

Example presentation for uubeamer beamer theme

Subtitle: logos and colors in 'Utrecht University-style'

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Outline

1 Motivation

- Existing beamer-styles vs Corporate Identity
- Existing UU-style material

2 Testing



Anonymous beamer styles

- Built-in beamer styles are clean, but anonymous
- Without additional effort, always end up with the 'black-blue-style'



Corporate style available

- Letter templates
- Logo's (various formats)
- Powerpoint templates
- `uusol.sty` for Sol-logo in many sizes (Piet van Oostrum)
- But no true $\text{T}_{\text{E}}\text{X}$ based presentation material



beamerthemeuu

- Theme file for \LaTeX -Beamer (<http://latex-beamer.sf.net>)
- Uses colors in UU corporate style
- Provides two outer themes
- Provides UU logo (as PDF) in appropriate place



Usage and options for beamer theme UU

Basic usage:

```
\usetheme{uu}
```

- Two styles, chosen with options to

```
\usetheme
```

- Plain (default): like the paper

```
\usetheme[style=plain]{uu}
```
- Fancy: bar on top and bottom

```
\usetheme[style=fancy]{uu}
```



Usage and options for beamer theme UU (cont'd)

- Allows sidebar
 - Sidebar only available in plain style
 - Default on, turn off with
$$\backslash\text{usetheme}[sidebar=false]\{\text{uu}\}$$
- Allows pagenumbers
 - Also only in plain style
 - Default on, turn off with
$$\backslash\text{usetheme}[showpagenr=false]\{\text{uu}\}$$

Options can be combined:

$$\backslash\text{usetheme}[style=plain,showpagenr=false,sidebar=false]\{\text{uu}\}$$


Testing the sidebar(s)

This is to test the width and height of the body part (influenced by dimensions of headers, footers, and possible sidebars)

- a b c d e f g h i j k l m n o p q r s t u v w x y A B C D E F G H I
J K L M N O P Q R S T U V W X Y Z
- 0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24
25 26 27 29 30
- The quick red fox jumped over the lazy brown dog.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam fringilla consequat massa. Nam dolor mauris, vulputate ac, porta nec, adipiscing ut, metus. Mauris enim dui, nonummy quis, tempor ac, mollis ac, purus. Nulla ultrices enim. Pellentesque ornare pellentesque mi. Duis volutpat. Nulla leo. Sed felis. Praesent eu orci vel sapien pulvinar ullamcorper. Nam euismod, nisl ut blandit sagittis, quam justo faucibus tellus, vitae venenatis mi tortor ac est. Proin laoreet porttitor mauris. In hac habitasse platea dictumst. Donec eu ipsum eu elit sollicitudin lacinia. Proin



Testing the Logo



Universiteit Utrecht

Logo drawing starts with active color, like this:



Universiteit Utrecht



Available colors

Apart from built-in colors, the UU Corporate style defines a primary, extended and secondary palette. Here's an overview:



uuyellow



uured



uuxorange



uuxred



uuxgreen



uuxblue



uuxpurple



uu2darkred



uu2terra



uu2lightyellow



uu2darkgreen



uu2olive



uu2lightgreen



uu2darkblue



uu2azure



uu2lightblue



uu2darkpurple



uu2fuchsia



uu2rhodamine

