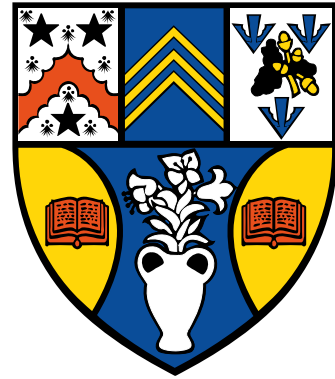Abertay
University®

BRAND GUIDELINES

LOGO

PRIMARY FULL COLOUR

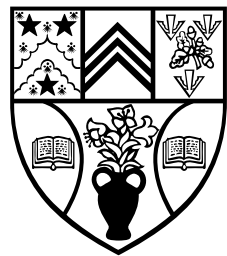The following full colour logo should be used whenever possible to represent our university.

MONOCHROME

The following monochrome versions would only be used in specific circumstances for example when the logo appears on a block colour.

CLEAR SPACE

No copy or images should encroach into the clear space round the logo, which is defined by the letter 'A' from the logotype.

MINIMUM SIZE

The logo's minimum size is 50mm wide when printed and 150px wide on digital assets.

50mm

150px

POSITIONING

The primary positioning of the logo is the top left-hand corner of a layout.

There are some instances where the logo can be centered on core brand applications, such as business cards or document covers.

When used alongside supporter logos, our logo should lead and it should always be the same height as the logos around it.
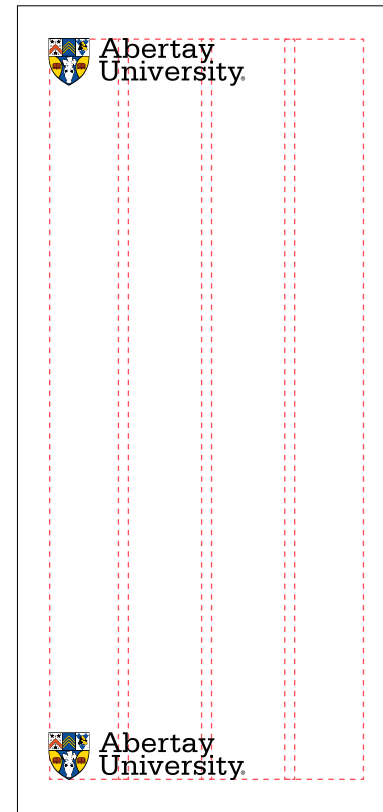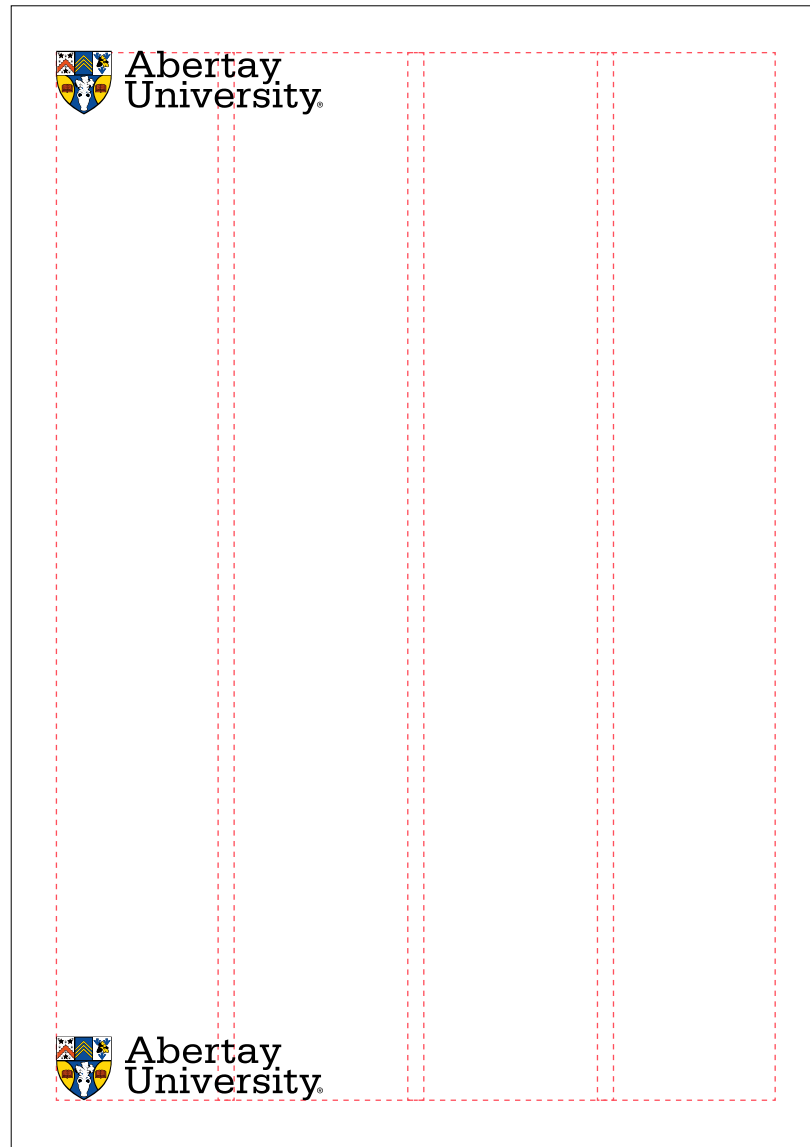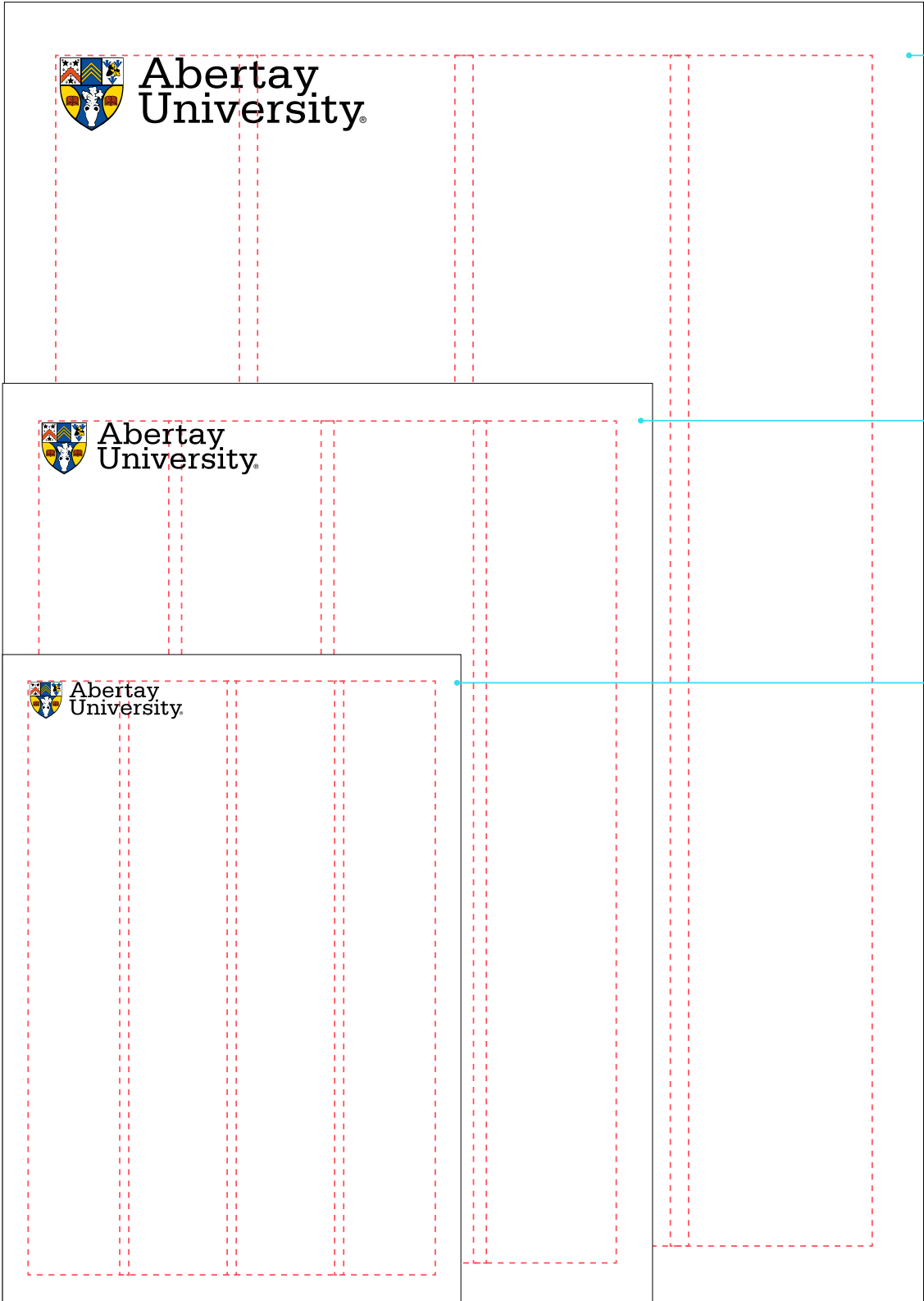
SUPPORTER LOGOS

UNIQUE APPLICATIONS

OPTIUM PRINT SCALE

Opposite shows the optium size the logo should be applied to regularly used formats.

For unique formats, the logo should be scaled proportionally from the closest opposite.

A3   100mm

A4   70mm

A5   50mm

LOGO MISUSE

It is important to respect the integrity of the logo when using it across different communications. Only the authorised logo artwork files should be used in reproduction.
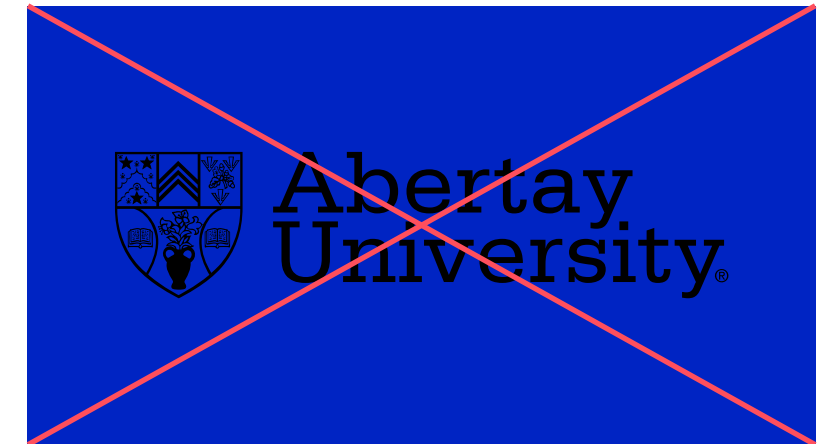

Never stretch or distort the logo

Never rotate the logo

Never rearrange or resize the components of the logo

Always ensure there is enough contrast between the colour of the logo and the background on which it sits