World University Rankings

THE World University Ranking 2027 logo guidelines

Times Higher Education

THE World University Rankings (WUR)

Master WUR logo

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

Prohibited usage:

Do not alter the THE WUR 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.

For further information please contact: *media@timeshighereducation.com*
Note: This is an evolving document, please be sure you the have the latest, most up-to-date version of these guidelines from your *THE* contact.
These guidelines are strictly confidential and the property of *THE*. They should not be amended or distributed without prior consent.