



**Latin America
University
Rankings**

THE Latin America University Ranking logo guidelines

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THE Latin America University Rankings



Master logo



This is the main logo to represent the THE Latin America University Rankings (LatAm) 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 LatAm logo is used, as supplied by your THE contact.

Prohibited usage:

- Do not** alter the THE LatAm 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.



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.

For further information please contact:
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