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The University of Bristol crest is derived from the coat of arms of University College, Bristol. This depicted a golden ship sailing from a silver castle. It had a central shield with a helmet above surmounted by two arms, one grasping a serpent, signifying wisdom and the other holding a pair of scales, symbolising justice. There were two golden unicorns as ‘supporters’.

The ship and castle are retained in the crest and are joined by the following elements:

The **open book of learning** with the words meaning ‘nothing is achieved without the Lord’. The motto ‘Vim Promovet Insitam’ means ‘learning promotes one’s innate power’.

**The sun** represents the Wills family. From 1908 to 1958 the Wills family made a series of gifts of property and new buildings that would now be worth well over £400 million. H.O. Wills was the first Chancellor of the University of Bristol.

**The dolphin** represents Colston. University College Colston Society (subsequently Colston Research Society) was named after Edward Colston (1636-1721) and was founded in 1899. It raised money for, among other things, ‘the endowment of Colston Chairs in connection with University College, Bristol’.

**The horse** represents Fry. Joseph Storrs Fry (1826-1913) built up the chocolate business he inherited from his father. His brother Albert Fry (1830-1903) was Chairman of University College from 1882 to 1903. Another brother, the Right Honourable Lewis Fry (1832-1921), was Chairman of Council of University College from 1903 to 1909 and of the University Council from 1909 to 1914. He was also Pro Chancellor from 1909 to 1921.
Crest Guidance on usage

Most University-branded materials (including reports, newsletters, leaflets, posters, stationery, adverts and Powerpoint presentations) should bear the University of Bristol logo. Full details of how and when to use the University of Bristol logo are available at bristol.ac.uk/visualidentity.

If you have any queries about the logo or crest, please email public-relations@bristol.ac.uk.

The University of Bristol crest may be used on printed materials for certain ceremonial or public events. Some student societies (mainly sports clubs) that have traditionally used the crest (for example, on clothing, for competing in intervarsity matches) may continue to do so.

To obtain the crest, please email public-relations@bristol.ac.uk, stating how you intend to use it.

Important Use the University of Bristol logo for most University-branded documentation.
Crest Isolation area

There is a minimum isolation area around the crest that should always remain clear of other text or graphics. This clear space is the height and width of the sun on all four sides.

Crest Colour variants

1. Full-colour crest
Use the full-colour crest wherever possible.

2. Black crest
Use a black crest where a single-colour version of the crest is required.

Important Please note that the crest should only ever appear on a white background.
Crest Recommended size

Minimum size
20 mm is the minimum recommended size for the crest on printed documents.

Large formats
When using the crest on large-format items, please use a scale relative to the size of the item being produced.

Important The crest must always be scaled up or down in proportion.
Crest Incorrect use

Care should be taken to ensure that the crest is used correctly at all times. The examples below show uses that should be avoided.

<table>
<thead>
<tr>
<th>Do not separate or use the graphic elements on their own</th>
<th>Do not distort or stretch the crest</th>
<th>Do not crop the crest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do not add drop shadows or any other effects to the crest</td>
<td>Do not change the colour of the crest</td>
<td>Do not rotate the crest</td>
</tr>
<tr>
<td>Do not apply crest on a coloured background. Should only appear on a white background.</td>
<td>Do not replace or add text to the scroll or shield</td>
<td>Do not place the crest in an isolated box or frame</td>
</tr>
</tbody>
</table>
Crest Usage in conjunction with an organisation name

Please do not amend the wording on the shield or scroll. Any additional wording, such as a sports club name, should be added below the crest, outside the isolation area (see page 5).

1. Correct usage
Any text added outside the isolation area should be in one of University fonts, ideally Helvetica Neue 45 light. The type size should be proportional to the text in the scroll.

2. Incorrect usage
Do not amend the crest in any way.

More information on fonts, including alternative typefaces, can be found at bristol.ac.uk/visualidentity
**Crest** Usage on clothing

The crest should appear on the wearer’s top left as shown in the accompanying illustration.