



**World University  
Rankings**  
**Asia**

# THE Asia University Ranking logo guidelines

Part of



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University  
Rankings**

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## Master AUR logo



This is the main logo to represent the THE AUR 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 AUR logo is used, as supplied by your THE contact.

## Prohibited usage:

- Do not** alter the THE AUR 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.