

VISUAL IDENTITY REGULATIONS



UNIVERSITY
of
GLASGOW

**Valid from 1 July 1996
Please retain for future reference.**

A Publicity Services guide

SUMMARY OF THE REVISED REGULATIONS IN FORCE FROM 1 July 1996

- The visual identity of the University of Glasgow comprises the coat of arms of the University and the logotype “University of Glasgow”. They must not be separated or used individually.
- All versions of the mono coat of arms produced before 1991 and all versions of the colour coat of arms produced before 1996 are obsolete and should not be used on any material being produced from now on.
- The visual identity should appear in a prominent position on all University of Glasgow publications, printed or electronically produced: books, leaflets, posters, World Wide Web pages, CD-ROMs, videos, audio cassettes etc. This prominent position will usually be on the front cover, on the first page, in the top right hand corner of a single page or on the first screen of a video or multimedia presentation. The only exception at present will be e-mail correspondence until such time as it is possible for electronic mail to carry graphics.
- The identity can be printed in one of four colour options: black, PMS 534 blue, gold foil or full colour. No other colours or combinations are permissible.
- The visual identity may not be redrawn or altered.
- All reproduction should be from quality originals (not photocopies or cut-outs). Bromides for single colour use and transparencies for full colour use in all printed material are available from Publicity Services. Computing Service Reception can supply mono versions of the visual identity on disk for both electronic use and handover to a commercial printer. Colour versions are available on disk for use only with videos, CD-ROMs, the World Wide Web, the production of overhead transparencies and for passing to commercial printers/designers.
- The full colour version on disk should not be used for desktop printing unless such use has been cleared in advance with Publicity Services, as most standard colour printers at present are not capable of producing sufficiently accurate colours. The colour version is available on disk for those with access to specialist colour printing equipment.
- The colour version should not be used for the production of the visual identity in single colour on greyscale printers.
- No other logos may be used unless approved for use by the Secretary of Court.

Advice

Advice on interpretation of the regulations is available from Publicity Services.

Background

The new visual identity for the University was formally adopted in 1991 and a Visual Identity Style Manual distributed to all Heads of Department. This document has now been updated, in response to requests from users, to meet the demands of new technology and in the light of experience. In addition, it provides the option of a full colour version of the visual identity.

These new regulations were adopted as policy in June 1996 and replace the regulations set out in the original Visual Identity Style Manual except for reference to the design of departmental stationery which remains in force and is applied automatically by the Printing Department.

Role of staff members

Since it is in the University's best interests to present a single, coherent, visual identity, all staff are asked to ensure that any material, in whatever format, which is issued on behalf of the University complies with the regulations. It is important to ensure that outside designers and printers carrying out work for the University are provided with details of the regulations at an early stage.

Sources of further advice are listed on the back page of this guide.

Copyright

The coat of arms and the full visual identity including the logotype is the property of the University of Glasgow and is established as copyright; anyone outwith the University wishing to use it in any form must seek the prior approval of the University Court before doing so.

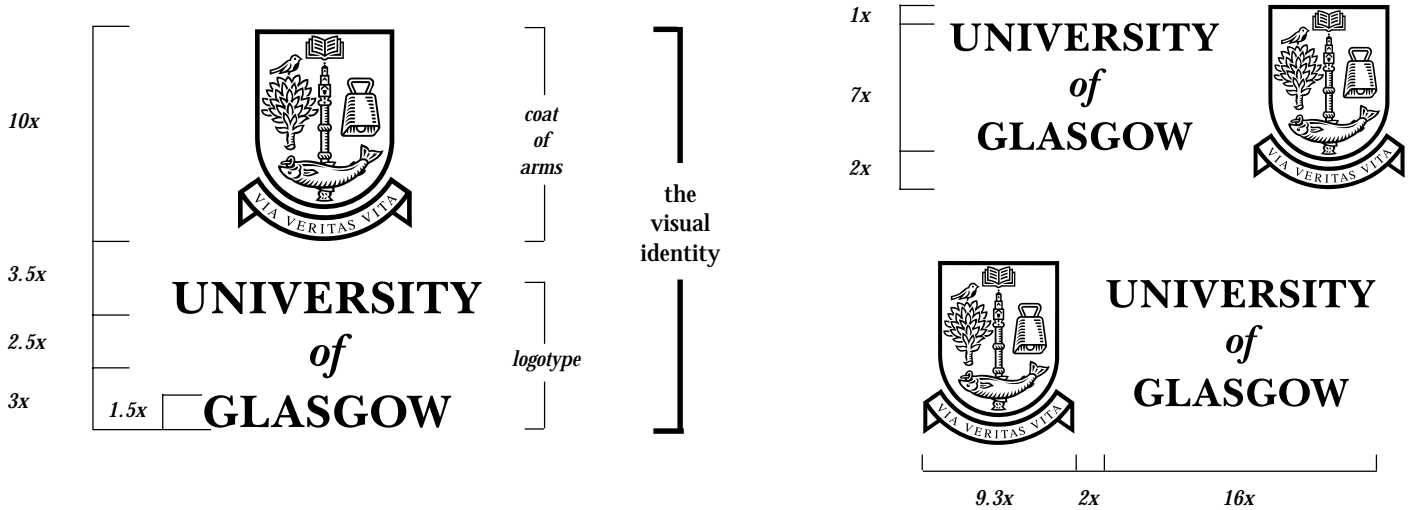
The University of Glasgow mono visual identity was first designed in 1991 by Tayburn Design of Edinburgh. This was redefined and a full colour version added in 1996 by Pintail Design of Glasgow. Both the mono and the colour design have been approved by the office of the Lord Lyon, the officer responsible for the regulation of heraldry in Scotland.

The corporate image

An organisation's visual identity - the way it presents itself through the graphic design of all its visual communications - plays an important role in the projection of its overall image. To create the maximum impact, it is important that the elements of the visual identity are used with careful attention to detail. This brochure is a practical guide to that use.

The shield and logotype

The University's visual identity is a clear, simplified, modern treatment of the traditional coat of arms, combined with the three deck logotype "University of Glasgow". Because the identity has been designed as a whole, the words "University of Glasgow" need to be used with the coat of arms and in the proportions, relationships, spacings and typeface (ITC New Baskerville) shown here. The visual identity may not be redrawn or altered.



Keyline

In addition to the above, both the portrait (shield above logotype) and the landscape (shield alongside logotype) versions of the visual identity may be boxed in with a keyline.



Minimum dimensions

For clarity, the minimum size at which the identity can be used is 25 mm from the top of the shield to the bottom of the legend "Via, Veritas, Vita". This small size would really only be appropriate for small items such as business cards and invitations. The majority of material will come under the following minimum specifications:

- On an A3 sheet, the minimum depth of the shield will be 35 mm
- A4 25 mm
- A5 25 mm

To maintain the quality of definition, the image should not be enlarged to more than 150% of the size of the original supplied. For material larger than A3, contact Publicity Services.

The logotype must always be used in the correct proportion to the shield.



Corporate colours

There are four colour options when printing the University's visual identity: 1. Single colour: black 2. Single colour: PMS 534 blue 3. Single colour: gold foil 4. Full colour



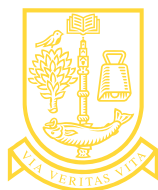
UNIVERSITY
of
GLASGOW

black



UNIVERSITY
of
GLASGOW

PMS 534 blue



UNIVERSITY
of
GLASGOW

gold foil



UNIVERSITY
of
GLASGOW

full colour

The visual identity may not be reproduced in any colours other than those stated above or in any other combinations.

When printing, care should be taken to ensure that the paper or card used does not distort the final colour, eg yellow card may make the blue identity appear green. Some printed backgrounds may also affect the colour of the mono identity or make it difficult to read the logotype when using the full colour identity or the single colour version in black. Designers should always be aware of the problems before commencing design work; they are not insurmountable if considered in advance. Staff experiencing particular difficulty can discuss the matter with Publicity Services.

For clarity, a gold foil stamp should be used in preference to embossing.

The identity can also appear white within a solid area of blue or black. Take care, however, when printing on to coloured card or paper because this colour will appear in the visual identity rather than white and the end result will be wrong.



The logotype

The logotype "University of Glasgow" has been set in ITC New Baskerville Bold and Bold Italic. All visual material produced by University departments should carry the complete visual identity, ie the shield and logotype (in three lines) in a prominent position. However, some occasions may require the use of the logotype in addition to the complete visual identity. In such cases, it will be permissible to print the logotype in one line:

UNIVERSITY *of* GLASGOW

Secondary logos

The visual identity is the symbol which should be used whenever it is wished to identify a department, group, publication etc as belonging to the University. In University material, it should normally predominate over any other logos on the page.

The use of secondary logos - that is logos other than the University identity - is restricted to those approved by the Secretary of Court. When approved, secondary logos should be used in a position subordinate to the University identity. On letterheaded stationery this will be in either the bottom left hand corner or centred above the address at the base if the logo involves text rather than a graphic. Secondary logos which require extra colours may incur extra costs which will be borne by the department.

When applied to business cards, secondary logos should be printed on the reverse of the card with either the same or modified information as on the front.

Favourable consideration will normally be given to requests by funding bodies for the display of logos on material relating to joint initiatives.

Logos incorporating or modifying the University coat of arms are unlikely to be acceptable as they may contravene the rules of the Court of the Lord Lyon.

APPLICATIONS

Stationery

External correspondence

The most common application of the visual identity is on headed notepaper. The style for letterheads remains that designed in 1991 which should now be in standard use. This means using a version of the identity which has the shield centred above the logotype (no keyline or reversing out). It is recommended that for external correspondence, pre-printed notepaper should be used. Pre-printed notepaper is the only option if departments wish to use the shield in colour because desktop laser printers do not give accurate reproduction.

To ensure consistency across the whole range of material produced for each department and for the University as a whole, all printed stationery should be produced via the in-house Printing Department in the James Watt Building.

The typeface to be used throughout all University of Glasgow pre-printed stationery is ITC New Baskerville and the stationery will be printed on Conqueror High White Wove, Croxley Supreme or an equivalent quality grade of paper. Mono stationery will be printed in PMS 534 blue. The visual identity can be included in full colour in which case all text will be printed in black. If the gold foil visual identity is desired, the department's text will be printed in PMS 534 blue.

Internal correspondence

For internal correspondence, pre-printed notepaper can also be used but many departments will prefer to use computer-generated letter-headings which should be printed in black ink. The style and layout should be the same as for pre-printed stationery but if ITC New Baskerville is unavailable on the departmental printer, the typeface Times is allowed in this circumstance. Templates for stationery are available from Computing Service Reception. Staff should ensure that the mono version of the shield is used in these circumstances and not the colour version reproduced in black!

Colour versions of the visual identity are not available on disk for use on stationery or publications being printed within the department because, at present, desktop printers do not generally give true reproduction of the colours.

Business cards

Several options are now available:

Portrait shape or horizontal

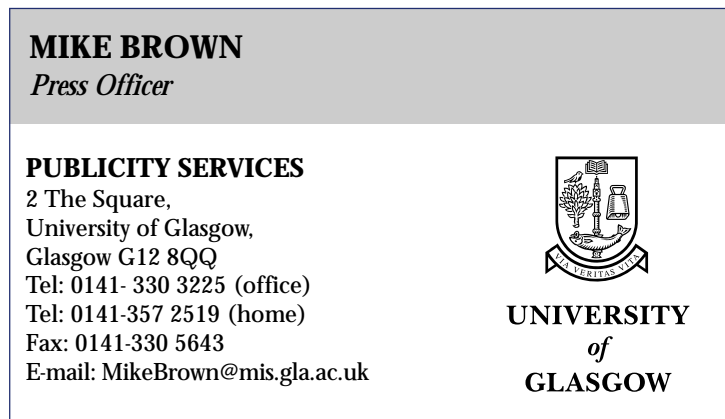
Black with personal details reversed out of a solid black band

Black with personal details printed black on a band which is a 20% tint of the black (grey) (A)

PMS 534 blue with personal details reversed out of a solid blue band (B)

PMS 534 blue with personal details printed blue on a band which is a 20% tint of the blue

Black with the visual identity in full colour, personal details reversed out of a solid black band and all other text in black (C).



Business cards (95 mm x 55 mm) should be printed on quality heavy white matt art card. The Printing Department will assist with your order.

SOME EXAMPLES OF MISUSE OF THE VISUAL IDENTITY



UNIVERSITY
of
GLASGOW

wrong colour



reversed out of wrong colour



UNIVERSITY
of
GLASGOW

too small



UNIVERSITY
of
GLASGOW

wrong colour of logotype



shield without logotype

UNIVERSITY
of
GLASGOW

logotype without shield



background colour too dark

Advertising

Recruitment advertisements

The University's recruitment advertising is handled by Austin Knight UK Limited who will ensure the advertisement they draw up for you conforms with these regulations.

Public advertisements

The general rules on the use of the visual identity apply here: the identity must be prominent and, where possible, in the top right hand corner. Where an outside body is co-hosting or co-funding an event, its shield may appear alongside that of the University. However, any approved University secondary logo, if used, must appear in the bottom left corner.

Publications

The visual identity should appear in a prominent position on all University publications: books, leaflets, posters, World Wide Web pages, CD-ROMs, videos, audio cassettes etc. Whether produced traditionally or electronically, this will normally be on the front cover of a publication, front sleeve or first page and in the top right hand corner or centred, depending on the design. Video, audio and CD-ROM material should bear the visual identity on both the cover sleeve AND the cassette or CD to make identification easy even when the box and contents are separated.

All the foregoing rules including those regarding colour, minimum size and proportions apply here.

The mono and colour versions of the visual identity are available for PC or Macintosh from Computing Service Reception. Staff can also supply versions for use with videos, CD-ROM or the World Wide Web.

Computing Service and Media Services can advise on electronic use and should be consulted if there is any doubt concerning the quality of reproduction.

OTHER APPLICATIONS

Although less obvious than the methods detailed above, there are other means by which the University's image is brought to the notice of the public, among them exhibitions and conferences, vehicles driving around the local streets and souvenirs purchased by tourists or presented by staff in departments to visitors or at other sites when on lecture tours.

It is therefore just as important that the regulations regarding the visual identity are applied in these areas so that the image perceived by the public is a unified one.

Approval may, exceptionally, be given for an amendment to the visual identity in order to accommodate the needs of a specific, official, marketing campaign.

Exhibition stands

Exhibitions have varying requirements but display material should always be produced using the University identity. The visual identity should be reproduced at an eye-catching size and be placed in a prominent position in relation to the positioning of the stand.

Signage

All signage requests should be submitted to the Estates & Buildings Department.

Vehicle livery

This is handled by the University Transport Services and the Estates & Buildings Department. The rules on colour should be observed so that the reversed out visual identity is never used on, say, a red vehicle.

Souvenirs

The general rules governing the use of the University's visual identity apply to the production of souvenirs, gifts etc.

THE HISTORICAL IDENTITY

The coat of arms was matriculated to the University of Glasgow by the Lord Lyon King of Arms in 1891/2, formalising earlier and similar arms dating from the fifteenth century. The Book of Learning and the Mace represent the University while the other devices represent the close links with the city of Glasgow. The tree, the bird, the bell and the fish are associated with the legends of the city's patron saint, Kentigern (also known as Mungo), as popularised in the old rhyme:

*"Here's the Tree that never grew
Here's the Bird that never flew
Here's the Bell that never rang
Here's the Fish that never swam."*

The Latin motto underneath, "Via, Veritas, Vita", means "the Way, the Truth, the Life".

WHERE TO GET HELP

- **Advice on the regulations:**
Publicity Services (tel 330 4192, e-mail MargaretCalder@mis.gla.ac.uk)
- **Originals for reproduction on publications:**
Publicity Services (tel 330 4192, e-mail MargaretCalder@mis.gla.ac.uk)
Please state whether you require a mono bromide or a full colour transparency
- **Visual identity for electronic purposes:**
Computing Service Reception (tel 330 4800/4824)
Please state what format you require
 - PC or Macintosh
 - mono or full colour (full colour available only for use with videos, CD-rom, WWW or for passing directly to a commercial printer/designer)
 - logotype centred, to the left or to the right
- **Advice on electronic formats:**
Rod Ackland, Computing Service (tel 339 8855 ext 2313 or 330 4823, e-mail R.Ackland@comperv.gla.ac.uk)
- **Examples of letterheaded stationery:**
Publicity Services (tel 330 4192, e-mail MargaretCalder@mis.gla.ac.uk)
- **Permission to use a secondary logo:**
Dugald Mackie, Secretary of Court (tel 330 5852)
- **Advice and orders for printed stationery:**
The Printing Department, James Watt Building (tel 330 4261)
- **Advice on recruitment advertising:**
Andrea Dickie, TMP Worldwide (tel 275 3407, e-mail adickie@tmpw.co.uk)
- **Advice on signage:**
Estates & Buildings (tel 330 5255)
- **Vehicle livery:**
University Transport Services (tel 330 5330)
- **Further copies of this guide:**
Publicity Services (tel 330 4192, e-mail MargaretCalder@mis.gla.ac.uk)

This leaflet has been written and designed by Publicity Services on behalf of the University Court as a guide to the correct use of the University of Glasgow visual identity. If you have queries about this or other publicity services we can offer, contact us through the numbers given below.

Publicity Services, 2 The Square, University of Glasgow, Glasgow G12 8QQ
Tel 0141-330 4192/4919 Fax 0141-330 5643 E-mail MargaretCalder@mis.gla.ac.uk

No part of this publication may be reproduced or transmitted in any form or by any means without prior permission.