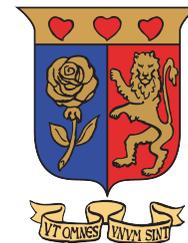


Third party, Co-branding and Partnership guidelines



Strathmore
UNIVERSITY

These guidelines are primarily aimed at organisations or groups which might need or wish to use the Strathmore University logo on their own materials, including, but not limited to:

- Conferences which University staff help organise alongside colleagues from other universities or which are held on our campuses;
- Franchise or partnership arrangements with colleges and schools, including internationally;
- Research reports or web sites in which we are a partner alongside other universities or organisations;
- Events or campaigns which the University sponsors or otherwise supports;

Other educational establishments or commercial organisations with whom we have contracts or memorandums of understanding.

There are two main options: where we are endorsed/ accredited by a third party or are the lead partner (within the University brand) OR co-branding/advertising and University as sponsor/accreditor (with the University logo, but without the remainder of the University visual identity).

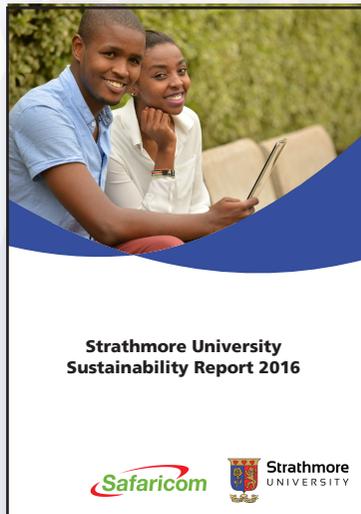
Logos and approval process

1. Contact communications@strathmore.edu with details about your requirement, including relationship to the University, and we will help establish which version of the logo is most appropriate for your purpose.
2. The appropriate logo file will be provided on the condition that its use is strictly for the articulated project.
3. Follow the guidelines as to its use on the following pages.
4. Allow at least 5 working days to complete the above steps.
5. Send us a copy to approve to ensure that the guidelines have been followed. We reserve the right to withdraw the use of the logo if the publication does not meet our corporate standards.

University as the lead partner and/or is endorsed/accredited by a third party

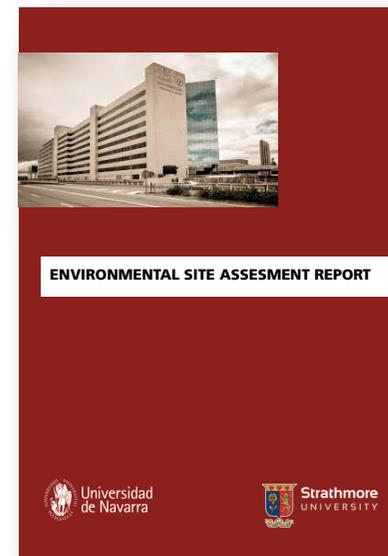
Where Strathmore University is endorsed or sponsored or accredited by another organisation or where the University is a lead partner on a project, the sponsor's logo or other logos should be positioned along the bottom of an application, preferably in the lower right corner. The exact size, position and colour of a sponsor's logo is subject to negotiation on a case-by-case basis.

In this case, the University brand and style should prevail. Where there is more than one sponsor, the logos should always be positioned starting from the right side.



Co-branding led by Partner's brand

For joint ventures or partnerships where the University is an equal or subsidiary partner, use the full colour version of the logo where possible. There should always be equal balance between the co-branded logos. Generally if the co-brand design is led by another institution, organisation or preferred position is the lower right of the application.



Similarly, where Strathmore University has endorsed/sponsored/or given accreditation to another organisation, only the logo should be used in combination with the appropriate agreed wording to clearly show the relationship between Salford and the sponsored organisation. Generally, the position of the logo in sponsorship applications is agreed on a case-by-case basis, with the sponsored organisation. The preferred position for the logo is the lower right of the application in full colour where possible.

Endorsement wording and acceptable descriptions are:

An initiative of
In association with
Sponsored by
In partnership with
A part of

The choice of descriptive wording should be agreed on a case-by-case basis. The wording should be typeset in Frutiger fonts. The logo should always provide sufficient contrast with the background colour or image to be clearly visible.

Examples Below:



The Identity

The Strathmore University logo is made up of a symbol (University Coat of Arms) and a wordmark.

The font used for the wordmark is Sansation Bold and Sansation Regular. Combined in a precise manner, these two elements form a distinctive logo for Strathmore University.

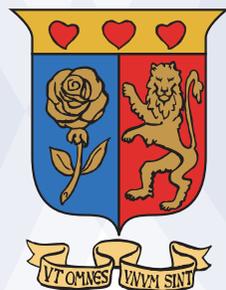
The logo shown above is the primary logo and is referred to in this brand book as the horizontal logo. Alternate logos are available and are shown in the following page.

The logo is available in various electronic formats and should not be modified or recreated.

Only when used consistently will the logo contribute to building a strong visual identity for Strathmore University.

The Sansation font family has been selected for the Strathmore University logotype for its modern, elegant and distinctive appearance.

The font shall also be used on divisional logos which include Faculties, Schools, Institutes and Centres.



Strathmore
UNIVERSITY

Font is Sansation Bold

Font is Sansation Regular

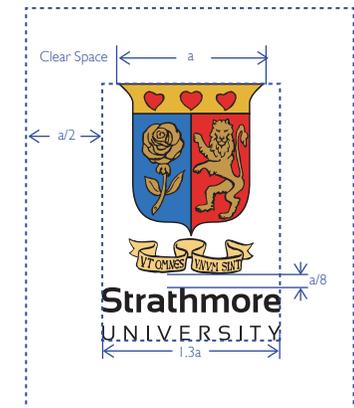
The University Logo Assembly



Horizontal Logo (Preferred Logo)



Vertical Logo



Vertical Logo Small

It is vital that the logo be assembled in a consistent manner in order to ensure a consistent look and feel of the brand.

The distance between the crest of arms and the university name should always be $a/5$ except on the vertical logo small which is $a/8$.

The horizontal logo is the preferred logo for the university.

A clearspace of $a/2$ must always be maintained around the logo.

The Vertical Logo and Vertical Small Logo are suitable where there are space restrictions or alignment issues (such as need for centre alignment).

Alternate University Logo - WordMark



Vertical Wordmark Logo



Horizontal Wordmark

Strathmore University has three wordmark- only logo versions. The order of preference is: the Vertical Wordmark Logo; the Horizontal Wordmark Upper Lower Logo; and lastly, the Horizontal Wordmark Capitals Logo. The wordmark logos are advised where the full logo may not reproduce properly, such as on some merchandise (for example pens) or where space is restricted or the full logo might be too repetitive, such as on page footers and headers. The wordmark logos are also advised for signage and other applications where simplicity and clarity are essential.

The University Logo Usage



Clear Space

As indicated in the illustrations on the page 5, the logos have a clear space around them. This space should be maintained whenever the logos are used in various layouts in order to allow the logo to breathe and to ensure visibility, impact and integrity of the logos. This clear space should not be encroached either by text or graphic objects.



Minimum Space

It is highly recommended that for regular offset printing the logo not be used below a size where the width of its symbol (represented by "a" in the illustration) is less than 10mm. This is to allow legibility and clarity of the logo. Where the printing method is coarser than offset printing, the minimum size should increase accordingly to allow clarity of the logo. The smallest size for monochrome logos also depends on the dot gain of the printing method used - the patterns in the logo should still be clear.

The University Logo Dont's



DO NOT scale the logo disproportionately



DO NOT change colours of logo elements. The logos are available in various permitted colour variations as shown on page 27-28



DO NOT not angle the logo on layouts



DO NOT change the proportions of any elements within the logo



DO NOT use special effects such as shadow or emboss in regular print layouts. Special consideration is given to digital layouts, so long as such effects are subtle, do not interfere with the logo's clarity or meaning and have the effect of enhancing the three dimensional appearance of the logo.



DO NOT use the logo on backgrounds that do not have sufficient contrast. On dark backgrounds, use the reverse logo version