
Your guide to our identity

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This document is intended to help you present a consistent image of the University across a range of offline and online 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 marque, strapline, typography, our message, tone of voice, colour palette, photography and various applications.

Our message

04

‘Inspiring tomorrow’s 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 country’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 growing 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.

Our marque

05

To maximise the impact of our marque it must appear prominently and legibly on all communication. It consists of two elements: a symbol and a wordmark which must never be separated.

Important: our brand marque must not be recreated.
Digital artwork is available for every variant of the marque.

Our marque

Main logo

06

The marque 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



White out



Only to be used when positioned over very dark image areas.

Black only



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

Clear space



Our marque

Offline and online usage

To ensure legibility and consistency of our brand we have a few rules which we would like you to follow and these are outlined on this page.

Online

Artwork at various sizes is available from the University of Huddersfield. If manual resizing is required, the marque 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 marque sizes are available as Photoshop and JPEG files.



Online

Minimum size with exclusion zone 120pxls

Offline

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 marque, as such the marque should never be reproduced at such a size that it becomes illegible.



Offline

Minimum size 25mm

Do

- Ensure that the supplied marque artwork is utilised
- Make sure you use the complete marque
- Make sure the marque is always clear and legible
- Make sure the marque features in a prominent position on all collateral
- Ensure the minimum 'clear space' is adhered to
- Ensure the marque appears top left on the main website and any e-mail templates

Don't

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

Our marque

Logo with strapline

08

The University of Huddersfield identity is built upon a solid proposition that combines all of the University's attributes and strengths. This is summed up in the strapline "Inspiring tomorrow's professionals".

Logo with strapline



clear space



Minimum offline
size 35mm



Minimum online size with
exclusion zone 150pxls

Do

- Ensure that the supplied strapline artwork is utilised
- Ensure the minimum 'clear space' is adhered to
- Ensure the minimum size is adhered to
- Be aware that the strapline can be used in isolation (see page 13)

Don't

- Re-position the strapline
- Use the strapline in isolation if using it as part of the marque

Our marque

Landscape logo

09

For some applications, where space is limited, the centralised stacked logo may not be suitable. In these instances a landscape version of the logo is used.

landscape logo



Minimum size 25mm

landscape logo with strapline



Minimum size 35mm
when using strapline

Do

- Ensure that the supplied strapline artwork is utilised
- Ensure the same minimum 'clear space' is adhered to as the centred logo
- Ensure the minimum size is adhered to

Don't

- Recreate any part of the logo or strapline
- Re-position the logo elements or strapline

Our marque

University Campus identity

10

It is important that the University of Huddersfield brand is consistent across the University Campus Barnsley and University Campus Oldham. This includes the dual branding.

Horizontal stacking Barnsley



Spacing



Horizontal stacking Oldham



Do

- Ensure the same minimum 'clear space' is adhered to as the centred logo
- Ensure that the supplied marque artwork is utilised
- Make sure you use the complete marques
- Make sure the marques are always clear and legible
- Make sure the marques feature in a prominent position on all collateral
- Ensure the correct spacing is used
- Ensure the words 'Part of the' always appear above the University of Huddersfield logo when used with the University Campus Barnsley and University Campus Oldham logos

Don't

- Reposition any element of the marque
- Use the strapline when dual branding

Our marque

University Campus identity continued

11

It is important that the University of Huddersfield brand is consistent across the University Campus Barnsley and University Campus Oldham. This includes the dual branding.

Vertical stacking Barnsley



Part of the



University of
HUDDERSFIELD

Vertical stacking Oldham



Part of the



University of
HUDDERSFIELD

Spacing



Do

- Ensure the same minimum 'clear space' is adhered to as the centred logo
- Ensure that the supplied marque artwork is utilised
- Make sure you use the complete marques
- Make sure the marques are always clear and legible
- Make sure the marques feature in a prominent position on all collateral
- Ensure the correct spacing is used
- Ensure the words 'Part of the' always appear above the University of Huddersfield logo when used with the University Campus Barnsley and University Campus Oldham logos

Don't

- Reposition any element of the marque
- Use the strapline when dual branding

Strapline in isolation

12

Where the strapline is not used as part of the marque it may need to be applied in isolation.

Below are options for the positioning of the strapline whether it is used across one, two or three lines.

Using the strapline

Inspiring
tomorrow's
professionals

Inspiring
tomorrow's
professionals

Inspiring tomorrow's
professionals

Inspiring tomorrow's professionals

Do

- Ensure the leading is set at -2pt
- Ensure the tracking is set at -20 (in thousandths of an em)
- Only use the left aligned versions positioned to the left of the page and the right aligned versions to the right

Don't

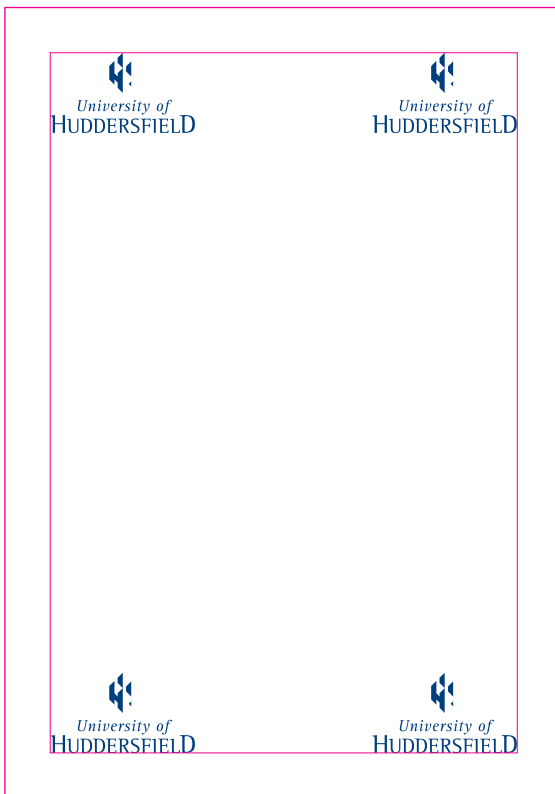
- Reposition any element of the strapline
- Use the strapline in isolation when it appears in the marque

Positioning the marque

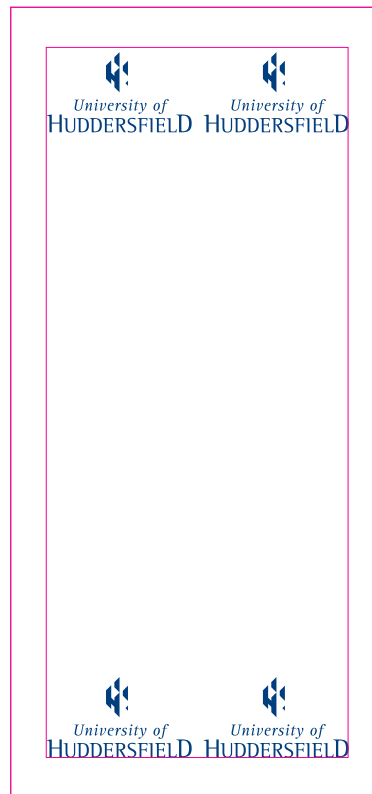
13

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

A5 layout



1/3 A4 layout



A5 layout

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

1/3 A4 layout

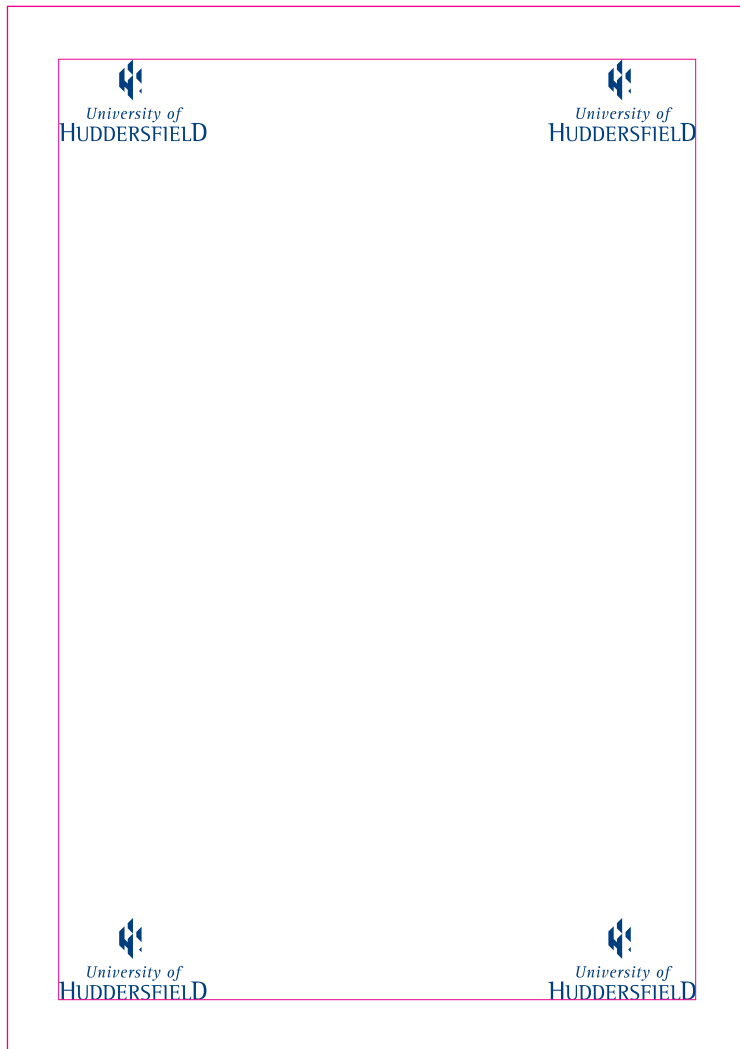
- Two column grid
- Only use the marque once per layout
- Logo can be positioned in any corner
- Logo width is 38mm

Positioning the marque

Continued

14

A4 layout



A4 layout

- Four column grid
- Only use the marque once per layout
- Logo can be positioned in any corner
- Logo width is 42mm

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 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 nine point and ensure that leading and tracking meets RNIB standards (see **www.rnib.org.uk** for more details).

Foco light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Foco regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Foco bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Offline

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.

Arial regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Online

The use of Foco is restricted online 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 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.

Online 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.

How we talk to different audiences (i.e. 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.

Tone of voice

19

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 are not
Verbose, introspective,
over-technical, flippant,
arrogant or dull.

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

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



Our colour palette

20

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

21

Warm colours



Pantone Pro. Mag.
C0/M100/Y0/K0
#EC008C



Pantone 1235
C0/M36/Y98/K0
#FDBB30



Pantone 186
C2/M100/Y82/K6
#E31836



Pantone 151
C0/M64/Y100/K0
#F89828

Cool colours



Pantone 396
C10/M0/Y95/K0
#EBE729



Pantone Pro. Cyan
C100/M0/Y0/K0
#00ADEF



Pantone 376
C59/M0/Y100/K0
#8CC63F



Pantone 2725
C76/M77/Y0/K0
#5261AC

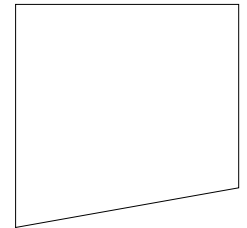
Neutral colours



Pantone 281
C100/M72/Y0/K38
#003976



Pantone 410
C22/M33/Y27/K62
#625454



White/Paper
C0/M0/Y0/K0
#FFFFFF

Do

- Use the CMYK versions for print applications whenever possible
- Use the Hex values for online applications whenever possible
- Use combinations of colours which complement each other

Don't

- Add to the colour palette with your own colours
- Use too many colours within one piece of communication
- Use combinations of colours which clash as this will reduce legibility

Colour palette

Audience accent colours

22

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

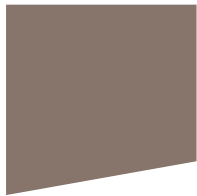


Pantone 1235

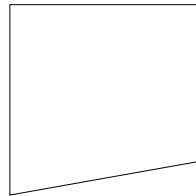
Underpinning colours/Body copy



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.

Photography

23

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.

Photography

Continued

24



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

25



Photography

Continued

26



Applications

27

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

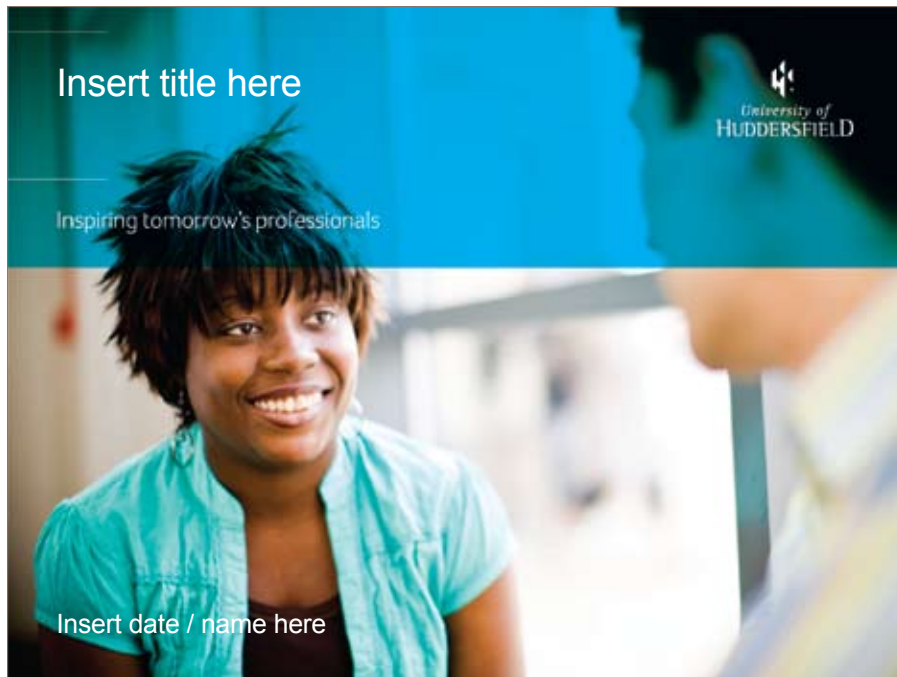
28

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



Shown are selected samples of the approved PowerPoint templates. A full colour range has been supplied. Contact central marketing for the PowerPoint template.

University title slide



University Campus title slide



PowerPoint

Continued

30

Speech bubble bulleted information slide



Insert title here

University of HUDDERSFIELD

Insert text here

Insert text here

Insert text here

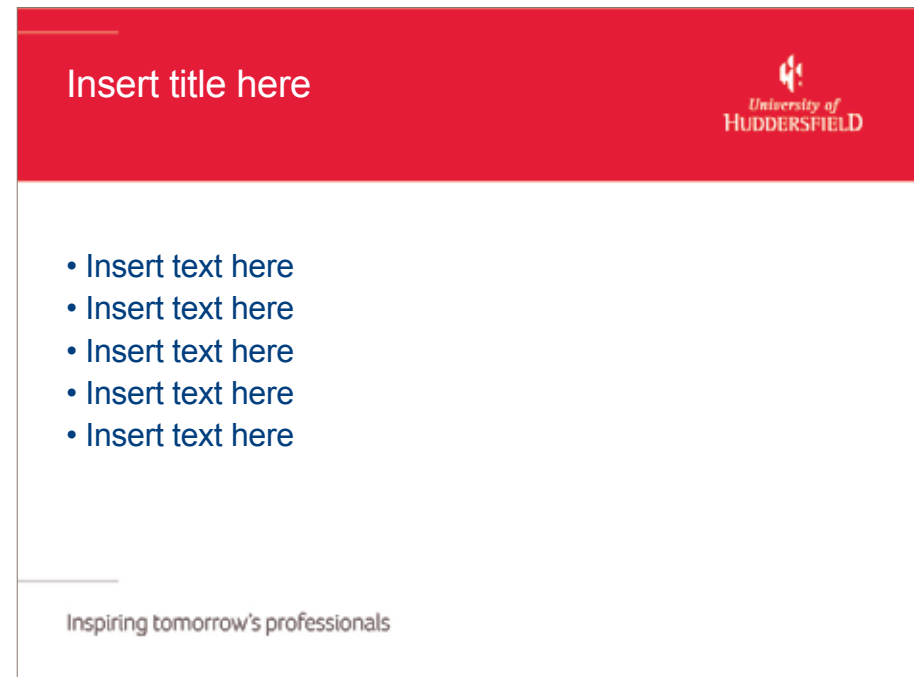
Insert text here

Insert text here

Inspiring tomorrow's professionals

This slide template features a dark grey header with a title placeholder and the University of Huddersfield logo. The main content area is white and contains five colorful speech bubbles (pink, green, orange, blue, and red) arranged in a cluster, each with a text placeholder. The footer is a light grey bar with the text 'Inspiring tomorrow's professionals'.

Standard bulleted information slide



Insert title here

University of HUDDERSFIELD


- Insert text here
- Insert text here
- Insert text here
- Insert text here
- Insert text here


Inspiring tomorrow's professionals

This slide template features a red header with a title placeholder and the University of Huddersfield logo. The main content area is white and contains a bulleted list with five placeholder items. The footer is a light grey bar with the text 'Inspiring tomorrow's professionals'.

Copy with image slide

Insert title here






Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea cons quis nostrud equat.

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Inspiring tomorrow's professionals

Copy slide

Insert title here



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Inspiring tomorrow's professionals


PowerPoint


Continued

32

Two image template slide

Insert title here







Inspiring tomorrow's professionals

Three image template slide

Insert title here





Inspiring tomorrow's professionals