



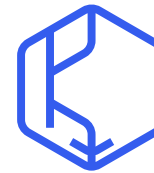
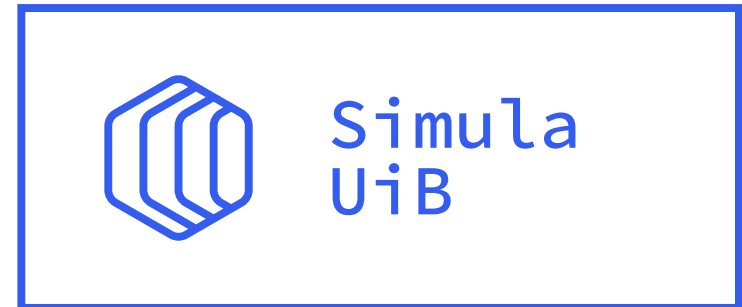
Simula
UiB

Brand Toolkit

Jacob Lysgaard 2018

Logo

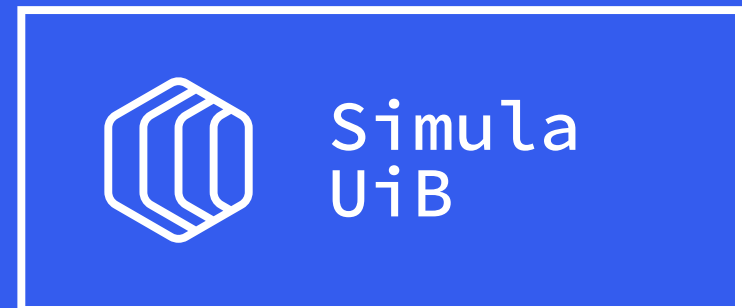
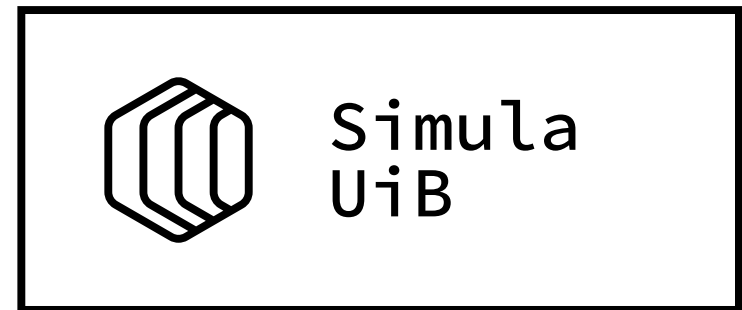
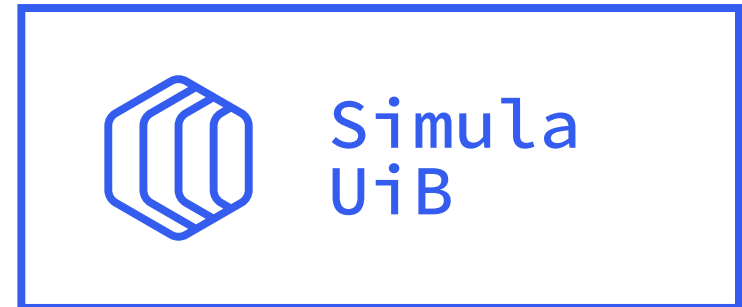
The emblem, where several hexagons are gathered into one unified shape, symbolises the organisation of data, the selective showing of data, and the gathering of our different departments under a single banner.



Logo

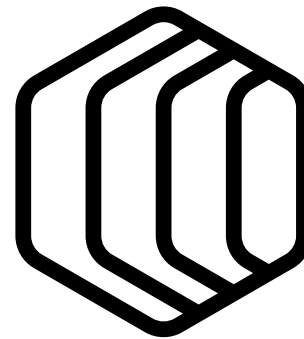
The *main combination mark* logo, set in Adobe's Source Code Pro, is usually depicted in our blue*, or as white on a blue background. In some instances the blue version may be used on black backgrounds, but be very aware of whether the final product will have sufficient contrast.

*See the *colours* chapter



Emblem

Where the full combination mark logo is superfluous, it may be appropriate to use the emblem alone.

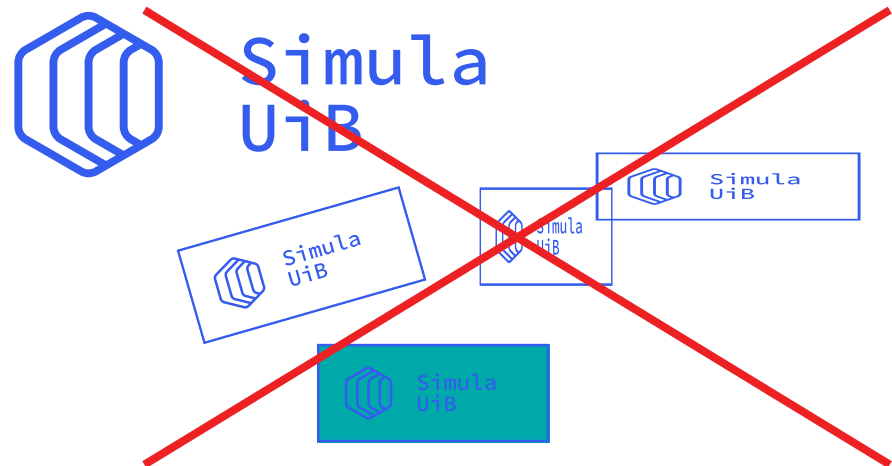


Spacing & use

Make sure that the logo always has sufficient whitespace, at least equal to the size of its emblem.

Do not omit parts of the logo (use either the full logo or just the emblem). Do not bend the logo. Do not twist the logo. Do not write it in a different weight, or a different font. Do not flip it, reverse it, put your thing down and let you work it.

Quoting Missy Elliot is fine, though.



Type

Simula UiB uses Source Code Pro for headlines, and Source Sans Pro for paragraph text.

They bridge the gap between human and machine as two siblings, one being monowidth and programming-centric, and the other humanistic in its design principles and very well legible in masses of academic texts.

This entire family have been developed by Adobe Systems, is Open source and thus freely available online.

Computer science
is no more
about computers
than astronomy
is about
telescopes.

Edsger Dijkstra



Colors

The primary palette can trace itself back to the palettes of its parent companies, while staking out a bold new direction of its own.

In most cases we rely heavily on our main blue, black and white and nothing less, but feel free to use these where needed.

#445cea
c 80
m 68
y 0
k 0

#ff733b

#fcbf36

#ffe3d6

#386b8a

#2b2e38





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