

The Coat of Arms

Although the University has a new logo there are certain instances when the Coat of Arms should be used rather than the logo.

The Coat of Arms in both full colour and line versions should only be used on material associated with specific ceremonial events such as Award Ceremonies, professorial lectures and on award certificates. The Coat of Arms must not be used on general University printed material. It should not be on non-print material e.g. signs, clothing, promotional items etc.

Approval to use the Coat of Arms should be sought from the Registrar & Secretary.

Full colour

Wherever practicable, the full-colour Arms should be used. The words 'The University of Worcester' must be printed in black and use the Bliss font.



Line versions

The mono line version of the Coat of Arms should be used when it is not possible to use the full-colour version. The principal colour should be Black. When using the Coat of Arms against a dark background, the Arms should appear white out (reversed out). The words 'The University of Worcester' must be printed in black and use the Bliss font.

