The University of Bristol logo

The logo is made up of two elements – the graphic block and the logotype. The graphic block is derived from the University coat of arms, with icons representing the University’s founders and benefactors – a sun for Wills, a horse for Fry and a dolphin for Colston. The ship and the castle are based on the medieval city seal of Bristol. The open book of learning completes the graphic block. The logotype is Bembo, one of the University’s primary typefaces.

Logo Isolation area

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

Logo Colour variants

1. Full-colour logo
   The full-colour logo, which uses the University red and black, is the primary colour variant and should be used whenever possible.

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

3. White logo
   Use the white logo on a solid background if there is insufficient contrast between the background and the full-colour or black logo.

Important Please note that the logo should never appear in an isolated box or frame (the example shown here is for illustrative purposes only).
**Logo** Recommended size

**Minimum size**
35 mm is the minimum recommended size for the logo on printed documents. This is appropriate where space is limited, for example on business cards.

**A5/DL literature**
45 mm is the recommended size for the logo on A5 or DL literature (DL being the common compliments slip size).

**A4 literature**
55 mm is the recommended size for the logo on A4 literature.

**Large formats**
When using the logo on large-format items, for example, on pop-up banners, please use a scale relative to the size of the item being produced.

**Important** The logo must always be scaled up or down in proportion.

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**Logo** Incorrect use

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

**Do not** separate or use the graphic elements on their own (but see page 47 for exceptions relating to the sun icon).

**Do not** change the colour of the logo to anything other than the examples shown on page 41.

**Do not** rotate the logo.

**Do not** apply colour behind the graphic block.

**Do not** modify the layout of the logo.

**Do not** add drop shadows or any other effects to the logo.

**Do not** distort or stretch the logo.

**Do not** change the logo typeface.

**Do not** modify the layout of the logo.

**Do not** crop the logo.
**Logo Use on backgrounds**

The logo may be used on any background, including photographs, as long as it is legible and clearly recognisable. Use the full-colour logo wherever possible.

**Full-colour logo**

Use the full-colour logo on pale, neutral backgrounds with an even tone where both the University red and the black are clearly visible.

**Black logo**

Use the black logo on a solid background colour if the full-colour or white logo is not clearly visible.

**White logo**

Use the white logo on dark or vibrant backgrounds if the full-colour or black logo is not clearly visible.

**Incorrect use**

Do not place any variant of the logo over a complicated background with uneven tones.

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**Logo Formats**

Our logo is available in a range of different formats which are suitable for various uses, as shown in the table below.

**Professional printing**

<table>
<thead>
<tr>
<th>Format</th>
<th>Colour</th>
<th>Minimum resolution</th>
</tr>
</thead>
<tbody>
<tr>
<td>EPS</td>
<td>CMYK/Pantone®/BW</td>
<td>300 dpi</td>
</tr>
<tr>
<td>TIFF</td>
<td>CMYK/BW</td>
<td>300 dpi</td>
</tr>
<tr>
<td>JPG</td>
<td>CMYK/BW</td>
<td>300 dpi</td>
</tr>
</tbody>
</table>

**Desktop printing (Microsoft Office documents)**

<table>
<thead>
<tr>
<th>Format</th>
<th>Colour</th>
<th>Minimum resolution</th>
</tr>
</thead>
<tbody>
<tr>
<td>JPG</td>
<td>CMYK/RGB/BW</td>
<td>150 dpi</td>
</tr>
<tr>
<td>PNG</td>
<td>RGB/BW</td>
<td>150 dpi</td>
</tr>
</tbody>
</table>

**Web and screen-based applications**

<table>
<thead>
<tr>
<th>Format</th>
<th>Colour</th>
<th>Minimum resolution</th>
</tr>
</thead>
<tbody>
<tr>
<td>JPG</td>
<td>RGB/BW</td>
<td>72 dpi</td>
</tr>
<tr>
<td>PNG</td>
<td>RGB/BW</td>
<td>72 dpi</td>
</tr>
</tbody>
</table>

**Important**

If you wish to place the logo over an image or block of colour when creating a document for desktop printing, you should use the PNG format as it has a transparent background.

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**Terminology**

See page 73 for a glossary of design and print terminology.

**Download the logo from**

bristol.ac.uk/visualidentity/logodownloads.html
Important

Schools, departments and institutes should always use the University of Bristol logo, rather than developing an individual identity.

Where there is justification for identifying the department, school or institute, the name of the relevant unit should appear in black only, beneath the University of Bristol logo. Regardless of the size of the logo used, the type should be scaled to remain consistent with the examples below.

Text should not exceed the boundaries of the logo. The minimum and maximum font sizes for the accompanying text are 18 pt and 9 pt respectively.

### APPLYING THE GUIDELINES

#### LOGO

**School/department/institute logos**

Where there is justification for identifying the department, school or institute, the name of the relevant unit should appear in black only, beneath the University of Bristol logo. Regardless of the size of the logo used, the type should be scaled to remain consistent with the examples below.

The isolation area is equal to half of the height of the castle element. Text should not exceed the boundaries of the logo.

If you need a logo in this style, or have any queries, please contact jill.cartwright@bristol.ac.uk

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**Isolation area**

45 mm

**Boundaries**

45 mm

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**Minimum font size**

Font size: 9 pt; leading: 10.5 pt
Typeface: Helvetica Neue 65 Medium

45 mm

**Maximum font size**

Font size: 18 pt
Typeface: Helvetica Neue 65 Medium

45 mm

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**Logo Sun icon**

The sun icon from the University of Bristol logo may be used sparingly to end blocks of text, or to introduce bullet points.

It may also be used as a watermark or graphic element on front covers, or as a favicon on the web.

The symbol should never be used in place of the University of Bristol logo.

Example 1

Graphic element in a solid colour or tint

Example 2

Bullet points within text

- **Bullet point one**
- **Bullet point two**
- **Bullet point three**

Example 2.2

**Bullet point one**
Copy for bullet point underneath

**Bullet point two**
Copy for bullet point underneath

Example 3

Marker at the end of a body of text

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent congue auctor tristique. Etiam pharetra, diam at egestas condimentum, mi urna sodales diam, dignissim faucibus dui lectus vitae magna. Ut gravida velit ut odio adipiscing vel lobortis sapien lorem tempus.

Example 4

Favicon on the web

For guidance on how to use colour, please see **Colours** on pages 48-55.

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