

JISC

JISC Logo Guidance v1.1

1 The JISC logo

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

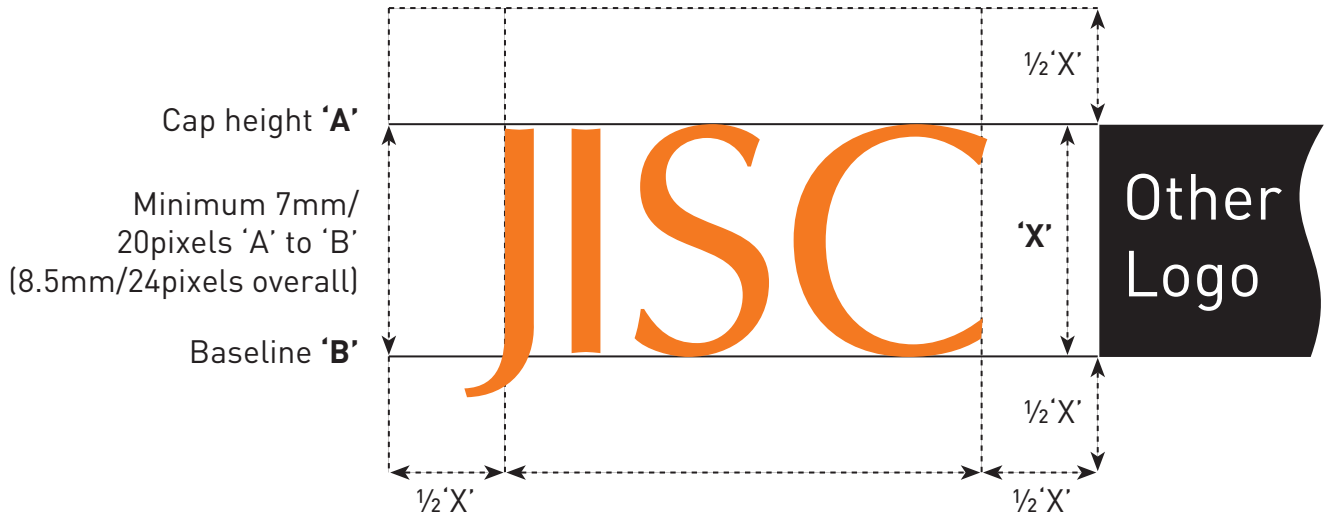
Please note:

JISC Logo Guidance (this document) and Brand Guidance are available for download from the JISC website (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).

2 Logo: clearspace/scaling

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.

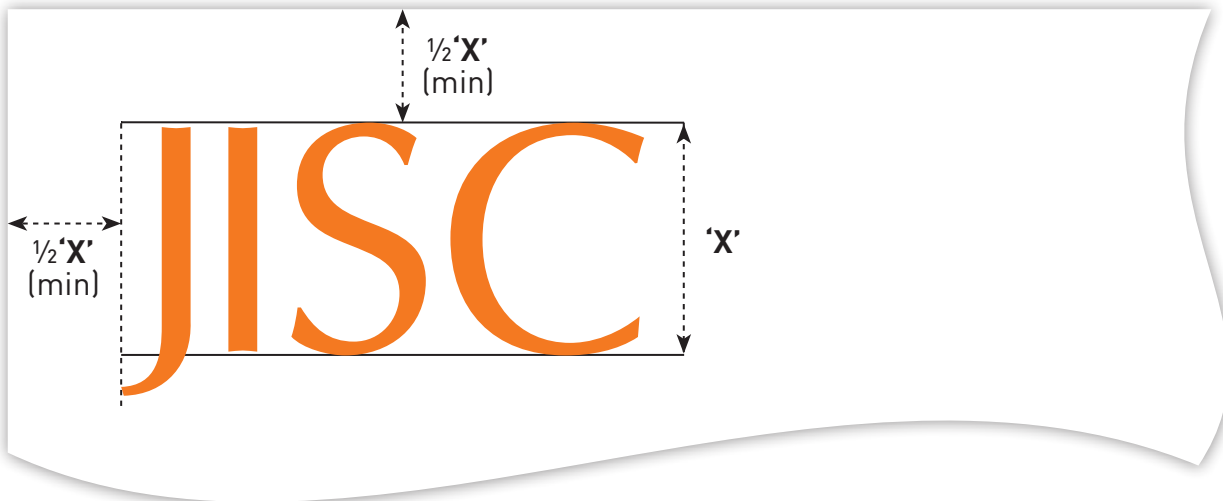
Scaling

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.

3 Logo: positioning

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/homepage) on all branded outputs
- > **Host/Service Provider** or a **Partner Organisation** – JISC logo must feature prominently (front cover/first page) on all branded outputs