WE | make things happen

Logo usage standards July 2016 v.1.3

UWE Bristol | University of the West of England

UWE Bristol
Logo

Newly designed in 2015,
our logo is bold, simple and
deliberately straightforward.

Simple typography truly reflects
our confidence as an organisation
and pragmatic values.

Our logo is the keystone of our
brand style and visual identity.
So it goes without saying that it
should always be positioned with
careful consideration.

Our logo as a red tab

Red should never be used as a background colour, only as part of the logo. This ensures a consistent presence of red and a strong brand presence in all communications.

The logo may only be used as a tab by UWE Bristol. When used by external partners, the logo must be free floating.

Master logo

The logotype should never be used
 outside of its containing box.
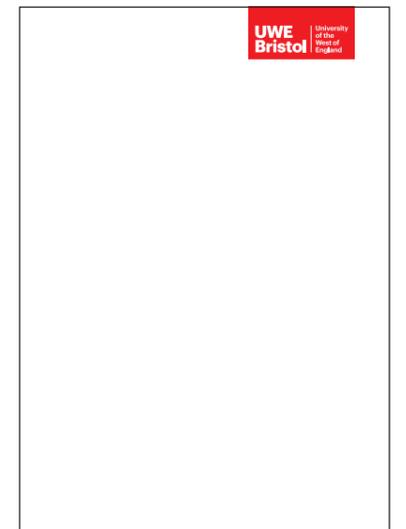
Logo positioning

Careful consideration should be given to where the logo fits in the design hierarchy of any item. By having two anchor points it can lead a piece of communications or be used as a traditional brand pay-off.

The logo can be free floating in exceptional circumstances, for example when there are technical limitations or when the logo is used by external partners (see page 8). When the logo is free floating, the negative space must be at the bottom of the logo.

Y UWE Bristol | University of the West of England

TRIM

3 × **Y**

TRIM

3 × **Y**

Y UWE Bristol | University of the West of England

ANCHORED BOTTOM

ANCHORED TOP

Logo colour breakdowns

UWE BRISTOL PRIMARY RED

CMYK | C: 0 M: 100 Y: 100 K: 0

RGB | R: 227 G: 6 B: 19

HEX | e30613

PMS | 185C

PMS | 185U

Logo positioning
exclusion zone

The exclusion zone around the logo is defined as a multiple of Y. Y is defined by the left hand margin between the edge of the red panel and UWE Bristol text. 3 × Y is then applied to all sides of the red tab to create the exclusion zone. It is not a fixed value but is proportionate to the size of the logo. This applies to all variants of the logo.

3 × **Y**

Y UWE Bristol University of the West of England

3 × **Y**

3 × **Y**

3 × **Y**

Logo with partner logo

Not controlled by UWE Bristol

When supplying logos to our partners where its usage is beyond our control, we must insist that our safe area is adhered to, so that its integrity is not compromised.

When used by external partners, the logo will always be free floating and the negative space in the logo must be at the bottom of the logo.

3 × **Y**

3 × **Y**

3 × **Y**

3 × **Y**

Y

UWE Bristol
University of the West of England

PARTNER LOGO
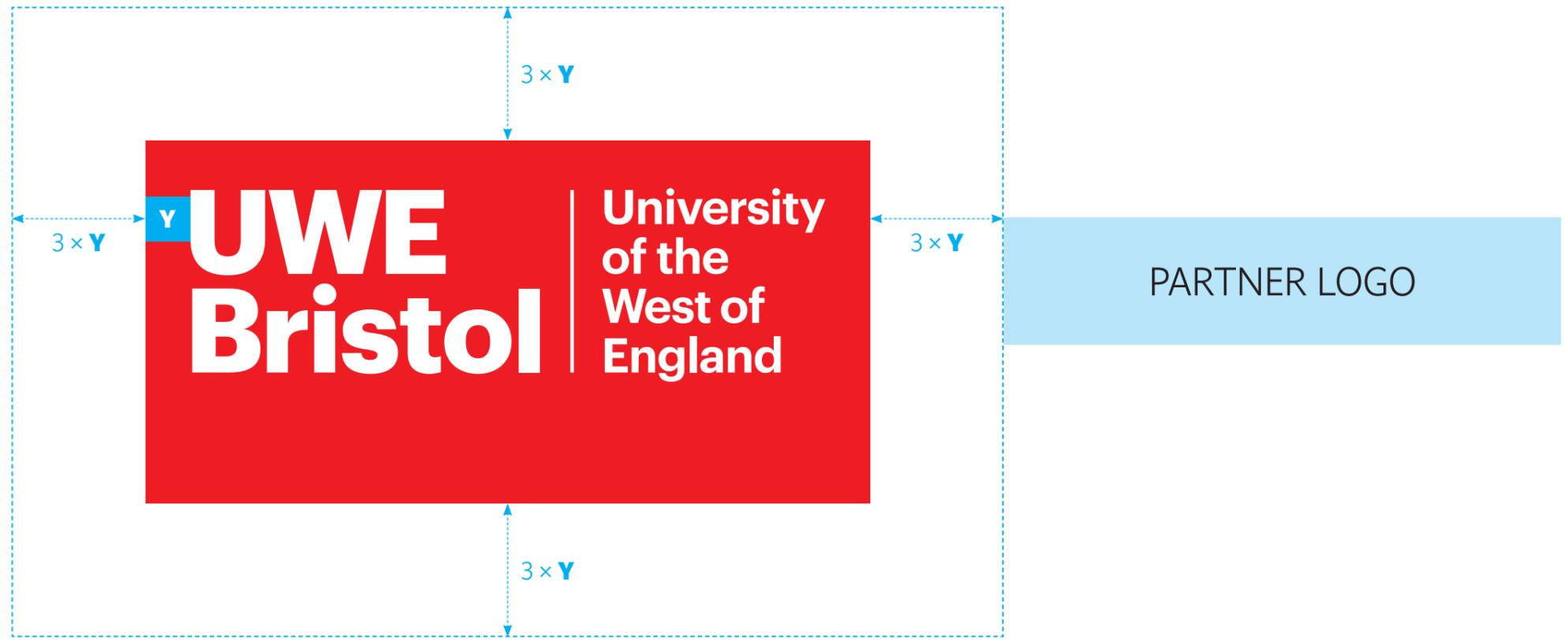
Logo sizes for print

The recommended minimum size for printing our logo is 30mm wide.

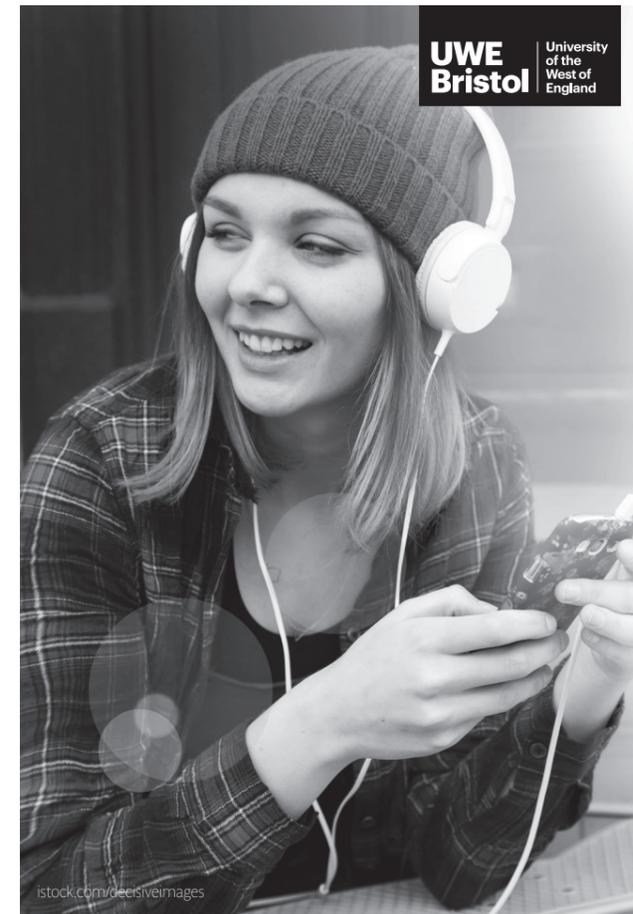MINIMUM SIZE | **A5:** 30mm WIDE LOGO.

A4: 40mm WIDE LOGO.

A3: 50mm WIDE LOGO.

Logo mono usage

If there is an exceptional need for
a black and white option, these
examples demonstrate how our mono
logos can be used to standout against
differing tonal backgrounds.

This applies to all variants of the logo in
tab and free floating formats.

This example demonstrates the
wrong use of our logo as it is lost
against the background.

istock.com/decisiveimages

istock.com/decisiveimages

istock.com/decisiveimages

Logo mono usage

These examples demonstrate the usage of our mono logo with our partners. In this instance where there is a need to ensure consistency with our partners the mono logo with a keyline is most suitable.