GRADUATE OUTCOMES

LOGO SPECIFICATION

LOGO RULES

- Landscape format is best where possible – logos are set to display based on their height as they appear on a horizontal banner at the top of the survey
- Supported image formats are jpeg and png
- Maximum file size that can be uploaded is 200kb
- Do not use white text if the logo has a transparent background as the text will not be visible. The text should be a different colour or the logo will need to be supplied with a background that is not transparent.
- Preferable for the logo to have a white background

DIMENSIONS

The height of the banner in the survey will remain the same so it is important to ensure that the logo used is consistent with this.
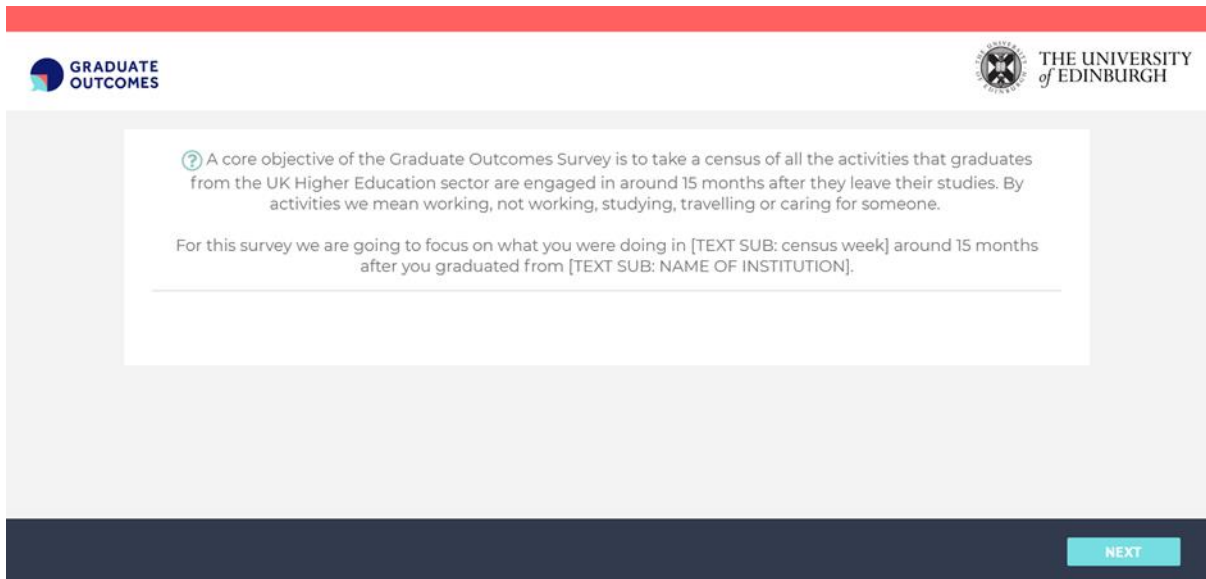
Maximum height – 55px
Minimum height – 30px

Width – this will vary depending on the logo height size and aspect ratio of each image. When the logo is uploaded to the system the width will be automatically calculated based on the height to maintain aspect ratio.

Higher Education Statistics Agency Limited is a company limited by guarantee, registered in England at 95 Promenade, Cheltenham, GL50 1HZ. Registered No. 02766993. Registered Charity No. 1039709. Certified to ISO 27001. The members are Universities UK and GuildHE.
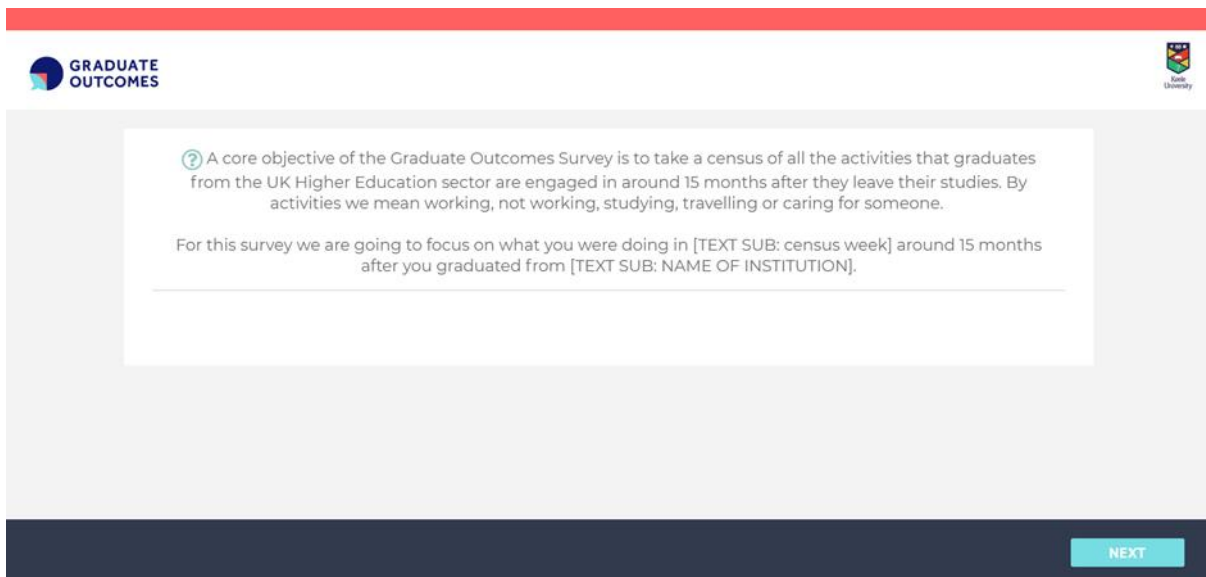
Page 1 of 3

EXAMPLES

The University of Edinburgh

This is a good example of a logo being used in the survey. It contains black text, is easily visible, is in landscape and will scale well for different devices.
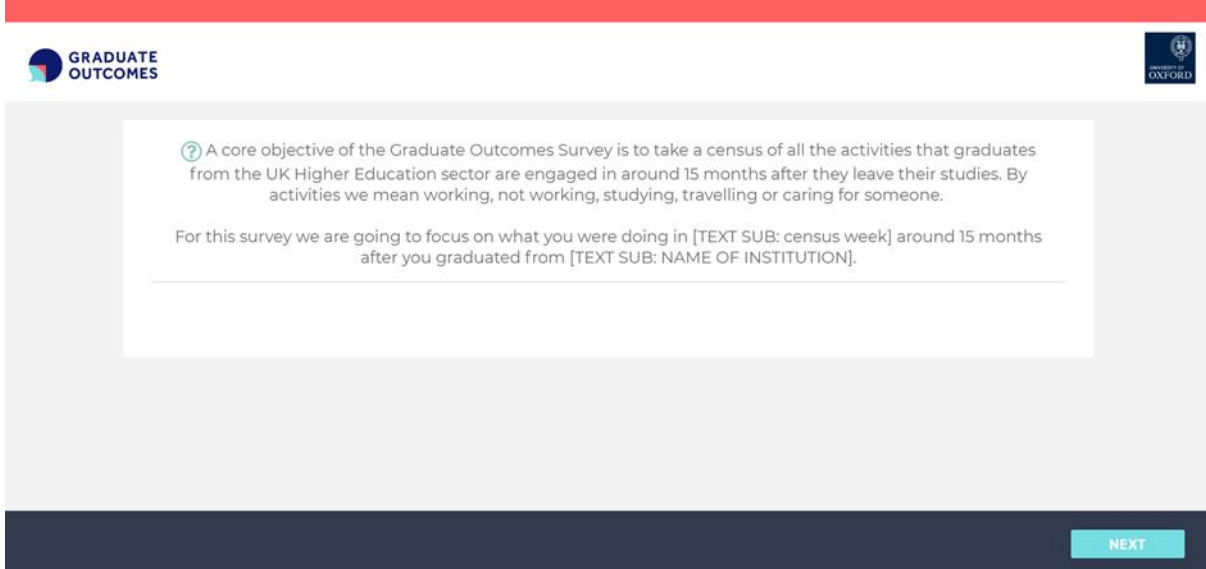

Keele University

As this is a portrait logo it doesn't scale very well due to the height limitations of the header. It would be better served in landscape format so that the text is more visible.

The University of Oxford

This is another good example of a logo being used in the survey. The height and width of the image are the same so it scales well. Also as the background is not white the text is visible.