Brand Essentials
Making us all look good

Chapter 3:
Our stationery
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Why use guidelines?

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.
Business cards
Corporate versions

SAMPLE 1
Landscape

Business card contact details:
Arial / 7pt / 9pt leading
Pantone 282

SAMPLE 2
Portrait

5pt paragraph space after
Business cards
Secondary logo versions

SAMPLE 3
Landscape

For notes on typesetting, please refer to Sample 1.
Compliment slips
Corporate versions

SAMPLE 4
Compliment slips
Secondary logo versions

SAMPLE 5

For notes on typesetting, please above, Sample 4.
Letterheads
Corporate versions

SAMPLE 6
Standard

Letterhead contact details:
Arial / 8pt / 10pt leading
Pantone 282

The letter content itself should be set in Arial Regular, 10pt / 12pt leading

Chapter 3: Our stationery
www.ed.ac.uk/brand

Order Corporate stationery online
www.ed.ac.uk/schools-departments/printing/ordering/unideptsordering
Dear Sirs,

Ta peruptiant fugia porum et et archicius, nestius, quas dolesti aturibus res accabor sit hilit lab ide eos erovid quo volo toreste ndendam que as dolore, sequi qui undelecae esti custorroria andit quodiae pore, secaborum adia nihicil ibusape diciendisit odi iunt.

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Kind regards,

Letter Sender
Job Title

This is the area where secondary logos should be featured. Size will vary depending on the logo, however a suggested height is 15mm.

COMMUNICATIONS AND MARKETING
THE UNIVERSITY OF EDINBURGH

Mr Smith
Street Name
Town
Post Code

10 April 2012

www.ed.ac.uk/brand

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www.ed.ac.uk/schools-departments/printing/ordering/unideptsordering
Dear Sirs,

[Content of the letter is replaced with placeholder text]

Kind regards,

Letter Sender

Job Title

For notes on typesetting, please refer to Sample 6

For notes on secondary logos, please refer to Sample 6

Chapter 3: Our stationery

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Chapter 3: Our stationery
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Letterheads
Equal partner version

SAMPLE 9

This is the area where equal partner logos should be featured. Size will vary depending on the logo, however a suggested height is 20mm.

The logo should be featured at an equal size or prominence as the University's logo.

Letterhead details:
Arial / 8pt / 10pt leading
Pantone 282

The letter content itself should be set in Arial Regular, 10pt / 12pt leading