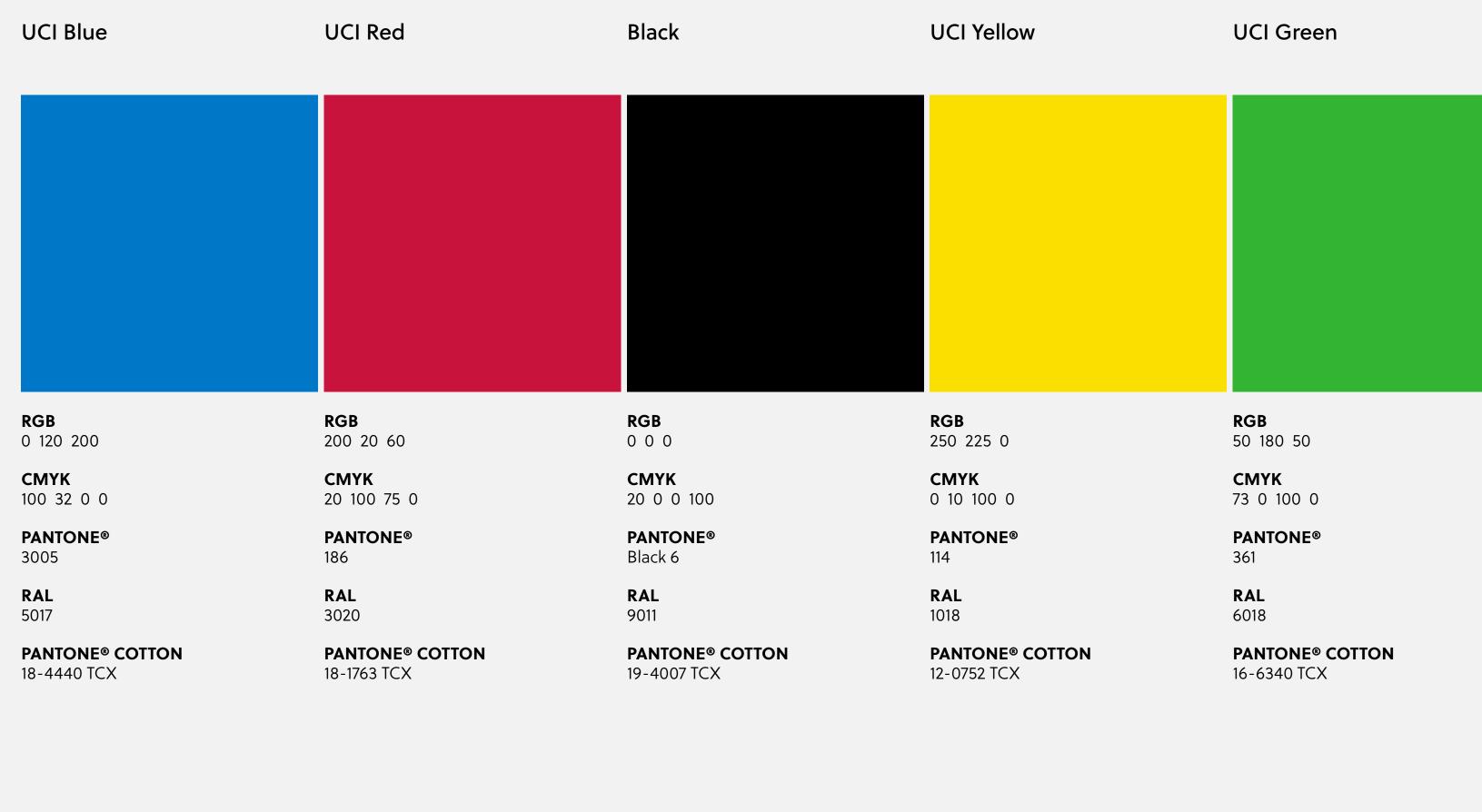1.

2.

3.

4.

5.

UCI WorldTeam 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	UCI Red	Black	UCI Yellow	UCI Green
RGB 0 120 200	**RGB** 200 20 60	**RGB** 0 0 0	**RGB** 250 225 0	**RGB** 50 180 50
CMYK 100 32 0 0	**CMYK** 20 100 75 0	**CMYK** 20 0 0 100	**CMYK** 0 10 100 0	**CMYK** 73 0 100 0
PANTONE® 3005	**PANTONE®** 186	**PANTONE®** Black 6	**PANTONE®** 114	**PANTONE®** 361
RAL 5017	**RAL** 3020	**RAL** 9011	**RAL** 1018	**RAL** 6018
PANTONE® COTTON 18-4440 TCX	**PANTONE® COTTON** 18-1763 TCX	**PANTONE® COTTON** 19-4007 TCX	**PANTONE® COTTON** 12-0752 TCX	**PANTONE® COTTON** 16-6340 TCX

UCI WorldTeam Fixed Identity Elements

Placement on jerseys

Placement of the UCI WorldTeam 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 WorldTour Team logo may be placed are shown here highlighted in red.

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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, embrodory, 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