



**Borders College
Logo
Usage Policy**

January 2026

History of Changes

Version	Description of Change	Authored by	Date
1	Policy created • Logo colour, symbol and text adjusted.	Marketing Manager	October 2025

1. Introduction

The Borders College logo is a key element of the College's visual identity and represents the organisation as a whole. It is more than just a symbol – it reflects the College's reputation, values, and the quality of the education and services it provides. This policy has been created to ensure that the Borders College logo is used correctly and consistently across all communications, both internal and external. A clear and consistent approach to logo use helps to:

- **Protect the College's Brand** – Maintaining a consistent visual identity builds trust and strengthens recognition of Borders College across its community, partners, and stakeholders.
- **Promote Professionalism** – Consistent logo use reflects the College's high standards and ensures that all materials associated with Borders College appear polished, credible, and professional.
- **Avoid Misuse or Misrepresentation** – Clear guidance reduces the risk of the logo being altered, stretched, or used inappropriately, safeguarding the integrity of the brand.
- **Support Accessibility and Clarity** – Standardised use ensures that all communications remain clear, inclusive, and visually accessible for all audiences.

By following this policy, staff, partners and stakeholders help present a unified and professional image of Borders College, reinforcing its reputation and the value it brings to learners and the wider community.

2. Objectives

The purpose of this policy is to provide clear guidance on the correct use of the Borders College logo across all platforms and materials. The key objectives are to:

- **Ensure Consistency** – Define the approved formats, colours, and sizes of the logo so that it appears uniform in all applications, from digital platforms to printed materials.
- **Protect Brand Integrity** – Prevent misuse or unauthorised modifications of the logo, ensuring that it always represents the College accurately and professionally.
- **Support Effective Communication** – Provide guidance that enables staff and partners to use the logo confidently and correctly, reinforcing the College's identity in every context.
- **Promote Accessibility and Inclusion** – Outline standards that ensure the logo remains clear and legible across different media, including digital and print, for all audiences.
- **Safeguard Legal and Reputational Interests** – Establish rules for third-party use of the logo to prevent misrepresentation or association with unauthorised activities.

This policy applies to all Borders College staff, contractors, partners, and external organisations that use the Borders College logo in any capacity.

3. Scope and Application

This policy applies to all uses of the Borders College logo, regardless of format, medium, or platform. It encompasses the following areas:

- **Internal Communications** – Documents, presentations, reports, signage, and internal digital platforms where the logo is displayed.
- **External Communications** – Marketing materials, advertisements, brochures, event collateral, press releases, and social media content.
- **Digital Platforms** – The Borders College website, social media channels, partner websites, email signatures, e-learning platforms, and digital advertising.
- **Merchandise and Promotional Items** – Branded clothing, stationery, signage, and other items that feature the logo.
- **Third-Party Usage** – Any use by partners, sponsors or external organisations must be approved in advance and adhere to the specifications set out in this policy.

This policy applies to all Borders College staff, contractors, and external partners who are responsible for creating, commissioning, or approving materials that include the Borders College logo.

4. Roles and Responsibilities

To ensure that the Borders College logo is used correctly and consistently, the following roles and responsibilities apply:

- **Marketing Team**
Responsible for maintaining and updating the official logo files and brand guidelines.
Approves all external uses of the logo, including requests from partners and third parties.
Provides guidance and support to staff regarding the correct use of the logo.
Monitors compliance with this policy and addresses any instances of misuse.
- **College Staff**
Required to use only the approved versions of the logo provided by the Marketing Team.
Must follow the procedures outlined in this policy when creating or commissioning materials and seek approval prior to use.
Must seek approval before sharing the logo with external parties or using it in new contexts.
- **External Partners, Contractors, and Suppliers**
Must use the logo strictly in accordance with the guidelines provided by Borders College and obtain written approval from the Marketing Team before publishing any materials that include the logo.

All enquiries and approval requests should be directed to:
marketing@borderscollege.ac.uk.

5. Logo Versions




Primary Logo – Portrait Version

The primary logo and first choice for use is the portrait format logo, which offers several options for its application.

The typeface used in the logo is Galliard. This must not be altered.

Copies of the logo are available from the Marketing Team.

- Permission must be sought for each and every use of this and any versions of the logo from marketing@borderscollege.ac.uk.

Colour	
Single Colour	
Reversed	

Secondary Use Logo – Landscape Version

The landscape version of the logo should be used as the secondary option. It is best suited for situations where the available space or layout does not accommodate the portrait version effectively. This format ensures that the logo maintains its visual clarity, balance, and legibility across designs with wider dimensions.

Copies of the logo are available from the Marketing team.

- Permission must be sought for each and every use of this version of the logo from marketing@borderscollege.ac.uk.

Colour	
Single Colour	
Reversed	

6. Corporate Colours

The logo consists of two primary colours: red and blue. These colours should never be modified, substituted, or adjusted in shade, tone, or opacity. Consistent use of these colours helps maintain brand recognition and ensures a cohesive appearance across all applications, including digital, print, and merchandise. Always use the approved colour values provided to preserve the logo’s integrity and visual impact.

Red	R	230		C	0
	G	34		M	95
	B	79		Y	55
				K	0

Blue	R	32		C	100
	G	32		M	96
	B	69		Y	38
				K	44

7. Additional Typography

For Borders College publications, the preferred supporting font is Gotham (though not to be used in the logo). Any weight of Gotham can be used, but bold for headings and book for text should be the preferred option.

8. Logo Misuse

The following examples show misuse of the Borders College logo. The comments below explain the nature of the misuse:

1. The logo size is too small, and the landscape version should be considered.
2. Colour has been altered.
3. Typeface has changed.
4. Alignment has been altered.
5. Proportions are incorrect.
6. Unsuitable background image.
7. Unsuitable background for logo (the white logo should be used).
8. An effect has been applied.
9. The minimum space around the logo should be at least twice the text size to avoid misuse.

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8. Logo symbol

It is permitted to use the logo symbol without the words 'BORDERS COLLEGE' when the main primary logo (*with* wording) clearly features within a publication or design. All other colour rules should be followed.



9. Review

This policy will be reviewed every three years.

For further help and guidance, please contact the Marketing Team.
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