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Brand mark

**Shield**

Our design is based on a simplified version of the University's original shield. The simplification allows for better visibility and performance when used on digital platforms. The shield should always be reproduced in a single colour identical to the wordmark.

Wordmark

The wordmark is based on a modified cut of Baxter Sans, the University's signature brand typeface. Please do not try and recreate the wordmark. Where possible, the stacked version of the wordmark should always be used.

Our brand mark, consisting of the shield and wordmark, forms the cornerstone of our visual identity. A modern take on the previous identity, it reflects both confidence and clarity.

University of Dundee brand mark

The cornerstone of our visual identity is our brand mark. Our brand is not dogmatic (and is built around a flexible system that allows freedom and diversity) but we do have rules. We ask that where these rules exist they are followed carefully; by doing so our brand becomes stronger through consistent application and high quality design.



**School of Education
and Social Work**
University of Dundee

Sub-brand marks

Sub-brand marks are used to designate specific schools and institutions across the university. Sub-brand marks should be treated identically to the main brand mark as detailed in this guide.

Stacked / single line variants

Two versions of the brand mark exist - a stacked and single line option. The format and medium should dictate what version of the brand mark is used and its final size. Both of these variants can be placed apart if required. The size of the shield and wordmark should always remain consistent, even when placed apart.

Minimum size

The minimum height of the brand mark holds true for both stacked and single line versions.

- **Web:** The minimum height of the brand mark should be no less than **24 points**, irrespective of the screen resolution.
- **Print:** The minimum height of the brand mark should be no less than **7mm**.

Exclusion zone

An area of protection has been defined surrounding the University of Dundee brand mark. This area of protection or exclusion zone is defined by half the width of the shield. To protect the integrity and legibility of the brand mark, this exclusion zone should be maintained and kept clear at all times. No other graphic or photographic elements should stray into this area.

Stacked Brand Mark



University
of Dundee

Single line Brand Mark



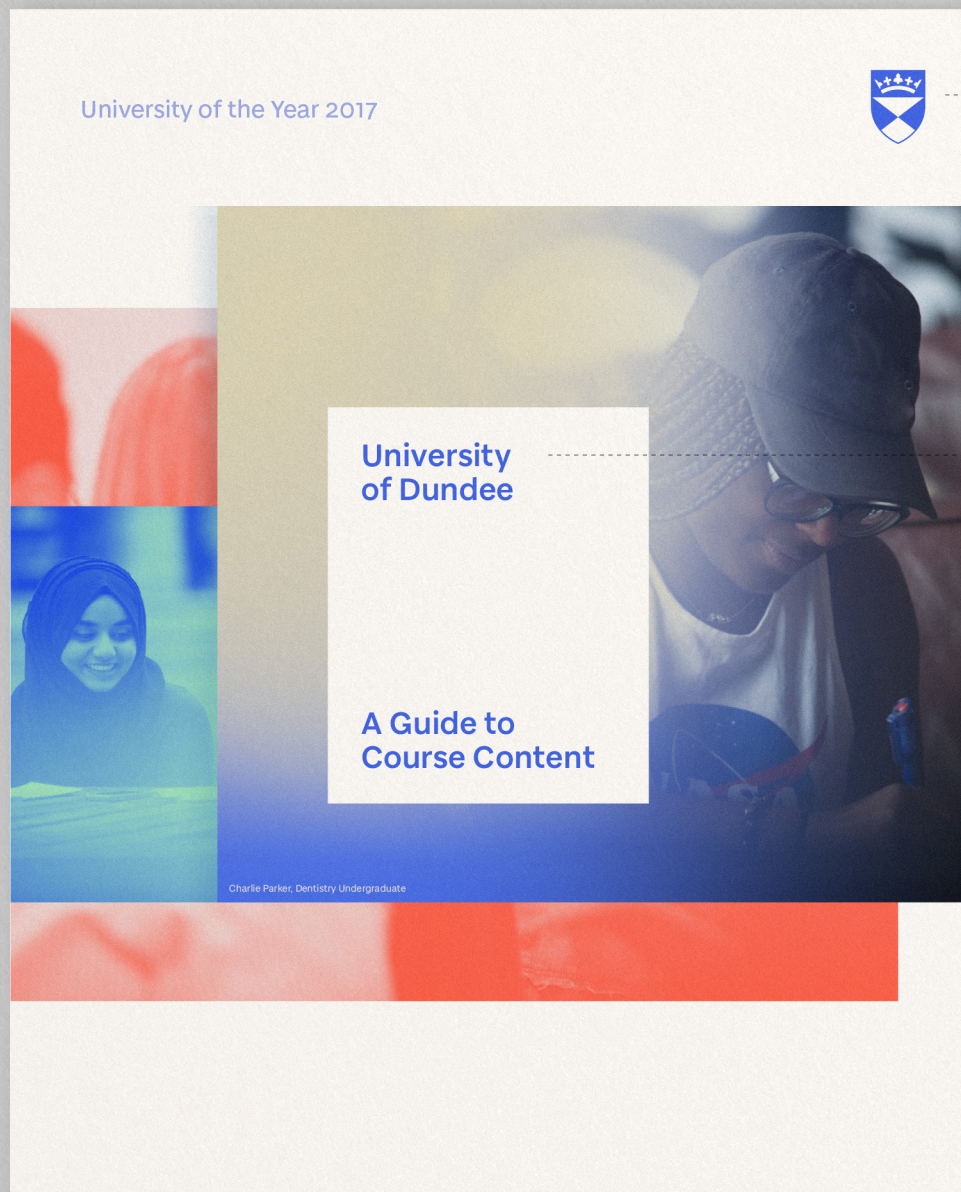
University of Dundee



Placement

At the designer's discretion, it is encouraged to separate the shield from the wordmark in order to create engaging layouts. The wordmark can be incorporated into the title layer where required (see section 2). The relationship in size between the shield and wordmark should always remain consistent.

The exclusion zone, defined by half the width of the shield, holds true for both shield and wordmark when placed apart.



Shield

Wordmark

Wordmark

Shield



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Brand mark colour

The brand mark can be reproduced in core colour, highlight colour 3 and white (see section 4). Where possible, core colour should be used, but a white variant can be selected for use to better suit a particular piece of design or print specification. highlight colour 3 should only be used when printing in black and white.

When placed together, the shield and wordmark must be the same colour. When the shield is separated from the wordmark the reverse colour can be used. For example, if the wordmark is white on core colour, the shield can only be displayed in core colour.

Background colour

When the University of Dundee brand mark is reproduced in core colour, it can be placed over block colour 1–5 and our background colour.

When the brand mark is reproduced in white, it can be placed over core colour and highlight colour 3.



The examples on these pages show modifications and incorrect usage of the brand mark. In order to protect the visual integrity of the brand mark and to ensure it is always reproduced correctly we ask where rules exist they are followed diligently.

As a general rule, outlines, strokes, gradients or boundary shapes should not be added to any version of the brand mark.



University
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Altering the wordmark

Do not attempt to replicate the wordmark using another typeface.



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Rotating

Do not rotate any element of the University of Dundee brand mark.



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Colour

Do not render the brand mark in colours which are not permitted on page five of this document.



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Background colour

Do not place any element of the brand mark over colours which are not permitted on page five of this document.



University
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Photography

Do not place the brand mark over photography.