



**Contents**

- Our brand
- Tone of voice
- Logo
- Colour
- Brand device
- Typography
- Photography
- Guides
- Icons
- Applications

## THE QUEEN'S IDENTITY

Our identity is made up of two key elements: The 'Queen's crest' and the name of the University as text. Both elements are to always appear together as our primary logo, apart from circumstances where this is not possible and has been agreed in the brand guidelines or by the marketing department.

The Queen's crest is our most valuable visual asset.

It's a mark of authenticity that states who we are and sets us apart from other universities. Think of it as the face of Queen's University Belfast - an instantly recognisable visual mark. This section explains how to use our logo.

01



**Contents**

- Our brand
- Tone of voice
- Logo
- Colour
- Brand device
- Typography
- Photography
- Guides
- Icons
- Applications



**The Queen's Logo**

This is the main Queen's Logo and preferred version to use wherever possible unless format or background colour dictates otherwise.



## Contents

[Our brand](#)

[Tone of voice](#)

[Logo](#)

[Colour](#)

[Brand device](#)

[Typography](#)

[Photography](#)

[Guides](#)

[Icons](#)

[Applications](#)

## These are the main versions of our logo

### Landscape

1. Queen's Red Logo
2. Queen's White Logo
3. Queen's Black Logo

### Stacked

1. Queen's Red Logo
2. Queen's White Logo
3. Queen's Black Logo

It is essential to the success of our brand that the logo is treated with care and respect in every application and according to these guidelines.



**QUEEN'S  
UNIVERSITY  
BELFAST**



**QUEEN'S  
UNIVERSITY  
BELFAST**



**Contents**

- Our brand
- Tone of voice
- Logo
- Colour
- Brand device
- Typography
- Photography
- Guides
- Icons
- Applications

## Logo Versions

The Queen's University logo can be used for online and offline applications in six ways.

### 1. Our primary logo - landscape

The positive version – one colour 'Queen's Red'. This version is used on the majority of applications and should be used whenever possible.



### 2. The reversed version - landscape

This version is an alternative and can be reversed out of darker backgrounds including the Queen's Red lead colour. The logo should never appear in a box.



### 3. Black logo - landscape

Our black logo is used in exceptional circumstances for mono applications only, when our logo needs to appear on a white or very light background.





## Contents

[Our brand](#)

[Tone of voice](#)

[Logo](#)

[Colour](#)

[Brand device](#)

[Typography](#)

[Photography](#)

[Guides](#)

[Icons](#)

[Applications](#)

### 4. Our primary logo - stacked

The positive version – one colour 'Queen's Red'. This version is used on the majority of applications and should be used whenever possible.



**QUEEN'S  
UNIVERSITY  
BELFAST**

### 5. The Reversed Version - stacked

This version is an alternative and can be reversed out of darker backgrounds including the Queen's Red lead colour. The logo should never appear in a box.



**QUEEN'S  
UNIVERSITY  
BELFAST**

### 6. Black Logo - stacked

Our black logo is used in exceptional circumstances for mono applications only, when our logo needs to appear on a white or very light background.



**QUEEN'S  
UNIVERSITY  
BELFAST**



**Contents**

- Our brand
- Tone of voice
- Logo
- Colour
- Brand device
- Typography
- Photography
- Guides
- Icons
- Applications

**Size**

As our most recognisable visual asset we want our logo to feature prominently on all applications without dominating the page.

Oversizing of our logo shows a lack of confidence and can weaken the message we are trying to communicate, so getting the proportion and size correct is an important part of every Queen's University communication.

The Queen's logo is measured by the full width of the crest and logotype as shown below.

Our logo must always be scaled proportionally to avoid any distortion. For print, the minimum size of the Queen's University landscape logo is 35mm. In situations where available space is limited - on digital media that can be viewed on a small smart-phone screen, or on a pen for example - the absolute minimum width is 20mm.





**Contents**

- Our brand
- Tone of voice
- Logo
- Colour
- Brand device
- Typography
- Photography
- Guides
- Icons
- Applications

### Minimum Exclusion Zone

When laying up the logo, give it breathing space and treat it with respect. To maximise the logo's presence and visual impact always maintain adequate clear space around it. The exclusion zone around the logo defines the area into which no other graphic elements, such as text, imagery or other brandmarks can intrude.

The distance marked X represents half the width and depth of the full shield shape within the Queen's Crest. This formula applies to all sizes of the logo reproduction.



### Minimum Exclusion Zone for Exceptional Cases

The exclusion zone for exceptional cases is used when it is impossible to use the normal exclusion zone without compromising the size of the logo, for example within a mobile application. The width and height of the 'Q' within the Queen's logo is used to define the exclusion zone for exceptional cases.

In the same way as the preferred exclusion zone, the shield is used from the edge of the Queen's logo in equal measure to determine the width and height of the exclusion zone around the logo.





**Contents**

- Our brand
- Tone of voice
- Logo
- Colour
- Brand device
- Typography
- Photography
- Guides
- Icons
- Applications

## Logo Positioning

To ensure that our graphic language is used to the best effect and can be fresh and flexible in every situation, the Queen’s logo can be placed in four different positions in the majority of applications.

- Top right hand side
- Bottom right hand side
- Top left hand side
- Bottom left hand side

In each situation the logo adheres to the basic principles of the exclusion zone.

The logo is positioned top left on digital media such as websites and banner ads.

