



UNIVERSITY *of*
WORCESTER

A guide to using our logo

This document introduces you to
the University of Worcester logo
and shows you how to use it.

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UNIVERSITY *of* WORCESTER

Primary logo



UNIVERSITY *of*
WORCESTER

The Coat of Arms

Our logo

This updated logo, our shield, is not a new design. It comes directly from our coat of arms.

The shield conveys prestige, heritage and high educational standards.

It evokes a sense of connection between the original college while using smart, professional colours and typography to attract attention and establish a bond with our community of students, staff, friends and champions.



**UNIVERSITY *of*
WORCESTER**

Primary logo (dark)



**UNIVERSITY *of*
WORCESTER**

Stacked logo (dark)



**UNIVERSITY *of*
WORCESTER**

Primary logo (light)



**UNIVERSITY *of*
WORCESTER**

Stacked logo (light)

Primary logo

This is our primary logo for the University of Worcester.

It is available with both dark and light text.

When deciding which logo to use it is important to consider the background it will be placed on. You should choose a logo that will contrast with the background colour and is legible.

Stacked logo

This vertical option has been designed for circumstances where the primary logo may not fit into a given space comfortably or where the primary logo lacks visual impact at very small sizes (on social media profiles, for example).

The stacked logo should not take preference over the primary logo.

It is available with light and dark text.



**UNIVERSITY *of*
WORCESTER**

Primary logo (solid black)



**UNIVERSITY *of*
WORCESTER**

Stacked logo (solid black)



**UNIVERSITY *of*
WORCESTER**

Primary logo (solid white)



**UNIVERSITY *of*
WORCESTER**

Stacked logo (solid white)

Single colour logo

You should choose to use the full colour logo whenever possible.

The logo is also available as solid white or solid black if you need to use a single colour (for mono printing, for example).



**UNIVERSITY of
WORCESTER**

The Coat of Arms (dark)



**UNIVERSITY of
WORCESTER**

Stacked Coat of Arms (dark)



**UNIVERSITY of
WORCESTER**

The Coat of Arms (light)



**UNIVERSITY of
WORCESTER**

Stacked Coat of Arms (light)

The Coat of Arms

We use our coat of arms in place of the primary logo in more ceremonial applications, such as graduation.

To use this logo, please get in touch with Communications and External Affairs by emailing communications@worc.ac.uk.



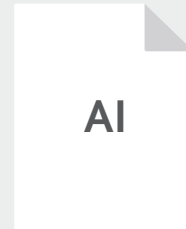
- Best for digital and print photos
- Pixel-based
- Cannot be scaled up or down without compromising quality
- Not transparent



- Best for simple digital graphics
- Pixel-based
- Cannot be scaled up or down without compromising quality
- Transparent



- Best for digital graphics
- Vector
- Can be scaled up or down
- Can be edited with open source software



- Best for printing digital graphics
- Vector
- Can be scaled up or down
- Can be edited with Adobe Illustrator

File formats

Our logos are available in CMYK and RGB in the following formats:

- JPG
- PNG
- SVG
- AI

JPG and PNG versions can be found by following the link below:

[University of Worcester | Logos](#)

For access to additional formats, please get in touch with Communications and External Affairs by emailing communications@worc.ac.uk.