

Communications

[Click here to download the Brunel University London logo.](#) Be sure to read the guidance below before using t

Guidance for using the logo:

The master logo should always be displayed as the dominant logo on any university material.

Do not add anything to the logo: Secondary and Tertiary logos are used as single images in their own right, don't try and recreate them by adding text to the master logo.

Don't modify or amend the logo in any way. Don't add stuff to it, remove, or change the colour or look of any elements. Ensure when resizing the logo that it remains in proportion (hold down shift when resizing in MS Office). Do not try and create sub logos based on a modified form of the master logo, or those which make use of the same font (Exo 2). If you would like a sub logo for your department, please contact the digital team within CMSR.

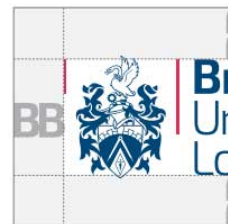
Give it space: The logo should always be surrounded by a minimum area of clear space (called the exclusion zone) that is equivalent to twice the width of the B in the logo. (see image). This is the case whether the logo is on posters, bags, clothing etc.

Really Important Bit: Do not invert the logo. The negative logos are not exact inverse copies of the positive ones- the clearest way to see this is to look at the swan outline for the negative logos - for these the swan is always filled in in white, whereas it is only an outline in the positive version. Always use the correct logo for the background. (see chart below).

Elements of the logo



The exclusion zone



Positive colour logo



Positive mono logo



The four versions of the logo have been designed to offer a flexible approach across all backgrounds.

For white and very light colour backgrounds the full colour logo can be used.

For stronger colours that are still quite light, and for black and white printing, the positive mono (black) version is used.

Note for the full colour and positive mono versions there is no white in the logo, so the swan and crest imagery becomes see through when placed over a coloured background.

For darker colours and black, the negative mono (white) version is used.

The negative colour logo, which consists of the logo in white with the red stripes, should only be used when on the Brunel blue background (pantone 540)

When using the negative logo the swan and crest details are always filled in: do not invert the positive logo to try and get a negative one, or vice versa.



Negative colour logo
(appears on brunel blue background)



Negative mono logo



Tip

The logo is provided in a range of sizes for insertion into word processing documents and other programs - try to use the correct size to avoid having to resize the logo. If you do need to make the logo smaller, always use one of the provided sizes. Use percentage resizing to ensure the logo is kept in proportion. If you are using a jpg file, never try and make a smaller image, always use a bigger image.

Minimum sizes

The width of the logo (from outside edge of thinnest stripe to outside edge of thickest stripe) should be consistent across common formats. The logo must never appear smaller than 23mm.

- A3: 80mm
- A4: 58mm

- A5: 50mm
- DL: 46mm
- Minimum size for print: **23mm**
- Minimum size on web: **110px wide**

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