



Universitas 21 Logo Style Guide

The following style guide is intended for anyone who uses the U21 logo or who has need to communicate for or on behalf of the network and should be adhered to at all times.

Logo

The *Universitas 21* logo is trademarked and can therefore only be used by members of the network for network business or with the prior express written permission of the Secretariat or Chair of the network by those outside the network.

The logo is made up of two elements – the visual “globe” symbol and the strap line “The leading global network of research universities for the 21st century”.

****Please note that the strap line was updated in June 2011. Any version of the logo with the old strapline should be replaced.****

There are two versions of the logo, one with the strap line and one without. The logo is available in colour, grey scale and black & white.



Wherever possible, the logo with the strapline should be used. If it is impractical to use the strapline (for example if the text is too small to be read) then the U21 website address should be used in its place.



The high resolution logos are available in raster format as a jpg file, or vector format as an eps file. Vector graphics keep to scale without pixelating when enlarged or reduced.

The logo can be placed on any colour background, so long as it is clearly identifiable and the wording, whether strapline or website address, can be easily read. If necessary a very thin border can be put around the graphic.

The graphic logo should not be used at a size smaller than 1.5cm x 1.5cm, as this impedes the ability to read the word “Universitas”.



1cm – too small



1.5cm – preferred smallest size

Colours

The chart below shows the make-up of the colours used on the logo

The primary colour palette for the Universitas 21 logo is as follows:



Orange:

For print use (CMYK)

C: 0
M: 50
Y: 100
K: 0

For web use (RGB):

R: 247
G: 147
B: 30



Blue:

For print use (CMYK)

C: 70
M: 60
Y: 15
K: 0

For web use (RGB):

R: 99
G: 109
B: 160



Navy Blue:

For print use (CMYK)

C: 100
M: 80
Y: 0
K: 80

For web use (RGB):

R: 13
G: 16
B: 53

Website

The U21 logo may be used on external websites, providing the logo is also hyperlinked to the U21 website (www.universitas21.com) or U21-related website (e.g. U21 pages on a member institution’s website)

No sites should fully replicate the U21 site in appearance, although the logo and similar “U21 colours” may be used to show a link between the main network site and other sites related to it.

Network name

Where the network is referred to it should take the form of *Universitas 21* (i.e. in italics and with a space between the letters and the numbers). If the shortened form of U21 is used this should not be in italics. The shortened

form should only be used for communication within the network or after the full name of the network has been used in order to build awareness of the full name of the network.

Corporate font and templates

All documents should be written in Arial, as this is a standard Microsoft font and readily available across the world.

Font size for correspondence should not be smaller than 9 point or larger than 12 point. Wherever possible 10 point should be used.

Header and footer text should be no larger than 10 point and no smaller than 7 point.

If possible, the U21 logo should be clearly displayed on U21 correspondence from member institutions according to the guidelines above.

There is also a standard PowerPoint presentation template which should be used when presenting information about *Universitas 21* to an external audience. If a member institution wishes to use its own presentation template they may do so, providing the U21 logo is clearly displayed according to the guide above.

Queries

Should you have any queries about the use of the *Universitas 21* logo or wish to request high resolution copies of it, please contact Clare Noakes (clare.noakes@universitas21.com) at the U21 Secretariat.