Brand Essentials v3
Making us all look good

Chapter 1:
Our logo
The importance and significance of the University’s brand is explained in our Brand Book. These guides will help you express our brand and convey the University, its key strengths and reputation, to the best advantage. The following chapters are designed to help you present a consistent, coherent and clear image that will support and enhance our status as one of the very best universities in the world.
“It fills me with great pride to say – I am from the **University of Edinburgh**. Everyone knows the name. They say – ‘great University,’ mostly because our reputation and brand precedes any introduction. It tells the audience who we are and what we do. It conveys quality and the emotional connections we have made and we all have a role to play in building and promoting the brand.

**Our brand defines our place in the world.**”

Niall Bradley
Deputy Director of Marketing
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.
Our corporate identity

The University of Edinburgh’s logo is our corporate identity and should be used on all communications representing the University.

Our logo was created in the early 1990s and uses the University’s coat of arms as one of the main graphic elements, which gives the University its unique identity. The use of the University’s coat of arms is governed by the Court of the Lord Lyon and it cannot be tampered with. The Lord Lyon’s office is within the Public Register of All Arms and Bearings in Scotland.

There are several graphic elements working together:
• The thistle: an iconic symbol of Scotland
• The book: represents learning and academia
• The castle: a distinctive reference to our Edinburgh roots
• The world: the round shape alludes to a global presence and the idea of influencing the world
“I guess we all like to be recognised not for one piece of fireworks, but for the ledger of our daily work.”

Neil Armstrong
Astronaut and University of Edinburgh honorary graduate
The University of Edinburgh corporate logos

There are three official University of Edinburgh corporate logos:

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**Horizontal logo**

The horizontal University logo is the **preferred logo** to be used when space or size is not restricted. The preferred and recommended colour choice is the two colour option.

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**Centred logo**

The centred option works well when available **space is an issue**, and allows the University to be clearly signified without compromising legibility. The preferred and recommended colour choice is the two colour option.

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**Stacked logo**

This logo is the preferred logo for **digital media**. The preferred and recommended colour choice is the two colour option.

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The University of Edinburgh logo files

The logos found on the following pages are 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.
The University of Edinburgh corporate logos
Component parts

The University of Edinburgh logo should always consist of the roundel and the full name of the University – The University of Edinburgh.
The University of Edinburgh corporate logos are also available in black, white and corporate blue (Pantone 282)

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**Black (horizontal logo)**

THE UNIVERSITY of EDINBURGH

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**White (horizontal logo)**

THE UNIVERSITY of EDINBURGH

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**Corporate blue (horizontal logo)**

THE UNIVERSITY of EDINBURGH

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**White version, please note:**

The book in the centre of the roundel should be white in the white versions of the logo.

This is different to how it appears in the black version where the book is transparent.

For an example of incorrect usage, please refer to Incorrect use of University of Edinburgh corporate and secondary logos on page 34.
The University of Edinburgh secondary logos

All schools, centres and services can have the option of using a secondary logo. The secondary logo incorporates the school/centre/service name with the corporate University logo. Secondary logos can be used on publications and other materials but not on the University website.

The University of Edinburgh secondary logos are also available in black, white and corporate blue (Pantone 282).

Contact
For further information, please contact the Marketing Manager deepthi.dsw@ed.ac.uk
The University of Edinburgh and keylines for the promotion of related products, services, associated units, awards and celebrations

There will be times when the University will need to promote related services, products, associated units, awards and celebrations. The keylines will be the aid to show this connection.

Please note the recommended colours for the corporate logo in each instance.

Please note that unless there are contractual or business reasons, a programme, unit or area of activity do not have their own logo.

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Awards & Celebrations

The 2 colour or black logo can be used in this instance. The colour of the text after the keyline should follow the colour of the text in the accompanying logo.

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The Chancellor’s Awards

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Partnerships

For guidance on using the University of Edinburgh logo in partnership with another organisation or institution, please refer to Chapter 10.
The University of Edinburgh and keylines for the promotion of related products, services, associated units, awards and celebrations

**Academic**

The logo and key line however must always be in monochrome and only this version maybe used.

The colour of the text after the keyline should follow the colour of the text in the accompanying logo.

**Associations**

The university logo will always be on the left of any association unless there has been a prior contractual agreement.

The stacked university logo in 2 colour with a black key line is the recommendation unless the association’s logo is monochrome.

**Key strategic theme**

EXCEPTION: for disciplines and key strategic university themes only, the name of the discipline or the theme can be in any of the corporate colours.
The University supports, and often sponsors, a variety of activities, events and projects. There may also be different areas within the University that may be associated or sponsor the same event or project. If there are more than two, the University corporate logo ONLY should be used.

Exceptions to this rule will be the ECA and the Business School.

Key contributors

THE UNIVERSITY of EDINBURGH
Centre for Open Learning

THE UNIVERSITY of EDINBURGH
School of GeoSciences
The University of Edinburgh and keylines
for the promotion of related products, services, associated units, awards and celebrations

The horizontal University of Edinburgh logo with horizontal keyline

The stacked University of Edinburgh logo with horizontal keyline
The University of Edinburgh and keylines
for the promotion of related products, services, associated units, awards and celebrations

The University of Edinburgh logo secondary logo with horizontal keyline

Other secondary logo examples can be seen on page 20.
The University of Edinburgh and keylines
for the promotion of related products, services, associated units, awards and celebrations
The University of Edinburgh and keylines
for the promotion of related products, services, associated units, awards and celebrations

The University of Edinburgh secondary logo
with vertical keyline

THE UNIVERSITY of EDINBURGH
School of Social
& Political Science

Sub line 1: ‘Swiss Bold’
Sub line 2: ‘Swiss Light’

1/2 z

Text should not extend beyond this point.
The University of Edinburgh and keylines
for the promotion of related products, services, associated units, awards and celebrations

The keyline
The length of the keyline is dependent upon the logo or text being used. Please see examples below. If you are still unsure, please contact Communications and Marketing.

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THE UNIVERSITY of EDINBURGH
School of Philosophy, Psychology & Language Sciences

Philosophy & Psychology

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THE UNIVERSITY of EDINBURGH
School of Social & Political Science

Graduate School Practice programme

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THE UNIVERSITY of EDINBURGH
School of Economics

Economics

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THE UNIVERSITY of EDINBURGH
School of Social & Political Science

Politics and International Relations

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THE UNIVERSITY of EDINBURGH
School of Philosophy, Psychology & Language Sciences

Philosophy & Psychology

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THE UNIVERSITY of EDINBURGH
School of Economics

Economics

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THE UNIVERSITY of EDINBURGH
School of Economics

Economic & Social History with Environmental Studies

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THE UNIVERSITY of EDINBURGH
School of Economics

Economic & Social History with Environmental Studies
Print finishing

When a print finish such as a blind deboss/emboss or foil is required, the white version of the appropriate logo should be used.

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White logo examples

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Foil

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Blind deboss/emboss
(blind deboss shown here)
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.

<table>
<thead>
<tr>
<th>Logo Description</th>
<th>Minimum Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>The University of Edinburgh horizontal logo</td>
<td>15mm</td>
</tr>
<tr>
<td>The University of Edinburgh centred logo</td>
<td>15mm</td>
</tr>
<tr>
<td>The University of Edinburgh stacked logo</td>
<td>15mm</td>
</tr>
<tr>
<td>The University of Edinburgh secondary logo</td>
<td>15mm</td>
</tr>
</tbody>
</table>

Please note: some pages in this guide feature logos used below the minimum size as outlined opposite. This is for illustrative purposes only in order to show multiple examples within a single page.
Clear 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.

The University of Edinburgh corporate logo clear space examples

The University of Edinburgh secondary logo clear space example
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 corporate logo alongside logos of partner institutions.
Logo use on photographic or video background

In the presence of a varied coloured background (e.g., photo, video, etc.), use the University corporate/secondary logo with a **transparent background**.

Avoid using the University corporate or secondary logo on a busy background or on a background with similar colours of the University corporate or secondary logo; in these cases, use a black or white University corporate or secondary logo.

While the preferred position of the corporate or secondary logo is top left or top right, there are occasions when an alternative position may be required, such as with an image that has an area of clear space as shown in the example above.
“It has long been an axiom of mine that the little things are infinitely the most important.”

Sir Arthur Conan Doyle (Author)
Physician, writer and University of Edinburgh alumnus
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.

When used, the roundel is used on its own, without the University type element.

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Historical use

There has been historical use of the full colour roundel being used on University signage, estate and estate furniture. This is no longer permitted and there is a long-term programme in operation to change and update these signs in line with the information contained in these guides.
The University of Edinburgh Gaelic logo

The University submitted a Gaelic Language Plan to Bòrd na Gàidhlig in August 2012. The Plan aims to raise the profile of Gaelic in the University and create practical opportunities for its use.

The Gaelic logo exists in the ‘horizontal logo’ format only and is the only approved translation of the University logo.

The appropriate minimum size and clear spacing rules are the same as the English language version.

The name element of the University logo must not be translated into any language unless it is a local legal requirement in that country or the UK.

If a translation is required, please contact the Head of Marketing, niall.bradley@ed.ac.uk, with your rationale as to why you require one and we will discuss the options with you. All translated versions of the logo must be designed and supplied by Communications and Marketing.

If you have a strong rationale for requiring a translation beneath the logo, please contact Communications and Marketing who will advise you.

Please refer to pages 13–14 for minimum size and clear space rules.

Gaelic logo use is managed by the University’s Gaelic Officer bria.mason@ed.ac.uk
The University of Edinburgh corporate colours
There are two official groups of corporate colours, Brights and Muted, plus a special gold colour assignment for Sports-related collateral.

<table>
<thead>
<tr>
<th>MAIN COLOURS</th>
<th>BRIGHTS</th>
<th>MUTED</th>
<th>SPORTS GOLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>282</td>
<td>226</td>
<td>159</td>
<td>368</td>
</tr>
<tr>
<td>C: 100 M: 68 Y: 0 K: 54</td>
<td>C: 14 M: 100 Y: 22 K: 0</td>
<td>C: 15 M: 76 Y: 100 K: 4</td>
<td>C: 64 M: 0 Y: 100 K: 0</td>
</tr>
<tr>
<td>RAL: 5013</td>
<td>RAL: 4010</td>
<td>RAL: 2009</td>
<td>RAL: 6018</td>
</tr>
<tr>
<td>199</td>
<td>207</td>
<td>311</td>
<td>2425</td>
</tr>
<tr>
<td>RAL: 3020</td>
<td>RAL: 3027</td>
<td>RAL: 6027</td>
<td>RAL: 4006</td>
</tr>
<tr>
<td>872</td>
<td>7518</td>
<td>7475</td>
<td>483</td>
</tr>
<tr>
<td>RAL: 8000</td>
<td>RAL: 8002</td>
<td>RAL: 6003</td>
<td>RAL: 3009</td>
</tr>
<tr>
<td>643</td>
<td>5005</td>
<td>391</td>
<td>3025</td>
</tr>
<tr>
<td>RAL: 7047</td>
<td>RAL: 3014</td>
<td>RAL: 1027</td>
<td>RAL: 5017</td>
</tr>
</tbody>
</table>
“I went to University to get a degree. I started rowing because someone said I’d be good at it.”

Katherine Grainger
Olympic Rowing Gold Medallist and Alumna of the Year 2001
The Edinburgh Award 2013

Chapter 1: Our logo

www.ed.ac.uk/brand

The University of Edinburgh logo hierarchy
The University of Edinburgh logo with other logos

The University of Edinburgh may have to be presented as a partner organisation in publications or digitally. The University corporate logo should be used unless there is an important and specific reason that one of the University’s secondary logos should be used. If the University is the primary partner then the relevant University logo should always appear in the top left or top right position. If the University is an equal partner then it is important to ensure that the University logo appears with equal weight as the partner logos in terms of size, placement, colour, etc. The University should also take the primary position as shown in the examples below.

These examples show how the different University logos can be used to suit different designs and the space available.
The roundel could be used as a design element in a design but only if the University corporate or secondary logo is used elsewhere in the design as shown below.

Exceptions to this rule can be found in Chapter 3 (Digital) and Chapter 6 (Merchandise).

Please contact the Marketing Manager for further details: deepthi.dsw@ed.ac.uk

An appropriate logo (the University and a School example used here) should always be present when the roundel is used as a graphic element.

Roundel used as a ‘watermark’ feature
Approved crops

The roundel can be placed at the edge of a page and cropped for design effect. However it must only be cropped in the two approved ways as shown here. Only the black and the white roundels can be treated in this way. With these two crops, each of the elements of the roundel are still visible and recognisable, thereby ensuring the recognition of the University roundel.

No other crops are permitted.

1

Black roundel shown here at 10% opacity

2

White roundel shown here at 20% opacity

Download

The approved crops can be downloaded from www.ed.ac.uk/brand
Logo alternative

In instances where the corporate/secondary University logo will not work, due to extreme horizontal or vertical spaces, or very small spaces, only the logotype of the University may be substituted. See examples below. In these instances, the logo type must be typeset in Perpetua.

Examples of when a full corporate or secondary logo would not be suitable:
The University of Edinburgh corporate campaign line

Influencing the world since 1583

This is the University’s corporate campaign line. It is not mandatory to include the corporate campaign line in your materials but, if you choose to do so, you may only use the approved version. Our campaign line should not be translated and no corporate straplines can be created except by Communications and Marketing.

The campaign line can be placed anywhere on communications materials, but must not be used as a part of the University logo itself. It must be a separate element and must be placed in a position away from the logo. The University’s logo should always remain as the primary element – the campaign line should never appear more dominant than the logo itself.

Specific areas and services have developed their own sets of marketing campaign lines, for example: ‘Imagine what you can do’ which is used for in the promotion of student recruitment and sport at the University.

The campaign line should not feature ellipses or a full stop at the end.

Influencing the world since 1583

Influencing the world since 1583

Influencing the world since 1583

Influencing the world since 1583...
Correct use of the University of Edinburgh corporate and secondary logos

Here are some examples of good logo practice.

Influencing the world since 1583

For more examples of good use, please see the following links

www.ed.ac.uk/studying/undergraduate
www.ed.ac.uk/about/annual-review/publication
Incorrect use of University of Edinburgh corporate and secondary logos

No attempt should be made to redraw, recreate or recolour the logo. The logo should always be clearly displayed on any communication, free from distracting elements such as graphics, images or other text that may affect its legibility.

The roundel has to be used with the logo type. Please see page 8 for correct versions. Exceptions to this rule can be found in Chapter 3 (Digital) and Chapter 6 (Merchandise).

The logo needs to be represented without any distortion. Please see page 8 for correct use.

The proportions of the elements within the logo must not be altered. Please see page 8 for the correct proportions.

The graphic elements within the roundel cannot be changed. Please see page 8.

The roundel is always positioned to the left of the horizontal and stacked logo. Please see page 8.