MASTER LOGO

The Anglia Polytechnic University logo should appear exactly as illustrated here unless there are practical or technical constraints in doing so.

The APU Crest has been specially drawn and no other crest should be used. The relationship between the crest and the APU letters, must always be consistent as shown below. The Crest is produced in Pantone 3272 Green. The letters are produced in Pantone 280 Blue.

This must all appear against a white background, excepting the variations illustrated below.

For maximum clarity and impact, leave an area of isolation around the logo. The grey box indicates the minimum preferred area of isolation. When using the Logo out of four colour process, use the following CMYK colour breakdown.

Pantone 3272:   100% Cyan
                      47% Yellow

Pantone 280:   100% Cyan
                      72% Magenta
                      18.5% Black

BLACK AND WHITE LOGO

This is the logo as seen in black and white.This is the version which should be used in situations where a single colour is available for printing on a white or coloured background.

On a solid colour background the logo appears white out of black. For maximum clarity and impact, leave an area of isolation around the logo.

LOGO VARIATIONS

The logo can be used be used on a Pantone 280 background with the Crest in Pantone 3272 and the lettering in White.

The logo can be used be used on a Pantone 3272 background with the Crest and the lettering in White.

INCORRECT LOGO USE

It is most important that the corporate identity should be consistent and obey the rules laid down in these guidelines. Therefore, it is necessary to demonstrate in the examples below how the logo must NEVER appear.

The 2 colour positive logo must NOT be printed in any colours other than Pantone 3272 (crest) and 280 (letters),* and must always appear on a white background.

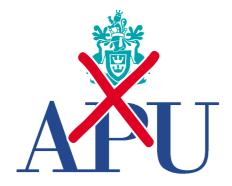The logo must NEVER be distorted in any way.

The 2 colour positive and reversed logos must NEVER appear on a background, photographic or otherwise, other than white (positive), Pantone 280 (reversed).*

The logo must NEVER appear either as a tint and/or with another logo printed on top of it. In specialised situations, the crest may be used as a tint providing the full version of the logo appears with it.

The 1 colour positive logo may be printed as a solid colour, providing it appears on a white background. It may be reversed out of a solid colour, but not a photographic image

The 2 elements of the logo (ie the crest & the APU) must NOT be rearranged.

* When using the 4 COLOUR LOGO, follow the guidelines in place for the 2 colour logo. However, the corporate colours, Pantone 3272 and 280, would be made up out of CMYK four colour process.

TYPOGRAPHY

The typeface families detailed below are to be regarded as the standard Anglia Polytechnic University typefaces and are to be used in the production of all items.

Bodoni and Gill are the recommended typefaces for use in the production of all typeset items such as stationery, forms, publications, signage etc.

To ensure correct reproduction of these typefaces use only the Linotype or Adobe versions.

Arial is the recommended word processor font for letters, correspondence, internal documents, powerpopint presentations etc.

These typefaces have been selected for their legibilty and clarity over a full range of applications and uses.

Arial, Bodoni & Gill are the fonts to be used for 'electronic' items such as website & multi-media presentations.

Fonts for typeset items such as publications, exhibitions, advertising, reply paid envelopes,

Bodoni

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,:;!?

Bodoni Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,:;!?

Bodoni Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,:;!?

Bodoni Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,:;!?

Gill Sans

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,:;!?

Gill Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,:;!?

Word processor fonts for use on letters, correspondence, internally produced documents and powerpoint presentations

Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,:;!?