The University of Edinburgh's corporate and visual identity guidelines for reproduction in print

The University logo is used in four versions:

Two colour
(corporate red and corporate blue)
Must be on a white background

Positive
(pale background, recommended in corporate blue or black)

Reverse
(white out of background)
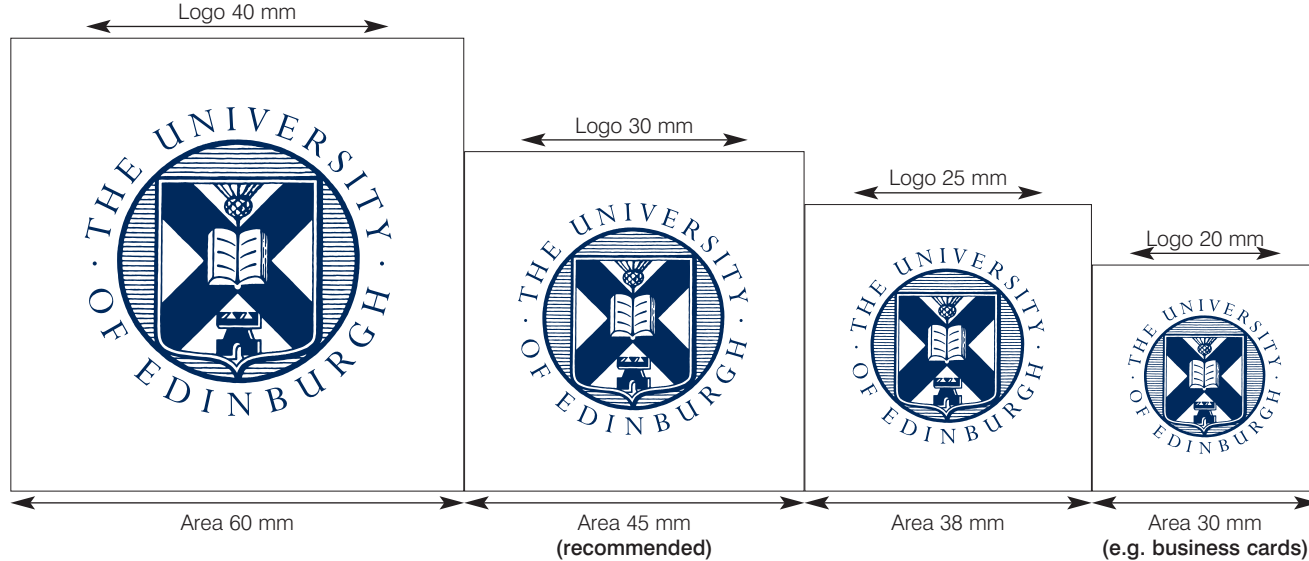**Do not reverse positive monochrome version**

Full colour
For graduation materials only

Example of reversed logo appearing on an image

The University logo is used in four sizes, and no other text or images are placed within the surrounding area

Logo 40 mm

Logo 30 mm

Logo 25 mm

Logo 20 mm

Area 60 mm

Area 45 mm
(recommended)

Area 38 mm

Area 30 mm
(e.g. business cards)

Corporate colours for coated stock

Pantone 199C		Pantone 289C	
C	0%	C	100%
M	100%	M	60%
Y	65%	Y	0%
K	0%	K	56%

Corporate colours for uncoated stock

Pantone 192U		Pantone 282U	
C	0%	C	100%
M	94%	M	72%
Y	65%	Y	0%
K	0%	K	56%

This information should only be used as a guide and not as a direct representation of colour or print quality.

Any queries please contact:

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'The University of Edinburgh' logotype is written using Perpetua capitals and Perpetua Italic: THE UNIVERSITY *of* EDINBURGH