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

Tel: 1(868) 662-2002 ext. 2315/2324
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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.
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.
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.

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

UWI
1948-2008

SIXTIETH ANNIVERSARY

PANTONE 130

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

PANTONE 187

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

BLACK

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.

![UWI 60th Anniversary Logo](image)

**Colour Specifications**

- **#FFB108**
  - R=255
  - G=177
  - B=8

- **#BC232B**
  - R=188
  - G=35
  - B=43

- **#000000**
  - R=0
  - G=0
  - B=0
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.
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
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.
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.

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.

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.
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 STANDARDS

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

**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
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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.