



Ipswich Waterfront
Innovation Centre

BRANDING GUIDELINES

THE IWIC LOGO

The IWIC logo is available in different versions, each of which have been designed for use in specific situations.

Colour logo

This logo is the main version of the IWIC brand, and should be used in all situations where possible. There are alternative colour versions of the logo, see next page for examples.

Black logo

For single colour publications, office printer use, etc.

Reversed logo

For use on strong colours, or photographic. Increases flexibility of use for partner organisations, leading to increased usage.



COLOUR PALETTE

The IWIC brand uses the following colours
University of Suffolk colour palette:



Grey

C0 M0 Y0 K95
R51 G51 B51
#333333



Yellow

C0 M23 Y100 K0
R255 G191 B11
#FFBF0B



White



Dark blue

C65 M43 Y26 K78
R51 G63 B72
#333F48



Blue grey

C33 M18 Y13 K40
R124 G135 B142
#7C878E



Cool grey

C5 M3 Y5 K11
R208 G208 B206
#D0D0CE



Cyan

C85 M21 Y0 K0
R0 G156 B222
#009CDE



Orange

C0 M75 Y100 K0
R252 G76 B2
#009CDE



Red

C0 M100 T90 K0
R218 G41 B28
#DA291C

Lead colour

Yellow is the lead colour for IWIC. IWIC materials
should aim to use the yellow logo, and yellow
colour where possible.



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Colour variations

If it is appropriate for the material, the IWIC logo
is available in a variety of colours to compliment
design and partner logos.



MINIMUM SIZE AND EXCLUSION ZONE

Minimum size

It is important to ensure that the logotype is readable at all times. To ensure this, the minimum size at which the IWIC logo may be displayed is 15mm wide.



15mm wide

Exclusion zone

Please always leave space around the logo when using it close to other graphic elements. Taking a measurement equal to the height of the 'W' in 'IWIC' and applying it to all four sides of the logo creates the exclusion zone, in all instances.



FONTS

Sharp Sans

Sharp Sans has been chosen as the primary font for the IWIC brand. This font should be used for heading styles and calls to action.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#\$\$%&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#\$\$%&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#\$\$%&*()

Graphik

Helvetica is the secondary font, and should be used for body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%^&*()

Arial

For in-house use and where these fonts are unavailable, Arial should be used.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%^&*()

IMPROPER USE OF THE LOGO



Please do not display the logo blurry or pixelated



Please do not change the configuration of the components



Please do not display the logo in a box



Please do not make a pattern with the logo or parts of the logo



Please do not stretch the logo



Please do not squash the logo



Please do not use a different font