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Introduction

To be successful the University needs to deliver an attractive, distinctive and consistent identity which resonates with the brand experience we deliver.

The brand guidelines together with this style guide, help to ensure that all who use our brand do so in a way which adds value to Heriot-Watt University and which helps us to stand out as a university of choice in a competitive environment.
A logo is a visual interpretation of the core values of an institution. It is a clear and strong design identity that can represent what an organisation wants its brand to stand for, now and in the future. The University relies on the logo as the single graphic element which when used correctly establishes a consistent visual identity for Heriot-Watt.

There are two important elements to the University logo — the shield-of-arms and the name, which must both be used together. It is also essential that a consistent use of colour and positioning is maintained throughout all areas of logo application. The logo must always be reproduced from electronic files supplied by Media Services (mediaservices@hw.ac.uk) and not from photocopied or preprinted material, or be redrawn in any way.
**Logo**

**Colour**

There are three colour options of the University logo available: CMYK – four colour process (1), reverse out white (2), and monotone black (3).

It is preferred that the Heriot-Watt logo should appear in Pantone colour 431 or CMYK/RGB equivalents, against a white background (1). This colour version will always be used on University stationery, and should be used wherever possible on all other applications, to provide maximum impact.

For occasions when the use of the full colour version is not practical, for example, against an image or a strong coloured background, the reverse out white (2) or monotone black (3) versions are available to assist with the design task.

For usage requirements outside these parameters, please contact Media Services.
In 2016 the University changed its corporate visual personality and identity, adopting a simplified logo for all uses.

It is preferred that the Heriot-Watt logo should appear in Pantone colour 431 or CMYK/RGB equivalents, against a white background and reverse out white of a dark background.

In some cases alternative variations are also acceptable. For example, monotone black on a light background, reversed out of a colour from the colour palette noted on page 11, or reversed out of a dark image.

The preferred renditions should be used in the majority of cases. This will ensure consistency of presentation across all materials.

For usage requirements outside these parameters, please contact Media Services.
Logo

Mistreatment

For maximum impact and brand awareness it is vital that the logo is used consistently. The logo should not be distorted in any way – as illustrated in these examples. These guidelines are easy to use – follow them and you will find compliance very straightforward.
Exclusion Zone and Minimum Size

Exclusion Zone
The University logo should always be surrounded by a minimum area of space, the exclusion zone. This area of isolation reduces any distraction around the logo, enabling it to stand out. The exclusion zone is defined by the size of the letter ‘H’ (as demonstrated in the example to the right), and must not be encroached by any surrounding type or imagery.

Minimum Size
Relative scaling of the logo to increase or decrease the size is permissible down to but not below, the set minimum width of 25mm. Manipulation of the logo in a manner which would cause distortion is not allowed. To ensure legibility, the University logo should never appear below its minimum size which is 25mm wide. The Heriot-Watt logo is a registered trademark. It must not be tampered with in any way.
Positioning and Size

Print
The University logo should be positioned on the top left of any document. On an A4 page the logo should measure the width of 40mm, and 10mm from the page edges.

The following logo sizes are recommended:
- **A6** – width: 26mm (6mm from edges)
- **A5** – width: 32mm (8mm from edges)
- **A4** – width: 40mm (10mm from edges)
- **A3** – width: 57mm (14mm from edges)
- **A2** – width: 80mm (20mm from edges)
- **A1** – width: 114mm (28mm from edges)
- **A0** – width: 160mm (40mm from edges)
- **Banner** – width: 260mm (60mm from edges)

The above sizes are applicable to documents with the same width Measurement. For example A4 and 210mm square.

*Measurements based on 800mm x 2100mm pull-up banner.
**Positioning and Size**

**Digital**
The logo must appear on all University websites, in the top left hand corner of each page.

For a desktop, it is recommended that the logo appears no smaller than 170 pixels (with a 20 pixel exclusion zone), and for a mobile device, no smaller than 94 pixels. At this size it is recommended that the logo is provided with an exclusion zone of 15 pixels.
**Global Logo**

The global logo incorporates the University's location names with the corporate University logo. The global lock-up is a set size and arrangement to maintain a professional, clean, clear and consistent representation of the University. It should be used only in contexts where the additional element is appropriate.

The global logo must always be reproduced from electronic files supplied by Media Services (mediaservices@hw.ac.uk) and not from photocopied or preprinted material, or be redrawn in any way.
Global Logo – Country Specific

These versions of the global logo incorporate a highlighted University location name with the corporate University logo. The global lock-up is a set size and arrangement to maintain a professional, clean, clear and consistent representation of the University. It should be used only in contexts where the specific country is not highlighted elsewhere on the page.

The global logo must always be reproduced from electronic files supplied by Media Services (mediaservices@hw.ac.uk) and not from photocopied or preprinted material, or be redrawn in any way.
**Logo**

**Lock-ups**

*With Heriot-Watt affiliations*

The affiliation logos incorporate the affiliation name with the corporate University logo. The affiliation lock-up is a set size and arrangement to maintain a professional, clean, clear and consistent representation of the University.

All affiliations have the option of using their logo on printed and digital materials.

The affiliation logos must always be reproduced from electronic files supplied by Media Services (mediaservices@hw.ac.uk) and not from photocopied or preprinted material, or be redrawn in any way.
Logo

Lock-ups

Partnerships

A partnership lock-up must incorporate the corporate University logo with the partner logo. The partnership lock-up must treat the entities with equal billing, and therefore need to be similar scale.

The corporate University logo must always be reproduced from electronic files supplied by Media Services (mediaservices@hw.ac.uk) and not from photocopied or preprinted material, or be redrawn in any way.

If there are more than two entities in the partnership, all logos need equal billing, and therefore need to be similar scale. Exclusion zones for each logo must be considered when spacing out the logos.
**Logo**

**Social Media Channels**

**Social media / profile icon use**

The following versions of the logo have been developed for use on social media channels and demonstrate where we need to apply a specific location, affiliation or award. These logos should not be used for any other purpose.

For digital width restrictive applications, such as profile icons on Facebook, Twitter, YouTube and other similar channels, a special square version of The Heriot-Watt logo has been created.

The preferred version of the logo is Pantone 431 or CMYK / RGB equivalent on a white background, centred within available space, with an exclusion zone of no less than 6 pixels all around.

For consistency, these versions should always be officially requested / provided, never created by the local team.

Social media icons must always be reproduced from electronic files supplied by Media Services (mediaservices@hw.ac.uk) and not from photocopied or preprinted material, or redrawn in any way.
Creating Conversational Artificial Intelligence

Professor Veren Rieser

Veren Rieser is a Professor in the School of Mathematical and Computer Sciences. Here she talks about her pioneering work in the field of Conversational Artificial Intelligence.

Q: Can you describe in a nutshell what you specialise in?
A: I am the lead of the Conversational Artificial Intelligence (Conversational AI) research group. We are focused on developing conversational systems that can interact naturally with humans and can be used in a wide range of applications.

Q: What advice would you give to someone who is interested in this field?
A: My advice would be to stay curious and open-minded. The field of Conversational AI is rapidly evolving and there are many exciting opportunities to explore.

Q: How do you think Artificial Intelligence will change society?
A: I believe that AI will have a profound impact on society. It will change the way we work, live, and interact with each other. Conversational AI will be a key component of this change.

Q: What are some of the challenges you face in this field?
A: One of the main challenges is to develop systems that can understand and respond to natural language in a way that is both effective and efficient.

Q: What do you think will be the future of Conversational AI?
A: I believe that the future of Conversational AI is bright. We are seeing increasing interest in this field and there are many opportunities to explore and innovate.

Q: What do you think is the most important aspect of your work?
A: The most important aspect of my work is the ability to create systems that can interact naturally with humans. It is a complex and challenging task, but it is very rewarding.

Q: What is your area of research and what work are you doing on this?
A: My area of research is Conversational Artificial Intelligence. We are currently working on developing conversational systems that can understand and respond to natural language in a way that is both effective and efficient.

Q: What do you think is the role of Conversational AI in society?
A: I believe that Conversational AI has the potential to revolutionise the way we interact with technology. It has the potential to make technology more accessible and to improve the quality of our interactions.

Q: What do you think is the future of the field of Conversational Artificial Intelligence?
A: I believe that the future of Conversational AI is bright. We are seeing increasing interest in this field and there are many opportunities to explore and innovate.

Q: How do you think the field of Conversational Artificial Intelligence will develop in the next 5 years?
A: I believe that the field of Conversational AI will continue to grow and evolve. We will see new applications and technologies emerge, and we will see improvements in the ability of systems to understand and respond to natural language.

Q: What do you think is the most important aspect of your work?
A: The most important aspect of my work is the ability to create systems that can interact naturally with humans. It is a complex and challenging task, but it is very rewarding.

Q: What do you think is the role of Conversational AI in society?
A: I believe that Conversational AI has the potential to revolutionise the way we interact with technology. It has the potential to make technology more accessible and to improve the quality of our interactions.

Q: What do you think is the future of the field of Conversational Artificial Intelligence?
A: I believe that the future of Conversational AI is bright. We are seeing increasing interest in this field and there are many opportunities to explore and innovate.

Q: How do you think the field of Conversational Artificial Intelligence will develop in the next 5 years?
A: I believe that the field of Conversational AI will continue to grow and evolve. We will see new applications and technologies emerge, and we will see improvements in the ability of systems to understand and respond to natural language.
Visual Personality

Typefaces

Undergraduate (For Professional Use)

Three typefaces have been chosen to represent Heriot-Watt’s visual personality throughout corporate, recruitment and marketing materials. These typefaces should only be used by professional designers. Partners should also use these fonts in printed literature, or advertisements, when promoting Heriot-Watt programmes.

Chosen Typefaces

- Kessel 105
- Miller Display
- Helvetica Neue

An example of how these typefaces are used in the University’s Undergraduate Prospectus can be viewed on page 26.

The stated typefaces are available in both Desktop format for printed material and Webfont format for digital media. A licence will need to be purchased to use these typefaces. For typefaces that are readily available on PC and Apple Mac system for free, see page 17 (Internal typefaces).
Visual Personality

Typefaces

Postgraduate (For Professional Use)

Three typefaces have been chosen to represent Heriot-Watt’s visual personality throughout corporate, recruitment and marketing materials. These typefaces should only be used by professional designers. Partners should also use these fonts in printed literature, or advertisements, when promoting Heriot-Watt programmes.

Chosen Typefaces

- Bitter
- Kessel 105
- Helvetica Neue

An example of how these typefaces are used in the University’s Postgraduate Prospectus can be viewed on page 17.

The stated typefaces are available in both Desktop format for printed material and Webfont format for digital media. A licence will need to be purchased to use these typefaces. For typefaces that are readily available on PC and Apple Mac system for free, see page 17 (Internal typefaces).

Bitter – Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHijklmnopqrstuvwxyz
0123456789 £$%*()!?.,;·

Bitter – Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHijklmnopqrstuvwxyz
0123456789 £$%*()!?.,;·

Kessel 105 – Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHijklmnopqrstuvwxyz
0123456789 £$%*()!?.,;·

Helvetica Neue – Light Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHijklmnopqrstuvwxyz
0123456789 £$%*()!?.,;·
Visual Personality

Typefaces

International (For Professional Use)
Four typefaces have been chosen to represent Heriot-Watt's visual personality throughout corporate, recruitment and marketing materials. These typefaces should only be used by professional designers. Partners should also use these fonts in printed literature, or advertisements, when promoting Heriot-Watt programmes.

Chosen Typefaces
- Bitter
- Miller Display
- Kessel 105
- Helvetica Neue

An example of how these typefaces are used in the University's International Prospectuses can be viewed on page 18.

The stated typefaces are available in both Desktop format for printed material and Webfont format for digital media. A licence will need to be purchased to use these typefaces. For typefaces that are readily available on PC and Apple Mac system for free, see page 17 (Internal typefaces).
Internal Documents
For internal documents the following typefaces that are readily available on PC and Apple Mac system are recommended:

- Arial
- Times New Roman

Arial – Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 £$%*()!?.,;:

Times New Roman – Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 £$%*()!?.,;:

Times New Roman – Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 £$%*()!?.,;:

Arial – Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 £$%*()!?.,;:
Dubai Campus

Leading UK university in Dubai

Heriot-Watt University was the first British university to set up in Dubai International Academic City in 2005, offering top quality British education to undergraduate and postgraduate students in the Middle East.

As the first British university to open a campus here, Heriot-Watt University has established itself as a pioneer in the United Arab Emirates. Our reputation for world-class teaching and practical, leading-edge research with strong links to industry has made us the biggest and fastest growing branch campus in the UAE.

The Dubai Campus offers a growing number of academic disciplines and our programmes here are the same as those we offer in the UK. They are taught by Heriot-Watt’s academic staff, most of whom are full-time on Campus, supplemented by visiting academics from our Scottish Campuses.

Why Go Global?
- Broaden your horizons
- Experience new cultures
- Build your global network
- Enhance your career prospects

Studying abroad
Studying abroad is a great opportunity to meet people, discover new interests and develop your life skills. It can build your confidence, develop your adaptability and hone your resourcefulness, which are all important personal attributes valued by employers.

Heriot-Watt University has shown great initiative and market awareness opening up a campus in Dubai. The University is really showing the way forward to opening up the international demand for Scottish programmes and qualifications around the world.

Allan Wilson OBE, Scottish Council for Development and Industry

The average starting salary of a Heriot-Watt graduate six months after graduation is in the Top 20 in the UK and 2nd highest in Scotland.

The Sunday Times Good University Guide 2015

Industry-focused degrees and our award-winning Careers Service helps more than 95% of students into employment or further study within six months of graduation.
Making a Difference
in the Real-World

Founded in 1821 as the world’s first mechanics institute, Heriot-Watt has a rich heritage and an established reputation as a leading research-led university attracting people who aspire to be leaders in ideas and solutions.

YOUR CAREER
Our degrees are highly regarded for their relevance to the world of work and our Schools are well connected in their fields, ensuring you gain up-to-date knowledge and develop the expertise required by top companies around the world.

In demand with employers
We have an excellent record of preparing students for successful careers. Heriot-Watt maintains an enviable position near the top of the university employment league tables and around 90% of our postgraduate students are either in work or in full-time study.

TAUGHT PROGRAMMES
Heriot-Watt Alumni Scholarships: Open to all Heriot-Watt alumni (except Institute of Petroleum Engineering (IPE) graduates) who have previously been registered for one year or more.

SFC Key Skills Funded Places: For students resident in Scotland on specific postgraduate programmes that meet the skills demands.

Once you have filled in all the relevant sections please upload the following documents:
- Copy of the photo page of your passport
- English language certificates, e.g. IELTS, from an approved centre.

If you have already created an account for your chosen degree programme(s) you can log back in (https://myhwu.hw.ac.uk) and apply for the Foundation English programme without the need to create a new login and account.

WANT TO KNOW MORE?
WATCH RORY’S VIDEO INTERVIEW: www.postgraduate.hw.ac.uk
Visual Personality

Typography

International (For Professional Use)
Specifications for Heriot-Watt typography styling:

Title A
Font: Kessel 105 – Bold, Size: 54pt, Leading: 45pt,
Tracking: -50*, Space Before: 0mm, Space After: 8mm

Title B
Font: Miller – Display Italic, Size: 54pt, Leading: 45pt,
Tracking: -50*, Space Before: 0mm, Space After: 8mm

Introduction
Font: Bitter – Regular, Size: 13pt, Leading: 16pt,
Tracking: -40*, Space Before: 0mm, Space After: 3mm

Header
Font: Kessel 105 – Bold, Size: 9.5pt, Leading: 9.5pt,
Tracking: 0*, Space Before: 3mm, Space After: 1mm

Sub Header
Font: Kessel 105 – Bold, Size: 7.75pt, Leading: 8.5pt,
Tracking: 0*, Space Before: 0.75mm, Space After: 0.25mm

Body Copy
Font: Helvetica Neue – Light Condensed,
Size: 9pt, Leading: 12pt, Tracking: 0*,
Space Before: 0mm, Space After: 2mm

Quote
Font: Bitter – Italic, Size: 12pt, Leading: 14pt,
Tracking: -30*, Space Before: 6mm, Space After: 2mm

*Tracking valuation only apply to InDesign.

Go Global

Study and see the world: At Heriot-Watt you have the opportunity to become a global student by taking part in an Inter-Campus Transfer to our Edinburgh or Dubai Campus.

Become a Global Student
Heriot-Watt encourages students to gain an international experience as part of their studies.
Our Go Global Programme provides opportunities to study and see the world.

We have campuses in the UK, Dubai and Malaysia.
As a student at Heriot-Watt you can take advantage of our international campus locations by transferring to another campus for a semester, a year or longer.
It’s also possible to transfer to more than one location.
We currently have students who are spending a semester in Dubai and a semester in Malaysia during the third year of their programme.

Why Go Global?
- Broaden your horizons
- Experience new cultures
- Build your global network
- Enhance your career prospects.

Heriot-Watt University was my first choice because of its exceptional reputation and high ranking in overall business courses not just in the UK but also among many universities around the world that I have researched.

Uma Sangkari, 1st Year, MA (Hons) Business Management with Enterprise

www.hw.ac.uk/dubai
**Visual Personality**

**Colour**

**Corporate Palette**
Heriot-Watt's predominant colours are Pantone 431 and white. Pantone 2925 (blue) is included to feature as an accent colour when needed. This should only be used sparingly and not as a predominant colour. For example, when highlighting website addresses, names on business card etc...

Pantone 2945 and Pantone 429 are two further colours introduced to the colour palette to add depth, while maintaining a distinct corporate personality.
Secondary Palettes
Secondary colour palettes have been introduced, to add depth and flexibility across Heriot-Watt’s undergraduate and postgraduate communication platforms. This will allow a variety and distinction to such materials, while maintaining an overall consistency in how Heriot-Watt is presented to its various audiences. Use of a colour outside of the secondary colour palette is strongly discouraged.

Undergraduate Palette
The bright colours within the undergraduate colour palette have been chosen to appeal to the undergraduate audience. This selection will allow variety, while maintaining consistency across undergraduate materials. No tints of any Pantone are allowed as part of the brand vision.

For the postgraduate colours palette please see page 23.

An RGB equivalent for each specified colour has been provided for all digital/electronic media.

Please contact the Media Services team for advice on using other colour variations.

<table>
<thead>
<tr>
<th>Colour Palette</th>
<th>Pantone®</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate Palette</td>
<td>219</td>
<td>1 / 92 / 1 / 0</td>
<td>215 / 31 / 133</td>
</tr>
<tr>
<td></td>
<td>383</td>
<td>35 / 0 / 100 / 20</td>
<td>162 / 173 / 0</td>
</tr>
<tr>
<td></td>
<td>272</td>
<td>62 / 59 / 0 / 0</td>
<td>117 / 119 / 192</td>
</tr>
<tr>
<td></td>
<td>7416</td>
<td>0 / 73 / 66 / 0</td>
<td>224 / 104 / 75</td>
</tr>
<tr>
<td></td>
<td>2995</td>
<td>83 / 1 / 0 / 0</td>
<td>0 / 169 / 224</td>
</tr>
<tr>
<td></td>
<td>1225</td>
<td>0 / 19 / 79 / 0</td>
<td>255 / 203 / 79</td>
</tr>
</tbody>
</table>
Visual Personality

Colour

Postgraduate/International Palette

The muted colours within the postgraduate colour palette have been chosen to appeal to the postgraduate audience. This selection will allow variety, while maintaining consistency across postgraduate materials. No tints of any Pantone are allowed as part of the brand vision.

For the undergraduate colours palette please see page 22.

An RGB equivalent for each specified colour has been provided for all digital/electronic media.

Please contact the Media Services team for advice on using other colour variations.

<table>
<thead>
<tr>
<th>Pantone®</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>540</td>
<td>100/57/12/70</td>
<td>0/51/89</td>
</tr>
<tr>
<td>5265</td>
<td>86/84/9/45</td>
<td>64/59/101</td>
</tr>
<tr>
<td>5477</td>
<td>66/24/43/70</td>
<td>0/179/190</td>
</tr>
<tr>
<td>7466</td>
<td>91/53/0/0</td>
<td>42/110/187</td>
</tr>
<tr>
<td>7433</td>
<td>88/29/0/0</td>
<td>122/65/131</td>
</tr>
<tr>
<td>7730</td>
<td>8/29/16/24</td>
<td>168/64/105</td>
</tr>
<tr>
<td>7456</td>
<td>70/56/0/0</td>
<td>103/115/182</td>
</tr>
<tr>
<td>7448</td>
<td>70/56/0/0</td>
<td>103/115/182</td>
</tr>
<tr>
<td>Black 5</td>
<td>42/69/37/85</td>
<td>68/49/53</td>
</tr>
<tr>
<td>5743</td>
<td>54/24/86/81</td>
<td>64/74/41</td>
</tr>
<tr>
<td>7448</td>
<td>68/98/21/85</td>
<td>60/38/57</td>
</tr>
</tbody>
</table>
The use of consistent design approaches in printed material creates a personality that is easily identifiable as Heriot-Watt. The colour palettes and typography styles are an integral part of this personality and the following example of the Undergraduate Prospectus illustrates how using a consistent approach to design enhances the University's brand strength.

Please see overleaf for examples of Heriot-Watt’s postgraduate visual personality.
Visual Personality

Printed Material

Postgraduate

The use of consistent design approaches in printed material creates a personality that is easily identifiable as Heriot-Watt. The colour palettes and typography styles are an integral part of this personality and the following example of the Postgraduate Prospectus illustrates how using a consistent approach to design enhances the University's brand strength.

Please see overleaf for examples of Heriot-Watt’s international visual personality.
Visual Personality

Printed Material

International Campuses

The use of consistent design approaches in printed material creates a personality that is easily identifiable as Heriot-Watt. The colour palettes and typography styles are an integral part of this personality and the following example of the Malaysia and Dubai Prospectus illustrates how using a consistent approach to design enhances the University’s brand strength.

Please see overleaf for examples of posters and banners using Heriot-Watt’s visual personality.
Visual Personality

Printed Material

Here are poster and banner examples using Heriot-Watt’s visual personality.

Please see overleaf for examples of digital media using Heriot-Watt’s visual personality.
Visual Personality

Banners

International Recruitment

Here are banner examples for International Recruitment using Heriot-Watt’s visual personality.
Here are examples of digital advertising banners using Heriot-Watt's visual personality in a variety of dimensions.
Website Banners
Here are examples for website banners using Heriot-Watt’s online image personality.
Our corporate stationery provides us an opportunity to create widespread recognition of our brand and a positive impression of Heriot-Watt University.

All stationery should be ordered via Media Services, which ensures that letterhead, business cards and compliment slips are produced to a common specification and professional in appearance.

Examples are shown opposite.
Positioning Line

Colour and Configuration

This message underpins all university endeavours and should be used on all promotional items with prior agreement.

It is preferred that the Leaders in Ideas and Solutions message should appear in full colour (Pantone colour 431 and its CMYK and RGB equivalents) against a white background, against dark coloured backgrounds it should be reversed out.

For occasions when the use of the full colour version is not practical. For example, against a strong coloured background, the reverse out white version is available to assist with the design task. When used over photography a semi opaque panel is incorporated to pull it forward (70% opacity).

For positioning line applications there are two alternatives. Where space allows the one line vertical orientation applies. Alternatively a three line horizontal solution is available.

For usage requirements outside these parameters, please contact Media Services.
Positioning Line

Positioning and Size

For positioning line applications there are two alternatives. Where space allows the one line vertical orientation applies. The one line solution should be centred vertically on the right hand side of any document. Alternatively a three line horizontal solution is available. The three line solution should be positioned top right or bottom right.

The following message sizes are recommended:

**One line – vertical**
- A6 – height: 36mm (3mm from edge)
- A5 – height: 48mm (4mm from edge)
- A4 – height: 62mm (5mm from edge)
- A3 – height: 96mm (8mm from edge)
- A2 – height: 138mm (12mm from edge)
- A1 – height: 192mm (16mm from edge)
- Banner* – Message height: 100mm (8mm from edge)

**Three line – horizontal**
- A6 – height: 10mm (4mm from right, 6mm from top)
- A5 – height: 12mm (6mm from right, 8mm from top)
- A4 – height: 15mm (8mm from right, 10mm from top)
- A3 – height: 22mm (10mm from right, 15mm from top)
- A2 – height: 32mm (15mm from right, 20mm from top)
- A1 – height: 44mm (20mm from right, 30mm from top)
- Banner* – height: 24mm (10mm from right, 15mm from top)

The above sizes are applicable to documents with the same width measurement. For example A4 and 210mm square.

*Measurements based on 800mm x 2100mm pull-up banner at quarter size.
Positioning Line

Usage

There are four options for applying the positioning line: one line – vertical (1), one line – vertical (housed) (2), three line – horizontal (3), three line – horizontal (housed) (4).

It is preferred that the positioning line should appear in Pantone colour 431 or CMYK/RGB equivalents, against a white background. For occasions when the use of the full colour version is not practical, for example, against an image or a strong coloured background, the reverse out white version is available to assist with the design task.
Contact Us

If you have any questions regarding the production of materials in accordance with this Style Guidelines document, please contact Media Services via:

Email: mediaservices@hw.ac.uk
Phone: +44 (0)131 451 4282