



University of
St Andrews | FOUNDED
1413 |

Corporate Identity Guidelines

As our communications continue to grow in both pace and complexity, we need to ensure that our corporate identity is presented in a clear, controlled and consistent manner.

We are therefore providing these Corporate Identity Guidelines which include the updated design elements of the Standard University logos as well as the new Foundation logos.

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

Correct usage of logos

The University of St Andrews logos are fundamental in showing, in an abbreviated form, that we are a historic but also a forward-looking university. There is a variety of designs displayed on the following pages which have been given official approval and the variety allows even more 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.

Please note no other logos and branding is acceptable. Only in very exceptional cases will alternative logos and brands be considered. Approval will only be given once it has been demonstrated that a clear academic or market imperative underlines the requirement for another logo or brand.

Merchandise – we can provide specific logos for use on any type of merchandise whether clothing or large and small gift items. Please contact us with details of your requirements.

Signage – for any requests relating to new or replacement signs please email your request to Gill Marks in Estates: signage@st-andrews.ac.uk Telephone: (01334 46)3987.

Please contact us (see back cover) for all enquiries on the application of the University of St Andrews logos.

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

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Logos – Essential Elements

The Standard logo:



The Foundation (1413) logo:



The Admissions (SFU) logo:



The Standard Vertical logo:



The Foundation (1413) Vertical logo:



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 must ever be altered or modified in any way. For example the shield must not be produced on its own without the University name unless as a watermark device or in exceptional circumstances and discussed with us in the first instance.

All the logos are shown both in colour and also monochrome. The colour versions must not be used in monochrome.

When printing the monochrome version of the logos on a dark background a white version should be used. Please request the appropriate files from printanddesign@st-andrews.ac.uk

The logos (PNG format) can be downloaded from: www.st-andrews.ac.uk/corporateidentity if you require EPS vector files please contact printanddesign@st-andrews.ac.uk

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

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

The **Foundation (1413) 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.

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

The **Admissions (SFU) logo** is primarily (but not exclusively) for use by the Admissions Unit. It is made up of three graphic elements: the shield, the University of St Andrews name, with the 'Scotland's first university – 1413' strapline below. If you require these logos please contact printanddesign@st-andrews.ac.uk

Minimum Reproduction Size – please see page 4.

Logos – Minimum Reproduction Sizes

The Standard colour logo:



The Foundation (1413) colour logo:



The Admissions (SFU) colour logo:



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 monochrome versions.

The Standard Vertical colour logo:



The Foundation (1413) Vertical colour logo:



The minimum reproduction height for the three **Horizontal colour logos** is 7mm.

For the **Standard Vertical colour logo** the minimum height is 12mm.

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

The Standard black and white logo:



The Foundation (1413) black and white logo:



The minimum reproduction height for the three **Horizontal black and white logos** is 13mm.

For the **Standard Vertical black and white logo** the minimum height is 18mm.

For the **Foundation (1413) Vertical black and white logo** the minimum height is 26mm.

The Admissions (SFU) black and white logo:



In particular circumstances (for example merchandise) where the monochrome logos are required below the minimum sizes or where the detail won't hold up because of the process used, then please contact Print & Design (see back cover).

The Standard Vertical black and white logo:

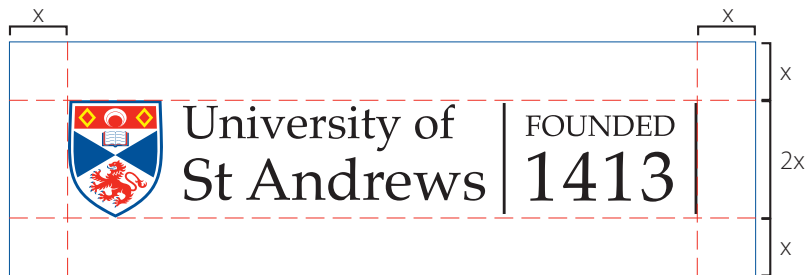


The Foundation (1413) Vertical black and white logo:



Logos – Clear Space Rules

The Foundation (1413) 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.

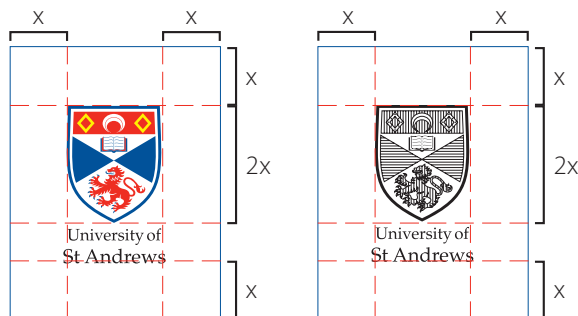
For examples of the clear space rules in use please see page 6.

For Minimum Reproduction Sizes please see page 4.

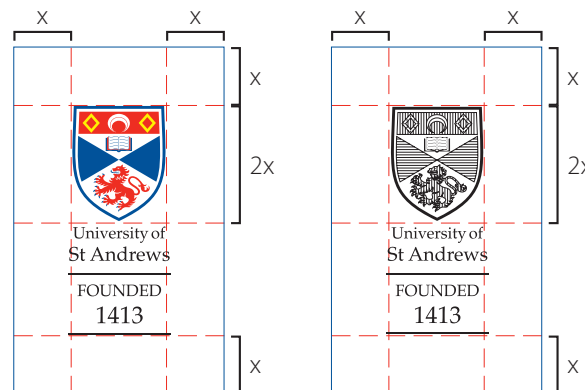
The Standard black and white logo minimum clear space:



The Vertical logo minimum clear space:



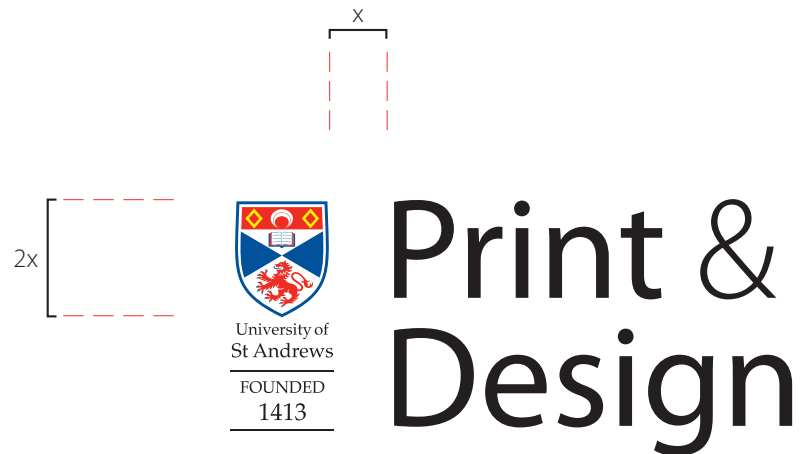
The Foundation (1413) Vertical logo minimum clear space:



The Admissions (SFU) logo minimum clear space example:



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



Colour Palette

Primary colours

St Andrews Blue	80	PANTONE® 287
	60	Print c 100 M 68 Y 0 K 12
	40	Screen
	20	R 0 G 83 B 155

St Andrews Red	80	PANTONE® 485
	60	Print c 0 M 95 Y 100 K 0
	40	Screen
	20	R 194 G 42 B 34

St Andrews Yellow	80	PANTONE® Yellow C
	60	Print c 0 M 0 Y 100 K 0
	40	Screen
	20	R 255 G 238 B 0

St Andrews Black	80	PANTONE® Black
	60	Print c 0 M 0 Y 0 K 100
	40	Screen
	20	R 0 G 0 B 0

Secondary colours

St Andrews Light Blue	80	PANTONE® Process Cyan
	60	Print c 100 M 0 Y 0 K 0
	40	Screen
	20	R 0 G 174 B 239

St Andrews Orange	80	PANTONE® 144
	60	Print c 0 M 48 Y 100 K 0
	40	Screen
	20	R 248 G 152 B 29

St Andrews Green	80	PANTONE® 361
	60	Print c 69 M 0 Y 100 K 0
	40	Screen
	20	R 120 G 174 B 64

St Andrews Dark Green	80	PANTONE® 330
	60	Print c 100 M 0 Y 48 K 60
	40	Screen
	20	R 0 G 89 B 83

St Andrews Purple	80	PANTONE® 2583
	60	Print c 46 M 63 Y 0 K 0
	40	Screen
	20	R 147 G 111 B 177

St Andrews Burgundy	80	PANTONE® 1955
	60	Print c 0 M 100 Y 60 K 37
	40	Screen
	20	R 139 G 18 B 51

St Andrews Grey	80	PANTONE® Cool Grey 11
	60	Print c 0 M 2 Y 0 K 68
	40	Screen
	20	R 113 G 112 B 116

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 through our identity to add diversity and extend the scope and variety of colour and mood.

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 process colour breakdowns shown here are a guide only and should be visually matched to the special colour references given. The RGB colour breakdowns will vary with screen calibration.

The colours shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Colour Standard. Consult current PANTONE® Colour Publications for accurate colour or contact Print & Design (see back cover). PANTONE® is the property of Pantone, Inc.

Typography

Primary typeface

Palatino Regular

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

Palatino Italic

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

Palatino Bold

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

Palatino Bold Italic

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

Secondary typeface

Myriad Regular

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

Myriad Italic

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

Myriad Light

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

Myriad Semibold

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

Myriad Semibold Italic

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

Myriad Black

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

Myriad Bold

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

Myriad Bold Italic

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 Book Antiqua.

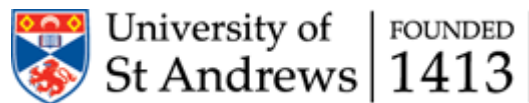
Secondary typeface – The Myriad family of typefaces should be used for body copy and captions. This font family has a contemporary appearance and is easy to read. The range offers scope for typographic design and enables us to create a distinctive house style.

If your computer does not have these typefaces they can be downloaded from the internet. Alternatively, staff and students may use Arial instead of Myriad and Georgia instead of Palatino when creating their 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)

PC typefaces – For all screen based communications such as PowerPoint, and Word templates, Palatino should be replaced with Georgia and Myriad should be replaced with Arial. Georgia and Arial are readily available on PCs and will avoid the reflow of typesetting on computers.

Email Signatures

Email signature example:



Niall Scott

Director of Corporate Communications

University of St Andrews
St Katharine's West, The Scores
St Andrews, Fife, Scotland, KY16 9AX.

Tel: +44 (0)1334 462244

Mobile: 07711 223062



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



The new Founded 1413 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 new Founded 1413 logo is placed first, above your details, and a high resolution version can be downloaded from here (under Email Signatures): www.st-andrews.ac.uk/corporateidentity

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 463020 or the UK code: 01334 463020.

Mobile – Arial 10pt.

Scottish University of the Year 2013-2014 logo is placed below your Phone/Mobile information.

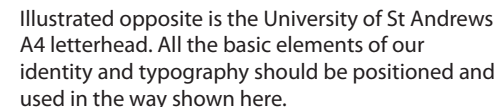
University charity number – Arial 9pt. The University's charity number must always be included in email signatures.

Social media logos – If you wish, you can place the University's Facebook and Twitter logos at the end of your signature. High resolution versions, together with web links, can be downloaded from the Email Signatures section on this webpage: www.st-andrews.ac.uk/corporateidentity

Placing logos in your email signature – For PCs: In Outlook select File – Options – Mail and click on the Signatures button. It will open into a box where you select the appropriate email and then lay out your signature in the style shown above. **For Macs:** In Outlook select Preferences – choose Signatures icon – fill in the details and place logos as noted above. To change the font and size select the details and click Format on the Outlook toolbar.

You can copy and paste the new logo and the social media logos (if required) from the zip file which you can download from the Email Signatures section on this webpage: www.st-andrews.ac.uk/corporateidentity

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The colour letterhead – the University of St Andrews Foundation (1413) Logo should appear in **full colour** in the size and position shown. Colour continuation sheets are available on request from Print & Design. To ensure consistency of design, paper and colour, the colour letterheads are printed for you. Please send details that you would like included, the quantity and Cost Centre to Print & Design: 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/corporateidentity Please note that letterheads are laid out in line with the University's Style Guide: www.st-andrews.ac.uk/staff/policy/styleguides

School/Unit/Department descriptor, name and job title – The department descriptor or individual's name should be set in Palatino Regular 13pt/15pt and following lines in 11pt/15pt line spacing in black.

Keyline – 1pt in Pantone Cool Grey 11.

Address, telecommunication and charity details – Are set in Palatino Regular 10pt/12pt line spacing. Charity details are set in Palatino Regular 7.5pt.

Typing template – 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.

Stationery – Business Cards



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 details that you would like included, the quantity and Cost Centre to this email address: printanddesign@st-andrews.ac.uk

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

Please note that business cards are laid out in line with the University's Style Guide: www.st-andrews.ac.uk/staff/policy/styleguides

Paper size and stock – 85mm x 55mm, recycled white matt, 300gsm.

The Logo – The University of St Andrews Foundation (1413) Logo should appear in full colour in the size and position shown.

School/Unit/Department descriptor
– Are set in Palatino Regular 8pt in black.


Person's name and job title – The person's name should be set in Palatino Regular 10pt/11pt and the job title in 8pt/9pt line spacing in black.

Address and telecommunication details
– Are set in Palatino Regular 8pt/9pt line spacing.

Stationery – Compliment Slips

25mm 12.5mm 172.5mm

10mm
12.5mm
7.5mm

 University of St Andrews | FOUNDED 1413 |


Department Name
School / Unit

With compliments
St Katharine's West, 16 The Scores, St Andrews, Fife KY16 9AX
T: +44 (0)1334 123456 F: +44 (0)1334 123456 E: abc@st-andrews.ac.uk
W: www.st-andrews.ac.uk / department School / Unit

7mm

25mm 12.5mm 172.5mm

10mm
12.5mm
7.5mm

 University of St Andrews | FOUNDED 1413 |

Name Surname
Job Title
School / Unit / Department

With compliments
St Katharine's West, 16 The Scores, St Andrews, Fife KY16 9AX
T: +44 (0)1334 123456 F: +44 (0)1334 123456 E: abc@st-andrews.ac.uk
W: www.st-andrews.ac.uk / department

7mm

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

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

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

Please note that compliment slips are laid out in line with the University's Style Guide: www.st-andrews.ac.uk/staff/policy/styleguides

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

The Logo – The University of St Andrews Foundation (1413) 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/Unit/Department descriptor, name and job title – The department descriptor or individual's name should be set in Palatino Regular 13pt/15pt and following lines in 11pt/15pt line spacing in black.

Address and telecommunication details
– Set in Palatino Regular 10pt/12pt line spacing.

'With compliments' – Set in Palatino Bold 10pt in black.

Presentations – PowerPoint

Title slide:



Text slide:



Illustrated opposite is the template 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 – 250mm x 190.5mm.

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

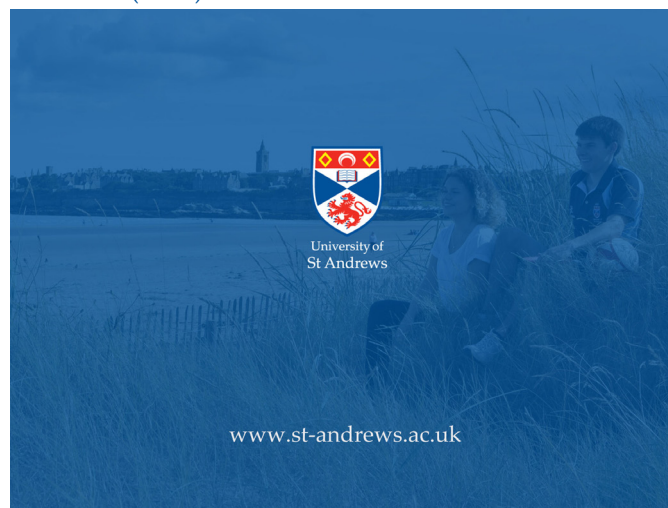
Title slide – The presentation title should be set in Georgia Regular 26pt in St Andrews Blue.

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.

Final slide (light):



Text slide (dark):



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

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

For PowerPoint slides contact:
digitalcommunications@st-andrews.ac.uk

Where to get help

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

For further information please contact:

Lesley Lind

Publications Manager

Print & Design – Publications

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www.st-andrews.ac.uk/printanddesign

www.st-andrews.ac.uk/corporateidentity