



LOGO GUIDANCE

For all full brand guidelines please email brand@keele.ac.uk

THIS IS KEELE



OUR logo

Our logo is a core identifier of our brand and draws upon our five original heraldic bearings from our original coat of arms and crest to reinforce and reflect our heritage and core values.

The written element of our logo is blue and is the lead colour within our logo.

We have two versions of our logo: full colour, and blue.

The typefaces in our logo have been carefully chosen for their modern yet refined style, and to balance perfectly with the shield.

Our blue logo should be used across all webpages and digital channels, in advertising, and in all promotional materials and presentations.

Our logo must never be altered, amended, or reproduced. Before using our logo, please familiarise yourself with our brand guidelines.

Should you need further advice contact **brand@keele.ac.uk**

INCORRECT *usage*

We respect our logo and shield by ensuring we use our logo in the correct way at all times to preserve and unify our identity.

- ❌ Our logo should never be stretched or distorted
- ❌ Our logo colours should never be changed
- ❌ Our logo arrangement and proportion should never alter
- ❌ Our logo font style must never be altered
- ❌ Our full logo should never sit inside a graphic device



CLEAR *space*

Always allow a clear space around our logo and shield by giving it space to breathe free from other logos, text, imagery and graphics.

To work out the clearspace take the height (x1) of a triangular segment and use this dimension to ensure adequate clearance. If you are uncertain simply leave 10mm of clear space around the entire logo.



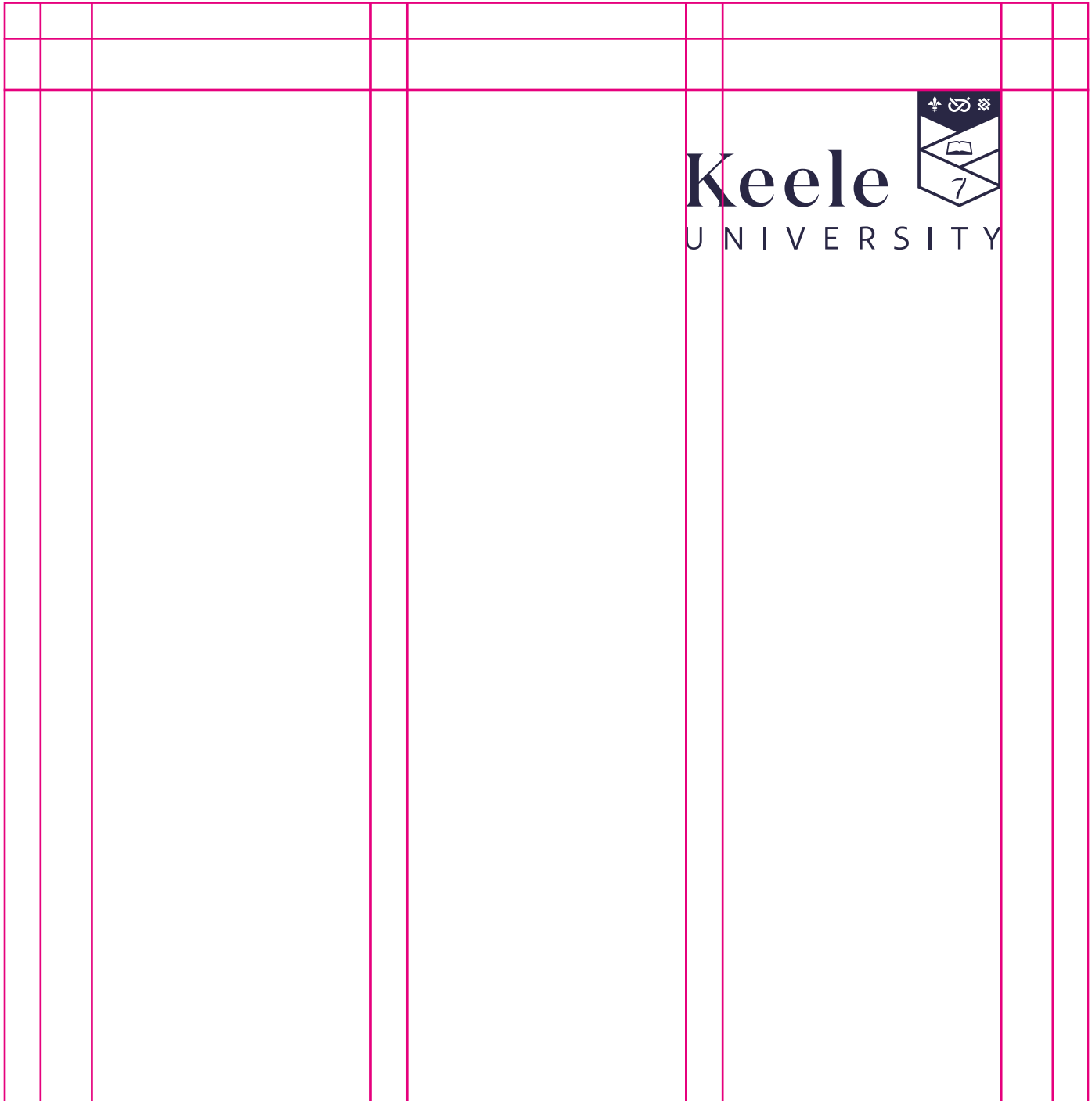
LOGO position

Our logo needs to be prominent and clear on all communications. Ideally, we would like our logo in one place but the reality is that it does need to be flexible. The position of our logo depends on the format or platform being used. It naturally sits top right or top centred on front covers with plenty of clear space all the way around. However, on the back of documents we would recommend that it is also used slightly smaller either bottom left or centred.

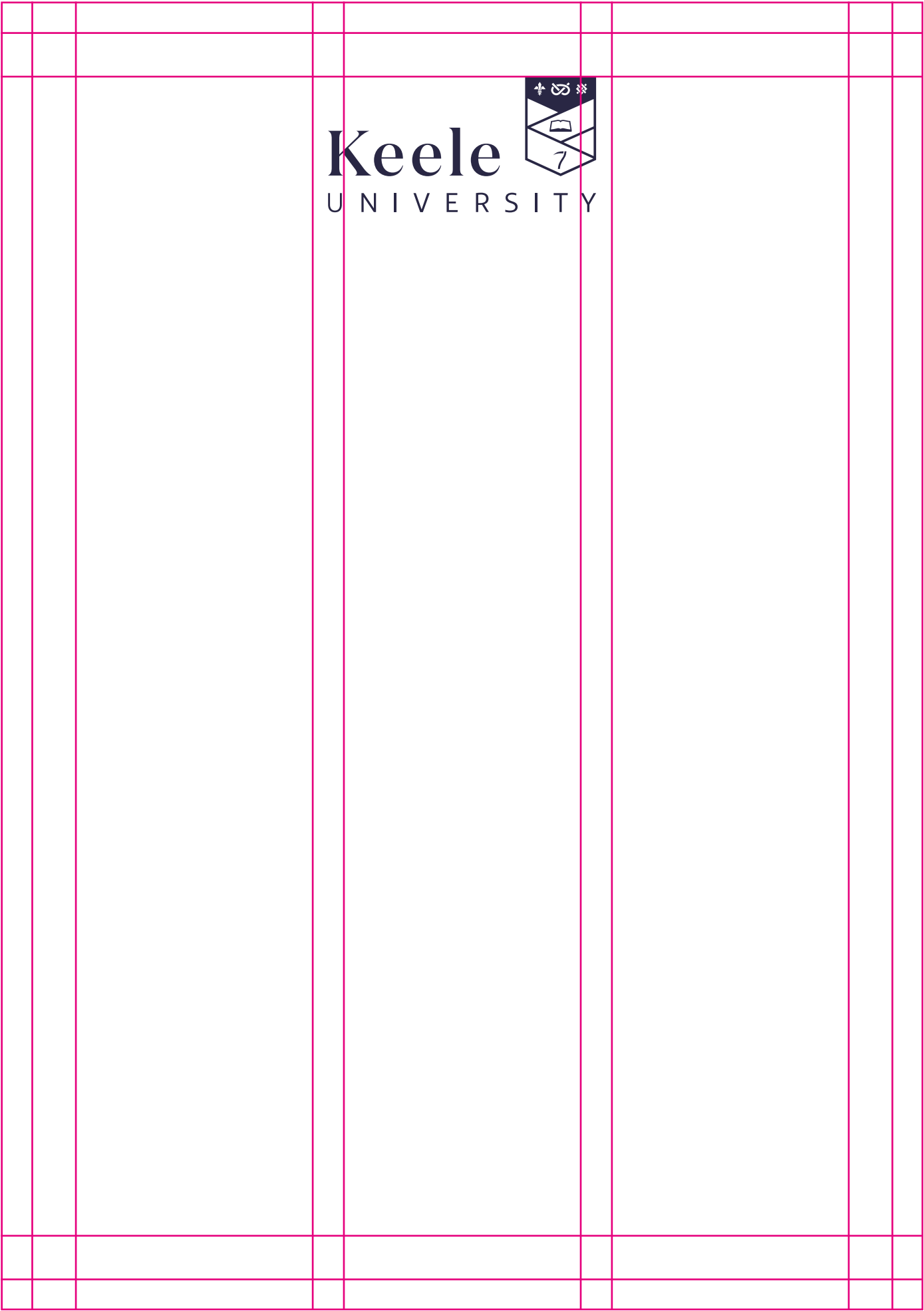
Please also see page 18 for guidance on clear space and grid systems on page 32.

For further advice please contact our brand team on **brand@keele.ac.uk**

Logo top right



Logo top centred



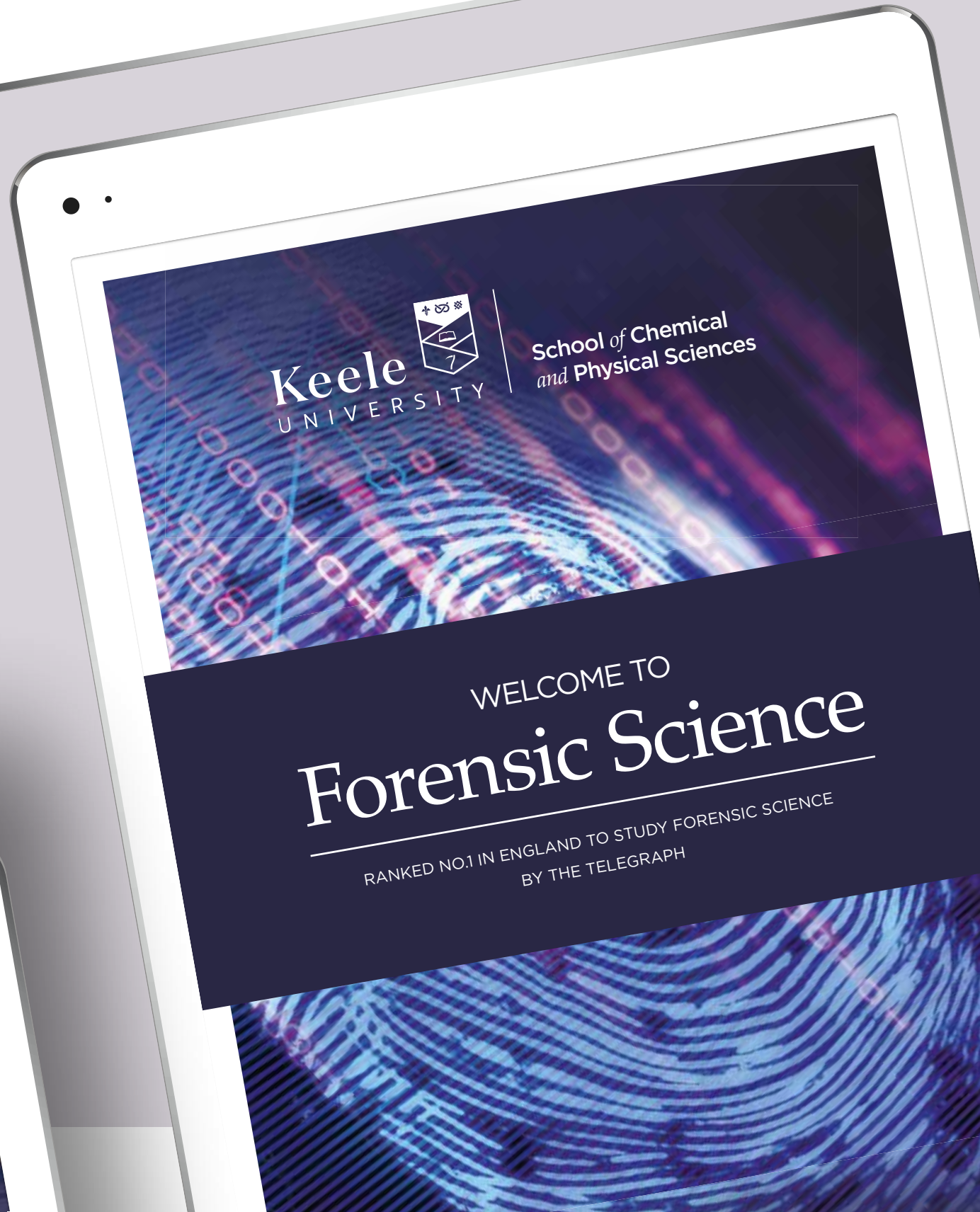
LOGO application

It is important that our logo stands out. To enable this you must use the best contrast between the logo and the colour of the background.

Please choose carefully when applying the logo with an image in the background to ensure the logo is clear and legible.

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

We also recommended that the logo is used on the back of anything printed where appropriate, in a smaller size.



LOGO size

Ensuring our logo is the correct size for different communications is essential. A logo too small has little impact and a logo too big is overpowering and detracts from the main message.

If you need a specific size of our logo then please contact our brand team via **brand@keele.ac.uk**



Print	Minimum Size
A6	43mm
A5	43mm
A4	55mm
210mm square	55mm
A3	80mm
A2	128mm
A1	175mm
A0	233mm
Pop up Banner Stand	310mm

Digital		Minimum Size
Facebook/Twitter	1960x1100	562px
Instagram Post	1080x1080	360px
Instagram Story	1080x1920	455px

LOGO lock-ups

We are one organisation, with one logo.

However, sometimes it is useful to make clear which part of the organisation is being represented in specific activities.

As such, using our logo lock-up instead of creating brand new logos for new initiatives, services and departments ensures consistency across all parts of the University and strengthens our overarching awareness and perception.

There are two logo lock-up arrangements available to use: wide and stacked.

All lock-up logos must be created by our in-house Design team. To request a lock-up logo, please email brand@keele.ac.uk

Wide logo example



Stacked logo example



WORKING *with* others



When working with others please ensure there is enough distance between the logos. Simply use the width of the shield to determine the minimum distance. The minimum size our logo should be is 30mm wide.

Please always centre align multiple logos and ensure the logos look balanced and a partner logo doesn't overshadow the Keele logo. If we are the lead partner our logo should be the most prominent.

Should you require further clarification for unique jobs please contact the brand team on **brand@keele.ac.uk**



Thank you for working with us to maintain a consistent approach to branding at Keele, across everything that we do. If you have any questions – no matter how big or small – please email brand@keele.ac.uk

Strategic Communications & Brand | keele.ac.uk/brand

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