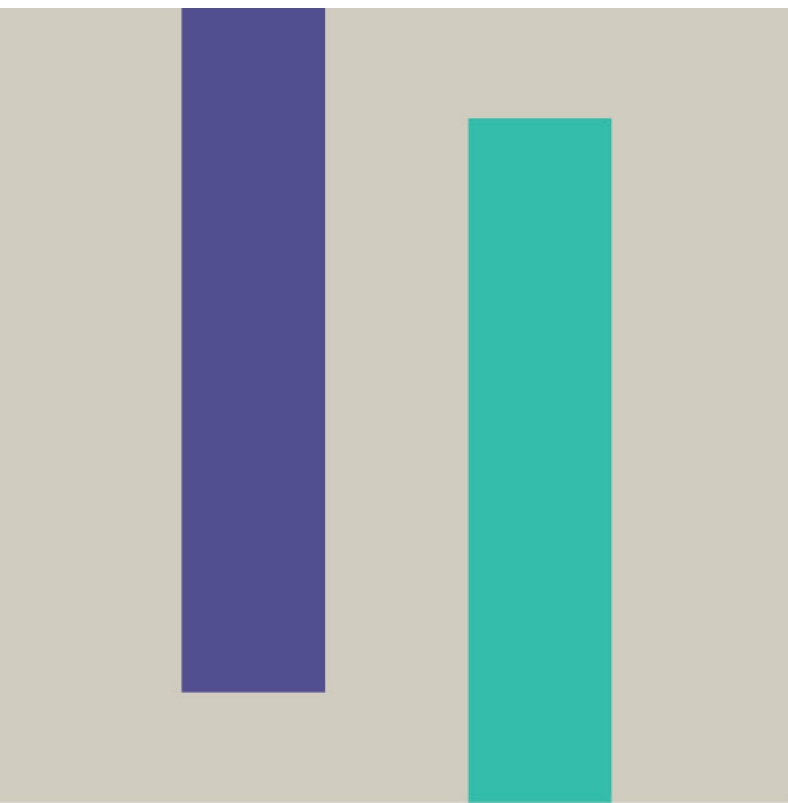


Advance HE's Athena Swan Charter

Guide to using the logo

 **AdvanceHE**



A decorative vertical bar on the left side of the page, composed of several horizontal and diagonal sections in shades of beige, teal, purple, and dark teal. It features geometric shapes: a white triangle pointing down on a beige background, a dark teal square on a teal background, a teal circle on a red and purple background, and another teal circle with a beige rectangle passing through it on a dark teal background.

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Use of the Athena Swan Charter logos - a quick guide

Members of Advance HE'S Athena Swan Charter are encouraged to use the logo on:

- Websites*
- Stationary and email signatures
- Brochures and report covers
- Advertisements
- Drawings
- Site signboards
- Presentations

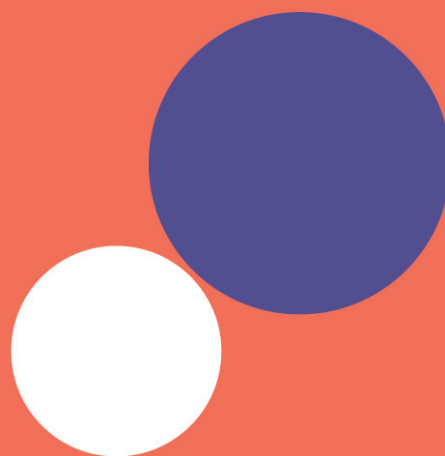
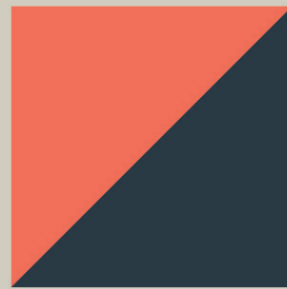
Universities, Research Institutes, Departments and Professional, Technical and Operational (PTO) Directorates can apply for an award under the Athena Swan Charter.

Institutions or departments that have received awards may use the relevant logo only use for the duration of their award length as specified on the results letter.

A logo for a departmental award may not be used by the institution as a whole unless it is made clear that the award belongs to the department.

*When using the Athena Swan logo on your website please link back to the main Athena Swan page on the Advance HE website to provide readers with further context.

advance-he.ac.uk/equality-charters/athena-swan-charter



Using the logo

These rules apply to all the Athena Swan Charter logos. For use of the logos in conjunction with the Advance HE Member logo please refer to the Member logo guidelines.



Do:

Give the logo suitable breathing space, please use this visual as a guide.



Don't:

Use the logo at a size smaller than 20mm in width.



Change the proportions of the logo.



Alter the typography of the logo.



Alter the colour of the logo.



Don't:

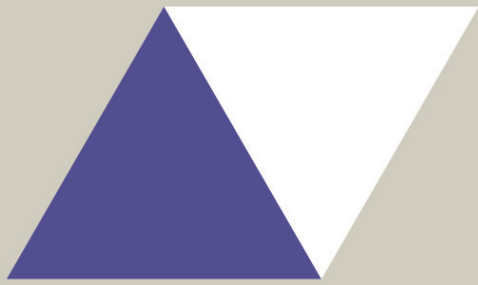
Place the logo inside a coloured box or frame.



If you are placing the logo over an area of detailed illustration or photography you may place the logo inside a white box, please use this visual as a guide.



Use the logo for any purpose other than to indicate membership and the holding of an award.



Logo variations

You must only use the appropriate logo for your level of award. The correct logo will be supplied by Advance HE's Athena Swan Charter team.

Member logo

Athena Swan logos combined with the Advance HE membership logos, (and Race Equality and Teaching and Learning Accreditation logos if applicable) are issued directly to institutions at the start of each new membership year.



Award logos

Only for use by holders of the appropriate award level.



Member logo

The member logo should be used in full colour whenever possible. The Pantone, CMYK and RGB references for the Athena Swan logos can be found below.

Pantone Matching System





PMS 540



PMS Warm Grey 10



PMS 144

CMYK process and RGB





C100 M55 Y0 K55
R22 G57 B100



C0 M14 Y28 K55
R139 G131 B114



C0 M48 Y100 K0
R221 G152 B38

In cases where no colour printing is available (ie newspaper advertising), a greyscale logo may be used.

Greyscale



A white-out version is available if the logo cannot be placed on a white background. Please make sure that there is enough contrast between the logo and background.

White-out



Seperate guidelines are available for the Advance HE Member logos. These guidelines are issued with the membership logos at the start of each membership year. Please refer to these when using the logo.

Gold award logo

The Gold award logo should be used in full colour whenever possible. The Pantone, CMYK and RGB references for the Athena Swan logos can be found below.

Pantone Matching System



PMS 540



PMS 8642

CMYK process and RGB



C100 M55 Y0 K55
R22 G57 B100



C28 M37 Y98 K17
R162 G141 B48

In cases where no colour printing is available (ie newspaper advertising), a greyscale logo may be used.

Greyscale



A white-out version is available if the logo cannot be placed on a white background. Please make sure that there is enough contrast between the logo and background.

White-out



You may wish to use this logo in conjunction with the Advance HE Member logos. Please refer to the Member logo guidelines if you wish to use this version.

Silver award logo

The Silver award logo should be used in full colour whenever possible. The Pantone, CMYK and RGB references for the Athena Swan logos can be found below.

Pantone Matching System



PMS 540



PMS 8401

CMYK process and RGB



C100 M55 Y0 K55
R22 G57 B100



C52 M42 Y41 K25
R117 G117 B118

In cases where no colour printing is available (ie newspaper advertising), a greyscale logo may be used.

Greyscale



A white-out version is available if the logo cannot be placed on a white background. Please make sure that there is enough contrast between the logo and background.

White-out



You may wish to use this logo in conjunction with the Advance HE Member logos. Please refer to the Member logo guidelines if you wish to use this version.

Bronze award logo

The Bronze award logo should be used in full colour whenever possible. The Pantone, CMYK and RGB references for the Athena Swan logos can be found below.

Pantone Matching System



PMS 540



PMS 8940

CMYK process and RGB



C100 M55 Y0 K55
R22 G57 B100



C27 M56 Y81 K22
R149 G108 B62

In cases where no colour printing is available (ie newspaper advertising), a greyscale logo may be used.

Greyscale



A white-out version is available if the logo cannot be placed on a white background. Please make sure that there is enough contrast between the logo and background.

White-out



You may wish to use this logo in conjunction with the Advance HE Member logos. Please refer to the Member logo guidelines if you wish to use this version.

Examples of usage

Examples of Advance HE's Athena Swan Charter logo use:

On a letterhead

Address Line 1
Address Line 2
England
SW1A 5FE

7 June 2019

Dear XXXXXX,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed non varius ligula, ac fermentum felis. Phasellus ultricies, lorem sed rutrum laoreet, sem ipsum vehicula tellus, vitae aliquam metus nulla vel magna. Phasellus sit amet auctor tortor, ut accumsan mi. Pellentesque sagittis laoreet fringilla. Maecenas metus lorem, feugiat vel eros et, elementum gravida ipsum. In sit amet euismod nulla. Nullam eget lectus nec nisi posuere efficitur at vel erat. Donec aliquet accumsan lacinia.

Mauris vel lectus at purus tristique pulvinar. Aliquam ullamcorper, odio at pharetra finibus, nisi nibh consequat lectus, vitae convallis felis quam ac erat. Maecenas eu felis at quam cursus placerat tincidunt ut sem. Vestibulum consectetur laoreet nibh, at bibendum nisi semper nec. Maecenas pharetra magna felis, eget dignissim neque imperdiet at. Morbi vel pellentesque leo, sit amet ultricies ligula. Fusce porttitor gravida eros, ut scelerisque sem commodo in. Nullam turpis ante, eleifend vitae congue sed, fermentum sit amet est. Vestibulum ipsum massa, interdum vitae efficitur non, porta eget risus. Pellentesque eu odio dolor. Praesent varius laoreet tincidunt.

Suspendisse a tempor est. Curabitur congue scelerisque sapien vel pharetra. Donec odio eros, lobortis sagittis blandit at, feugiat ac mauris. Vivamus metus leo, laoreet eget enim in, euismod tincidunt erat. Duis at turpis commodo lacus pharetra feugiat. Morbi sit amet lectus volutpat, finibus lectus sit amet, dictum risus. In dignissim, ipsum laoreet convallis lobortis, nunc urna mattis nulla, non tempor tellus risus eu turpis. Phasellus eu ante vel diam placerat cursus. Nunc bibendum nisi nec mattis tempor. Aenean tempor eros nec erat hendrerit varius. Phasellus condimentum lacus nec urna aliquet tempus.

Maecenas molestie augue in neque rutrum, vitae egestas ligula tincidunt. Integer condimentum turpis sed libero tristique, eu dignissim nunc feugiat. Phasellus blandit ligula eget mi laoreet, iaculis convallis nisi dapibus. Cras sit amet maximus velit. Cras et varius enim. Phasellus metus enim, viverra eget turpis a, pharetra congue turpis. Sed id varius orci. Donec commodo, est ut tincidunt cursus, urna ipsum pharetra enim, vel dictum ante mauris a felis.

Sincerely,

XXXXXXX



In black print only

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Enigma Project Schools Officer
Millenium Mathematics Project
£22,774 - £26,402 p.a.

Es sequisti quid quis aut verionsendae sum di is reperiam vendit voluptat istia doluptu restiassit fugias quidenimi, quisim fuga. Nequi optisquo magni quiatem que nobistia veliquas sinusam, sit vollabor aperovit imusciur sandit ernatur rendam, cullate stibea necerum fuga.

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For further information and details on how to apply see

<http://www.webaddress.ac.uk/jobs/first.html> or

email info@millenium.maths.ac.uk or

phone 0208 306 4217

Closing date: Friday 22nd September

Interviews: Monday 2nd October



**If you have any questions about
Advance HE's Athena Swan Charter
identity or using the logo please
contact Athena.Swan@advance-he.ac.uk**



Athena Swan Charter
c/o Advance HE
First Floor, Napier House
24 High Holborn,
London,
WC1V 6AZ

[www.advance-he.ac.uk/equality-charters/
athena-swan-charter](http://www.advance-he.ac.uk/equality-charters/athena-swan-charter)

