Public Engagement  Use of the Science Festival Logo

Guidelines for using the Science Festival logo

The Cambridge Science Festival logo comprises both the University of Cambridge identifier and the Cambridge Science Festival shape. The Cambridge Science Festival logo must always be used in its entirety.

Terms of use of the Cambridge Science Festival logo

- The University of Cambridge name and identifier are registered trademarks
- All use of the Cambridge Science Festival logo must conform strictly to the University Style Guidelines
- The current style guidelines are available at: www.cam.ac.uk/brand-resources/guidelines
- In keeping with the University of Cambridge guidelines, the Cambridge Science Festival logo should be positioned on the left-hand side of any page, at either the top or bottom
- The Cambridge Science Festival logo must be positioned away from the edge of the document at no less than the width of the Shield (of the Coat of Arms)
- Try to keep all content away from the Cambridge Science Festival logo by the same measure, this helps the logo stand out
- The University of Cambridge logo may only appear in black or white
- On A4 documents, the University of Cambridge identifier should be 65mm wide
- The University of Cambridge identifier should never be reproduced smaller than 30mm wide
- Never recreate, recolour, cut-up, compress, stretch or amend the Cambridge Science Festival logo

www.sciencefestival.cam.ac.uk