HERO

Corporate Identity Guidelines

First edition - January 2001

Who we are

HERO is the new website for higher education in the United Kingdom.

HERO aims to be the first port of call for all enquiries about higher education in the UK. It will provide an up-to-date, accurate, and informative database of links to all the key higher education websites on the Internet. With information on HE opportunities, institutions and organisations across the UK, HERO will be an invaluable resource for students, researchers, HE professionals and the business community.

The HERO Corporate Identity

The HERO corporate identity has been designed to create a strong visual focus from which to communicate our brand. These guidelines are intended to help you by providing a basic set of parameters for applying the corporate identity to any visual materials.

HERO

Contents

The Principal Logo

In the guidelines we talk about the principal logo and "the strapline". Until our audience become more familiar with the HERO brand we will be using a strapline with the principal logo (see page 5 & 6).

HERO

Minimum Exclusion

We want to ensure that our logo always looks clear and distinctive. By following the proportional system detailed below, this "minimum exclusion zone" can be applied to any size logo. Please note that this is a minimum zone and if possible more space should be allocated.

Minimum Size

To ensure quality reproduction do not use the logo smaller than 25 mm. This size is intended as a guide for conventional printing. Please check with your supplier if you are using any other applications or materials (e.g. screenprinting, embossing) - you may need to use the logo larger than this to guarantee successful reproduction.

HERO

25mm
minimum size

The Strapline

At this stage in the identity process the "principal logo" is always to be used in conjunction with the strapline. A vector artwork has been created to avoid problems with fonts and ensure that the strapline always appears on two lines in this way.
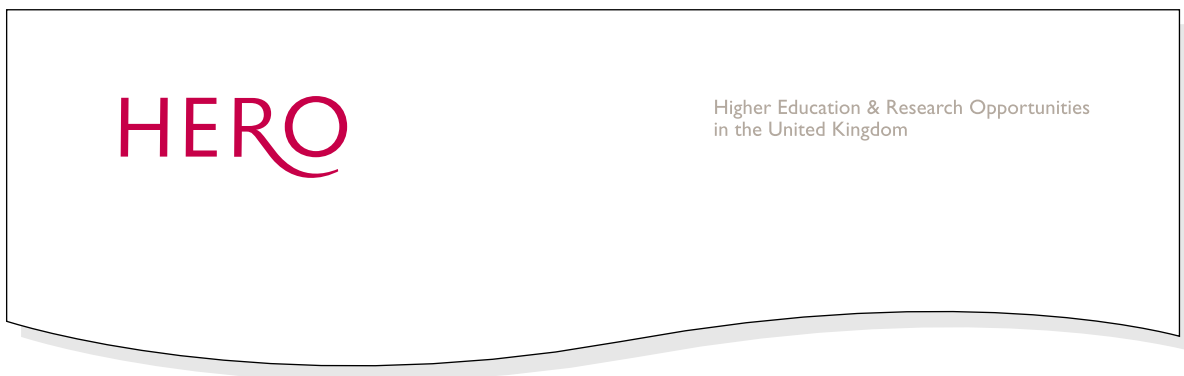
Higher Education & Research Opportunities
in the United Kingdom

Using the Strapline

On the following pages we have illustrated how the "principal logo" and strapline should be used together. The examples shown cover a variety of uses which will be appropriate for most applications.

Option 1 stationery

This layout is to be used for stationery items, invoices, faxes, memos etc

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Option 2 press release/promotional stationery

This example shows an alternative application which we have used for our press release headed paper. This illustrates how the logo could be reversed out of a band for similar applications.

HERO   Press Release

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Option 3   general use

The versions of the logo below are intended for general use not covered in any of the other options in this section. Wherever possible a horizontal version of the logo must be used unless the format of the application will not support this, in which case the alternative, "stacked" version can be used.

Horizontal (version 1)

This layout can be used in order to keep the size of the strapline to a minimum in comparison to the HERO logotype. Please make sure the strapline is readable.

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Horizontal (version 2)

When using the logo at smaller sizes we want to ensure that you can read the strapline. Therefore we have designed this horizontal version which will ensure the type is readable at smaller sizes. However, depending on the application, as long as the type is readable you can also use version 1 above.

x **HERO**   Higher Education & Research Opportunities
in the United Kingdom   1x

1x

HERO   Higher Education & Research Opportunities
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63mm
minimum size

Option 3 general use - continued

Stacked

Option 4 exhibitions/posters/signage

This "exhibition stacked" version of the logo and strapline has been designed to use as an alternative to the horizontal version in Option 3 overleaf. It is intended only for applications such as exhibition panels, posters and signage.
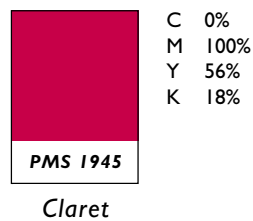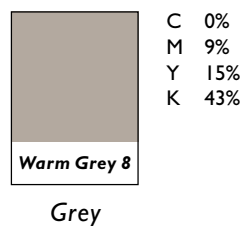
Corporate Colours

We have categorised our corporate colours as "principal", "secondary" and "complimentary". This colour scheme will provide you with a distinctive and flexible palette with which to convey our identity.

The colours below have been specified for print and screen. In all other applications, such as signage and livery, the closest possible colour match to the Pantone colour should be sought.
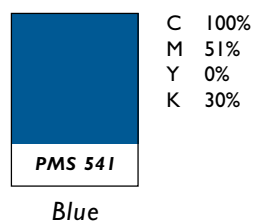
Principal

C	0%
M	100%
Y	56%
K	18%

PMS 1945

Claret

HERO

Secondary

C	0%
M	9%
Y	15%
K	43%

Warm Grey 8

Grey

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Complimentary

C	100%
M	51%
Y	0%
K	30%

PMS 541

Blue

This colour has been selected to extend the palette for such applications as exhibition panels, promotional material and the website. It is not to be used on stationery items and press release paper.

Screen

Claret	*Grey*	*Blue*
R 153	R 200	R 0
G 0	G 200	G 51
B 0	B 200	B 102

Guide to using the corporate colours

The examples below will provide a guide to using the corporate colours with the logo and strapline.

HERO _Higher Education & Research Opportunities in the United Kingdom_

"Principal Logo" PMS 1945
"Strapline" PMS Warm Grey 8

HERO _Higher Education & Research Opportunities in the United Kingdom_

Logo and strapline prints PMS 1945
for applications where only spot colour is available

HERO _Higher Education & Research Opportunities in the United Kingdom_

Logo and strapline prints black

HERO

Logo reversed out of black

HERO

Logo reversed out of PMS 1945

HERO

Logo reversed out of PMS Warm Grey 8

HERO

Do not reverse the logo out of PMS 541

Incorrect usage

We have developed these guidelines in order to maintain a unified and cohesive appearance. By avoiding some of the simple mistakes shown below you can help ensure the consistency and integrity of our identity.

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in the United Kingdom

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X *The relationship between the strapline and the "principal logo" must not differ from those in the guidelines*

X *Do not stretch or alter the logo*

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X *Do not use alternative combinations of the corporate colour palette*

X *The logo must never appear in colours outside the corporate colour palette*

HERO

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X *The logo must never be placed in a block*

X *The logo must never be placed on a background which obscures the logo*

Corporate Typefaces

Print

Gill Sans (Adobe)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Light

Perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis. Est vetus atque probus, centum qui perficit annos. Quid, qui deperiit minor uno mense vel anno, inter quos referendus erit? Veteresne poetas, an quos et praesens.

Regular

Perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis. Est vetus atque probus, centum qui perficit annos. Quid, qui deperiit minor uno mense vel anno, inter quos referendus erit? Veteresne poetas, an quos et praesens.

Bold

Perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis. Est vetus atque probus, centum qui perficit annos. Quid, qui deperiit minor uno mense vel anno, inter quos referendus erit? Veteresne poetas, an quos et praesens.

Light Italic

Perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis. Est vetus atque probus, centum qui perficit annos. Quid, qui deperiit minor uno mense vel anno, inter quos referendus erit? Veteresne poetas, an quos et praesens.

Regular Italic

Perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis. Est vetus atque probus, centum qui perficit annos. Quid, qui deperiit minor uno mense vel anno, inter quos referendus erit? Veteresne poetas, an quos et praesens.

Bold Italic

Perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis. Est vetus atque probus, centum qui perficit annos. Quid, qui deperiit minor uno mense vel anno, inter quos referendus erit? Veteresne poetas, an quos et praesens.

Screen

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Regular

Perfectos veteresque referri debet an inter vilis atque novos? Excludat iurgia finis. Est vetus atque probus, centum qui perficit annos. Quid, qui deperiit minor uno mense vel anno, inter quos referendus erit? Veteresne poetas, an quos et praesens.
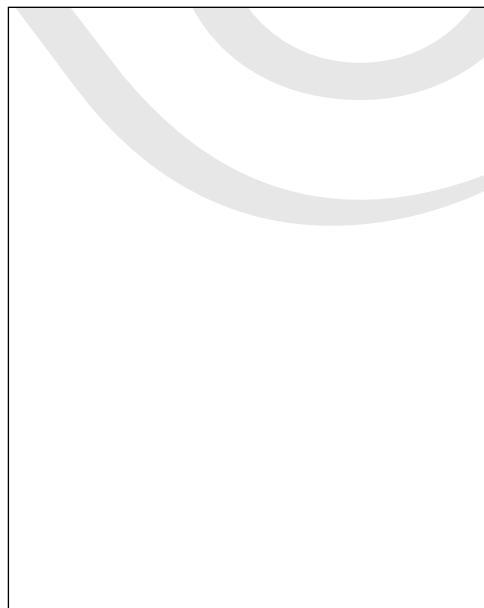
Screen Graphics

Use Gill Sans for any words which are used as buttons or graphics on screen.

Watermark

The watermark can be used to compliment the identity in applications such as brochures and promotional literature. It is intended to support the identity without over-shadowing it. The watermark picks out the curves of the letter R as it sweeps underneath the letter O. The letter O represents the portal and the curve of the R conveys the idea of support. The logo must not be positioned over the watermark.

Below are some examples of how you might use the watermark. There are no restrictions on the colour of the watermark, however, please ensure that the overall design and colour palette is consistent with our identity.

Web banners

The web banners have been created to let you endorse and link to the HERO site from your own web pages. There are several different types of badge to let you choose the one most appropriate for the style of your site. Most of the badges have an animated and static version, the filenames and sizes of these are listed underneath each of the images below. To prevent the images appearing crowded on your pages, please ensure that there is a minimum space between the badge and any other design element or text nearby. The recommended minimum space is listed by each image.

These banners can be downloaded at http://www.hero.ac.uk/banners

Full banner

NB: not shown here at full size

468 pixels wide, 60 pixels high	fullbanner.gif	cyclic animation	8.75kb
Minimum space: 20 pixels	fullbanner_noloop.gif	animates once	8.78kb
	fullbanner_noanim.gif	static	3.92kb

Half banner

234 pixels wide, 60 pixels high	halfbanner.gif	cyclic animation	6.69kb
Minimum space: 15 pixels	halfbanner_noloop.gif	animates once	6.69kb
	halfbanner_noanim.gif	static	1.85kb

Micro button

88 pixels wide, 31 pixels high			
Minimum space: 10 pixels			
	microbutton.gif	cyclic animation	2.77kb
	microbutton_noloop.gif	animates once	2.77kb
	microbutton_noanim.gif	static	0.84kb

Plain logo - portrait

45 pixels wide, 59 pixels high
Minimum space: 10 pixels
plainlogo_portrait.gif static 0.86kb

Plain logo - landscape

64 pixels wide, 29 pixels high
Minimum space: 10 pixels
plainlogo_landscape.gif static 0.58kb

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