Brand Essentials
Making us all look good

Chapter 10: Partnerships
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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.
The University of Edinburgh working with partners

The University engages with a wide variety of results-driven organisations and partners to make a difference and to help deliver our vision, which is to make a significant, sustainable and socially responsible contribution to the world.

The University as the primary partner
The University corporate logo should be used in all media channels unless there is a legal and contractual reason that one of the University’s secondary logos should be used. The University logo should always appear in the top left or top right position above the partner logo. The recommended corporate logo to be used should be the horizontal logo.

The University is an equal partner
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 recommended corporate logo to be used would be the stacked logo.

These examples show how the different University logos can be used to suit different designs and the space available.
Delivering impact for society:
The University working with the Medical Research Council (MRC)

The Medical Research Council (MRC) improves the health of people in the UK – and around the world – by supporting excellent science, and training the very best scientists. They are a non-departmental public body funded through the UK government’s science and research budget. Their research has resulted in life-changing discoveries for more than a hundred years.

Our two like-minded organisations are working together to help deliver innovative solutions to global health challenges.

Lock-up of the two logos for use on print collateral
MRC and UoE will be bookends (MRC on the left and UoE on the right, representation and visual balance as agreed).

MRC funded establishments each have their own version of the MRC logo which incorporates the name of their establishment.

They may choose to use the corporate logo or their own establishment logo in communications, but it must be consistently applied.

The MRC logos should not be modified or altered in any way as this will undermine the impact and credibility of our brand.

Social media avatar
This has been designed to work well when rendered in a circle.
Business cards
MRC and The University of Edinburgh

In all instances please use templates provided.

MRC Human Genetics Unit templates are shown as examples of the MRC co-branding.
Letterheads
MRC and The University of Edinburgh

In all instances please use templates provided.
MRC Human Genetics Unit templates are shown as examples of the MRC co-branding.

The letter content itself should be set in Arial Regular, 10pt / 12pt leading.
Compliments slips
MRC and The University of Edinburgh

In all instances please use templates provided.

MRC Human Genetics Unit templates are shown as examples of the MRC co-branding.

With compliments
MRC Human Genetics Unit at the University of Edinburgh
MRC Institute of Genetics & Molecular Medicine, Western General Hospital, Crewe Road South, Edinburgh EH4 2XU
telephone +44 (0)131 651 8500 www.ed.ac.uk/mrc-human-genetics-unit

The University of Edinburgh is a charitable body, registered in Scotland, with registration number SC005336
Poster templates
MRC and The University of Edinburgh

Landscape template – four columns.

In all instances please use templates provided.
MRC Human Genetics Unit templates are shown as examples of the MRC co-branding.

If there are other funders involved, then their logo/s can be positioned to the right of the locked in logo (MRC establishment logo and University of Edinburgh logo saved as one file). Other logos should not be placed within the exclusion zone.

For posters, either MRC primary or secondary colour palette can be used as 10% tints. Body text colour should be selected ensuring sufficient brightness and colour contrast – again from the colour palette.

For further guidance on the MRC colour palette, please visit: www.mrc.ac.uk/about/information-standards/mrc-brand-guidelines/colour-palette/
In all instances please use templates provided.