Logo

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

There are two elements that make up the logo, the ‘US’ ‘symbol’ and the ‘University of Sussex’ ‘wordmark’. The central composition of these elements conveys confidence while maximising legibility, both on screen and in print.

Please never attempt to recreate the logo, instead always use the supplied files.
Logo
Minimum clear space

To protect the clarity and visual integrity of our logo, it must always appear with a minimum clear space around it that is twice the height of the ‘Y’ in the wordmark.
Logo
Minimum size and recommended sizes

MINIMUM SIZE
To ensure legibility the logo must never be reproduced at less than 12mm in width for print applications, and 70px 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 42mm
- A3 30mm
- A4 22mm
- A5 16mm
- A6 12mm

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.
It is critical to always use approved artwork to maintain consistency and to retain the integrity of the University of Sussex visual identity. Never alter or try to recreate the logo or any element within it. Shown opposite are examples of incorrect use of the University of Sussex 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 move or alter any of the letters within the logo, or any element within it.
5. Never outline the logo, or element of it.
6. Never create a lock-up, always use approved master artwork.

Continued →
Logo
Incorrect usage
7 Never add words, create unapproved sub-brands or unapproved lock-ups with the symbol or wordmark. For guidance on schools, departments and units please see Section 3.
8 Never produce different elements of the logo in different colours or different tints of one colour.
9 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).
10 Always use the central alignment principle to compose the logo, and elements of it.
**Logo**

**Colourways**

Our primary colourways are Sussex Flint on a white background, black on a white background or white on a coloured background.
Our logo can also be reproduced in a combination of any of the colours from the primary and secondary palettes. However, care must be taken to ensure:

- The logo is legible (for screen use, ensure the colour combinations pass accessibility tests and are WCAG AAA compliant – colour combinations can be tested at: colorsafe.co)
- The colours are complementary
- The colours are suitable for the chosen application – use more subtle colour combinations for formal or prestigious communication, while increasing the vibrancy for more spirited use.
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 on the top margin. 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.

There are exceptions where the symbol can be separated from the wordmark, this is explained on page 26.
Logo Placement

When placed at the bottom of page, the logo should always sit a clear 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.
External partners

When co-branding the University of Sussex logo with an external partner logo, each logo should sit together and be equally balanced visually with a dividing rule between them.
Construction guide

If you need to create a new lock-up for an external partner please use the supplied master template and add in the external partner’s logo.

The lock-up will have all elements in place, but in case you need to confirm that the spacing is correct the following rules should be followed:

1. The distance between the divider rule and the two logos should be $3 \times 'y'$ characters from the logotype.

2. The divider rule should be the height of the University symbol.

3. The divider rule should be the thickness of the ascender of the 'Y'.

4. The University symbol/logotype, the external partner’s logo and the divider rule should all be centred horizontally.