



Identity Guidelines

The guidelines set out should be adhered to maintain a consistency across all communications and media.

Variations of the logo have been created for specific applications. All are available as digital artwork and therefore should never be redrawn. They can be obtained by contacting:

All logos will be available as downloads from www.greatwesternresearch.ac.uk or from the Great Western Research project manager.

The logo consists of 2 elements: the icon and the logotype. The relationship between these elements is fixed and should appear on a white background.

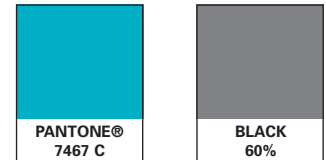
Colours



2 colour spot

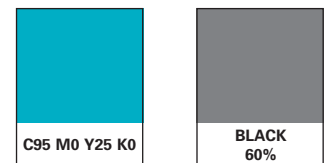
This is the ideal version for full colour marketing and communications. The 2 colours are Pantone® 7467 (vignetting outward to a 50% tint in the icon) and 60% tint of black.

The two colour logo should not be reproduced in any other spot colours.



4 colour process

This logo is to be used where spot colour printing is not available.



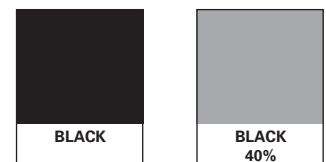
RGB

Suitable for web or in digital presentations.



Black & White/Mono

Where colour printing is not possible, such as press advertising. If the method of reproduction does not allow for graduation of tints (such as faxes), the solid black logo (without vignette) should be used.



On coloured background

Where it is necessary for the logo to appear on a coloured background, the solid white-out version should be used.

The background should be of sufficient tonal value for the logo to be clearly distinguishable.

Positioning, size and exclusions



Positioning

The preferred positioning of the logo is top right or bottom right of any format. However there are exceptions dependent upon the application (such as the internet, where important elements are best positioned on the left of the page).

Size

Ultimately the size will depend on the scale and format of a particular application but should always remain legible and therefore never fall below the minimum size specified.

Exclusion area

A clear space always appears around the logo. There should be no type, imagery or other graphic within the exclusion zone.

The only exception is where an image is used as a full bleed background to a piece of communication on which the logo must sit. This is only appropriate if the area of the image behind the logo is of a plain, uncluttered appearance and gives sufficient contrast against the colours of the logo.

If this area is of dark tonal value, the reversed (solid white) logo should be used (see rules for logo use on a coloured background).



The clear space is equal to 25% of the height of the icon.

Minimum size

Logo can be scaled down proportionally until the height of the icon reaches a minimum of 8mm.



Area specific logo variation



Where the business activity is area specific, a single line detailing the specialism can be added under the logo.

The font used for this line is Helvetica Neue regular (all uppercase), aligned right to the logotype and the colour is the same as the "Great Western" copy.

When referring to the area-specific subjects in headings or body copy there is no requirement to use uppercase. However, when used as a heading, Helvetica Neue regular should be the font that is applied.

All other body copy should use Arial (no bigger than 11pt in printed material) as the preferred font.



20%
20%
20%
20%

The cap height of this copy is equivalent to 20% of the icon height.

= 20% of icon height



=
=

The distance below the logotype is equal to the distance between "Great Western" and "Research".

