Lancaster University

Brand Guidelines
— **Staff Edition** —

Contents

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An introduction to Lancaster University

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1.1

Using the guidelines

The name and basic identity elements of any brand are among its most valuable assets. For this reason, all aspects should always be treated carefully and conscientiously. The strength of the Lancaster University brand image relies on its consistent visual expression and its application.

These brand guidelines have been created to explain the basic principles for the correct application of the Lancaster University brand. They are intended for any staff producing or commissioning any Lancaster University branded communications.

It is important that these brand guidelines are always adhered to in order to achieve a unified image that expresses the brand consistently and accurately. This will strengthen brand awareness and help Lancaster maintain its Top 10 University status.

A logical and mindful approach should be taken when following the rules within these guidelines. There will be some specific and important situations in which the best application of the brand requires the development of a different approach, and this should be discussed with the Marketing Team.

marketing-services@lancaster.ac.uk

History of the brand

The University conducted research into its brand in the spring of 2014 which, firstly, helped it to develop a stronger marketing proposition and, secondly, sought the views of high achieving A-Level students on the type of visual branding they expected to see in a top ten university.

The students polled had a very strong inclination towards shields, which they associated with history, tradition and high academic standards. The brand, then known as 'the swoosh logo', was felt by the students to look too corporate and that it said nothing about the University. This view was also shared by the majority of current students and staff.

In April 2014 the new University crest was launched. The new crest helped to tell a story about Lancaster by featuring three wavy lines referring to the river Lune, two roses which are taken from the arms of the county of Lancashire and finally the open book which represents learning and knowledge.

The brand has now been running for almost four years and has been very well received and recognised within the sector both in the UK and abroad.

1.3

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Tone of voice

Our brand personality is not just reflected in the look and feel of our communications, but also in the words we use. With the right tone of voice, our communications will be clearer and more persuasive. But, more than that, they will also create an impression of who we are, what makes us different and why students should study here. So whatever the media or message, our writing should be:

Relevant

The first question should always be: who is your audience? School leavers? Parents? Colleagues? Think about their priorities and what they already know. The finished copy should be informative without being patronising, giving answers to their questions. Also consider the context. The same language won't fit (physically or tonally) on a personal email and a bus stop poster, for example.

Knowledgeable

There is never a need to dumb down our communications. We are one of the country's finest educational institutions. Why hide it? But being clever and being clear are not mutually exclusive. We may deal with important ideas at the leading edge of our various fields, but we should be capable of expressing those ideas without reverting to impenetrable technical language or jargon.

1.3

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Tone of voice

Open

We want people to visit, stay and study with us. But for many of our readers, a University can seem like a daunting and distant organisation removed from their world. So whatever the particular message of your communications, our copy should always be open and welcoming (just like us). False or forced friendliness is not our style, but we can and should be warm and conversational in our communications.

Engaging

Copy should be both compelling and easy to read. That means keeping things simple: have one idea per sentence and one topic per paragraph. But mix up the length and structure of your sentences and paragraphs – when things are uniform, they're boring. Reading a succession of long sentences is like running a long race while holding your breath. It's exhausting. Short sentences offer a break. And they're a good way to end things.

Proud

Around 50 years ago, Lancaster University was barely more than an idea: we held lectures in a former church and put students up in an old factory. We've come a long way: a top 10 university, a village campus, award-winning accommodation and real role in answering the world's key questions in vital areas. We can be proud of our past and confident in our future. And our communications should reflect that. Whether it's in direct reference to an achievement or in the overall tone of our copy, we can and should show our pride in what we've done and what we're doing.

For example paragraphs of University content please contact the Marketing Team direct.

marketing-services@lancaster.ac.uk

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The University crest

Lancaster University

The logo is a visual shorthand for everything that the University represents. Maintaining its integrity is essential to symbolise the integrity of the University.

Consequently the logo should be seen as a lock-up and the elements should never be separated or adjusted in size or relationship. The only instance this should ever be separated is when the minimum size is too small for a specific production.

The colours of the logo are important. Red provides a 'stand-out' factor, grey provides a softer element and white ensures a clean, crisp feel.

The 'Lancaster University' wording should appear to the left of the symbol at all times. This should not be moved or amended in any way.

In certain circumstances the secondary logomark may be used depending on the application – **please contact the Marketing Team to discuss this alternative.**

marketing-services@lancaster.ac.uk

2.2

Reversed out logomark

The reversed out logomark has been created to use on darker backgrounds or for use over photographic backgrounds. This should be chosen when it will give a cleaner and more impactful result than using the primary logomark.

In this version of the logo, there has been an additional grey stroke applied to the edge of the shield to help it become prominent.

NB: Remember always to reproduce the logomark from high quality original artwork. Do not attempt to redraw any of the elements. All artwork can be obtained from the Marketing Team.

marketing-services@lancaster.ac.uk

Mono logomark

The mono version of the logomark is available in both black and white. This version will probably not be used very much, but is ideal for purposes such as branded promotional items where there may be a restriction on the amount of colours used due to the production process.

NB: Remember always to reproduce the logomark from high quality original artwork. Do not attempt to redraw any of the elements. All artwork can be obtained from the Marketing Team.

marketing-services@lancaster.ac.uk

Protecting the logomark

The University logomark is always the 'hero' and its integrity and legibility must never be compromised.

To maximise the visibility and impact of the logomark, a protective clear zone must always exist around it. No other graphic elements should be allowed within this zone. It is established using the height of the logomark (U). This is the minimum recommended area, and more space around the logotype will improve its visibility.

NB: Remember always to reproduce the logomark from high quality original artwork. Do not attempt to redraw any of the elements. All artwork can be obtained from the Marketing Team.

marketing-services@lancaster.ac.uk

2.5

Minimum size

Lancaster University ·—— 10mm height

Lancaster University

In print media, the Lancaster identity should never be shown any smaller than the size indicated here. This is the smallest size to which the shield can be reduced due to the level of detail, without losing integrity or becoming illegible or distorted.

In certain instances Lancaster University primary identity may have to be reduced to a simple plain text version. This may be due to a restriction in a production process or material in which it is being applied.

For further clarification on this please contact the Marketing Team.

marketing-services@lancaster.ac.uk

Logo for promotional materials

There cannot be a defined logo for promotional items, there just has to be good judgement and common sense. The priority has to be legibility of the brand identity so it shouldn't appear too small. This can be a problem for individual departments if the name of the department is very long e.g Lancaster Institute for the Contemporary Arts. If this is the case we recommend using only the University brand.

The correct identity should also be used in order to make sure there is enough contrast between the product and the chosen brand identity.

For further clarification and a list of the approved suppliers, please contact the Marketing Team.

marketing-services@lancaster.ac.uk

2.7

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Misuse of the logomark

In order to maintain the integrity of the Lancaster University logo, please avoid the mistreatments shown on this page.

The shield must not be manipulated or distorted in any way.

The correct logomark must be used depending on the background it is intended to be used on. Common sense shows that the black text is not readable if sat on a dark photographic background.

NB: Remember always to reproduce the logomark from high quality original artwork. Do not attempt to redraw any of the elements. All artwork can be obtained from the Marketing Team.

marketing-services@lancaster.ac.uk

Crest colour palette

Spot Colour:
Pantone® Process Black

Spot Colour: Pantone® 1807	**Four-colour Process:**	
	Cyan	0%
	Magenta	100%
	Yellow	96%
	Black	28%

Lancaster University

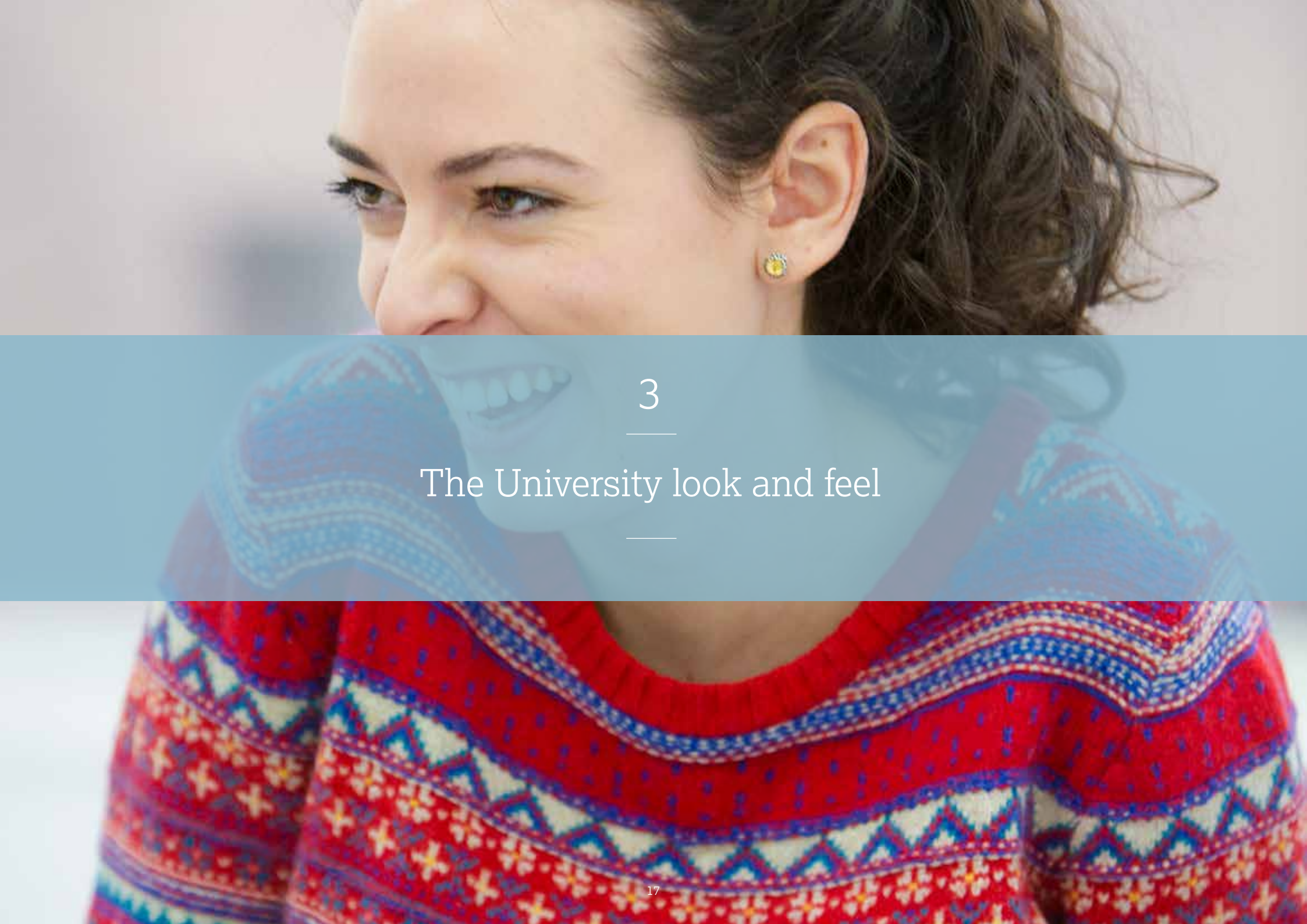| **Spot Colour:** Pantone® 429	**Four-colour Process:**	
	Cyan	3%
	Magenta	0%
	Yellow	0%
	Black	32%

Lancaster's logo colours are red, grey, white and black. The pantone colours are as follows:

Red: Pantone® 1807

Grey: Pantone® 429

Black: Pantone® Process Black

3

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The University look and feel

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Lexia
Aktiv Grotesk
Effra

Three typefaces have been chosen to represent Lancaster University's look and feel. These typefaces are for use in all printed marketing materials and digital artwork .

The use of a slab and a sans serif typeface is important as it provides depth to the Lancaster personality. A slab serif typeface helps to provide gravitas and authority, while a sans serif typeface is clean, modern and is easy to read as body copy.

Effra, Lexia and Aktiv Grotesk are the chosen typefaces and are all available through Adobe® Typekit subscription. These are not available to staff and will require a professional design agency.

www.typekit.com

3.1.1

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Typography

Lexia

01234567890-=!@£$%^&*()_+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light
Regular
Thin
Bold
XBold
Black

Lancaster is one of the best universities in the UK on any objective measure: that's why we're consistently ranked amongst the top 10. Some of our greatest strengths include overall student satisfaction and employment, so you'll have a great time here and graduate with strong employment prospects.

For Headings

Lexia is a slab serif font with a wide range of styles, weights and uses. It was designed with traditional proportions to give it the best functionality possible and is easily readable at small sizes. At large sizes, its Advertising weight displays this font family's individuality to great effect.

For designers working with tough composition issues, one of Lexia's great benefits is its extended range of weights and styles. The mid weights provide excellent legibility for text, whilst the extreme weights are expressive and perfect for display and titling. Lexia even includes an Advertising weight that can be used to make impact on billboards and other large scale applications. This font is perfect for conveying punchy messages on a massive scale or simply communicating clearly at text sizes. Lexia is a great all-rounder with superb functionality.

www.typekit.com

Typography

Effra

01234567890-=!@£$%^&*()_+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light
Regular
Medium
Bold
Heavy

Lancaster is one of the best universities in the UK on any objective measure: that's why we're consistently ranked amongst the top 10. Some of our greatest strengths include overall student satisfaction and employment, so you'll have a great time here and graduate with strong employment prospects.

For Headings

With clean lines and humanist character shapes, Effra is a supremely flexible sans serif font family that has become a design favourite in recent years. It solves everyday design and communication problems by providing a unique look-and-feel that can be applied to a wide range of media.

With clean lines and open character shapes, Effra is a family that combines definite personality with simplicity of form. It's an attractive combination that makes Effra flexible and, although it is optimized for titling sizes between 12pt and 16pt, it's equally at home when used for large headlines or small body copy. Effra is available in five weights with matching Italics, creating carefully stepped changes that allow for intelligent designs in a wide range of media.

www.typekit.com

Aktiv Grotesk

Hairline
Light
Regular
medium
Bold
XBold
Black

01234567890-=!@£$%^&*()_+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lancaster is one of the best universities in the UK on any objective measure: that's why we're consistently ranked amongst the top 10. Some of our greatest strengths include overall student satisfaction and employment, so you'll have a great time here and graduate with strong employment prospects.
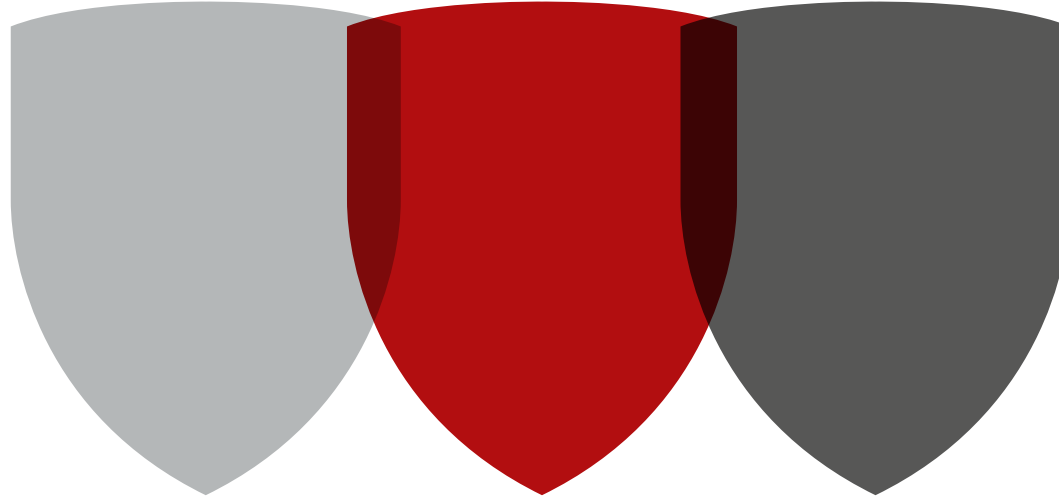
For Bodycopy

Grotesque fonts have been hugely popular over the past fifty years, with designers and font-users choosing them for their neutrality, contemporary feel, utilitarianism, and seriousness; these are fonts which can be successfully applied in a broad range of contexts and media.

www.typekit.com

Primary colour palette

The Lancaster University primary colour palette retains the historical ethos of Lancaster, which we feel is very important to the brand.

The colours are confident and strong, and help Lancaster retain its image of a top 10 university. We have evolved the palette slightly by adding in an additional grey into the primary palette.

More importantly the Lancaster University brand now has a secondary colour palette. This new addition offers more flexibility, and shows the Lancaster University personality.

See the secondary colour palette on page 25.

3.2

Primary colour palette

Spot Colour:
Pantone® 1807

Four-colour Process:
Cyan   0%
Magenta   100%
Yellow   96%
Black   28%

RGB: **HEX:**
R   181   b5121b
G   18
B   27

Spot Colour:
Pantone® 429

Four-colour Process:
Cyan   3%
Magenta   0%
Yellow   0%
Black   37%

RGB: **HEX:**
R   190   bec0c2
G   192
B   194

Spot Colour:
Pantone® 432

Four-colour Process:
Cyan   0%
Magenta   0%
Yellow   0%
Black   80%

RGB: **HEX:**
R   85   555656
G   86
B   86

The Lancaster University primary colour palette retains the historical ethos of Lancaster, which we feel is very important to the brand.

The colours are confident and strong, and help Lancaster retain its image of a top 10 university. We have evolved the palette slightly by adding in an additional grey into the primary palette.

More importantly the Lancaster University brand now has a secondary colour palette. This new addition offers more flexibility, and shows the Lancaster University personality.

See the secondary colour palette overleaf.

Secondary colour palette

Spot Colour: Pantone® 5555 **RGB:** R 85 G 120 B 105	Four-colour Process: Cyan 52% Magenta 7% Yellow 36% Black 29% **HEX: 557869**	Spot Colour: Pantone® 327 **RGB:** R 0 G 136 B 120	Four-colour Process: Cyan 100% Magenta 14% Yellow 60% Black 5% **HEX: 008375**	Spot Colour: Pantone® 3258 **RGB:** R 72 G 182 B 173	Four-colour Process: Cyan 68% Magenta 2% Yellow 38% Black 0% **HEX: 48B6AD**	Spot Colour: Pantone® 7707 **RGB:** R 0 G 99 B 130	Four-colour Process: Cyan 80% Magenta 0% Yellow 0% Black 57% **HEX: 006382**	Spot Colour: Pantone® 2377 **RGB:** R 50 G 65 B 71	Four-colour Process: Cyan 75% Magenta 54% Yellow 47% Black 44% **HEX: 324147**
Spot Colour: **Pantone® 7493** **RGB:** R 134 G 153 B 120	Four-colour Process: Cyan 30% Magenta 7% Yellow 35% Black 10% **HEX: 869978**	Spot Colour: Pantone® 346 **RGB:** R 116 G 192 B 153	Four-colour Process: Cyan 58% Magenta 0% Yellow 50% Black 0% **HEX: 75BF9A**	Spot Colour: Pantone® 5503 **RGB:** R 128 G 184 B 188	Four-colour Process: Cyan 54% Magenta 12% Yellow 27% Black 0% **HEX: 81B8BB**	Spot Colour: Pantone® 643 **RGB:** R 196 G 218 B 229	Four-colour Process: Cyan 27% Magenta 7% Yellow 9% Black 0% **HEX: C4DAE5**	Spot Colour: Pantone® 550 **RGB:** R 127 G 170 B 190	Four-colour Process: Cyan 50% Magenta 15% Yellow 15% Black 2% **HEX: 7faabe**
Spot Colour: Pantone® 459 **RGB:** R 227 G 203 B 139	Four-colour Process: Cyan 13% Magenta 18% Yellow 52% Black 1% **HEX: e3cb8b**	Spot Colour: Pantone® 7661 **RGB:** R 100 G 96 B 108	Four-colour Process: Cyan 22% Magenta 25% Yellow 3% Black 45% **HEX: 64606c**	Spot Colour: Pantone® 178 **RGB:** R 255 G 115 B 114	Four-colour Process: Cyan 0% Magenta 68% Yellow 45% Black 0% **HEX: FF7372**	Spot Colour: Pantone® 689 **RGB:** R 138 G 62 B 101	Four-colour Process: Cyan 43% Magenta 82% Yellow 31% Black 20% **HEX: 8A3E65**	Spot Colour: Pantone® 7535 **RGB:** R 186 G 182 B 162	Four-colour Process: Cyan 22% Magenta 18% Yellow 30% Black 10% **HEX: bab6a2**
Spot Colour: Pantone® 7411 **RGB:** R 225 G 171 B 108	Four-colour Process: Cyan 11% Magenta 36% Yellow 62% Black 1% **HEX: e1ab6c**	Spot Colour: Pantone® 7607 **RGB:** R 194 G 103 B 99	Four-colour Process: Cyan 0% Magenta 63% Yellow 39% Black 20% **HEX: c26763**	Spot Colour: Pantone® 1625 **RGB:** R 249 G 169 B 142	Four-colour Process: Cyan 0% Magenta 43% Yellow 42% Black 0% **HEX: F9A98E**	Spot Colour: Pantone® 7654 **RGB:** R 164 G 118 B 154	Four-colour Process: Cyan 41% Magenta 59% Yellow 20% Black 3% **HEX: A4769A**		

Our secondary colours have been chosen to bring a bit of life and personality, yet still remain classic and tasteful. The muted palette helps support the vibrant red from the primary palette.

This palette can be used in combination with the primary colour palette to introduce subtlety and variety to certain applications. They too must be used carefully to compliment and enrich the Lancaster University identity.

The colours help break down the corporate red and grey, are perfect for design layouts if there is a call to action or infographic.

When text is overlaid on a coloured background we recommend it needs to be at least 95% black or white as shown above to create as much contrast as possible and ensure legibility.

The branding hierarchy

Top level

Lancaster University

Approved sub-brands

Lancaster University Law School

Lancaster University Medical School

Lancaster University Management School

Standard department and research centre brands

Psychology | Lancaster University

Science & Technology | Lancaster University

The Lancaster University brand has to work both externally and internally. The brand therefore has to have the flexibility to be adapted to suit the correct audience.

At school level the shield is still used but the emphasis is more on the faculty name rather than the University brand.

At department level, there is more of an even balance between the University brand and the department name. This arrangement is also the basis for any other third party/affiliated organisations.

These rules should be applied throughout the University to help deliver a cohesive and professional brand.

3.5

The curved corner

Work placements

All our courses are offered as a
three year BEng degree or a four
year MEng degree and all have
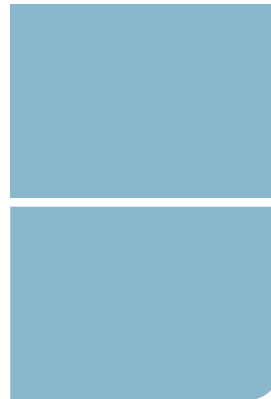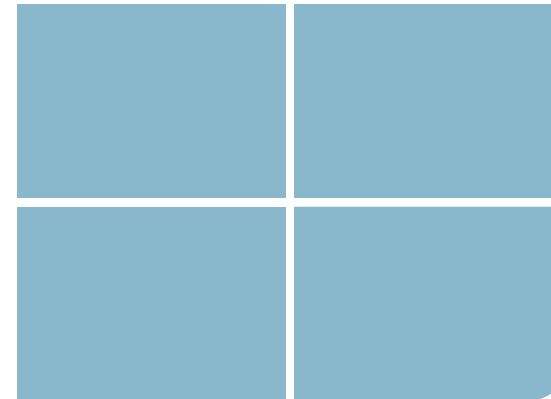the option of spending a year in
industry.

Fig 1

Fig 2

The use of a curved corner has been introduced to create a distinctive feature to colour blocks and picture boxes.

The curved corner can be used in conjunction with square boxes to give a sharper feel, however the curved box should always end to the right and to the bottom of any arrangement.

When using a strip of images in a horizontal fashion, the curved corner should be used on the bottom right hand side, see fig 1.

Images can be used in a grid system but please ensure that the curved image is placed in the bottom right hand corner, see fig 2.

3.6

Paper stock

The paper stock is crucial to help retain consistency of quality feel, and replication of colour. For the top level documents, thus far, the University uses UPM Fine in a variety of weights.

UPM Fine is an offset paper that provides high brightness, optimal opacity and outstanding suitability for processing. It's a flexible multi-use paper making it ideal for flyers, prospectuses, and magazines that the University produce.

For further technical information see:

www.upmpaper.com/en/Papers/Pages/Paper.aspx?ppid=490&region=EMEA&language=en-gb

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Photography

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4.1

Photography

Lancaster is a very photography rich university and the brand style tries to capture all aspects of campus, staff and student life. The photography style adopted by Lancaster University is very relaxed, authentic and documentary, as much as possible.

For environmental campus shots, using both wide-angle images (highlighting the breadth of campus) in conjunction with close-ups (showing unique details and interesting perspectives) works best. The campus is forever changing and new buildings appear every year, so it's important that up-to-date photography is used.

It is important that all photography is consistent and to the same high standard.

For access to the media library or for a list of approved photographers contact the Marketing Team.

marketing-services@lancaster.ac.uk

4.1

Photography

City and campus

We want Lancaster University to be a unique proposition, in a very crowded market place. Many other universities look the same so it's important to show what makes Lancaster different – images that show the campus in context to its location of the historic city of Lancaster and the North West work best.

Lancaster is unique as it offers a fantastic campus life, within a small but exciting city. It is important to find these unique aspects of the city and the architecture to mirror the new modern developments on campus. The photography of Lancaster plays a key part in our brand and helps put the University on the map.

4.1

Photography

Buildings

Lancaster University has invested over £500 million on campus developments since 2003 and the buildings and facilities are an integral part of our brand. These help enforce our Top 10 status to potential students and show that Lancaster is an evolving university.

Photography for these areas should be shot with geometry being the main aim, to help reflect the strength and confidence of the Lancaster campus. It is also important that people are in the shots, in order to show the atmosphere and vibrancy of campus life.

Having clear, dry weather is essential for consistency. Photographers should use the above examples as a guide for what to focus on and have to achieve straight lines for consistency when geographical location is an issue.

4.1

Photography

People

Both students and staff are key to the success of Lancaster University so it is crucial that they are shown in the correct manner. All people photography should be shot in a way that shows collaboration, engagement and interaction with their environment.

It is also very important that you pick the correct photography in context of its publication/usage. Photographers and designers should show an appreciation of ethnicity and international cultures.

Examples of this include the following:

• No semi-naked people in the swimming pool
• No excessive alcohol abuse
• No couples in intimate environments, e.g bedrooms
• No overly revealing clothing, eg. low cut tops or very short skirts

For clarification on this contact the Marketing Team.

marketing-services@lancaster.ac.uk

4.1

Photography

Portraits

On some occasions key staff require portrait/headshots to be taken. To keep the consistency of style these should be taken in well-lit environments, ideally with natural lighting. Picking the correct location is crucial in order to make staff feel relaxed and as natural as possible.

For knowledge of these key locations within campus please contact the Marketing Team.

marketing-services@lancaster.ac.uk

5
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Digital communications

5.1

Social media

In order to avoid degradation or improper treatment of the Lancaster brand these guidelines should be followed to ensure that representation of the University brand on third-party social media platforms is appropriate.

The avatar that is used is consistent across all our social media channels. See page 37 for further details. All the Lancaster profiles, and background images should have a consistent feel across all social media channels, as these are an extension of the University website. These are social media accounts, so please consider the social "personality" you want your aesthetic to convey. Of course the University is an organisation of outstanding achievements but don't be afraid to have fun!

5.1

Social media

Twitter

Facebook

Crest only

The profile picture/avatar for all social media channels should always be the Lancaster University crest. This is to be used **without the wordmark** in order to maximise the visual presence. See the screenshots above for social media examples.

For artwork files please contact the Marketing Team.

marketing-services@lancaster.ac.uk

Social media

Twitter Guidelines

Avatar
Use the shield cropped to 70 pixels x 70 pixels.

Background
Use a textural image cropped to 1600 pixels x 1200 pixels. Avoid busy, repeating backgrounds. Be as specific and descriptive as possible within the 20-character limit. Use the name of your department, school, or organisation. Do not use "Lancaster University" alone.

Facebook Guidelines

Profile picture
Use an iconic photograph cropped to 200 pixels wide (no height constraint). Avoid using words or solid colors as they degrade when rendered by Facebook.

Vanity url
This can never be changed, so choose carefully. Consider establishing a consistent naming convention, for example: twitter.com/LancasterUni, facebook.com/lancasteruniversity

Page type
Under "Official Page," select "Local Business" and then "Education."

Timeline cover photo
The first thing visitors to your timeline see, the cover photo should be engaging, easy to read, and sized 851 x 315 pixels.

6

Templates

6.1

Templates

Templates make it easier to produce items within the brand guidelines. Please use the variety of Word and Powerpoint templates available here **www.lancaster.ac.uk/current-staff/brand/templates** for both Lancaster University and departmental templates.

If you regularly produce a specific piece of collateral which does not have an associated template, you may benefit from having a template produced. Please contact the Marketing Team – **marketing-services@lancaster.ac.uk** to discuss the production of new templates to meet your needs.

Thank you