

BU Brand Guidelines – Logo

We use our distinctive logo in a consistent way across all of our touchpoints.

Logo variations

For most brand applications our logo should only ever appear in Black or White, and no other colours.

The portrait version is our primary logo and should be used whenever possible. The horizontal logo should only be used where space is restricted and to ensure legibility, mainly on digital applications such as on our website and HTML ads.

Additional note: up to 2025 a version of the logo with a gradient within the ‘U’ was used and is now being phased out. This version can still exist in current settings until it is fully replaced.

Primary



Primary

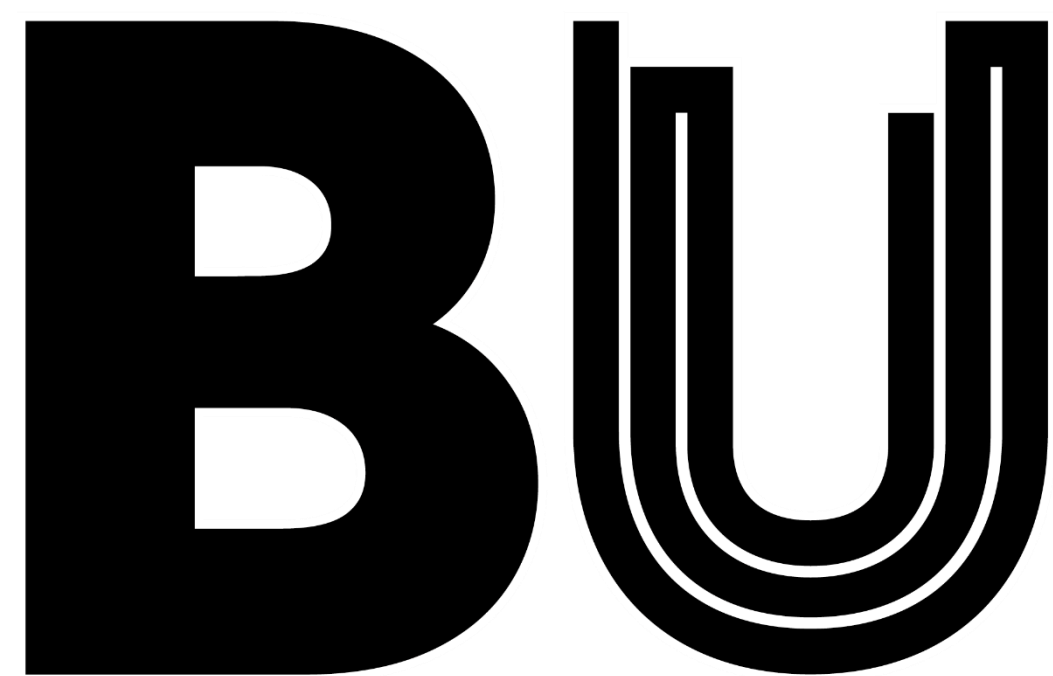


Secondary



Secondary





BOURNEMOUTH
UNIVERSITY

BU BOURNEMOUTH
UNIVERSITY

Logo

Size and placement

The minimum clear space should be equivalent to the width of two stripes of the U, as shown opposite. No other elements should be place within the defined minimum clear space.

For printed applications the logo should not be reproduced smaller than 10mm wide for the portrait version and 37mm wide for the landscape version.

For digital applications the logo should not be reproduced smaller than 40px height.

Clearspace



Minimum size



Min 10mm



Min 37mm

Min 40px

Logo

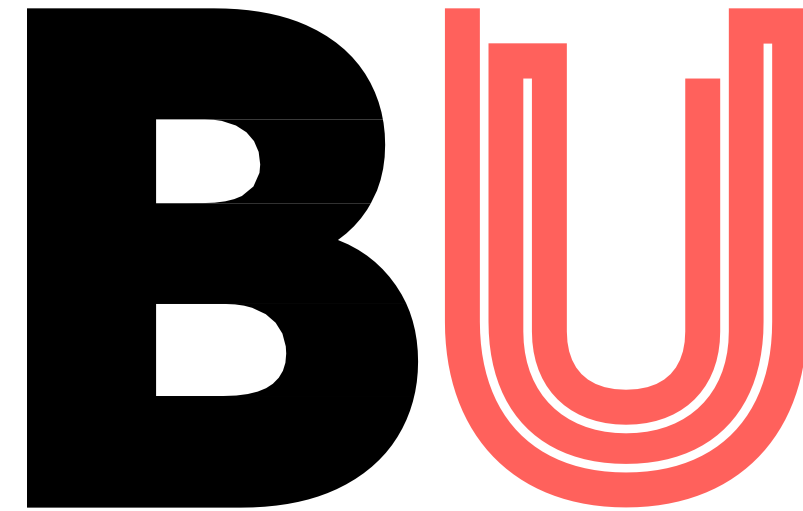
Colour variation

Where our logo appears in isolation and where it is not supported by the wider brand visual language, our two-colour logo can be used.

This should only ever be used in very specific applications such as a standalone partner logo, or on third-party applications such as in game advertising channels.

The use of the two colour logo must always be approved by the Bournemouth University Marketing & Communications team.

Primary



BOURNEMOUTH
UNIVERSITY

Secondary



Positioning

Our logo can be positioned differently depending on the type of communication being designed.

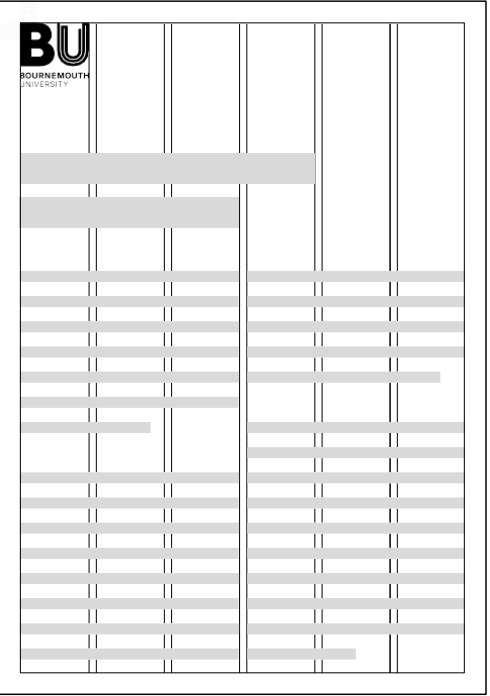
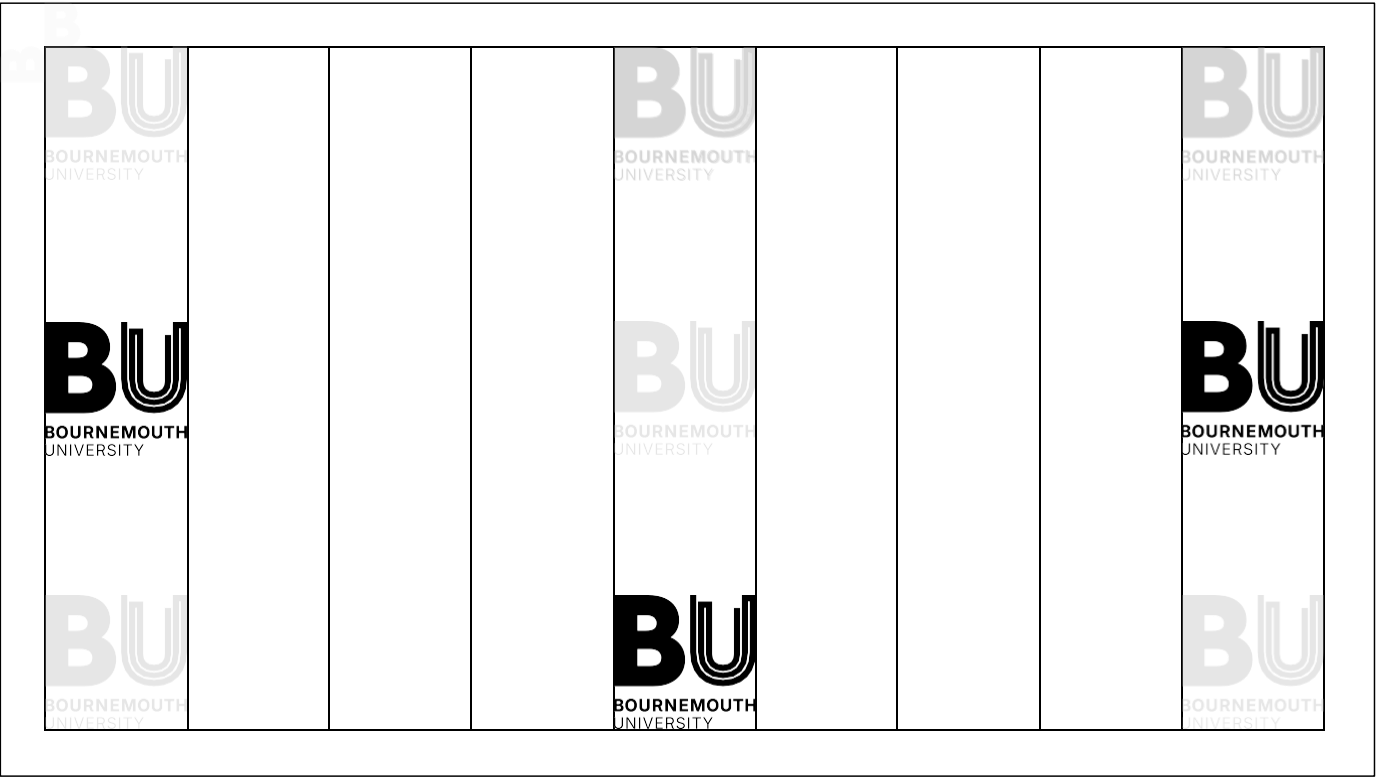
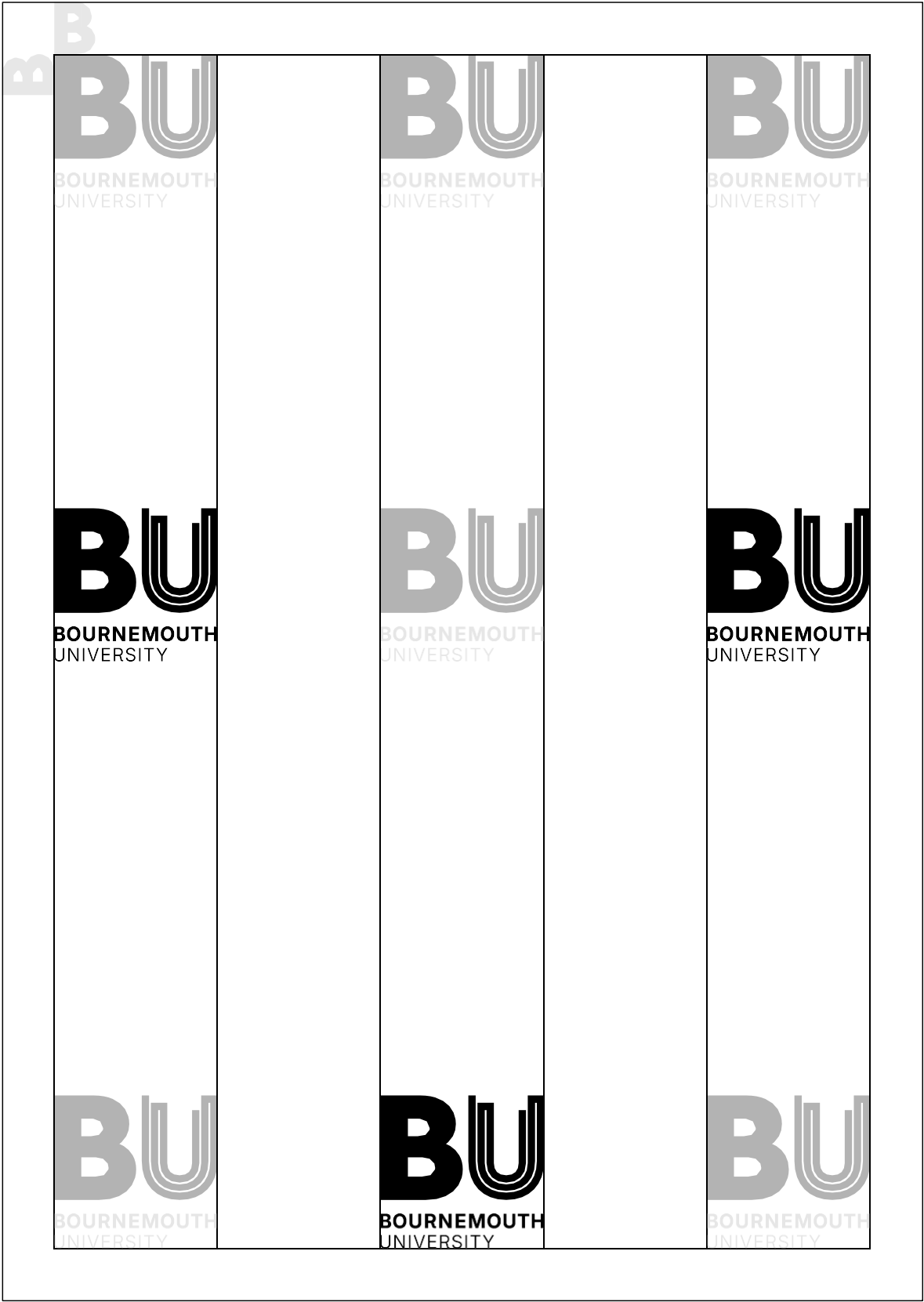
On most brand and campaign applications, our preferred logo placements are centred-left, centred-right or bottom centre.

On content-led applications such as on our website, information-heavy ad placements or leaflets, the logo can be placed in the top left corner of the page.

Page margins

For consistency across various materials, the minimum margin space should be equivalent to half the height of the B from the ‘BU’ in the logo.

Margin dimensions are indicative and will need to be adapted based on format at the discretion of the designer.



Crest

Our crest is only used at Award Ceremonies where the event is steeped in tradition, such as graduation. The crest is available in full colour but is often used in other ways such as foil blocking, embossing and etching.

Full colour



One colour

