School of Informatics
Visual identity
Introduction

Vision

“Our vision at the School of Informatics is to retain and strengthen our position among the top five world-leading centres of research and teaching in computation, information and cognition.”

Key messages

- World Leading Research
- Top Rated Teaching
- Award Winning Staff
- Bright and Brilliant Students
- Maximising Impact on the Wider Community
- Building on Our Success

Background

In 2007, the School underwent a re-branding exercise using the graphic design consultants Tayburn.

A logo was established which was designed to sit within the University of Edinburgh corporate brand. The School of Informatics has been using its own distinct visual identity from then on.

This has reflected a view within the School that Informatics has its own unique identity and vision, one which falls within the University of Edinburgh but also separate, particularly when it comes to the interface between the School and its relationship with industry.
The Informatics logo should be used on all documents and printed materials.

Our distinctive Informatics logo should only be used with the University of Edinburgh corporate logo.

A variant of the logo with the University crest on top is also available below.

/ Spacing requirements for horizontal and vertical variants.
The design for secondary logos reflects the University guidelines and can be used for specific units, programmes or projects within the School of Informatics.

Horizontal and vertical variants are available (see next page).
In special circumstances (e.g. space issues on merchandise) we can grant permission to use special variants of Informatics logos.

Approval from the Communications team will need to be granted to use those variants.

**Do not use them without permission.**

Please contact infcomms@inf.ed.ac.uk for more information.

- Informatics with no crest, coloured.
- Informatics with no crest, white.
- The ‘i’ for internal purposes.
- Informatics with no crest - spacing requirements.
- The ‘i’ logo on its own, spacing requirements.

- Please note: there is no version of the ‘i’ in white.
Download

The official Informatics logos can be downloaded from TBC or requested by email from the Communications team at infcomms@inf.ed.ac.uk.

Recommendation

Please note that School of Informatics is not using the University-wide format for the secondary logo used by most other schools.

The format the School is using combines the University corporate logo with the distinctive Informatics logo.

All materials where logo appears should be reviewed; out-of-date logo should be replaced with the primary Informatics logo specified in this document.

The Communications team should be consulted for further guidance.