

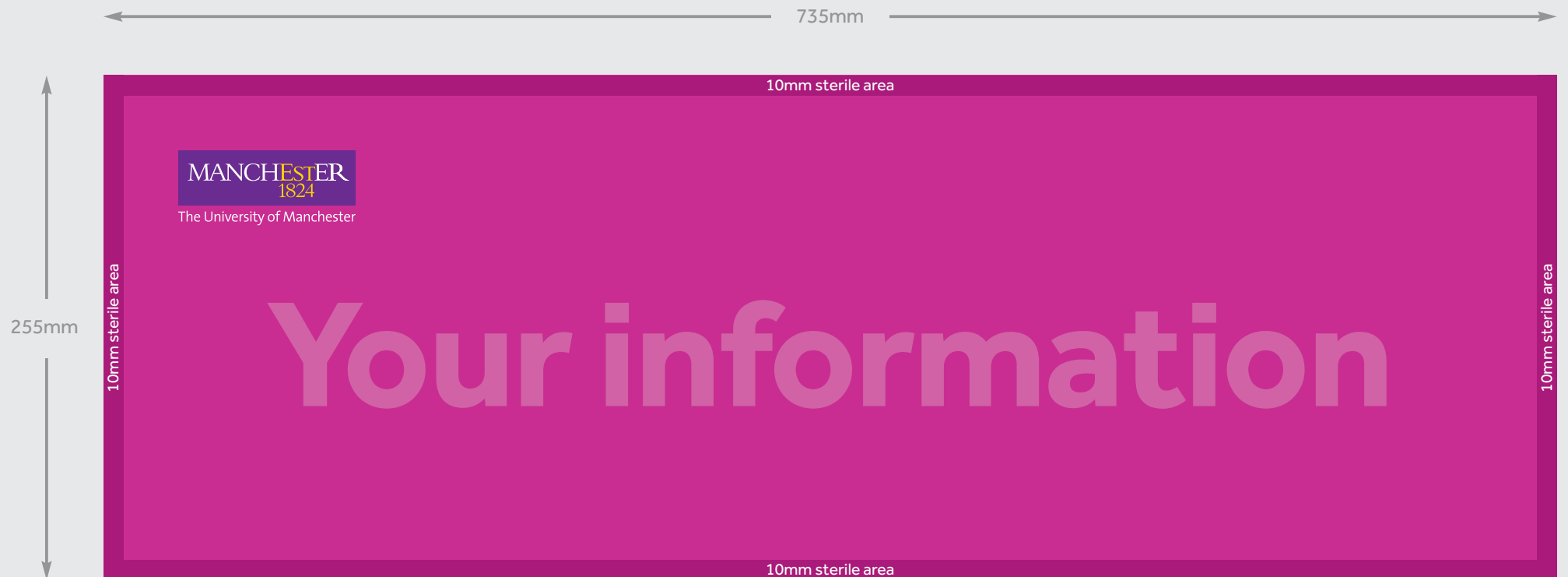
# 147 bus advertising

## A guide version 3

## Advertising space and orientation

The dimensions of the advertising space are allocated with reference to the amount of space in the bevelled section above the seating locations of the passengers.

The design needs to accommodate a 'sterile' area of 10mm around the edges of the poster as this area will be covered by the frame.

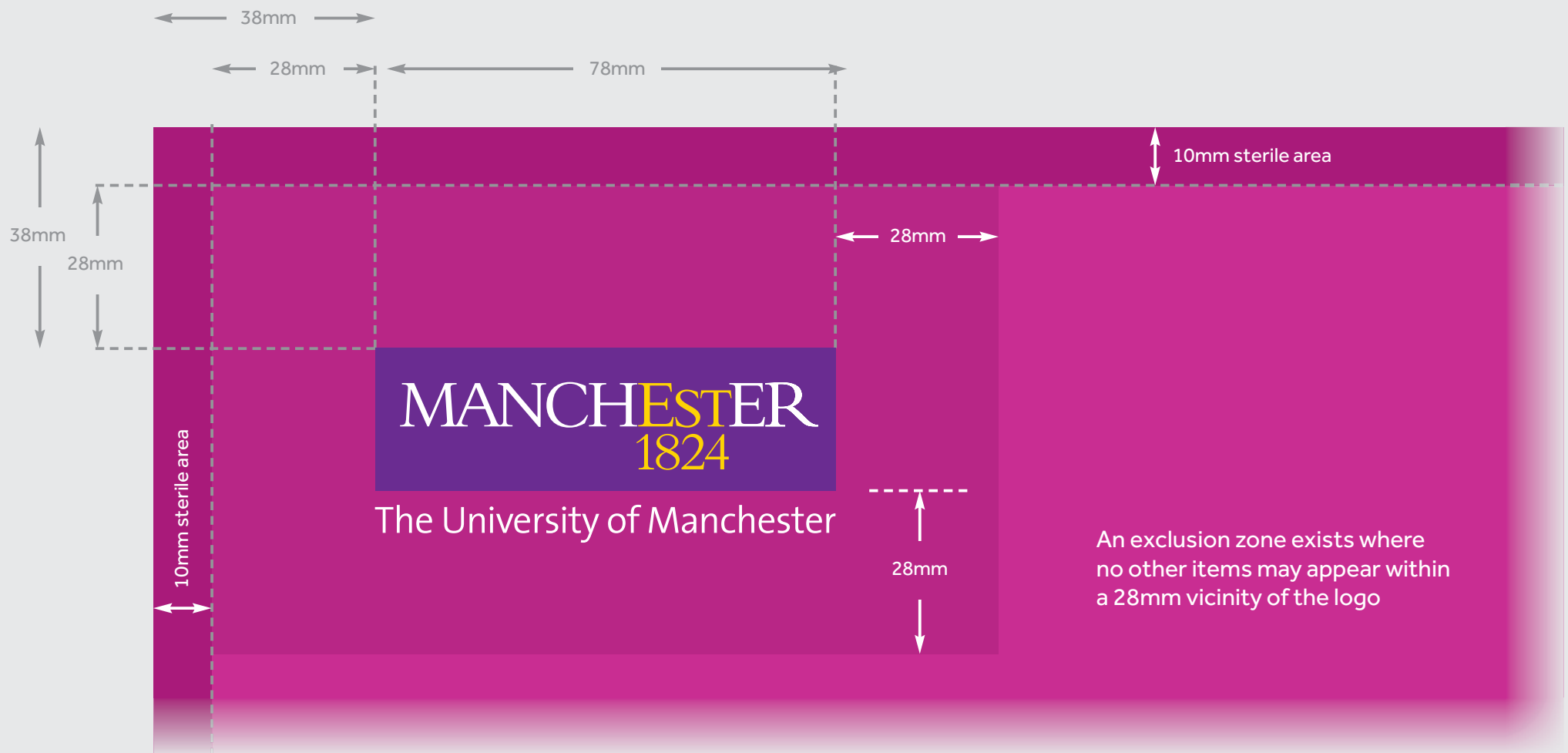


## Logotype and positioning

In a similar way to its use on publications, the University logotype must be positioned in a specific place in the top left hand corner, and must retain a fixed size.

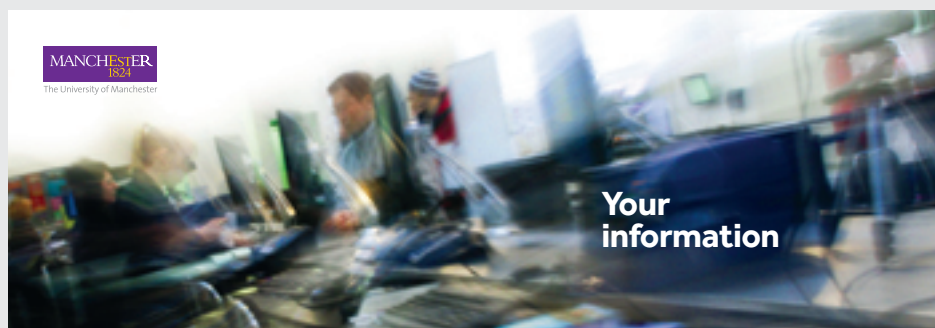
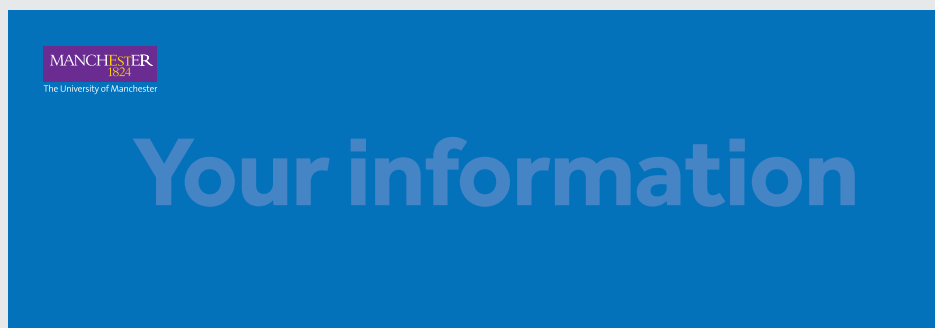
This logotype may also be away from the top left hand corner in instances of endorsement, and in special circumstances where the University does not have ownership of the publication.

The positioning of the logotype must accommodate a 'sterile' area of 10mm around the edges of the poster as this area will be covered by the frame.

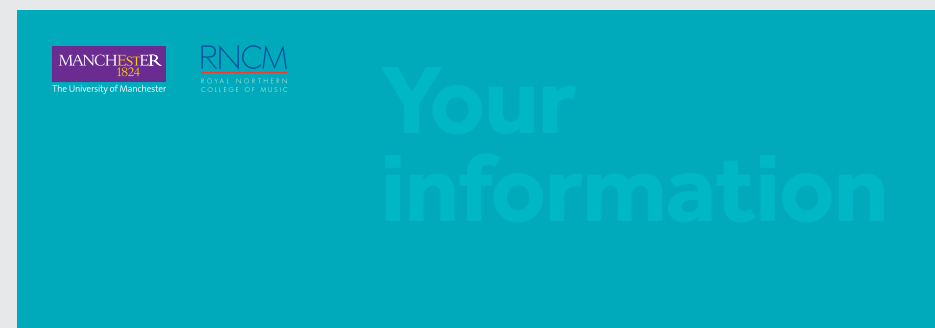
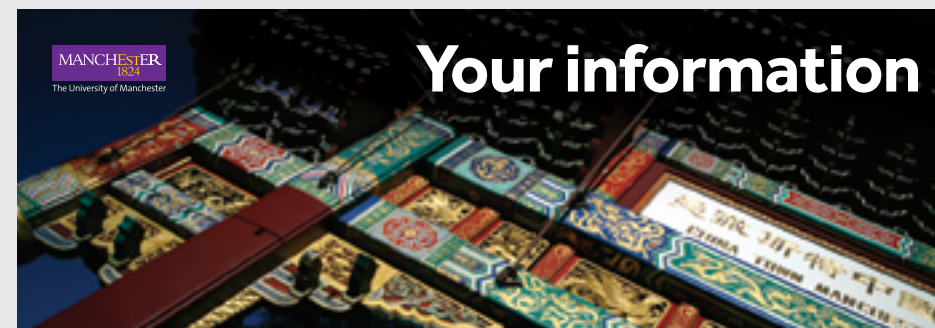


# Application

Two varieties of the logo can be used, depending on the colour of the background. An option with either grey or white type is available.



The logo should not be used on a purple background.



# Colour palette

In addition to white, the University has a primary colour palette of three different colours.

## Purple

PANTONE® 2602

Four-colour process

cyan 72%  
magenta 100%  
yellow 0%  
black 0%

## Yellow

PANTONE® 123

Four-colour process

cyan 0%  
magenta 15%  
yellow 100%  
black 0%

## Grey

PANTONE® Cool Grey 8

Four-colour process

cyan 0%  
magenta 0%  
yellow 0%  
black 50%

# Corporate typefaces

We use the typefaces Effra and Minion.

## Effra

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789  
(@&.,#?!£%)

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**  
**(@&.,#?!£%)**

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**  
**(@&.,#?!£%)**

Making things happen,  
making a difference

## Minion

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789  
(@&.,#?!£%)

*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*0123456789*  
*(@&.,#?!£%)*

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**  
**(@&.,#?!£%)**

Making things happen,  
making a difference