Background

Logo

01 / Elements
02 / Colour
03 / Usage
04 / Lock-ups

Positioning Line

08 / Colour
09 / Positioning and Size

Contact
Background

During the course of 2016, the University will be changing its visual personality. From 1st March 2016, a simplified logo will replace the previous blue, pennant version on all printed and digital materials. In order to keep costs down, updates to marketing and support literature, will take place as part of the normal business cycle.
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 (mediaservices@hw.ac.uk).
Usage

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 (mediaservices@hw.ac.uk).
**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.
Lock-ups

Campus Logos – Architectural Signage

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

The campus logos are to be used for architectural signage only.

The campus 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.
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.
Positioning Line

Colour

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

Positioning and Size

The Leaders in Ideas and Solutions positioning line should be centred vertically on the right hand side of any document. Where not possible, the positional line can have the flexibility to be positioned at any height to assist with the design task in hand.

The following message sizes are recommended:

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

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

For digital applications there are two alternatives.

Where space allows the vertical orientation applies. When horizontal, a three line solution is used. Like the vertical orientation, the three line solution should be centred vertically (where possible) in any space and ranged right.

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

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