

UNIVERSITY OF LEICESTER

BRAND GUIDELINES

WHY HAVE A BRAND?

In a crowded market place, branding is more important than ever. When a prospective student looks through 50 prospectuses and a hundred websites, they will all start to blur into one. Effective branding helps the University of Leicester material – online and in print – to stand out among our competitors (who are also all trying to stand out).

Branding also provides consistency. It is important that all University of Leicester material looks like it originates from the same place. Properly branded material benefits from – and enhances – the University's reputation.

BRAND ELEMENTS

The University's brand includes several aspects and elements including:

- The logo
- The crest
- Fonts
- Colours
- The 'L's
- The 'UOL' device

and other elements of design, including the sub-branding we are using for our centenary.

These branding guidelines applies to everything we produce for an external audience including

- Brochures
- Leaflets
- Posters
- Postcards
- Social media
- Websites
- Banners
- Powerpoints



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THE HERALDIC CREST

The Heraldic Crest

The crest is used very sparingly and always in a dignified way. It's not the logo. Check with ERD before using it.

It is usually reproduced in grey pantone 431. It can also be used as a watermark behind text.



The Logo

The logo has three versions:

- Full colour (grey and red)
- Single colour
- Inverse

The most important thing about the logo is that it includes the shield and the name together and so must always be used complete: the shield cannot be used on its own. The logo should never be stretched, squeezed or distorted in any way.

We always put the logo top left on everything. Any additional logos, such as the SU or Team Leicester, normally sit bottom left.



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LOGO APPLICATIONS

Full-Colour



Mono



Inverse



Exclusion Zone



MINIMUM SIZE

The logo is not to be reproduced smaller than 35mm in size.



The **monochrome** version of the logo is normally black. It is also available in grey, gold or silver, but check with ERD before using those colours. No other colours are available or allowed.

If the background is a solid, dark colour, you can use the inverse logo, which is available in white, gold or silver.

The total width of the logo should never be less than 35mm.

The area around the logo must be clear of text and other graphics.



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CENTENARY 100 YEARS DEVICE

Over the next three years, this centenary logo will be widely used across all our material. It is available in three variants:

- Gold on gold
- Gold on black
- Gold with no background



A5 example



A4 example



A4 example

FONTS

We have two fonts: Frutiger and Adobe Caslon

Frutiger is our sans serif font, used for campaign material.

Adobe Caslon is our serif font, used for the body text in brochures, leaflets, reports etc. If you use this for headings, it must be in ALL CAPS.

(If you are using a system that does not have Frutiger or Adobe Caslon, use Ariel and Times instead.)

Frutiger Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz@1234567890!?

Frutiger Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz@1234567890!?

Frutiger Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz@1234567890!?

Adobe Caslon Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz@1234567890!?

Adobe Caslon Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz@1234567890!?

Adobe Caslon Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz@1234567890!?

COLOUR PALETTE

Most of our material uses the red and grey corporate colours. We have four other colours and two metallics that can also be used. No other colours should be used for text, blocks or backgrounds.

Corporate Colours



PANTONE: 200 C



PANTONE: 431 C

Secondary Colours



PANTONE: CYAN



PANTONE: 289 C



PANTONE: 3278 C



PANTONE: 872 C (gold)

Metallics Litho



PANTONE 872 GOLD



PANTONE: 877



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OUR ACCOLADES

These are rankings and awards we have received. They can be included on printed material, using these graphics. The asterisks and footnotes are mandatory, for legal reasons.

You don't have to use all of them on everything. ERD will keep the graphics up-to-date as our rankings change.

**Top 25 Best
UK University***

*Times Higher Education
World University Rankings 2019

**94.4%
employability***

*latest DLHE

**Top 20
Students' Union***

*voted 15th best in the country by
students on StudentCrowd

**Top 10 UK university
for producing CEOs***

*Emolument.com

**3rd most affordable
city***

*NatWest's Student Living Index

 **Leicester stands
together***

*HeForShe - 1 of only 10 University
IMPACT Champions worldwide

**2nd happiest city
in the UK***

*9NINE Super Seed

**Top 30
UK university***

*in the Shanghai Ranking 2018



RED

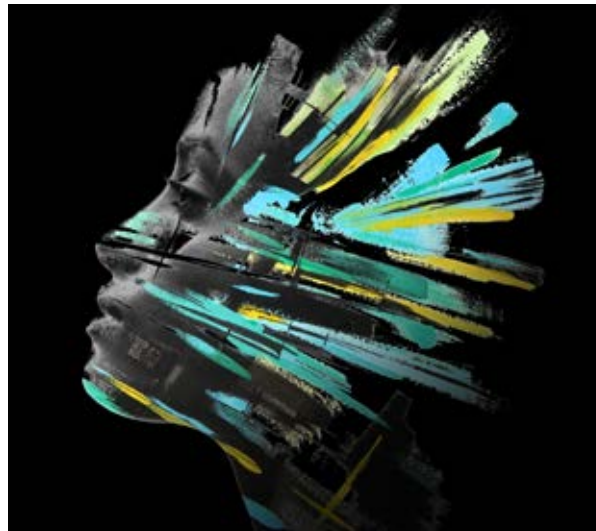
Most of our material uses red as the base colour (see 'Colour palette'). We sometimes use gradients and other effects to enhance the design.





GLOWING

We try to use glowing imagery where appropriate, as these examples demonstrate.

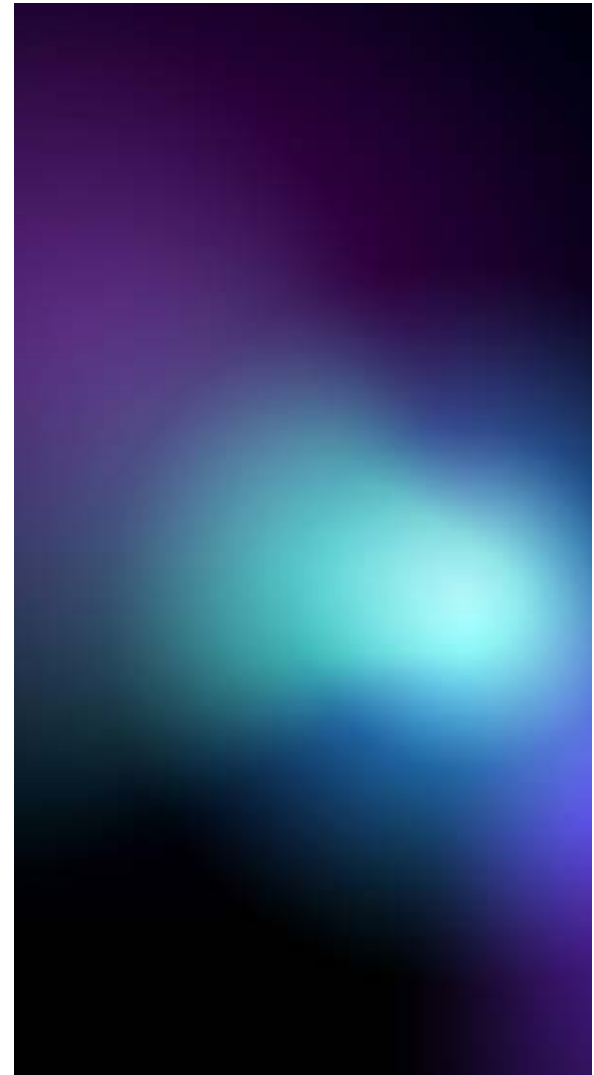
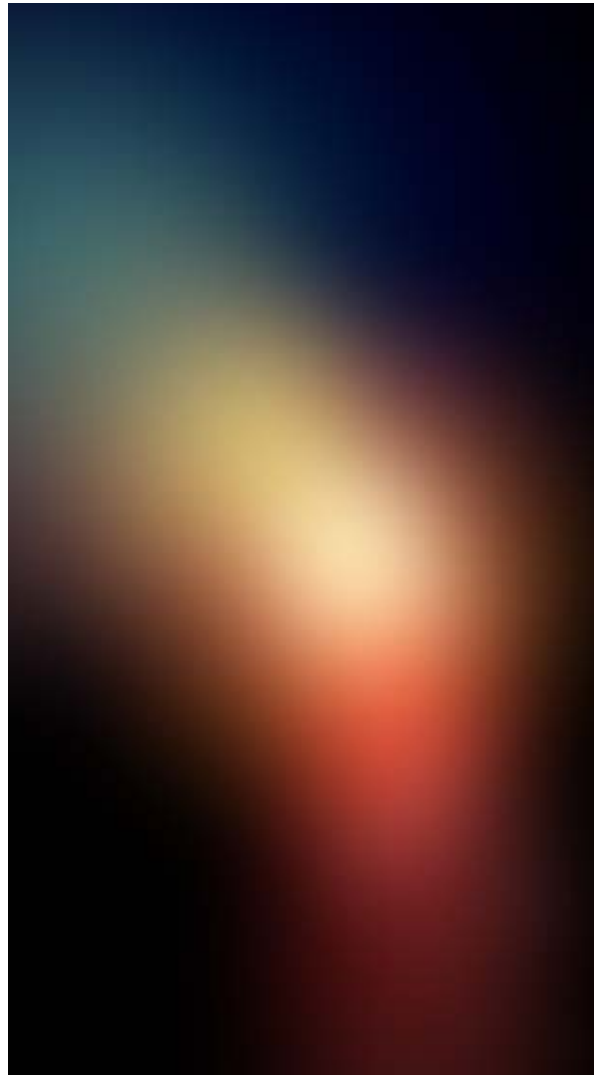




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MORE GLOWING

We have a bank of approved 'glow' effects which can be used. This ties into the 'space' theme of our advertising.





THE 'L's

One of the most distinctive elements of our brand is the 'L's (sometimes called the 'lock-up element'). These give a distinctive, consistent look to our marketing materials without getting in the way of the headings, text or imagery.





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HOW THE 'L's WORK

The 'L's are used top-right and bottom-left as shown, framing the title or heading.

The title or heading can be left- or right-justified but must always be right-aligned on the page. It is usually in ALL CAPS.

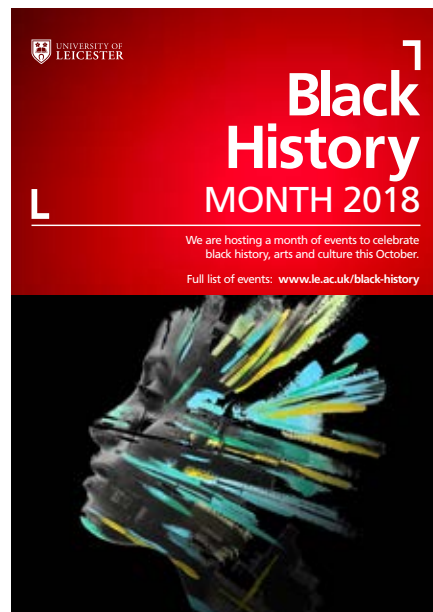
On A4, A5 or 201x210 subject brochures, the title and 'L's will always be at the top of the design. On other documents, it may sometimes be lower down the design.





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Here are some examples of how the title and 'L's can be used in different ways on an A4 poster. Although it's a simple design element, there are many different ways it can be used.

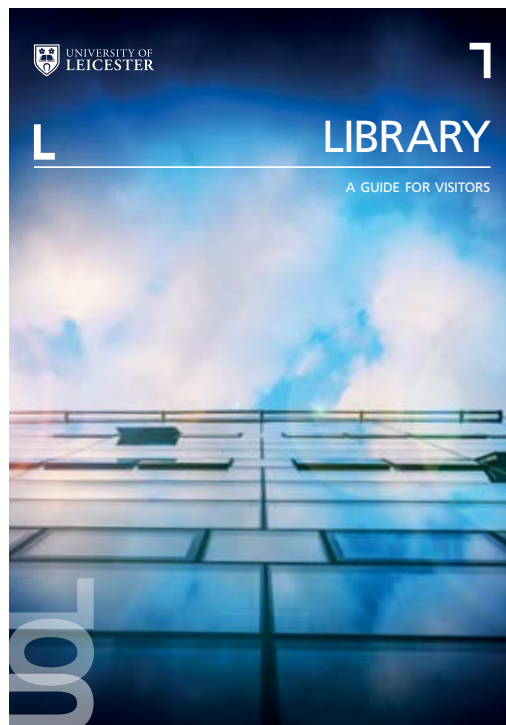




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The overlapping 'UOL' device is used on material that is specifically aimed at current students. It should not be used on any external material.

The 'UOL' normally goes bottom left, either horizontally or rotated 90 degrees anticlockwise. It can be used in a wide variety of colours, or be translucent over imagery, or even use imagery within its shape.



A5 example



500x1500 Twitter example



A4 example



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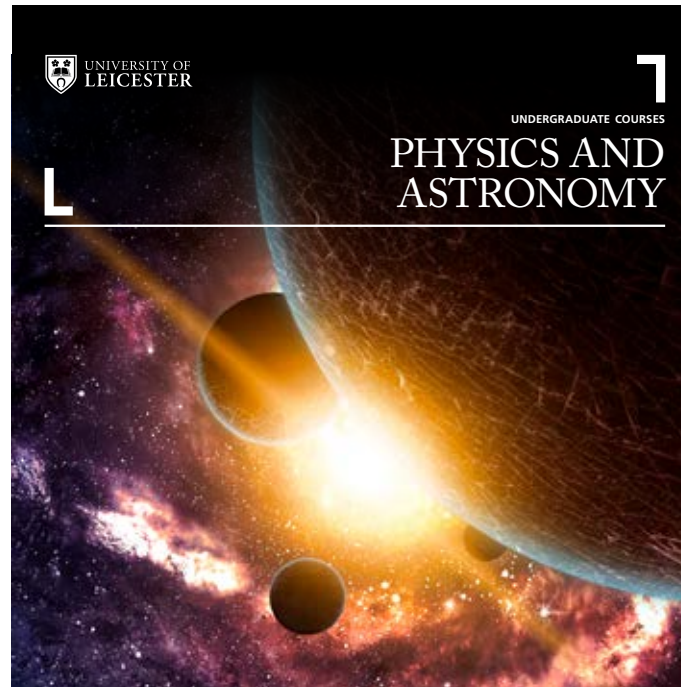
DEPARTMENTAL BROCHURES

These two examples demonstrate how our brochures can have a clearly identifiable shared branding while actually looking very different.

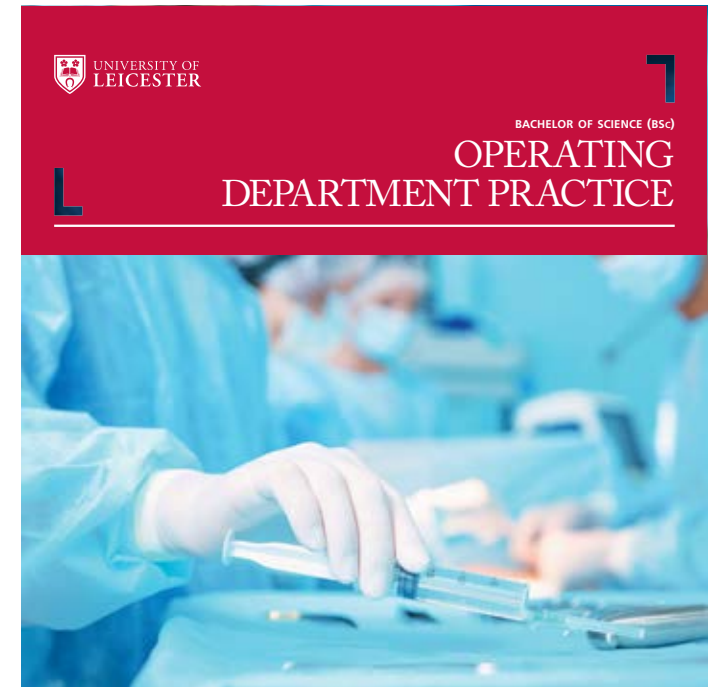
Both have the logo, title and 'L's at the top.

The main title is Adobe Caslon, the smaller title above is Frutiger. Both are ALL CAPS and both are right-aligned.

210x210 example



210x210 example





CAMPAIGN BROCHURES

There is more scope for variation among campaign brochures. Each stands on its own, rather than being part of a set like the departmental brochures.

These two examples show how the title and 'L's (but not the logo) can be in the middle of the page or even towards the bottom. There is also a choice of using Adobe Caslon (serif) or Frutiger (sans serif) for the title.



210x210 example



A5 example





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PULL-UP BANNERS

Pull-up banners (technically called 'grasshoppers') are 220 cm tall and 80 cm wide.

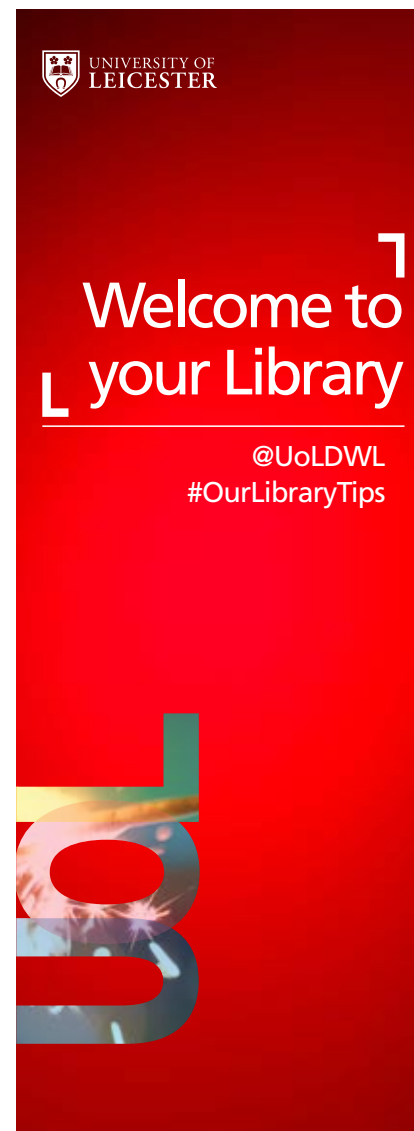
The heading and the 'L's always go near the top.

Departmental banners should have the heading in Adobe Caslon to match the brochures. Other banners can use Adobe Caslon or Frutiger as desired.

Banners work best when kept uncluttered, with text that can be read from a distance. Bear in mind that sometimes there may be a table in front of your banner!



Grasshopper banner example



Grasshopper banner example



Grasshopper banner example



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ON-CAMPUS CAMPAIGNS

Here are some examples of how the branding guidelines allow variation while maintaining a consistent feel.



A4 example



A4 example



A4 example

INVITATIONS

All invitations to official University of Leicester events use the same design and layout, incorporating a 'glowing' design from a bank of approved imagery.



A5 example

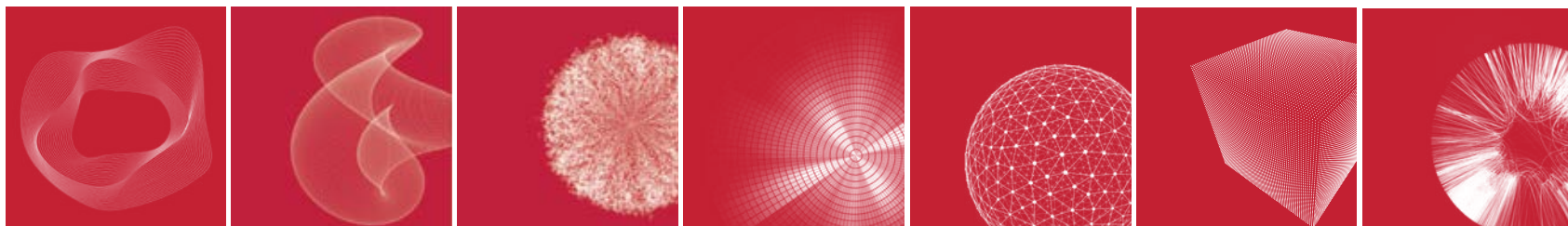
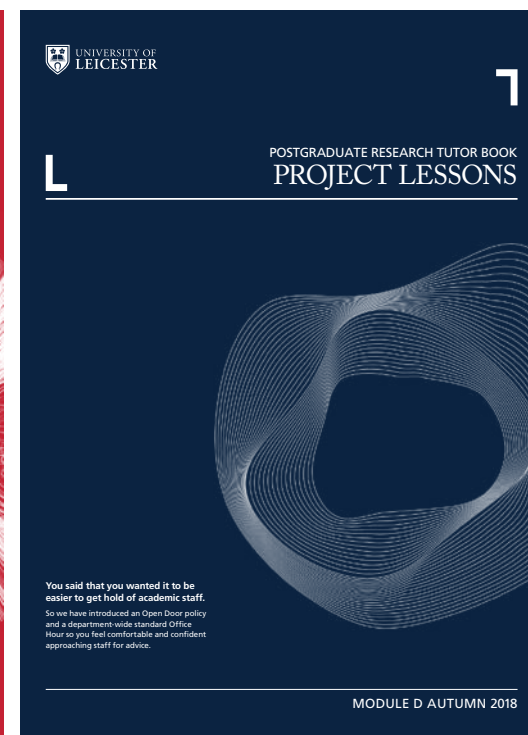


A5 example

HANDBOOK COVERS

All our student handbooks use the same design and layout, incorporating a geometric graphic from a bank of approved imagery.

The colour is always red or blue (see 'Colour palette').



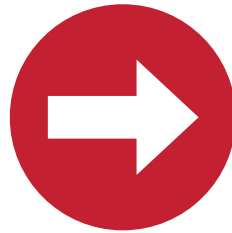
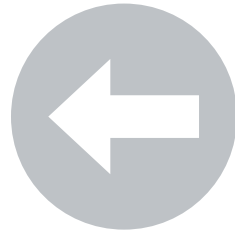
Bank of approved imagery for the handbook covers.



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TEMPORARY SIGNAGE

Signs directing people around campus (eg. during a conference) use Frutiger, our sans serif font, and this design of arrow.



Attenborough Building
David Wilson Library
Engineering Building
Law
Mission Control



Peter Williams Lecture Theatre
Danielle Brown Sports Centre



Ken Edwards Building





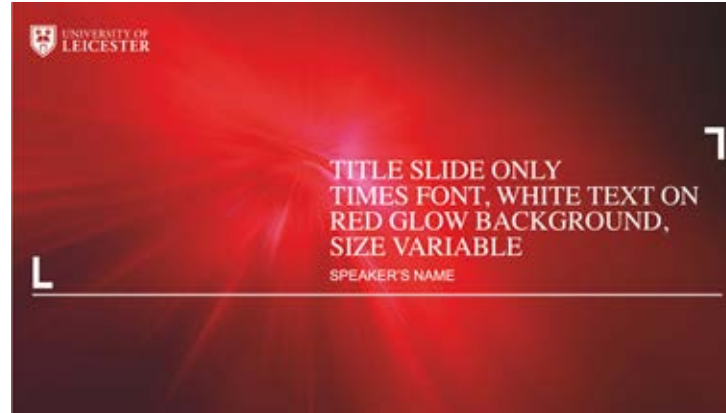
POWERPOINT

It is important that Powerpoints, for both internal and external use, use the standard University of Leicester templates which can be found at www.le.ac.uk/powerpoint

The fonts used are Times (serif) and Ariel (sans serif) because Frutiger and Adobe Caslon are not available on Powerpoint.

The designs on the left are title templates and should only be used for your title slide. The title is in Times, the speaker name in Ariel.

On the main slide templates, Times is used for the main heading, Ariel is used for any subheading and the body text.



SCHOOL OF BUSINESS TOOLBOX

The School of Business has its own branding guidelines. These guidelines cannot be adapted to any other school or department.

- ULSB and UOL logo usage
- colour palette
- school of business graphic device
- colour application
- school of business examples



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UOL/ULSB LOGO



Uol/ULSB Logo

This is the one and only time that the UoL logo is combined with another element. As with the standard UoL logo, this cannot be split up, stretched, squeezed or re-arranged in any way. It is available in full colour (red and grey), black, grey or inverse.



ULSB logo

This is available in horizontal (4x1) or vertical (2x2) formats and can be used in a variety of colours.



Heraldic crest

The crest is sometimes combined with the ULSB logo to give it a sense of prestige.





THE SCHOOL OF BUSINESS COLOUR PALETTE

The ULSB colour palette uses the same corporate red as the main University colour palette but features some other colours. These can be used at any density down to 10%.

Custom .ase palette files are available for Adobe Creative Suite.

Corporate



CORPORATE RED
PANTONE: 200 C



DARK BLUE
PANTONE: 2189 C

Neutrals



LIGHT COOL GREY
PANTONE: 427 C



MID COOL GREY
PANTONE: 429 C



CORPORATE GREY
PANTONE: 431 C



BLACK
PANTONE: Process Black C

Highlight colours



VIBRANT RED
PANTONE: 185 C



WARM YELLOW
PANTONE: 130 C



LIGHT BLUE
PANTONE: 2204 C



ULSB LOGO SIZES

Minimum sizes for the two variants of the ULSB logo.

Size variation: Small use



Minimum size: 15mm
(15mm-30mm)



Minimum size: 7mm
(7mm-15mm)

Size variation: Medium use

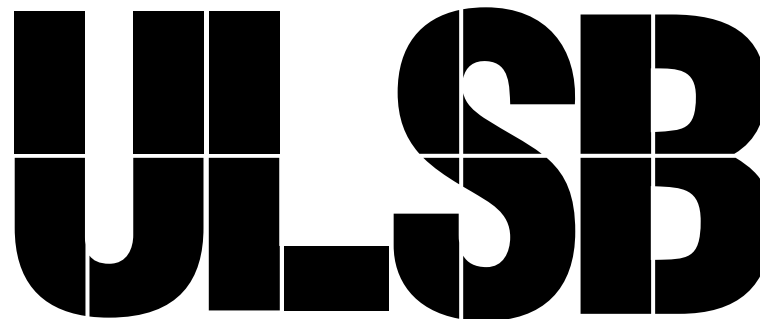


Minimum size: 40mm
(40mm-100mm)

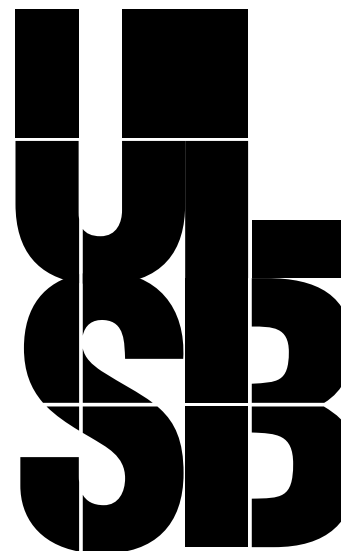


Minimum size: 20mm
(20mm-50mm)

Size variation: Large use



For use 100mm wide and higher



For use 100mm wide and higher
(not to scale)

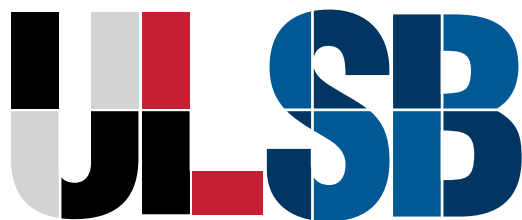
Please contact the
University of Leicester
Creative Team for correct
file and file sizes.



ULSB LOGO COLOURS

There are many ways to vary the colour of the ULSB logo – here are some examples.

When using two densities of the same colour in adjacent parts of the logo, the densities should be 100% and 75%.



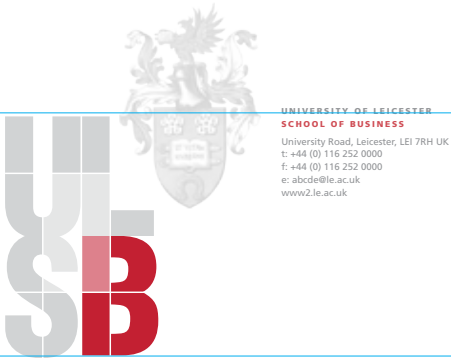





ULSB EXAMPLES

The School of Business has a distinctive look and feel, separate to other schools and departments. It has its own colour palette and its own 'ULSB' device.

The ULSB device can be placed in different parts of the design and at different sizes.

	 THE LEICESTER MBA
	
FLEXIBLE	FLEXIBLE

University of Leicester/
School of Business
type lock-up and
relevant title

Accreditation logos
(if applicable)

ULSB graphic device
(flexible placement)



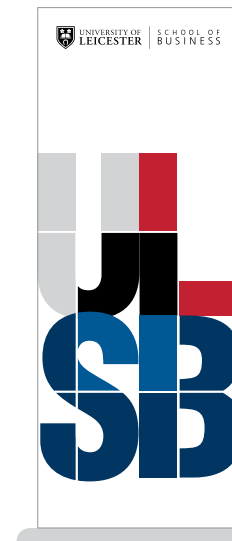
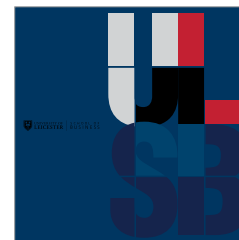
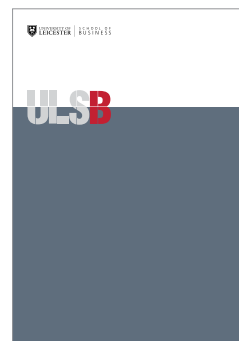


SCHOOL OF BUSINESS EXAMPLES



Key elements

- University of Leicester/
School of Business type lock-up
- ULSB graphic device
- Appropriate application of colour
to the ULSB graphic device dependent
on the communication/audience
- Limited colour palette to convey prestige



example template layouts - not to scale



primary colours



accent colours