



THE UNIVERSITY *of* EDINBURGH
informatics

School of Informatics

Visual Identity

Background

The School of Informatics logo is a locally maintained sub-brand of the University of Edinburgh brand. As such, it is governed by the University of Edinburgh branding guidelines but is overseen locally by the Informatics Communications Team.

Being part of the University of Edinburgh brand family and complying with its branding architecture and principles means that external audiences instantly identify they are dealing with the University of Edinburgh. The University of Edinburgh brand is a strong, 400-year-old brand. Consistent and appropriate use raises its profile and recognition further. Hence users of the School of Informatics visual identity must follow the guiding principles of the University of Edinburgh brand.

The distinct School of Informatics logo is not a separate brand, but it reflects a view within the School that Informatics has its own unique identity and vision, one which falls within the University of Edinburgh but is also separate.

The Informatics logo, developed by the graphic design consultants Tayburn in 2007, was designed to sit within the University of Edinburgh corporate brand and should not be used separately. To achieve maximum impact, the logo should be used consistently.

The logo should always be reproduced from the provided artwork file(s) and must not be stretched, squashed, re-drawn or altered in any way. No component of the logo should be removed.

If you have any doubts about using the School of Informatics logo, please don't hesitate to get in touch with the Informatics Communications Team.



Vision and values

The School's visual identity plays a part in supporting the School's vision. If you're using the School's logo, you might want to refer to our vision, mission and values.

Mission

- To provide quality undergraduate and graduate education that equips graduates to solve real-world problems and provides them with a competitive advantage in the ever-changing global work environment of the 21st century.
- To conduct research of the highest quality, motivated by both intellectual curiosity and societal needs, informing our research-led teaching and retaining our position as one of the world's leading informatics schools.
- To make a significant, sustainable and socially responsible contribution to Scotland, the UK and the world through education, research, innovation and impact.

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Facts and figures about the School that support statements about our ambitions are available on the [**Informatics SharePoint Hub**](#)

Vision

Our vision is to build a strong research and teaching environment that addresses key challenges of the 21st century and benefits society as a whole.

Values

Civility: We treat everyone considerately, care for each other, and seek to influence society responsibly.

Collaboration: We share responsibilities across our community, work together to achieve our goals, and help each other effect positive change.

Curiosity: We seek diverse evidence and opinions, and welcome things that challenge our views as an opportunity to learn.

Integrity: We make decisions as rationally and transparently as we can.

Humility: We acknowledge that our understanding of the world and each other is always incomplete, and revise continually.



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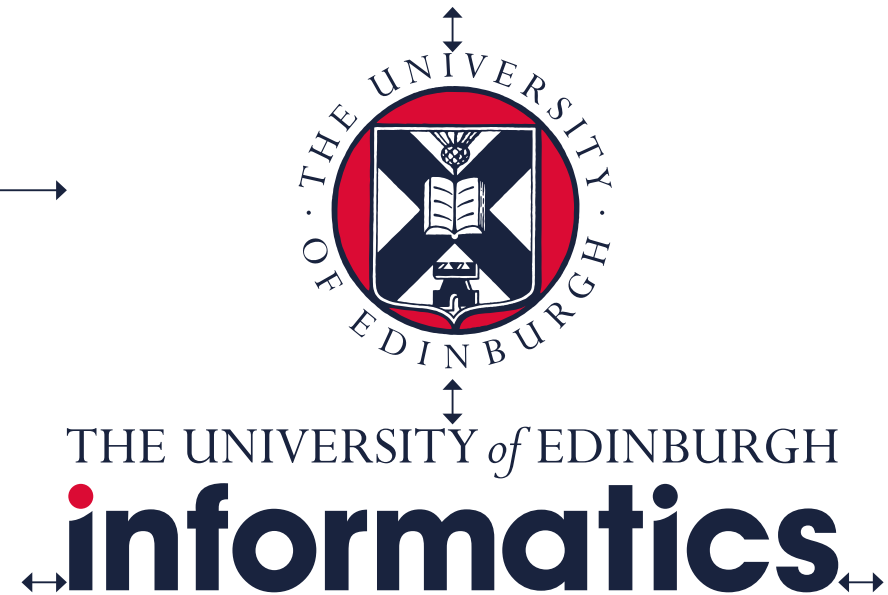
Horizontal variant



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

Please always use the artwork provided.

Vertical variant



Variant with a strapline



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Sub line 1: Arial Bold

Sub line 2: Arial Regular

Text should not extend beyond this point.

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

A new strapline variant can only be produced by the Informatics Communications Team.



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Sub line 1: Arial Bold

Sub line 2: Arial Regular

Text should not extend beyond this point.



Mono variants



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Common logo mistakes

- The logo should not be redrawn, recreated, or recoloured.
- Please use the reversed variant provided – do not attempt to reverse the logo using standard graphic software. Please note that the book in the crest should always be white in the reversed logo, and transparent in the standard version
- The roundel shouldn't be used by itself, likewise, the informatics logo shouldn't be used without The University Corporate logo.
- The roundel is always positioned on the left in the vertical variant of the logo
- The logo and roundel ratios are fixed



Download

The official Informatics logos can be downloaded from the [Informatics SharePoint Hub](#).

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.

The Communications team should always be consulted for further guidance.

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Looking for something else?

If you require a non-standard version of the School logo to be used on branded stationary or merchandise, please contact InfComms@ed.ac.uk.



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