

(S4)

SWANSEA UNIVERSITY
SCIENCE FOR
SCHOOLS SCHEME

Brand Identity Guidelines



Who is this guide for?

This guide is for members of representatives of the Swansea University Science for Schools Scheme (S4) who will be visually presenting S4 either internally to the University or externally through any digital or print means. This includes web, social media, presentations, documents including press releases and teaching materials, S4 merchandise and promotional objects, and all other instances where the S4 identity is communicated.

Why is this guide important?

Consistent use of Brand Guidelines allows for our brand to be easily recognised. By following these guidelines it will ensure that our messages are always communicated effectively and that any work produced will continue to strengthen the S4 brand.

Where can I access the logos?

All logo variations are available to download from: [s4science.co.uk/visual identity](https://s4science.co.uk/visual-identity)

Unsure about anything?

We are happy to answer any queries. Please contact us at: p.a.jennings@swansea.ac.uk



Logo variations



Logo

The S4 logo (without the brand name) will be used for in house materials, or for materials in which the audience already identify the brand.



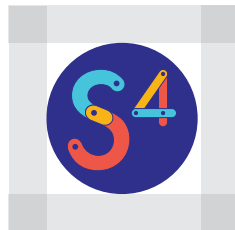
Swansea University
Science for
Schools Scheme

Lockup

Lockup logo

The S4 lockup logo will be used on most public facing communications.

The lockup logo is a downloadable file. Do not try to recreate or change the size ratio between the logo and text.



Minumum size

Never go smaller than the specified sizes to ensure legibility.

Isolation area

To ensure the logo has a maximum impact, a clear zone surrounding the logo has been defined.

Minimum spacing 5mm.

Logo variations



Swansea University
Science for
Schools Scheme

Positive logo

Used for light or bright backgrounds.



Swansea University
Science for
Schools Scheme

Negative logo

Used for dark or bright coloured backgrounds.

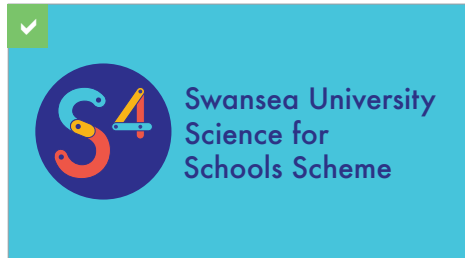


Swansea University
Science for
Schools Scheme

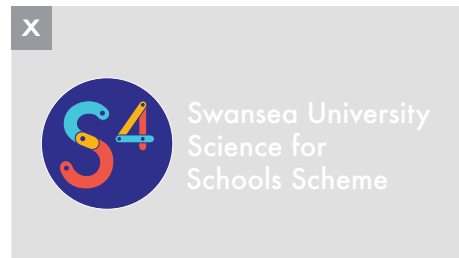
Negative logo 2

Used for when the background colour is the same as, or similar to, the primary blue in the logo.

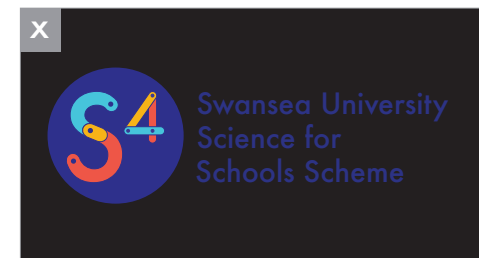
Logo usage on colour



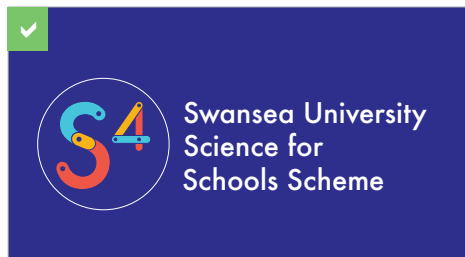
Use either positive or negative logo on bright colours.



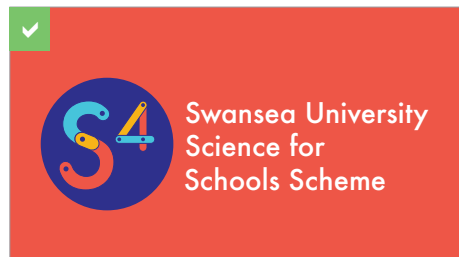
Never use the negative logo on a light background.



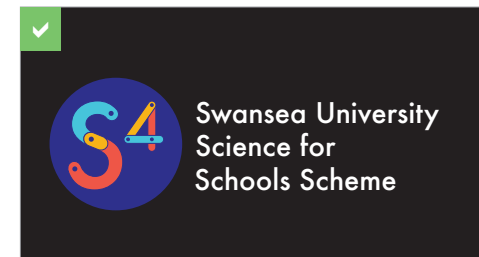
Never use positive logo on black background.



Always use negative 2 logo if background colour is the same or similar to logo main colour.



Use either positive or negative logo on bright colours.



Always use the negative logo on black background.

Examples not to scale

Do's & don't's



Never distort or stretch the logo.



Never re-colour the logo.



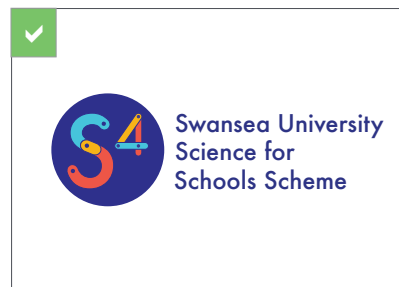
Never use the logo with a boxed background.



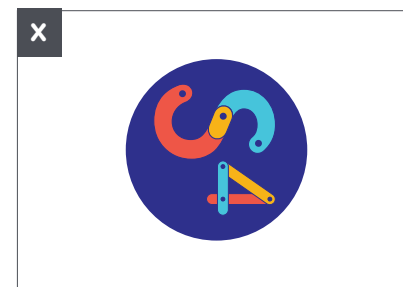
Always use the logo without a background.



Never rearrange the lock up logo.



Always use the lock up logo provided by S4.



Never rotate the logo.



Never use the text as the logo.

Examples not to scale

Typography



Our typeface

Used for in house materials on large text titles and headings.

Designed by Paige Jennings & Dr Will Bryan.

Alphabet titles and headings available on request:

p.a.jennings@swansea.ac.uk

SWANSEA UNIVERSITY
SCIENCE FOR
SCHOOLS SCHEME

Typography

Futura Medium Helvetica Regular

Futura Medium

Use for headings, subheadings, quotes & taglines.

If unavailable use:
Helvetica or Arial

Helvetica Regular

Use for main text body.

If unavailable use:
Arial regular

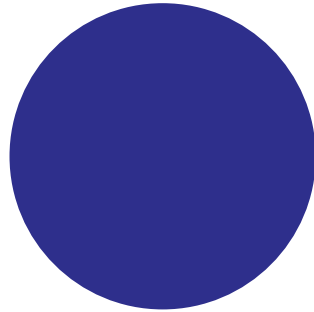
Helvetica Bold

Use to emphasise text in main text text body.

If unavailable use:
Arial bold

Colour

Primary



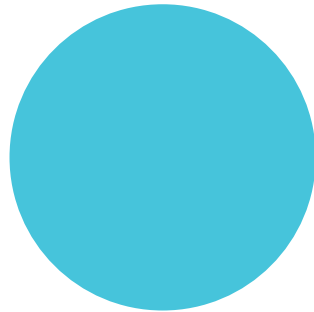
Berry Blue

C: 100% R: 48
M: 98% G: 38
Y: 12% B: 172
K: 2%

#30267F

Our colours are an important element which helps strengthen our brand's visual identity. The colours should be used at 100% opacity.

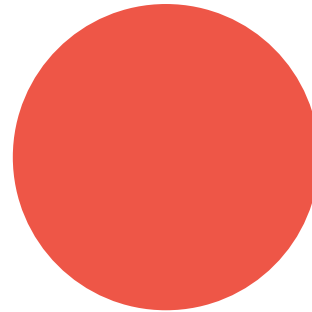
Secondary



Sky Blue

C: 62% R: 85
M: 0% G: 193
Y: 13% B: 220
K: 0%

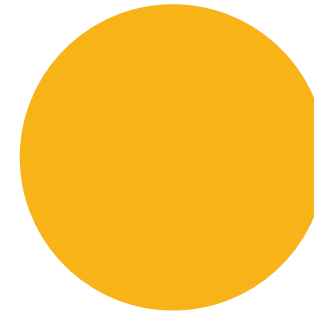
#55C1DC



Coral Red

C: 1% R: 231
M: 81% G: 76
Y: 75% B: 61
K: 0%

#E74C3D



Mustard Yellow

C: 2% R: 246
M: 33% G: 180
Y: 95% B: 0
K: 0%

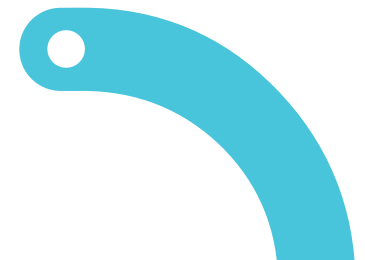
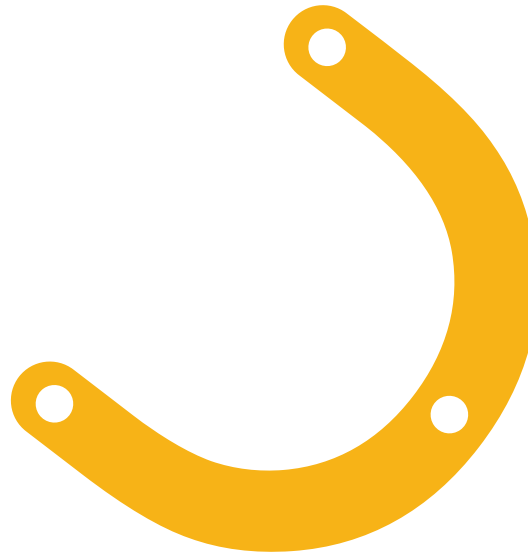
#F6B400

Shapes

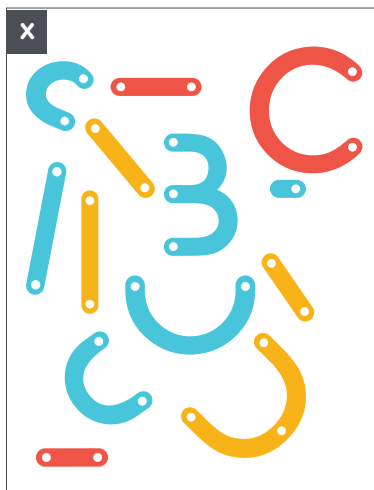


Shapes

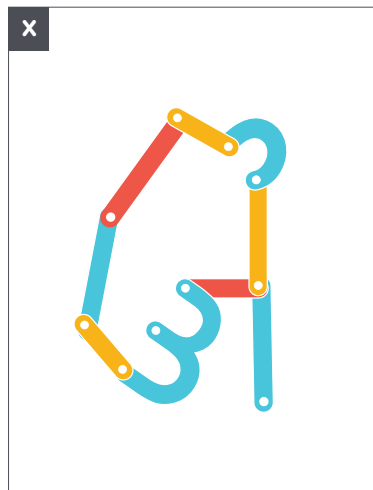
These shapes are an important visual link to the S4's brand identity. The shapes should be used on all forms of marketing materials and presentations alongside our logo.



Use of shapes



Never over crowd the shapes.



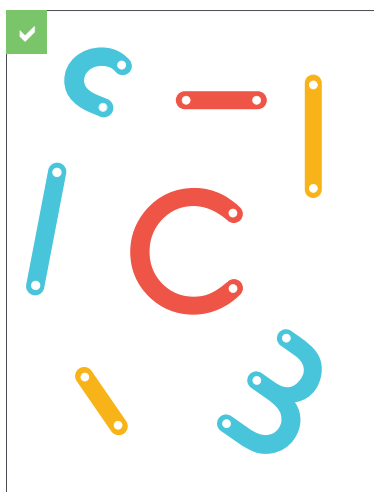
Never overlay or join the shapes together.



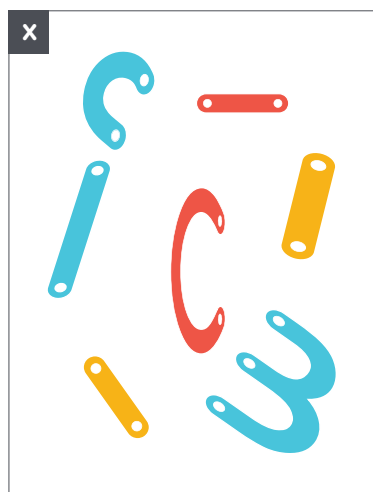
Never change the colours of the shapes.



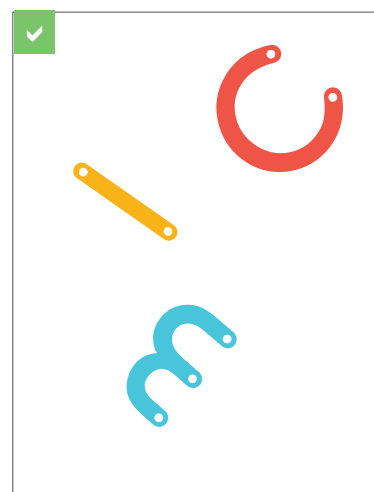
Never fill in the shape connectors.



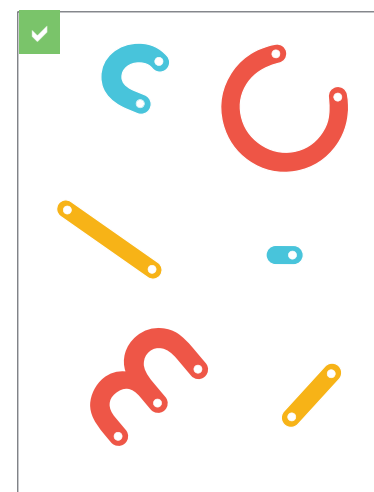
Always leave a good amount of white space.



Never distort or stretch the shapes.



Always use the shapes in the secondary colours.



Always use both lines and curved shapes.

Our logo must be present with our sponsor logos on all public facing materials. S4 logo must always be on the left hand side.

Logo Block 1

Not to scale



Logo Block 1

Minimum height 48mm.

Use 'logo block 2' instead if the logo required is smaller than the 'block 2' dimensions.

Logo Block 2

Item to scale



(S4) Funded by the European Social Fund and the Welsh Government. Ariennir aqan Gronfa Gymdeithasol Ewrop a Llywodraeth Cymru.

Logo Block 2

Minimum height 32mm

Maximum height 47mm

Use 'logo block 1' if height exceeds 48mm.

Both logos available in positive & negative.

Logo Block 3

Not to scale



Logo Block 3

Minimum height 48mm.

The Welsh Government & European Social Fund require their logo to be no smaller than 33mm in height.

Use 'logo block 4' instead if the logo required is smaller than the 'block 3' dimensions.

Logo Block 4

Item to scale



Funded by the European Social Fund and the Welsh Government.
Ariennir gan Gronfa Gymdeithasol Ewrop a Llywodraeth Cymru.

33mm

68mm

Logo Block 4

Minimum height 33mm
Maximum height 47mm

Use 'logo block 3' if height exceeds 48mm.



UNDEB EWROPEAIDD
EUROPEAN UNION



Llywodraeth Cymru
Welsh Government

Cronfa Gymdeithasol Ewrop
European Social Fund



Swansea
University

Prifysgol
Abertawe