

# Usage guidelines

## Third party content – in partnership with Jisc

### Background

Jisc's branding guidelines require content funded by the organisation but developed fully independently by its customers to be marked with the 'in partnership with Jisc' tag. This applies to printed and electronic materials, and all file types (including video). If in doubt, please contact [brand@jisc.ac.uk](mailto:brand@jisc.ac.uk) to clarify whether your content need carry the 'in partnership with Jisc' tag.

### Usage

The partnership tag should be positioned so that the right edge of the Jisc logo bleeds from the edge of the page (see examples). No other Jisc branding is necessary – partners are free to use their own branding style in the rest of the document and place their own organisational logo wherever they wish, as long as it is not placed next to, under or otherwise in the immediate surroundings of Jisc.

It is important that Jisc's logo and other identifiers are used consistently, particularly when used on third parties' materials. To this end, please do not resize, break up or otherwise alter the 'in partnership with Jisc' tag for any reason.

When used in video content, please incorporate the partnership tag on the title (or introductory) image for the duration that this image or section is shown. The tag can then be removed for the rest of the video. For content with no introductory image, please include the tag for the first four seconds of the video.

**As with all uses of the Jisc brand, please send any materials using the 'in partnership with Jisc' tag to [brand@jisc.ac.uk](mailto:brand@jisc.ac.uk) for approval before publication.** If used correctly, usage of the partnership tag is likely to be signed off within one working day.

### Examples

Examples of best practice for using the partnership tag are provided as appendixes to this document. For further guidance please contact [brand@jisc.ac.uk](mailto:brand@jisc.ac.uk).