

**Union Internationale
de Spéléologie**

Visual Identity Guide

Version 6.0 – March 2019



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1.0 Introduction



1.0 Introduction

Initial considerations

Welcome to the official guidelines of the UIS visual identity.

This document aims to ensure that the basic elements of our visual identity are used clearly and consistently on all of our printed and electronic communications.

In the following pages you will find all the necessary information to properly use our logo and understand the concept and the story behind it.

We hope that the explanations are sufficient to reproduce the patterns contained herein in order to demonstrate, with clarity and precision, and to highlight the UIS name and the logo that represents it.



1.0 Introduction

On using this guide

This visual identity guide was developed for use in Adobe Acrobat software (PDF) that allows its reading on any platform or operating system.

The file of this guide may be sent via internet or printed if required.

To avoid distortions, the UIS logo may not be scanned from printed materials nor copied digitally.

For correct reproduction, please request the electronic artwork described on Page 19 ([refer to Page 36](#)).

This guide may receive periodic updates when it is considered necessary and approved by the Executive Committee of the UIS.



1.0 Introduction

About the UIS

Founded in 1965, in Postojna, Yugoslavia (now Slovenia), the UIS is a non-profit, non-governmental, worldwide speleological organization that promotes the development of interactions between academic and technical speleologists of a wide range of nationalities to develop and coordinate international speleology in all of its scientific, technical, cultural, and economic aspects.

The acronym “UIS” stands for the Union Internationale de Spéléologie, in the original French. Although the name may be written differently in other languages, the original acronym is maintained.

At present, the UIS has about 60 member nations from five continents and is open to all national associations or federations.

Since 20 July 2002, the UIS has had its offices at:

Titov trg 2, 6230 - Postojna, SLOVENIA

The space is generously provided by the Slovenian Government via the Institute of Karst Research of the Slovenian Academy of Arts and Sciences. The UIS Archives are located in these offices.

More about the UIS can be found at: www.uis-speleo.org

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Logo - Use with other logos
Logo - Incorrect Application
Logo - Hyperlinks
Logo - Font



2.0 The Visual Identity Elements

The essence of the UIS visual identity is expressed by using a combination of the following elements:

- **Logo**
- **Colors**
- **Font**

Each of these elements has its own rule of application which are detailed in the following pages. These rules and the creative combination of the elements provide a distinctive style for our visual identity.

Logo - Initial considerations
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Logo - Variations permitted - Black Version

Logo - Use with other logos
Logo - Incorrect Application
Logo - Hyperlinks
Logo - Font

2.1 Logo

Initial considerations

The logo is the focal point of any identity system and the key to its acceptance.

Logos are signs, visual, or word marks of identity designed for easy recognition in every part of the world, from international corporations, to charities, political parties, community groups, educational institutions, etc.

Logos helps us distinguish one organization from another.

The way a logo does this is by reflecting visually, the activities, values, or attributes that best represent an organization in the view of the organization's founders.



Logo - Initial considerations
Logo - UIS logo
 Logo - Use of the UIS Logo
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Logo - Correct color
 Logo - Correct color application
 Logo - Application images

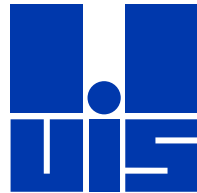
Logo - Clearspace
 Logo - Variations permitted - Color Version
 Logo - Variations permitted - Black Version

Logo - Use with other logos
 Logo - Incorrect Application
 Logo - Hyperlinks
 Logo - Font

2.2 Logo

UIS Logo

This is the UIS logo



The UIS logo is the key element of the UIS visual identity and must appear on all official UIS communications and all non-official UIS communications but supported by UIS.

In 1965, when the UIS was founded, French was the international language of communication, and this exerted a strong influence on the UIS. For this reason the official name was originally written in French as Union Internationale de Spéléologie, and the official acronym, “UIS,” is based on this form.

The UIS logo was probably designed between 1965 and 1969. Although the artist is unknown, it is believed to be created by Hubert Trimmel (Austria). It graphically represents the acronym “UIS” with two rectangles above the letters U and S, of the same color as “UIS” (blue or black), and can include the caption “Union Internationale de Spéléologie.”

Drawn as a stylized “U” to represent “Union,” it also abstractly represents a person in a cave. It was first published in the UIS Bulletin in 1970, accompanying the title of the minutes of the first General Assembly of the UIS.

The first color version appeared on the front cover of the International Journal of Speleology (IJS) in 1978 (volume 10, N° 1). It was blue, but the color may have been selected by the editor. It was only later that blue was formally adopted by the UIS Bureau and recently the hue of blue called Royal Blue (Pantone 286) was made official ([see page 12](#)).

The UIS logo must not be modified in any way.



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Logo - Font

2.3 Logo

Use of the UIS Logo

The UIS logo and other can be used by all UIS Member Countries, Commissions and Bureau members to show their affiliation with the UIS.

In Member Countries, the logo can be used only by the national organization or organizations which represent the Member Country.

For all other uses of the logo, the UIS Bureau must be asked for permission for its use per the *Speleological Event Support Guidelines*.

If the logo is used, the conditions of this *UIS Visual Identity Guide* must be followed.



Logo - Initial considerations
 Logo - UIS logo
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Logo - Correct color
 Logo - Correct color application
 Logo - Application images

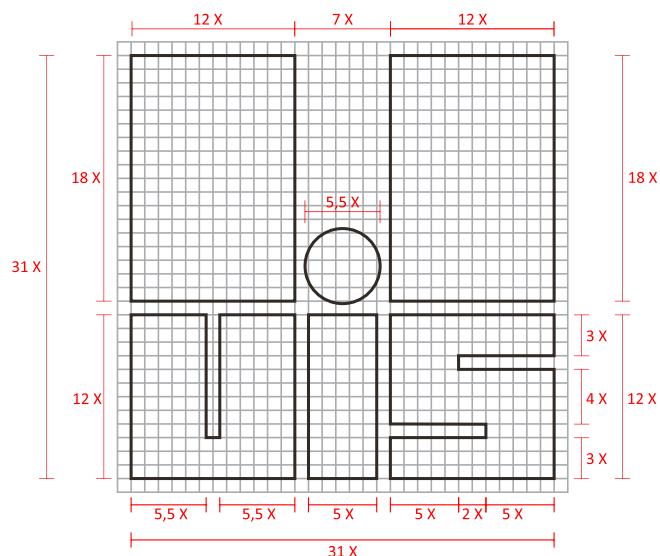
Logo - Clearspace
 Logo - Variations permitted - Color Version
 Logo - Variations permitted - Black Version

Logo - Use with other logos
 Logo - Incorrect Application
 Logo - Hyperlinks
 Logo - Font

2.4 Logo

Structure of UIS Logo

UIS Logo without caption



□ X = 1/5 gap between letters and elements

UIS Logo with caption



□ X = 1/5 gap between letters and elements

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2.5 Logo

Correct color

The UIS logo must always be reproduced in the color version when used in electronic media and color printed documents.

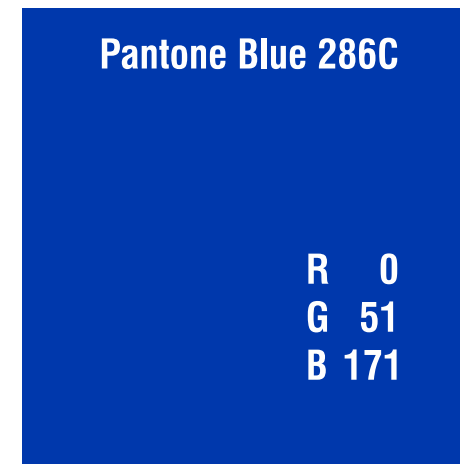
The official color that should be used is Pantone 286. Always refer to Pantone color swatches.

If Pantone color is not available, use the four color process (CMYK), but in this case check against Pantone swatches to make sure that the hue of blue is reproduced as accurately as possible, because the four color process generally does not reproduce correctly the hue of blue Pantone 286. When using the RAL Color Matching System or other methods, the same procedure is recommended.

The colors must always be reproduced to conform with one of the specifications indicated below:

- **Pantone** for direct tone printing
- **CMYK** for four color printing
- **RGB** for on-screen applications (PowerPoint, video etc.)
- **Web** for the Internet
- **RAL** for information defining standard colors for paint and coatings

Popular name: Royal Blue



Web (Hexadecimal) = #0033AB

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2.6 Logo

Correct color application

COLOR VERSION

Popular name: Royal Blue
 Pantone: Pantone 286 C
 RGB: R0, G51, B171
 Web (hexachrome): #0033AB



Union Internationale
de Spéléologie

REVERSED COLOR VERSION



BLACK VERSION

For use only in single color printing.

Popular name: Black
 Pantone: Pantone Black C
 RGB: R0, G0, B0
 CMYK: C0, M0, Y0, K100
 Web (hexachrome): #000000



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REVERSED BLACK VERSION



Both black and color reversed versions should only be used when there is sufficient contrast between the background and the logo.

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2.7 Logo

Application images

On photographic backgrounds, gradients and textured backgrounds, the UIS logo should be applied to areas with less visual interference, respecting the color contrast between the logo and the background.



CORRECT



INCORRECT

Logo - Initial considerations
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2.8 Logo

Clearspace

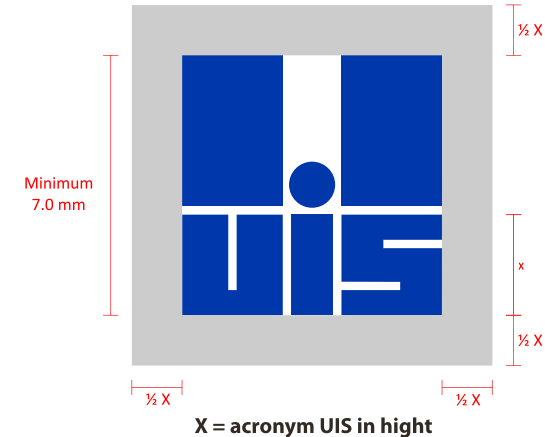
“Clearspace” defines the minimum area that must be left clear around the logo, and ensures that the logo is never overshadowed by other text or visual elements.

The clearspace assures clarity and improves impact. No text or graphics should appear within this boundary.

Clearspace is scaled in proportion to the logo size. The diagrams on the right illustrate how the clearspace should be calculated.

Minimum Size

The logo should not be reproduced smaller than 7.0 mm in height for the version without the caption and 12.0 mm in height for the version with the caption.



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Logo - Use with other logos
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2.9 Logo

Variations permitted with the caption *Color Version*

Whenever possible, the logo should be reproduced in its official blue color and with the caption.



**Union Internationale
 de Spéléologie**



**Union Internationale
 de Spéléologie**

www.uis-speleo.org



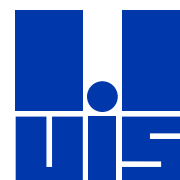
**Union
 Internationale
 de Spéléologie**

www.uis-speleo.org



Union Internationale de Spéléologie

www.uis-speleo.org



Union Internationale de Spéléologie

Titov trg 2 - 6230, Postojna - Slovenia

www.uis-speleo.org

COLORS

Logo and Name

- Pantone: Blue 286 C
- RGB: R0, G51, B171
- Hexadecimal: #0033AB

Website

- 70% Black
- RGB: R77, G77, B77
- Hexadecimal = #4D4D4D

Font: Swis721Bt

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 Logo - Hyperlinks
 Logo - Font

2.10 Logo

Variations permitted with the caption *Black Version*



**Union Internationale
 de Spéléologie**



**Union Internationale
 de Spéléologie**
www.uis-speleo.org



**Union
 Internationale
 de Spéléologie**
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Union Internationale de Spéléologie
www.uis-speleo.org



Union Internationale de Spéléologie
 Titov trg 2 - 6230, Postojna - Slovenia
www.uis-speleo.org

COLORS

Logo and Name

- Pantone: Blue 286 C
- RGB: R0, G51, B171
- Hexadecimal: #0033AB

Website

- 70% Black
- RGB: R77, G77, B77
- Hexadecimal = #4D4D4D

Font: Swis721Bt



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Logo - Use with other logos
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 Logo - Font

2.11 Logo

Use with other logos

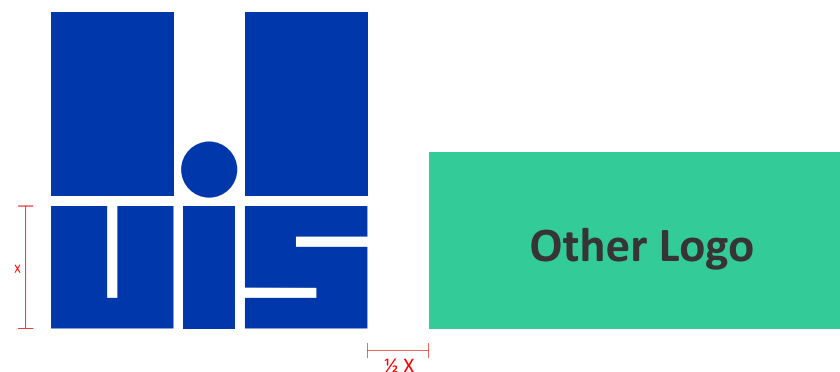
When using the UIS logo with other logo(s), special attention should be paid to the relationship between the UIS logo and the other logo(s).

Clearspace

The clearspace defines the minimum gap that must be left between the UIS logo and other logo(s). Clearspace is scaled in proportion to the logo size. The diagram on the right illustrates how the clearspace should be calculated.

Scaling

In addition to using clearspace between the UIS logo and other logo(s), if possible, the other logo(s) should be scaled appropriately to suit the size of the UIS logo being used.



X = acronym UIS in height

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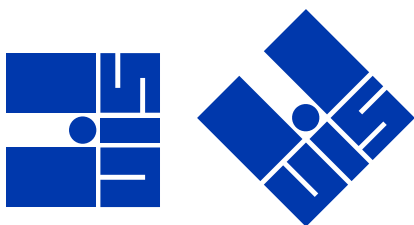
Logo - Clearspace
 Logo - Variations permitted - Color Version
 Logo - Variations permitted - Black Version

Logo - Use with other logos
Logo - Incorrect Application
 Logo - Hyperlinks
 Logo - Font

2.12 Logo

Incorrect application

The UIS logo must not be modified in any way.



Do not change the orientation of the logo



Do not distort the shape of the logo



Do not modify the colors of the logo



Background color is too dark for the positive logo. The reversed black and white version (white font) should be used.



Logo overlaying the image

Please note

Do not try to use the UIS logo copied from websites.
 The logo is available in the following original formats, which can be saved in different formats for all purposes:

- .ai - Adobe Illustrator
- .cdr - Corel Draw

For permission to use the UIS logo as well as to receive the original files, please [refer to page 37](#).

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Logo - Use with other logos
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Logo - Hyperlinks
Logo - Font

2.13 Logo

Hyperlinks

If the UIS logo is used on websites, social media, or digital documents that support the use of hyperlinks, the UIS logo should be made an active hyperlink to the UIS website: www.uis-speleo.org.

Example: Place the mouse over the logo to see the hyperlink.



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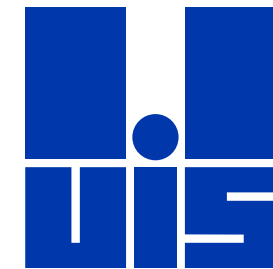
Logo - Use with other logos
Logo - Incorrect Application
Logo - Hyperlinks
Logo - Font

2.14 Logo

Font

The font used in the composition of the UIS logo is
“Swis721 BT Bold.”

Swis721 BT Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@£\$%&*



**Union Internationale
de Spéléologie**



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de Spéléologie



Stationery - Letterhead
Stationery - Envelopes

Stationery - Business cards
Seal

Medal
Certificate - UIS Award

Certificate - UIS Recognition
Certificate - UIS Honorable Mention

T-shirt

3.0 Brand Applications

Stationery
Seal
Medal
Certificate
T-Shirt

Stationery - Letterhead
Stationery - Envelopes

Stationery - Business cards
Seal

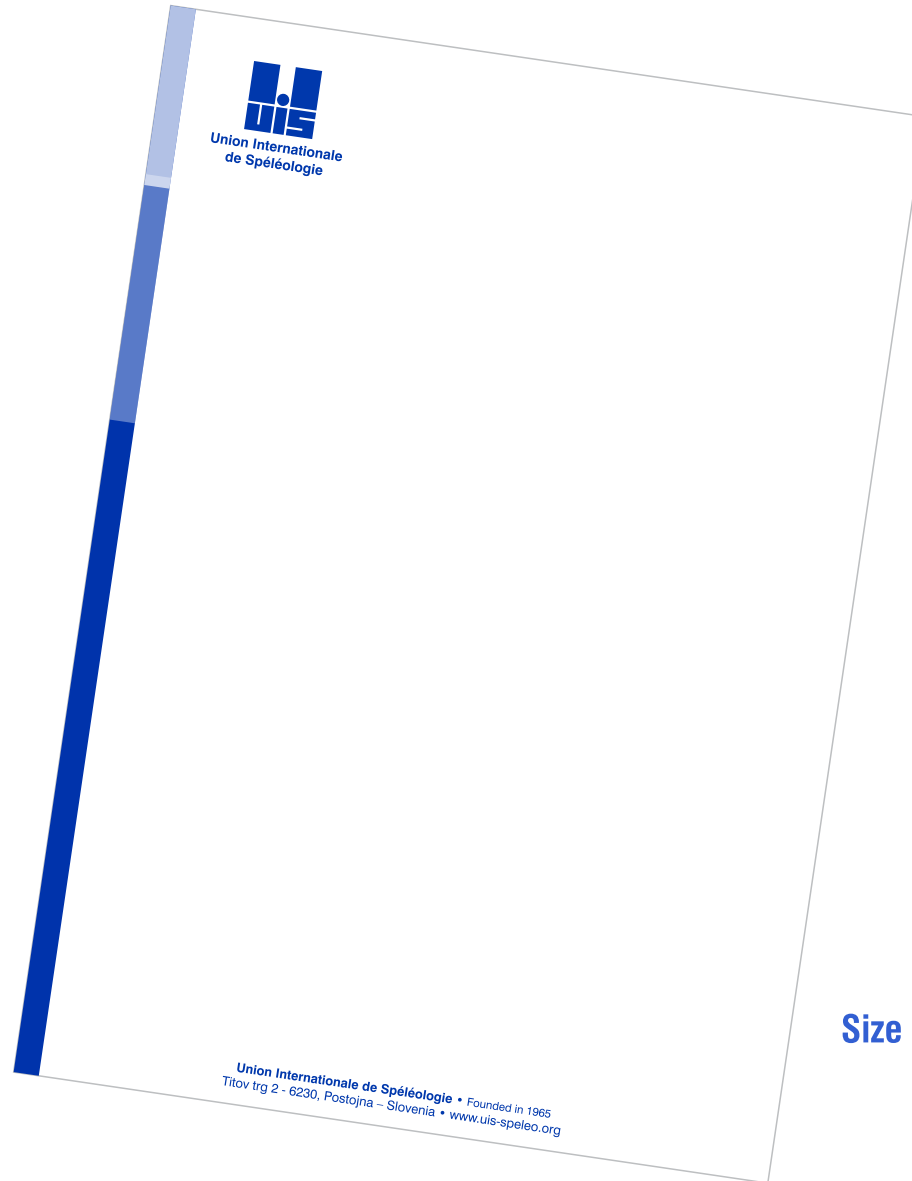
Medal
Certificate - UIS Award

Certificate - UIS Recognition
Certificate - UIS Honorable Mention

T-shirt

3.1 Stationery

Letterhead



Size A4 = 210 x 297 mm

Stationery - Letterhead
Stationery - Envelopes

Stationery - Business cards
Seal

Medal
Certificate - UIS Award

Certificate - UIS Recognition
Certificate - UIS Honorable Mention

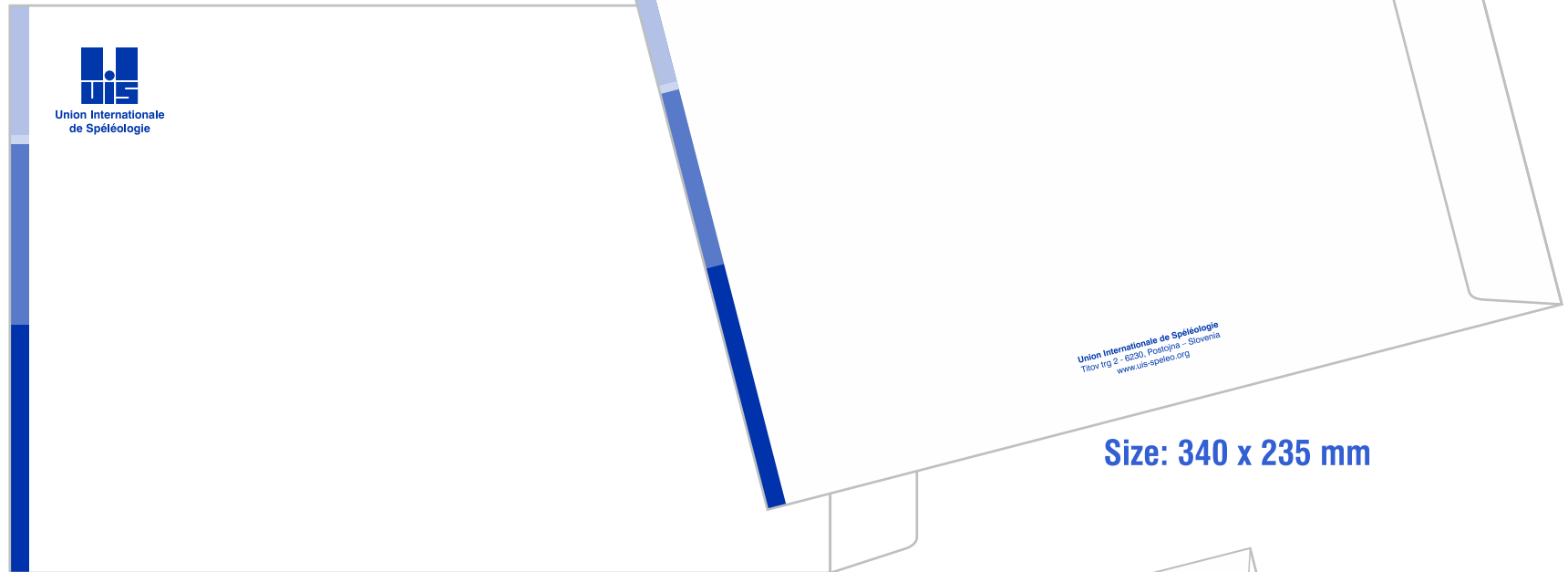
T-shirt



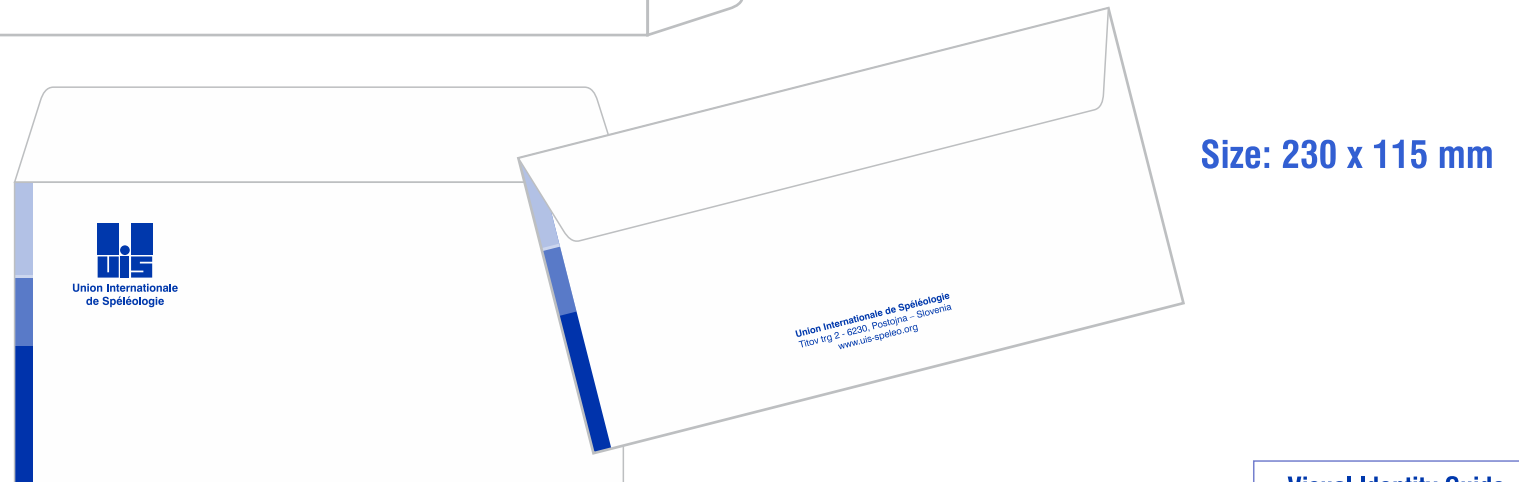
Union Internationale
de Spéléologie

3.2 Stationery

Envelopes



Size: 340 x 235 mm



Size: 230 x 115 mm

Stationery - Letterhead
Stationery - Envelopes

Stationery - Business cards
Seal

Medal
Certificate - UIS Award

Certificate - UIS Recognition
Certificate - UIS Honorable Mention

T-shirt

3.3 Stationery

Business cards



Size: 90 x 50 mm



Union Internationale
de Spéléologie

Stationery - Letterhead
Stationery - Envelopes

Stationery - Business cards
Seal

Medal
Certificate - UIS Award

Certificate - UIS Recognition
Certificate - UIS Honorable Mention

T-shirt



Union Internationale
de Spéléologie

3.4 Seal



Diameter = 50 mm



Color Version



Black Version

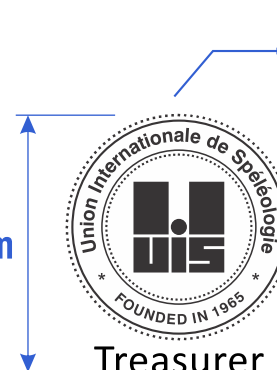
Diameter
45 mm



High Relief Version
(for official documents)

Diameter
30 mm

34 mm



Treasurer



Secretary General

Rubber Stamp Version
(for exclusive use of the Treasurer
and the Secretary General)

Stationery - Letterhead
Stationery - Envelopes

Stationery - Business cards
Seal

Medal
Certificate - UIS Award

Certificate - UIS Recognition
Certificate - UIS Honorable Mention

T-shirt



Union Internationale
de Spéléologie

3.5 Medal



Diameter = 60 mm

Stationery - Letterhead
Stationery - Envelopes

Stationery - Business cards
Seal

Medal
Certificate - UIS Award

Certificate - UIS Recognition
Certificate - UIS Honorable Mention

T-shirt



Union Internationale
de Spéléologie

3.6 Certificate

UIS Award



A4 Size

* The seal will not be printed on the certificate.
It will be applied in high relief.

Stationery - Letterhead
Stationery - Envelopes

Stationery - Business cards
Seal

Medal
Certificate - UIS Award

Certificate - UIS Recognition
Certificate - UIS Honorable Mention

T-shirt



Union Internationale
de Spéléologie

3.7 Certificate

UIS Recognition



A4 Size

* The seal will not be printed on the certificate.
It will be applied in high relief.

Stationery - Letterhead
Stationery - Envelopes

Stationery - Business cards
Seal

Medal
Certificate - UIS Award

Certificate - UIS Recognition
Certificate - UIS Honorable Mention

T-shirt



Union Internationale
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3.8 Certificate

UIS Honorable Mention



A4 Size

* The seal will not be printed on the certificate.
It will be applied in high relief.



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3.9 T-Shirt

An exclusive collection of shirts, sweaters, and other kinds of souvenirs with the UIS brand may be created for sale to promote or raise funds for the UIS.





4.0 Bibliography



4.0 Bibliography

- BLACKBERRY. **Branding Guidelines**. Version 4.0. Last updated: March 2007
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http://www.ieee.org/documents/ieee_visual_guidelines.pdf
- JISC-JOINT INFORMATION SYSTEMS COMMITTEE. **Visual Identity Guidelines**. Version 2.1, March 2009
http://www.academia.edu/6247806/Visual_Identity_Guidelines
- LABEGALINI, J.A.. **Fifty years of the UIS 1965-2015**. 1st ed. - Ljubljana: Založba ZRC, 2015, 523 p. ISBN 978-961-254-785-1
<http://www.uis-speleo.org/documents/uisbook.pdf>
- NASO-NATIONAL ASSOCIATION OF SPORTS OFFICIALS. **Visual Identity Guide**. Version 1.4, October 2012
http://www.naso.org/portals/0/downloads/naso_style_guide.pdf
- NATIONAL INSTITUTE OF TECHNOLOGY PATNA. **Visual Identity Design**. Design Specifications Manual: 2010
http://www.mrane.com/images/nitp_manual.pdf
- UIS-UNION INTERNATIONALE DE SPÉLÉOLOGIE. **Internal Regulations**. July 2013
http://www.uis-speleo.org/documents/administrative_documents/Internal%20Regulations%202018-09-11.pdf
- UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANIZATION. **Draft manual on the visual identity of the World Heritage Emblem**. World Heritage Committee. June 2002.
<http://whc.unesco.org/archive/2002/whc-02-conf202-inf7e.pdf>



5.0 Photo credits



5.0 Photo credits

Photos used in this manual

Cover

Gruta do Lago Azul (Blue Lake Cave)

Bonito – MS – Brazil

Author: José Ayrton Labegalini

Page 14

Gruta dos Cascudos (Cascudos Cave)

Januária/Itacarambi – MG – Brazil

Author: Nivaldo Colzato

Page 19

Lapa Piolho do Urubu

Januária – MG – Brazil

© Nivaldo Colzato



6.0 Contact



6.0 Contact

For questions regarding the UIS Visual Identity Guide as well as to ask for original files of the UIS logo, please contact the UIS Secretary General through the UIS website, www.uis-speleo.org.

Alternatively, write to:

Union Internationale de Spéléologie

Titov trg 2 - 6230, Postojna - Slovenia



**Union Internationale
de Spéléologie**

www.uis-speleo.org

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