Brand Essentials
Making us all look good

Chapter 2: Merchandise
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Why use the Brand Essentials guides?

In short, to ensure that all of our communications are recognisable as being ours.

It is important that the University of Edinburgh logo is presented in a strong and consistent manner in order to achieve maximum impact. Through consistent use, our values, research, students and staff will all be represented to a global audience that will allow us to continue influencing the world.

The importance and significance of the University’s brand is in our Brand Book, while the day-to-day guidance of its application is described through a series of chapters in this guide that covers all aspects of our corporate identity.
Edinburgh’s merchandise key message

The University of Edinburgh is a recognised global brand. The association that the University logo brings is of excellence, quality, prestige and global recognition. It is used on a variety of official merchandise – from hoodies to gift items to sporting goods – and is seen and used not only on campus but also across the world. While it is tempting to put the University logo on a variety of articles, to uphold our brand integrity, this should be limited to items that best represent the University and help deliver on our brand strategy.

The University’s merchandise branding will help the University in three key ways:

1. To compete in the global marketplace
2. To strengthen and build on the pride of being associated with the University either as a student, staff, community group or visitors
3. To ensure clear and consistent use of the brand and that it embodies our values which are influential, global, accessible, innovative, excellent and stimulating.

The University has granted some exceptions for official University merchandise with regards to the use of the University brand. These have been clearly defined in this chapter, but given the opportunities for merchandise are vast and it is important that we get our branding right, contact the Visitor Centre Manager first if you are unsure.

All items should be tasteful and inclusive of others. If you have questions about branded merchandise or how to appropriately use the University logo on merchandise, please contact the Visitor Centre Manager:
gordon.chalmers@ed.ac.uk
0131 650 2985
Approved suppliers of merchandise

The University requires that businesses producing its merchandise be approved. This ensures that the University name and logo are used appropriately, and that merchandise is manufactured under a code of conduct designed to reinforce fair-labour practices and within the University’s social and sustainable responsibility codes.

If you want to have University merchandise produced for an event or other activity, this merchandise can be ordered through the Visitor Centre, who have links with the approved suppliers and can get multiple quotes and the best prices for both small and large orders. If you prefer to go direct, you must purchase from the approved suppliers listed opposite.

These suppliers should be approached in the first instance for all new or customised products. Only if these approved suppliers cannot supply the required items (in the case of for example, products that are only available from a particular supplier or designer i.e. Satchels, Joey D Bags or branded items such as parker pens, Cambridge satchels etc) another supplier can be approached. Clothing suppliers outside the framework must be able to produce a clear and accessible ethical statement, and preferably be part of the workers’ rights consortium.

There are 9 approved suppliers on the framework for promotional clothing:

- A.P.P.S.
- Allwag Promotions Ltd
- Brand Impact Merchandising Ltd
- Dowlis Corporate Solutions (UK) Ltd
- e-style digital Ltd
- Get Yourself Noticed Ltd
- Hambleside Merchandise Ltd
- International Insignia Ltd
- Supplies Team Solutions

There are 10 approved suppliers for other promotional products:

- A.P.P.S.
- Allwag Promotions Ltd
- Brand Impact Merchandising Ltd
- e-style digital Ltd
- Get Yourself Noticed Ltd
- Hambleside Merchandise Ltd
- International Insignia Ltd
- PA Promotions Ltd
- Pinfold Promotions Ltd
- Supplies Team Solutions

Producing your own merchandise

You must submit a “Use of University of Edinburgh Names, Logos, and Artwork on Manufactured Items” form (pdf) and a copy of the proposed design for approval prior to production.

Forms should be submitted to the Visitor Centre Manager gordon.chalmers@ed.ac.uk
Which logo to use

**Horizontal logo**

The horizontal University logo is the preferred logo to be used when space or size is not restricted.

**Centred and stacked logo**

The centred logo or the stacked logo can also be used if space is an issue.

**Secondary logos**

Secondary logos can be used on merchandise to promote individual schools, centres or services.

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**Logo guidelines**

For further information on the use of logos, such as minimum size and clear space, please refer to Chapter 1: Our logo

www.ed.ac.uk/brand
Which logo to use

The preferred logo for use on merchandise is the two colour version. However, other colour options can be used as appropriate, for example when production is limited to a one colour print.

Corporate blue (Pantone 282) logo

THE UNIVERSITY of EDINBURGH

Black logo

THE UNIVERSITY of EDINBURGH

Grey logo

THE UNIVERSITY of EDINBURGH

White logo

THE UNIVERSITY of EDINBURGH

Gold logo

Gold is generally reserved for use on University official sports merchandise. Exceptions can be made in special circumstances, i.e. for celebratory items, jewellery etc. but should be approved by the Visitor Centre Manager
gordon.chalmers@ed.ac.uk
Backgrounds & embroidery

Backgrounds
The University logo or roundel may be printed on any solid colour, screen of colour, or textured or photographic background that provides sufficient contrast for the logo or roundel to appear clearly and legibly.

Please see page 11 for brand exceptions.

Embroidery
When the logo or roundel is embroidered every effort should be taken to ensure clarity, definition and accuracy. The roundel should be around 6.5cm in diameter, with a thread count of no less than 8,600, and samples should be obtained before orders are placed. Embroidery should not be used on lightweight materials when the embroidery will cause the garment to droop.

Please see page 11 for brand exceptions.
Incorrect use of University of Edinburgh logo

The University logo or roundel may not be integrated into an illustration, cartoon, or other symbol or logo. The logo or roundel may not be placed in such proximity to type, illustrations, logos, or other elements that causes overlap or visual encumbrance.

The logo should never appear as part of a cartoon or illustration. The logo may should never be used as part of another logo or illustration.

The University of Edinburgh ceremonial roundel

The full colour University roundel is restricted to ceremonial use only such as graduation, University court papers and other official papers.

It is not allowed to be used on any merchandise.

Correct use

For correct use of the University of Edinburgh logo, such as clear space and framing, please refer to Chapter 1: Our logo

www.ed.ac.uk/brand
The University logo, name or roundel can be reproduced on a range of materials in the form of engraving, embossing, blind embossing, LASER engraving, but attention should be paid to quality, clarity and consistency.
Brand exceptions for merchandise  
The roundel, logo size and modifications

The University of Edinburgh roundel and logotype

The University roundel can be used without its logotype for some merchandise where style and space dictate. It however cannot be represented in any other shape except as a round.

The logotype can similarly be used without the roundel on some merchandise again where size and space dictate.

The size of the logo or roundel

There is no minimum size for the use of the logo or roundel on merchandise as long as the integrity of the logo or roundel is maintained, there is clear legibility and art detail.

Modification of the logo or roundel

Modification is only allowed in the case of engraving (where only an outline may be possible, i.e. on glass) and the use of a distressed effect in keeping with vintage or sports look fashion items. The distressed effect should be subtle and not distort or make the logo unclear.
Brandung exceptions for merchandise
Unofficial graphics and tartan

Unofficial University of Edinburgh Graphics

Edinburgh University or UoE can be created in any treatment, style and font however the University logo must be used somewhere on the apparel or product.

Examples of unofficial graphics

University Tartan

The official University of Edinburgh Tartan is currently licenced solely to Gordon Nicolson Highlandwear. University tartan and tartan wear can only be purchased or hired here: www.nicolsonkiltmakers.com

The University name and logo shouldn’t be used in conjunction with either the ‘tartan’ or ‘varsity’ brands, except on the official merchandising labels. Tartan products should always be labelled The University of Edinburgh Tartan.

Tartan

Varsity
Branding exceptions for merchandise
Official University labels and co-branding

Official University labels

Clothing on general sale in the Visitor Centre and the Visitor Centre Gift shop must be labelled with the University’s ‘Official Merchandise’ label. In accordance with Federal Trade Commission (FTC) and The Textile and Wool Acts, the garment must also contain details of the fibre content, country of origin, and manufacturer, importer or dealer. The Care Labelling Rule requires that care instructions for the garment also be revealed. Although it is preferable for only the University’s Official Merchandise label and the size to be at the neck of the garment, if the other information listed here is not fully included in the side seam labels, the manufacturer’s neck label needs to stay.

For customised items and items produced as corporate freebies, the ‘official merchandise’ label is not required, but all the other label stipulations listed above must be included.

Co-branding

Items can only be co-branded when the where the co-brand is in keeping with the values, image and ethos of the University. Which logo takes prominence and which brands are suitable would be decided on a case-by-case basis by The Visitor Centre Manager in consultation with relevant colleagues.
Student societies and club sports

Student organisations formally recognized by EUSA can use the University logo in conjunction with the society/club name. These can be produced through the Visitor Centre. Minimum quantity of 10. If producing your own society or club sports merchandise, The Visitor Centre Manager can offer help and advice on adhering to brand merchandise guidelines.
Restrictions

Any merchandise that carries the University logo and/or name, abbreviation or any of its recognisable marks may not contain offensive language or images, or any content that is deemed to be contrary to University policies.

The university logo should not be used on:
- Bins
- Rugs
- Equipment

Product restrictions:
- Tobacco
- Alcohol
- Sexually explicit graphics or descriptions

Unauthorized use of other third-party trademarks are prohibited.