

UKSG brand usage guidelines

These guidelines demonstrate how the UKSG logo and brand should be used. Correct use of the logo and associated strapline is critical to creating a strong brand awareness and to extending the community's understanding of what we do.

Primary logo

The primary logo is the full colour version (shaded boxes, white text, white background). The boxes have been evolved from speech bubbles to represent the role UKSG plays in bringing together voices from different corners of the knowledge community.



This identity is the main element of UKSG's brand image and it must be reproduced consistently. The identity should always be in a prominent position on all communications.

Do not attempt to redraw, repropotion, reverse out or alter the elements or their relationships.

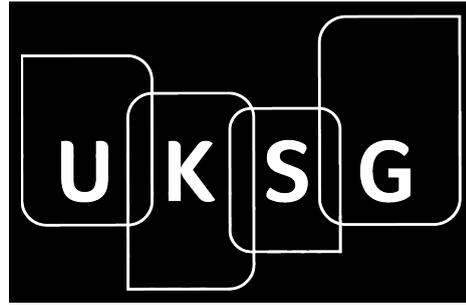
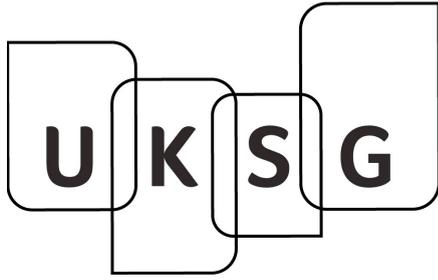
Where used adjacent to text, the logo should have a 'safe area' of blank space around it. This should be at least equal the depth of space below the letter 'S'.

Always reproduce the identity from electronic artwork. Files are provided on the UKSG website at www.uksg.org/branding in JPG format. If you require EPS files, please contact marketing@uksg.org.

<strapline placement and relative size>

Alternative logos

Where full colour printing is not possible, or where the logo won't display well against the background colour, a monochrome version is available that can also be reversed out against dark backgrounds. The same rules apply: don't try to edit the artwork, and give logos some space.



Strapline

In addition to the logo, the UKSG strapline must be used to help us articulate UKSG's objectives and target market.

The strapline is 'Connecting the knowledge community'. The strapline should appear in all non-text contexts and should be clearly associated with the logo. An example is given below:



Typeface

Our 'display' font is Secca. Where this is unavailable, we continue to use Verdana.

PowerPoint template

A PowerPoint template has been designed that reflects the design of the website. This should be used for presentations carried out on behalf of UKSG or one of its sub-groups. (Note that presenters at the annual conference and annual seminar in November may use their own organisational templates if preferred).

If required, another organisation or group's logo can be added in the top-right corner of the slide (see [example 2](#) below).

Please ensure a minimum point size of 18 is used to ensure legibility.

[Example 1: UKSG presentation](#)

[Example 2: co-branded with another group](#)

Reference

When referring to UKSG in writing, the brand name should always be in upper case (UKSG not uksg or Uksg). The initialism should never be expanded (i.e. do not use 'UK Serials Group').

If reference is made specifically to the website or website address, then the full URL www.uksg.org, all lower case, should be used. Do not use http:// or .org.uk.

In online reference, the logo and the first written use of UKSG should be linked to <http://www.uksg.org>.

In prose, a variation on the strapline should be added the first time UKSG is referenced, as follows:

UKSG, a non-profit organisation that connects the knowledge community, ...

The UKSG colour palette

The main colours, in UKSG's logo, are:

Monochrome: Pantone 294, CMYK: 100 / 70 / 0 / 30, HEX: 1D3F7A
Letter U box: Pantone 298, CMYK: 70 / 0 / 0 / 0, HEX: 6AB7DE
Letter K box: Pantone 268, CMYK: 85 / 85 / 0 / 0, HEX: 483D8C
Letter S box: Pantone 279, CMYK: 80 / 40 / 0 / 0, HEX: 4E80C0
Letter G box: Pantone 3125, CMYK: 90 / 0 / 30 / 0, HEX: 51ABB7

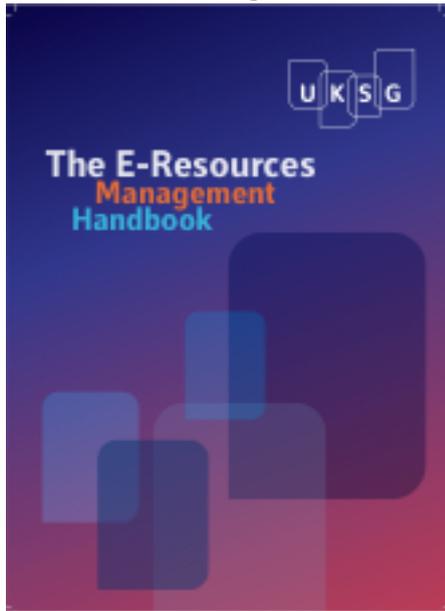
Accent colours can be used to brighten up posters, presentations etc:

Accent colour: Pantone 151, CMYK: 0 / 55 / 100 / 0, HEX: ED8100
Accent colour: Pantone 380, CMYK: 25 / 0 / 85 / 0, HEX: D9E252
Accent colour: Pantone 204, CMYK: 0 / 50 / 0 / 0, HEX: D084B2

Application of visual values

UKSG is a dynamic organisation that provides up-to-the-minute intelligence and leadership in a fast-moving environment. We have updated our visual identity to try and reflect this with fresher colours and a more contemporary typeface. These values should be reflected, as far as possible, in anything that represents us visually. Note that the evolved speech bubble shape works well in different contexts to provide texture or visual interest, for example with semi-transparent overlays or in outline form. Some good examples of how the new visual identity has been applied are given overleaf.

Handbook and journal covers



Website header



Conference materials

