

# Centenary logo

As part of Swansea University's Centenary celebrations, we have created a centenary version of our logo. The charts on the following two pages provide guidance on how and when you should use it.

## Corporate blue logo



## Black logo



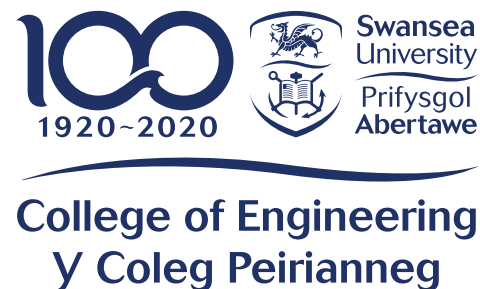
## Stacked logo



## White logo



## Centenary lock-up logo



The Centenary logo files are available for download from the marketing toolkit.

The main horizontal version of the logo should be used whenever possible.

The stacked version should only be used when available horizontal space doesn't allow the main version to be used above the minimum size of 20mm high.

### As with our main logo:

- The Centenary logo is available in both English and Welsh text first.
- Where possible, the logo should always appear top right of all publications and documents.
- The minimum size at which the logo should appear is 20mm high. This will ensure that the crest is always legible.
- For all professionally printed materials use an EPS format file type.
- Use either JPG or PNG for Microsoft Office (Excel, PowerPoint and Word).
- When preparing digital documents, use JPG or PNG.
- Only approved, supplied logos can be used.
- In all circumstances use the provided master artwork files.
- No attempt should be made to recreate or alter any logo artwork.

# Centenary logo guidance for directorates, colleges and projects

If you are still unsure about whether to use the Centenary logo, please contact [l.vaughan@swansea.ac.uk](mailto:l.vaughan@swansea.ac.uk)

|  |   |   |
|--|---|---|
| Colleges, Schools and University Directorates and Departments<br>Professional service units<br>Business units<br>Swansea University Research Centres Research projects/activities solely run by Swansea University | → | Use the Centenary logo in place of the standard University logo.<br>Follow the guidelines for Swansea University logo usage, but replace the standard University logo with the Centenary logo.<br>Refer to Centenary collateral guidance chart for timelines and collateral specific guidance.<br>Areas that use a lock-up logo should use the approved Centenary lock-up logo format.<br>Where possible (and budget is available) use copper version of the logo between January 2020 and July 2021. |
| Key sub-brands e.g. Sport<br>Multiple partner projects e.g. SEACAMs<br>Research projects with commercial/external partners e.g. Specific   | → | Use the Centenary logo in place of the standard University logo.<br>Follow the guidelines for using the Swansea University logo on your marketing collateral, but replace the standard University logo with the Centenary logo.<br>Refer to Centenary collateral guidance chart for timelines and collateral specific guidance.<br>Where possible (and budget is available) use copper version of the logo between January 2020 and July 2021.  |
| Centenary events   | → | Use the Centenary logo (use copper version between January 2020 and July 2021).   |
| Annual events  | → | Use the Centenary logo in place of the standard University logo on events that are being held between May 2018 and July 2021.   |
| Graduation   | → | The copper Centenary logo should be used for the following Graduation events:<br>Winter 2020, Summer 2020, Winter 2021, Summer 2021.  |

# Guidance for Centenary logo use on marketing material

If your project does not meet any of the criteria below, or if you are still unsure about whether to use the Centenary logo, please contact [l.vaughan@swansea.ac.uk](mailto:l.vaughan@swansea.ac.uk)

