

Typography

Typeface

Arial has been selected as the University's primary typeface, and is used for promotional materials that are produced in-house.

Please see pages 33–41 for templates and examples and further information.

Arial has been selected in consultation with the Disability Resource Centre. We know it will not suit every application and an investigation is underway for a complementary font for use by non-Microsoft users. Further information will also be provided with respect to a monospace typeface.

Text can be either ranged from the left-hand edge of the shield or the left-hand edge of the logotype. Please avoid centred or justified titles and text.

Sans serif font alternative (for use by professional designers)

Myriad

Myriad is used for items where the design is commissioned from external agencies ie the University Annual Report, undergraduate and graduate prospectus, exhibition stands, advertising, magazines etc.

Arial

Arial is a widely available sans-serif typeface and computer font packaged with Microsoft Windows, other Microsoft software applications, Apple Mac OS X and many PostScript computer printers. It should be used for all our internally produced communications.

Serif font alternative

Sabon

Sabon may be used where a serif font is required – for example in large bodies of text.