



Times Higher Education  
**Impact Rankings**

# THE Impact Ranking logo guidelines

Version 1.1 / Prepared 01.2024



# THE Impact Rankings

## Master Impact Ranking logo



Times Higher Education  
**Impact Rankings**

This is the main logo to represent the THE Impact Rankings across the majority of uses.

## Alternative versions

Alternative versions are available, to ensure good legibility when the logos are placed over colour; black and photographic backgrounds:



Plus, dated versions for use year-on-year (alternative versions are also available):



## Exclusion zone

The logo clear zone is calculated using the height of the central 'hexagon' from within the SDG icon. This denotes the minimum clearance space required around all sides, as seen below:



## 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 Impact Ranking logo is used, as supplied by your THE contact.

## Prohibited usage:

**Do not** alter the THE Impact Rankings logo design, or attempt to recreate it in any way.

**Do not** alter the predesignated brand or 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.

**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 tile lozenge.

**Do not** place over an image or texture that negatively affects the legibility of the lock-up.