

# JISC

**JISC Brand Guidance** v1.2 Feb 2012

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# 1 JISC brand guidance

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The JISC brand is 'light-touch' and not overly prescriptive, allowing for maximum flexibility in design of branded outputs. However, there are a few key rules which must be adhered to when applying the JISC brand.

The essence of the JISC brand is expressed by using a combination of the following elements:

- > **The JISC logo**
- > **Typeface** (the 'JISC' font, or one of the font options for non-JISC corporate and programme level outputs)

Each of these elements has its own rules for application which are detailed in the following pages.

## **Please note:**

JISC Logo Guidance and Brand Guidance (this document) are available for download from the JISC website ([www.jisc.ac.uk/brand](http://www.jisc.ac.uk/brand)).

There is also a simple JISC Brand Outputs '**Decision Tree**' available online which will help you to use the JISC brand correctly for each output ([www.jisc.ac.uk/brand](http://www.jisc.ac.uk/brand)).

## 2 The JISC logo

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This is the JISC logo:



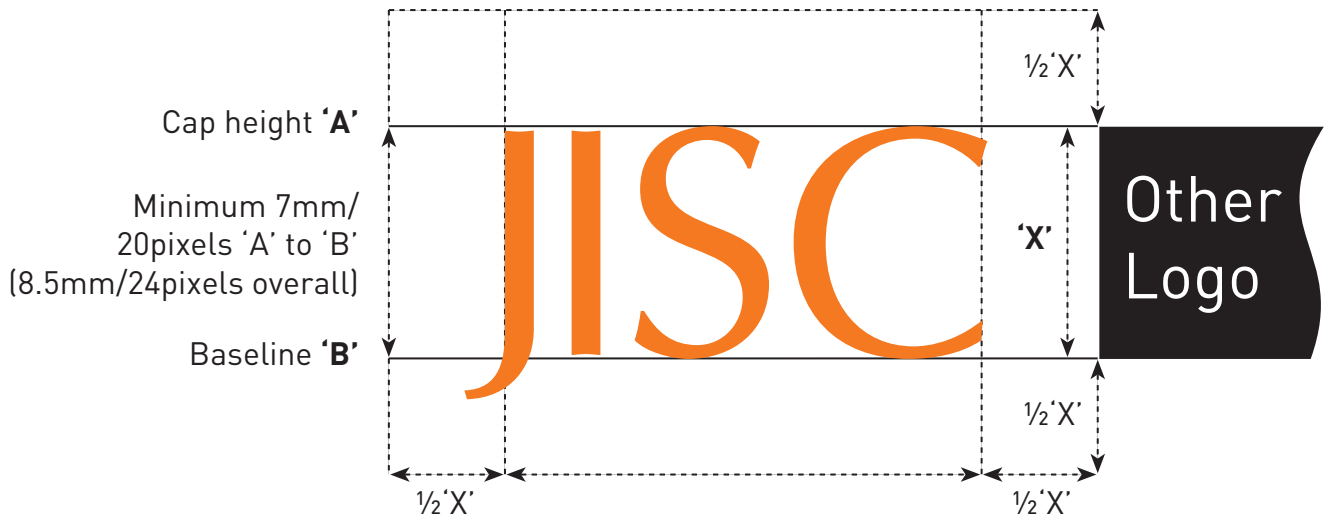
- > **Pantone:** Pantone 166C
- > **CMYK:** c0 m64 y100 k0
- > **RGB:** r217 g89 b0
- > **Web:** #D95900

- > Use it consistently at all times
- > There is only one version of the logo, and it must be used unmodified as a single graphic unit
- > The logo must appear in a prominent position on all JISC branded communications
- > If you do not have a copy of the logo do not attempt to reproduce it. Electronic copies are available from: [www.jisc.ac.uk/brand](http://www.jisc.ac.uk/brand)

### 3 Logo: clearspace/scaling

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#### Clearspace



The 'clearspace' defines the minimum area that must be left clear around the logo, no text, graphics or other logos should appear within this boundary.

Clearspace is scaled in proportion to the logo size. This diagram illustrates how the clearspace should be calculated.

#### Scaling

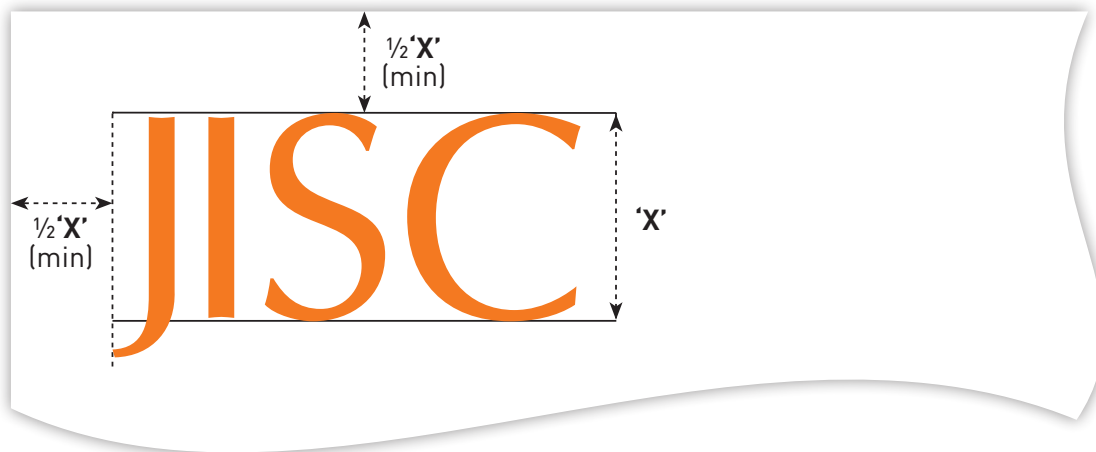
The logo should be reproduced at a minimum size of 7mm/20 pixels in height (Cap height 'A' to Baseline 'B') or 8.5mm/24 pixels in height overall. Where possible, other logos used should be scaled appropriately to suit the size of JISC logo.

## 4 Logo: positioning

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Requirements for positioning of the JISC logo:

- > **JISC Corporate** or **Programme level** – JISC logo must **always** feature in the **top-left corner** of the output, as per the diagram below:



- > **JISC Company, JISC Advance Service, JISC Funded Service** or a **JISC Innovation Centre** – JISC logo must feature prominently (front cover/first page) on all branded outputs (except where the company/service logo incorporates the JISC logo and is used instead (eg JISC Collections or JISC Netskills))
- > **JISC Funded Project** – JISC logo must feature prominently (front cover/first page) on all branded outputs. *Web pages or blogs should carry the 'JISC banner' (which incorporates the logo) at the top of every page. The code for which can be obtained from [brand@jisc.ac.uk](mailto:brand@jisc.ac.uk)*
- > **Host/Service Provider** or a **Partner Organisation** – JISC logo must feature prominently (front cover/first page) on all branded outputs

## 5 Typeface: the 'JISC' font

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'JISC' is JISC's bespoke font. It **must** be used on all **JISC Corporate** and **Programme Level** outputs:

JISC  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@£\$%&\*

JISC Light	<i>JISC Light Italic</i>
JISC Regular	<i>JISC Italic</i>
JISC Medium	<i>JISC Medium Italic</i>
<b>JISC Bold</b>	<b><i>JISC Bold Italic</i></b>
<b>JISC Black</b>	<b><i>JISC Black Italic</i></b>

Avoid using other fonts in conjunction with 'JISC' or one of the font options, as this will weaken the JISC brand.

For corporate and programme level outputs, **only** where it is not possible to use the JISC bespoke font (eg websites or other digital outputs), please substitute for **Arial**.

For all non-JISC corporate/programme level outputs, use any other modern sans-serif font.

## 6 Monitoring by JISC Comms

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All **JISC Corporate** and **Programme Level** outputs **must** be 'monitored' by JISC Comms at initial concept/first proof and final/sign-off stages to ensure consistent and correct application of the JISC brand.

JISC branding should be removed at the end of JISC funding. JISC Comms reserve the right to request the removal of JISC branding at any other time.

Please send both initial concepts and final proofs to Greg Clemett (JISC Comms) at: [brand@jisc.ac.uk](mailto:brand@jisc.ac.uk) for checking.