Guidelines for using the University logo

How to use the University logo

1. The University logo is used separately from the society name/logo.

2. Use a complete, unedited version of the University logo.

3. Leave the required exclusion zone around the logo.

4. Make sure the proportions of the logo are correct and it meets the minimum size requirements.

How NOT to use the University logo

- Don't use the coat of arms on its own.
- Don't change the logo in any way (colour, dimensions, elements).
- Don't use the University logo as part of the society logo.

The coat of arms

The coat of arms (shield) should not be used as a substitute for the logo. The logo should always be used as a whole, including both the coat of arms and the name of the University.
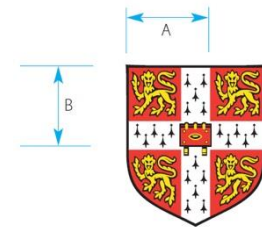
Exclusion zone

In order to maximise its visual presence, the logo requires a surrounding area clear of any other graphic elements or text.

The minimum exclusion zone is equal to the width of the coat of arms. Always allow at least this amount of clear space around the logo. It is important that this rule is observed, and the exclusion zone is maintained at all times. The recommended minimum clearance is to protect the logo. The logo will appear on many different applications and formats and this will help to give it clarity and presence. This is not a placement guide. It is a minimum only.

Alternative sizes

The logo is reduced or enlarged proportionately to accommodate alternative sizes. It must never be compressed or expanded but always scaled up or down in proportion.

Measurements A and B must always be the same.

Minimum size

Our logo must be clearly visible and reproduced consistently. For this reason, a minimum size has been established for the University's logo. That size is 30mm, measured across the width of the logo. The logo does not have a maximum reproduction size.

minimum size