

Using the Goldsmiths logo

Download the logo files at
www.goldsmiths.ac.uk/brand/toolkit

You will need to sign in using
your Goldsmiths login.

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The Goldsmiths logo is available in black, white and 'gold' versions, and in different file formats for use in different software.

Which version should I use?

Goldsmiths
UNIVERSITY OF LONDON

Please use the black version for internal documents like reports and memos.

Goldsmiths
UNIVERSITY OF LONDON

The non-metallic 'gold' logo is used for stationery printed by the Repro Unit, and on the website.

Goldsmiths
UNIVERSITY OF LONDON

The white (negative/reversed-out) version is for use on dark backgrounds.

Which file format should I use?

We recommend that you use the following file formats:

Software	File format
Word	TIFF
Powerpoint	PNG
Illustrator, InDesign, QuarkXPress and other desktop publishing or design software	EPS

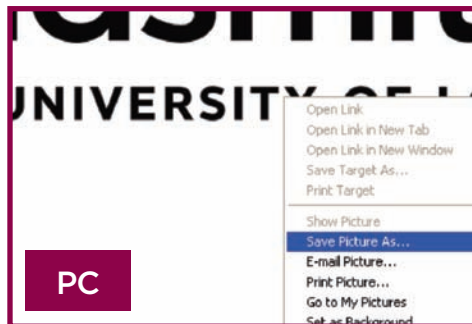
The logo is available in formats suitable for the web (GIF and JPEG) from Web Services – see page 8 for contact details.

How do I download the logo?

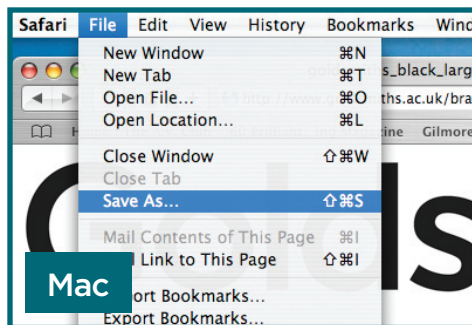
Go to www.goldsmiths.ac.uk/brand/toolkit

Click on the appropriate link for the version of the logo you need – eg ‘Download black TIFF’. The logo will appear in your browser.

On a PC, right click, and select ‘Save Picture As’ to download the file to your computer.



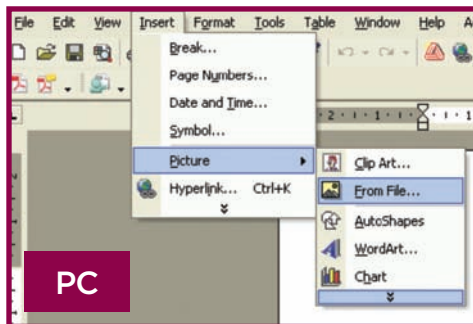
On a Mac, go to the ‘File’ menu and ‘Save as’ or ‘Save page as’ to download the file to your computer.



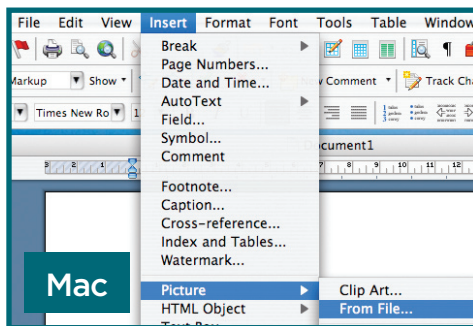
Take note of where you have saved the logo file - eg on the desktop.
Do not try to open the file itself.

How do I use the logo? in Word (or Excel or Powerpoint)

On a PC, go to the 'Insert' menu,
go to 'Picture' and choose 'From File'.



On a Mac, go to the 'Insert' menu,
go to 'Picture' and choose 'From File'.



Select the logo file that you have downloaded to your computer. Double-click the name of the file, or click on 'Insert'. You can then place the logo by clicking and dragging it into position on the page.

Resize the logo in proportion by clicking on it, and dragging one of the 'sizing handles' while holding down the shift key.

Logo at original size



Resize the logo by dragging one of the sizing handles, holding down the shift key



Resized logo
[the black box appears only on screen, and will not print]



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You can also download Word and Powerpoint templates that contain the logo.

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How do I use the logo?
in other applications

Illustrator, InDesign, Photoshop: 'Place'.
QuarkXpress: 'Get Picture'.

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Guidelines for using the logo

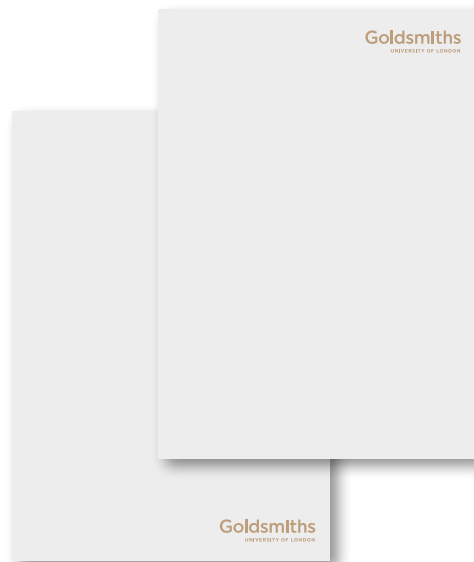
Position and size

The logo should be used ranged right, either at the top or at the bottom of a page.

The logos that can be downloaded at www.goldsmiths.ac.uk/brand/toolkit have been designed for use at widths between 35 and 50mm. For logos for use at wider than 50mm, please contact the Repro Unit (see page 8 for contact details).

For an A4 portrait document, we recommend that the logo should be approximately 60mm wide.

For an A4 landscape document, we recommend that the logo should be approximately 65mm wide.



Clear space

The logo must remain clear of other elements of typography or illustration. The minimum clear space is shown on the right by the dotted green line. Other graphic elements for the page edge must not encroach on the logo.



Things to avoid

The Goldsmiths logo has been specially drawn. Please only use files downloaded from www.goldsmiths.ac.uk/brand/toolkit. Do not attempt to alter or re-create the logo.

Do not change the relationship of the two lines.



Do not change the typeface of the logo.



Do not make a multi-coloured logo.



Do not make a two-colour logo.



Do not stretch, skew, distort, alter or manipulate the logo in any way



Do not use the logo within a sentence.

Do not add the word 'College' to the logo.

Questions

What are the colour specifications of the Goldsmiths logo?

The corporate logo colour is matt 'gold'. For printed materials use, or match to, Pantone 465. For four colour process (CMYK) printing, we do not require the logo to be printed as a special, additional colour. The recommended CMYK match is C26/M35/Y55/K3. For materials to be read on screen, use #B99A62.

Is the Goldsmiths crest still used?

The Goldsmiths crest has been retained for specific ceremonial purposes only, such as graduation certificates, flags, sealing deeds and contracts. Contact the Repro Unit for details.

I need a version of the Goldsmiths logo to use on the web.

Please contact Web Services.

I need to supply the Goldsmiths logo to an external organisation.

Please contact the Repro Unit or External Communications, specifying the file format you need.

Contacts

External Communications

020 7919 7971

ext-comms@gold.ac.uk

Internal Communications

020 7919 7976

int-comms@gold.ac.uk

IT Services Help Desk

020 7919 7555

helpdesk@gold.ac.uk

Repro Unit, ITS

020 7919 7142

reprographics@gold.ac.uk

Web Services, ITS

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webwork@gold.ac.uk

External Communications May 2008