

Visual Standardization

The Institute of Business Administration Visual Brand Guidelines were developed with one goal in mind: to create a shared visual brand identity that reflects the excellence of this great university.

A committee of marketing and communications professionals from across the university led the development of these guidelines. The resulting system presents Institute of Business Administration as a world-class, integrated yet diverse university that builds on the strengths of its many parts to make the whole even stronger.

And a stronger Institute of Business Administration benefits all of us

Brand Guidelines

- Academic Seal
- University Logo
- Additional Logos
- Logo Placement
- Merchandising
- Typography
- Color
- Licensing
- Use of Name
- Digital

Our logo

Our logo is the most valuable asset of our visual identity. It should remain consistent across our communication channels and never be modified.

Primary logo

For most of our communications we lead with our primary stacked lock-up. A mono version of our logo can be used in exceptional circumstances, where printing limitations restrict colour reproduction.

Single line logo

This is our exceptional use logo. For applications that require a landscape format or where space is limited, we have the option to use our horizontal lock-up. Ask permission from our Brand Team when using this variation of the logo.

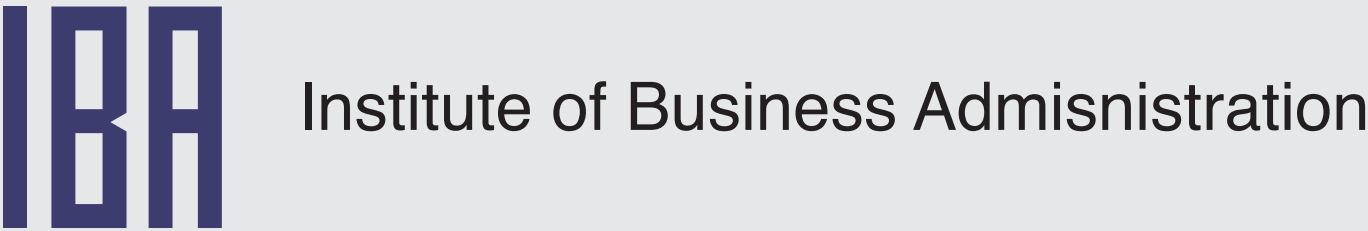
If you have any questions, please contact the Brand Team
headoffice@h-office.com

↓ Download logo files (12mb)

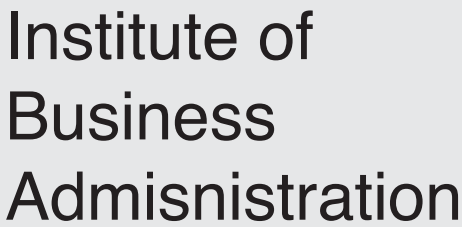
1.0



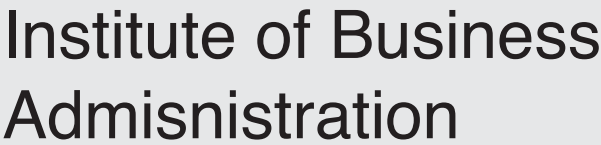
1.3



1.4



1.5



Institute of Business Administration

Institute of Business Administration

1.6

1.8



Use this guidance to allow our logo the space it needs.

No borders

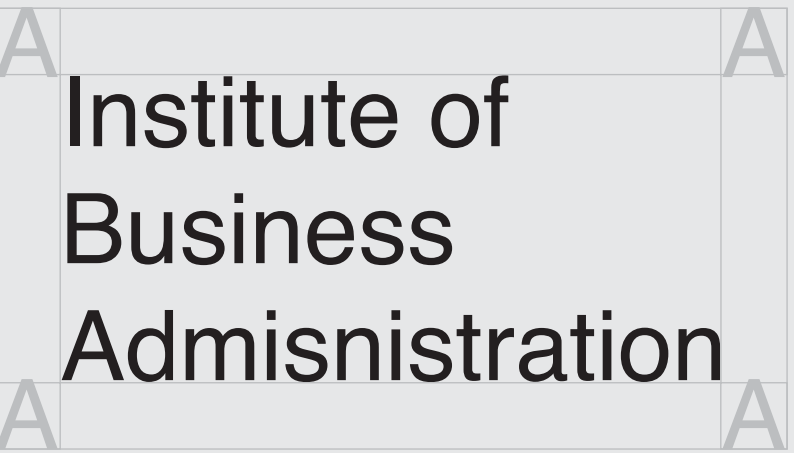
For all standard uses, including signage, don't add keylines or borders to our logo. (For signage take our logo to the edge of substrate.)

Clear space

Allow twice the distance between red thread and lower edge in all directions ("X" in guidance on this page).

Background colour

Ensure that the background is as simple as possible and that there is enough contrast with our logo. If used on photos place over a tonally simple area – don't lose our logo. Avoid using on tonally similar, dark backgrounds. You can use it without keylines on the deep blue of the Core brand colour palette, (e.g. as it appears on the header of the IBA website below.)



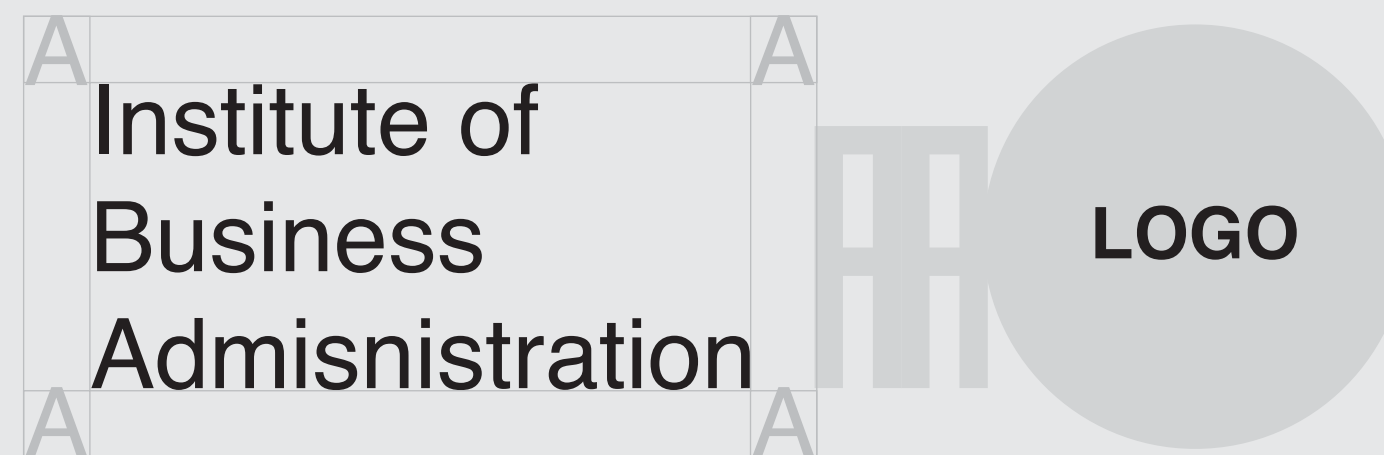
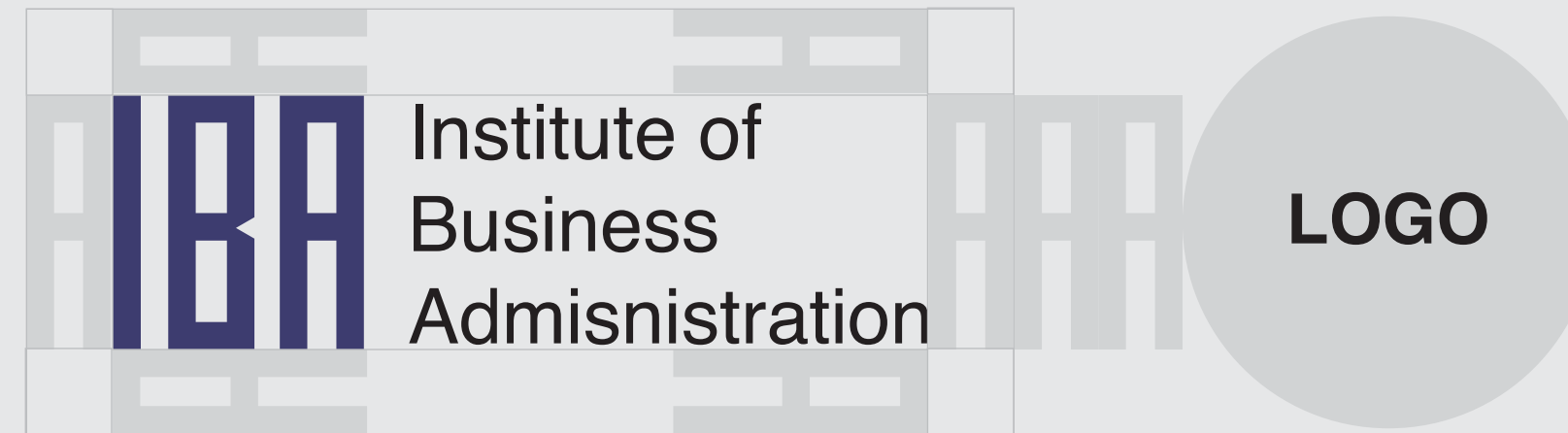
Find the right balance when combining logos.

Spacing logos

To ensure good legibility and stand out it is important to retain sufficient clear space between and around our logo lock-ups. No text or graphics should enter this space.

Where possible the logos should be optically sized by eye to ensure they have an equal presence.

Logo Placement



When using multiple brand logos together, it's important to consider their hierarchy, especially in relationship to the core logo.

The schematic opposite demonstrates the three possible co-branding hierarchies:

- .
- .

Lead partner

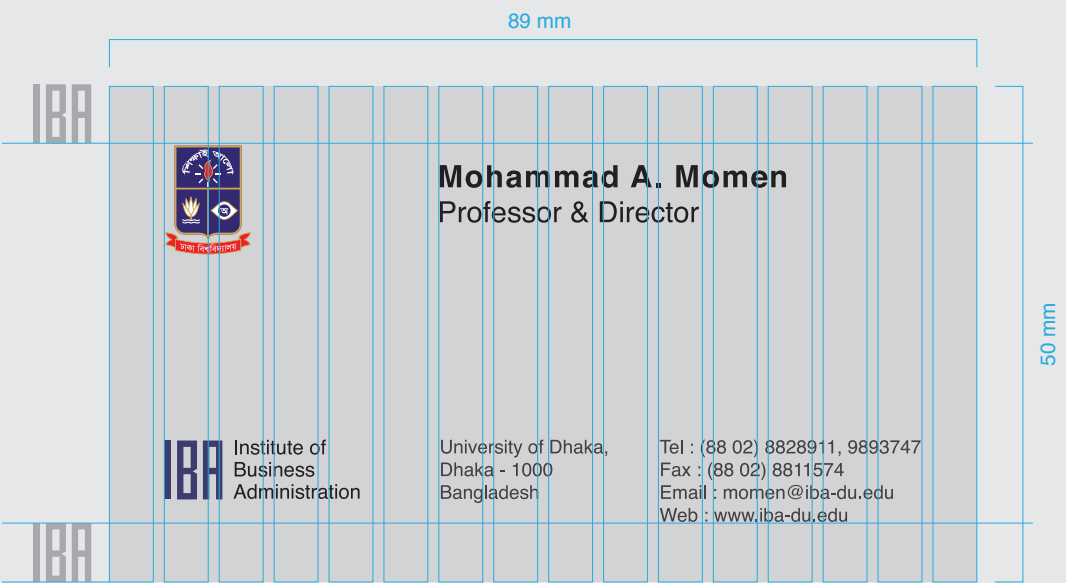
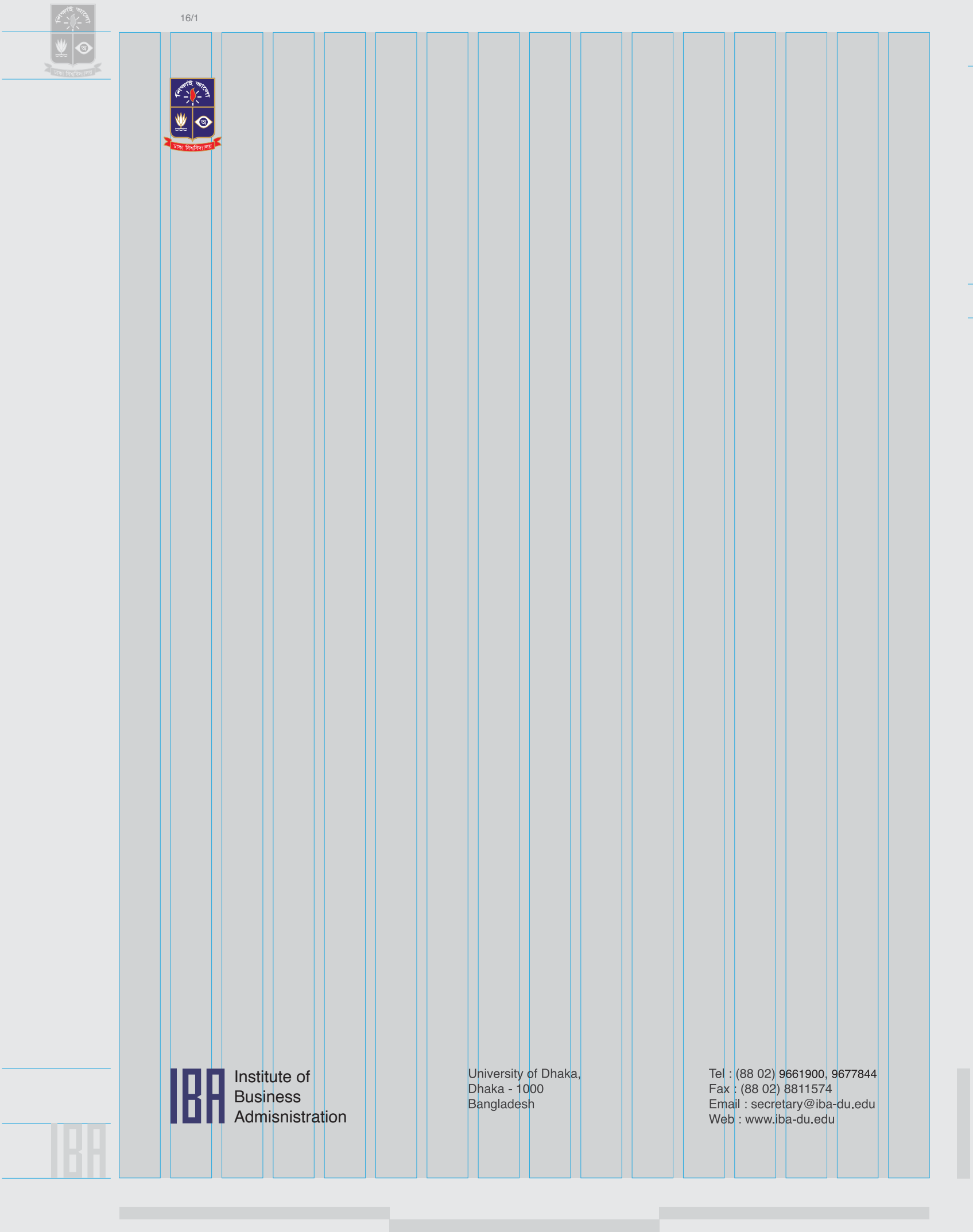
Here the London Business School logo leads, both in terms of size and position.

Endorsing partner

Here the London Business School logo is used as an endorsement or sign-off.

Equal partners

Here all the logos have an equal relationship



Core brand colour palette

Our colour palette is simple but intelligent, premium and sophisticated.

We are a monolithic brand with a concise colour palette, carefully chosen to build brand equity through considered and consistent use.

Our core brand palette is:

Deep Blue
Our core colour. Use for backgrounds and typography, and 20% tints for infographics.

Rich Red
Our accent colour. To be used primarily within the red thread, as well as within iconography and infographics as appropriate.

Off-White
To be used exclusively as a background colour.

White
To be used as a background colour, and for typography on top of our Deep Blue.

