

# Lancaster University

University logo  
July 2013



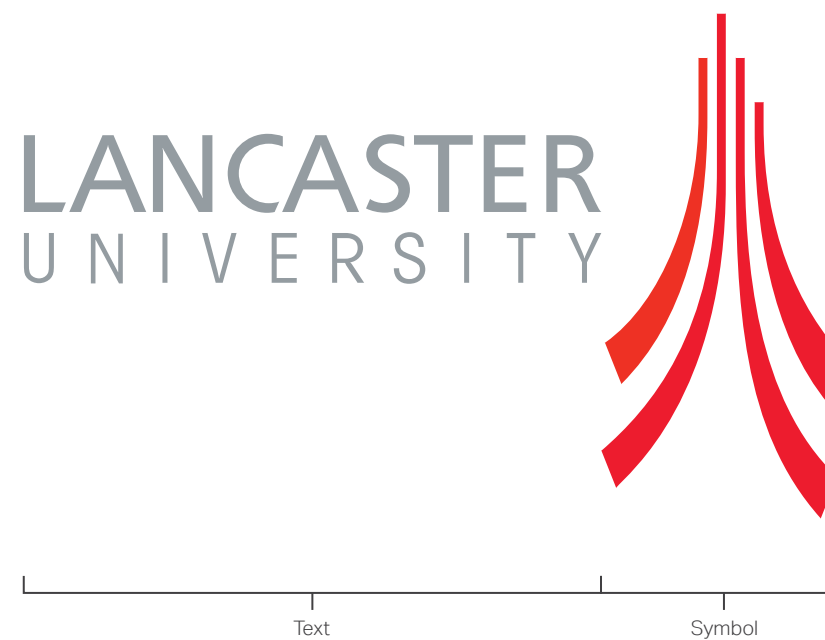
## University logo

### Logo

The logo is visual shorthand for everything that the University represents. Maintaining its integrity is essential to symbolise the integrity of the University. Consequently the logo should be seen as a lock-up and the elements should never be separated or adjusted in size or relationship.

The colours of the logo are important. Red provides a 'stand-out' factor, grey provides a softer element and white ensures a clean, crisp feel.

At all times the 'Lancaster University' wording should appear to the left of the symbol. This should not be moved or amended in any way. In certain circumstances a reversed-out version of the logo may be used – please see 'colour usage' section.



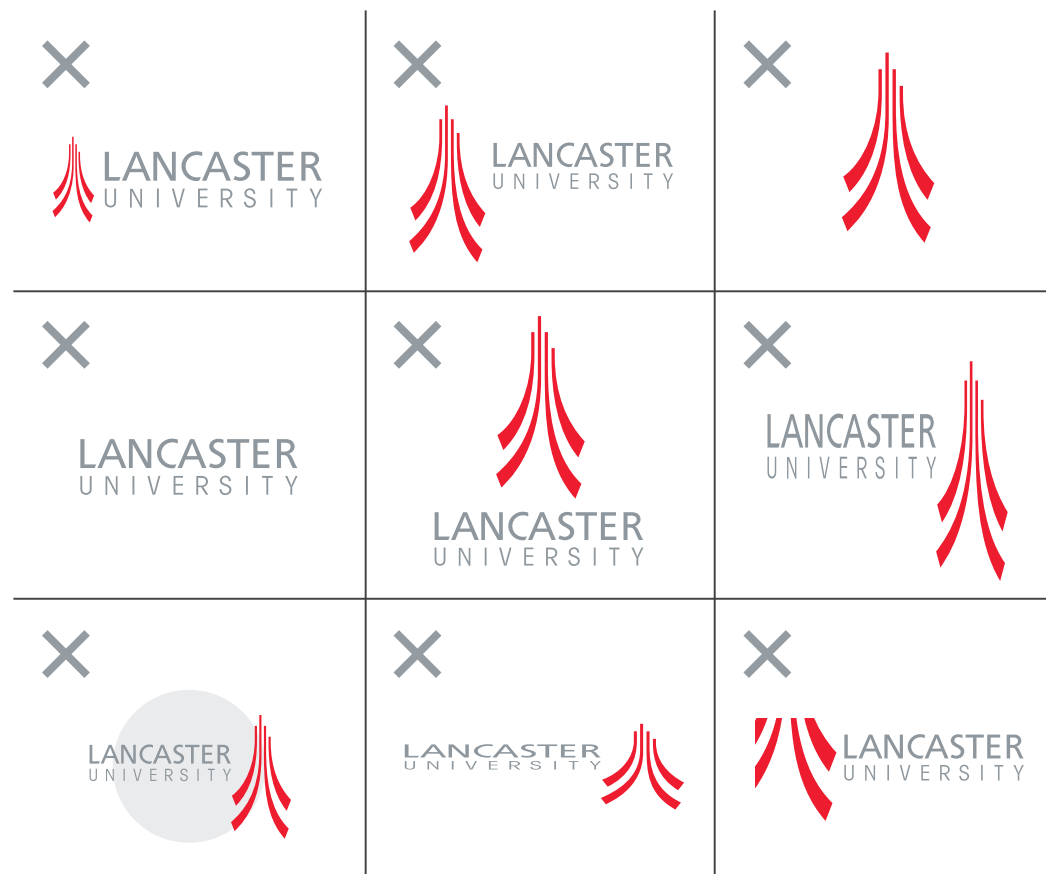
## University logo

### Mistreatments

In order to maintain the integrity of the Lancaster logo, please avoid the mistreatments shown on this page.

The symbol must not be manipulated or distorted in any way. No sub-brands may be created using any part of the Lancaster logo.

If you wish to use the logo to show a joint venture or collaboration with another organisation, please contact [the University Marketing Services Team – marketing-services@lancaster.ac.uk](mailto:marketing-services@lancaster.ac.uk)



## University logo

### Exclusion zone and minimum size

An exclusion zone (a) reduces any distraction around the University logo, enabling it to stand out. No type or image should intrude on the logo's exclusion zone. The letter and size of the 'E' represents the measuring mechanism for clear space around the logo. This maintains the integrity of the University logo, and means that the exclusion zone enlarges and reduces in line with the enlargement or reduction in size of it.

In print media, the University logo should never be shown any smaller than the size indicated here (b). This is the smallest size to which the University logo can be reduced without losing integrity or becoming illegible or distorted.

In digital media, further reduction may be necessary for specific purposes – please contact the [University Marketing Services Team](mailto:marketing-services@lancaster.ac.uk) – [marketing-services@lancaster.ac.uk](mailto:marketing-services@lancaster.ac.uk) for assistance in this respect.

#### (a) Exclusion zone



#### (b) Minimum size



# University logo

## Colours

Lancaster's predominant colours are red, grey and white.

Tints of Pantone® 430 grey have been introduced, but no tints of Pantone® 485 red are allowed. An exception is the University website, where a darker colour has been added to Pantone® 485 red to give a 3D effect on some buttons and panels. This is only acceptable online, where this graphic technique helps with the overall navigational experience.

A colour usage ratio guides the University look and feel and determines Lancaster's distinctive brand appearance. Please see the 'elements and colour ratio' section.

### Lancaster University Red

**Spot Colour (coated stock):** Pantone® 485CV      **Spot Colour (uncoated stock):** Pantone® 485CVU      **%Tints:** None

**Four-colour Process:**  
0% Cyan  
96% Magenta  
100% Yellow  
0% Black

**RGB for on-Screen:**  
213 Red  
43 Green  
30 Blue

### Lancaster University Grey

**Spot Colour (coated stock):** Pantone® 430CV      **Spot Colour (uncoated stock):** Pantone® 430CVU      **%Tints:** 100—5

**Four-colour Process:**  
33% Cyan  
18% Magenta  
13% Yellow  
40% Black

**RGB for on-Screen:**  
129 Red  
138 Green  
143 Blue

90%	80%	70%	60%	50%
40%	30%	20%	10%	5%

### Lancaster University White

An important element in the representation of the University is the use of white space. Please see the 'University look and feel' section.

## University logo

### Colour usage – correct

These are the correct colour uses for the University. Please note and follow the usage hierarchy. The original logo (1) is the preferred rendition and should be used in the majority of cases. This ensures consistency of presentation across all materials.

Other variations (2-5) should be used sparingly and with advice from the Marketing Services Team.

Please note: Pantone® 485 red should always feature in any rendition of the University logo and a total reverse out in white is only acceptable on a red background and in limited circumstances.

Please contact the University Marketing Services Team on [marketing-services@lancaster.ac.uk](mailto:marketing-services@lancaster.ac.uk) if you want to use a logo variation.

\* (1)



(2)



Background: Pantone® 430

(3)



Background: Pantone® 485

(4)



Background: Black

(5)



Background: Dark imagery

## University logo

### Colour mistreatments

Please note the following mistreatments and do not use them. This will ensure our logo is always represented consistently.



Black wording



Grey wording on a black background (unclear)



Wording and symbol in black on any background



Wording and symbol in white on any background, except Pantone 485 Red in limited circumstances (see page 10).



Wording and symbol in Pantone® 485 red on a white background



Wording and symbol in grey, absence of Pantone® 485 red



Wording and symbol in grey, unclear on a black background



Wording and symbol unclear on a busy background

## University logo

### Logos for print

The logo must be used on all University printed materials and adhere to these guidelines.

External partners must first have permission to use the logo from [the University Marketing Services Team – marketing-services@lancaster.ac.uk](mailto:marketing-services@lancaster.ac.uk)

The logo has been developed to ensure that it is always visible and impactful. To ensure this legibility, the logo should not be reduced below the suggested minimum size (page 5) and always printed at 300 dpi.

For printed materials, please use an eps file. An eps file can be enlarged without reducing quality, hence retaining the integrity of the logo and will appear consistently sharp – unlike a jpeg which does lose quality if enlarged. An eps file can be inserted into Microsoft Word and Excel documents in exactly the same way as a jpeg, however can't be opened when double clicking on the icon.

The eps logo can be requested from [the University Marketing Services Team – marketing-services@lancaster.ac.uk](mailto:marketing-services@lancaster.ac.uk)





# University logo

## Alignments for print

Where required, headings should be aligned to the right or left edge of the **text** within the logo, and not to the symbol. Please see examples on this page.

(1)



Lancaster University  
Brand Guidelines

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit, sed diam nonummy nibh  
euismod tincidunt ut laoreet dolore magna  
aliquam erat volutpat. Ut wisi enim ad minimi

(2)



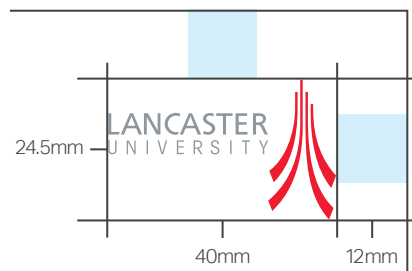
Lancaster University  
Brand Guidelines

# University logo

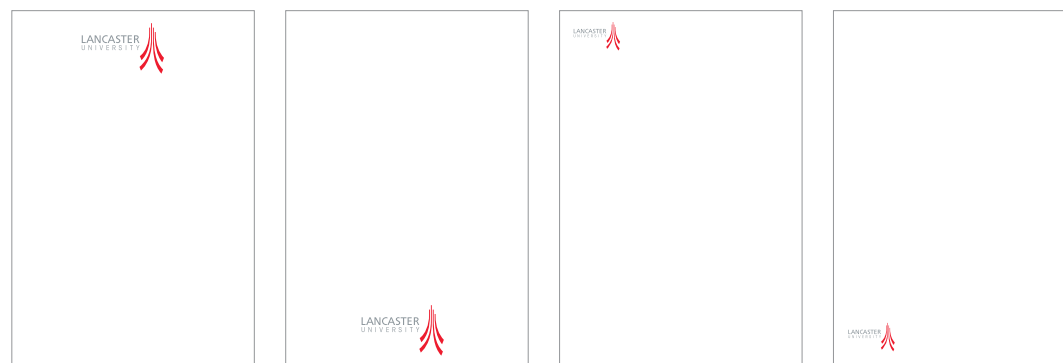
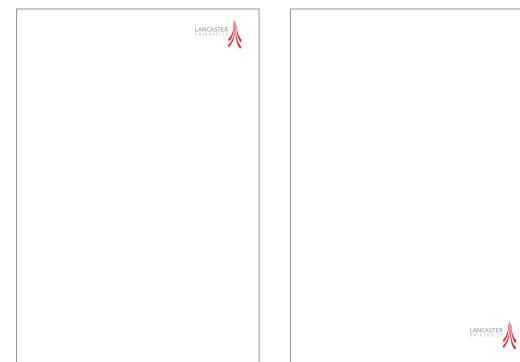
## Page placement for print

The preferred placement for the University logo is top right or bottom right on any printed page. On an A4 page, the University logo should measure '40mm x 24.5mm'.

If you are using the University logo in conjunction with another logo (for example for a joint presentation with another university) please contact [the University Marketing Services Team – marketing-services@lancaster.ac.uk](mailto:marketing-services@lancaster.ac.uk) for advice on placement.



A4, A5



Not to scale

# University logo

## Logos for screen

### Minimum size

The logo must be used on all web pages that reside on the [www.lancaster.ac.uk](http://www.lancaster.ac.uk) domain, including sub-domains. Websites on other domain names should request permission to use the logo via [the University Marketing Services Team – marketing-services@lancaster.ac.uk](mailto:marketing-services@lancaster.ac.uk)

To ensure legibility, the logo should not be reduced below the minimum size of 113 pixels wide by 69 pixels high at 72 dpi for websites. For screen (websites, E-shots and PowerPoint slides), please use a png file.

### Exclusion zone

A minimum clear space around the logo should be set at 15 pixels.

### Positioning

The Lancaster University logo should always be positioned in the top left hand corner of the design on websites and E-shots and top right hand corner for PowerPoint slides.

The png logo can be requested from [the University Marketing Services Team – marketing-services@lancaster.ac.uk](mailto:marketing-services@lancaster.ac.uk)

Social media sites often have limited space available for logos, so a version of the logo has been specifically adapted for use in these channels. Please contact [the University Marketing Services Team – marketing-services@lancaster.ac.uk](mailto:marketing-services@lancaster.ac.uk) – if you need access to a social media version of the logo.

