UCP University Centre Peterborough

University Centre Peterborough
Brand Identity Guidelines

Introduction

University Centre Peterborough (UCP) was formed in 2007 and is a joint venture between Anglia Ruskin University and Peterborough Regional College.

University Centre Peterborough opened its purpose built £9 million facility in November 2009 on the campus of Peterborough Regional College.

These guidelines demonstrate how the brand identity can be used and sets out rules to ensure it is used consistently.

The Brand Name

In all external written communication, the brand must be written as:

University Centre Peterborough

University Centre Peterborough should only be referred to as UCP in written communication after the brand has been written in full as University Centre Peterborough.

The Logo

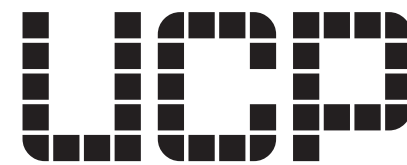The logo is the visual interpretation of our brand identity.

There are two versions which can be used to ensure that the brand has the most visual impact.

UCP University Centre Peterborough

University Centre Peterborough **UCP**

Colour Variations of Logo

The logo can be reproduced in the following colour variations.

FULL COLOUR

BLACK

BLACK ON PANTONE 1235

REVERSED OUT IN WHITE (on a solid colour)

Minimum Size – **Landscape** Version

The minimum width of the **landscape** logo for all applications is 45mm.

Below is a table of minimum logo sizes in relation to the image area.

UCP University Centre Peterborough

45mm

Image Area	Minimum Width
DL (99x210mm)	45mm
A5 (148x210mm)	55mm
A4 (210x297mm)	75mm

Image Area	Minimum Width
A3 (297x420mm)	105mm
A2 (420x594mm)	150mm
A1 (594x841mm)	210mm

Minimum Size – **Portrait** Version

The minimum width of the **portrait** logo for all applications is 25mm.

Below is a table of minimum logo sizes in relation to the image area.

University Centre
Peterborough

UCP

25mm

Image Area	Minimum Width
DL (99x210mm)	25mm
A5 (148x210mm)	30mm
A4 (210x297mm)	40mm

Image Area	Minimum Width
A3 (297x420mm)	55mm
A2 (420x594mm)	75mm
A1 (594x841mm)	110mm

Colour Usage

The preferred usage of the logo is the full colour version.

Black	Yellow

Pantone Process Black C

Pantone 1235 C

C 0 **M** 0 **Y** 0 **K** 100

C 0 **M** 30 **Y** 95 **K** 0

R 43 **G** 41 **B** 38

R 247 **G** 181 **B** 18

Websafe: #000000

Websafe: #ffcc33

Exclusion Zones

An exclusion zone ensures other graphic materials or typefaces do not interfere or detract from the identity.

The zone equates to a space that uses the width or height of two squares from the UCP logo as shown below.

Typefaces

All University Centre Peterborough communication must use one of the agreed typefaces: Arial, Calibri or Centrale Sans.

ARIAL or CALIBRI

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial or Calibri should be used for all online materials and general communication such as letter writing, email and internal documents.

CENTRALE SANS

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Centrale Sans is the preferred font for design purposes on printed publications and advertising. Various weights of this font may be used to add emphasis to items.

Misuse of Logo

Shown below are examples of how not to use the logo.

DO NOT change any colours
of the logo

DO NOT switch the yellow
and black of the logo

DO NOT reverse out the logo
in any colour other than white

DO NOT use the logo in any
other colours

DO NOT use the logo as a
solid yellow (Pantone 1235)

DO NOT use the full colour logo
on coloured background

DO NOT put photographs behind the logo which will make it difficult to see (both in full colour or reversed out in white)

DO NOT use the UCP element of the logo on it's own

DO NOT rotate the logo

DO NOT stretch or distort the logo in any way

DO NOT change the fonts on the logo

DO NOT add additional elements to the logo within the exclusion zone

DO NOT create or use an outline version of the logo

DO NOT reposition elements of the logo

Usage and Advice

These guidelines have been produced to help employees and designers use the logo.

It is essential that this guide is followed at all times, to maintain a consistent quality across all publications which carry the logo.

If you require advice or copies of the logo please contact:

- **Radford Hudson, Marketing & Events Officer**
- Tel: **01223 695751**
- Email: **radford.hudson@peterborough.ac.uk**