Your guide to our identity
## Contents

<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>03</td>
</tr>
<tr>
<td>Our message</td>
<td>04</td>
</tr>
<tr>
<td>Our logo</td>
<td>05</td>
</tr>
<tr>
<td>Typography</td>
<td>11</td>
</tr>
<tr>
<td>Colour palette</td>
<td>14</td>
</tr>
<tr>
<td>Tone of voice</td>
<td>19</td>
</tr>
<tr>
<td>Photography</td>
<td>21</td>
</tr>
<tr>
<td>Applications</td>
<td>25</td>
</tr>
<tr>
<td>Promotional items</td>
<td>26</td>
</tr>
</tbody>
</table>
This document is intended to help you present a consistent image of the University across a range of offline/print and online/digital materials – ensuring our image is reproduced correctly and effectively.

The following pages deal with the basic elements that combine to create the University of Huddersfield identity: our logo, strapline, typography, our message, tone of voice, colour palette, photography and various applications.

Please note that there are no separate logos for Schools, Departments or projects that are set up at the University. If you think that you need to create a specific logo for any purpose or to incorporate a third party’s logo or branding (e.g. due to project funding requirements), please contact the Head of Marketing.

Guidance on logos for research institutes and centres can be found on page 10.
Our message

‘Inspiring global professionals’ is our strapline and the message at the heart of our communication.

It is expressed more fully in the positioning statement below:

At the University of Huddersfield, we understand the world that exists outside education. We work hand in hand with some of the world’s leading employers, across a range of sectors, to ensure that our courses are in tune with the demands of a 21st century business and work environment. The University of Huddersfield is an exciting, stimulating place to learn.

As a centre of research and academic excellence, we are pushing knowledge boundaries. We are developing confident and successful professionals of the future and inspirational opinion formers who can make an impact on the world around us. With our sheer professionalism and industry reputation, Huddersfield opens doors to some amazing opportunities.

This statement captures the essence of the University of Huddersfield.

It is underpinned by three values which help define our personality:

**professional / progressive / dynamic**

These attributes should be reflected in all our design and communication to make it distinctive and engaging.
To maximise the impact of our logo it must appear prominently and legibly on all communication. The logo and the strapline should always be used together. The only time the strapline would not be used is if it would not be legible at a minimum size (below 35mm).

**Important:** Our brand logo must never be redrawn or modified.

Online/digital artwork is available.

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**University of Huddersfield**

*Inspiring global professionals*
The logo is available in a number of variations. However, it is preferable to use the full colour version. This is the main logo and should be used whenever possible.

In exceptional circumstances and only when full colour reproduction is not available, alternative versions may be used. Usage of these versions is limited and such restrictions are listed on this page.

**Full colour**

*University of Huddersfield*
*Inspiring global professionals*

In positive, use full colour version, the logo should only be used in brand Blue (PMS 281C).

**Black only**

*University of Huddersfield*
*Inspiring global professionals*

Mono only to be used when the full colour version is not an option e.g. when used on greyscale print runs.

**White out**

*University of Huddersfield*
*Inspiring global professionals*

Negative usage – only to be used when positioned over a solid background colour or image. There must be sufficient contrast to ensure accessibility standards.

**Exclusion zone**

*University of Huddersfield*
*Inspiring global professionals*

The exclusion zone (indicated by the solid line) is the minimum area around the logo that must remain clear from other graphic elements, type and images. It is calculated by the height of the ‘H’ in the logotype.
The logo should never be used smaller than its minimum size to allow clear legibility in print and on-screen.

**Offline/Print**

Every effort should be taken to ensure that all printed collateral is clearly legible and easy to understand. Part of this relies on the instant recognition of the University of Huddersfield logo, as such the logo should never be reproduced at such a size that it becomes illegible.

**Online/Digital**

Artwork at various sizes is available from the University of Huddersfield. If manual resizing is required, the logo must always be resized from the original Photoshop file provided.

To ensure optimum quality, reduction should always be implemented in 'Image Size', reducing by 75% and 50% until the required size is achieved.

Additional logo sizes are available as Photoshop and JPEG files.

**Minimum size for use in print**

![University of Huddersfield Logo](example)

Minimum size: 35mm

**Minimum size for use online/digital**

![University of Huddersfield Logo](example)

Minimum size with exclusion zone: 120pxls

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**Do**

- Ensure that the supplied logo artwork is utilised
- Make sure you use the complete logo
- Make sure the logo is always clear and legible
- Make sure the logo features in a prominent position on all collateral
- Ensure the minimum 'clear space' is adhered to

**Don’t**

- Recreate any part of the Logo
- Distort the logo in any way
- Remove any part of or add to the logo
- Use the logo any smaller than the minimum size
- Resize the artwork in Fireworks or Flash
Positioning the logo

The University of Huddersfield logo must be used consistently across all communications. The following examples show a basic layout and grid structure that is used to anchor the logo.

A4 layout

- Four column grid
- Only use the logo once per layout
- Logo can be positioned in any corner
- Logo width is 43mm
Positioning the logo
Continued

A5 layout
- Three column grid
- Only use the logo once per layout
- Logo can be positioned in any corner
- Logo width is 38mm

1/3 A4 layout
- Two column grid
- Only use the logo once per layout
- Logo can be positioned in any corner
- Logo width is 38mm
Logo
With research institute/centres

Research institutes and centres use the logo (minus the strap line) and have their name slightly lower down.
Each one will be individually created and logos can be obtained by contacting the central marketing team.
Foco has been chosen as the University of Huddersfield font. It should be used for all body copy, headlines and titles. It has been selected for its legibility and simplicity, and to add a more contemporary edge.

Foco should be used on all printed material. However, due to best practice in accessibility, the use of Foco online/digital is restricted. Please see the following pages for guidance on this.

For legibility and accessibility reasons please do not use any typeface at less than ten point and ensure that leading and tracking meets RNIB standards (see www.rnib.org.uk for more details).

**Dyslexia friendly content**

Some points to consider (more information is available at the British Dyslexia Association www.bdadyslexia.org.uk):

- Use the default setting for leading (line spacing). This is usually 120% of the text point size. Increasing the amount of space between lines can improve readability but excessive spacing should be avoided.
- Avoid the over-use of text in uppercase/capitals/small capitals, which are harder to read.
- Use bold for emphasis (avoid underlining and italics).
Typography

Print

Foco light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Foco regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Foco bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Print
Three weights from the Foco family are utilised. These are Foco light, regular and bold.

Arial
Where it is not possible to use Foco for licensing reasons, Arial should be used as a substitute.
**Typography**

**Digital**

**Arial regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

**Arial bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

**Digital**

The use of Foco is restricted online/digital due to best practice in accessibility, but should be used for graphical elements and Flash based content to display headlines and priority messaging.

Two weights of the Foco family are utilised for this. These are Foco regular and bold. Whenever this font is used, graphical replacement text must be supplied. Foco light is not suitable for online/digital application.

Important: Wherever possible online, the live font Arial should be used to allow for increase of text size, Search Engine Optimisation and to guarantee clear visibility and consistency across all browsers.

**Digital Live Text**

Two weights from the Arial family are utilised. These are Arial regular and bold. Regular should be used as the main body copy font. Bold may be used for H1, H2 and H3 or to highlight important text and links.
Our colour palette

We have a bright and inspiring colour palette with strong use of white – suggestive of confidence and openness. This is supported by the vibrant and fresh accent colours.
Colour palette
Continued

**Do**
- Use the CMYK versions for print applications whenever possible
- Use the Hex values for online/digital applications whenever possible
- As long as one colour from the University’s palette is used, a complementary colour can be used alongside this
- Use combinations of colours which complement each other
- Tints of brand colours may also be used but caution is advised to avoid washed-out pastels

**Don’t**
- Use too many colours within one piece of communication
- Use combinations of colours which clash if this will reduce legibility

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**Warm colours**

<table>
<thead>
<tr>
<th>Colour</th>
<th>Pantone Code</th>
<th>CMYK Values</th>
<th>Hex Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone Pro. Mag.</td>
<td>C0/M100/Y0/K0</td>
<td>EC008C</td>
<td></td>
</tr>
<tr>
<td>Pantone 1235</td>
<td>C0/M36/Y98/K0</td>
<td>FDBB30</td>
<td></td>
</tr>
<tr>
<td>Pantone 186</td>
<td>C2/M100/Y82/K6</td>
<td>E31836</td>
<td></td>
</tr>
<tr>
<td>Pantone 151</td>
<td>C0/M64/Y100/K0</td>
<td>F89828</td>
<td></td>
</tr>
</tbody>
</table>

**Cool colours**

<table>
<thead>
<tr>
<th>Colour</th>
<th>Pantone Code</th>
<th>CMYK Values</th>
<th>Hex Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 396</td>
<td>C10/M0/Y95/K0</td>
<td>EBE729</td>
<td></td>
</tr>
<tr>
<td>Pantone Pro. Cyan</td>
<td>C100/M0/Y0/K0</td>
<td>00ADEF</td>
<td></td>
</tr>
<tr>
<td>Pantone 376</td>
<td>C59/M0/Y100/K0</td>
<td>8CC63F</td>
<td></td>
</tr>
<tr>
<td>Pantone 2725</td>
<td>C76/M77/Y0/K0</td>
<td>5261AC</td>
<td></td>
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</tbody>
</table>

**Neutral colours**

<table>
<thead>
<tr>
<th>Colour</th>
<th>Pantone Code</th>
<th>CMYK Values</th>
<th>Hex Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 281</td>
<td>C100/M72/Y0/K38</td>
<td>#003976</td>
<td></td>
</tr>
<tr>
<td>Pantone 410</td>
<td>C22/M33/Y27/K62</td>
<td>#625454</td>
<td></td>
</tr>
<tr>
<td>White/Paper</td>
<td>C0/M0/Y0/K0</td>
<td>FFFFFF</td>
<td></td>
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Although the colour palette is very flexible, there are certain key audiences that are colour coded using pairings of the warm and cool colours as accents. Ideally the prominent colours online or in any piece of print will relate to these audiences.

**Undergraduates accents**
- Pantone Process Magenta
- Pantone Process Cyan

**Postgraduates accents**
- Pantone 186
- Pantone 396

**Part-time student accents**
- Pantone 151
- Pantone 376

**Businesses accents**
- Pantone 2725
- Pantone 1235

**International accents**
- Pantone 2725
- Pantone Process Cyan

**Underpining colours/Body copy**
- Pantone 281
- Pantone 410
- White/Paper

**Internal and staff**
For the internal audience, including current staff members, a combination of the entire colour palette can be utilised.
The relationship between colours is more important than the colours themselves.

Colour blindness – avoid combining yellow with blue, or green with red.

Use high contrast between colours.

White text appears smaller on a coloured background, so increase type size and weight.

Try to avoid switching between white text on a colour and black text on a colour on the same page.

Avoid putting text over images or textures.

No information should be conveyed solely by colour.
For text to be legible when used over a colour, there needs to be sufficient contrast between the text and the background colour, irrespective of whether the text is light on a dark background or vice versa.

**Important:** Avoid white out text for main areas of body copy. It can be acceptable for headings but not for full pages of small copy.

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<tr>
<th>100% Only use white text – 18 point and above</th>
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<th>100% Use black text</th>
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<th>100% Only use white text – 18 point and above</th>
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18
Tone of voice

How we talk to different audiences (ie the language that we use and the tone we adopt) will have a major impact on how successfully we engage with them.

Every word we use in our communications – every brochure, advertisement, e-mail and letter – can make a difference to the way we are perceived.

Over the next few pages, we have described the tone of voice that is distinctive to the University of Huddersfield. It should be interpreted appropriately and applied consistently.

But always be aware of two important factors when you are communicating:

1. Your audience
2. Your objective

Depending on the specific situation, you may need to modify the language you use. For example, whilst our tone should always be bright and engaging, how you invite a school-leaver to an open day may be less formal than how you invite a business leader to a networking event.

Use the tonal cues that we have provided and always apply common sense. In this way, we can talk more effectively to all our audiences.
The examples here demonstrate how we should and how we shouldn’t sound to our audience.

This is what we are
Leading professionals.

This is what we do
We work with some of the world’s leading organisations, pushing the boundaries of knowledge and developing the creative thinkers, opinion formers and professional people of tomorrow.

This is how we come across
Bright, modern, confident, concise, smart, challenging and thought provoking.

This is what we are not
Verbose, introspective, over-technical, flippant, arrogant or dull.
Photography is key to our identity, and the correct style and content of photography is essential to communicate the right message about the University of Huddersfield.

Use clean open shots with lots of white space reflecting the exciting and stimulating environment in which to learn. Compositions suggest a collaborative way of working, whilst the movement supports our dynamic and progressive values.
Do
- Carefully consider the relationship between the content of an image and the message it sits alongside, making visual reference to the copy through the image when possible.
- Give careful consideration to the cropping of photography.
- When commissioning new photography, incorporate the University logo or name where possible – such as on clothing, or on background signage. However the photography should not appear posed or too contrived.

Don’t
- Use clichéd imagery.
- Use overly posed images.
Photography
Continued
The University of Huddersfield identity must be used and applied consistently across all communications. This gives the best impression of the University and its identity to all audiences, and raises its profile.
Promotional Items

It is important that the University of Huddersfield identity is consistent across all supporting collateral.