



BRAND GUIDELINES

DELIVERING NET ZERO LOGO

PRIMARY LOGO



SECONDARY LOGO



The secondary logo can be used when there is limited space but should always be used in addition to the primary logo and never as a replacement for.

MINIMUM SIZE



The minimum size the logo should be used across print and web publications. Below this size the logo will lose legibility.

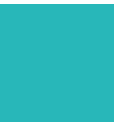
ISOLATION SPACE



Isolation space is the protection area around a logo. For the DNZ logo the space around the logo should be equal to the letter 'D' once the logo has been sized appropriately

BRAND COLOURS

KEY BRAND COLOURS:



C:71 M:0 Y:33 K:0
R:40 G:183 B:185



C:0 M:0 Y:0 K:90
R:60 G:60 B:59

The two key brand colours are represented within the logo, these colours should be the main accent colours used alongside the logo.

TONAL BRAND COLOURS:



C:87 M:41 Y:100 K:43
R:30 G:81 B:37



C:67 M:0 Y:87 K:0
R:91 G:178 B:76



C:53 M:0 Y:44 K:0
R:131 G:198 B:165

Tonal brand colours can be used in addition to the main two brand colours. These colours should be used when additional colours are required to subtly highlight information or copy.

CONTRASTING BRAND COLOURS:



C:31 M:0 Y:93 K:0
R:197 G:211 B:37



C:81 M:35 Y:24 K:7
R:31 G:127 B:161



C:80 M:72 Y:0 K:0
R:80 G:82 B:159



C:13 M:0 Y:84 K:0
R:236 G:228 B:58



C:0 M:80 Y:100 K:0
R:232 G:78 B:15



C:29 M:99 Y:93 K:35
R:135 G:26 B:24

Contrasting brand colours should be used to dramatically highlight items or copy. The contrasting colours will provide a more obvious highlight whilst still complimenting the main brand colours.

FOUNTS

PRIMARY FONT

Univers Standard

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Univers standard should be used for body copy across reports, PPT slides and Word documents.

SECONDARY FONT

Univers LT 57
Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Univers Condensed can be used when space is at a premium and can be used for body copy, headers and more

ALL CAPS FOR HIGHLIGHTS

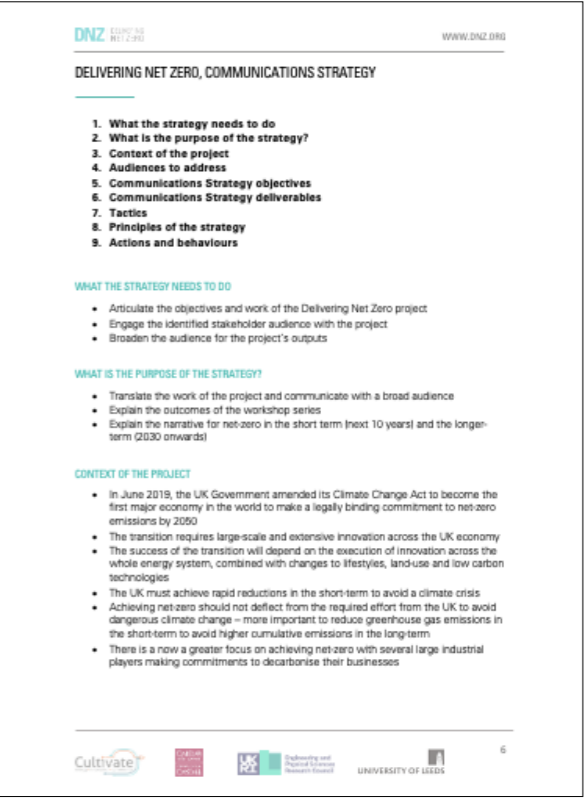
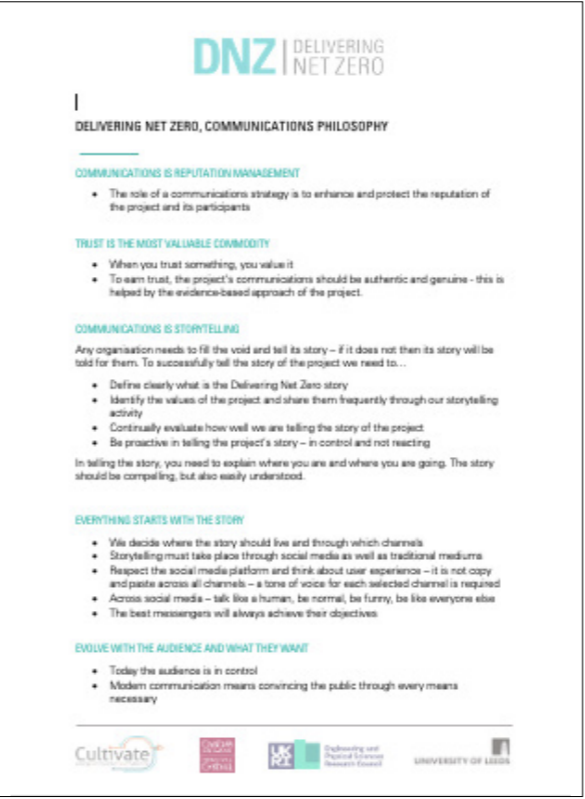
Univers LT 57
Condensed

NIHIL IPSAM EOS MAGNIS IN NISTIORUM EUM ESSITATORA QUI
BLABORRUME LADUSA CUM ET APIET PREM AUT QUIA NOS QUE VID
MOLORE VOLESTO EXPLIQUE OCCUSAE

Using Univers Condensed in ALL CAPS helps to create prominence and should be used for titles, sub headings and labels.

TEMPLATES

WORD TEMPLATES:



The set Word templates should be used for all project correspondence, plans, reporting and updates.

The header first page should hold the full DNZ logo, subsequent pages use the secondary logo mark and the web address. The footer contains all the partner logos. The landscape version does not contain the partner logos footer in order to maximise space.

Univers standard should be used for body copy

Univers 57 condensed should be used for titles, labels and highlight points and can be used in all caps to increase prominence.

LETTERHEAD

LETTERHEAD TEMPLATE:

DNZ

DELIVERING
NET ZERO

14860650

Address Line One

Address Line Two

Town

County

Post Code

To Name Here,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ornare ex dui, at tincidunt turpis gravida et amet. Suspendisse a enim ut ipsum mattis malesuada a at enim. Donec ac enim agestas, sodales nunc et, mattis augue. In ut eros sit amet elit blandit tempus id a magna. Donec ut nisl posuere, accumsan turpis efficitur, facilisis nulla. Praesent tristique dictum dui, id maximus quam imperdiet dignatim. Cras quis tortor vel nisl dapibus faucibus. Ut egetas enim nibh, ac volutpat massa fribus condimentum. Donec eget sapien et nulla efficitur viverra nec sed lorem. Cras lacina justo in viverra ornare. Sed volutpat mi non tellus ornare imperdiet. Cras congue velit eu eleifend rhoncus. Suspendisse pharetra sit amet magna et laoreet. Fusce a tellus orci. Duis in arct eleifend, sagitta nisl quis, aliquam velit.

Suspendisse portend. Sed at purus sit amet velit accumsan pellentesque. Donec commodo sollicitudin fringilla. Nunc tincidunt lorem fermentum lectus fribus luctus. Curabitur commodo massa nisl, nec bonnet felis vehicula ut. Nam ac lorem et tunc aliquam blandit. Ut accu tellus, accumsan eu mauris non, dignatim ornare enim. Curabitur in pellentesque turpis. Vivamus at nulla vitae risus dignatim luctus. Sed consectetur quam nunc, frugiat tempus arca eleifend vitae. Nullam volutpat nibh tincidunt orci maximus condimentum. Nulla consectetur orci et rhoncus ullamcorper. Praesent in nunc lacina, auctor laus quis, congue felis. Nullam non auctor urna. Vivendulum eget viverra sapien.

Kind regards,

Insert Name Here

Cultivate

University of Leeds

Leeds University

Leeds

UK

Research

Delivering and
Reaching Net Zero
Research Funding

UNIVERSITY OF LEEDS

The letter head template should be used for all written correspondence. The template uses the full logo brand fonts and partner logos are clearly displayed.

DNZ