

BORDERS



COLLEGE

V1 September 2018

LOGO
GUIDELINES

OUR LOGO

The master logo should be used where possible, in preference of the white and mono versions.

The favoured use of the master Border College logo is over a white or light photographic background. However, to ensure maximum legibility and impact, photographic backgrounds should be of an even tone and texture.

ONLINE VERSION

There is an online version of our logo which is based on the elements of the approved master logo. This can only be used after discussion with the Marketing Team.

BORDERS



COLLEGE

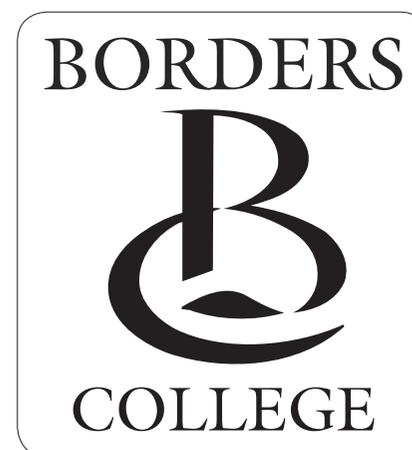
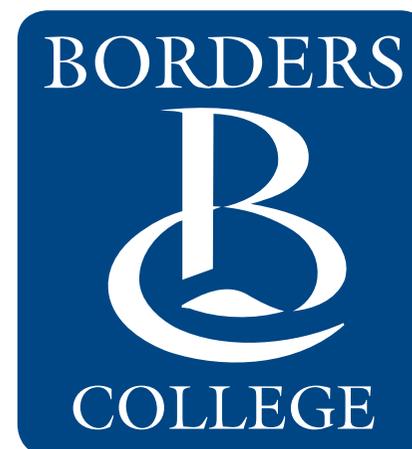
ALTERNATIVE COLOUR VERSIONS

Where the master logo is unsuitable for use, the white logo should be used in its place.

The favoured use of the white logo is over a flat colour or dark photographic background. However, to ensure maximum legibility and impact, photographic backgrounds should be of an even tone and texture.

The mono logo should only be used when both the master and white versions of the logo are unsuitable for use.

The mono logo should only be used on a white background.



SPACE AND SIZE

To ensure maximum legibility, it is essential that the Borders College logo is never reproduced below the minimum size shown.

The logo should be placed at a minimum width of 15mm and, where possible, be placed at a larger size.

In order to display the logo to its best effect and ensure maximum impact, an area of clear space surrounding the logo has been defined.

A minimum distance equivalent to the placed size of the “BORDERS” text must be kept completely clear of all other type and graphic elements.

It is preferable to maintain a larger area of clear space around the logo whenever possible.



LOGO MISUSE

The following examples show misuse of the Borders College logo.

The comments below explain nature of the misuse:

- 1 - Placed below minimum size
- 2 - Colour has been altered
- 3 - Typeface has changed
- 4 - Alignment has been altered
- 5 - Placed out of proportion
- 6 - Unsuitable background image
- 7 - Unsuitable background for logo (the white logo should be used)
- 8 - An effect has been applied
- 9 - The logo has been placed in a frame without the proper spacing around it

1



2



3



4



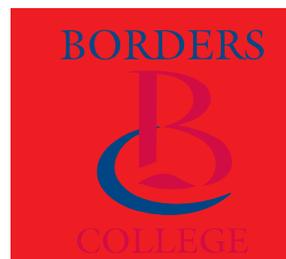
5



6



7



8



9



PRIMARY TYPEFACE

ITC Galliard is the primary typeface. It should be used where possible.

It is key that the typeface is used elegantly; care and attention must be inherent in the typographic detailing, grammar and punctuation.

To help maintain style and differentiate copy, a combination of type weights may be used.

ITC Galliard Roman

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

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COLOURS

The Scottish Borders Campus colour palette consists of two main colours. These colours are Pantone® 200 and Pantone® 288.

These colours, used sparingly with white space, help to identify the Borders College immediately.

Black and White may also be used where appropriate.



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For further help and guidance
please contact the Marketing Department.

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