

The GUlogo package

Norman Gray

<https://nxg.me.uk>

Version 2.4.1, 2025 November 18

This package creates a box containing the Glasgow University logo. It is generally intended to be used by other packages, such as the *gulletter* or *exam* packages, so the interface is rather low-level.

The package supports L^AT_EX, pdfL^AT_EX, and XeT_EX.

For further discussion about the logotype, and the university visual identity prescriptions and proscriptions, see the ‘brand guidelines’ at <https://www.gla.ac.uk/myglasgow/staff/brandguidelines/>.

Note: as of late 2017, it appears that the layout guidelines have changed, so that ‘subidentities’ should appear *below* the main logo, rather than beside it. I don’t propose to change this package until someone complains (because the likelihood is that the university will change its mind yet again, before someone does).

1 The logo

Here is a logo centred on the text line.

```
\hbox to \textwidth{\hss\GUlogo\hss}
```



If the option `black` is present, the package produces a black and white version of the logo, but if any of the options `colour`, `color` or `kulur` is given¹, it will use the colour version. The default is `colour`. If the package is invoked with the `draft` option, it produces a ‘logo’ which has the correct size, but is constructed purely out of lines.

If one of the options `Arts`, `MVLS`, `SciEng` or `SocSci` is given when the package is loaded, then the logo includes the appropriate college text.

`\GUlogo` The logo is produced inside a `\vbox` which has zero depth, and the correct

¹The latter are respectively for those who have adopted Mr Webster’s spelling reforms, and for those who reject with contempt such footling half-measures

height and width for the logo, namely 100×31 mm at its natural size (excluding any faculty text). The box can be placed on the page using the command `\GUlogo`, or `\GUlogo[spec]`, with the latter allowing extra control over the logo.

The optional *spec* in the `\GUlogo` command takes a list of keyword-value options:

width=*x* Sets the width of the logo to the dimension *x*. Note that it is the width of the logo that you specify, independent of any college text beside it, unless this is overridden with **widthtobar**.

height=*x* Sets the height of the logo to the dimension *x*. Don't provide both a **width** and a **height** option: this package leaves unspecified which one 'wins' (that is, it might change without warning), but it won't have the effect of changing the aspect ratio.

widthtobar and widthtologo The width specifier by default indicates the desired width of the logo. Alternatively, if the option **widthtobar** is present (any argument is ignored), then the width is taken to be the distance to the vertical bar, presuming that this, and its associated text, is present. This is a visually strong feature, so that this alignment point may be more useful in some layouts. The **widthtologo** option selects the default behaviour. These options should be used only with the **width** option; you may or may not get the right proportions if you use them with the **height** option.

text={line1}{line2} Sets the text which is placed beside the logo. Any faculty option given when the package is loaded sets the default value for this. The text must be given as two lines, but if only one is required, then the second line should be empty.

box=*n* If this option is present, then the box is not placed on the page, but instead put into the box with the given number, from which it may be retrieved with the usual `\box` or `\copy` commands (the latter will be more usual, since the main point of this option is to allow one to fill a box with the logo, so that it can be used multiple times using `\copy`). The number may be an explicit one such as '0', or a box number allocated using `\newbox`.

In each of these cases, the option is not 'sticky' – the options set for one use of `\GUlogo` will not affect any subsequent use.

For example, you could place a small version of the logo with a 'sub-identity', using a command such as the following:

```
\GUlogo[width=30mm,text={School of}{Careful Positioning}]
```

which produces



2 Colours

The `gulogo` package declares a number of named colours, using the `color` package, as long as the `colour` option was passed to the package (and this is true by default). These can be used with `\color{<colour-name>}`, and the other commands

of that package. The predefined names are `unicolour`, `unistone`, and the college/secondary colours `cacolour`, `cmvlscolour`, `csecolour`, and `csscolour`. The ‘tertiary’ colours aren’t supported yet, because it’s not completely clear to me how best to name them, because it’s not clear to me quite what they’re for.

3 Supporting macros

`\GUlogopos` Because placing boxes on the L^AT_EX page can be cumbersome, the package also provides two macros to help you do this.

Using the macro `\GUlogopos[specs]{x}{y}`, you can place the logo at offset (x, y) relative to the current position (where the y axis points down from the top of the page). The offsets x and y are T_EX dimensions, such as `1in` or `\textwidth`, but they cannot be a calculation such as `\textwidth-15pt`: for that, you need to use one of the temporary dimen registers and do the calculation beforehand. The optional *specs* argument consists of a sequence of keyword-value pairs, with keywords `width` giving the desired width of the logo, and `pos` giving the corner which is to act as the reference point, which is located at the offset (x, y) . The allowed position specs are `pos=ul`, `pos=ur`, `pos=lr` and `pos=ll` for upper/lower left/right. Thus

```
\GUlogopos[width=50mm,pos=ll]{1cm}{-3cm}
```

would place a 50mm-wide logo with its lower-left corner 1cm to the right, and 3cm above the current point. You can use the `text` keyword with this command, too.

`\GUlogoabspos` The `\GUlogoabspos` command is similar, and has the same syntax, but attempts to position the logo at an absolute position on the page, taking account of all the various margins and offsets that are applied to the L^AT_EX page. This should be successful *if the macro is the first thing on a particular page*.

`\GUlockup` The package also supports ‘lockups’, which comprise a band of colour with the logo within it, in specified proportions. The syntax is

```
\GUlockup[⟨width⟩]{⟨height⟩}{⟨colour⟩}
```

This produces a `\vbox` of the given height and width, consisting of a block of (named) colour and the logo in white. The width argument may be omitted and defaults to `\hsize`.

For example, `\GUlockup{4cm}{unicolour}` produces



and `\GUlockup[10cm]{2cm}{csecolour}` produces



The lockup support is a little tentative, and might change in future versions if this interface doesn't seem to work. If you use this macro, let Norman know, and be free with comments.

4 Installation

The files `gulogo.sty`, `gulogo_mono.eps`, `gulogo_mono.pdf`, `gulogo_keyline.eps`, `gulogo_keyline.pdf`, `gulogo_colour.eps` and `gulogo_colour.pdf` should be in the \TeX input path (they can all be in the same directory). I mention these file-names purely for information – don't rely on the names not changing in subsequent releases of this package.

The logo is assumed to be in a file `gulogo_{colour,mono}.{eps,pdf}` depending on whether you are using the `latex` or `pdflatex` commands. If necessary (and with suitably blood-signed releases from the corporate communications office), this can be redefined by giving the command

```
\newcommand{\GULogoFilename}{your-file-name}
```

before the package is loaded. The file should be in the \TeX input path, as reported by environment variable `TEXINPUTS` or by `kpsepath tex`, or otherwise, depending on your installation.