

Open University Logo Guidelines

for External Partners

Introduction

The Open University's brand is a valuable property for the organisation and needs to be carefully managed. With a robust identity which conveys our purpose and values, the correct use of our logo is crucial to maintain a distinct visual presence.

Any work in the University's name must follow these guidelines to be fit for purpose.

Please refer to your licence agreement for permissions and limitations of The Open University logo usage.



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- Master Logo and Colour Breakdown
- Secondary Logos
- Exclusion Zone
- Logo Sizing

Master Logo and Colour Breakdown

Our logo is the most important representation of The Open University brand and is universally recognised. A startling 73%* of potential learners recognise the OU shield in isolation and associate it with The Open University.

Our most important asset, this master version of the logo must be used correctly and consistently.

To achieve accurate reproduction of the brand logo, all printed materials should be produced using the CMYK colour breakdown specified.

Digital or on-screen communication should use the RGB or Hex# values. Please note that true consistency is impossible to achieve as screens can be calibrated differently.

MASTER LOGO

OU Dark Blue

Pantone 2945 C

CMYK: 96 / 74 / 0 / 0

R: 030 / G: 075 / B: 155

#1E4B9B



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* Survey of 1344 people considering any HE learning in the next 5 years – Brand Tracker Q4 2018 (May-July)

Secondary Logos

Legibility of our logo is paramount.

Our secondary logos ('positive space' and 'negative space' logos) may be used on a solid colour background or over a background image with sufficient contrast.

Use the 'master logo' or 'positive space logo' on light coloured backgrounds, and the 'negative space logo' for dark backgrounds.

SECONDARY LOGOS

POSITIVE SPACE LOGO



NEGATIVE SPACE LOGO



When placing the logo onto imagery, please ensure that it is placed within an uncluttered image area to allow for maximum legibility and visibility.

LIGHT-COLOURED, UNCLUTTERED IMAGERY



DARK-COLOURED, UNCLUTTERED IMAGERY



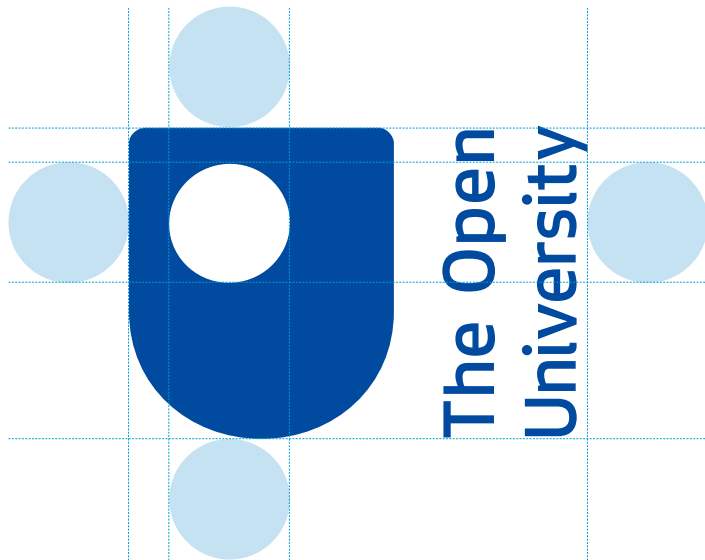
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Exclusion Zone

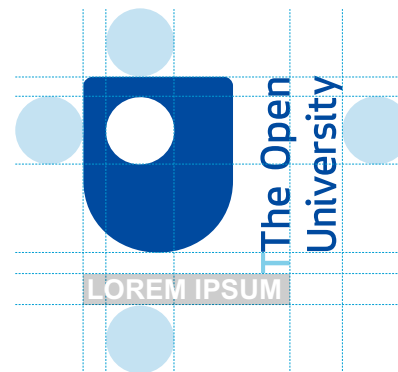
Always observe the correct exclusion zone around the logo. All graphics and type should sit outside of this zone.

When placing the logo onto images, care should be taken to ensure legibility. At the very minimum, the exclusion zone should measure the same distance as the diameter of the circle in our shield.

PRIMARY LOGO



ASSOCIATED LOGO



All associated Open University logos must also adhere to the exclusion zone.



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Logo Sizing

As our most valuable brand asset, our logo should be used at a prominent size and never hidden away. It is a stamp of quality that marks all our communications and should have a strong visual presence on the page.

The minimum width in print is 14mm.

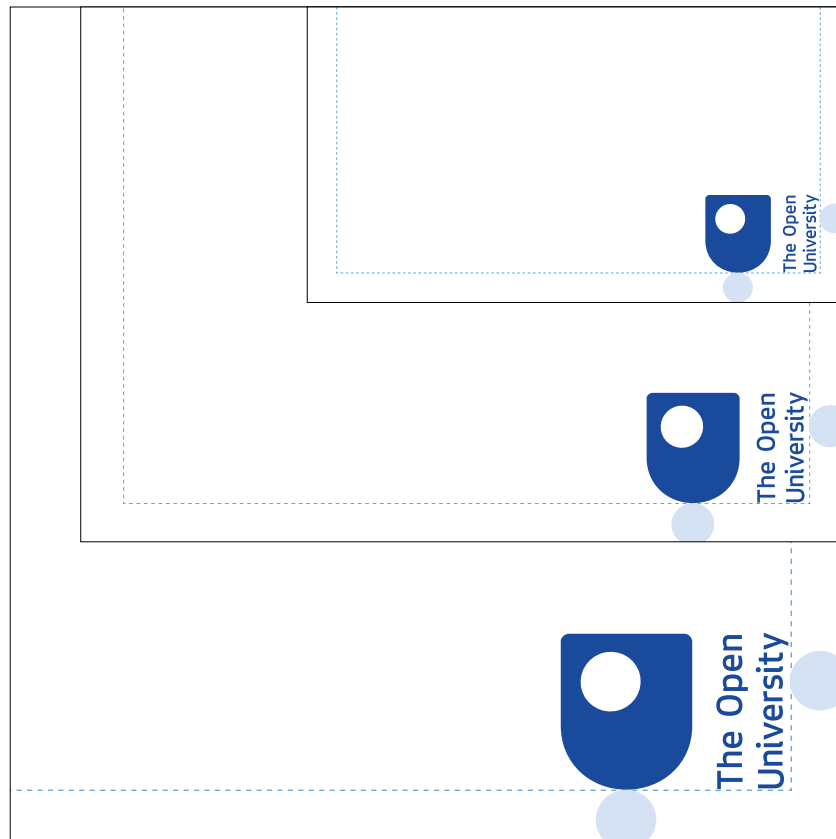
Recommended sizes
for standard print use (mm)

Format logo	width
DL	31
A5	31
210 square / A4	44
A3	63
A2	89
A1	125
A0	177

MINIMUM SIZE



14mm



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