

University of the Highlands and Islands Brand Guidelines

Textual and verbal references to University of the Highlands and Islands

On first use in any context, 'University of the Highlands and Islands' shall be spelt out in full. Note that it is not acceptable to replace the word 'and' with an ampersand in textual references. Where repeated use is required, the abbreviation 'UHI' shall appear in brackets, thus '(UHI)', immediately after the first use and the abbreviation may be used thereafter.

In Gaelic applications, 'OGE' may be used optionally in place of 'UHI', however the abbreviation 'UHI' will be used in all corporate materials in both English and Gaelic contexts.

Textual and verbal references to academic partners

Textual and verbal references to academic partners shall be in the form 'Perth College UHI', 'North Highland College UHI'. Where further explanation is needed (for example in news releases) then on first use the form 'Perth College, part of the University of the Highlands and Islands,' is appropriate.

Use of 'UHI' prefix for corporate divisions and activities

Corporate divisions of UHI and associated activities may be described in the style 'University of the Highlands and Islands Executive Office', 'University of the Highlands and Islands Faculty of Arts, Humanities and Business', 'University of the Highlands and Islands Career Centre'. These may be abbreviated to 'UHI Executive Office', 'UHI Faculty of Business and Leisure'. Such divisions and activities shall not be identified by icons, logos or similar graphical representation. Letterheads, business cards and promotional and other literature shall follow the style and typeface prescribed for such corporate divisions and associated activities of UHI.

Research centres, schools, institutes and similar

Designated research centres, schools, institutes and similar may be granted use of the UHI visual identity incorporating the UHI mountains and water graphical device, the text 'University of the Highlands and Islands' and the research centre, school, institute (or similar) title in the prescribed format, colour palette and typeface.

Textual and verbal reference to such designated bodies shall be in the form 'University of the Highlands and Islands Centre for Scuba Diving' which may be abbreviated to 'UHI Centre for Scuba Diving'.

It is a condition of the grant of permission to use such a 'UHI' identity that no other icon, logo or similar graphical representation shall be permitted to be associated with such activities nor to be used in association with the UHI visual identity.

In determining whether such entities shall be entitled to the use of the UHI identity, factors such as academic standing, scale, external audience and reputational and market advantage (to both the entity and to UHI) shall be taken into account, please refer to page 12 for examples. All logos must be agreed and designed by the Executive Office marketing team.

Typefaces

The UHI typeface used in the UHI corporate and academic partner logos may not be used for any other purpose or application. Secondary typefaces are Myriad Pro and Arial. Myriad Pro should be used for headings and body copy in all designed marketing materials and online only where it appears as part of an image. Arial should be used elsewhere online and for all internal and external correspondence and committee papers. We also have a campaign font, Glypha, which can be used on marketing campaign materials.

Trade marks and registered trademarks

'University of the Highlands and Islands', 'UHI', the mountains and water graphical device (icon) and the typeface used in the UHI corporate and academic partner logos are all trademarks/and or registered trademarks and are licensed for use by UHI academic partners in accordance with these guidelines. Any other use or application of these trademarks is not permitted without express permission. Academic partners should use their own identity in all instances, except where there may be an express need to use the UHI identity, e.g. in a collaborative project. Guidelines for the use of academic partner brands are available separately.

Our new logo expresses the unique landscape of the Highlands and Islands region, combining mountain ranges with energetic waves in a modern style. Our logo is our strongest brand asset and it is important that we use it at a consistent size, proportion and position to reinforce our identity.


This is our master logo and where possible it should be used on all our communications.



University of the
Highlands and Islands
Oilthigh na Gàidhealtachd
agus nan Eilean

The master logo has specific Pantone colours, however for most print projects the logo will need to be reproduced in four colours. A specific CMYK breakdown for this is given below. When providing artwork to printers please ensure you provide the specific CMYK breakdowns.

When used in digital formats (websites, pdfs, PowerPoint presentations, etc.) the RGB values should be used. These values are also given below.




**PANTONE
260 C**

Printed breakdown

C: 67
M: 100
Y: 16
K: 20

Digital breakdown

R: 87
G: 33
B: 99



**PANTONE
Cool Grey 11 C**

Printed breakdown

C: 44
M: 34
Y: 30
K: 68

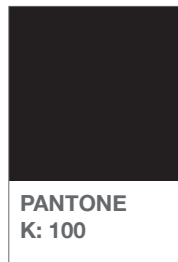
Digital breakdown

R: 74
G: 76
B: 78

In circumstances where the logo can only be reproduced in one colour, there are two options:
Pantone 260C or Pure Black (C0 M0 Y0 K100).

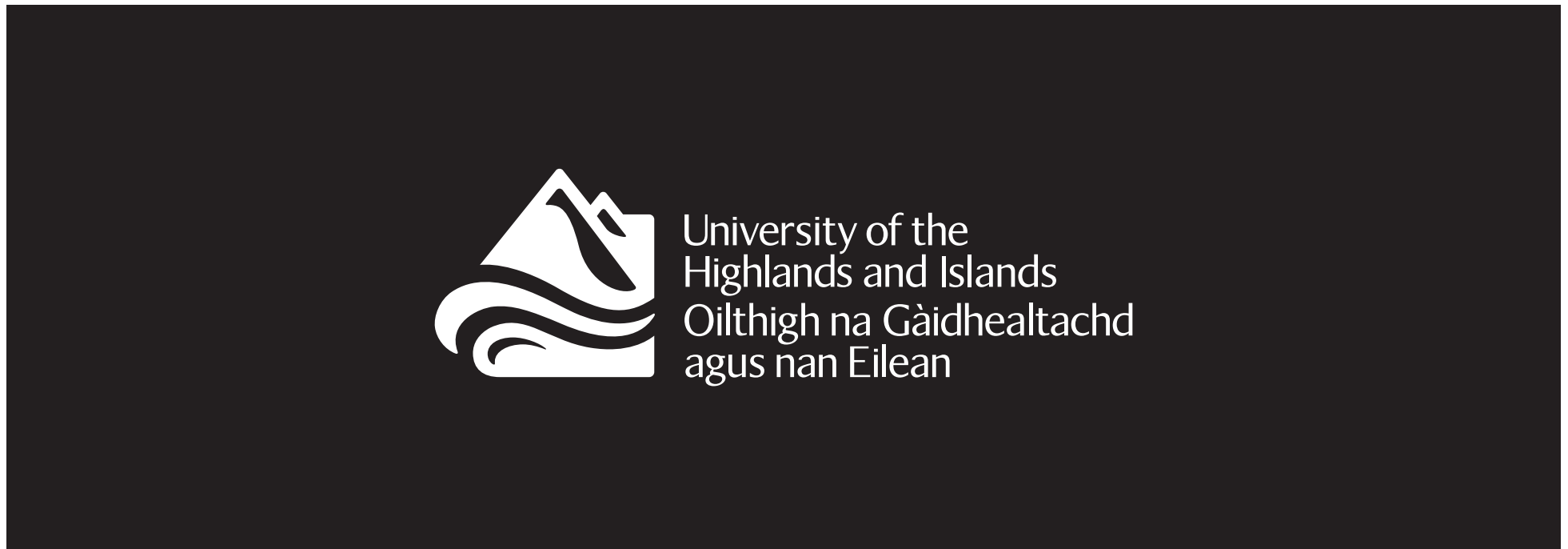


University of the
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agus nan Eilean



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Our logo may be reversed white out of a solid background colour, although this version should only be used sparingly when no other option is available. Under no circumstances should the logo be enclosed within a box.



Do not enclose the logo within a box

A minimum usage size has been set to ensure that both the icon and the text remain legible wherever they appear. The minimum size is measured from the right-hand edge of the icon box to the 's' at the end of University of the Highlands and Islands. For printed documents this measurement should never be less than 20mm. For on-screen use this minimum width is 100 pixels. There may be a few instances where the logo needs to break this rule. In these extreme cases please contact the UHI Marketing Manager for their advice.




20mm (printed)
minimum size



100 pixels (on-screen)
minimum size




Below is a guide as to what size our logo should appear on the most common sizes of literature. Other formats should be scaled up or down appropriately.



University of the
Highlands and Islands
Oilthigh na Gàidhealtachd
agus nan Eilean

56mm


A3
(420mm x 297mm)



University of the
Highlands and Islands
Oilthigh na Gàidhealtachd
agus nan Eilean

40mm


A4
(297mm x 210mm)



University of the
Highlands and Islands
Oilthigh na Gàidhealtachd
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28.5mm

A5
(210mm x 148mm)



University of the
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agus nan Eilean

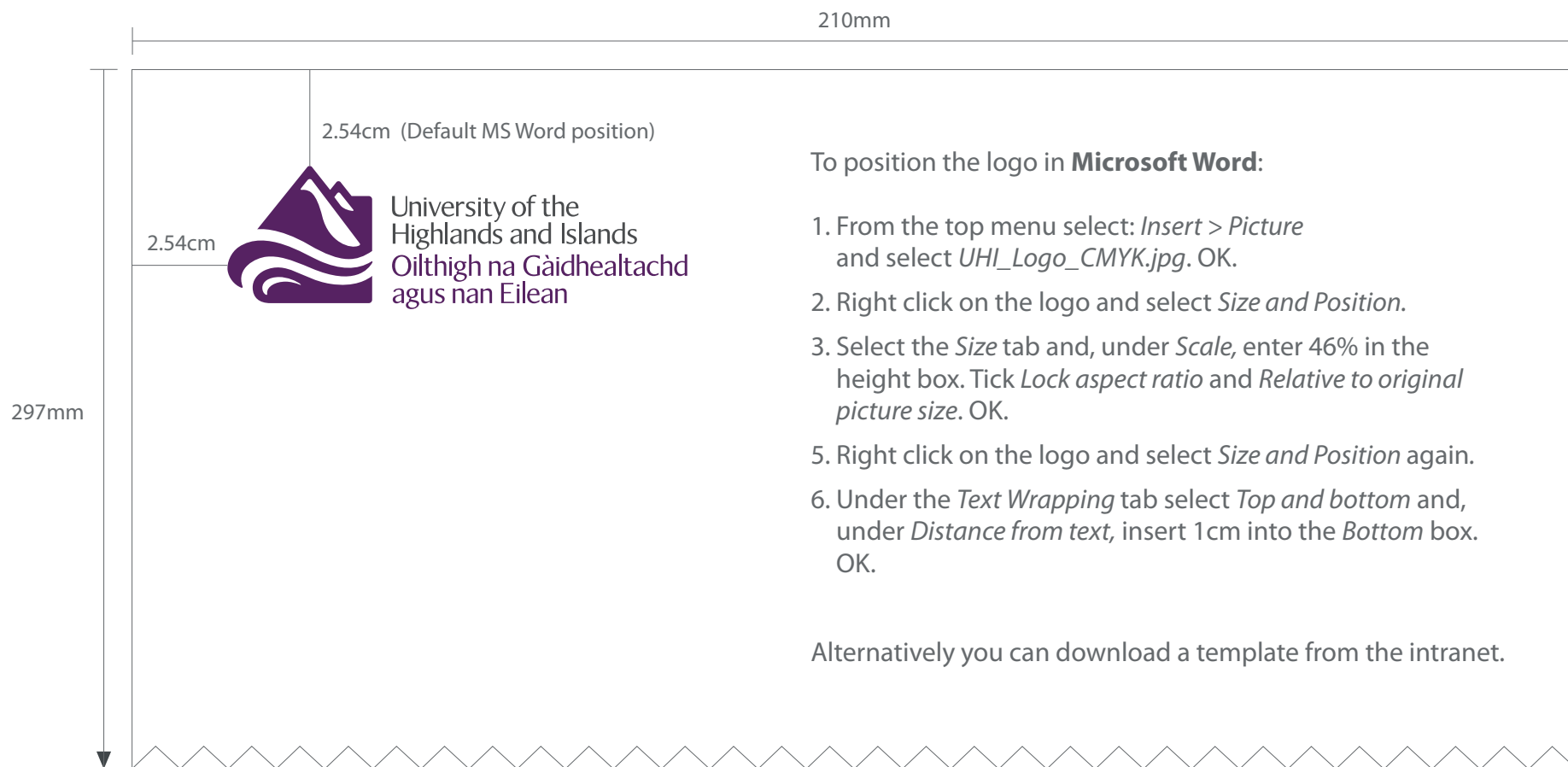
40mm

DL
(99mm x 210mm)

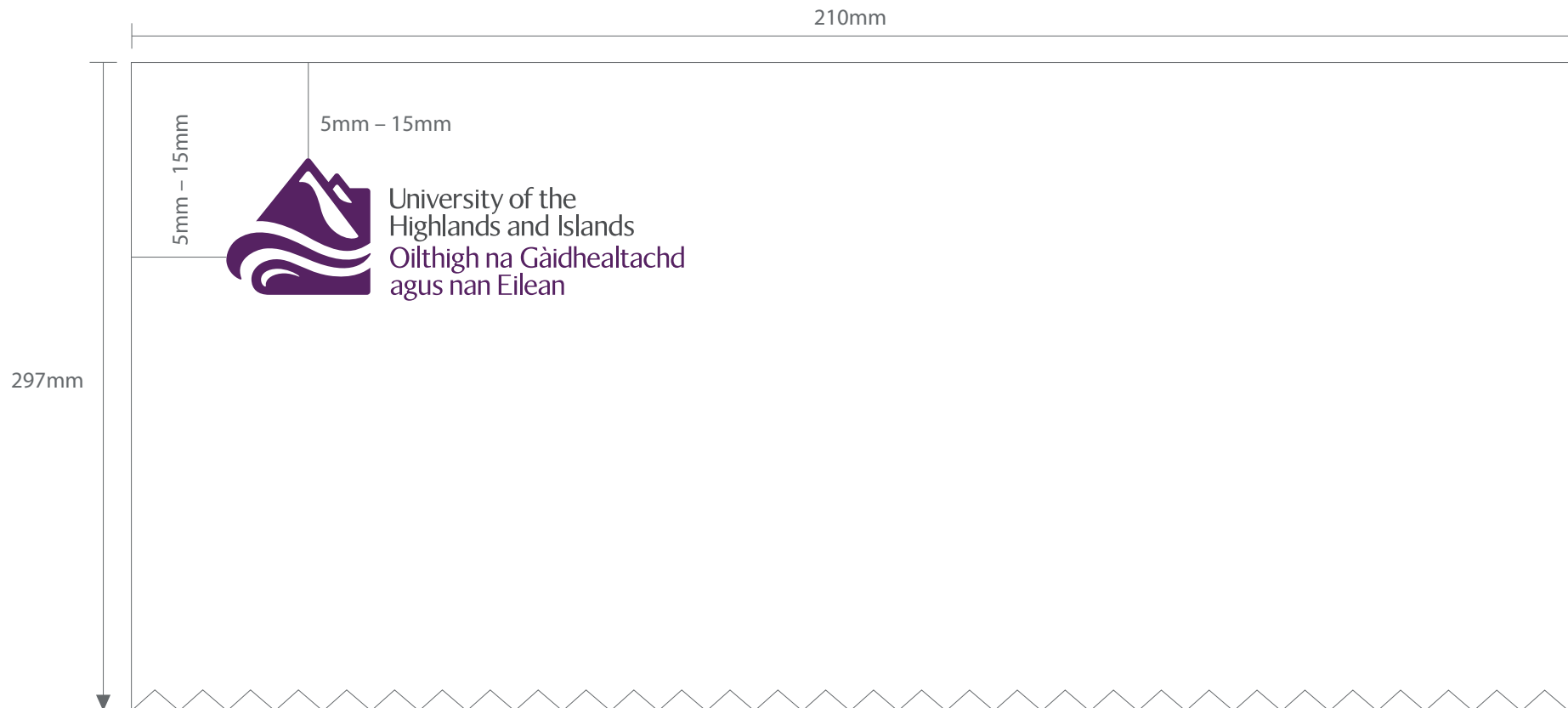
To achieve these sizes please use our logo at the following percentages:

- A3: 65%
- A4/DL: 46%
- A5: 33%

Where possible the logo should appear in the top left hand corner of all documents. The example below indicates the position of the logo on an A4 portrait document, for example a Microsoft Word letter.



In most circumstances the logo should appear in the top left hand corner of marketing materials, however this may not always be the most appropriate position for the format/design. Where this is not possible, the logo should be positioned in a corner (top/bottom/left/right) with a minimum distance of 5mm, and a maximum distance of 15mm, from the edge of the document. These distances apply to documents sized A5 to A3. Larger formats should be scaled up or down appropriately. In some instances, for example merchandise, it may be more appropriate for the logo to be positioned centrally.



An exclusion zone has been set around the logo to ensure it is clearly visible at all times and also to maintain maximum legibility. No other elements including graphics or photography should ever appear within this area, as they will detract from the logo. The exclusion zone is defined by an area around the logo equivalent to the height of the letters 'U' and 'H' as they appear within the logo. This rule applies to both printed and digital usage.



Exclusion zone
measurement

=

[University of the
Highlands and Islands

Research centres and similar entities within UHI may be given their own logotype within the corporate style, using the UHI icon and colour palette.

The designation of research centres and similar entities as UHI sub-brands will be through an agreed process and only such entities for which such designation has been agreed shall be entitled to use a logo in the corporate style. No other icon or similar graphical device may be associated with such designated UHI research centres and similar entities.



The relationship between the icon size in both logos is consistent, i.e. the height of the icon box is the same in both logos.

Therefore the recommended sizes and positing of both logos, in Microsoft Word documents and marketing materials, follow the same guidelines as the master logo. With the icon remaining at a constant size, the position of the icon appears in the same position whether the logo includes three lines of text or four.



Activities, departments and similar that do not warrant the status of 'sub-brands' but which require to be identified in media such as promotional materials will follow the style below. The department name is set in Myriad Pro Regular, sits on the base line of the UHI logo text and is consistent in point size. The vertical line separating the two is also the same height as the icon box.



University of the
Highlands and Islands
Oilthigh na Gàidhealtachd
agus nan Eilean

Career Centre
Ionad Dhreuchdan

Below are a few examples of what not to do with our logo. In exceptional circumstances the UHI icon may need to be used without the text. If you think you have a requirement for this please contact the UHI Marketing Manager before proceeding.



Do not stretch the logo



Do not change the positioning of elements



Do not recolour or use tints



Do not tilt the logo



Do not use over complicated backgrounds or imagery



Do not reproduce without the icon

If you have any queries regarding the use of our logo please contact:

Catherine Shearer

Marketing Manager

University of the Highlands and Islands

Tel: 01463 279242

Email: catherine.shearer@uhi.ac.uk