

University of Bolton Corporate Identity Guidelines for Partners

Section: 8
Item: 1

As a University of Bolton partner you are a valued stakeholder in our university.

We are working together to create learning opportunities for our students.

And we want to work with you in making sure that how we market those opportunities is straight forward and easy to understand. We want to make sure our University corporate identity is maintained within your marketing materials. But we do not want to impose our identity over yours – our aim is to create harmony.

With these principles in mind we have created guidelines to help you use our corporate identity correctly. We have also included some examples of good practice and bad practice, so you can see how it might work in reality.

If you have doubts, please show us your designs. You can email a PDF to us and we will reply to you as promptly as we can.

Contact: Deana Morris at d.morris@bolton.ac.uk or Mark Murphy at m.murphy@bolton.ac.uk in Marketing and Communications with any queries about applying our branding guidelines to your corporate identity.

working with you

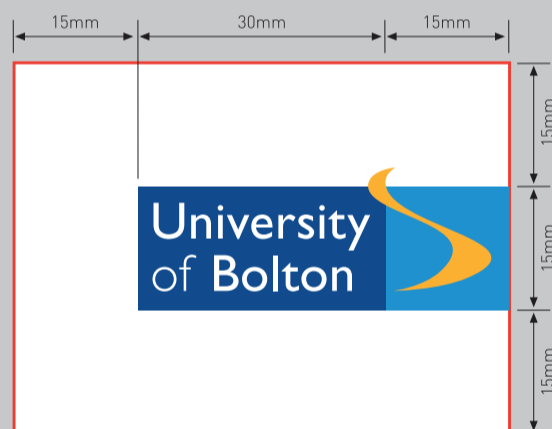
Visual Standards Guide Manual
The University of Bolton

Exclusion zone: The exclusion zone is based on a square made up of 4 x 3 squares of the same size. The logo should always align right on documents except where it is used in isolation, in which case a measure of one square should be left clear to the right.



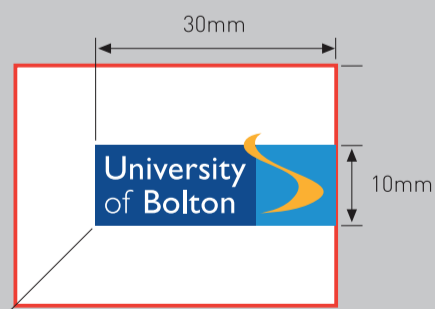
Ratios of structure: 3 x 1 squares to any size.

Exclusion zone: 4 squares wide x 3 squares high with a minimum of 1 square to all sides, except right which bleeds to edge.




Preferred size: 45mm wide x 10mm high

Exclusion zone 



Preferred size: 30mm wide x 10mm high

Exclusion zone 

Partnerships and co-branding

For partnership branding, where the University does not own the publication or the University is one of many equal partners, our logo should sit alongside the partner's logotype. The University of Bolton prefers its logo to be on the right-hand side of any page or website screen.

If there are a number of partners involved in a project and you want to use all their logos together we advise that they should all appear in black or be reversed out of a colour or image where possible, to avoid clashing colours detracting from your design. Again we would prefer to be positioned on the right.



Exclusion zone:



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Exclusion zone: <input type="checkbox"/> 	Exclusion zone: <input type="checkbox"/> 	Exclusion zone: <input type="checkbox"/> 



Position: The logo should be positioned on the right edge of any document. Do not reproduce the logo at an angle.

Position and size: When using digital artwork, please take care not to reproduce the logo with distorted dimensions. Take care not to position the logo off the top of a page, or below minimum sizes as indicated [30mm wide]



Colours:

Do not reproduce the logo in any other colours to those specified:
Pantone® 280 C, Pantone® Process Blue C, Pantone® 137 C,
or CMYK values: Dark Blue: 100C 72M 0Y 18K Light Blue: 100C 10M 0Y 10K Yellow: 0C 35M 90Y 0K,
or Mono, or PMS 280 only

