Our brand - the basics
The Logo
The main logo

This is our main logo and should be used wherever possible on items including leaflets, posters and stationery.

(a) Blue text for light backgrounds
(b) White text for blue documents
(c) The greyscale version is to be used on items that will only ever get printed in black and white
(d) The mono version is primarily used for special print finishes – such as metallic or spot colour.
The landscape logo

This logo is to be used on items where either space is restricted, when we are supporting Partner companies, signage or on our digital media (such as websites, web banners or apps).

(a) Blue text for light backgrounds
(b) White text for blue documents
(c) The greyscale version is to be used on items that will only ever get printed in black and white
(d) The mono version is primarily used for special print finishes – such as metallic or spot colour.
Leave it alone

Sometimes when you paste a logo into software, such as Word, it may get distorted from time to time. Please take care to keep it as it is – even if it doesn’t quite fit as you wish.
Exclusion zones

It is important that the logo appears clearly and without clutter and interference from any other graphic element such as type, other logos or imagery.

The clear space can be measured by X (shown below) or if you are uncertain simply leave 1cm clear space around the entire logo.
What size logo?

Literature or likewise will always look more professional with a logo that fits the size of what it is residing on. A logo can be too small (so it doesn’t print the finer detail) and it can be too big (where it dominates the space).

To the right is a list of its best size for more common sizes and we ask you to be mindful of logo sizes for anything not listed below.

Should you be needing a logo for any unique jobs or if you need clarification please contact the Marketing and Communications team on 01782 734 748. You may require a large file for the supplier.

<table>
<thead>
<tr>
<th>Size</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smaller than A6</td>
<td>12mm</td>
<td>26mm</td>
</tr>
<tr>
<td>A6</td>
<td>15mm</td>
<td>28mm</td>
</tr>
<tr>
<td>A5</td>
<td>17mm</td>
<td>34mm</td>
</tr>
<tr>
<td>210mm square</td>
<td>19mm</td>
<td>38mm</td>
</tr>
<tr>
<td>A4</td>
<td>19mm</td>
<td>38mm</td>
</tr>
<tr>
<td>A3</td>
<td>24mm</td>
<td>50mm</td>
</tr>
<tr>
<td>A2</td>
<td>28mm</td>
<td>60mm</td>
</tr>
<tr>
<td>A1</td>
<td>34mm</td>
<td>75mm</td>
</tr>
<tr>
<td>Pop up Banner Stand</td>
<td>120mm</td>
<td>NA</td>
</tr>
</tbody>
</table>
Where does it sit?

Keeping the logo in one place is always preferred but the reality is flexibility is required.

Preferred logo:
(a) This should appear top or bottom right for most literature. (It will always be top right on the letterhead).
(b) For items such as feature covers, business cards or pop up banner stands then it should be aligned to centre either top or bottom of the page.

Landscape logo:
(c) This should appear top or bottom right for most literature.
   It may only ever be aligned to centre for signage.
   It may only ever be aligned left for the University’s website.
Where does it sit?

Each logo has to sit at a set distance from the edge of the page for maximum impact and consistency.

It is determined by the width of the shield from the edge of the page and is demonstrated to the right.
Where does it sit?

Each logo has to sit at a set distance from the edge of the page for maximum impact and consistency. It is determined by the width of the shield from the edge of the page and is demonstrated to the right.
Which logo where?

We always have to use the logo on the front of all literature that comes from the University. However it is also recommended that it is also used on the back where appropriate.

For example:
An A5 postcard would just need a logo on the front due to size. A prospectus would need the logo on the front and back to cement it’s origin.
Can the logo go on a photograph?

Yes! But bear in mind the logo still needs space to breathe and not to place, for example, over someone’s head.
The Colours
There are 4 core colours which form the basis of the shield logo. They are relevant to Keele and its heritage and give the brand a distinctive, bold, contemporary feel.

The CMYK colour breakdowns, shown right, are specific to uncoated paper.

**Downloads**
We have prepared these files for the following programmes so you can quickly use the colours:

- **Word**
- **Quark**
- **InDesign**
The secondary colour palette is an extension of the core colours. There are no predetermined colours for departments or areas within the University. Refer to the following pages for a guide on how to flex the colour palette to achieve the look and feel that you’re after.

**Downloads**

We have prepared these files for the following programmes so you can quickly use the colours:

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**Secondary colours**

- **Midnight Blue**
  - Pantone BLACK 6
  - CMYK: C0 M60 Y45 K55
  - RGB: R76 G78 B96
  - HTML: #4C4E56

- **Espresso Brown**
  - Pantone BLACK 5
  - CMYK: C10 M69 Y64 K41
  - RGB: R104 G90 B92
  - HTML: #685A5C

- **Purple Plum**
  - Pantone 5135 U
  - CMYK: C49 M65 Y64 K41
  - RGB: R104 G109 B92
  - HTML: #C06D59

- **Pumpkin Orange**
  - Pantone 7580
  - CMYK: C2 M61 Y91 K8
  - RGB: R192 G109 B89
  - HTML: #F06D59

- **Salmon Pink**
  - Pantone 7419
  - CMYK: C22 M77 Y54 K11
  - RGB: R166 G98 B107
  - HTML: #A6626B

- **Claret Red**
  - Pantone 7427
  - CMYK: C7 M67 Y61 K20
  - RGB: R165 G82 B92
  - HTML: #A5525C

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**Additional Secondary Colours**

- **Steel Blue**
  - Pantone 7546
  - CMYK: C51 M26 Y15 K49
  - RGB: R103 G112 B122
  - HTML: #67707A

- **Frost Grey**
  - Pantone WARM GRAY 4
  - CMYK: C8 B10 Y12 K24
  - RGB: R180 G172 B166
  - HTML: #84AC6

- **Almond White**
  - Pantone 7528
  - CMYK: C5 M6 Y9 K10
  - RGB: R210 G199 B196
  - HTML: #D2C7C4

- **Sky Blue**
  - Pantone 2218
  - CMYK: C55 M0 Y16 K46
  - RGB: R121 G177 B190
  - HTML: #79B1BE

- **Ocean Blue**
  - Pantone 2224
  - CMYK: C93 M0 Y14 K27
  - RGB: R61 G117 B134
  - HTML: #3D7586

- **Winter Blue**
  - Pantone 7697
  - CMYK: C52 M2 Y4 K27
  - RGB: R105 G143 B164
  - HTML: #69F8A4

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- **Mint Green**
  - Pantone 559
  - CMYK: C26 M3 Y23 K0
  - RGB: R181 G209 B192
  - HTML: #85D1C0

- **Sea Green**
  - Pantone 5497
  - CMYK: C51 M27 Y36 K3
  - RGB: R129 G149 B149
  - HTML: #81F5F5

- **Olive Green**
  - Pantone 7491
  - CMYK: C42 M11 Y84 K27
  - RGB: R129 G140 B97
  - HTML: #81F5F5

- **Grass Green**
  - Pantone 2279
  - CMYK: C92 M50 Y92 K38
  - RGB: R89 G119 B101
  - HTML: #5977F5

- **Forest Green**
  - Pantone 7734
  - CMYK: C87 M0 Y91 K45
  - RGB: R89 G119 B101
  - HTML: #5977F5

- **Apple Green**
  - Pantone 389
  - CMYK: C24 M0 Y79 K0
  - RGB: R189 G220 B4
  - HTML: #BDDC04
Each of the secondary colours can be used as tints and work best at 20%, 40%, 60% or 80%.
Metallic colours

We have two metallic colours for you to choose from. The gold is our preferred colour as it pulls out the yellow from the corporate colours.

These work best on items such as corporate gifts or bespoke printed literature.

PANTONE 871 C (Gold)
PANTONE 877 C (Silver)
This is an exploration of the colour palette. It is not a guide for which colours should be used together but merely a suggestion of colours that can complement each other.
The Fonts
We have three core fonts – Foral Pro, Gotham Narrow and Gotham.

Foral Pro is our “fancy” font. It is best used for headlines and staplines only.

Gotham Narrow and Gotham are great for sub headings as well as copy. When a lot of copy is needed always default to Gotham Narrow.

Please note:
Any outward facing literature or similar always has to use the core typefaces. Please contact Marketing and Communications if you need advice.
Web and Internal typeface

Most computers do not have the core typefaces on them so we have these default options.

Palatino is the substitute for Foral Pro.

Arial is the substitute for Gotham Narrow and Gotham.

Please note:
Any outward facing literature or similar always has to use the core typefaces. Please contact Marketing and Communications if you need advice.

<table>
<thead>
<tr>
<th>Font</th>
<th>Example</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Palatino</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</td>
<td>0123456789</td>
</tr>
<tr>
<td>Palatino Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</td>
<td>0123456789</td>
</tr>
<tr>
<td>Arial</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</td>
<td>0123456789</td>
</tr>
<tr>
<td>Arial Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</td>
<td>0123456789</td>
</tr>
</tbody>
</table>
What size is best?

It can be hard to gauge the size of type whilst working on a computer. Here is a handy guide for everyday type sizes for printed literature.

Core typefaces:

- Headlines/ titles Foral Pro from Regular 12pt...
- up to Foral Pro Light 18pt

Internal typefaces:

- Headlines/ titles Palatino from Regular 12pt...
- up to Palatino Bold Light 18pt

Body copy titles Gotham Narrow Bold 9pt over 10.5 leading with 1mm space
Body copy Gotham Narrow Book 8pt over 10.5 leading.
Web addresses can be highlight in medium or bold.

Body copy titles Arial Bold 9pt over 10.5 leading with 1mm space
Body copy Arial 8pt over 10.5 leading.
Web addresses can be highlight in bold.