

The logo for Exeter College, featuring a stylized blue arrow pointing upwards and to the right, positioned behind the text "exeter college".

exeter college

Exeter College design and logo guidelines

These guidelines have been written to help customers and staff identify what is communicated by Exeter College (whether that is written or digital) and to provide a consistent quality of customer friendly design and content from the college.

These guidelines are divided into Exeter College logo use and secondary and partner logos.

Exeter College Logo and its use

Logo Design

- The Exeter College logo is the words 'exeter college' **AND** the sweep together and is the same on all materials.
- If you need to add the Exeter College logo to a document, use the versions on the Marketing portal (don't google it, there are unofficial versions and poor quality files) – if in doubt contact Alison Whitehouse 01392 400495 or alisonwhitehouse@exe-coll.ac.uk
- **Do not redraw or modify the logo in any way.**

Logo colour versions

- There are three versions of the logo
 1. Two colour
 2. One colour, black
 3. One colour, white – reversed out
- Choose the logo that has the strongest contrast against the background.
- You may see the logo in another colour (eg Spark Radio gold colour) but this is only possible after agreement from the Head of Marketing/SLT.

Logo colours

- Reproduction of the logo must match these colours.



Pantone Process Blue
R 0 G 130 B 202
C 100 M 28 Y 6 K 1
Webhex #0082ca



Black
R 0 G 0 B 0
C 0 M 0 Y 0 K 100
Webhex #000000

Logo Straplines

- The Exeter College logo may appear with a strapline or text below the word 'exeter college'. The original wording 'right course for a bright future' is no longer used.
- We have had straplines for particular years eg 40th anniversary, TES Provider of the year- after approval of the Principal.
- Do not add your own strapline to the logo. We will send out any changes to the logo via the college CLT, administrators' forum and marketing sharepoint page.

Logo clearance

- The logo must stand alone and no other logo, wording or imagery can be added within this protected or clearance area.
- The clearance area is at least the size of the 'ex' of the word 'exeter college' in the logo

Logo minimum size

- Do not reduce the logo smaller than 40mm except in advertising or exceptional circumstances.
- If the logo you are using is less than 40mm use the version without strapline if one is being used during that year.
- If in doubt contact Alison Whitehouse 01392 400495 or alisonwhitehouse@exe-coll.ac.uk



As part of our branding guidelines, it is not possible for departments/faculties to have their own logos, apart from in exceptional circumstances. Having multiple individual identities throughout the college would lead to a devaluation and dilution of the Exeter College identity.

Logo Visibility and Position

The preferred position for the Exeter College logo is top right or, secondly, bottom right.

- If you are using the logo at the top, align it to the top margin; if using at the bottom, align to the bottom margin.
- As a rule, the logo should not be used over a photograph or other lettering.
- Ask Alison Whitehouse for advice if these preferred positions are not possible.

Other partners' logos

- You can use other logos alongside the Exeter College logo to show sponsorships, partnerships or associations but it is very important that you comply to the partners' guidelines as well as Exeter College. Please ask Alison Whitehouse for advice before using partners' logos.

College Sub-brands

- The Exeter College logo is the only logo for the college.
- We have other agreed secondary logos for our employer engagement work and for our Academies which should be used alongside the college logo.
- No other logos are allowed without the permission of the Head of Marketing and SLT.
- Alison Whitehouse can give you advice on how to use the secondary logos.
- Other initiatives or projects may have their own logos eg Haven Banks, Aplus. Please ask Alison Whitehouse if you need to use these logos.



Please ensure you do not use the logo incorrectly

- To ensure accurate and consistent use, never alter, embellish or attempt to recreate the logo.
- The proportions and spacing of the logo should never be altered for any reason.
- Never modify the logo in any way, such as changing design or colour. If you are unable to use the correct colour due to technical limitations, you may revert to black and white



The stacked logo

The stacked version has evolved for use on social media sites where a square or circle is provided for a logo. **This version should only be used with permission of Head of Marketing.**

