ENGLISHUK

English UK brand identity guidelines

How to use English UK logos and branding for members, partner agencies and subgroups

If you are part of English UK's family of members and partners, you are entitled to use a unique English UK logo. The following pages explain how to use these. By following these simple principles we will all continue to benefit from the message of quality and reassurance that the English UK brand gives.

If you have any questions or queries about using English UK logos, please contact Helen Kind at English UK on +44 20 7608 7960 or email helen@englishuk.com.

www.englishuk.com
www.studyworldfairs.com

Contents

The English UK logo

The English UK logo has two elements: the type and the flag symbol. These elements are designed to work together and must not be used separately.

Member and partner logos

English UK member centres, corporate members and partner agencies each have an exclusive version of the English UK logo to use digitally and in print.

Member centres and partner agencies can download their respective logos from the English UK website (requires password):

englishuk.com/logos-branding
englishuk.com/partner-agency-zone

Please be careful to use the RGB version for digital use and CMYK for print.
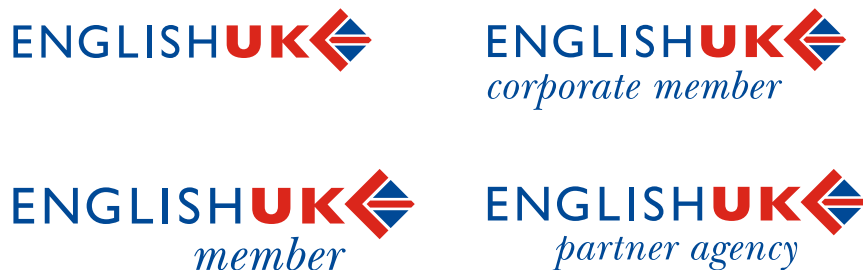
## Regional and national subgroups

Members of English UK subgroups can use an additional logo indicating membership of their regional/ national group. For example:

Special interest groups

There are also logos for special interest groups, which do not include the flag and have an optional tagline reading "A special interest group of".

This tagline is available either in plain text (in Gill Sans) or including a miniature version of the association logo: if the latter is used, this should be at no less than 75 per cent of the size of the special interest group logo.
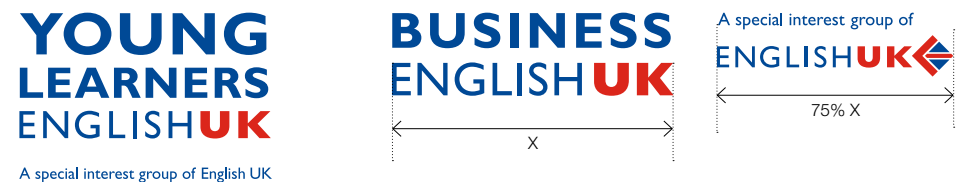
The English UK logos are available in three colour variants to give maximum impact wherever they appear. Never reproduce the colour logo in any other colour combinations.

Which version should we use?

The logo can appear on colour, illustration or photographic backgrounds, so long as it is clear and legible. But, wherever possible, use the full colour logo on a white background (Fig. 1).

With a coloured background, use the full colour version on light colours (Fig. 2); the single colour version on a strong colour (Fig. 3); and the 'reversed out' logo with dark backgrounds (Fig. 4).

Only use the logo on a background image that provides sufficient contrast and has a good even tone. The logo should only be reproduced using the master artworks available from English UK.

Please do not hestiate to contact us for advice or support.
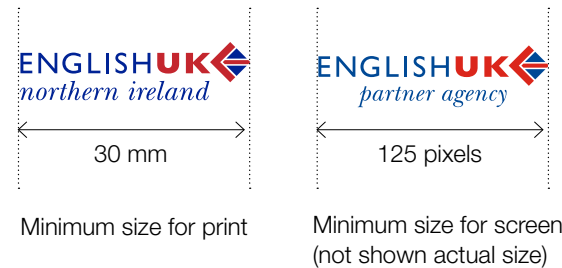
Fig. 1

Fig. 2

Fig. 3

Fig. 4

Clearance area

English UK logos must always be completely framed by a blank area so that they do not look crowded or cluttered. This clearance area is the height of the word 'ENGLISHUK' in the logo.

Using an English UK logo with another logo

If you need to use your English UK logo with another one, the English UK logo should be no smaller than 75 per cent of the other one.
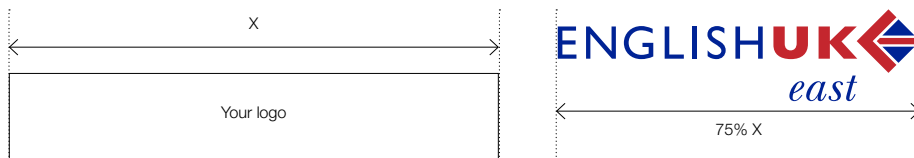

Minimum size

We specify this so that the logo has enough visible impact and readability to do its job. In print, the logo must be no less than 30mm long: the minimum screen size is 125 pixels.

30 mm

125 pixels

Minimum size for print

Minimum size for screen
(not shown actual size)

All logos in the English UK family are key to our identity. As such, it's essential that they are used correctly and consistently.

Always treat the logo with respect. If you use it incorrectly, you could compromise or weaken the English UK visual identity and what it stands for.

- The logo must not be used on background colours where legibility is compromised (Fig. 1)

- The logo must not be stretched or distorted in any way (Fig. 2)

- The logo must not be used on backgrounds where there is not enough contrast for effective standout (Fig. 3)

- The logo must not be accompanied by phrases such as 'approved by', 'a member of', 'accredited by' etc except where that usage has been approved by English UK and a master artwork provided (Fig. 4)

- Do not enclose the logo within a shape or a small block of colour (Fig. 5)

If you have any questions or queries regarding the content of these guidelines contact Helen Kind at English UK on +44 20 7608 7960 or email helen@ englishuk.com.

Fig. 1

Fig. 2

Fig. 3

Fig. 4

Fig. 5