Corporate and Visual Identity guidelines for reproduction in print
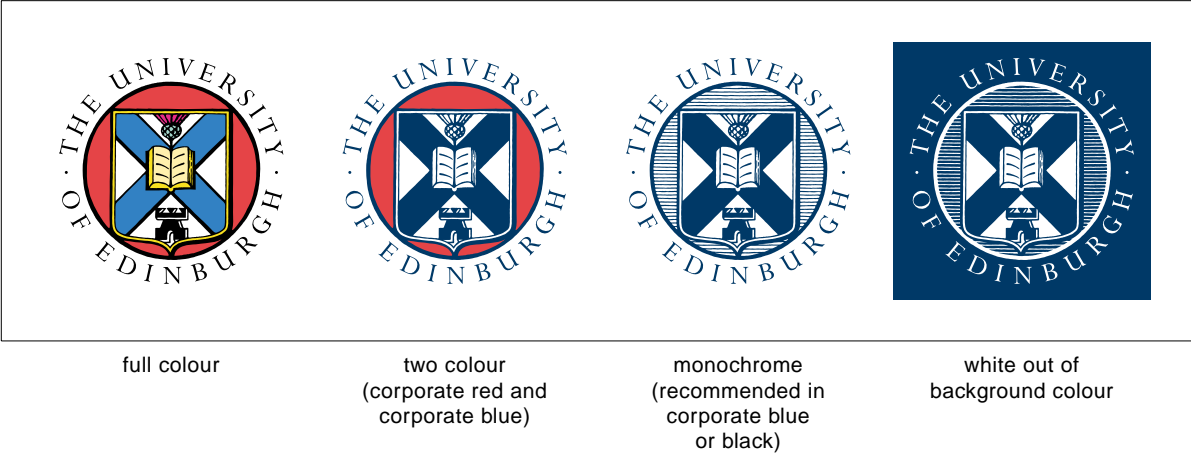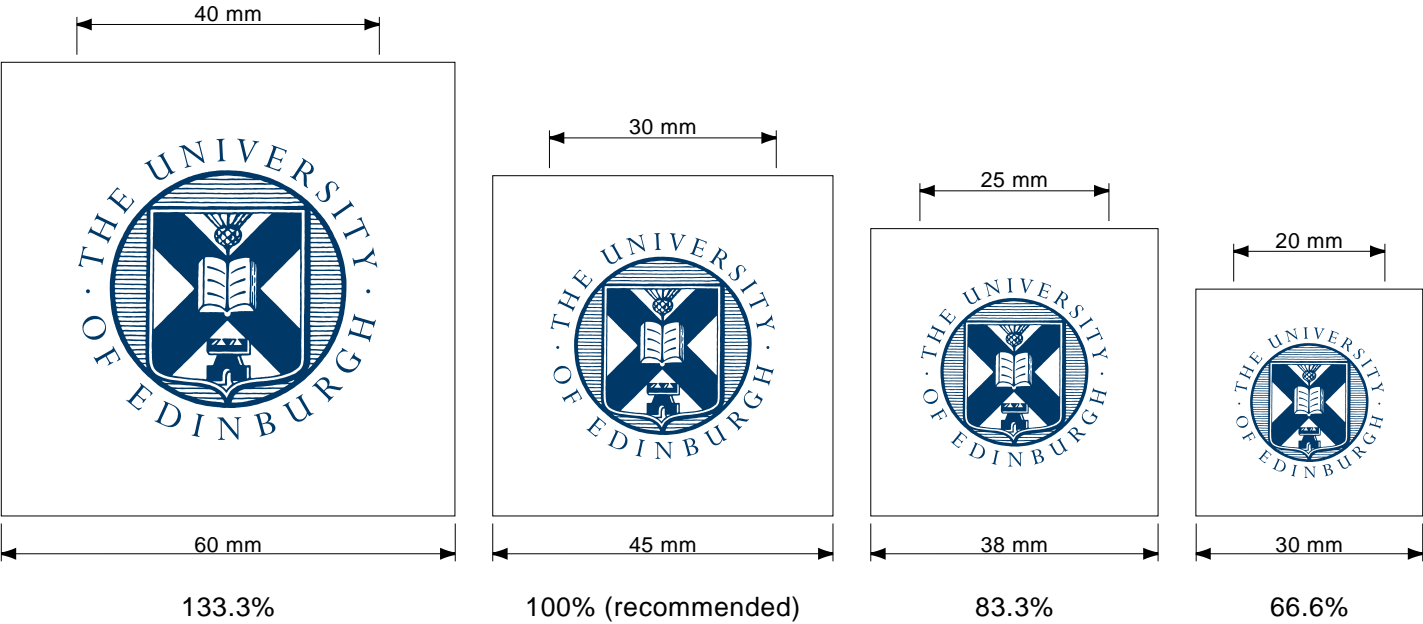
The University logo is used in four versions

| full colour | two colour (corporate red and corporate blue) | monochrome (recommended in corporate blue or black) | white out of background colour |

The University logo is used in four sizes, and no other text or images are placed within the surrounding area

40 mm	30 mm	25 mm	20 mm
60 mm	45 mm	38 mm	30 mm
133.3%	100% (recommended)	83.3%	66.6%

The corporate typeface, Perpetua, is used in three styles

regular ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

italic *ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890*

bold **ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890**

'The University of Edinburgh' is written using Perpetua bold and Perpetua italic

14pt THE UNIVERSITY *of* EDINBURGH

18pt THE UNIVERSITY *of* EDINBURGH

24pt THE UNIVERSITY *of* EDINBURGH

	PMS coated	PMS uncoated	web safe
the Faculty of Arts	C 0.0 / M 87.0 / Y 43.0 / K 30.5 — 1955c	C 0.0 / M 100.0 / Y 65.0 / K 34.0 — 201u	R 153 / G 0 / B 0 — #990000
the Faculty of Divinity	C 60.0 / M 87.0 / Y 0.0 / K 0.0 — 2583c	C 72.0 / M 100.0 / Y 0.0 / K 0.0 — 2602u	R 102 / G 0 / B 153 — #660099
the Faculty of Education	C 79.0 / M 0.0 / Y 87.0 / K 56.0 — 357c	C 100.0 / M 0.0 / Y 83.0 / K 47.0 — 349u	R 0 / G 102 / B 51 — #006633
the Faculty of Law	C 0.0 / M 47.0 / Y 100.0 / K 8.5 — 145c	C 0.0 / M 47.0 / Y 100.0 / K 8.5 — 1385u	R 204 / G 102 / B 0 — #CC6600
the Faculty of Medicine	C 83.0 / M 60.0 / Y 0.0 / K 0.0 — 2726c	C 94.0 / M 83.0 / Y 0.0 / K 0.0 — 2736u	R 51 / G 0 / B 153 — #330099
the Faculty of Music	C 0.0 / M 79.0 / Y 34.0 / K 0.0 — 198c	C 0.0 / M 100.0 / Y 43.0 / K 0.0 — 206u	R 204 / G 51 / B 102 — #CC3366
the Faculty of Science and Engineering	C 60.0 / M 0.0 / Y 100.0 / K 27.5 — 370c	C 60.0 / M 0.0 / Y 100.0 / K 27.5 — 370u	R 102 / G 153 / B 0 — #669900
the Faculty of Social Sciences	C 100.0 / M 0.0 / Y 30.5 / K 23.5 — 321c	C 100.0 / M 0.0 / Y 30.5 / K 23.5 — 321u	R 0 / G 102 / B 102 — #006666
the Faculty of Veterinary Medicine	C 56.0 / M 11.5 / Y 0.0 / K 43.0 — 5415c	C 60.0 / M 0.0 / Y 0.0 / K 30.5 — 549u	R 51 / G 102 / B 153 — #336699
corporate red	C 0.0 / M 100.0 / Y 65.0 / K 0.0 — 199c	C 0.0 / M 94.0 / Y 65.0 / K 0.0 — 192u	R 204 / G 0 / B 0 — #CC0000
corporate blue	C 100.0 / M 60.0 / Y 0.0 / K 56.0 — 289c	C 100.0 / M 72.0 / Y 0.0 / K 56.0 — 282u	R 0 / G 0 / B 51 — #000033