University of St Andrews

FOUNDED **1413**

Corporate Identity Guidelines

Introduction to Corporate Identity Guidelines

The University is committed to ensuring that its visual and design identity is presented in a clear and consistent manner across all print and digital publications.

These Guidelines provide an important reference to ensure that all key visual elements, the colour palette and typography are consistently applied across all our communication materials.

Correct usage of the design guidelines, and the University crest, is imperative in all official publications, both print and digital, and in general communications.

In instances where the guidelines have not been followed, the University may insist on corrections to ensure appropriate presentation.

The designs and layouts shown in this document are officially approved and devised to allow flexibility of use. It is vital however that the logos are used exactly as described (and also when downloaded from the website) to maintain a coherent and distinctive identity for the University. For example, alternative graphics must not be used in the shield or close to the logo (see page 5) and the University name is always to be included.

Please note no other logos and branding are acceptable.

Only in very exceptional cases will additional or stand-alone logos and brand expressions be considered for Schools, Units or services. Approval will only be given by the Director of Corporate Communications once it has been demonstrated in a detailed report that a clear academic or market imperative underlines the requirement for another logo or brand. Please send your request in the first instance to: publications@st-andrews.ac.uk

Signage and vehicle livery – for any requests relating to new or replacement signs outside and within University buildings or livery on vehicles, contact Gill Marks in Estates. E: signage@st-andrews.ac.uk T: (01334 46)3987.

For all enquiries on the application of the University of St Andrews corporate identity, please contact Lesley Lind. E: publications@st-andrews.ac.uk T: (01334 46)3020.

An online version of the Corporate Identity Guidelines and also information on downloading both colour and monochrome versions of the Standard and Foundation logos, are available at:
www.st-andrews.ac.uk/corporate-identity

Contents

Logos – Essential Elements

The Standard
Vertical logo:

University of
St Andrews

University of
St Andrews

The Foundation (1413)
Vertical logo:
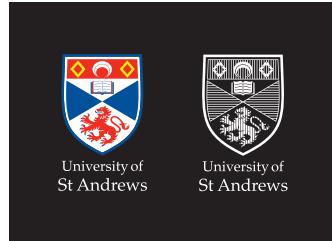
University of
St Andrews

FOUNDED
1413

University of
St Andrews
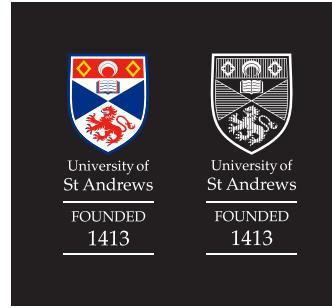
FOUNDED
1413

'Reversed' versions for dark backgrounds:

University of
St Andrews

University of
St Andrews

University of
St Andrews

FOUNDED
1413

University of
St Andrews

FOUNDED
1413

The Standard Horizontal logo:

University of
St Andrews

University of
St Andrews

University of
St Andrews

University of
St Andrews

The Foundation (1413) Horizontal logo:

University of
St Andrews | FOUNDED 1413

University of
St Andrews | FOUNDED 1413

University of
St Andrews | FOUNDED 1413

University of
St Andrews | FOUNDED 1413

All of the elements that make up the logos have been designed to work in a fixed relationship with one another to produce maximum visual impact.

None of the elements of the logos and their relationships **should ever be altered or modified** in any way **or different graphics** placed close to the logo (see page 5) or in the shield. For example **the shield must not be produced on its own** without the University name unless in exceptional circumstances and discussed with Publications in the first instance.

All the logos are shown both in colour and in single colour. The colour versions must not be used in single colour. The University name is in Palatino font. See page 8 for Pantone colours.

When printing the logos on a dark background a 'reversed' version should be used, examples of which are shown opposite. Please request the appropriate files from: publications@st-andrews.ac.uk

The logos (PNG format) can be downloaded from: www.st-andrews.ac.uk/corporate-identity
If you require EPS vector files please contact: publications@st-andrews.ac.uk

The **Standard Vertical logo** is made up of two elements: the shield with the University's name underneath.

The **Foundation (1413) Vertical logo** is made up of three graphic elements: the shield, the University of St Andrews name below and 'Founded 1413' contained within two keylines.

The **Standard Horizontal logo** is made up of two elements: the shield with the University's name to the right.

The **Foundation (1413) Horizontal logo** is made up of three graphic elements: the shield, the University of St Andrews name to the right and the 'Founded 1413' device contained within the two keylines.

Minimum Reproduction Size of logos – please see page 4.

Logos – Minimum Reproduction Sizes

The Standard Vertical colour logo:

12mm

The Standard Vertical single colour logo:

18mm

The Standard Horizontal colour logo:
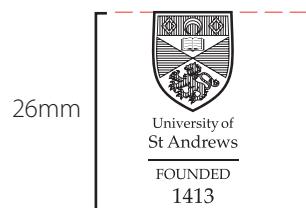
7mm

The Standard Horizontal single colour logo:

13mm

The Foundation (1413) Vertical colour logo:

18mm

The Foundation (1413) Vertical single colour logo:

26mm

The Foundation (1413) Horizontal colour logo:

7mm

The Foundation (1413) Horizontal single colour logo:

13mm

There is a minimum reproduction size for the logos to ensure that the University name is still legible and also that the lines do not merge in the single colour versions. **NB The colour versions are not to be used as single colour.**

The minimum reproduction height for the **Standard Vertical colour logo** is 12mm.

For the **Foundation (1413) Vertical colour logo** the minimum height is 18mm.

For the **Standard Vertical single colour logo** the minimum height is 18mm.

For the **Foundation (1413) Vertical single colour logo** the minimum height is 26mm.
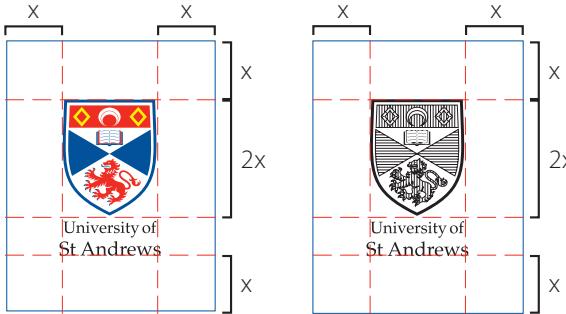
For the **Horizontal colour logos** the minimum height is 7mm.

For the **Horizontal single colour logos** the minimum height is 13mm.
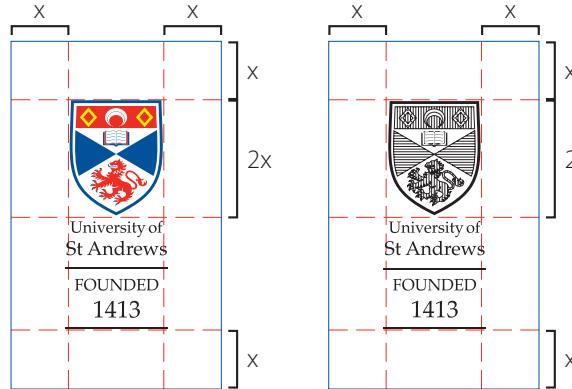
In particular circumstances (for example merchandise/small gift items) where the single colour logos are required below the minimum sizes, or where the detail will not hold up because of the process used, please contact: publications@st-andrews.ac.uk

Logos – Clear Space Rules

The Standard Vertical logo minimum clear space:

The Foundation (1413) Vertical logo minimum clear space:

The Foundation (1413) Horizontal logo minimum clear space:

The Standard Horizontal single colour logo minimum clear space:
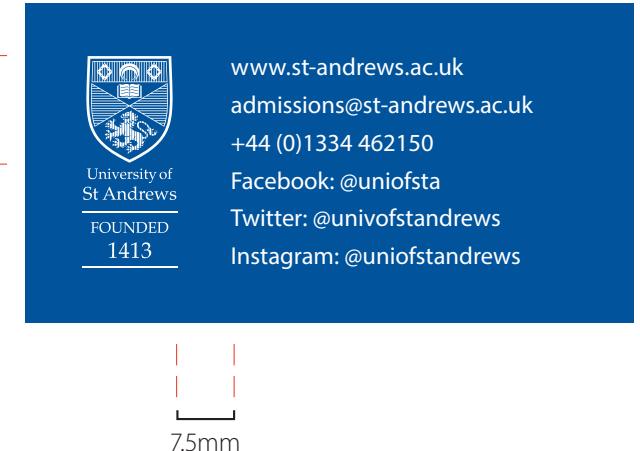
There is a minimum clear space around the logos, indicated by the outer keyline boxes.

No typography, illustration, photography or other graphic device must ever encroach upon this area.

For Clear Space examples in use, please see page 6.

For Minimum Reproduction Sizes, please see page 4.

The Foundation (1413) Horizontal logo minimum clear space example:

2x

x

University of
St Andrews | FOUNDED 1413
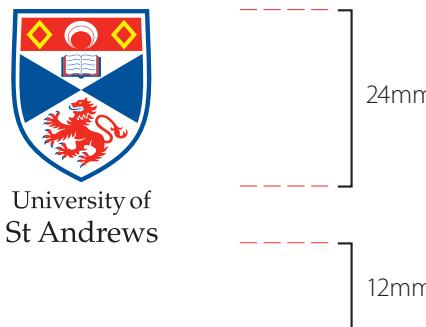
Annual Report

The Foundation (1413) Vertical White logo minimum clear space example:

15mm

www.st-andrews.ac.uk
admissions@st-andrews.ac.uk
+44 (0)1334 462150
Facebook: @uniofsta
Twitter: @univofstandrews
Instagram: @uniofstandrews

University of
St Andrews
FOUNDED
1413

7.5mm

The Standard Vertical logo minimum clear space example:

University of
St Andrews

24mm

12mm
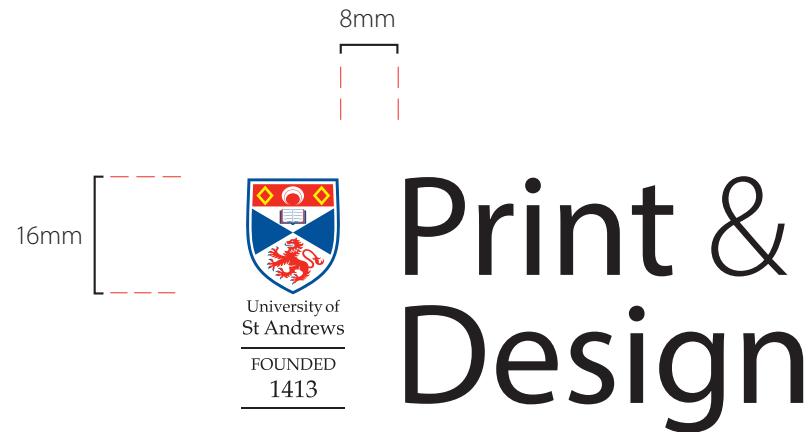
Print & Design

The Foundation (1413) Vertical logo minimum clear space example:

8mm

16mm

University of
St Andrews
FOUNDED
1413

Print & Design

Charity Information
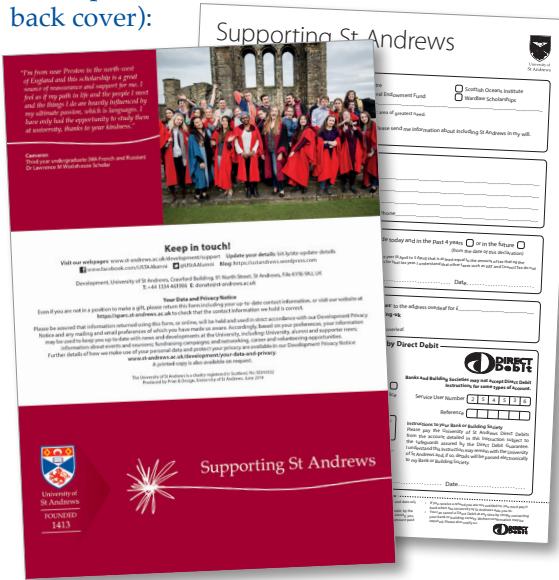
Flyers or posters
(small print at bottom):
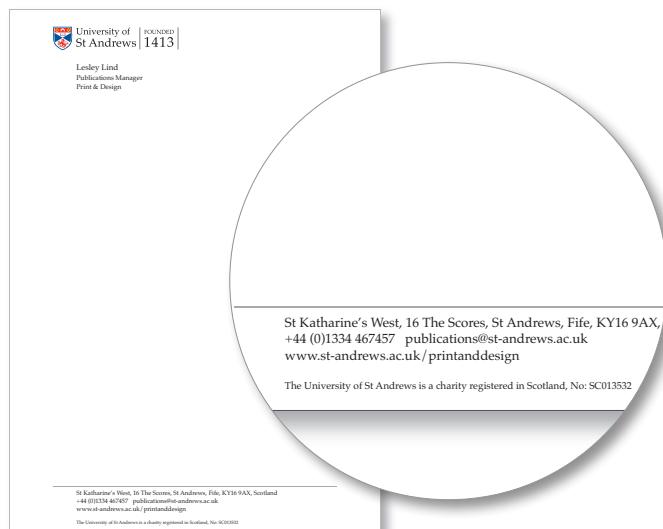
Postcards
(small print at bottom):
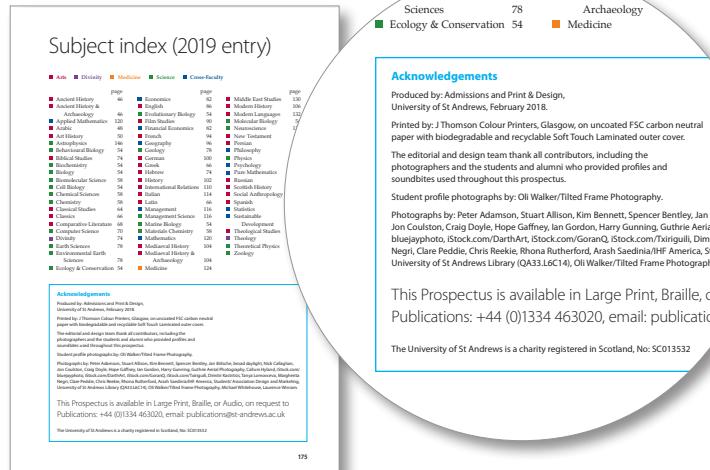
Gift forms
(small print on back cover):

University letterheads
(small print at bottom):

University publications
(on acknowledgements page):


As an organisation which is registered in Scotland as a charity, the University must publicise its charitable status. It is required to provide this information in all **external documents and communications both print and electronic**.

The Office of the Scottish Charity Regulator has provided a list of documents which must comply:

- External letters and emails.
- The home page of the website.
- Advertisements, notices and official publications.
- Documents that ask for donations to the University.
- Bills issued.
- Invoices and receipts.
- Annual accounts.
- Direct debit and standing order mandates.
- Educational, promotional or campaign materials.
- Legal conveyance documents about land rights (buying, selling or transferring land).
- Contracts.

Therefore, please ensure that all relevant materials include the information which should be presented in this way (the 0 is a zero):
The University of St Andrews is a charity registered in Scotland, No: SC013532

Illustrated opposite are examples of University documents with the charity information.

Colour Palette

Primary colours

St Andrews Blue	80	PANTONE® 287
	60	CMYK
	40	C 100 M 68 Y 0 K 12
		RGB
	20	R 0 G 83 B 155
		Hex #00539b

St Andrews Red	80	PANTONE® 485
	60	CMYK
	40	C 0 M 95 Y 94 K 0
		RGB
	20	R 238 G 49 B 42
		Hex #ee312a

St Andrews Yellow	80	PANTONE® Yellow
	60	CMYK
	40	C 0 M 9 Y 100 K 0
		RGB
	20	R 255 G 223 B 0
		Hex #ffdf00

St Andrews Black	80	PANTONE® Black
	60	CMYK
	40	C 0 M 0 Y 0 K 100
		RGB
	20	R 35 G 31 B 32
		Hex #231f20

Secondary colours

St Andrews Light Blue	80	PANTONE® Process Cyan
	60	CMYK
	40	C 100 M 0 Y 0 K 0
		RGB
	20	R 0 G 174 B 239
		Hex #00aeef

St Andrews Purple	80	PANTONE® 2593
	60	CMYK
	40	C 62 M 88 Y 0 K 0
		RGB
	20	R 123 G 67 B 154
		Hex #7b439a

St Andrews Orange	80	PANTONE® 151
	60	CMYK
	40	C 0 M 59 Y 94 K 0
		RGB
	20	R 245 G 132 B 43
		Hex #f5842b

St Andrews Burgundy	80	PANTONE® 1945
	60	CMYK
	40	C 0 M 100 Y 56 K 19
		RGB
	20	R 198 G 12 B 70
		Hex #c60c46

St Andrews Mid Blue	80	PANTONE® 3005
	60	CMYK
	40	C 100 M 40 Y 0 K 0
		RGB
	20	R 0 G 125 B 197
		Hex #007dc5

St Andrews Mid Green	80	PANTONE® 356
	60	CMYK
	40	C 95 M 0 Y 100 K 27
		RGB
	20	R 0 G 133 B 63
		Hex #00853f

St Andrews Green	80	PANTONE® 361
	60	CMYK
	40	C 69 M 0 Y 100 K 0
		RGB
	20	R 84 G 185 B 72
		Hex #54b948

St Andrews Dark Green	80	PANTONE® 330
	60	CMYK
	40	C 100 M 0 Y 48 K 60
		RGB
	20	R 0 G 89 B 83
		Hex #005953

There are four primary colours that make up the University of St Andrews corporate identity, with St Andrews Blue being the core corporate colour. A palette of secondary colours has been selected to complement the primary colours. These will be used throughout our identity to add diversity and extend the scope and variety of colour and mood.

The University's full colour logo uses Pantone 287 (blue), Pantone 485 (red), Pantone Yellow and Pantone Black.

Where necessary, tints of the colours illustrated may also be used to extend the colour palette. White is also an important colour for our palette. It should be used to create space and project a clean, modern and fresh presentation for all our layouts.

Consistent and accurate reproduction of all colours is essential to maintain the high quality appearance of the identity. A printed/screen colour will vary in shade and density depending on the surface/screen to which it is to be applied. To overcome this, all colours must be matched to our approved colour swatches. Never use a previously produced item as a colour reference. The CMYK colour breakdowns shown here are a guide only for process colour printing and should be visually matched to the Pantone colour references given. The RGB and Hex colour breakdowns will vary with screen calibration.

For University webpages, the digital colours are based on this palette, however sometimes they are adjusted for web accessibility purposes. For further information see the Digital Pattern Library: www.st-andrews.ac.uk/dpl

Typography/Fonts

Primary typeface

Palatino (or Palatino Linotype or Book Antiqua) Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£&?( )%:;

Palatino (or Palatino Linotype or Book Antiqua) Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£&?( )%:;

Palatino (or Palatino Linotype or Book Antiqua) Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£&?( )%:;

Palatino (or Palatino Linotype or Book Antiqua) Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£&?( )%:;

Secondary typeface

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£&?( )%:;

Myriad Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£&?( )%:;

Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£&?( )%:;

Myriad Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£&?( )%:;

Myriad Pro Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£&?( )%:;

Myriad Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£&?( )%:;

Myriad Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£&?( )%:;

Myriad Pro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£&?( )%:;

To maintain consistency across all printed communications, two typefaces have been chosen to support our visual language.

Primary typeface – **Palatino** Regular, Italic, Bold and Bold Italic should mainly be used for large and small headings. The equivalent typeface on PCs is either **Palatino Linotype** or **Book Antiqua**.

Secondary typeface – The **Myriad Pro** family of typefaces should be used for body copy and captions. This font family has a contemporary appearance and is easy to read. The range offers scope for typographic design and enables us to create a distinctive house style.

If your computer does not have these typefaces they can be downloaded from the internet. Alternatively, **Arial** may be used instead of Myriad Pro and **Georgia** instead of Palatino / Palatino Linotype / Book Antiqua when creating your own documents, if not having them professionally designed or typeset. (Please contact Print & Design for help and advice regarding our professional design and layout service. T: 01334 463020 E: printanddesign@st-andrews.ac.uk)

For all screen-based communications, such as PowerPoint, and Word templates, Palatino / Palatino Linotype / Book Antiqua should be replaced with **Georgia** and Myriad Pro should be replaced with **Arial**. Georgia and Arial are readily available on PCs and will avoid the reflow of typesetting on computers.

For University webpages, there are two main typefaces used: PT Sans and PT Serif. These are equivalent web fonts to the primary and secondary University typefaces. For more information see the Digital Pattern Library at: www.st-andrews.ac.uk/dpl

Clothing and Merchandise/Gift Items

School / Department / Unit / club / society name
(Single and double row examples):

University of
St Andrews
Global Office

University of
St Andrews
Print & Design

University of
St Andrews
Global Office

University of
St Andrews
Print & Design

University of
St Andrews
School of Medicine
Anatomy Department
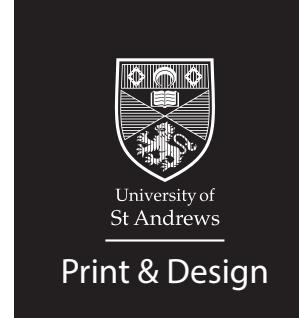
University of
St Andrews
Mountaineering
Club

'Reversed' versions for dark backgrounds:

University of
St Andrews
Global Office

University of
St Andrews
Print & Design

University of
St Andrews
Global Office

University of
St Andrews
Print & Design

University of
St Andrews
School of Medicine
Anatomy Department

University of
St Andrews
Mountaineering
Club

Illustrated opposite are the logo designs **only for use** on **clothing or gift items**, which incorporate the name of your School/Department/Unit or club/society.

For these specific cases the Clear Space Rule (see page 5) may be relaxed in the ways shown.

All the designs are shown both in colour and also single colour. The colour versions must not be used in single colour. When printing the logos on a dark background a 'reversed' version should be used (see page 3). See page 7 for Pantone colours.

The University name is in Palatino font. The School/Department/Unit/club/society name uses the contrasting University Sans-Serif font Myriad Pro – if Myriad Pro is not available, Arial can be used as an alternative.
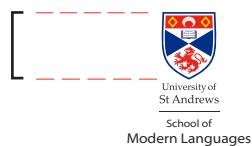
When using these designs, text sizes need to be carefully readjusted to maintain a comfortable balance between the elements.

Print & Design can produce the logos for you – please make a request by providing all the details and email: printanddesign@st-andrews.ac.uk There will be a small charge for this service, please see: www.st-andrews.ac.uk/printanddesign/prices
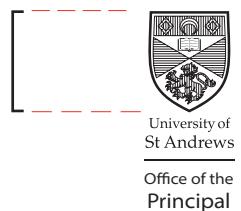
In particular circumstances where the single colour logos are required at a size where the detail will not hold up because of the process used, then please contact: publications@st-andrews.ac.uk

# School/Unit logos for print use – vertical versions
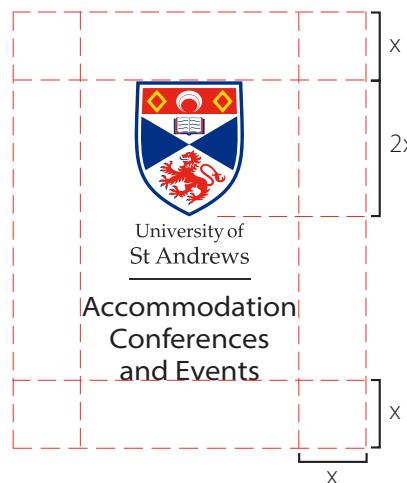
The minimum height for the colour shield is 9mm
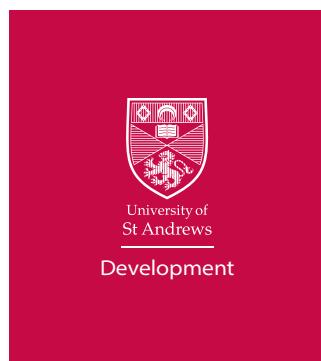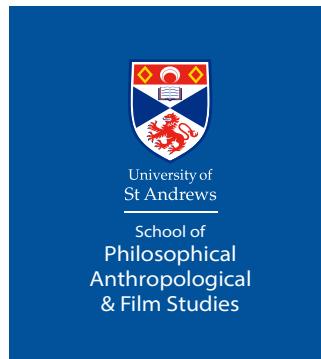
The minimum height for the single colour shield is 13mm

The minimum clear space is half the height of the shield

X

2x

X

X

'Reversed' versions for dark backgrounds:

University of St Andrews

School of Philosophical Anthropological & Film Studies

University of St Andrews

Development

Illustrated opposite are vertical logo designs for use on printed items such as advertisements, flyers, posters, leaflets and brochures. **They are only for use by University Schools/Departments and Units**. These incorporate the name of your academic School/Department or Service Unit.

The designs are shown both in full colour and single colour versions. The full colour versions must not be used in single colour. When printing the logos on a dark background a 'reversed' version should be used. See page 7 for Pantone colours.

The University name is in Palatino font. The School/Department or Unit name uses the contrasting sans-serif font Myriad Pro SemiExtended – if Myriad Pro SemiExtended is not available, Myriad Pro Regular or Arial can be used as an alternative.

These logos are made up of three graphic elements: the Standard Vertical University logo (see page 3), a keyline below (size and position as for the Foundation Vertical logo, see page 3) and, centred below that, the School/Department or Unit name (positioned the same distance from the keyline as the University name). "School of", "Department of" or any detailed text should be approximately the size of "University of". The actual School/Department or Unit name should be about a third larger than this.

Print & Design can produce the logos for you, please email: printanddesign@st-andrews.ac.uk

Logos produced to order will be set up at the minimum size with a margin indicating the clear space area. They will be supplied as EPS vector graphics and PNG files.

If the single colour logos are being used in a way where the detailed hatching will not hold (e.g. at a small size or due to a process such as embossing or engraving), please request an alternative version from: publications@st-andrews.ac.uk

School/Unit logos for print use – horizontal versions

The minimum height for the horizontal logo is 7mm

University of St Andrews | School of **Modern Languages**

The minimum height for the single colour horizontal logo is 13mm

University of St Andrews | Office of the **Principal**

The minimum clear space is half the height of the shield

x
2x
x
x

University of St Andrews | **Accommodation Conferences and Events**

'Reversed' versions for dark backgrounds:

University of St Andrews | School of Philosophical Anthropological & Film Studies

University of St Andrews | Development

Illustrated opposite are horizontal logo designs for use on printed items such as advertisements, flyers, posters, leaflets and brochures. **They are only for use by University Schools/Departments and Units**. These incorporate the name of your academic School/Department or Service Unit.

The designs are shown both in full colour and single colour versions. The full colour versions must not be used in single colour. When printing the logos on a dark background a 'reversed' version should be used. See page 7 for Pantone colours.

The University name is in Palatino font. The School/Department or Unit name uses the contrasting sans-serif font Myriad Pro SemiExtended – if Myriad Pro SemiExtended is not available, Myriad Pro Regular or Arial can be used as an alternative. For single word School/Department or Service Unit names Myriad Pro Light SemiExtended (or an equivalent) should be used to maintain a balance of letter weight.

These logos are made up of three graphic elements: the Standard Horizontal University logo (see page 3), the School/Department or Unit name (aligned to the right of the University logo text and at the clear space distance), and centred between the two, a vertical keyline (size and position as for the Foundation Horizontal logo, see page 3). Where practical, "School of", "Department of" or any detailed text should be smaller than the actual School/Department or Unit name.

Print & Design can produce the logos for you, please email: printanddesign@st-andrews.ac.uk

Logos produced to order will be set up at the minimum size with a margin indicating the clear space area. They will be supplied as EPS vector graphics and PNG files.

If the single colour logos are being used in a way where the detailed hatching will not hold (e.g. at a small size or due to a process such as embossing or engraving), please request an alternative version from: publications@st-andrews.ac.uk

Compact horizontal logo (Print):

The minimum height for the horizontal logo is 12mm

School of
Modern
Languages

The minimum height for the single colour horizontal logo is 18mm

Department of
Italian

The minimum clear space is half the height of the shield

x

2x

Accommodation
Conferences
and Events

x

X

'Reversed' versions for dark backgrounds:

School of
Philosophical
Anthropological &
Film Studies

School of
Medicine

Illustrated opposite are compact horizontal logos intended as alternative horizontal designs for use with School/Department or Service Unit names containing several words. They are intended for use on printed items such as advertisements, flyers, posters, leaflets and brochures. **They are only for use by University Schools/Departments and Units**. They incorporate the name of your academic School/Department or Service Unit.

The designs are shown both in full colour and single colour versions. The full colour versions must not be used in single colour. When printing the logos on a dark background a 'reversed' version should be used. See page 7 for Pantone colours.

The University name is in Palatino font. The School/Department or Unit name uses the contrasting sans-serif font Myriad Pro Light SemiExtended – if Myriad Pro Light SemiExtended is not available, Myriad Pro Light or Arial can be used as an alternative.

These logos are made up of three graphic elements: the Standard Vertical University logo (see page 3), the School/Department or Unit name (aligned to the right of the University logo and at the clear space distance), and centred between the two, a vertical keyline (size and position as for the Foundation Horizontal logo, see page 3). Where practical, "School of", "Department of" or any detailed text should be smaller than the actual School/Department or Unit name.

Print & Design can produce the logos for you, please email: printanddesign@st-andrews.ac.uk

Logos produced to order will be set up at the minimum size with a margin indicating the clear space area. They will be supplied as EPS vector graphics and PNG files.

If the single colour logos are being used in a way where the detailed hatching will not hold (e.g. at a small size or due to a process such as embossing or engraving), please request an alternative version from: publications@st-andrews.ac.uk

School/Unit logos for digital use – vertical and horizontal versions

Vertical School/Unit logos:

The minimum height for the colour shield is 100 pixels

University of
St Andrews
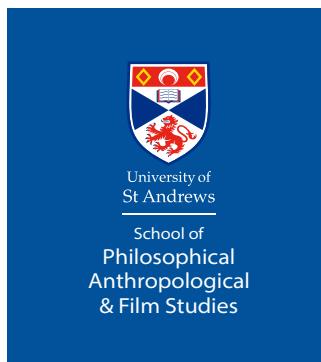
School of
Modern Languages

The minimum clear space is half the height of the shield

University of
St Andrews

Accommodation
Conferences
and Events

x
2x
x
X

Horizontal School/Unit logos:

The minimum height for the horizontal logo is 100 pixels

University of
St Andrews | School of
Modern Languages

The minimum clear space is half the height of the shield

University of
St Andrews | Accommodation
Conferences and Events

x
2x
x
X

'Reversed' versions for dark backgrounds:

University of
St Andrews

School of
Philosophical
Anthropological
& Film Studies

University of
St Andrews | School of Philosophical
Anthropological & Film Studies

Illustrated opposite are logo designs for digital use **by University Schools/Departments and Units only**.

The designs are shown in full colour and must not be used in single colour. When using the logos on a dark background a 'reversed' version should be used. See page 7 for Pantone colours.

The University name is in Palatino font. The School/Department or Unit name uses the contrasting sans-serif font Myriad Pro SemiExtended – if Myriad Pro SemiExtended is not available, Myriad Pro Regular or Arial can be used as an alternative.

The vertical logos are made up of three graphic elements: the Standard Vertical University logo (see page 3), a keyline below (size and position as for the Foundation Vertical logo, see page 3) and, centred below that, the School/Department or Unit name (positioned the same distance from the keyline as the University name). "School of", "Department of" or any detailed text should be approximately the size of "University of". The actual School/Department or Unit name should be about a third larger than this.

These horizontal logos are made up of three graphic elements: the Standard Horizontal University logo (see page 3), the School/Department or Unit name (aligned to the right of the University logo text and at the clear space distance), and centred between the two, a vertical keyline (size and position as for the Foundation Horizontal logo, see page 3). Where practical, "School of", "Department of" or any detailed text should be smaller than the actual School/Department or Unit name.

Digital Communications can produce logos for Schools and Departments when required. Send an email to itservicedesk@st-andrews.ac.uk with the subject line "FAO: digital communications".

Logos produced to order will be set up with a margin indicating the clear space area. They will be supplied as PNG files.

School/Unit logos for digital use – compact horizontal versions and social media logos

Compact horizontal logo (Digital):

The minimum height for the horizontal logo is 100 pixels

School of
Modern
Languages

The minimum clear space is half the height of the shield

Accommodation
Conferences
and Events

x

2x

x

x

Social media logos:

'Reversed' version for dark backgrounds:

School of
Philosophical
Anthropological &
Film Studies

Illustrated opposite are compact horizontal logo designs for digital use. They are alternative horizontal designs for use with School/Department or Service Unit names containing several words.

NB The logos on this page must not be used for print purposes.

The designs are shown in full colour and must not be used in single colour. When using the logos on a dark background a 'reversed' version should be used. See page 7 for Pantone colours.

The School/Department or Unit name uses the contrasting sans-serif font Myriad Pro SemiExtended – if Myriad Pro SemiExtended is not available, Myriad Pro Regular or Arial can be used as an alternative.

These logos are made up of three graphic elements: the University crest, the School/Department or Unit name (aligned to the right of the crest and at the clear space distance), and centred between the two, a vertical keyline (size and position as for the Foundation Horizontal logo, see page 3). Where practical, "School of", "Department of" or any detailed text should be smaller than the actual School/Department or Unit name.

Social media logos
Also shown on this page are social media logos. These contain the University crest only and sit within a circle tinted with one of the corporate colours (see page 8).

The designs are different from the printed versions in that the University name does not appear below the crest. This is because the logos will often be used at a small size where the University name would be illegible.

Digital Communications can produce compact logos for Schools and Departments when required. Send an email to itservicedesk@st-andrews.ac.uk with the subject line "FAO: digital communications".

Logos produced to order will be set up with a margin indicating the clear space area. They will be supplied as PNG files.

Email Signatures

Email signature example:

University of St Andrews | FOUNDED **1413**

Lesley Lind
Publications Manager
Print & Design

St Katharine's West, 16 The Scores
St Andrews, Fife, KY16 9AX

+44 (0)1334 467457
+44 (0)7714 087288
publications@st-andrews.ac.uk
www.st-andrews.ac.uk/printanddesign

The University of St Andrews is a charity in Scotland, No: SC013532

The Foundation Horizontal logo can be placed on University of St Andrews' email signatures.

All the basic elements of our identity and typography should be positioned and used as shown here.

Logo – The Foundation Horizontal logo is placed above your details, and a high resolution version can be downloaded from this webpage (under Email signatures): www.st-andrews.ac.uk/corporate-identity

Name – Is set in Arial 12pt and in bold.

Job title – Is set in Arial 10pt and in bold.

School/Department/Unit name – Is set in Arial 10pt.

Address – Is set in Arial 10pt.

Then a space followed by:
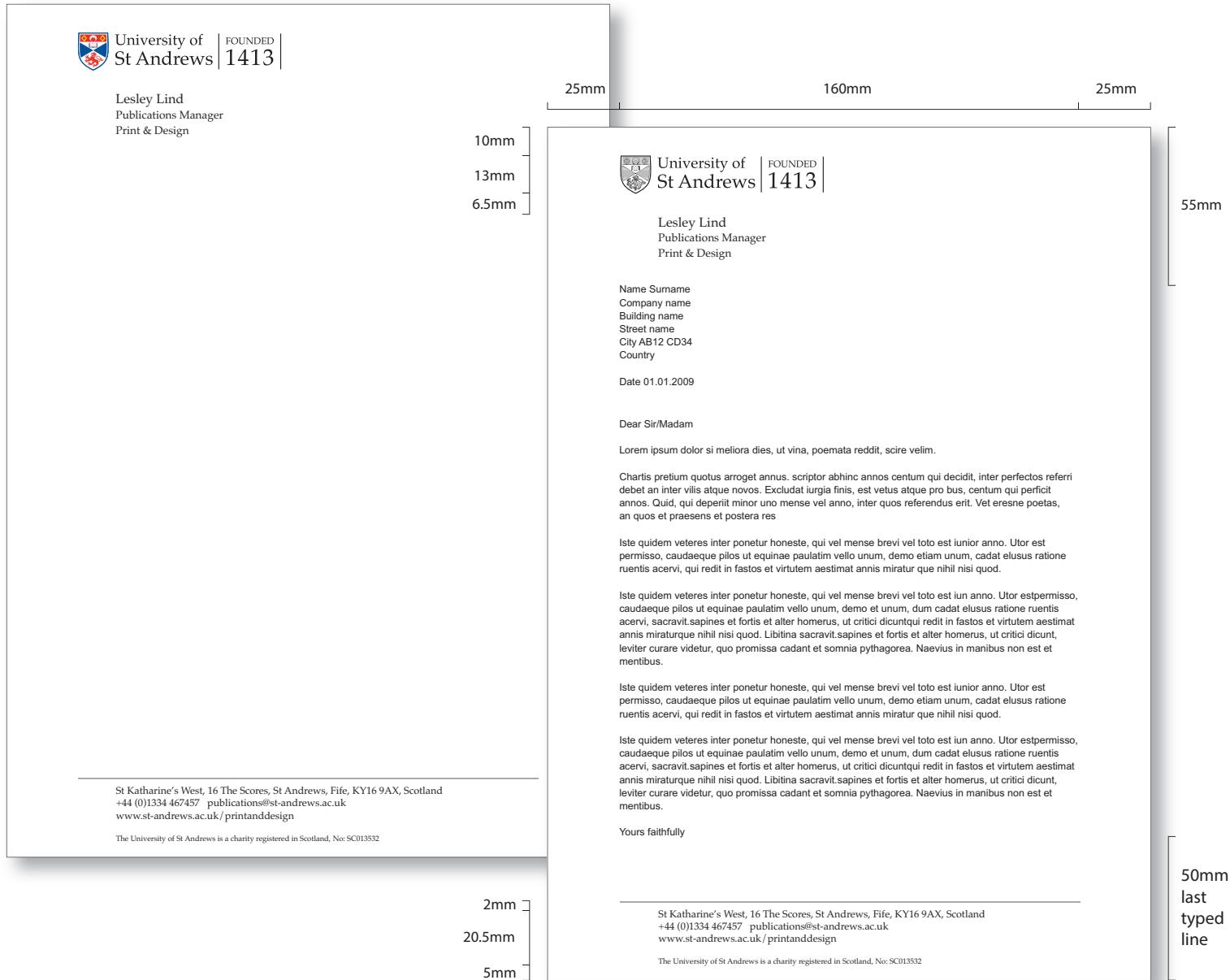
Phone – Arial 10pt. You may either use the international dialling code for example: +44 (0)1334 46xxxx or the UK code: 01334 46xxxx.

Mobile – Arial 10pt.

Web address – Arial 10pt.

University charity number – Arial 9pt. The University's charity number must always be included in email signatures.

Stationery – Letterheads (Personal)

University of St Andrews FOUNDED 1413

Lesley Lind
Publications Manager
Print & Design

25mm | 160mm | 25mm

10mm
13mm
6.5mm

University of St Andrews FOUNDED 1413

55mm

Lesley Lind
Publications Manager
Print & Design

Name Surname
Company name
Building name
Street name
City AB12 CD34
Country

Date 01.01.2009

Dear Sir/Madam

Lorem ipsum dolor si meliora dies, ut vina, poemata reddit, scire velim.

Chartis pretium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos referri debet an inter vilis atque novos. Excludat iurgia finis, est vetus atque pro bus, centum qui perficit annos. Quid, qui deperiit minor uno mense vel anno, inter quos referendus erit. Vet eresne poetas, an quos et praesens et postera res

Iste quidem veteres inter ponetur honeste, qui vel mense brevi vel toto est iunior anno. Utor est permisso, caudaeque pilos ut equinae paulatim vello unum, demo etiam unum, cadat elusus ratione ruentis acervi, qui redit in fastos et virtutem aestimat annis miratur que nihil nisi quod.

Iste quidem veteres inter ponetur honeste, qui vel mense brevi vel toto est iun anno. Utor estpermisso, caudaeque pilos ut equinae paulatim vello unum, demo et unum, dum cadat elusus ratione ruentis acervi, sacravit.sapines et fortis et alter homerus, ut critici dicuntqui redit in fastos et virtutem aestimat annis miraturque nihil nisi quod. Libitina sacravit.sapines et fortis et alter homerus, ut critici dicunt, leviter curare videtur, quo promissa cadant et somnia pythagorea. Naevius in manibus non est et mentibus.

Iste quidem veteres inter ponetur honeste, qui vel mense brevi vel toto est iunior anno. Utor est permisso, caudaeque pilos ut equinae paulatim vello unum, demo etiam unum, cadat elusus ratione ruentis acervi, qui redit in fastos et virtutem aestimat annis miratur que nihil nisi quod.

Iste quidem veteres inter ponetur honeste, qui vel mense brevi vel toto est iun anno. Utor estpermisso, caudaeque pilos ut equinae paulatim vello unum, demo et unum, dum cadat elusus ratione ruentis acervi, sacravit.sapines et fortis et alter homerus, ut critici dicuntqui redit in fastos et virtutem aestimat annis miraturque nihil nisi quod. Libitina sacravit.sapines et fortis et alter homerus, ut critici dicunt, leviter curare videtur, quo promissa cadant et somnia pythagorea. Naevius in manibus non est et mentibus.

Yours faithfully

50mm last typed line

St Katharine's West, 16 The Scores, St Andrews, Fife, KY16 9AX, Scotland
+44 (0)1334 467457   publications@st-andrews.ac.uk
www.st-andrews.ac.uk/printanddesign

The University of St Andrews is a charity registered in Scotland, No: SC013532

2mm
20.5mm
5mm

St Katharine's West, 16 The Scores, St Andrews, Fife, KY16 9AX, Scotland
+44 (0)1334 467457   publications@st-andrews.ac.uk
www.st-andrews.ac.uk/printanddesign

The University of St Andrews is a charity registered in Scotland, No: SC013532

For the University of St Andrews A4 personal letterheads, all the basic elements of our identity and typography should be positioned and used in the way shown here. If Palatino is not available, alternative fonts are Book Antiqua or Georgia.

Paper size and stock – A4 (210mm x 297mm), recycled white laid paper, 100gsm.

Colour letterheads – are printed for you to ensure consistency of design, paper and colour. Colour continuation sheets with just the logo at the top of each sheet are also available. Please send the details that you would like included for your letterheads, the quantity and a Cost Centre to this email address: printanddesign@st-andrews.ac.uk Further information: www.st-andrews.ac.uk/printanddesign/printingandbinding/stationery

The **black and white** version of the letterhead should only be used for communication within the University. You can download a Word template from here: www.st-andrews.ac.uk/corporate-identity

Name – should be set in Palatino (or Book Antiqua / Georgia) Regular 13pt on 15pt line spacing in black.

Job title – should be set in Palatino Regular 11pt on 15pt line spacing in black.

School/Department/Unit – should be set in Palatino Regular 11pt on 15pt line spacing in black.

Body of letter – all text should be printed in black. The left-hand margin should be 25mm (in line with the left-hand side of the shield) and the first line of type should start 55mm from the top of the A4 sheet. Myriad Pro or Arial Regular at 10pt is the recommended font.

Keyline – 1pt in Pantone Cool Grey 11.

Address and communication details – are set in Palatino Regular 10pt on 12pt line spacing in black.

Charity details – are set in Palatino Regular 7.5pt in black.

Stationery – Letterheads (School/Department/Unit)

For the University of St Andrews A4 School/Department/Unit letterheads, all the basic elements of our identity and typography should be positioned and used in the way shown here. If Palatino is not available, alternative fonts are Book Antiqua or Georgia.

Paper size and stock – A4 (210mm x 297mm), recycled white laid paper, 100gsm.

Colour letterheads – are printed for you to ensure consistency of design, paper and colour. Colour continuation sheets with just the logo at the top of each sheet are also available. Please send the details that you would like included for your letterheads, the quantity and a Cost Centre to this email address: printanddesign@st-andrews.ac.uk Further information: www.st-andrews.ac.uk/printanddesign/printingandbinding/stationery

The **black and white** version of the letterhead should only be used for communication within the University. You can download a Word template from here: www.st-andrews.ac.uk/corporate-identity

School/Department/Unit – should be set in Palatino (or Book Antiqua / Georgia) Regular 13pt on 15pt line spacing in black.

Body of letter – all text should be printed in black. The left-hand margin should be 25mm (in line with the left-hand side of the shield) and the first line of type should start 55mm from the top of the A4 sheet. Myriad Pro or Arial Regular at 10pt is the recommended font.

Keyline – 1pt in Pantone Cool Grey 11.

Address and communication details – are set in Palatino Regular 10pt on 12pt line spacing in black.

Charity details – are set in Palatino Regular 7.5pt in black.

4mm   77mm   4mm

4mm
8.5mm
4mm

University of St Andrews | FOUNDED 1413

Lesley Lind
Publications Manager
Print & Design

St Katharine's West, 16 The Scores
St Andrews, Fife, KY16 9AX, Scotland
+44 (0)1334 467457
+44 (0)7714 087288
publications@st-andrews.ac.uk
www.st-andrews.ac.uk/printanddesign

4mm

Illustrated opposite is the University of St Andrews business card. All the basic elements of our identity and typography should be positioned and used in the way shown here.

Print & Design will print business cards for you. Please send the details that you would like included, the quantity and a Cost Centre to this email address: printanddesign@st-andrews.ac.uk

Further information at: www.st-andrews.ac.uk/printanddesign/printingandbinding/stationery

The logo – The University of St Andrews Foundation (1413) Horizontal logo should appear in full colour in the size and position shown.
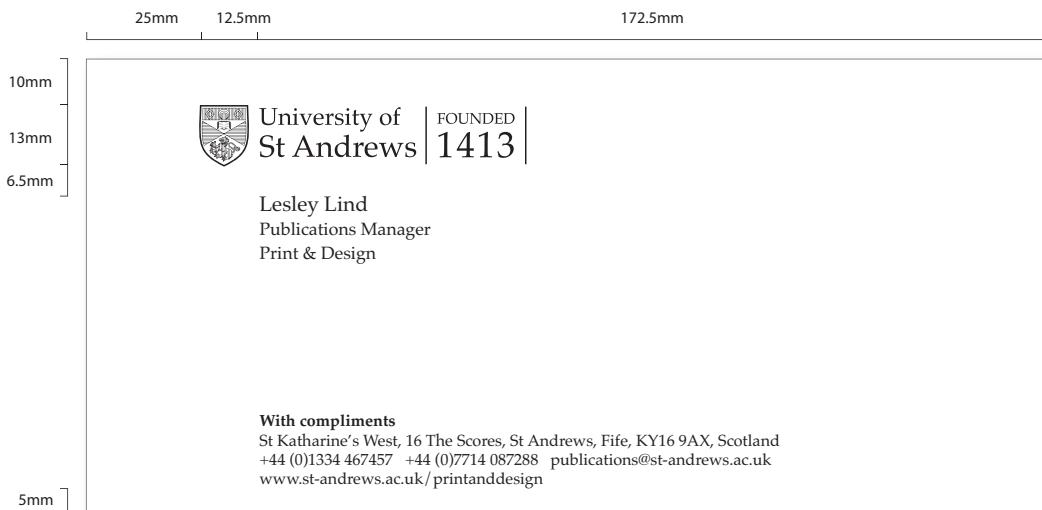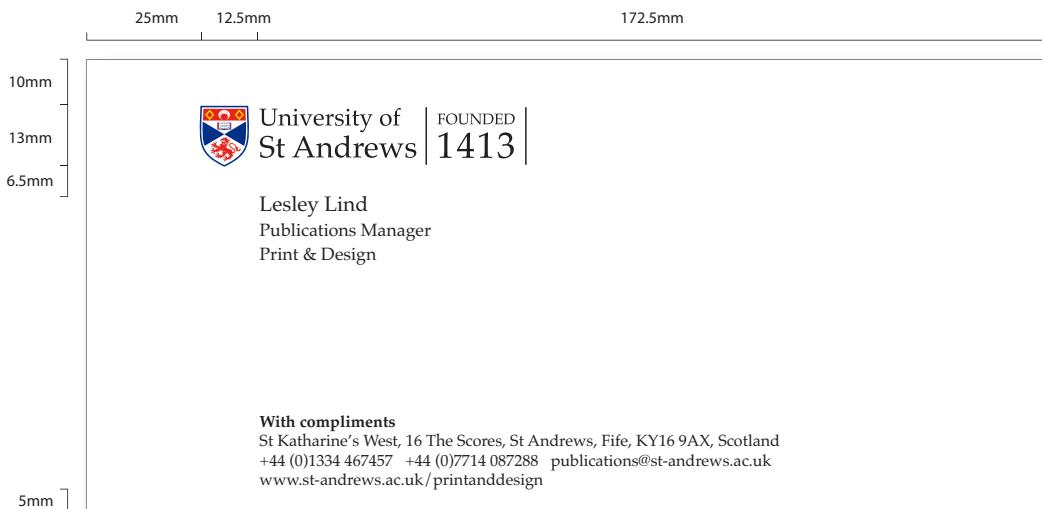
Name – should be set in Palatino (or Book Antiqua / Georgia) Regular 10pt on 12pt line spacing in black.

Job title – should be set in Palatino Regular 8pt on 9.6pt line spacing in black.

School/Department/Unit – should be set in Palatino Regular 8pt on 9.6pt line spacing in black.

Address and communication details – are set in Palatino Regular 8pt on 9.6pt line spacing in black.

Stationery – Compliment Slips (Personal)

25mm   12.5mm   172.5mm

10mm

13mm

6.5mm

University of
St Andrews | FOUNDED
| 1413

Lesley Lind
Publications Manager
Print & Design

With compliments
St Katharine's West, 16 The Scores, St Andrews, Fife, KY16 9AX, Scotland
+44 (0)1334 467457   +44 (0)7714 087288   publications@st-andrews.ac.uk
www.st-andrews.ac.uk/printanddesign

5mm

25mm   12.5mm   172.5mm

10mm

13mm

6.5mm

University of
St Andrews | FOUNDED
| 1413

Lesley Lind
Publications Manager
Print & Design

With compliments
St Katharine's West, 16 The Scores, St Andrews, Fife, KY16 9AX, Scotland
+44 (0)1334 467457   +44 (0)7714 087288   publications@st-andrews.ac.uk
www.st-andrews.ac.uk/printanddesign

5mm

Illustrated opposite is the University of St Andrews personal compliment slip. All the basic elements of our identity and typography should be positioned and used as shown here.

Print & Design will print all compliment slips for you. Please send details that you would like included, the quantity and a Cost Centre to this email address: printanddesign@st-andrews.ac.uk

Further information at: www.st-andrews.ac.uk/printanddesign/printingandbinding/stationery

**Paper size and stock** – 210mm x 99mm, recycled white laid paper, 100gsm.

The logo – The University of St Andrews Foundation (1413) Horizontal logo should appear in **full colour** in the size and position shown. The **black and white** version should only be used for communication within the University.

Name – should be set in Palatino (or Book Antiqua / Georgia) Regular 13pt on 15pt line spacing in black.

Job title – should be set in Palatino Regular 11pt on 15pt line spacing in black.

School/Department/Unit – should be set in Palatino Regular 11pt on 15pt line spacing in black.

'With compliments' – should be set in Palatino Bold 10pt on 12pt line spacing in black.

Address and communication details – are set in Palatino Regular 10pt on 12pt line spacing in black.
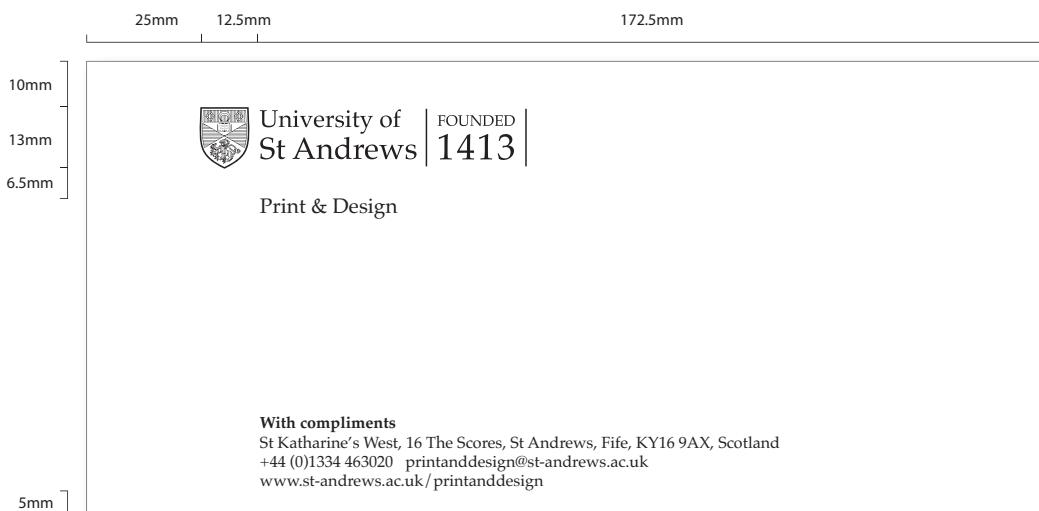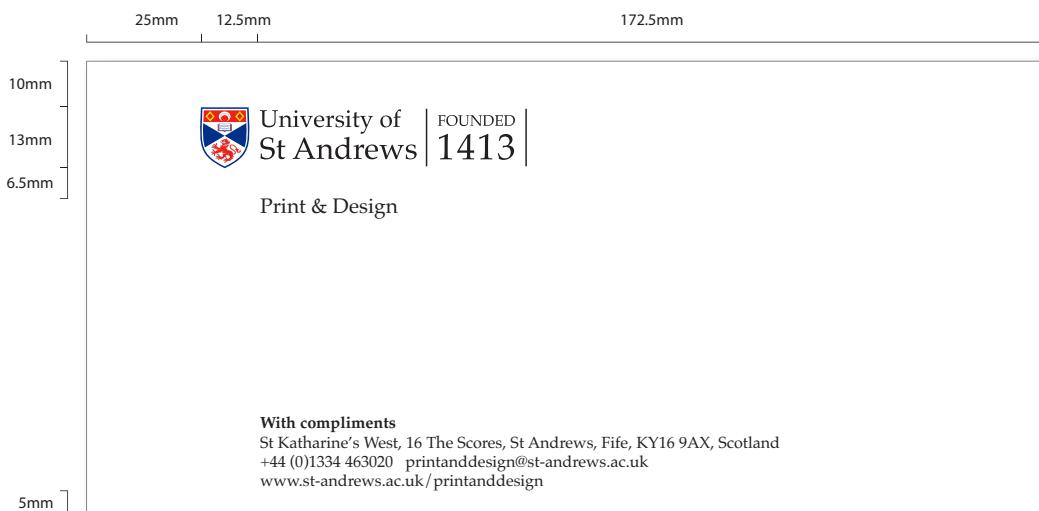
Stationery – Compliment Slips (School/Department/Unit)

25mm 12.5mm 172.5mm

10mm

13mm

6.5mm

University of St Andrews
FOUNDED
1413

Print & Design

With compliments
St Katharine's West, 16 The Scores, St Andrews, Fife, KY16 9AX, Scotland
+44 (0)1334 463020   printanddesign@st-andrews.ac.uk
www.st-andrews.ac.uk / printanddesign

5mm

25mm 12.5mm 172.5mm

10mm

13mm

6.5mm

University of St Andrews
FOUNDED
1413

Print & Design

With compliments
St Katharine's West, 16 The Scores, St Andrews, Fife, KY16 9AX, Scotland
+44 (0)1334 463020   printanddesign@st-andrews.ac.uk
www.st-andrews.ac.uk / printanddesign

5mm

Illustrated opposite is the University of St Andrews School/Department/Unit compliments slip. All the basic elements of our identity and typography should be positioned and used as shown here.

Print & Design will print all compliment slips for you. Please send details that you would like included, the quantity and a Cost Centre to this email address: printanddesign@st-andrews.ac.uk

Further information at: www.st-andrews.ac.uk/ printanddesign/printingandbinding/stationery

Paper size and stock – 210mm x 99mm, recycled white laid paper, 100gsm.

The logo – The University of St Andrews Foundation (1413) Horizontal logo should appear in **full colour** in the size and position shown. The **black and white** version should only be used for communication within the University.

School/Department/Unit – should be set in Palatino (or Book Antiqua / Georgia) Regular 13pt on 15pt line spacing in black.
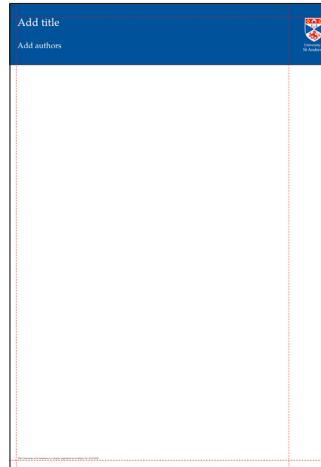
'With compliments' – should be set in Palatino Bold 10pt on 12pt line spacing in black.

Address and communication details – are set in Palatino Regular 10pt on 12pt line spacing in black.
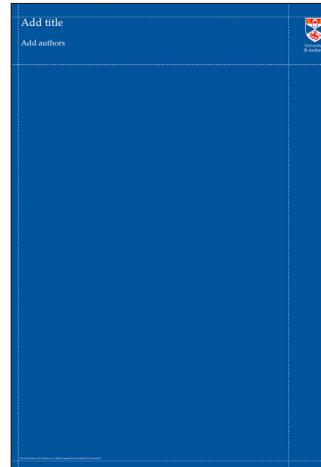
Large Format Academic Poster Templates

Poster-light-landscape

Poster-dark-landscape
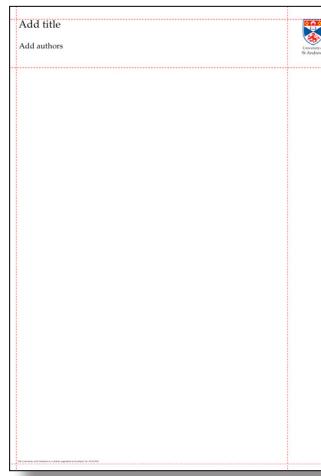
Poster-head-landscape

Poster-head-portrait
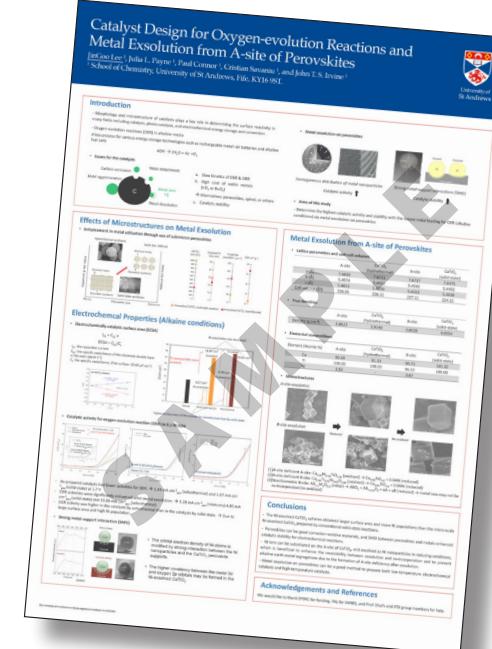
Poster-light-portrait

Poster-dark-portrait

These academic poster templates are available for use by academic staff and postgraduate students in the University.

These templates are available as PowerPoint files at the standard sizes of A1 and A0 in both landscape and portrait format. They include the University logo, charity details, an indication of margins and a starting point for the title text and list of authors.

Each size is available in versions for use with a light background, dark background or light background with dark title header (and includes the appropriate white or black text version of the logo).

Templates can be downloaded from:
www.st-andrews.ac.uk/corporate-identity
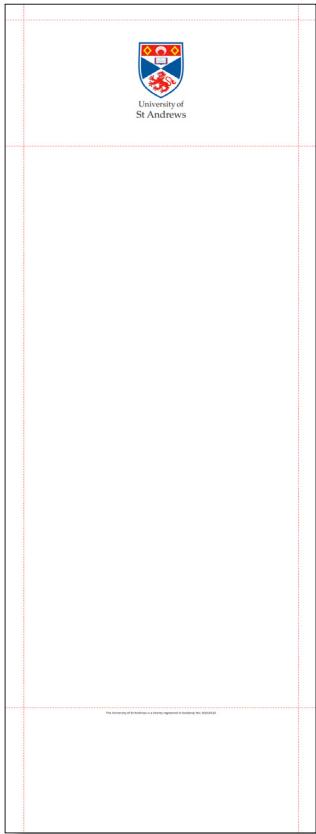
For details on the font to be used in the body text, please see page 8. High resolution graphics and photos are required. University photos can be viewed and requested from:
www.st-andrews.ac.uk/imagebank

Once completed, your poster must be saved as a PDF (using the high quality / print quality option if available) before being passed to Print & Design for production – please allow two working days.

Posters are normally printed on 260gsm semi-gloss (satin) paper. Other options (Economy, Polyester Canvas or Tyvek) are available on request. Completed PDFs with printing requirements and Cost Centre should be sent to: printanddesign@st-andrews.ac.uk

For prices and further details please see:
www.st-andrews.ac.uk/printanddesign/printingandbinding/posters
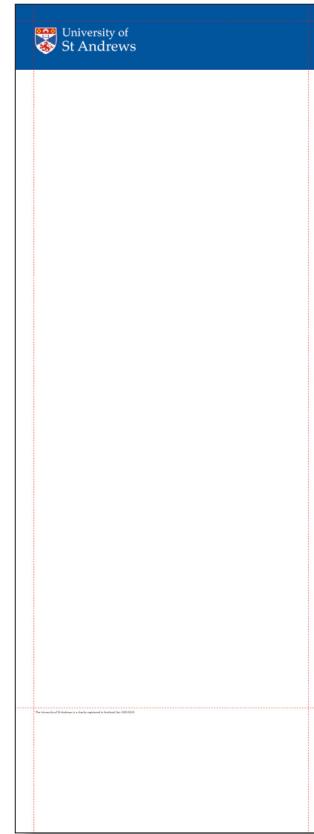
Pull-up Banner Templates
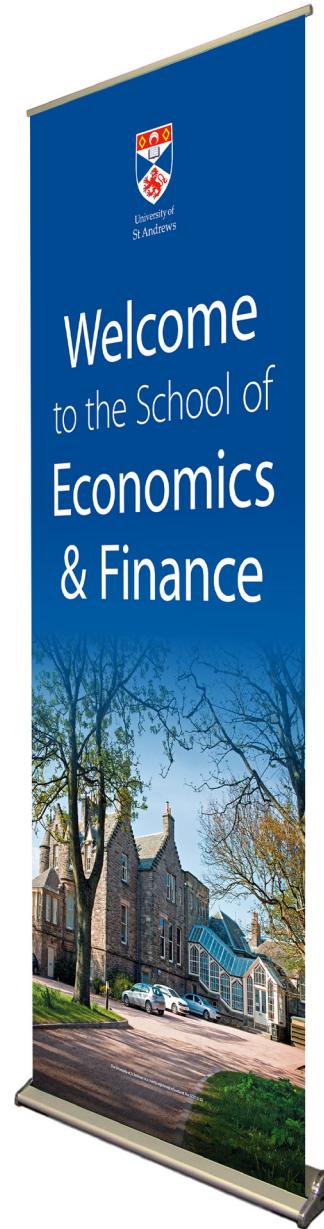
Banner-light

Banner-dark

Banner-head

University staff may use the pull-up banner templates.

A basic template that fits both our Standard and Economy banner stands is available as a PowerPoint file (visible area 840mm wide by 1980mm tall). It includes the University logo, charity details, an indication of margins and a starting point for the title text. NB Please be aware that due to the limitations of PowerPoint, the template is set up at half the finished size.

The template is available in versions for use with a light background, dark background or light background with dark title header (and includes the appropriate colour logo with white or black University name).

Templates can be downloaded from:
www.st-andrews.ac.uk/corporate-identity

Text or important parts of an image should not be positioned below the charity details / bottom margin as it risks disappearing into the base of the stand.

For details on the font to be used in the body text, please see page 8. High resolution graphics and photos are required. You can view and request photos from the University database at:
www.st-andrews.ac.uk/imagebank
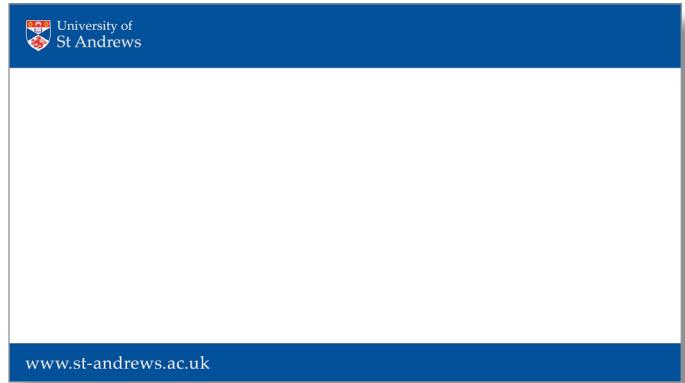
Once completed, your banner artwork must be saved as a PDF (using the high quality / print quality option if available) before being passed to Print & Design for production – please allow three working days. Completed PDFs with printing requirements and Cost Centre should be sent to: printanddesign@st-andrews.ac.uk

For prices and further details please see:
www.st-andrews.ac.uk/printanddesign/printing/#Exhibition
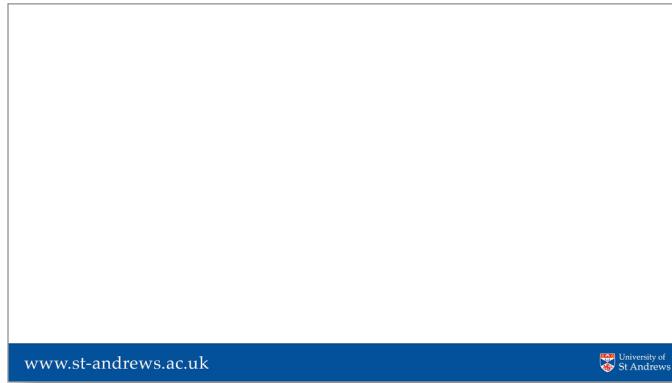
Alternatively, Print & Design also offer a banner design service. Call (01334 46)3020 for more information or email: printanddesign@st-andrews.ac.uk

PowerPoint Presentations

Title slide (widescreen version):
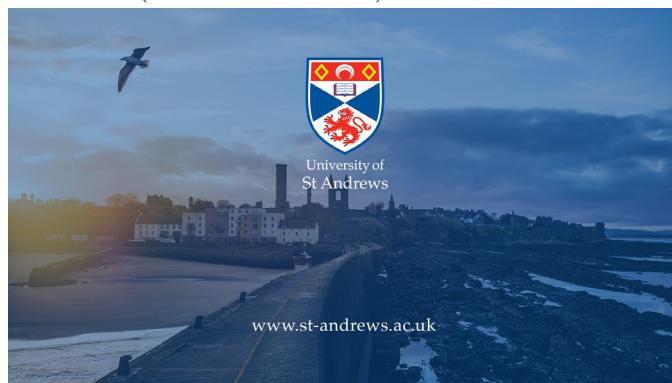
Text slide (widescreen version):

Final slide (widescreen version):

Final slide (widescreen version):

Illustrated opposite are the templates for University of St Andrews PowerPoint presentations. The basic elements of our identity and typography should be positioned and used in the way specified.

Slide size – there are two PowerPoint templates with different aspect ratios.

4:3 aspect ratio:
1440 x 1080 pixels
82 DPI

16:9 aspect ratio (widescreen):
1920 x 1080 pixels
100 DPI

The logos – The University of St Andrews logos should appear in full colour in the size and positions shown.

Title slide – The presentation title should be set in Georgia Regular 26pt in St Andrews Blue.

Text slide – The text slide title should be set in Georgia Regular 26pt/28pt, in one of the corporate or secondary colours. Body copy should be set in Arial Regular and Arial Bold 20pt/24pt, in black. Bullet points should appear in one of the corporate or secondary colours and the accompanying text should be set in Arial Regular 18pt/24pt, in black.

Other slides – Graphs and charts are created using colours from the St Andrews primary and secondary colour palette (see page 7). Picture captions should be set in Arial Regular 12pt/14pt in black.

Final slide – The Standard Vertical colour logo or the Foundation (1413) Vertical colour logo to be used with the University web address.

For full documentation and downloads please see:
www.st-andrews.ac.uk/corporate-identity

University Webpages

The web is the University's most important and complex communication tool.

Maintaining a consistent user experience, high standards of content and design, security standards and appropriate branding across the website is a key goal within the University Strategic Plan.

The Digital Communications Team, within Corporate Communications, exists to provide leadership for web development and expert support to Schools, Departments and Units to help realise this goal.

The Digital Communications Team has produced a set of standards to govern the creation and maintenance of University webpages to assist Schools, Units and Computing Officers to plan and deliver a secure and high quality user experience.

The guidelines for creating and maintaining University webpages can be found online in the Digital Standards Service manual at www.st-andrews.ac.uk/digital-standards/service-manual These guidelines cover web accessibility, house style, corporate identity, code standards and content standards.

All website pages, especially those which are externally facing, are under the remit of the Digital Communications Team and must adhere to the digital standards as defined by the guidelines.

All new projects involving the University website should be explicitly signed off by the Digital Communications Team in writing before they go live. The sign-off procedure for new website projects helps ensure all online content is consistent, user-friendly and in line with the University's strategy.

If any new webpages or digital assets are published without express permission by Digital Communications, the University may request that the new pages are rolled back to their original state, or removed from the University website.

Where to get help

An online version of the Corporate Identity
Guidelines and information on downloading both
colour and single colour versions of the Standard and
Foundations logos are available at:
www.st-andrews.ac.uk/corporate-identity

For further information please contact:

Lesley Lind

Publications Manager
Print & Design – Publications
University of St Andrews
St Katharine's West, 16 The Scores
St Andrews, Fife, KY16 9AX

publications@st-andrews.ac.uk
01334 467457/463020
www.st-andrews.ac.uk/printanddesign/publications

Digital Communications

University of St Andrews
D17 Bute building, Queens Terrace
St Andrews, Fife, KY16 9TS

digitalcommunications@st-andrews.ac.uk
01334 464823
www.st-andrews.ac.uk/digital-standards/service-manual

www.st-andrews.ac.uk/corporate-identity