

# UNIVERSITIES WEEK

30 APRIL - 7 MAY 2012

# BRAND GUIDELINES

## CONTENTS

1. Overview	Page 2
2. Logo variations	Page 3
3. Logo size and Exclusion	Page 5
4. Logo misuse	Page 6
5. Logo use	Page 7
6. Colour palette	Page 8
7. Contact	Back Page



**This is the logo for Universities Week 2012. It's a development from last years and incorporates a Union Jack to highlight all aspects of the UK involved in all sporting activities throughout 2012.**

## 2 LOGO VARIATIONS



This is the main English Universities Week logo. Where possible please make sure to use the full colour version, however black and white versions are available.

All the logos are available without the date in the logo download resource pack. Please do not directly edit this logo to make sure it appears consistent on all materials.

## 2 LOGO VARIATIONS

Welsh

**WYTHNOS Y  
PRIFYSGOLION**  
30 EBRILL - 7 MAI 2012

Welsh, dual language and  
colour variations.

The logo is also available in Welsh,  
dual language and flat colour. These  
variations can be obtained by downloading  
the Universities week download resource pack.

Dual Language

**UNIVERSITIES  
WEEK** | **WYTHNOS Y  
PRIFYSGOLION**  
30 APRIL - 7 MAY 2012 | 30 EBRILL - 7 MAI 2012

\*All logos are available in white, black and without the date.

English flat colour

**UNIVERSITIES WEEK** **UNIVERSITIES WEEK** **UNIVERSITIES WEEK** **UNIVERSITIES WEEK** **UNIVERSITIES WEEK**  
30 APRIL - 7 MAY 2012 30 APRIL - 7 MAY 2012 30 APRIL - 7 MAY 2012 30 APRIL - 7 MAY 2012 30 APRIL - 7 MAY 2012

Welsh flat colour

**WYTHNOS Y PRIFYSGOLION** **WYTHNOS Y PRIFYSGOLION** **WYTHNOS Y PRIFYSGOLION** **WYTHNOS Y PRIFYSGOLION** **WYTHNOS Y PRIFYSGOLION**  
30 EBRILL - 7 MAI 2012 30 EBRILL - 7 MAI 2012 30 EBRILL - 7 MAI 2012 30 EBRILL - 7 MAI 2012 30 EBRILL - 7 MAI 2012

# 3 LOGO SIZE AND EXCLUSION

## Minimum size

The minimum size the logo (with the date) can be created is 30mm. This ensures all aspects of the logo are still legible.



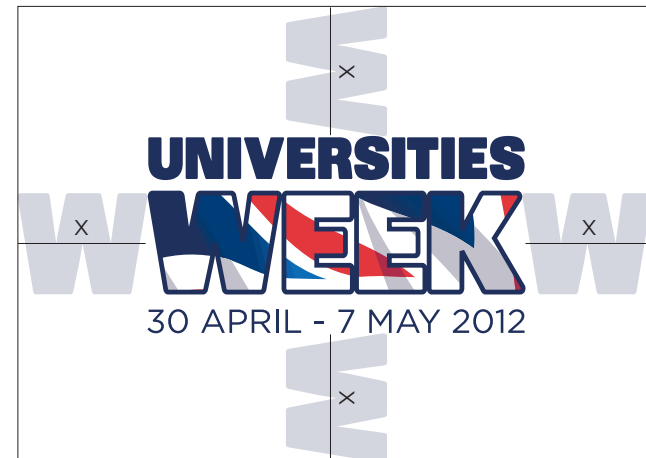
If you require the logo to be made smaller please use the logo without the date. This can be reduced to a minimum of 22mm.



**DO NOT RECREATE THE LOGO SMALLER THAN 22MM.**

## Exclusion zone

The exclusion zone is designed to protect the brand's integrity, keeping it apart from other content or the page edge. The zone's extent can be calculated by measuring the length of 'x' as shown below: it is the width of the capital 'W'



# 4 LOGO MISUSE



Do not place the solid coloured logo directly over a dark image



Do not place the white variation of the logo directly over a light image



Do not add text to the logo or alter the text within any of the logos



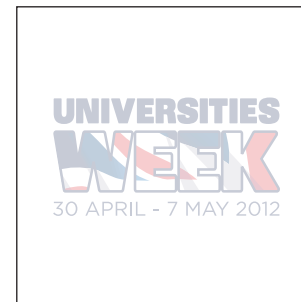
Do not place type or other design elements within the exclusion zone of the logo



Do not stretch or warp the logo in any way



Do not add effects like drop shadows or gradients to the logo



Do not change the opacity of the logo



Do not rotate or angle the logo

# 5 LOGO USE



These examples show how the logo is used on the front of a report cover. Make sure to give the logo plenty of breathing space.

If you have plenty of white space please use the full colour flag logo, however when things are all ready colourful, busy or too dark please use the white out version for clarity.

The same rules apply for the logo use on photography. Please ensure the logo appears within plenty of empty space and that all excursion rules are adhered to.

# 6

## COLOURS: PRIMARY AND SECONDARY COLOUR PALETTE

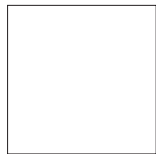
### PRIMARY PALETTE



C100 M71 Y7 K37  
R27 G52 B116  
HEX #1B3474



C15 M100 Y100 K0  
R178 G35 B35  
HEX #B21E23



C0 M0 Y0 K0  
R0 G0 B0  
HEX #000000

The University Week logo is made up of 3 main core colours. These are the red, blue and white of the Union Jack.

Tints of these colours may be used sparingly, though not within the logo, and not as backgrounds. The main purpose for tints should be to denote hierarchy among headlines, text, charts and graphs.

### SECONDARY PALETTE



C0 M100 Y100 K0  
R195 G22 B34  
HEX #B91622



C9 M48 Y100 K0  
R220 G162 B37  
HEX #DCA225



C94 M0 Y100 K0  
R65 G163 B71  
HEX #41A347



C50 M0 Y100 K0  
R169 G201 B55  
HEX #A9C937



C100 M4 Y0 K30  
R1 G125 B177  
HEX #017DB1



C100 M0 Y0 K0  
R7 G161 B226  
HEX #07A1E2

The secondary colour palette exists from the original University Week brand. The secondary colours provide extra versatility around the brand.

Tints of these colours may be used sparingly. The main purpose for tints should be to denote hierarchy among headlines, text, charts and graphs.

# UNIVERSITIES WEEK

30 APRIL - 7 MAY 2012

## THANK YOU

If you require any extra information  
regarding our brand please contact  
[universitiesweek@fourcommunications.com](mailto:universitiesweek@fourcommunications.com)