

The UWI 60th Anniversary Logo Usage Guidelines

OVERVIEW

A special logo was designed in commemoration of **UWI's 60th Anniversary**, for use throughout 2007 and 2008 to promote the year of Anniversary celebrations. You should note that this commemorative logo is not meant to replace the University's coat of arms (crest) or nameplate (The University of the West Indies).

The guidelines presented in this document are intended to facilitate the effective use and consistent presentation of our 60th Anniversary identity, as presenting an inconsistent image can confuse our public and undermine our message.

Please observe these guidelines if you would like to use the 60th Anniversary logo in print or online, or producing material relating to the 60th Anniversary.

Should you have any questions or concerns about the logo's usage, please consult

MRS. DAWN-MARIE DE FOUR-GILL

University & Campus Director of Marketing

Marketing & Communications Office
The University of the West Indies
St. Augustine Campus, Trinidad & Tobago

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Logo Elements

GRAPHIC ELEMENTS

UWI's 60th Anniversary logo consists of five distinct graphic elements:

- **THE UNIVERSITY OF THE WEST INDIES NAME IN ITS ABBREVIATED FORMAT (UWI),**
- **THE PERIOD OF THE UNIVERSITY'S EXISTENCE (1948-2008),**
- **THE GRAPHIC TREATMENT OF THE NUMBER "60",**
- **THE TYPOGRAPHIC TREATMENT OF THE WORDS "SIXTIETH ANNIVERSARY" AND**
- **A BORDER**

These elements should not be altered, separated or used individually.



It should be noted that the 60th Anniversary logo should not replace The University of the West Indies nameplate when used in conjunction with a partnered identity or other university department names.

SPECIAL NOTE: The graphic treatment of the number "60" can be used as an embellishment, BUT ONLY with the approval of the Marketing & Communications Office. The "60" however should NEVER be used in place of any 60th Anniversary logo artwork described in the Logo Usage Guidelines, or in some other composition with the official UWI crest/logo and/or the official 60th Anniversary logo or logotype.

Preferred Formats

PRIMARY FORMAT (VERTICAL)

The logo illustrated is the preferred and primary format to be used in all applications where possible.



SECONDARY FORMAT (HORIZONTAL)

If because of space restrictions or other design considerations, the preferred, primary format cannot be accommodated in the available space, the following versions may be used.

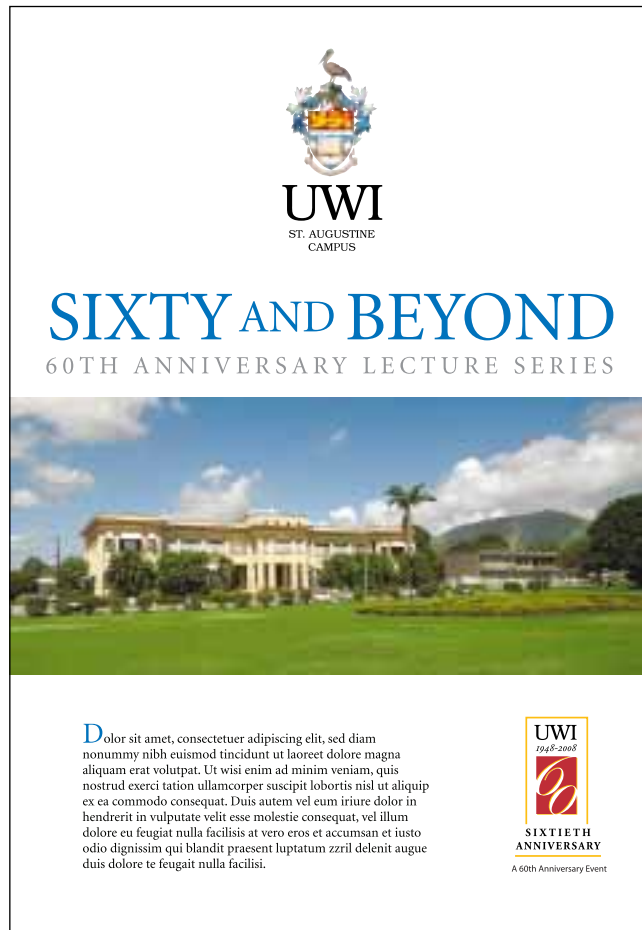


Event Applications (UWI CREST)

UWI CREST SPECIAL EVENT VERSION

The 60th Anniversary logo with the tagline may be used on applications relating to or promoting a specific 60th Anniversary event.

The logo with tagline combination should be used as a signature at the close, or bottom, of a communication, not as the primary identity.



VERTICAL LOGO PLACEMENT
AT BOTTOM RIGHT SIDE
OF ADVERTISEMENT

Event Applications (CORPORATE)

CORPORATE SPONSORED SPECIAL EVENT VERSION

The 60th Anniversary logo with the tagline may be used on applications relating to or promoting a specific 60th Anniversary event.

The logo with tagline combination should be used as a signature at the close, or bottom, of a communication, not as the primary identity.

HORIZONTAL LOGO PLACEMENT
AT BOTTOM RIGHT SIDE
OF ADVERTISEMENT WITH
CORPORATE PARTNER

Internet Applications

WEBSITE VERSION

The 60th Anniversary logo may be combined with the 60th Anniversary website link as shown below, in situations where a link to the website may be desired to provide additional information.

The logo with website link combination should be used as a signature at the close, or bottom of a communication, not as the primary identity.



**SIXTIETH
ANNIVERSARY**

www.uwi.edu/60th

Colour Specifications

COLOUR REPRODUCTION

Colour consistency is one of the most important elements of the 60th Anniversary identity.

The colours below are the only approved colours for the logo. The logo should never be reproduced in any other colour.



Colour Specifications (CONTINUED)

PRINT APPLICATIONS

The 60th Anniversary logo print version is available as **CMYK** process and **BLACK**



SIXTIETH ANNIVERSARY



C=0
M=27
Y=100
K=0



C=0
M=91
Y=72
K=23



C=0
M=0
Y=0
K=100

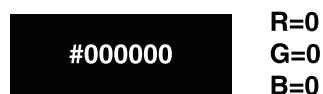
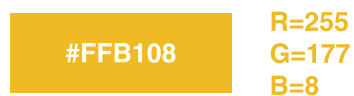
Colour Specifications (CONTINUED)

WEB APPLICATIONS

The UWI 60th Anniversary logo web version is available in **RGB** format for Internet usage.



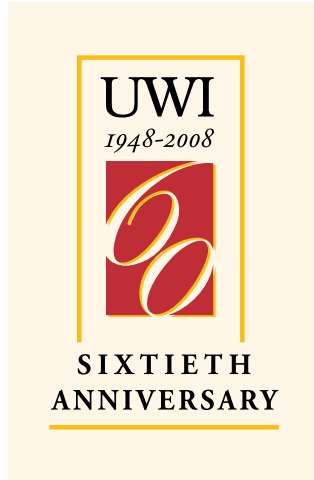
SIXTIETH ANNIVERSARY



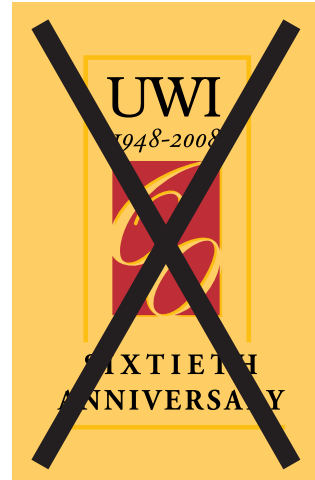
Colour Specifications (CONTINUED)

LIGHT BACKGROUND COLOUR

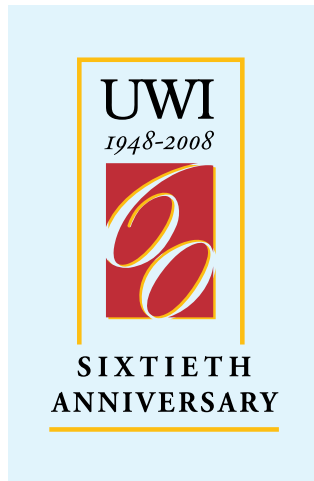
To maintain legibility and consistency, the 60th Anniversary logo versions should only be used on white or very light colour backgrounds.



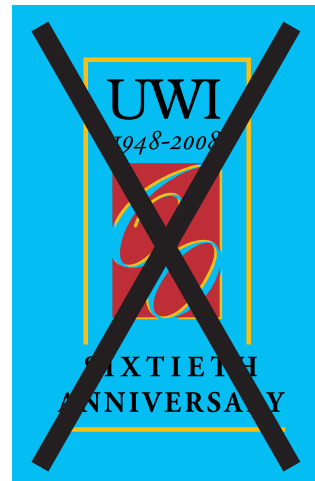
CORRECT



INCORRECT



CORRECT

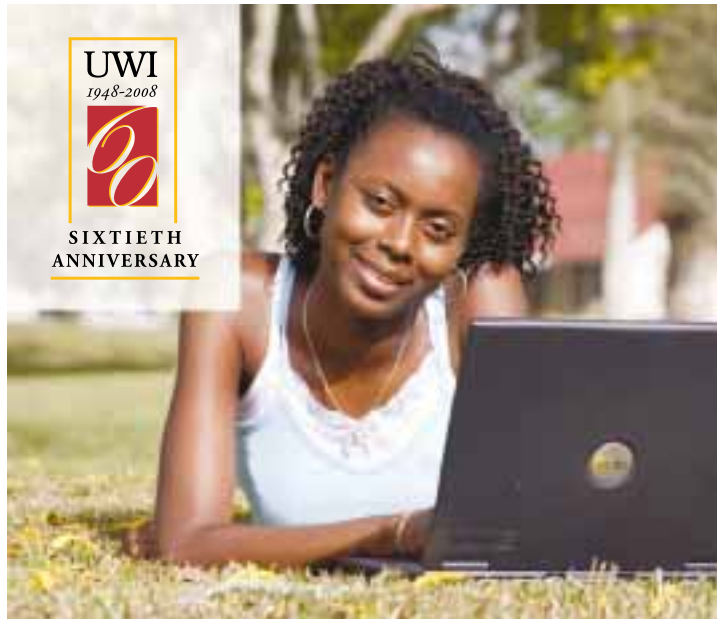


INCORRECT

Colour Specifications (CONTINUED)

PHOTOGRAPHIC BACKGROUND COLOUR

The preferred background colour is white. If the logo is used on a photo, adequate contrast must be maintained to maximise legibility.



CORRECT



INCORRECT

Colour Specifications (CONTINUED)

SOLID BACKGROUND COLOUR

The 60th anniversary's 1-colour logo **reversed** is the preferred version should there be a need to use the logo on solid coloured backgrounds.



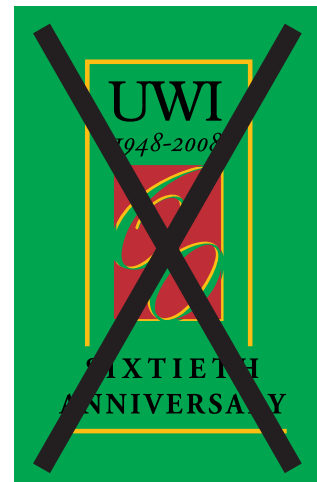
CORRECT



INCORRECT



CORRECT



INCORRECT

Logo Dimensions

MINIMUM PRINT SIZE

Maintaining the legibility of the type components should be a priority when determining the size of the logo. The minimum size for each version of the 60th Anniversary logo in print formats is shown.



0.5"
MINIMUM



0.75"
MINIMUM

MINIMUM WEB SIZE

A specially designed small web logo is available for situations where the logo must be substantially reduced in size on the Web.



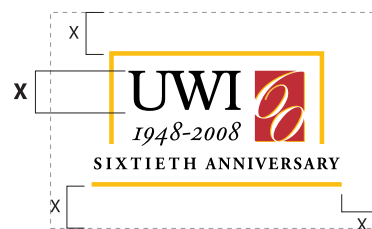
85 PIXELS
MINIMUM



150 PIXELS
MINIMUM

MINIMUM CLEAR SPACE (PRINT/WEB)

Allow adequate clear space around the logo. Minimum clear space should be equal to the **X**-height of the words "SIXTIETH ANNIVERSARY" (vertical) and "UWI" (horizontal)

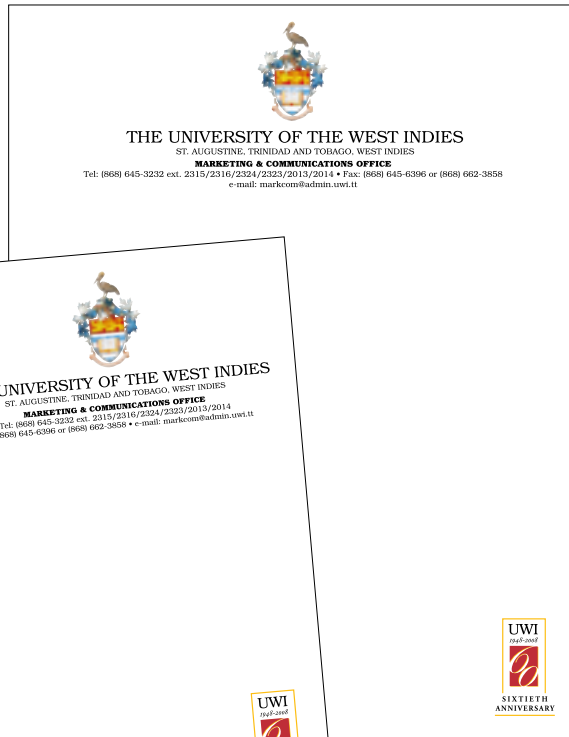


Stationery Applications

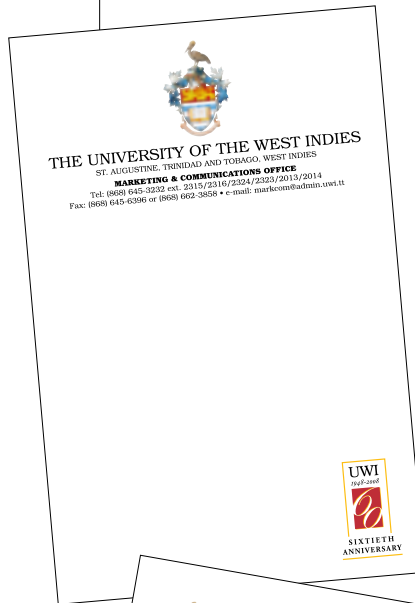
STATIONERY STANDARDS

The 60th Anniversary logo must maintain a **consistent positioning (bottom right)** as demonstrated.

LETTERHEAD



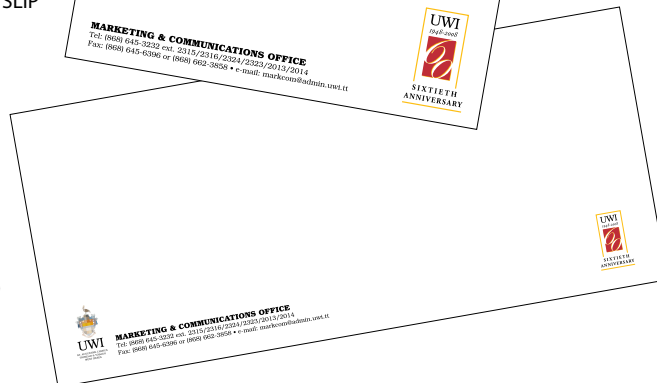
NOTE HEAD



COMPLIMENTARY SLIP



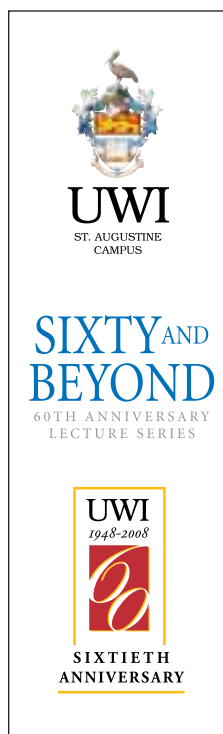
STANDARD ENVELOPE



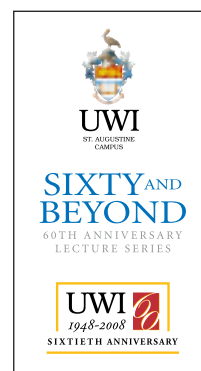
Display Applications (UWI CREST)

DISPLAY STANDARDS

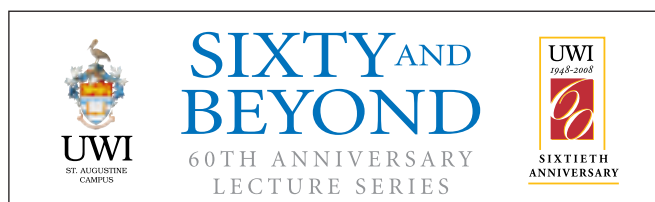
The 60th Anniversary logo with the UWI crest must maintain a **consistent positioning** as demonstrated.



VERTICAL BANNER



PODIUM BANNER

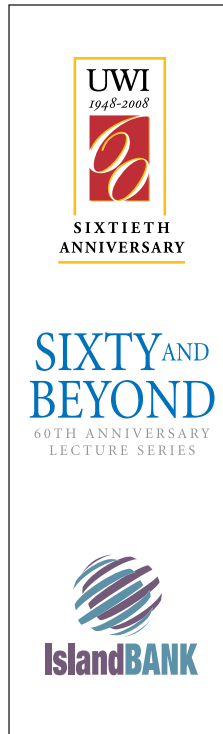


HORIZONTAL BANNER

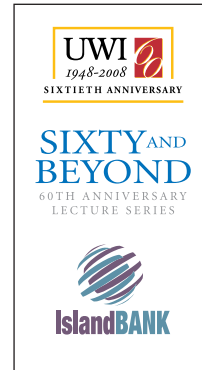
Display Applications (CORPORATE)

DISPLAY STANDARDS

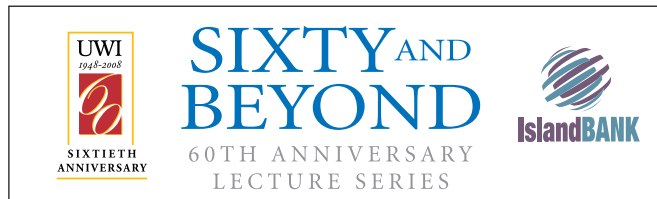
The 60th Anniversary logo with a corporate partner must maintain a **consistent positioning** as demonstrated.



VERTICAL BANNER



PODIUM BANNER



HORIZONTAL BANNER

Misuses

INCORRECT LOGO USAGE EXAMPLES

To preserve the integrity of the University's image it is important that a consistent look and use of the logo is followed. It is essential that the artwork is not altered in anyway.

These are some examples of the ways the logo should **NOT** be used.

If further questions should arise, please consult with the Marketing & Communications Office for direction.



DO NOT stretch horizontal



DO NOT stretch vertical



DO NOT change colours



DO NOT delete elements



DO NOT change taglines



DO NOT insert UWI crest

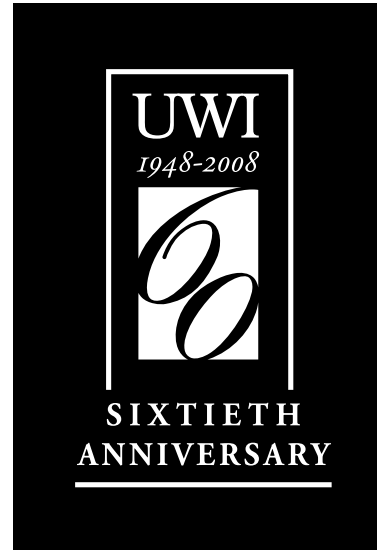
Mechandising Logo/LogoType

LOGOTYPE USAGE

The displayed logo artwork is approved to be applied to promotional/merchandising items. If not using white (or a natural white) as a background colour, please seek approval of colour use from the Marketing & Communications Office.

The logo artwork should never be displayed below the suggested minimum size (**SEE PAGE 13**)

In those cases where the logo artwork will be too small, the LogoType should be used in its place.



UWI SIXTIETH
ANNIVERSARY



LogoType for small merchandising areas
eg. pens (**SEE PAGE 19**)

Mechandising Examples

LOGOTYPE USAGE

These are some examples of the ways the full colour or black and white (reversed and regular) logo and LogoType should be used.

Please seek approval of:

**Marketing &
Communications Office**

**The University
of the West Indies
St. Augustine Campus,
Trinidad & Tobago**

**Tel: 1(868) 662-2002
ext. 2315/2324
Fax: 1(868) 645-6396
or 1(868) 662-3858**



General Guidelines

USAGE TIME FRAME

The Anniversary logo commemorates UWI's 60 years of existence and should only be used on communications and marketing material during the period January 2007 through December 2008.

WHO CAN USE THE LOGO? FOR WHAT PURPOSE SHOULD IT BE USED?

The 60th Anniversary logo should be used only by UWI staff in conducting official University business and is not to be used for staff members' personal business.

Exceptions: The 60th Anniversary logo can be used by other organisations involved in co-sponsoring an event or activity with UWI, subject to approval and review of specific usage of the logo by the Marketing & Communications Office.

Suggested uses

- Reports
- Newsletters
- Posters
- Flyers
- Websites (as a link to the 60th Anniversary website)
- Promotional items for Anniversary events
- Stationery and communication material in the year of celebrations

OBTAINING ARTWORK

The 60th Anniversary logos can be accessed and downloaded from:
www.uwi.edu/60

APPROVALS

All uses of the 60th Anniversary logo must be reviewed by the Marketing & Communications Office before going to press or appearing online. Proofs for review in the form of PDFs can be emailed

dmdefour@admin.uwi.tt

Fax: 1(868) 645-6396
or 1(868) 662-3858

There will be a prompt review of all materials.

After printing, sample copies should be sent to the attention of **Mrs. Dawn-Marie De Four-Gill, Marketing & Communications Office, The University of the West Indies, St. Augustine Campus.**

For online use of the logo, send the specific web address where the logo appears.