

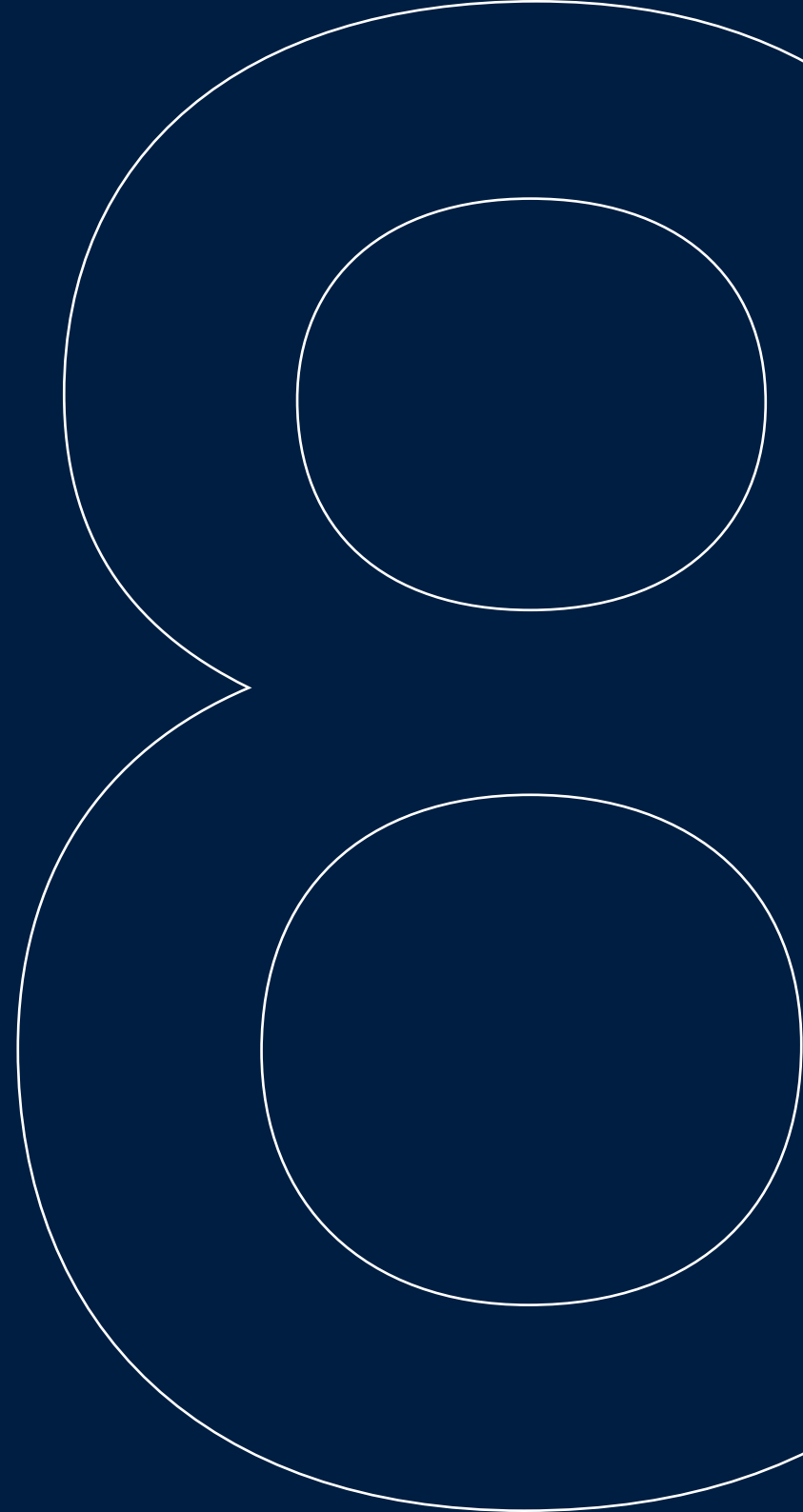


THE UNIVERSITY *of* EDINBURGH

Brand Essentials

Making us all look good

Chapter 8:
Digital



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Why use the Brand Essentials guide?

In short, to ensure that all of our communications are recognisable as being ours.

It is important that the University of Edinburgh logo is presented in a strong and consistent manner in order to achieve maximum impact. Through consistent use, our values, research, students and staff will all be represented to a global audience that will allow us to continue influencing the world.

The importance and significance of the University's brand is in our Brand Book, while the day-to-day guidance of its application is described through a series of chapters in this guide that covers all aspects of our corporate identity.

For enquiries on brand, reputation and brand management, please contact:

Deputy Director, Marketing
Niall Bradley
niall.bradley@ed.ac.uk

Brand Book and other chapters are available at www.ed.ac.uk/brand

Using the logo on our digital services

We should use the same design language so our users can interact with our services in a consistent and understandable manner.

The University's websites and digital services are the most important element of our communications mix. They are powerful channels for marketing our success and building the perception of our brand.

To provide a cohesive University identity, all public-facing sites must be visually associated with the design elements that define our online look; the University logo is a key component in this identity.

A consistent approach protects the brand and improves our users' experience.

If you have questions about using the logo appropriately in a digital context, please contact the Digital Marketing Team:
web-comment@ed.ac.uk

Logo overview

There are three University of Edinburgh corporate logo formats. For the majority of digital uses we recommend using the stacked logo.

Stacked logo

The stacked University logo is the **preferred logo** to be used on University websites and digital services.

The black on white version of the logo is used on EdWeb and EdGEL. This is the preferred logo but other colour combinations can be used. These examples illustrate just some of the approved university colour combinations that are available.



Horizontal logo

The horizontal logo can be used on University websites and digital services.



Centred logos

Do not use the centred logo as the primary branding element on a website.

See External Partners for appropriate usage of this version - page 12.



What is EdGEL?

Edinburgh Global Experience Language (EdGEL) is the University's online design language. Built to be mobile ready and responsive, its purpose is to encourage the use of a coherent design language and design patterns. Our aim is for users to interact with our information and services, without being aware of the range of technology in the background.

EdGEL is jointly managed by Communications and Marketing and the University Website Programme.

You can find out more on the EdGEL website.
gel.ed.ac.uk

Logos can be downloaded via the Communications and Marketing website.
edin.ac/brand-essentials

Using the logo on websites

A University website is any site where the University is the primary stakeholder.

When websites are directly associated with the University and deliver content to external audiences, they should follow the conventions outlined in the Edinburgh Global Experience Language (EdGEL).

The user experience of our online content should feel like a seamless journey as users navigate around all our websites. The logo and how we present ourself plays an important role in this.

Logo version

The stacked logo (preferred) or horizontal logo should be used.

Colours

The monochrome black on white logo is recommended to maintain consistency with our corporate publishing. It is permitted to use a monochrome version with an extended colour palette selection as its background colour. Refer to the colour palettes for digital publishing as outlined in EdGEL.

Positioning

The logo should be positioned to the top left of your websites.

Minimum sizes

The roundel text should remain legible at all times.

Graphical device

The roundel may be used as a graphical device only if the logo is correctly presented elsewhere.

Linking behaviour

Always ensure the University logo links back to the University website homepage.



If you have questions about using the logo appropriately in a digital context, please contact the Digital Marketing Team: web-comment@ed.ac.uk

Logos can be downloaded via the Communications and Marketing website: edin.ac/brand-essentials

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Using the logo on third-party digital platforms

Social media is increasingly the first point of contact with the University. First impressions are an important part of promoting our success and building the perception of our brand. Social media channels should follow the same rigorous procedures as our other communications.

To reassure users of the authenticity of our channels and to help build a cohesive identity, we should aim to visually associate and reflect the key design elements that define our online look.

Logo version

The stacked or horizontal logo should be used. Where space is restrictive and using a full logo will render it incomprehensible, you can use an avatar version of the roundel. See page 8.

Colours

When styling your communications, refer to the colour palettes for digital publishing as outlined in EdGEL. If your public website has a specific colour theme then we advise you to adopt similar colour theming in your marketing communications for consistency.

Positioning

Recommend top left of the communications for consistency with other services and websites.

Minimum sizes

The roundel text should remain legible at all times.

Linking behaviour

If possible, the University logo should link back to the University website homepage.

Graphical device

The roundel may be used as a graphical device only if the logo is correctly presented elsewhere.

If you have questions about using the logo appropriately in a digital context, please contact the Digital Marketing Team: web-comment@ed.ac.uk

Logos can be downloaded via the Communications and Marketing website: edin.ac/brand-essentials



Using the logo on third-party digital platforms: avatars

Where possible the stacked or horizontal logo should be used but sometimes the available space is restrictive and using a full logo will render it incomprehensible. In this scenario an avatar style version that only features the University roundel can be used.

Use of the roundel as an avatar

Official units may use the University roundel as defined in these guidelines. Do not create a roundel or sub-brand yourself. Approved smaller versions and reworkings for channels such as Twitter are available on the Communications and Marketing website.

Colour theming

When styling your channel, refer to our house-style colour palettes as outlined on EdGEL. If your website has a specific colour theme then we advise you to adopt similar colour theming for your social media.

Avatar roundel examples



Corporate colours

Muted colours

Bright colours

If you have questions about using the roundel appropriately in a digital context, please contact the Digital Marketing Team: web-comment@ed.ac.uk

Avatar roundels can be downloaded from the Communications and Marketing website:

edin.ac/brand-essentials

Edinburgh Global Experience Language (EdGEL) is jointly managed between Communications and Marketing and the University Website Programme.

You can find out more on the EdGEL website. gel.ed.ac.uk

Using the logo on internal systems and services

Where our digital services are directed towards an internal audience there is less need to present the full Edinburgh logo.

Clear and consistent labelling and user experience should be the primary focus at all times.

If the use of the corporate logo will enhance these objectives, then ensure that the minimum requirements outlined in this guide are satisfied.

Logo version

The stacked or horizontal logo should be used.

Colours

When styling your systems, refer to the colour palettes for digital publishing as outlined in EdGEL. If your public website has a specific colour theme then we advise you to adopt similar colour theming for consistency.

Positioning

We recommend positioning to position the logo in the top left of your system to maintain consistency with other University services and websites.

Minimum sizes

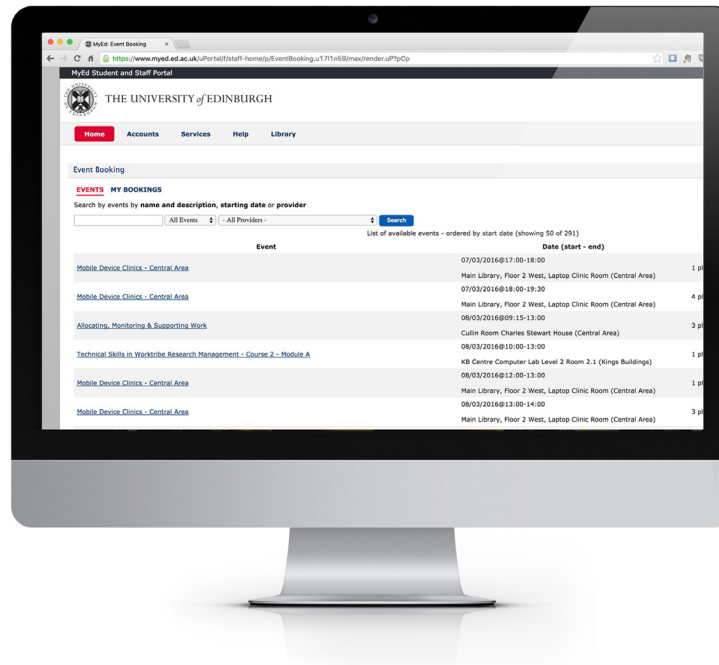
The roundel text should remain legible at all times.

Linking behaviour

The University logo should link back to the University website homepage wherever possible.

Graphical device

The roundel may be used as a graphical device only if the logo is correctly presented elsewhere.



If you have questions about using the logo appropriately in a digital context, please contact the Digital Marketing Team: web-comment@ed.ac.uk

Logos can be downloaded via the Communications and Marketing website: edin.ac/brand-essentials

Edinburgh Global Experience Language (EdGEL) is jointly managed between Communications and Marketing and the University Website Programme.

You can find out more on the EdGEL website: gel.ed.ac.uk

Using the logo in apps and app stores

Quality and consistency of presentation protects the brand and helps users identify official University apps.

When the University is the primary stakeholder the following guidelines should be followed.

Logo version

You are permitted to use any of the three standard logo variations. Your choice will be determined by the available space and context.

Where space is restrictive you may use the avatar version of the roundel (such as store icons) but try to represent the logo fully elsewhere where possible. See page 8.

Colours

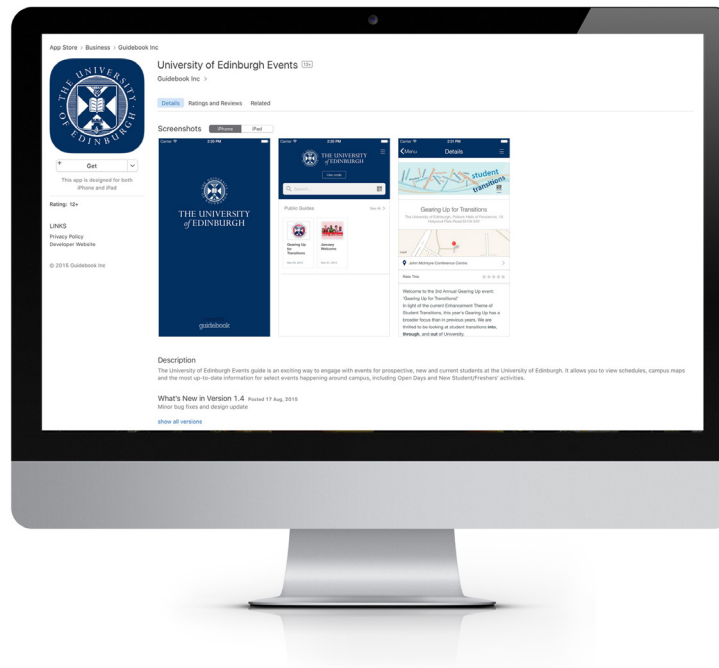
Refer to the colour palettes for digital publishing as outlined in EdGEL. Monochrome or two colour options can be used. The extended colour palette can be applied as background variations when the monochrome instance is used.

Minimum sizes

The logo roundel text should remain legible at all times.

Graphical device

The roundel may be used as a graphical device only if the logo is correctly presented elsewhere.



App publishing

The University has a publishing license for the iTunes store and we advise using this central license when submitting to the app store. You will benefit from cross promotion and association with other University apps and also reassure your audiences of the apps' authenticity.

Contact IS Helpline for further information on app publishing.

Using the logo in email marketing communications

Consistency in your messaging protects the brand and helps users identify official University communications.

Communications and Marketing recommends that marketing bulk emails are managed by the dotmailer service. Templates have been produced for school use. Contact your dotmailer child account holder for further information.

If you are using the University brand in email marketing communications the following guidelines should be followed.

Logo version

The stacked or horizontal logo should be used.

Colours

When styling your communications, refer to the colour palettes for digital publishing as outlined in EdGEL. If your public website has a specific colour theme then we advise you to adopt similar colour theming in your marketing communications for consistency.

Positioning

We recommend positioning the logo in the top left of your communications for consistency with other services and websites.

Minimum sizes

The roundel text should remain legible at all times.

Linking behaviour

If possible, the University logo should link back to the University website homepage.

Graphical device

The roundel may be used as a graphical device only if the logo is correctly presented elsewhere.

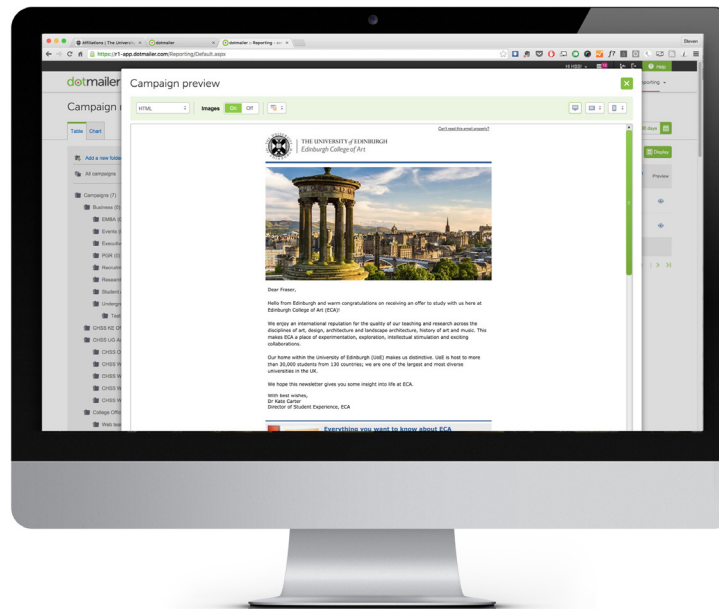
Standard email signatures

There is no requirement to use the University logo in your regular email signature, but if you do so then you must use the logo correctly.

Email marketing systems

Communications and Marketing can provide access to the corporate dotmailer bulk email marketing service.

See the Communications and Marketing website for more information.
edin.ac/resources



Using the logo when working with external partners

When using the logo alongside other partners or organisations it is important to present the University brand correctly, and secure the appropriate permissions.

External companies, agencies and partners are not allowed to use the University logo without an agreed Memorandum of Understanding, detailing terms of use and timescales.

General guidance is presented below for scenarios where the University is the primary partner.

Logo version

The stacked, horizontal or centred logo can be used.

Colours

The standard range of colour palettes are available for use.

Positioning

If the University is the primary partner then the relevant University logo should appear in the top left position.

Graphical device

The roundel may be used as a graphical device only if the logo is correctly presented elsewhere.

Minimum sizes

The roundel text should remain legible at all times.

Linking behaviour

The University logo should link back to the University website.

Equal partnerships

If the University is an equal partner then it is important to ensure that the University logo appears with equal weight as the partner logos in terms of size, placement and colour.

Please contact Communications and Marketing to discuss the specifics of appropriate usage in other instances.

For enquiries on brand, reputation and brand management, please contact:

Deputy Director, Communications & External Affairs

Rob Tomlinson
rob.tomlinson@ed.ac.uk

Deputy Director, Marketing

Niall Bradley
niall.bradley@ed.ac.uk

Using the logo on information screens

Where our digital outputs have a public presence it is important to present the University brand correctly.

Clear, consistent information and an effective user experience should be the primary focus at all times.

If the use of the corporate logo enhances these objectives, then ensure that the minimum requirements outlined in this guide are satisfied.

Logo version

The stacked or horizontal logo should be used.

Colours

When styling your website or system, refer to the colour palettes for digital publishing as outlined in EdGEL.

Positioning

We recommend positioning the logo in the top left of your system to maintain consistency with other University services and websites.

Minimum sizes

The roundel text should remain legible at all times.

Graphical device

The logo may be used as a graphical device only if the logo is correctly presented elsewhere.

If you have questions about using the logo appropriately in a digital context, please contact the Digital Marketing Team: web-comment@ed.ac.uk

Logos can be downloaded via the Communications and Marketing website. [edin.ac/brand-essentials](https://www.ed.ac.uk/brand-essentials)

Edinburgh Global Experience Language (EdGEL) is jointly managed between Communications and Marketing and the University Website Programme.

You can find out more on the EdGEL website. gel.ed.ac.uk

Using the logo on learning environments

Where our digital services are directed towards an internal audience there is less need to present the full Edinburgh logo.

Clear and consistent labelling and user experience should be the primary focus at all times.

If the use of the corporate logo will enhance these objectives, then ensure that the minimum requirements outlined in this guide are satisfied.

Logo version

The stacked or horizontal logo should be used.

Colours

When styling your website or system, refer to the colour palettes for digital publishing as outlined in EdGEL.

Positioning

We recommend positioning the logo in the top left of your system to maintain consistency with other University services and websites.

Minimum sizes

The roundel text should remain legible at all times.

Linking behaviour

If possible, the University logo should link back to the University website.

Graphical device

The logo may be used as a graphical device only if the logo is correctly presented elsewhere.

What about public-facing VLE's or Moocs?

These should be considered in the same vein as any other public-facing website or digital presence and should be branded accordingly.

See page 6 for more details.

Incorrect use of the logo

Logo misuse

The University logo or roundel may not be integrated into an illustration, cartoon, or other symbol or logo.

The logo or roundel may not be placed in such proximity to elements that cause overlap or visual encumbrance.

No effects processing or colour treatments should be applied to the logo. The only approved colour variations are those outlined in this document.

Do not alter the relative size ratio of the roundel and University text.

Do not adjust the spacing between the roundel and the University text.

Do not use a colour scheme that is not part of the approved colour palette.

Do not remove elements of the crest roundel or University text.

Do not alter the aspect ratio of the logo.

Do not present the roundel in isolation without the University text if it is the primary branding element.

When used as the primary branding element, the roundel text should remain legible.

The University of Edinburgh ceremonial roundel

The full colour University roundel is **restricted to ceremonial use only** such as graduation, University court papers and other official papers.

It's use on digital content is not permitted.



The logo should never appear as part of a cartoon or illustration.



The logo may should never be used as part of another logo or illustration.



Questions?

If you have any further queries about logo use or have a scenario not covered in this guide, please contact:

Marketing Manager

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Download the latest version of the Brand Essentials at: edin.ac/brand-essentials