

**US**  
UNIVERSITY  
OF SUSSEX

**BUSINESS  
SCHOOL**



---

UNIVERSITY OF SUSSEX LOGO

**BUSINESS  
SCHOOL**

---

BUSINESS SCHOOL WORDMARK

## Logo

The University of Sussex Business School logo is a fundamental component of all Business School communication. To maintain a strong and consistent visual identity, it must be reproduced correctly at all times.

The logo is made up of two elements, the 'University of Sussex' logo and the 'Business School' wordmark, separated by a dividing rule to unify both elements into a robust stand-alone mark.

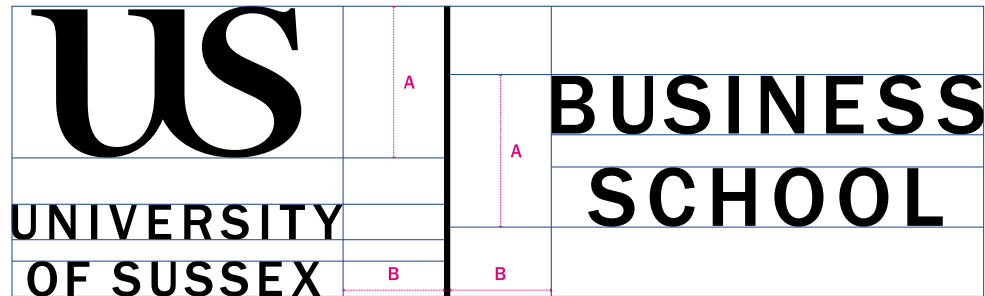
Please never attempt to recreate the logo, instead always use the supplied files.

### IN WRITING

The first reference to the University of Sussex Business School should always be written in full. It can then be shortened within the same document to 'the Business School' or 'Business School', however it should never be shortened to 'Sussex Business School'. The name University of Sussex Business School should never be abbreviated as an acronym.

## Logo Proportions

The logo proportions have been carefully considered to create a balanced visual arrangement and maximise legibility.



UNIVERSITY OF SUSSEX LOGO

BUSINESS SCHOOL WORDMARK

## Logo

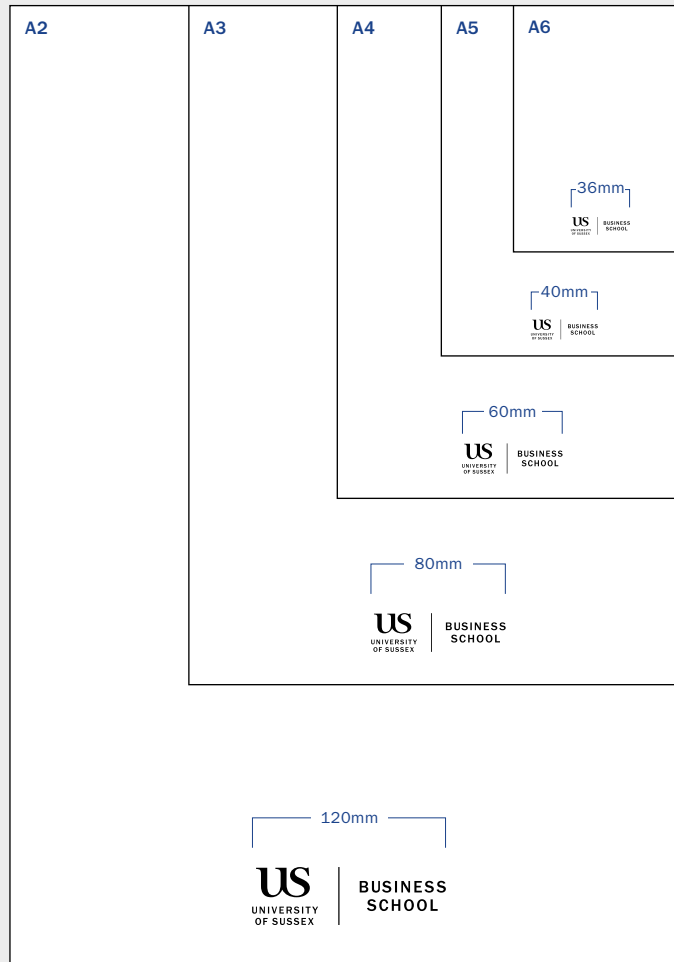
### Minimum clear space

To protect the clarity and visual integrity of our logo, it must always appear with a minimum clear space that is equal to the height of the University of Sussex mark.





MINIMUM SIZE



RECOMMENDED SIZES

## Logo Minimum size and recommended sizes

### MINIMUM SIZE

To ensure legibility the logo must never be reproduced at less than 36mm in width for print applications, and 102px in width for on screen applications. For on-screen use always make sure the logo can be read comfortably.

### RECOMMENDED SIZES

Please use these measurements to guide the width of the logo on each size of communication:

- A2 120mm
- A3 80mm
- A4 60mm
- A5 40mm
- A6 36mm

Please note: if the application is not a standard 'A' size please use the measurement based on the closest appropriate size.

Please note: it is harder to give recommended sizes in pixels as this will be affected by screen resolution, device size and applications.



1



2



3



4



5



6

## Incorrect usage

It is critical to always use approved master artwork to maintain consistency and to retain the integrity of the Business School visual identity. Never alter or try to recreate the logo or any element within it. Shown opposite are examples of incorrect use of the Business School logo.

- 1 Never rotate, skew or distort the logo, or any element of it.
- 2 Never stretch the logo.
- 3 Never colour the logo, or any element of it, as a gradient or apply any effects to it.
- 4 Never outline the logo, or element of it.
- 5 Never resize any elements of the logo.
- 6 Never move or alter any of the elements within the logo, or rearrange the lock-up..

Continued →



7



8



9

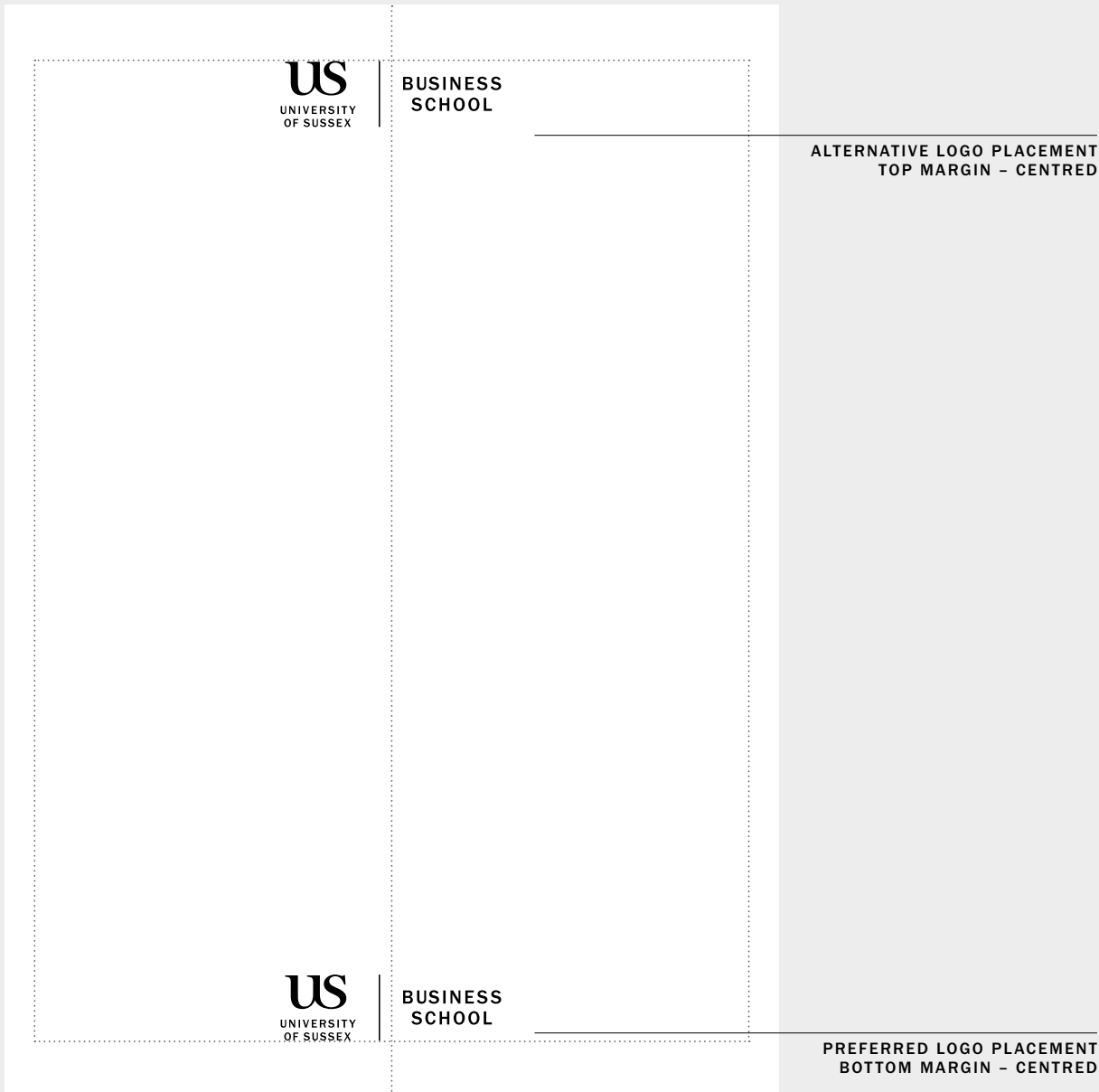
## Incorrect usage

- 9 Never produce different elements of the logo in different colours or different tints of one colour.
- 8 Never create a holding device with the logo, or any element of it. Please note: this does not include placing the logo in defined areas (eg Facebook and Twitter panels).
- 9 Always use the central alignment principle to compose the logo, and elements of it.

## Logo Placement

Wherever possible the logo should always be centred horizontally. It is preferable to place the logo at the bottom margin. However, in exceptional circumstances, where placing the logo on the bottom margin would compromise visibility, please use the alternative placement. This could be useful for exhibition stands, or when brochures are displayed in literature stands.

This central placement creates a strong axis that runs throughout communications, while framing surrounding content.







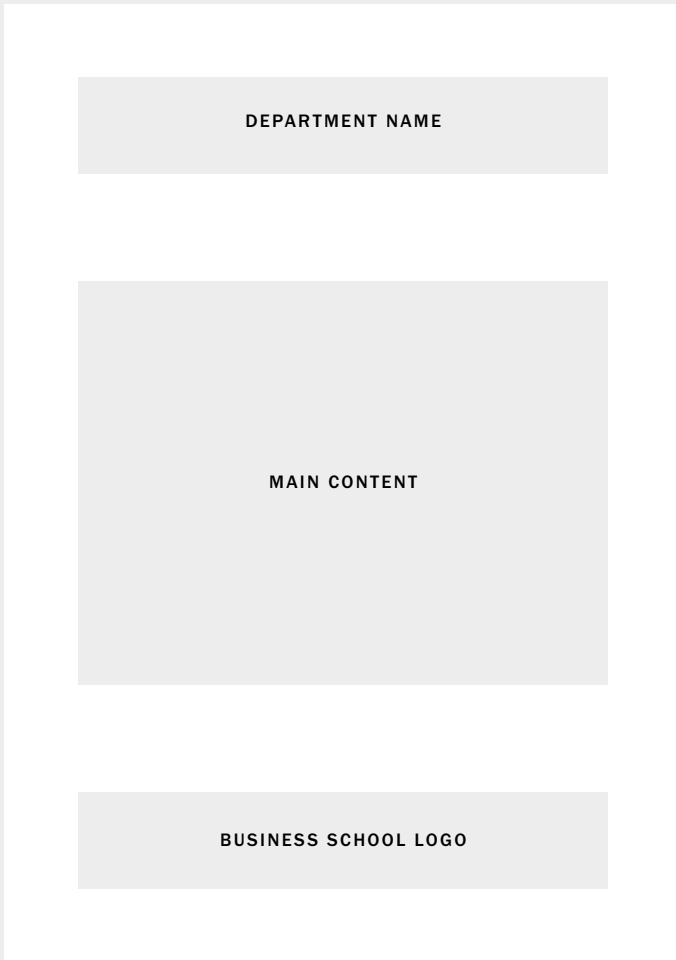
## Logo Placement

When placed at the bottom of page, the logo should always sit a safe distance from the bottom of the page, we recommend a larger distance than the exclusion zone.

This can be achieved by making a guide from the UoS symbol with the 'U' from the logotype stacked directly above it.

MINIMUM MARGIN GUIDE

BOTTOM OF PAGE



## Page structure Overview

The page structure shown can be used for a wide range of applications including literature covers, posters, postcards etc.

The page is divided into three parts:

### 1. DEPARTMENT NAME

The 'heading' of the composition is where the department name should be placed.

### 2. MAIN CONTENT

The centre of the composition is where the main copy driven content is placed.

### 3. BUSINESS SCHOOL LOGO

The bottom of the composition is where the 'sign off' should be placed – the Business School logo.

Please note: in exceptional circumstances, where placing the logo on the bottom margin would compromise visibility, please use the alternative placement. This could be useful for exhibition stands, or when brochures are displayed in literature stands.

## Page structure Copy-led

The page structure of a copy-led piece of communication can be composed of the following elements:

### DEPARTMENT NAME

The department name is set in Franklin Gothic Medium. The size of the heading should match as closely as possible that of the 'Business School' wordmark. Department names should be written on a minimum of two lines, the top line should always read 'Department of'.

### MAIN CONTENT

UOS Baskerville Titling should be used for copy. This should be large, confident and central to the design. Vertically, the type should be centrally-aligned between the bottom edge of the top component and the top edge of the bottom component.

### BUSINESS SCHOOL LOGO

At the bottom, the Business School logo is used to sign off the page and centrally frame the copy.

### FRAMING DEVICE

If an image is to be used, the framing device should be applied. If it is just copy, then it can be ignored. The framing device should be set to 5mm for A6, A5 and A4 formats, and 8mm for A3 and A2 formats. Please scale up proportionately as you increase from A2.

Please note: if there are any print reproduction concerns about maintaining the correct margin, the framing device can be removed.



DEPARTMENT OF  
MANAGEMENT

There is  
nothing  
like a dream  
to create  
the future

**US**  
UNIVERSITY  
OF SUSSEX

BUSINESS  
SCHOOL

## Page structure Copy-led

The page structure of a copy-led piece of communication can be composed of the following elements:

### DEPARTMENT NAME

The department name is set in Franklin Gothic Medium. The size of the heading should match as closely as possible that of the 'Business School' wordmark. Department names should be written on a minimum of two lines, the top line should always read 'Department of'.

### MAIN CONTENT

UOS Baskerville Titling should be used for copy. This should be large, confident and central to the design. Vertically, the type should be centrally-aligned between the bottom edge of the top component and the top edge of the bottom component.

### BUSINESS SCHOOL LOGO

At the bottom, the Business School logo is used to sign off the page and centrally frame the copy.

### FRAMING DEVICE

If an image is to be used, the framing device should be applied. If it is just copy, then it can be ignored. The framing device should be set to 5mm for A6, A5 and A4 formats, and 8mm for A3 and A2 formats. Please scale up proportionately as you increase from A2.

Please note: if there are any print reproduction concerns about maintaining the correct margin, the framing device can be removed.

DEPARTMENT OF  
ACCOUNTING  
AND FINANCE

There is  
nothing  
like a dream  
to create  
the future

**US**  
UNIVERSITY  
OF SUSSEX

BUSINESS  
SCHOOL

## Page structure Copy-led

The page structure of a copy-led piece of communication can be composed of the following elements:

### DEPARTMENT NAME

The department name is set in Franklin Gothic Medium. The size of the heading should match as closely as possible that of the 'Business School' wordmark. Department names should be written on a minimum of two lines, the top line should always read 'Department of'.

### MAIN CONTENT

UOS Baskerville Titling should be used for copy. This should be large, confident and central to the design. Vertically, the type should be centrally-aligned between the bottom edge of the top component and the top edge of the bottom component.

### BUSINESS SCHOOL LOGO

At the bottom, the Business School logo is used to sign off the page and centrally frame the copy.

### FRAMING DEVICE

If an image is to be used, the framing device should be applied. If it is just copy, then it can be ignored. The framing device should be set to 5mm for A6, A5 and A4 formats, and 8mm for A3 and A2 formats. Please scale up proportionately as you increase from A2.

Please note: if there are any print reproduction concerns about maintaining the correct margin, the framing device can be removed.

DEPARTMENT OF  
STRATEGY AND  
MARKETING

There is  
nothing  
like a dream  
to create  
the future

**US**  
UNIVERSITY  
OF SUSSEX

BUSINESS  
SCHOOL

## Page structure Copy-led

The page structure of a copy-led piece of communication can be composed of the following elements:

### DEPARTMENT NAME

The department name is set in Franklin Gothic Medium. The size of the heading should match as closely as possible that of the 'Business School' wordmark. Department names should be written on a minimum of two lines, the top line should always read 'Department of'.

### MAIN CONTENT

UOS Baskerville Titling should be used for copy. This should be large, confident and central to the design. Vertically, the type should be centrally-aligned between the bottom edge of the top component and the top edge of the bottom component.

### BUSINESS SCHOOL LOGO

At the bottom, the Business School logo is used to sign off the page and centrally frame the copy.

### FRAMING DEVICE

If an image is to be used, the framing device should be applied. If it is just copy, then it can be ignored. The framing device should be set to 5mm for A6, A5 and A4 formats, and 8mm for A3 and A2 formats. Please scale up proportionately as you increase from A2.

Please note: if there are any print reproduction concerns about maintaining the correct margin, the framing device can be removed.

SCIENCE POLICY  
RESEARCH UNIT

There is  
nothing  
like a dream  
to create  
the future

**US**  
UNIVERSITY  
OF SUSSEX

BUSINESS  
SCHOOL

## Page structure Copy-led

The page structure of a copy-led piece of communication can be composed of the following elements:

### DEPARTMENT NAME

The department name is set in Franklin Gothic Medium. The size of the heading should match as closely as possible that of the 'Business School' wordmark. Department names should be written on a minimum of two lines, the top line should always read 'Department of'.

### MAIN CONTENT

UOS Baskerville Titling should be used for copy. This should be large, confident and central to the design. Vertically, the type should be centrally-aligned between the bottom edge of the top component and the top edge of the bottom component.

### BUSINESS SCHOOL LOGO

At the bottom, the Business School logo is used to sign off the page and centrally frame the copy.

### FRAMING DEVICE

If an image is to be used, the framing device should be applied. If it is just copy, then it can be ignored. The framing device should be set to 5mm for A6, A5 and A4 formats, and 8mm for A3 and A2 formats. Please scale up proportionately as you increase from A2.

Please note: if there are any print reproduction concerns about maintaining the correct margin, the framing device can be removed.

## Accreditation logos

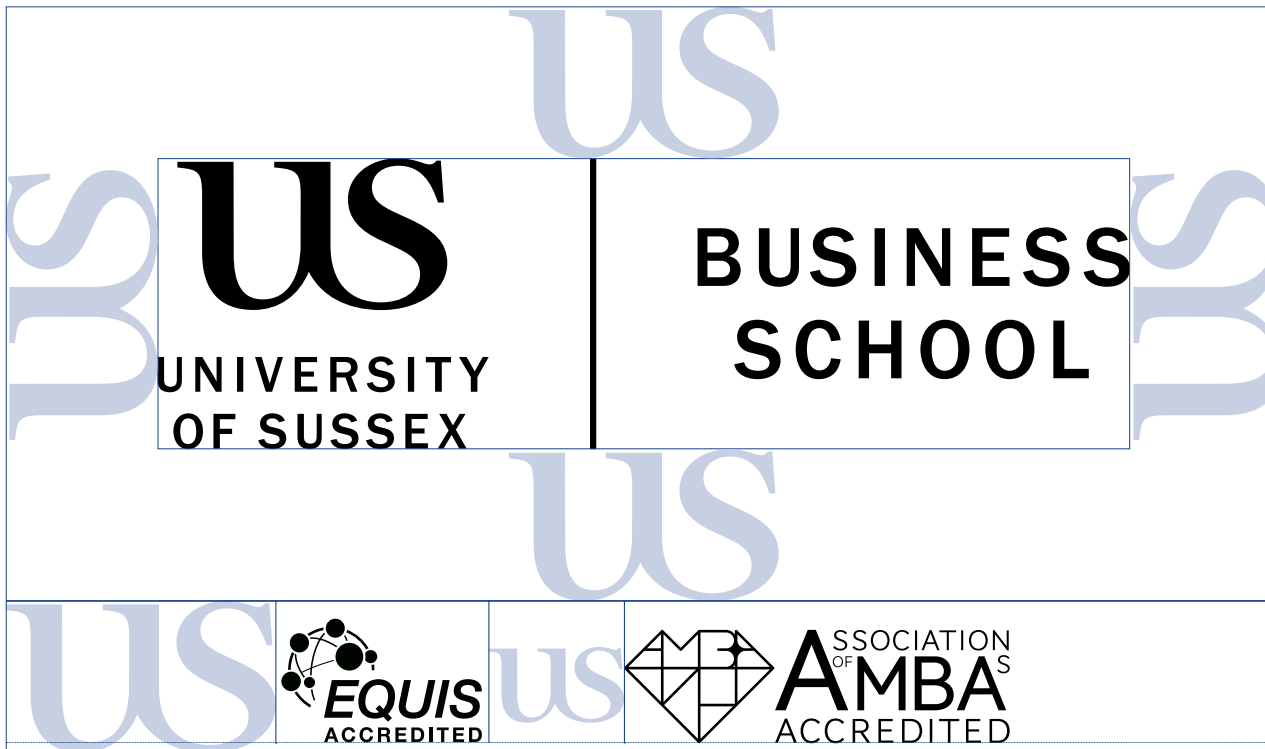
When accreditation logos are used alongside the University of Sussex Business School logo they should adhere to the following guidelines unless under specific circumstances outlined in this document.

They should be spaced positioned below the master logo at a distance equal to the minimum required clearspace.

The accreditation logo lock-up is created by spacing both logos apart equal to the width of 50% of the US logo.

For visual balance the baseline of the AMBA logo should align to the cap height of the word 'accredited' in the EQUIS logo.

The accreditation lock-up should always match the colour of the University of Sussex Business School logo except where explicitly specified.

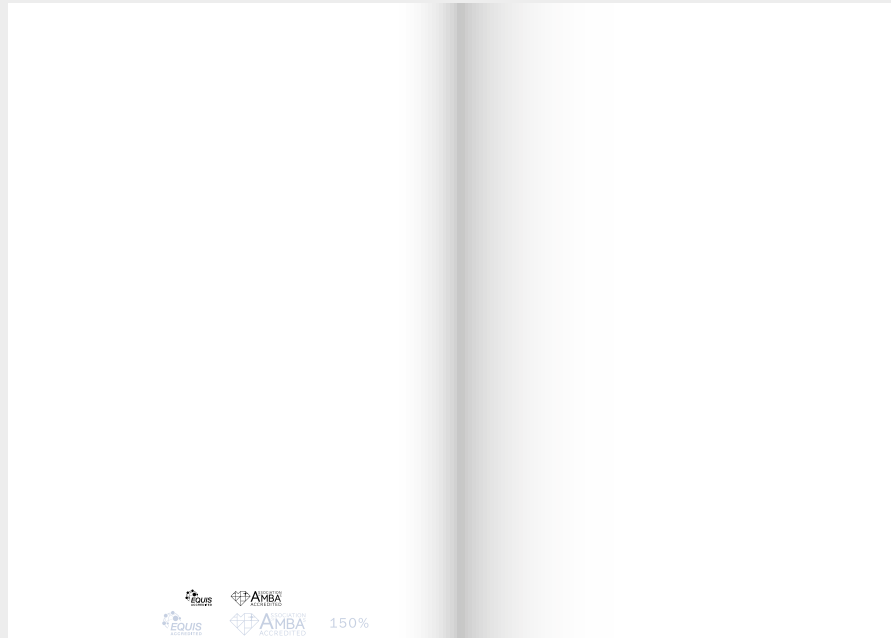








1. BACK COVER – CENTRE ALIGNED



2. INSIDE FRONT COVER – CENTRE ALIGNED



3. INSIDE FRONT COVER – LEFT ALIGNED

## Accreditation logos Positioning Printed publications

For printed publications, the preferred placement for accreditation logos is the back cover positioned at the bottom. (1)

However, if for any reason the back cover is not appropriate due to legibility the secondary placement option must be used, the inside front cover. (2 & 3) The logos should be centred where possible, however they may be left aligned only if it conforms to the publication layout. Accreditation lock-ups on the inside front cover may be shown in full colour as long as the background is white.

Positioning may be relative to the publication bottom margins however should never be less than 150% of the full lock-up height.

Sizing should be relative to the guide provided on page 17 of this document.

DEPARTMENT OF  
MANAGEMENT

There is  
nothing  
like a dream  
to create  
the future

US | BUSINESS  
UNIVERSITY OF SUSSEX SCHOOL



1. FULL LOCK-UP BOTTOM POSITION

US | BUSINESS  
UNIVERSITY OF SUSSEX SCHOOL

There is  
nothing  
like a dream  
to create  
the future



2. SPLIT LOCK UP

## Accreditation logos Positioning Single page applications

For single page applications there are two positioning options based on content.

1. Wherever possible or if a department name is required, the full lock-up should be used in the bottom centred position.
2. To allow for flexibility, where necessary or appropriate, the master logo and accreditation logo lock-up may be split. The master logo assumes the top position with accreditation logos at the bottom.

The bottom margin for both options may be relative to the specific page margins however it must never be less than the full height of the accreditation lock-up.

## Logo for external use In restricted space and where a department appears in isolation

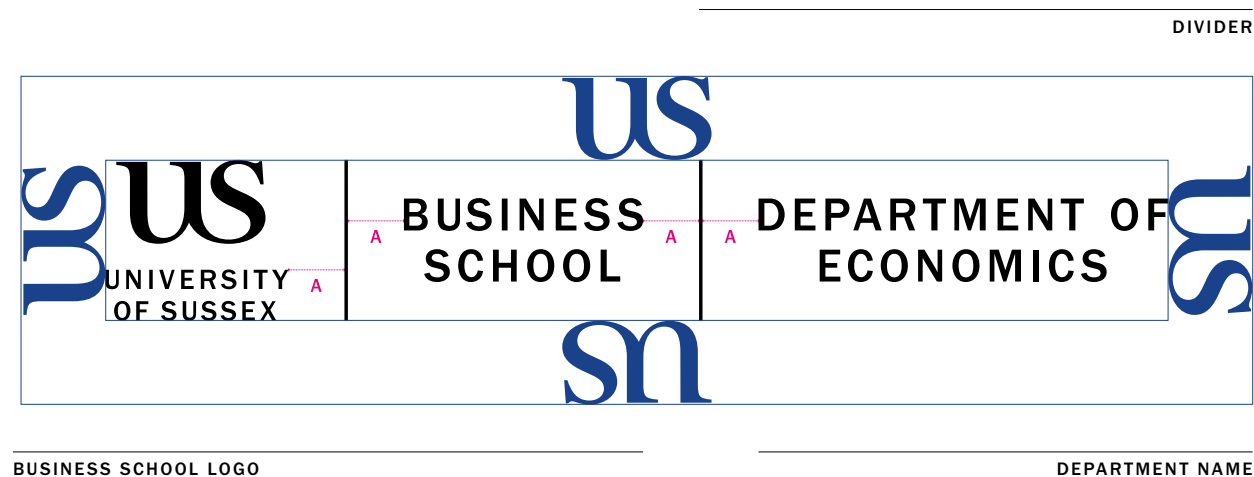
Where both the department name and Business School logo are required on external materials created by other organisations, the appropriate three part lock-up must be used.

This lock-up should also be used in exceptional circumstances where space is severely restricted and the logo and department name need to sit together, (for example on a name badge or promotional materials such as pens).

The department name is set in Franklin Gothic Medium at the same size as the 'Business School' wordmark. The distance between the department name and the logo should match that between the University of Sussex mark and the Business School wordmark.

To protect the clarity and visual integrity of our lock-up, it must always appear with a minimum clear space that is equal to the height of the University of Sussex mark. This applies equally to all department lock-ups, illustrated on page 21.

Please never attempt to recreate a department lock-up, instead always use the supplied files.





**BUSINESS  
SCHOOL**

**DEPARTMENT OF  
ECONOMICS**



**BUSINESS  
SCHOOL**

**DEPARTMENT OF  
MANAGEMENT**



**BUSINESS  
SCHOOL**

**DEPARTMENT OF  
ACCOUNTING  
AND FINANCE**



**BUSINESS  
SCHOOL**

**DEPARTMENT OF  
STRATEGY AND  
MARKETING**



**BUSINESS  
SCHOOL**

**SCIENCE POLICY  
RESEARCH UNIT**

**Logo for external use  
In restricted space and where  
a department  
appears in isolation**

Where both the department name and Business School logo are required on external materials created by other organisations, the appropriate three part lock-up must be used.

This lock-up should also be used in exceptional circumstances where space is severely restricted and the logo and department name need to sit together, (for example on a name badge or promotional materials such as pens).

The department name is set in Franklin Gothic Medium at the same size as the 'Business School' wordmark. The distance between the department name and the logo should match that between the University of Sussex mark and the Business School wordmark.

To protect the clarity and visual integrity of our lock-up, it must always appear with a minimum clear space that is equal to the height of the University of Sussex mark. This applies equally to all department lock-ups, illustrated opposite.

Please never attempt to recreate a department lock-up, instead always use the supplied files.

## External partners

When co-branding the Business School logo with an external partner logo, each logo should sit together and be equally balanced visually with at least the same distance between them as the width of the 'Business School' element.



## Applications Prospectus

Printed publications, brochures and guides should follow the primary page structure outlined on page 11.



---

DEPARTMENT NAME

---

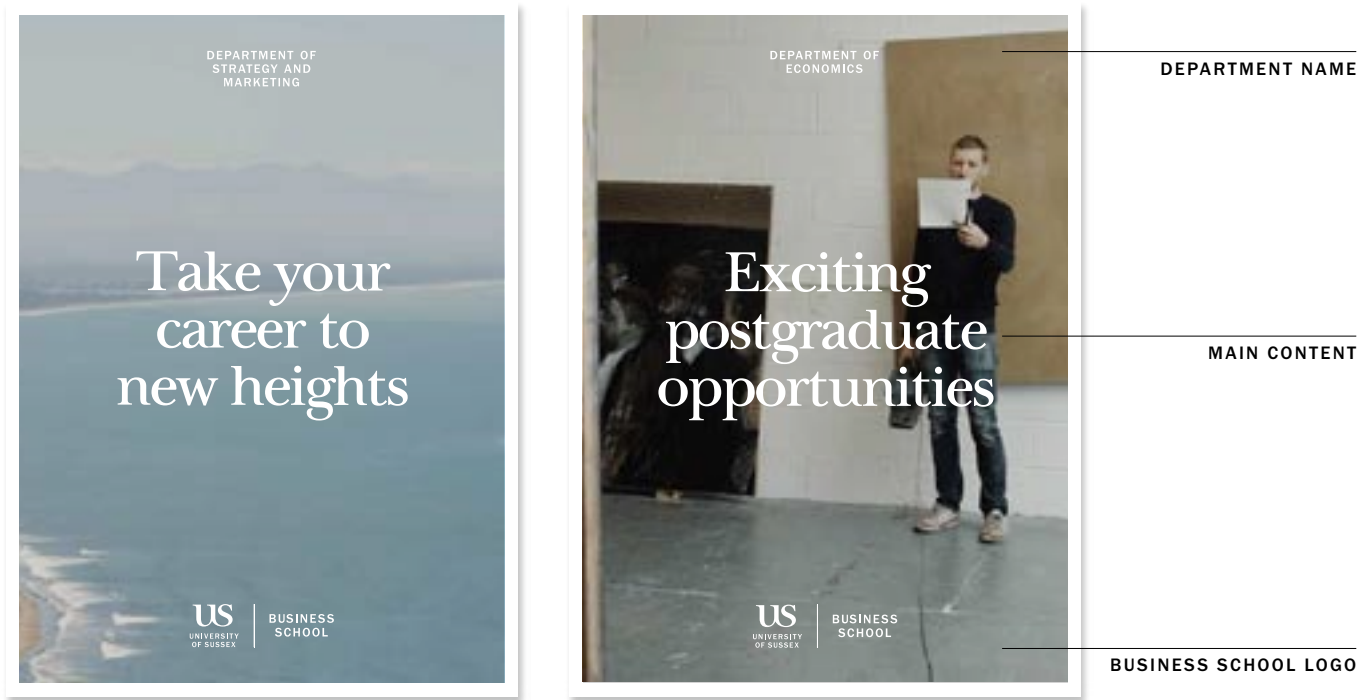
MAIN CONTENT

---

BUSINESS SCHOOL LOGO

## Applications Posters

Printed posters, postcards and adverts should follow the primary page structure outlined on page 11.



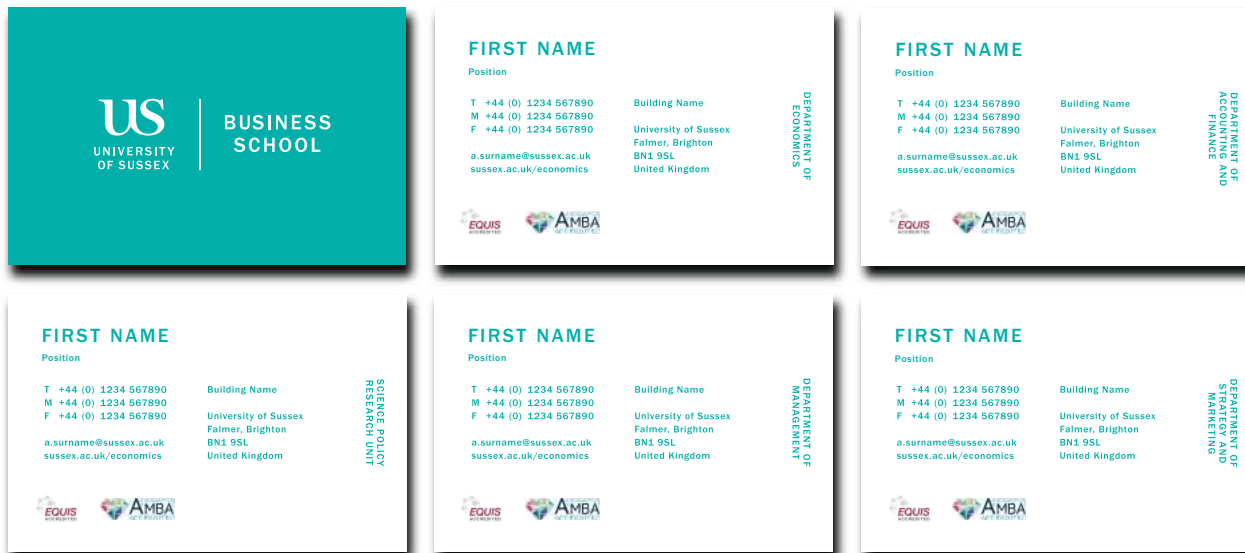


## Applications Business Card

Business School business cards must be produced in 'Turquoise' from the University of Sussex primary colour palette. The Business School logo must be centred, in white against a full bleed colour. All information (including department names) appear on the reverse in colour against white.

Accreditation logos are shown in full colour at the minimum width of 30mm.

Business Cards should be ordered from the Print Unit.





Recipient's Name  
Company  
Address Line 1  
Name of city  
County BNX XXX

XX Month 20XX

Dear

This example shows the typing layout for letters. The typeface is Arial, 11.5 points in size and on auto leading. Do not use the abbreviations st, rd, th after the day of the month. Do not use any punctuation in the address.

Type the salutation seven line spaces below the address. Start the body of the letter one line space below the salutation. Use single line spacing throughout the letter. Do not indent paragraphs. Type lines to an average length of 150mm and keep the right-hand margin as even as possible (but do not break words). Use single spaces after full stops.

Type the closing salutation three line spaces after the end of the body of the letter (without punctuation). Then type the name of the signatory six line spaces below. Status or title may be included immediately below the name if required.

To create a personalised letter template: double-click on the footer below to add your correct contact information. Go to File > Save As. Name the file and then under the format dropdown, select Word Template (.dotx). Then save your template to your computer desktop.

Yours sincerely  
Name  
Title

DEPARTMENT OF ECONOMICS  
University of Sussex Business School | Brighton BNX XXX | United Kingdom  
T +44 (0)1273 XXXXXX | XXXXXX@sussex.ac.uk  
www.sussex.ac.uk/business-school



## Applications Letterhead and Compliment Slips

Business School letterheads use the alternative logo placement (horizontally centered, aligned to the top margin) outlined on page 8. Department names and contact details are aligned to the bottom margin. All information must appear in black.

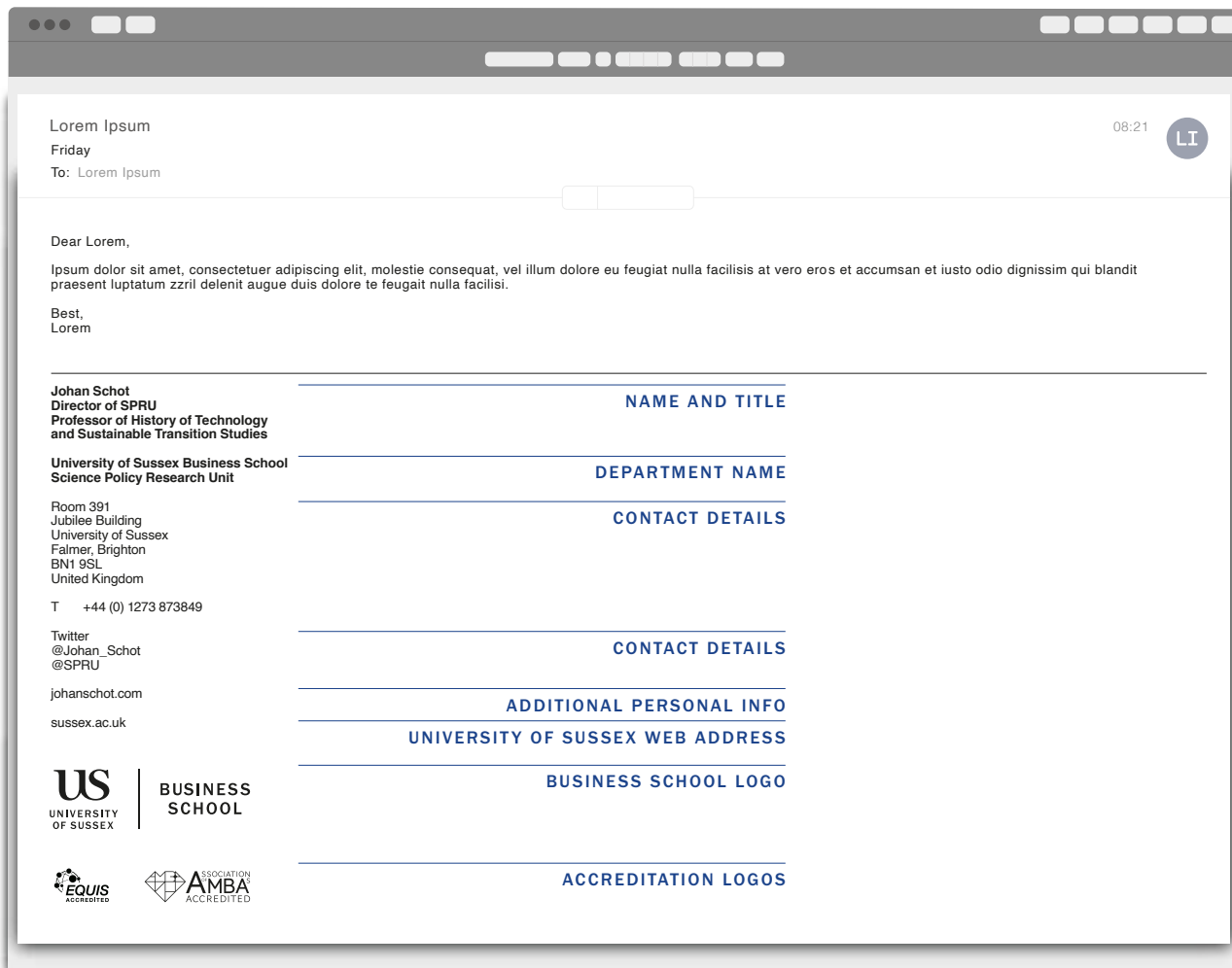
A design template file is available for creating new letterheads.

## Applications

### Email signature

All Business School email signatures must be formatted consistently according to the following guidelines:

1. A full width horizontal rule separates the signature from the main email body.
2. Sender's full name followed by their title on the next line appearing in bold. This is followed by a paragraph break.
3. Full school name (University of Sussex Business School) followed by the relevant department name on the next line in bold. If more than one department appears each one must be written on a new line. This is followed by a paragraph break.
4. Full office address in regular weight. This is followed by a paragraph break.
5. Relevant telephone or fax numbers in regular weight each on separate lines. They must be signified with the appropriate initial. This is followed by a paragraph break.
6. Any personal information (social media, website etc) may be placed here in regular weight. Each piece of information must appear on a separate line and each type of information (Twitter, Instagram, personal website etc) must be on a new paragraph. This is followed by a paragraph break.
7. University of Sussex web address in regular weight.
8. University of Sussex Business School logo.
9. Accreditation lock-up equal to width of the master logo. Please use the PNG lock-up file supplied *UoSBS\_Accreditation\_Logo\_Lock-Up\_Black.png*



## Applications Social media

The Business School's brand must appear consistent across all social media platforms.

### ICONS

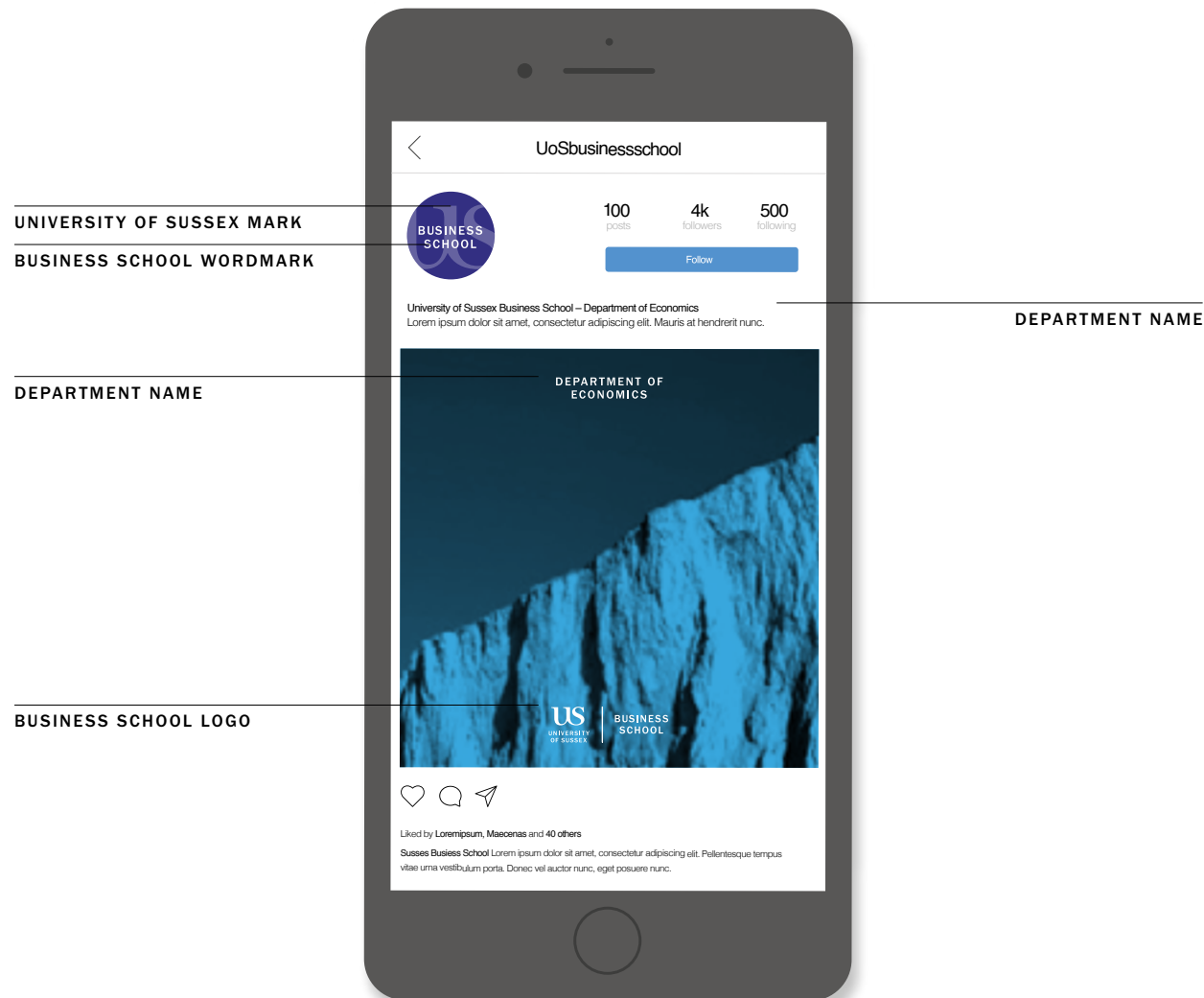
For social media icons and badges the Business School logo is rearranged to fit the small format. The Business School wordmark is placed in the center in front of the University of Sussex symbol which is enlarged and in a tint of the background colour. This icon can be used in any of the primary University of Sussex colours to create variation across platforms.

All Business School accounts must use this icon, distinction between department accounts must be used in the account name.

### IMAGE POSTS

Any official posts that require the Business School brand must follow the page layout guidelines outlined on page 11.

1. Department Name
2. Main Content (if any)
3. Business School Logo



## Applications

### Social media

#### SPRU

The SPRU brand must appear consistent across all social media platforms and in line with the Business School identity.

#### ICONS

The SPRU social media icon is made up of the following elements:

#### SPRU Logo

This appears in the centre in solid white

#### University of Sussex mark

Behind SPRU logo, enlarged in white at a 25% transparency.

#### SPRU Pattern

Enlarged and abstracted in the background.

#### IMAGE POSTS

Any official posts that require the Business School brand must follow the page layout guidelines outlined on page 11.

#### 1. Department Name

#### 2. Main Content (if any)

#### 3. Business School Logo



## Contact

If you require more information or guidance please get in touch with:

Digital and Creative Media  
University of Sussex  
dcm@sussex.ac.uk

Emily De Vale/ David Bhalla  
Pentagram Design  
heller@pentagram.com  
bhalla@pentagram.com  
+44 (0)20 7229 3477