



**Latin America  
University  
Rankings**

# **THE Latin America University Ranking logo guidelines**

Version 1.2 / Prepared 11.2025

# THE Latin America University Rankings



## Master logo



This is the main logo to represent the THE Latin America University Rankings (LatAm) across the majority of uses.

## Alternative versions

Alternative versions are available, to ensure good legibility when the logo is placed over colour; black and photographic backgrounds:



Plus, dated versions for use year-on-year (alternative versions are also available):



## Exclusion zone

The minimum clearance space is calculated using the height of the 'T' from within the 'THE' tile. This clear space is required around all sides:



## Minimum size use



### Digital:

Do not use smaller than **60pixels** in height.

### Print:

Do not use smaller than **15mm** high.

## Usage

Please ensure the correct THE LatAm logo is used, as supplied by your THE contact.

### Prohibited usage:

**Do not** alter the THE LatAm logo design, or attempt to recreate it in any way.

**Do not** alter the pre-designated brand colours seen within the lock-ups.

**Do not** update the brandmark colours to black or white. If needed, please use or request the alternative white versions of the logo lock-ups (see examples far left).

**Do not** adjust the typeface, or make additions to the logo lock-up in any way.

**Do not** apply any visual effects to the brandmark tile or wordmark (including filling the inside area with a pattern/image).

**Do not** alter; outline or update the shape; inner colour or design of the tile lozenge.

**Do not** place over an image or texture that negatively affects the legibility of the lock-up.