



The UCU logo is a powerful tool in the development of the new union's profile. These guidelines provide general rules and standards that will help ensure we use the logo as effectively and consistently as possible. Thank you for following them. We hope they are useful.

The logo should not be varied or amended without the specific agreement of UCU's publications staff; this includes the relative sizes and positioning of the elements of the logo, and the colours used.

You may occasionally see uses of the logo in UCU material which contravene these guidelines; these will have been produced with great care for use in particular circumstances, and should not be used as models for local use.

Logos are supplied as EPS files, suitable for use on both PCs and Macs. Please contact Andrew Fall (020 7520 3212), Zoë Souber (020 7670 9700) or Babs Fotherby (020 7520 3245) for further information, for advice if you have problems using the logo, or if you require the logo in other formats.

The UCU logos

The UCU logo is currently available in a variant for use nationally, in both full colour and single colour printing. See page 3 for full details of these.

Variants of the logo for use in the UK regions (Northern Ireland, Scotland and Wales), and at smaller sizes than recommended below, will be available soon.

The logo is made up of two elements: the name - 'UCU' - and the descriptor - 'University and College Union'.

Both are equally important, and except in very particular circumstances (see below), the name should not be used without the descriptor.



This variant of the logo is the 'default', and should not be reduced below 45mm wide (see left); this is approximately 35% of the existing file size.

Using the logo without the descriptor

If you need to reduce the logo below this size, so that it is so small that the descriptor cannot be read clearly, it is permissible to use 'UCU' on its own, omitting the descriptor altogether (right), although you should always ensure that the union's full name ('University and College Union') appears prominently elsewhere in the text of the publication.



The UCU colours

For two colour/spot printing, the only colours that can be used for the logo are UCU's housestyle colours:  Pantone PMS 219 (pink) and  PMS 269 (purple).

For four colour printing, the CMYK equivalents of these colours are:

■ PMS 219 = 90%M

■ PMS 269 = 87%C/94%M/47%K.

The digital logo files have been set up so that they will automatically separate into the two PMS colours if you are printing in spot colours, or into the CMYK percentages if you are printing in full colour.

In single colour printing, or if the housestyle colours are not available, the UCU logo must be printed in black.

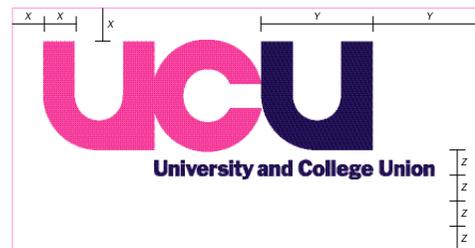
A full range of logos for use in single colour printing is included in the logo package, and you will find details of them on page 3.

Please do not worry if you do not understand the technical terms used in this section. Printers will know what they mean if you ask them to use the logo; and if you run into problems, contact UCU's publications staff for advice.

Exclusion zone

In any application the UCU logo should ideally have a clear area on all sides between it and any graphic element used - images, type, the edges of printed surface, etc.

The minimum clearances are shown in this diagram, expressed as measurements of elements of the logo itself. We recognise that it may not always be possible to achieve these, particularly in applications where the UCU logo is used alongside the logos of other unions; in such circumstances please ensure that the relative heights and widths of the logos are balanced, with as much breathing space as possible around the UCU logo, particularly on its left and right sides.



Backgrounds

The UCU logo should always be positioned on a background where there is sufficient contrast for it to stand out clearly. It should not be used on patterned backgrounds and use on pictorial backgrounds has to be approved by UCU's publications staff. Do not surround the logo with any other graphic device, for example a box.

Fonts and layout

The standard UCU typeface is Franklin Gothic (the face these guidelines are set in). If this is not available, please use Arial.



The standard UCU logo: national variant

This is the preferred full colour 'national' logo for use on material (including stationery) that is to be used throughout the UK - England, Northern Ireland, Scotland and Wales. It is made up of two elements: the name - 'UCU' - and the descriptor, in one line: 'University and College Union'. Both elements are equally important, and should always be used together except in very particular circumstances (see page 2).

Apart from the full colour national standard logo above, there are also four other national standard logo styles designed to be used when printing in black only: these are shown opposite.

Variants of this main logo for use in Northern Ireland, Scotland and Wales will be available shortly.

If you have downloaded the package of logos (including this document) from AUT's or NATFHE's website, you will find this logo in the folder called 'logos'. Its filename is: ucu_main_col_lg.eps.



Black + a tint of black This uses solid black together with a tint of black to echo the colour split in the full colour logo, and should be used when the item carrying the logo is being printed in black only.

This logo is in the 'logos' folder; its filename is ucu_main_bk+tint_lg.eps.



Black only This uses solid black only, and should be used when the item carrying the logo is being printed in black only in low resolutions (eg photocopying) that may not render tints clearly.

This logo is in the 'logos' folder; its filename is ucu_main_black_lg.eps.



White + a tint of black This uses solid white together with a tint of black to echo the colour split in the full colour logo, and should be used when the item carrying the logo is being printed in black only, and you wish to reverse the logo out of solid black.

This logo is in the 'logos' folder; its filename is ucu_main_wh+tint_lg.eps.



White only This uses solid white only, and should be used when the item carrying the logo is being printed in black only in low resolutions (eg photocopying) that may not render tints clearly, and you wish to reverse the logo out of black.

This logo is in the 'logos' folder; its filename is ucu_main_white_lg.eps.