Brand Essentials v2
Making us all look good

Chapter 4: Our Sports logo
The University of Edinburgh Sport logo

The University of Edinburgh Sport logo is to be used in: official University of Edinburgh playing kits (note exceptions), national and international sporting meets, corporate marketing campaigns and corporate sports leisure wear.

GOLD LOGO

THE UNIVERSITY of EDINBURGH
SPORT

WHITE LOGO

THE UNIVERSITY of EDINBURGH
SPORT

SPACE

An area of clear space should be maintained around the roundel at all times. This space is equal to the height of three letter ‘E’s from the roundel type.

MINIMUM SIZE

The minimum size at which any logo should appear is determined by the size of the roundel. This will ensure that the type encircling the roundel is always legible. The roundel should not appear at less than 15mm in diameter.

Download

The University of Edinburgh Sports logo files can be found on the following pages, available in a range of formats. It is important to choose the correct format for the task required:

Professionally designed communications
EPS

Microsoft Office (Word, Excel and PowerPoint)
JPG or PNG

Digital
JPG or PNG

Download

The University of Edinburgh corporate logos can be downloaded from www.ed.ac.uk/brand

For web and digital guidance, please see www.ed.ac.uk/brand

Only approved, supplied logos can be used. Always use master artwork files, no attempt should be made to recreate or alter any logo artwork.
When an individual sport is being represented then the same visual treatment should be used as seen with ‘The University of Edinburgh and keylines’, please see page 17. The diagram below shows how the keyline works with the sports logo. To determine the width of the keyline please see page 20. The keyline and featured name should always appear in the same colour as the logo – either gold or white.

**Fonts**
The main font for the Sports logo is High Tide with Arial or Swiss only to be used for any campaign lines or copy.

**Colour**
The Sports logo is always to be a one colour graphic either in gold (PMS 872) or white.

**Guidance for University Sports Club logos**
All student sport clubs need to be registered with the University’s sports union. Please contact xxxx

The officially recognised logos for Student Sport clubs are either the University corporate logo, the Sports Union logo or the University of Edinburgh sport logo. There are exceptions to this rule for clubs, which have already had pre-existing logos for well over 10 years.

Clubs may create alternative club logos following these guidelines if using the University of Edinburgh corporate or sport logo.

1. **Using the University of Edinburgh Sport logo**
   A logo containing your sport name can be requested once formal approval for the club has been given by the Sports Union xxx. The University of Edinburgh sport logo guidelines will then apply. See xxx

2. **Using the University of Edinburgh logo**
   The corporate logo guidelines will then apply but only once formal approval for the club has been given by the Sports Union. See xxx

All other club sport related enquiries and alternative logo requests please contact the Sports Union on xxxx

Examples

- **THE UNIVERSITY of EDINBURGH SPORT**
- **MUAY THAI**
- **CLAY PIGEON SHOOTING**
- **WINDSURFING & SURFING**
Sport logo Positioning

Wherever possible, the preferred position for the University of Edinburgh corporate and secondary logos is top left or top right, as shown here.

Above all, it is important that the position is chosen carefully to ensure that the logo is clearly displayed in a prominent position, and that the rules around minimum size, clear space and backgrounds are adhered to.

Partner institution
Please refer to page 28 when using the University of Edinburgh Sport logo alongside logos of partner institutions.