Middlesex University London

MDX BRAND GUIDELINES

LOGO

2020

LOGO

Our logo is unique to us and one of the key components of the Middlesex brand. It reflects both our future-ready outlook and our history that goes back to 1878.

Primary logo

Our primary logo includes 'London' to clearly demonstrate where we're located and the London spirit that we represent. It should be used on all communications about our London Campus for example brochures and local campaigns.

Secondary Logo

We have a secondary logo for use on communications that are relevant for all our campuses, for example the Financial Statements. We also have logos for each of our global campuses. You can find these on page 9.

Our logos should never be recreated or changed. **Always use the correct, supplied artwork.**

Campus logos

Our global campuses logos should only be used on specific communications from each campus.

Logo requests

Please send external logo requests to **design@mdx.ac.uk**. Tell us who it is for and where it will be seen so we can make sure to send the appropriate files and guidance.

Primary logo

Secondary logo

Campus logos

Colour variations

Depending on its use, our logo is available in three colour options. Where possible, the full colour option should always be used as in options **1** and **2**. See p17 for colour values.

How to use colour options

2 – When using the full coloured logo on a dark background, please ensure the crown and three seaxes are kept white.

Options **3** and **4** – our reversed-out solid white logo can be used depending on the intended backdrop. When using the white logo the crown and seaxes should be transparent.

3 – On an image. Please make sure you select an image where the logo legibility is high.

4 – On a solid colour, usually MDX red. Please only use our reversed out solid white logo for these instances.

A reversed out solid black logo can be used but only when reproduction restrictions apply and other logos cannot be used. For example, when only black and white printing is available.

1

2

3

4

Logo misuse

Our logo has been specially created and it is important to consider the following:

— Do not redraw or recolour the logo
— Do not stretch or rotate the logo
— Ensure there is enough contrast between the logo and the background colour
— Lock-ups should never be created to incorporate tag-lines or copy alongside the logo
— Do not separate the elements of the logo

Exclusion zone

The logo is an important asset and we must protect it. Always leave a clear space around it. This space is equivalent to the width of the crest.

Exclusion zone on other logos
The same exclusion zone applies to all other Middlesex logos that feature the crest: Partnership, Dubai, Mauritius, Sports Institute etc.

Optimal spacing

This give us an alternative when space is limited. Some applications may not always need the full exclusion zone for the logo. In these instances the optimal spacing guidance can be used.

This space is equivalent to half a width of the crest. This is shown opposite.

Minimum size

For clarity and legibility, our logo has a minimum width of 15mm. It should not be used at a smaller size.

Positioning

Primary placement
The preferred placement for the logo is the top left corner.

Recommend sizing and margins

When placing the logo on covers of prospectuses, guides and brochures, it should be positioned as shown. However when placing the logo on some posters, leaflets and adverts, the margins may need to be reduced so that body copy can fit. Please follow the guidance below to ensure consistency across all designed collateral.

Prospectuses, guides and brochures
A3 — Logo size 90 mm, margins 30mm
A4 — Logo size 65 mm, margins 20mm
A5 — Logo size 50 mm, margins 15mm

Posters, leaflets and adverts
A3 — Logo size 70 mm, margins 20mm
A4 — Logo size 50 mm, margins 15mm
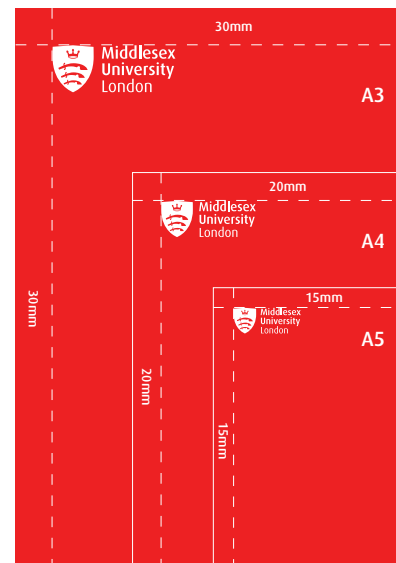**A5** — Logo size 35 mm, margins 10mm

Exclusion zone

Optimal Spacing

Minimum size

15mm

Primary placements
Prospectuses, guides and brochures

30mm

A3

20mm

A4

15mm

A5

Primary placements
Posters, leaflets and adverts

20mm

A3

15mm

A4

10mm

A5