

Guidelines on the use of the Your Manchester Fund branding device

The logos

Your Manchester Fund has two branding devices

- 1 This logo is to be used in correspondence with the Alumni where the importance of the device includes/intergrates donors.
- 2 This logo to be used in correspondence with those external to Your Manchester Fund where the importance of the device is to demonstrate alumni support to external audiences



Size

The *Your Manchester Fund* branding device is entirely square in orientation. It can only be used in conjunction with The University of Manchester logotype. Although the branding device can be scaled to suit the format of the media it is being used for, it must not be scaled below 35mm in height.



Proportion

An exclusion zone exists around the branding device which allows it to assume a prominence when used with other items on the page. The width/height of the exclusion zone can be calculated by dividing the total width/height of the branding by 4.

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Colour

A greyscale alternative of the branding device is also available, and should only be used on greyscale artwork.

When using the branding device on a colour background, a 5mm keyline should be placed around the device.



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Quality

- 1 The branding device may also be used in website content relating to Your Manchester Fund.

The branding device must occupy the space of 153 pixels wide x 153 pixels deep, and sit 218 pixels from the left hand side of the browser window.

- 2 An extended version of the branding device is available to be placed on items of stationery where the regular branding device would not be appropriate.

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Please note: Do not scan or copy an image from this branding guide.
Please contact the Division of Development and Alumni Relations (DDAR) to request an electronic copy.