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.
The logo proportions have been carefully considered to create a balanced visual arrangement and maximise legibility.
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.
### 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.
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 →
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 (e.g., Facebook and Twitter panels).

9. Always use the central alignment principle to compose the logo, and elements of it.
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.
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.
There is nothing like a dream to create the future.
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.
There is nothing like a dream to create the future
There is nothing like a dream to create the future
There is nothing like a dream to create the future
Logo for external use
In restricted space and where a department appears in isolation

Where the department name and Business School logo must both appear on external materials the appropriate three part lock-up must be used. We create this by introducing a dividing rule separating the logo from the department name.

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 17.

Please never attempt to recreate a department lock-up, instead always use the supplied files.
Logo for external use
In restricted space and where a department appears in isolation

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

Business Cards should be ordered from the Print Unit.
Applications
Letterhead

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.
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.

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:

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