



**World  
Reputation  
Rankings**

# **THE World Reputation Rankings logo guidelines**

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# THE World Reputation Rankings



## Master logo



This is the main logo to represent the THE World Reputation Rankings 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 World Reputation logo is used, as supplied by your THE contact.

### Prohibited usage:

**Do not** alter the THE WRR 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 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:**  
Richard Spellman. Head of Design, Brand  
[richard.spellman@timeshighereducation.com](mailto:richard.spellman@timeshighereducation.com)