UNIVERSITY OF PLYMOUTH

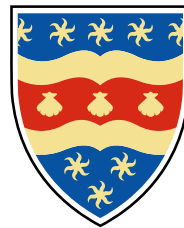# The Logo

The University of Plymouth's logo is a shield derived from the Coat of Arms – a significant heraldic symbol awarded to the University in 2008.

The primary logo is the version with the shield motif placed to the left of the typography and should be the preferred choice in most applications.

Secondary logo variants (centred and right-aligned) are available for use at the discretion of the designer and are detailed on pages 5 & 6.

The Logo

1. EXCLUSION ZONE

To protect the clarity and visual integrity of the logo, it has an exclusion zone, a minimum clear area around the logotype equal to the height and width of the 'O' in the word 'Plymouth'. This applies to all variants of the logo. (Please see following pages.)

2. COLOUR PALETTE

The coloured shield uses simplified colours from the Coat of Arms and can be used on plain backgrounds where the colours do not conflict. The specifications are included and please do not deter from these. The only exception is if the entire colour of the shield and the accompanying typography is changed to one single colour. We recognise the need for flexibility, and therefore there are no restrictions on the colour palette for single colour logo options. Designers will be happy to work with you to ensure an appropriate colour palette is chosen.
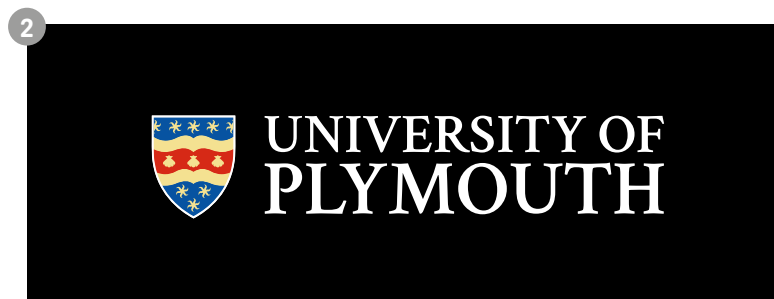
BLUE / AZURE	C 96 / M 68 / Y 0 / K 0 RGB: 0 / 93 / 172 #005DAC PMS 2935 C
GOLD / OR	C 7 / M 9 / Y 52 / K 0 RGB: 239 / 221 / 144 #EFDD90 PMS 1205 C
RED / GULES	C 8 / M 94 / Y 100 / K 2 RGB: 217 / 52 / 38 #D93426 PMS 485 C
BLACK / SABLE	C 0 / M 0 / Y 0 / K 100 RGB: 0 / 0 / 0 #000000 PMS Black C

NOTE Pantone colours should only be used where a spot colour is mandatory. With all printed collateral, CMYK colour values should be preferred

The Logo

3. MINIMUM SIZE

The logo has a minimum size for use of **25 mm** in width. Please ensure you do not use the logo below this size.

There is a set logo size for standard document sizes:

A7: 25mm wide

A6: 30mm wide

A5: 42mm wide

A4: 60mm wide

A3: 85mm wide

A2: 120mm wide

A1: 170mm wide

A0: 240mm wide

For exhibition stands and other materials, the logo should be prominent. Please check with the design team on suitable sizes.

This also applies to the Faculty, School and Institute versions of the logo with the exception of A6 and smaller publications where the minimum logo size is 40mm.

4. LOGO PLACEMENT

The logo should be placed at the bottom left of the artwork. If this is not possible the next preferred option is top left. Alternatively, if neither of these options are appropriate, the logo can be placed at bottom or top right but this must only be as a last resort.

Although the exclusion zone is the equivalent of the 'o' in the 'Plymouth' (see page 3), it is recommended that the shield is used to create the optimum spacing on a document.

3   UNIVERSITY OF **PLYMOUTH**

25mm

4

UNIVERSITY OF **PLYMOUTH**

UNIVERSITY OF **PLYMOUTH**
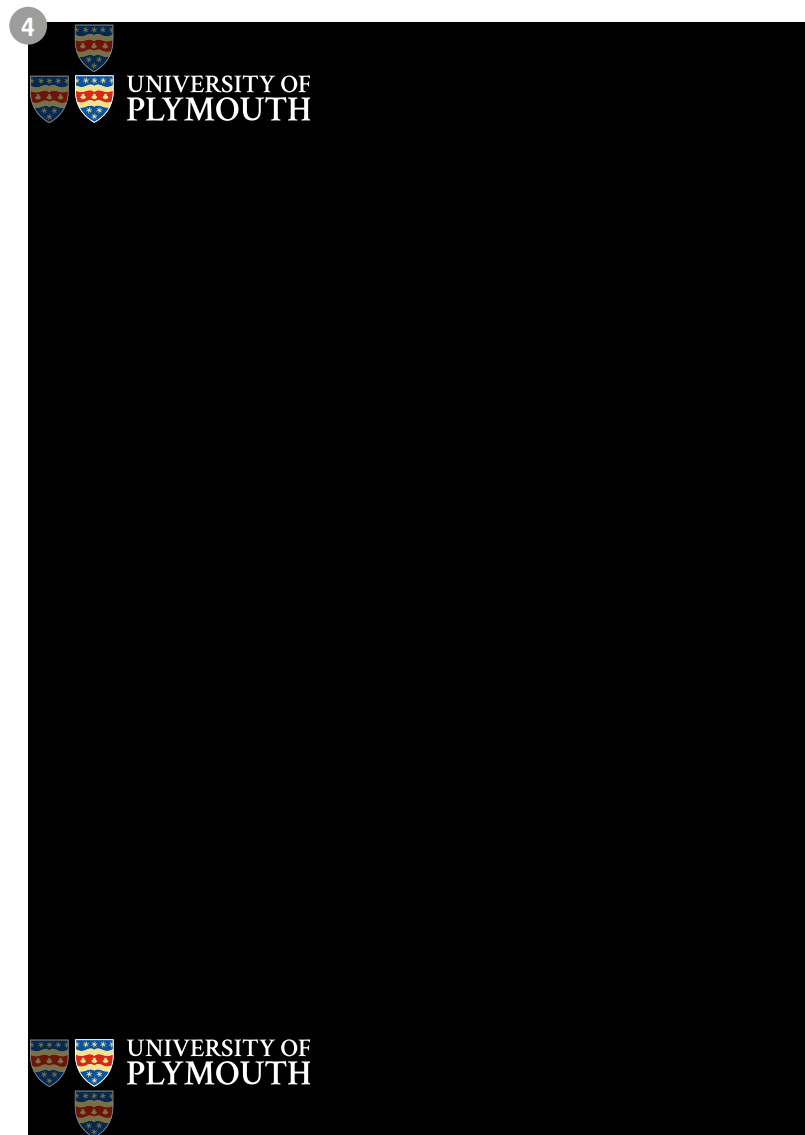
The Logo – Mono

MONO AND MONO-NEGATIVE

The logo is also available in black and white versions, to be used where there may be colour limitations, or if the background conflicts with the coloured shield.

Please note that the mono and mono-negative versions are different designs and therefore the black cannot be reversed out to create the white version.

When sharing these logos externally or using a single colour logo, please check with the Design Studio to ensure the correct version is being used.

Email design@plymouth.ac.uk

The mono (black) version should be used on light backgrounds with the mono-negative (white) version being used on dark backgrounds.

When using a single colour logo, the mono or mono-negative versions should be chosen based on the background to ensure there is sufficient contrast.

Mono

Mono Negative

Mono Negative Colour

Mono Colour

CENTRED VERSION

In some cases a centred version of the logo is more appropriate, particularly in instances where you have limited space available or a square space to fill. Using the centred version of the logo will mean that the typography will be larger than the left-aligned version as it takes up less space. This version of the logo is available in all variants.
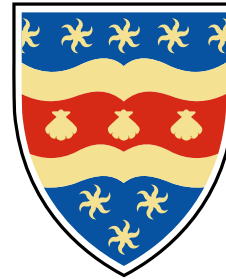
UNIVERSITY OF
PLYMOUTH

UNIVERSITY OF
PLYMOUTH

UNIVERSITY OF
PLYMOUTH

UNIVERSITY OF
PLYMOUTH

RIGHT-ALIGNED VERSION
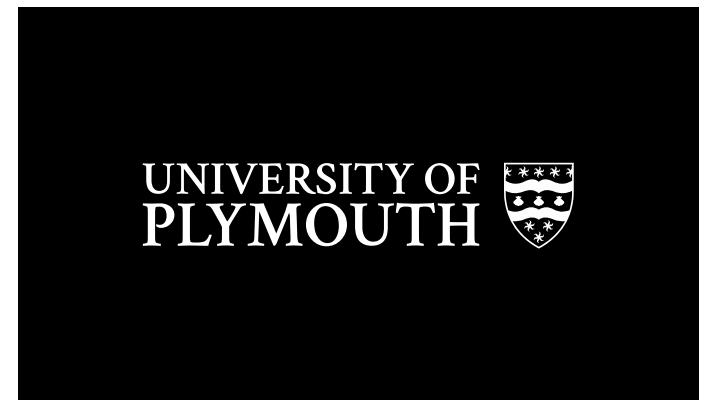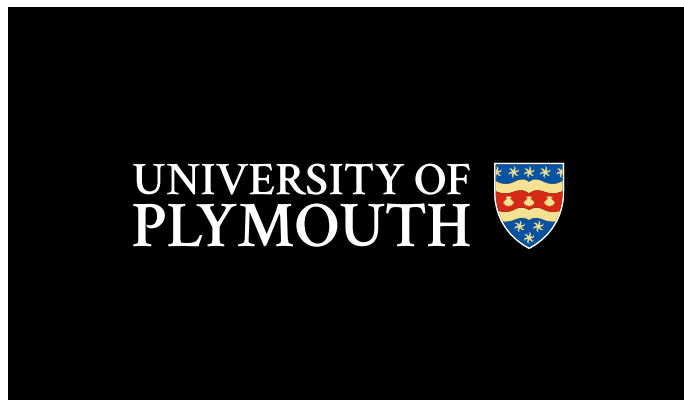In some special cases a right-aligned version of the logo may be required.

This should be the last option and only used if the left-aligned and centred versions are deemed unsuitable for the purpose.

Each of the University of Plymouth's Faculties, Schools, and Institutes have their own branded logo, reproduced in all of the various formats, so each body can be represented in a strong and cohesive fashion.

EXCLUSION ZONE

To protect the clarity and visual integrity of the logo, the exclusion zone is the same as the main logo. A minimum clear area around the logotype equal to the height and width of the 'O' in the word 'Plymouth' is required. This applies to all variants of the logo.

MINIMUM SIZE

With the introduction of smaller text, the faculty logos have a minimum size for use of **40 mm** in width.

Please ensure you do not use the logo below this size.

Please note: only the logos appearing on the next page will be permitted and no other adaptations of the logo can be used.

40mm

UNIVERSITY OF PLYMOUTH
School of Engineering

UNIVERSITY OF PLYMOUTH
School of Psychology

UNIVERSITY OF PLYMOUTH
Plymouth Institute of Education

UNIVERSITY OF PLYMOUTH
Sustainable Earth Institute

UNIVERSITY OF PLYMOUTH
Cognition Institute

UNIVERSITY OF PLYMOUTH
School of Biomedical Sciences

UNIVERSITY OF PLYMOUTH
School of Nursing and Midwifery

UNIVERSITY OF PLYMOUTH
Marine Institute

UNIVERSITY OF PLYMOUTH
Institute of Translational and Stratified Medicine

UNIVERSITY OF PLYMOUTH
School of Biological and Marine Sciences
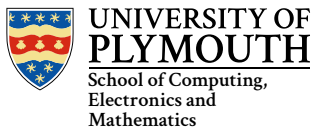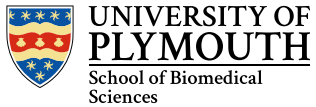
UNIVERSITY OF PLYMOUTH
School of Humanities and Performing Arts

UNIVERSITY OF PLYMOUTH
Faculty of Business

UNIVERSITY OF PLYMOUTH
Institute for Social, Policy and Enterprise Research

UNIVERSITY OF PLYMOUTH
Institute of Health and Community

UNIVERSITY OF PLYMOUTH
School of Geography, Earth and Environmental Sciences

UNIVERSITY OF PLYMOUTH
School of Law, Criminology and Government

UNIVERSITY OF PLYMOUTH
Faculty of Arts and Humanities

UNIVERSITY OF PLYMOUTH
Pedagogic Research Institute and Observatory

UNIVERSITY OF PLYMOUTH
School of Art, Design and Architecture

UNIVERSITY OF PLYMOUTH
Peninsula Medical School

UNIVERSITY OF PLYMOUTH
Faculty of Science and Engineering

UNIVERSITY OF PLYMOUTH
Research and Innovation

UNIVERSITY OF PLYMOUTH
School of Computing, Electronics and Mathematics

UNIVERSITY OF PLYMOUTH
Peninsula Dental School

UNIVERSITY OF PLYMOUTH
Faculty of Health and Human Sciences

UNIVERSITY OF PLYMOUTH
Doctoral College

UNIVERSITY OF PLYMOUTH
School of Health Professions

UNIVERSITY OF PLYMOUTH
Plymouth Business School

UNIVERSITY OF PLYMOUTH
Faculty of Medicine and Dentistry

UNIVERSITY OF PLYMOUTH
The Arts Institute

The Logo – *Incorrect use*

INCORRECT LOGO USE
The examples on this page show incorrect usage of the logo. Please ensure you do not use the logo as per any of these examples.

This applies to all the various logo formats.

Do not tilt or angle the logo

Do not use the type without the shield

Do not use on backgrounds which make the logo difficult to read.
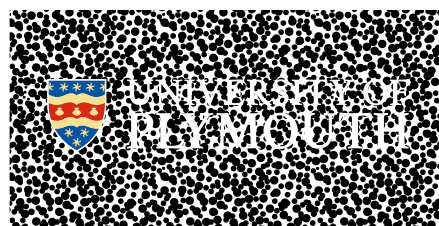Do not create a background.

Do not change one colour element of the logo.

Do not fade the logo or make it transparent in anyway

Do not stretch or distort the logo in any way

Do not place the logo on strongly patterened backgrounds which make it difficult to read

Do not add additional graphic elements to the logo

Do not reproduce the logo in any other font

Typography

GENERAL COMMUNICATIONS

For accessibility purposes, Arial should be used for letter and email communications. We also suggest using Arial for your PowerPoint presentations.

DESIGN AND MARKETING

The fonts to be used are **Times New Roman** and **Neuzeit for Plymouth**.

Neuzeit for Plymouth can be used for both body copy and headings but it is recommended that Times New Roman is only used for titles and headings and not body copy.

Combinations of these fonts can be used, in their various weights.

Times New Roman

Times New Roman Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@£$%^&*()_+{}:"|<>?[]';\/,.

Times New Roman Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@£$%^&()_+{}:"|<>?[]';\/,.*

Times New Roman Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@£$%^&*()_+{}:"|<>?[]';\/,.

Times New Roman Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@£$%^&*()_+{}:"|<>?[]';\/,.

Neuzeit for Plymouth

Neuzeit for Plymouth Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@£$%^&*()_+{}:"|<>?[]';\/,.

Neuzeit for Plymouth Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@£$%^&()_+{}:"|<>?[]';\/,.*

Neuzeit for Plymouth Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@£$%^&*()_+{}:"|<>?[]';\/,.

Neuzeit for Plymouth Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@£$%^&*()_+{}:"|<>?[]';\/,.

Neuzeit for Plymouth Black should be used sparingly, if at all, and only if it is important to the overall design.

Application – Stationery

Stationery templates including the below can be accessed via the External Relations teamsite.

Search 'External Relations' at portal. plymouth.ac.uk for stationery templates.

PowerPoint

Letterhead

Compliment slips

Business cards

Email signatures

UNIVERSITY OF PLYMOUTH

University of Plymouth, Drake Circus, Plymouth, Devon PL4 8AA
T +44 (0)1752 585858   **E** admissions@plymouth.ac.uk   **W** www.plymouth.ac.uk

UNIVERSITY OF PLYMOUTH
Faculty of Arts and Humanities

Faculty of Arts and Humanities, Roland Levinsky Building, University of Plymouth, Drake Circus, Plymouth, PL4 8AA
T +44 (0)1752 585020   **E** artshumadmin@plymouth.ac.uk   **W** www.plymouth.ac.uk

Digital use of the brand

UNIVERSITY WEBSITE
The University website includes the logo in the header section of the website, appearing across all pages. This logo acts as a 'home' link from any page, taking the user back to the organisation's website home page as is standard practice.

PARTNER/AFFILIATED WEBSITES
Where the logo is needed to illustrate our partnership on a partner/affiliate website, the logo files for digital use should be used, providing a clear link back to the University website. The logo should be used following the main principles above, of left-aligned text, full colour shield or one block colour for best display in the context of the website. The shield and text should always be present, with exclusion zones detailed above. Logos should only be included on others' sites where there is a genuine connection with the University and the logo is supplied with our knowledge and permission.

Search 'External Relations' at portal. plymouth.ac.uk for logo files.

SOCIAL MEDIA
The University's official social media accounts carry the shield only, without the 'University of Plymouth' name, where space is restricted and text would be too small to read. Main accounts such as **@PlymUni** on Twitter use the full colour shield.

Other social media accounts for particular areas of University activity, for example research groups, faculties or schools, should use the shield in a block colour of their choosing. The name of the University or the faculty, school or group represented should not be included as part of the profile image, but should be clear from the account name, for example 'PlymUni Sci & Eng' (@SciEngPlymUni).

'PlymUni' as a short name for the University on social media will remain and will not be amended to UniofPlym. Social media includes Twitter, Facebook, Snapchat, YouTube, LinkedIn, Google+, Weibo.

@PlymUni

@SciEngPlymUni

EXAMPLE ONLY

POWERPOINT
PowerPoint templates using the branding are available to staff, providing several layout options and a consistent use of the brand for presentations.

FILE TYPES FOR DIGITAL/SCREEN USE
Logo files for digital use are of a different composition to print files, due to the way images are rendered on multiple devices, the need for fast load times, and different resolutions.

LOGO USE FOR MULTIMEDIA:
Start and end credit logos for use in media and film production and other bespoke requirements are available from the multimedia team.
Email garren.baker@plymouth.ac.uk

CONTACT
For queries on the digital use of the brand, please contact **digitalmarketing@plymouth.ac.uk.**

Search 'External Relations' at portal.plymouth.ac.uk for logo files and templates

Partner institutions

We are not producing specific logo lock-ups for partner institutions. This is because we recognise the need for flexibility. We therefore ask that partner institutions who wish to use the University of Plymouth logo, pick the relevant format logo and use it alongside their own logo.

We are happy if partners wish to use wording such as 'In partnership with' or 'In association with' but we simply ask that the exclusion zone around the Plymouth logo is respected.

Partners may change the colour of the logo to one single colour in order to align it to their own colour palette.

If you have any questions please contact the Design and Publications Manager. Email design@plymouth.ac.uk.

The Coat of Arms

The University's Coat of Arms was drawn by The College of Arms, which is the official heraldic authority for England, Wales, and Northern Ireland.

The University Coat of arms is often mistakenly called a crest, but the crest is in fact only a specific element of the Coat of Arms such as the ship, the shield, or the supporters, which in this case are the pelican or the golden hind.

The Coat of Arms Explained: Each part of our Coat of Arms has a meaning and it is useful to understand the significance of each of these heraldic elements.

The Shield: Our shield comprises a blue background with two fesses in gold, based on the shape of an open book, representing the University's focus on learning and scholarship. The top and bottom sections feature white estoiles (a scattering of small stars). The estoiles represent navigation which has played a key role in the history of the city and of the University, where the School of Navigation formed the cornerstone of education developments.

Estolis feature in the shield of Sir Francis Drake, a major historical figure in Plymouth. They also afford an indirect reference to Lady Astor, the first woman MP (for Plymouth Devonport) who bequeathed her house on The Hoe to the City.

The central section of the shield features escallops (scallop shells), representing pilgrimage in Gold. This draws from the shield of Sir John Hawkins, another Plymothian seafarer, and the maritime heritage, and also makes reference to the Pilgrim Fathers who left England for the last time from Plymouth. Graduates leaving the University might also be said to be undertaking a pilgrimage of discovery in search of success and satisfaction.

Supporters: A pelican and a golden hind, reflecting both the original and the later, better-known name of Sir Francis Drake's ship.

Crest: A Lymphad (sailing ship) in full sail, coloured in gold, with red pennants and the design of the shield replicated on the sail.

The Motto: A quotation from Samuel Langhorne Clemens rendered in Latin: 'Explore. Dream. Discover.'

'Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbour.

Catch the trade winds in your sails. Explore. Dream. Discover.'

Better known by his pen name of Mark Twain, Samuel Langhorne Clemens was the author of several novels, including two classics of American Literature: The Adventures of Tom Sawyer and The Adventures of Huckleberry Finn. Clemens was also a riverboat pilot (his pen name was inspired by a shout of the Mississippi boatmen as they navigated the river), a journalist, a lecturer, and entrepreneur and an inventor. It is fitting that our University derives its motto from a figure of accomplishment across such broad fields of endeavour.

The use of the Coat of Arms is restricted to Graduation and other formal ceremonies/occasions.

All requests to use the Coat of Arms must be made to the Design and Publications Manager. Email design@plymouth.ac.uk.

Branded Uniforms

LOGO SIZE AND POSITIONING

The width of the University of Plymouth logo on branded uniforms should be 96mm and it should be positioned on the right hand side when face on.

LOGO VERSION

If the uniform is a dark colour, the University logo type should be stitched in white to ensure it is clearly visible.

If the uniform is a light colour, the University logo type should be stitched in black to ensure it is clearly visible.

The same applies for any department names.

The colour shield and the left aligned version of the logo are the preferred option, however the mono and stacked versions of the logo can be used.

DEPARTMENT NAME

The width of the department name may vary depending on the length of the name but it should be aligned with the University of Plymouth logo and placed on the opposite side.

There is no requirement to have a department name on University clothing.

No other graphic devices or straplines should be included on uniforms.

FONTS

Times New Roman should be used for the department name in line with the University logo.

ORDERING BRANDED UNIFORMS

Most of the University uniforms are ordered from Protective Wear Supplies Ltd.

Please contact:

Clayton Burtenshaw

Internal Account Manager

Protective Wear Supplies Ltd

Tel: 01752 266374

IT Services   UNIVERSITY OF PLYMOUTH

IT Services   UNIVERSITY OF PLYMOUTH