

Royal Holloway logo guidelines



Standard logo

The logo should be reproduced in the primary colour, Pantone 660c, on all publications printed in two or more colours. Refer to the 'Branded merchandise' sheet for guidelines on use on promotional items etc. The text, 'University of London', is set as a 50% of the blue background.



Do not use a keyline – see 'Non standard backgrounds' for exceptions. The College name has been specially drawn; please use the original digital artwork and **do not** try to re-set.



Clear area

No graphic or text should be placed in an area around the logo equivalent to the width of the base of the clock tower silhouette, as shown.



Minimum size

The logo should never be reproduced at less than 30mm in width. For small applications the text, 'University of London', should be reproduced as 100% white, no tints.



Printing on absorbent and unusual surfaces

The text, 'University of London', should be reproduced as 100% white, no tints, when it is printed on absorbent paper, i.e. newsprint, or any unusual surface, i.e. metal, fabric or plastic.



Non standard backgrounds

A white keyline should be placed around the logo if the logo is placed on a background other than white.

The width of the keyline is the width of the letter 'l'.

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Examples of incorrect use



Do not use the text or clock tower silhouette on its own.



Do not use the text on its own.



Do not squash the logo.



Do not add colour arbitrarily to parts of the logo.



Do not stretch the logo.



Do not change the relative proportions of the text and clock tower silhouette.



Do not use the logo vertically or horizontally.



Do not alter the relationship between the text and clock tower silhouette.