



**University of
Nottingham Sport**

**University of
Nottingham Sport**

**Brand Guidelines
2013**

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University of Nottingham Sport uses three logos within its brand: the primary logo, a secondary logo with strapline and the club logos.

The following pages demonstrate how to correctly use each logo in order to communicate the brand effectively.

The University of Nottingham Sports logo includes the castle from the University's corporate branding. The corporate guidelines ensure that the logo is always used in its entirety and that the castle is never separated from the main body of the logo. This principle will be applied to the new University of Nottingham Sports logo. The castle and the crest must always be used in their entirety and scaled proportionately.

The stripes are a visual device that are not only used within the actual logo, but can also be used as part of the visual toolkit as a way of adding interest and dynamism to promotional materials.

Where possible, the vector versions of the logos supplied should be used to ensure crisp representation and scalability at all times.



University of Nottingham Sport

Where possible, the full colour version of the logo should be used. If the background can't accommodate the full colour then there are three alternative formats available for use:

- 1/ Mono
- 2/ Reversed
- 3/ Gold

Full colour



**University of
Nottingham Sport**

Mono



**University of
Nottingham Sport**

Reversed



**University of
Nottingham Sport**

Gold



**University of
Nottingham Sport**

It is important the logo is clearly visible when used. Depending on the size of the application, the following sizing guidelines should be adhered to:

The minimum size the logo should be displayed at is 22mm to allow the text to be 6pt.

A5 35mm

A4 45mm

A3 60mm



22mm
Minimum size



45mm



60mm



In order to maintain the impact of the logo, overlapping and crowding from text and other visual objects should be avoided. The following guidelines demonstrate the area around the logo which must be left clear in order to let it breathe.

A clear area of at least the height of the name should surround the logo. This is a minimum requirement and should be increased wherever possible.



To help communicate the ethos of University of Nottingham Sport, a secondary logo with strapline is available for use on a selection of applications.



University of Nottingham Sport

Engage Inspire Excel

The secondary logo follows the same sizing guidelines as the primary logo, apart from the minimum size of 30mm to allow the strapline to be 6pt.

A5 35mm

A4 45mm

A3 60mm



The same clear space guidelines as the primary logo are applied to the secondary logo.

A clear area of at least the height of the name should surround the logo. This is a minimum requirement and should be increased wherever possible.



There are over 70 clubs within University of Nottingham Sport, all of which have their own logo to represent them. A small selection of the club logos are shown here.



University of Nottingham Sport Badminton



**University of
Nottingham Sport**
Karate



**University of
Nottingham Sport**
Netball



**University of
Nottingham Sport**
Rugby League

The club logos follow the same sizing guidelines as the primary logo.



A5 35mm

A4 45mm

A3 60mm



As for the primary logo, the same clear space guidelines are applied to the club logos.

A clear area of at least the height of the name should surround the logo. This is a minimum requirement and should be increased wherever possible.



University of Nottingham Sport uses
Soho Std as its primary typeface.

University of
Nottingham Sport
uses **Soho Std** as its
primary typeface.

Three weights of Soho Std
are available for use.

Soho Std Light

AaBbCcDdEeFfGgHhIiLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789

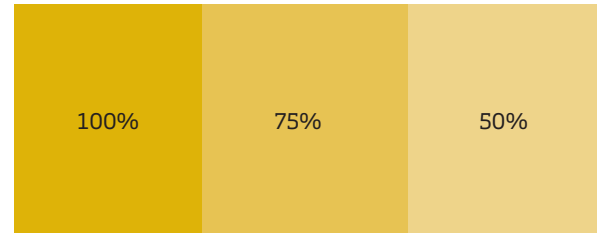
Soho Std Regular

AaBbCcDdEeFfGgHhIiLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789

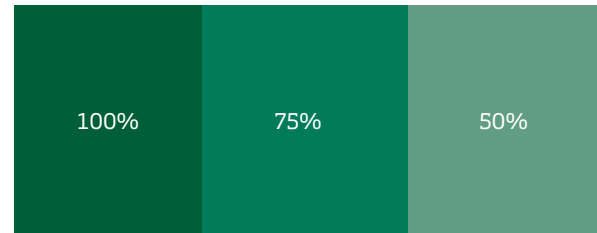
Soho Std Bold

AaBbCcDdEeFfGgHhIiLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789

To evoke the prestige of University of Nottingham Sport, its colour palette contains two rich colours: gold and green.

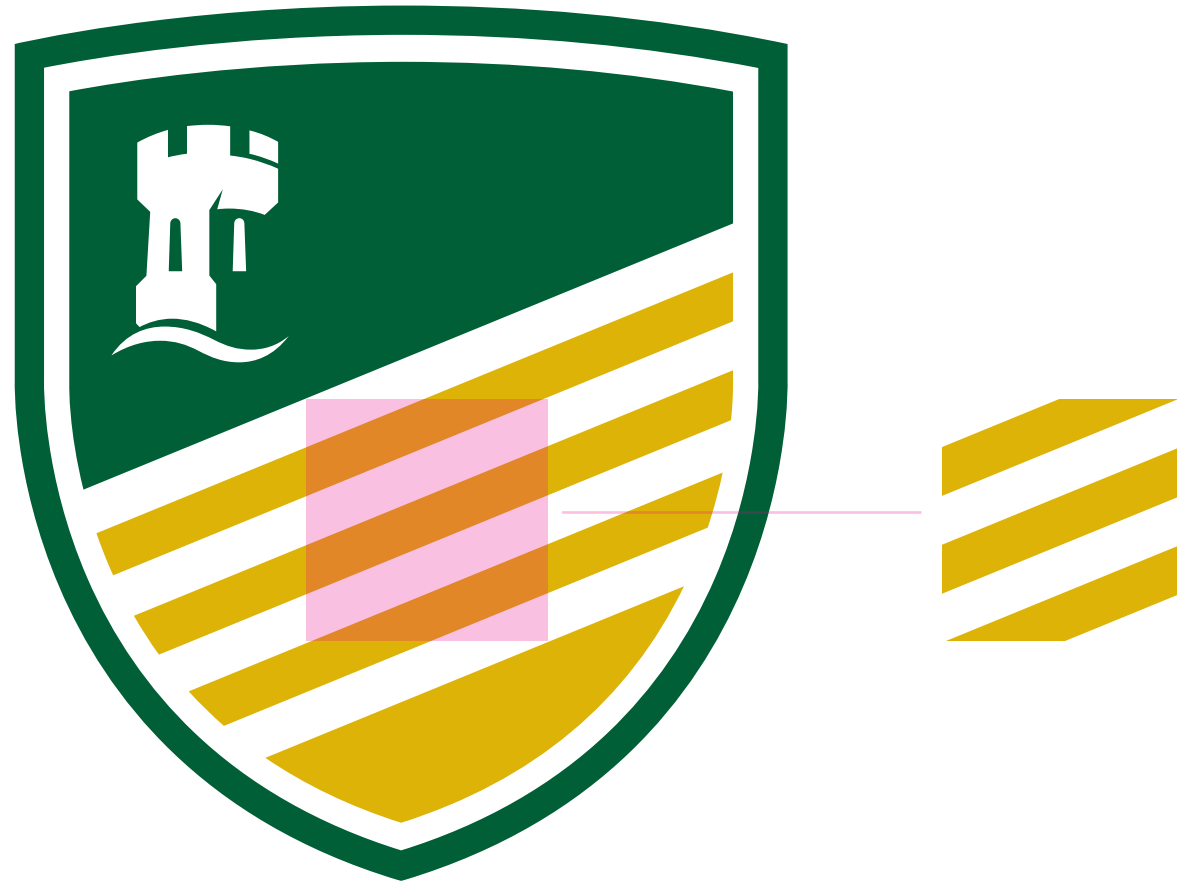


CMYK	0/18/100/15
RGB	201/173/53
HEX	#DEB408
Pantone	117C



CMYK	100/0/85/55
RGB	6/84/52
HEX	#065434
Pantone	3425C

To further enforce the energy of University of Nottingham Sport, a slashed device derived from the crest stripes has been created.



A slight perspective has been applied to the stripes to represent the dynamic nature of University of Nottingham Sport.



The stripe device can be used in two ways: Overlay and Decorative.

1/ Overlay

The overlay option relies primarily on imagery and works as a holder for copy. Green, gold and white versions can be used depending on the image it resides on.

2/ Decorative

The decorative option is available for promotional material where imagery isn't necessary, such as hoardings, wall graphics, merchandise, etc.

The overlaying of the stripes creates a holder so that copy can sit comfortably over an image without any interference.



Only the white, green or gold stripes should be used, depending on the imagery they reside on. It is important to make sure the stripes and image complement each other.



The decorative option is aimed at non-specific promotional material which is not associated with a particular club.

There are three variations in the application of the stripes:

- 1/ Gold and green on a white background
- 2/ Green on a gold background
- 3/ Gold on a green background



Contact

If you are unsure about any of the information in these guidelines or require the logo in alternative formats, please contact:

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