

How to use our word marque

Our word marque identifies who we are. It has been designed to be elegant and to remind people of the heritage and credibility of the University.

The following 'do's' and 'don'ts' describe how the word marque should be used to ensure consistency.

Word marque

UNIVERSITY OF
BIRMINGHAM

Word marque - reversed out

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Do

To ensure the word marque always appears prominently, leave sufficient clear space around it. The minimum amount of clear space is equal to the height and width of two 'U's from the word marque, as shown opposite.

Other graphics or the page edge should not encroach on this area.

Our word marque must be clear and legible – it should not be reproduced any smaller than the minimum sizes given opposite.

Don't

Our word marque must always be reproduced from the master artworks. They should never be changed in any way. See opposite for examples of some 'don'ts'.

Clear space area



Minimum size for print



Minimum size for web



Recommended size for use on an A4 document



Don'ts



Don't use the word marque in colours which make it illegible.



Don't use the word marque on a photograph.

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Don't use a different typeface in place of the word marque.

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Don't skew or distort the word marque in any way.

