REPORT ON THE DOMAIN NAME \texttt{WWW.UB.CAT}

The University of Barcelona (UB) is an institution that dates back more than 555 years, and has always been closely linked to the history of Barcelona and Catalonia. The UB was formally founded by a royal privilege granted by King Alphonse the Magnanimous, in Naples, on 3 November 1450. The University Statute defines the UB as a public institution with its own legal personality and patrimony. Its autonomy is acknowledged in article 27.10 of the Spanish Constitution, and it exercises its competences inside the framework of the laws of the State and of the Generalitat, the Autonomous Government of Catalonia.

The UB is a public university offering higher education through teaching, study and research. Its fundamental objectives include the creation and transmission of culture and scientific, technical and professional knowledge, the enrichment of Catalonia’s intellectual, cultural and scientific patrimony, the diffusion of knowledge and culture inside the university community and in the society as a whole, and the provision of continuing and lifelong education.

The UB is Catalonia’s largest public university. It has the most students and the widest-ranging, fullest offer of courses. According to the data for the 2005-2006 academic year, it has:

- 63,131 students
- 51,446 undergraduate students (first and second cycle)
- 11,685 masters’ and postgraduate students

Students from abroad are also very well represented; in all, 1,792 students from all over the world were completing their university studies at the UB in 2006.

The UB is the leader in university research in Spain. In terms of both publications and citations, our university is surpassed only by the Scientific Research Council (CSIC) among Spanish research institutions (source: the \textit{Third European Report on Science \\& Technology Indicators}, 2003).

The UB is home to:

- 109 departments, with more than
- 55,000 researchers, technical staff and scholarship holders, most of whom are attached to the university’s
- 226 consolidated groups,
- 10 special groups and
- 13 emerging groups acknowledged by the Generalitat
In 2005, the UB was awarded:

- 169 projects in research competitions in Spain,
- 48 European projects, and more than
- 500 research projects and cooperation agreements with firms, and received
- 58 million euros for research, and
- 355 million euros as its total budget.

The commitment to Catalan culture and language forms part of the UB’s tradition and is firmly rooted in all the institution’s activities. The university is represented in all the organizations that support Catalan culture. The UB offers a degree course in Catalan Philology; one of its 109 departments is named Catalan Philology; and the university is one of the founder members of the Institut Joan Lluís Vives network, set up in 1994, and which includes all the universities in the Catalan-speaking area: in Spain (Catalonia, Valencia and the Balearics), in Andorra, and in France (Perpignan).

The initials UB identify the University of Barcelona inside the institution, in the university world, and in the society as a whole. The abbreviation is used in spoken language, in written texts, and in the Internet:

- UB is present in our logo (see appendix 1).
- UB is present in the media (see appendix 4).
- ub.es was our first Internet domain in 1994.
- ub.edu has been our Internet domain since 2000.

Our institution has not been associated with any other logo. Any new name would not be easily identifiable with the university.

In view of these considerations, we ask you to make an exception to the requirement that the domain must have at least three letters, to enable us to use the name ub.cat.

Appendices:

- Appendix 1: UB Logos.
- Appendix 3: Manual of typographic rules for the campaign “SomUB”.
- Appendix 4: Press cuttings and documents from external institutions in which the name “UB” appears.
Appendix 1
The UB web contains information on the typographic norms for using the corporate image (http://www.ub.edu/imatgeub). As an illustration, we present the image of one of the options in the section «Identification of the institution», with the web logos (http://www.ub.edu/imatgeub/transp/marcatr.htm).
Appendix 2

This appendix presents images of the document *Manual de normes gràfiques d’identificació visual*, produced by Quod for the UB in 1998 ([http://www.ub.edu/imatgeub/manual.htm](http://www.ub.edu/imatgeub/manual.htm)).

*Image 1: the first page of the document*

1) Title of the document
2) Logo of the UB
**Image 2: introduction**

3) UB Logo in the margin

4) The designer of the manual and the date of publication
Image 3: identification

5) Name of the identification: «Logo UB»

6) Standard UB logo
Image 4: Example of the use of the UB logo

7) Students’ folders

8) Two design proposals for students’ folders
Appendix 3

This appendix presents an image of the cover of the document *Manual de normes gràfiques d’identificació visual*, for the campaign SomUB.
Appendix 4

This last appendix contains press cuttings and documents from external institutions in which the term «UB» appears.

1. The newspaper *El Punt* (7-11-2006)
2. The newspaper *La Vanguardia* (7-11-2006)

El retiro en la venta de los pisos pone en apuros a muchos propietarios

Atrapados en el ‘ladrillo’

El mercado inmobiliario ha perdido la alegria de otros años y muchos pisos pasan meses con el cartel de ‘Se venden’. En estos tiempos la venta nunca fue tan cara con que menos hay que pagar la hipoteca, con un interés para una buena vivienda y otros asequible para los inquilinos de la hipoteca que se prevé que el ahorro se compran nuevos por menos de 700.00 euros.

El inmueble del sector ha visto un aumento de las ventas pero también de los propietarios, que han comprometido ya el importe de la vivienda, en interés de comprar nuevos por la compra de otras.

Gonzalo Bernardos, director del máster en inmobiliaria de la UB, explica que el mercado está alargando los plazos, y hay que tener seis o nueve meses vender un piso. Y a la

La Vanguardia (7-11-2006)
3. The newspaper Córdoba (4-11-2006)
4. The newspaper *Diario Médico* (2-11-2006)