

Use of our logo

Manchester Metropolitan University

The logo is a key element of our visual identity and should be used on all visual communications.

There are three versions, all comprising the 'Manchester Metropolitan University' logotype and the 'spades' icon.

Horizontal logo

This is the preferred logo to be used on University print and digital media and with third party brands and partners.



Clear Space



Minimum size



Stacked logo

Only used in particularly small square or tall and thin spaces, for example, skyscraper banner ads.



Clear Space



Minimum size



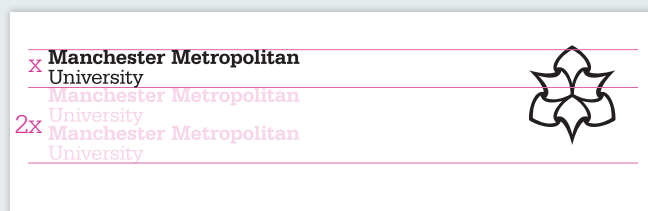
Separated logo

The separated version of our logo is a split logo where the 'Manchester Metropolitan University' logotype is positioned top left and the 'spades' icon top right. **Please contact the design studio for the precise positioning of the logotype and icon as this relationship needs to be consistent for all formats.**

Manchester Metropolitan University



Clear Space



Minimum size



No content should appear in between the logotype and the icon, and please ensure that the tip of the icon stands slightly above the top of the logotype, as illustrated.

The icon should be in scale with the size of the page; the smallest it should appear is on a business card at a height of 14mm.

Clear Space: So that the logo has stand-out and can be easily read, it should have as much clear space around it as possible. The minimum amount of clear space should be the height of the words 'Manchester Metropolitan' as they appear in the logo. No other elements should be allowed to encroach into this area.

Please don't make changes to the logo

To help protect the integrity and consistency of our brand and its logo, it is important that the logo is used correctly. Each version of the logo must be used in its entirety - never partially and never changed or redrawn in any way. **Below are examples what not to do.**



Do not stretch or otherwise distort our logo.

Manchester Metropolitan University
Lorem Ipsum
dolor sit amet

Do not add text directly underneath the logo.



Do not re-arrange the logotype.



Do not colour-fill the 'spades' icon.



The logotype and icon should **never appear in colour**

Typography

Serifa
is our primary font and can be used for both headline and body copy.

Primary font

Serifa Bold
Serifa Medium
Serifa Roman
Serifa Italic
Serifa Light
Serifa Light Italic
Serifa Extra Light

Secondary font

Calibri Light
Calibri Regular
Calibri Italic
Calibri Bold
Calibri Bold Italic

Digital backup font

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

Note: This font is **only** to be used as a backup to Calibri.

Colours

Primary colours

Our primary colours are black and PMS 7543 grey. These colours are used in the University stationery and are the main corporate colours to be used throughout University marketing and communication.

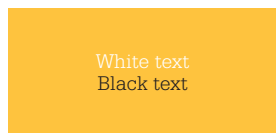
Our secondary colour palette has been carefully chosen to create a mix of colours that complement each other and sit well together, but also ensure that both black and white text will be clearly legible. **Please contact Martin Robinson for advice and approval for using these colourways.**

Secondary colour platette

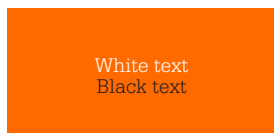
Grey
PMS 7543



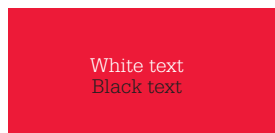
Black
CMYK: 0, 0, 0, 100



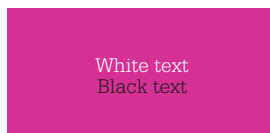
Dark yellow
PMS 123



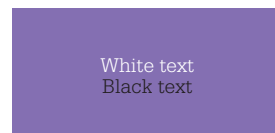
Orange
PMS 1505



Red
PMS 185



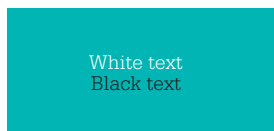
Dark pink
PMS Rhodamine Red



Violet
PMS 2655



Pale blue
PMS 292



Aqua
PMS 3262



Lime
PMS 397



Green
PMS 376



Blue
PMS 294

Contacts

For brand enquiries please contact
Desmeana Johnson Head of Brand and Campaigns
email: marketing@mmu.ac.uk

For logotype and icon position please contact
Martin Robinson Creative Design Studio Manager
email: designstudio@mmu.ac.uk