World University Rankings 2027



THE World University Rankings 2027
Badge Guidelines

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Times Higher Education

THE World University Rankings 2027 Badge Artwork



These are examples of the digital badges used to represent your institution's position in the THE World University Rankings 2027.

Usage

Please only use the THE World University Rankings 2027 badge that matches your institution's position.

Prohibited usage:

Do not alter the THE World University Rankings 2027 badge design, or attempt to recreate it in any way.
Do not alter the predesignated colours seen within the lock-ups.
Do not update the brandmark colours to black or white.
Do not adjust the typeface, or make additions to the logo lock-up.
Do not apply any visual effects (including filling the inside area with a pattern/image).
Do not alter; outline or update the shape; inner colour or design of the badge design.
Do not place over an image or texture that negatively affects the legibility of the lock-up.

File types:

If you require any file types that have not been provided, please get in touch with your *THE* contact who will be able to assist you.

Exclusion zone

The logo clear zone is calculated using two times the height of the square on the World University Rankings logo. This denotes the minimum clearance space required around all sides:



Minimum size use



Digital:
Do not use smaller than **50 pixels** in height.

Print:
Do not use smaller than **30mm** in height.

Note: This is an evolving document, please be sure you have the latest, most up-to-date version of these guidelines from your *THE* contact. These guidelines are the property of THE and should not be amended.

For further information please contact: Customer Support: *customersupport@timeshighereducation.com*

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