



Abertay
University



Abertay University Logo Guidelines

The logo

Core Elements

The University logo consists of the shield and the Abertay University logotype. As shown below:



Whenever using the logo ensure it is an approved version. These can be obtained in various formats (JPG, TIF, EPS) by emailing the Communications Centre or by downloading them from the intranet. There are certain rules governing use of the logo that **must** be adhered to:

- Never alter the logo in any way.
- Always maintain the correct proportions.
- Never use the shield on its own without the text.
- The relationship between the components should not be altered in any way.
- Always use a logo of 300dpi for printed materials, logos used on the website are not suitable for print as they are only 72dpi so will not reproduce well.

The logo can appear on materials and applications as full colour, Pantone 281 (University's corporate colour) or black and white (see page 9).

There are two elements to the University's logo, the shield and the text. It is important that the logo always appears the same as the guidelines set out, because consistency and clarity in use of the corporate identity makes the University look more professional and sure of itself.



Corporate colours

The consistent use of colour provides the University with a strong and distinctive identity. The corporate colour for the University is **Pantone 281**, this is the colour used on the University's stationery.



C100 M0 Y72 K32

R0 G59 B121

Hex No #002663



The colours used in the full colour version of the crest are as follows:



Blue background plus 3 pheons

Pantone Reflex Blue

C100 M89 Y13 K7

R0 G37 B149

Hex No #002595



Yellow background, chevrons plus acorns

Pantone 116

C0 M19 Y100 K0

R255 G203 B0

Hex No #ffc000



Red engraved chevron, 3 mullets plus books

Pantone 179

C5 M92 Y91 K1

R226 G59 B48

Hex No #e23b30



Green oak leaves

Pantone 361

C77 M2 Y100 K0

R46 G177 B53

Hex No #2eb135

Size & colour options

Large Use

A3 420mm x 297mm

105mm wide mark

Posters

A4 297mm x 210mm

74mm wide mark

Brochures

Small Use

A5 210mm x 148.5mm

52.5mm wide mark

Leaflets

1/3 A4 210mm x 99mm

52.5mm wide mark

2-fold Leaflets



Size & colour options

Minimum size

25mm is the smallest size recommended on printed materials, however, it is not advisable to use this size if you are intending to reverse the logo out of a solid colour, as the logo tends to fill in. 30mm is the minimum size recommended if the logo is to be reversed out of a solid.

The logos shown on this page are the variations that can be used.

- Whenever possible try to use the University logo in its true form on a white background.
- The logo can be single colour, in either black or in corporate blue.

- The logo can be reversed out of a solid colour, black or corporate blue are preferable. When reversing the full colour logo out of a solid colour, the text element should be white.
- The logo can also be reversed out of a photograph (see page 25).
- The full colour logo should never be used for B/W printing or photocopying, the single colour black logo should be used for this.



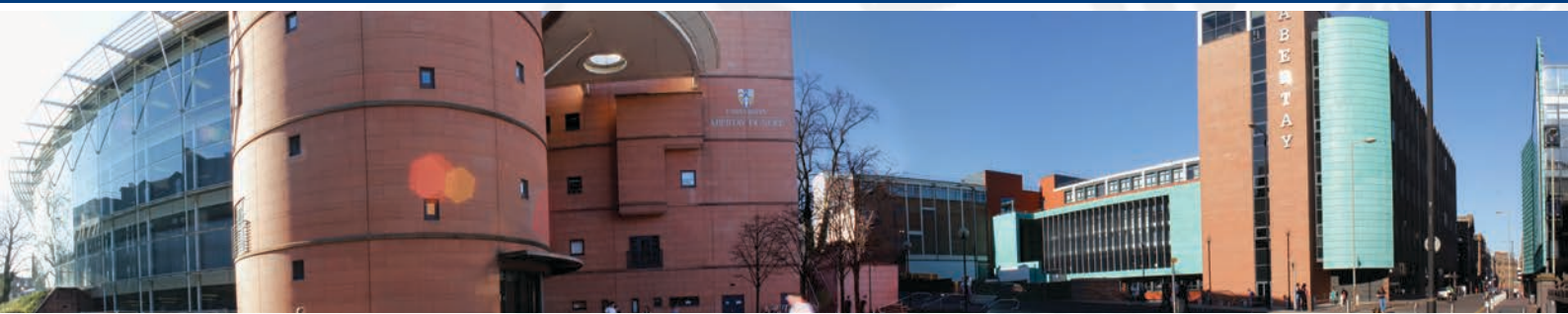
Exclusion zone

Clear Space

To allow the University logo to stand out, it is important to maintain as much clear space around it as possible. This is important as it will ensure the logo is instantly recognisable and consistent. The more space the logo has, the more prominent it will be.

Always maintain a minimum clear space around the logo, which should be the same as the upper case 'A' in Abertay (see diagram opposite). The only instances where this area can be encroached into is when a strapline is being used, such as 'Breaking Barriers' (see diagrams opposite) or a School/Department is being incorporated (see naming structure). Any School or department name being added should be placed a lower case 'i' width below the descender of the 'y' in University. The School or department name must be placed below the logotype element of the logo. All text should be ranged left and aligned with the 'A' and 'U' (see diagrams opposite).





Contact External & Corporate Relations

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