

This document is subject to periodic revision.

Please check

exeter.ac.uk/departments/communication/

mark-ops/design/visualidentity/

for the most recent copy.

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mats **guidelines** typefaces
banners illustration copyw
identity brand grids hiera

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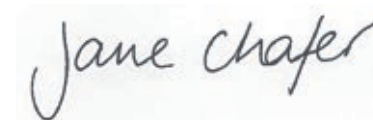
INTRODUCTION

These guidelines have been produced to ensure that we represent our brand at the highest level and that our communications and marketing materials are presented in a cohesive, consistent and professional format.

By working together to reinforce key messages in all our communications, we can ensure the University of Exeter brand is defined across all media platforms in a vibrant style and compelling narrative that embodies our personality.

The guidelines are also available for our suppliers, partners and collaborators to ensure they have a clear understanding of the importance of maintaining our visual identity.

Thank you for familiarising yourself with this information which provides the basis for all internally and externally produced materials. We appreciate you may need further clarification and colleagues in our Design Studio will be happy to help you implement these guidelines.

A handwritten signature in black ink that reads "Jane Chaper". The signature is written in a cursive, flowing style.

Director of Communications,
Marketing and Corporate Affairs

OUR BRAND VALUES

MISSION

We make the exceptional happen by challenging traditional thinking and defying conventional boundaries.

VALUES

Ambition

Collaboration

Challenge

Community

Impact

Rigour

The University prides itself on its distinctive identity and we work hard to maintain a consistent representation of our brand.

We have created a strong, globally recognised style which utilises our logo, fonts, and colour palette throughout our extensive range of printed and digital materials including brochures, prospectuses, guides, web pages and stationery.

This guide is a tool to help you make decisions about how best to represent your project.

Our team of highly experienced designers is ready to help you with advice and consultation on your project and how you can maintain the University of Exeter's brand without loss of quality or audience impact.

TONE OF VOICE

Our tone of voice is based on our existing values. It outlines our existing brand personality rather than trying to define a new one.

Our tone of voice guide helps us define:

- What we want our written communication to say about us
- How we communicate 'on brand'
- Why we use the words we do
- When we should change or adapt the way we write

Whenever we write we should consider three things

- Who we're writing for (audience)
- Where we're writing (medium)
- What we're trying to achieve (purpose)

Our basic principles are:

- We include everyone
- We use real student voices where possible and appropriate
- We are aware of, and try to avoid, unconscious bias
- We are supportive and nurturing
- We want every interaction to be positive
- We stand by what we say
- We answer difficult questions directly
- We acknowledge these are guidelines, not rules

We

- put our audience first
- are clear
- are supportive
- are helpful and positive
- strive to be accurate

ELEMENTS AND THEIR APPLICATION

These guidelines provide you with clear details of what is required to produce professional and cohesive materials that represent the University of Exeter's globally recognised style. They are split into two parts.

- 1. Elements** – focusing on logo, crest, fonts, colours, photographic styles and other components which comprise the University's visual identity.
- 2. Application** – examples of how the elements are applied within specific environments.

For advice or information about using our design elements, please contact the Multimedia Design Studio.

Email: designenquiry@exeter.ac.uk
Tel: 01392 723498

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identity brand grids hierar

THE LOGO

The University of Exeter logo forms the foundation of our identity. It is essential it is not changed in any way and is reproduced only in the approved formats shown in these guidelines.

The principal version of the logo is designed in black with the X in Exeter's corporate blue. It is also available as a mono version and reversed out version – see exeter.ac.uk/departments/communication/mark-ops/design/

The logo and its brand extensions:

- Are protected by copyright
- Must not be used by organisations and individuals outside of the University without permission
- Are fixed artwork which must not be altered or recreated in any way
- Are to be clearly legible and visible and should be sized at no less than 30mm in width, 100px for web

Positioning

The position of the logo should adhere to the following:

- Should be ranged left, with top left being the principal position
- Should be positioned within clear space free of other images, fonts or elements
- May not be placed adjacent to the official crest
- May be placed bottom left when used in a contact detail block, e.g. in posters and invitations. No other position is allowed

Logo colour palette



Corporate blue

Process colour
C86 M66 Y13 K1

RGB colour
R57 G89 B152

Web colour
#395997



Corporate black

Process colour
C15 M15 Y15 K100

RGB colour
R00 G00 B00

Web colour
#000000

The logo



Mono version



Reversed out



CLEAR SPACE AND MINIMUM SIZE

The University of Exeter logo should:

- Be positioned in clear space - exclusion zone - with no additional images, fonts, photographs or illustrations. The exclusion zone minimum measurements are indicated in the images shown here but should always be increased wherever possible
- Be clearly visible
 - The minimum size of the logo should be no less than 30mm in width and should always maintain its integrity when reduced in size
 - Any background colours should be of sufficient contrast to allow the logo to be impactful and recognisable.

Reproduction of the logo

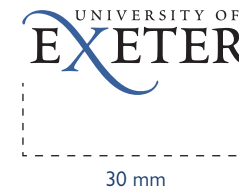
The logo should only be reproduced from the master artwork. The logo is protected by copyright and should never be recreated or altered.

Partnerships, sponsorships, accreditations and awards regularly require that the University logo sits alongside one or more other logos which may require an adjustment to our size and positioning rules. Mono versions (black or white) are permissible, but always use the colour version of the logo - black with blue X, when used alongside colour versions of partner logos.

Clear space area equal to cap E



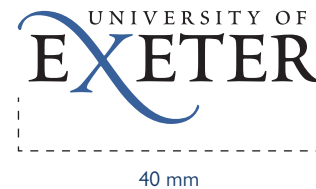
Minimum size for print



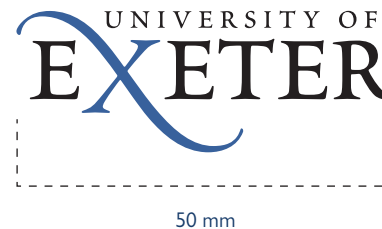
Minimum size for web



Recommended width for use on an A5 document



Recommended width for use on an A4 document



Recommended size for use on an A3 document



OUR BRAND ARCHITECTURE

The University of Exeter works with a wide range of partners. We aim to ensure a strong relationship when partner logos are used on our communications and materials.

Partner institutes, centres, affiliations and professional services should be a clearly identifiable and recognisable part of the University, and as such their branding should adhere to our guidelines.

These sub brand sectors of the University have met specific criteria relating to, for example, their external facing activity, sector requirements and income generation.

To achieve sub-brand approval, permission is required from the Vice-Chancellor's Executive Group (VCEG) and all requests must be sent to Jane Chafer, Director of Communications, Marketing and Corporate Affairs.

Sub-brand groups should use the logo supplied to them by the Design Studio and should not attempt to alter, change, or create their own.

Acronyms will not be used as part of a sub-brand logo and will not be permitted on business stationery.

1. Institutes ✓



3. Affiliations ✓

EXETER
TECHNOLOGIES
GROUP

Centre for Additive Layer
Manufacturing

2. Centres ✓



4a. Campus Services ✓



4b. Sport ✓



IDENTITY FAMILY TREE

Primary logo



Sub-brands

The sub-brands of the University of Exeter are made up of formally recognised University research groups, institutes and centres as follows:

Institutes

Formally recognised groups such as the Living Systems Institute, the Strategy and Security Institute and the Environment and Sustainability Institute.

Centres

Formally recognised groups such as the Centre for Ecology and Conservation and the Tax Administration Research Centre.

Affiliations

Activities and groups that are jointly led and managed by the University of Exeter and a third party as appropriate partners.

Joint Partnerships

Departments within the University of Exeter working with funded, external partners.

THE CREST

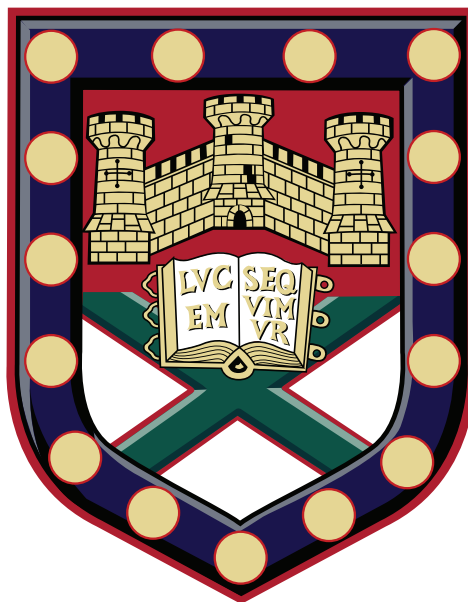
The official University crest conveys our prestige and heritage combined with the highest educational standards.

The triangular gold castle with three towers, the 15 gold bezants around the edge of the shield and the green cross on white background all originate from the coats of arms of Devon County, Exeter City and Cornwall County. The gold edged book is inscribed in Latin, which translates as “*We follow the Light*”.

The official crest is reserved for ceremonial, legal or statutory use by the Vice-Chancellor’s office, or for official materials e.g. relating to graduation ceremonies. The exception to this is that it can be used on sports wear for individuals or teams representing the University – please check in advance with the Multimedia Design Studio for approval.

The use of the crest alongside or instead of the University logo is not permitted. It should only be reproduced from the master artwork and should never be recreated or altered.

Full colour version



Mono version



CORPORATE COLOUR PALETTE

Colour is an integral part of our identity. It must be used consistently to establish structure and hierarchy across our communications.

We have two distinct colour palettes – the 'Corporate' and 'Student'.

Where possible, applying these colourways is preferable but not exclusive.

Where our colours are to be printed on different stock, or feature on merchandise such as mugs or T-shirts, supplier samples should be requested in order to guarantee consistency in colour reproduction.

The corporate palette is used primarily for the University's internal publications including:

- Internal reports
- Financial updates
- Annual reports
- Ceremonial documents
- Committee reports



Process colour
C100 M84 Y33 K18
RGB colour
R30 G54 B100
Web colour
#1E3664
RAL5011



Process colour
C65 M30 Y6 K0
RGB colour
R95 G154 B203
Web colour
#5F99CA



Process colour
C75 M46 Y53 K44
RGB colour
R56 G82 B81
Web colour
#375251



Process colour
C22 M100 Y86 K13
RGB colour
R176 G25 B38
Web colour
#AF1926



Process colour
C11 M11 Y49 K0
RGB colour
R235 G219 B152
Web colour
#EADA97

STUDENT COLOUR PALETTE

Our Student Colour palette embraces a wide range of colours that allow flexibility and freshness. We do not colour code our schools or departments; the palette is available to everyone and may be used freely.

When using colours, care must be taken to ensure the chosen colours have good contrast and work with each other.

Always maintain legibility when using coloured typography.

The student palette is used primarily for recruitment publications and marketing materials that are outward facing to a student and global audience and include materials such as:

- Banners and displays
- Exhibition stands
- Prospectuses
- Subject brochures
- Open day materials
- Advertisements



Process colour
C53 M37 Y34 K16
RGB colour
R124 G133 B140
Web colour
#7B858B



Process colour
C94 M14 Y28 K1
RGB colour
R0 G147 B175
Web colour
#0092AF



Process colour
C34 M3 Y0 K0
RGB colour
R178 G220 B247
Web colour
#B2DBF6



Process colour
C50 M11 Y100 K3
RGB colour
R147 G176 B34
Web colour
#92AF21



Process colour
C29 M0 Y100 K0
RGB colour
R202 G212 B00
Web colour
#CAD400



Process colour
C73 M100 Y24 K15
RGB colour
R95 G34 B100
Web colour
#5E2263



Process colour
C12 M100 Y49 K1
RGB colour
R210 G13 B82
Web colour
#D10D52



Process colour
C12 M100 Y81 K3
RGB colour
R206 G19 B46
Web colour
#CE132E



Process colour
C0 M51 Y100 K7
RGB colour
R230 G137 B0
Web colour
#E98A00



Process colour
C4 M11 Y97 K2
RGB colour
R247 G214 B0
Web colour
#F7D500

TYPEFACES

Corporate fonts

The University's corporate fonts are Gill Sans Nova, Adobe Caslon Pro and for campaign-driven collateral there is an option to use Bebas Neue.

No other typefaces should be used unless in exceptional circumstances.

Heading fonts

We recommend the use of Gill Sans Nova and Adobe Caslon Pro. There is flexibility on the use of different heading fonts which can be adapted to suit the audience, based upon the design brief. These are permissible, on a case-by-case basis.

Gill Sans Nova has many weights and variations, all of which are not listed here but are permissible.

Digital

The University website uses Arial for body text and Georgia or Lato for headings.

Where Gill Sans Nova is not available, e.g. on computers using Microsoft™ products, Arial should be used.

For internet applications and desktop publishing, where our typefaces are unavailable, Times New Roman and Arial have been chosen to replace Adobe Caslon Pro and Gill Sans Nova respectively.

Adobe Caslon Pro

Regular

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 !?@£()%

Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !?@£()%

Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !?@£()%

Bold italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !?@£()%

Gill Sans Nova

Light

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 !?@£()%

Book

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 !?@£()%

Medium

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 !?@£()%

Medium Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !?@£()%

Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !?@£()%

BEBAS NEUE

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !?@£()%

PHOTOGRAPHY

Our photography aims to reflect Exeter's heritage, inclusiveness and academic excellence. If you need help to find the perfect image or advice on hiring the services of a good photographer, please contact the Multimedia Design Studio exeter.ac.uk/departments/communication/mark-ops/design/

GUIDANCE

Subject > Student experience

A bright and impactful photograph presents the student experience in an authentic and dynamic way.

- Use natural lighting, unusual cropping and framing and interesting angles.
- Ensure ethnic diversity is represented
- Ensure all photography is General Data Protection Regulation compliant and correct model consent forms are used when applicable

Subject > Academic experience

- Photograph academics as single profiles.
- Take photographs of academics in the place where they make things happen.
- Keep photographs natural and relaxed.

Subject > Buildings and environment

- Shots should be bright, vibrant avoiding false lighting effects.
- Photographs of buildings should ideally include people interacting in student life.

Subject > Heritage and history

- Profile shots should convey a direct, intelligent approach, in relevant academic surroundings.
- Photographs of events should include a point of focus or activity, and exclude obvious branding.
- Tell a story – focus on Exeter's distinction and relevance to the present and future.



ANIMATION, VIDEOS AND VIRTUAL BACKGROUNDS

The use of animation is a powerful channel to convey message. There is no restriction on colour, creativity or technique.

The use of the logo if featured, should be ranged left and made as legible as possible – as full colour or reversed out versions as appropriate. Corporate fonts should be used where appropriate.

The end-sequence for any film work or animation commissioned should adhere to the corporate animated signature, ranged centrally, which can be downloaded via Assetbank.

<https://exeter.assetbank-server.com/assetbank-exeter/action/viewLogin>

The Multimedia Design Studio is the first port of call if you have a project which requires animation.

We create and produce animations including origination of concept, help with storyboarding, style, technique, voice-over and music.

We also produce digital corporate backgrounds for use on platforms such as Microsoft Teams®. These can also be downloaded via Assetbank.

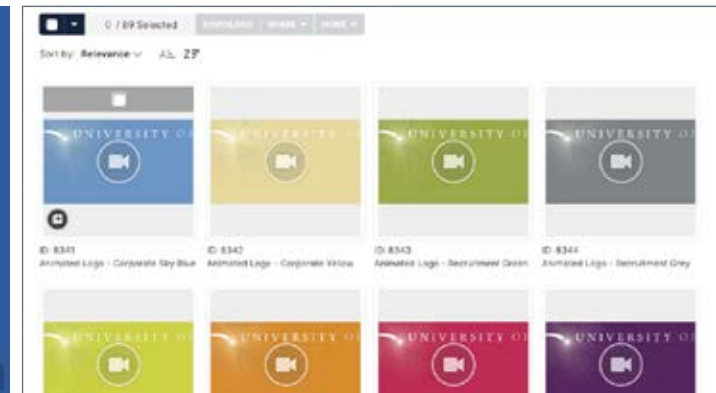
<https://exeter.assetbank-server.com/assetbank-exeter/action/viewLogin>



Film footage with graphic overlay



Standard animation end sequence



Available in student colour palette



Corporate virtual background



POWERPOINT

The PowerPoint templates we supply on our website consist of a series of title slides with a series of subsequent slides with images. These have been designed primarily for colleagues using PowerPoint for presentations. The guidelines below also apply to newly created PowerPoint presentations.

Applicable to both standard (aspect ratio 4:3) and widescreen (aspect ratio 16:9) formats.

Typefaces

The guidelines for typefaces are exactly the same as for Microsoft Word.

Generic slide (Fig. 1, 2)

The generic slides have been created for a range of purposes, from marketing and recruitment initiatives, to internal communications. Please ensure your layouts are neat and tidy and easy to read. The layouts provided may be amended to suit your presentation, however please be aware of margins and white space.

Corporate slide (Fig. 3, 4)

The corporate slide should be used in instances where external stakeholders or global audiences are being addressed.

Fig.1 Generic Title slide



Fig.2 Generic Content slide

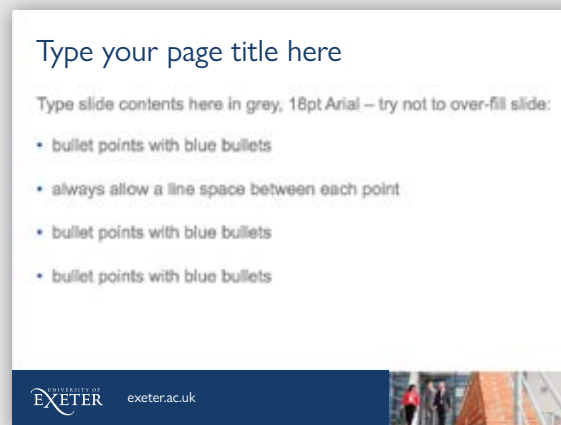
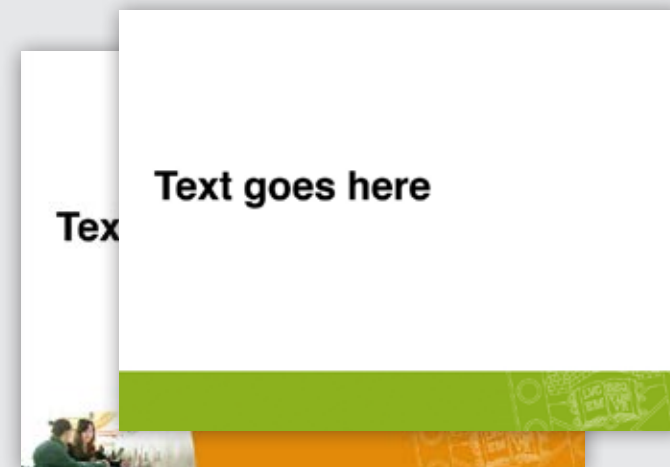


Fig.3 Corporate Title slide



Fig.4 Content slide



EMAIL SIGNATURE

Due to the wide variety of desktop and web browser email clients, a consistent signature can be difficult to achieve. The following guidelines are the recommended layout for your signature.

For exact instructions on how to implement this in your email programme, please consult your email programme's help files. We suggest having your name and contact details at text size 11pt and the disclaimer at text size 8pt. Fig 1

Social media links

If you would like to have links to your social media channels (i.e. Twitter, Skype etc.) we suggest having these as hyperlinks that display below your contact details and above the disclaimer. You can find links to all of the University's social media pages here: exeter.ac.uk/socialmedia

Including your Pronouns in email signatures

A person's identity is very important to them. Being mis-identified can be uncomfortable for all parties. Adding your pronouns to your email signature (e.g. she/her, they/them or he/him) is a simple and visible way to show your awareness of the importance of using the correct pronouns and to show your support. (Fig 2)

You can incorporate these into your own email signature. You can do this by visiting our [Visual Identity webpages](#) and copying the available layout on the email signature tab.

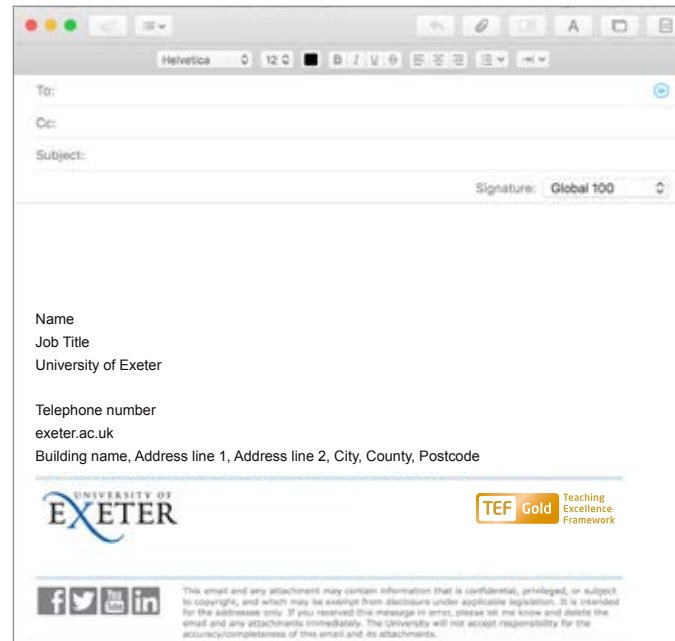


Fig 1.

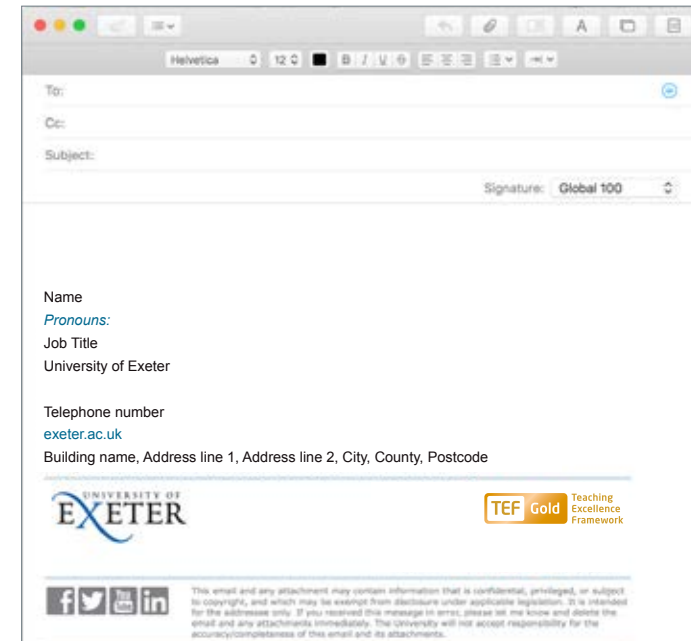


Fig 2.

WEB – SOCIAL MEDIA ICONS

Don'ts

- Low contrast between E and background
- E against texture background



Do's

- Use it against a background colour
- Please consult the Multimedia Design Studio in the first instance



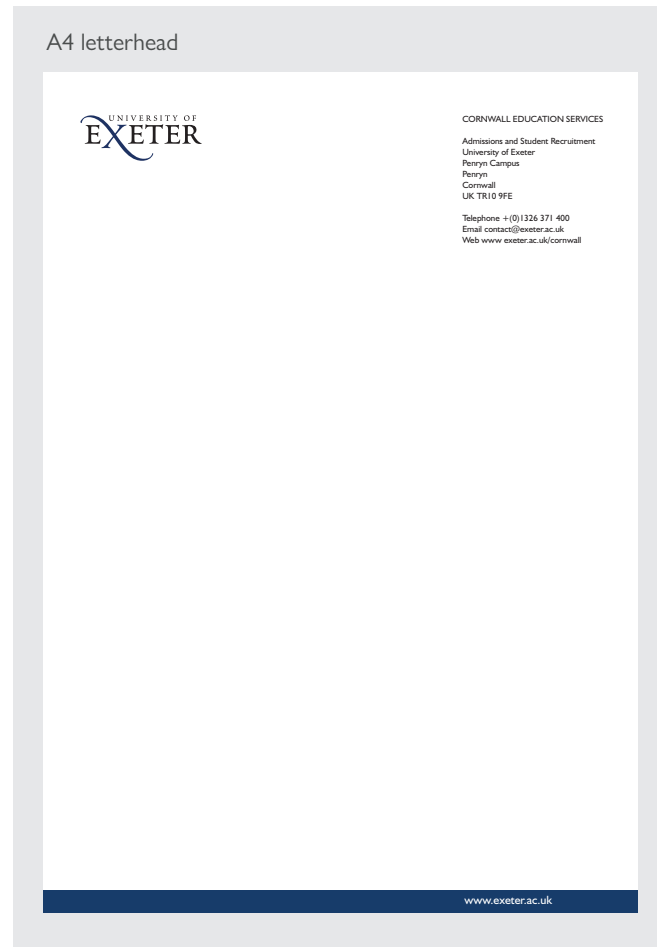
STATIONERY

The University has a suite of corporate stationery which is used for University business and which should not be adapted or recreated for individual needs. No personal website addresses are permitted.

With regards to guidance over business cards please see the separate Business card guidelines document.

Please consult with the Multimedia Design Studio or the University in-house Print and Copy Services to order stationery: printservices@exeter.ac.uk

A4 letterhead



Business card



MERCHANDISE

The University has a wide range of merchandise such as: umbrellas; memory sticks; pens; notepads; lanyards; name badges; table cloths and water bottles.

We supply artwork for corporate material such as customised glassware, clothing, carrier bags, umbrellas etc. and can advise on suppliers. Please contact printservices@exeter.ac.uk in the first instance.

- A full colour University logo should be used.
- Follow logo placement guidelines (see page 9).
- A single colour version may be used on branded merchandise when cost or technical limitations prohibit the use of a colour logo.
- Ensure suppliers can reproduce our logo clearly on any merchandise – logos and any text printed onto fabric surfaces should be clearly printed.
- As with all printed materials, merchandise should maintain the integrity of the University and reflect the brand.



SIGNAGE

The University has a distinctive blue and white external signage system.

It is essential that all new signs follow the exact specification to achieve consistency in product, wayfinding principles, style, colour and finishes..

The Design Studio is responsible for design management and requests for new signs need to come through the Multimedia Design Studio in the first instance.

The Campus Service team are responsible for ordering and installing new signs and for the maintenance of the current signs. Contact Campus Services for new requests: exeter.ac.uk/campusservices/facilitiesoperations/estatepatrol/



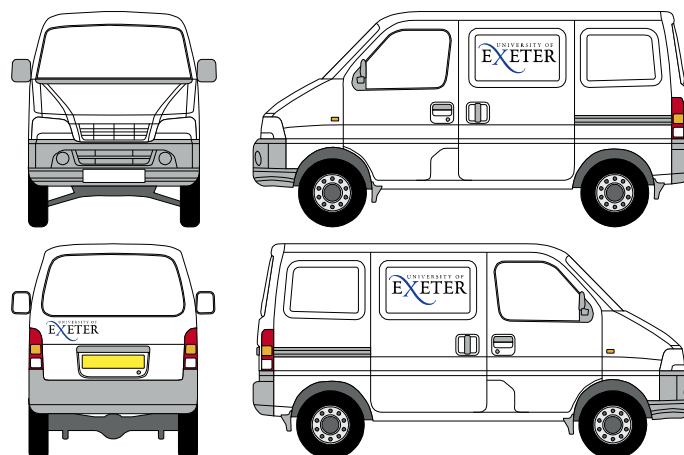
LIVERY

The University's vehicles have a high profile on campus and in the city of Exeter. All University vehicles, other than designated official cars, must carry the University livery which consists of a full colour logo – there should be no sub-brand text.

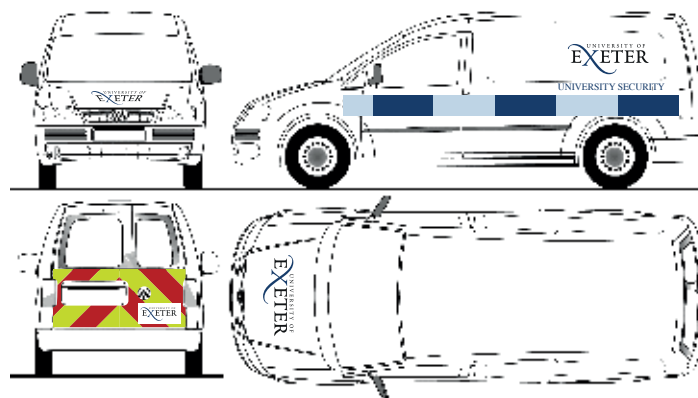
All vehicles, whether purchased or leased, should have white bodywork which provides the correct background colour for logo application and contrast.

Every vehicle should have the University logo on side panels and also, where possible, on one of the back doors of the vehicles.

Generic vehicle livery



Security vehicle livery



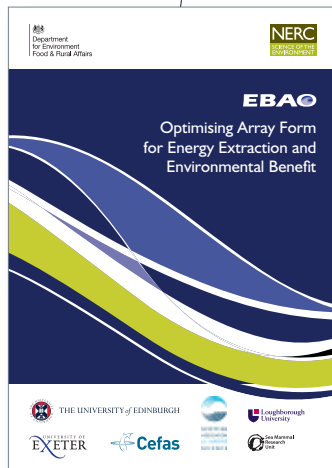
2

accessibility core values
colours photography elements
digital logo identity creation
guidelines **application**
illustration copywriting
brand grids hierarchy

PUBLICATION HIERARCHY



Primary publications



Sub-brands



Affiliations



Secondary publications



Subsidiary companies

ADVERTISING

All advertisements should follow the University's guidelines to ensure that all publicity material is consistent and of high quality, as well as being in line with the University's mission and values.

The advertisements opposite illustrate the use of our identity to ensure that both global and internal audiences recognise a University of Exeter advert at a glance – by providing impact and clarity with a bold, spacious layout.

The example full page advert for career development shows the use of the Exeter logo ranged left together with recommended layout and text. The quarter page and landscape examples illustrate the use of Exeter's logo combined with sub brands in adverts where there is limited space.

The key elements to use in advertising are:

- An open layout and use of white space where possible to provide distinct areas for different levels of information from headlines to subheads, body copy and contact information.
- Corporate fonts and clear space around the logo.
- Full colour logo and logo with sub brand text wherever possible.
- Tinted text box for featured text and inset photos to create consistency.
- Colours and font size to ensure maximum contrast and visible impact.
- For continuity, follow and refer to previous advertisements where applicable.

Double page spread

6 sheet example

Single page spread

Advertorial

CREST

The University of Exeter crest is derived from the coat of arms of Exeter City, Exeter and Cornwall Council and conveys our heritage and prestige. Where the crest is used, it is the original full colour crest. The use of the crest is limited and privileged – when it appears it signifies the academic prestige of our institution. Use, by agreement with the Multimedia Design Studio, is usually reserved for:

- Formal ceremonial or public events
- Special publications originating from the Vice-Chancellor's office
- Printed material associated with graduation ceremonies
- Degree certificates

The Crest

- Should be placed in clear space and not be adjacent to, or over written by text or images
- May be used graphically, but not as main identifying logo, in marketing materials, particularly those for the international market.
- Should not be used alongside of, or instead of the University logo. The University logo is the main identifying logo and should be used for all internal and external communication.
- Should not be stretched or altered or in any way including the colours, text, shape.



UNIVERSITY OF
EXETER

Congregation
for the Conferment
of Degrees

Summer 2020

LARGE FORMAT

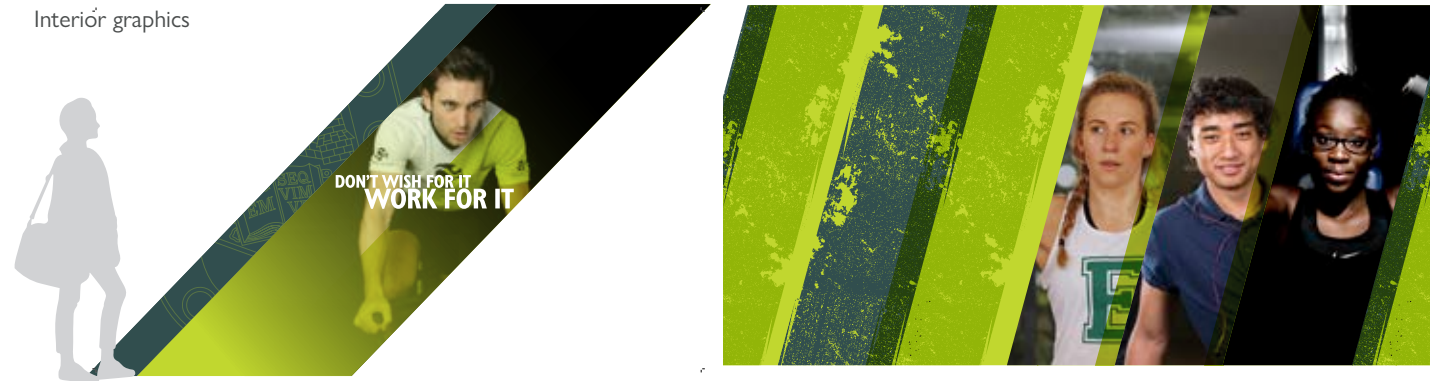
Throughout the University, both internally and reaching out to a global community, large format designs promote a consistent and unified brand including:

- Wall vinyls
- Glass transparencies
- Fixed displays
- Exhibition stands
- Pull-up banners
- Campus hoardings
- Flags

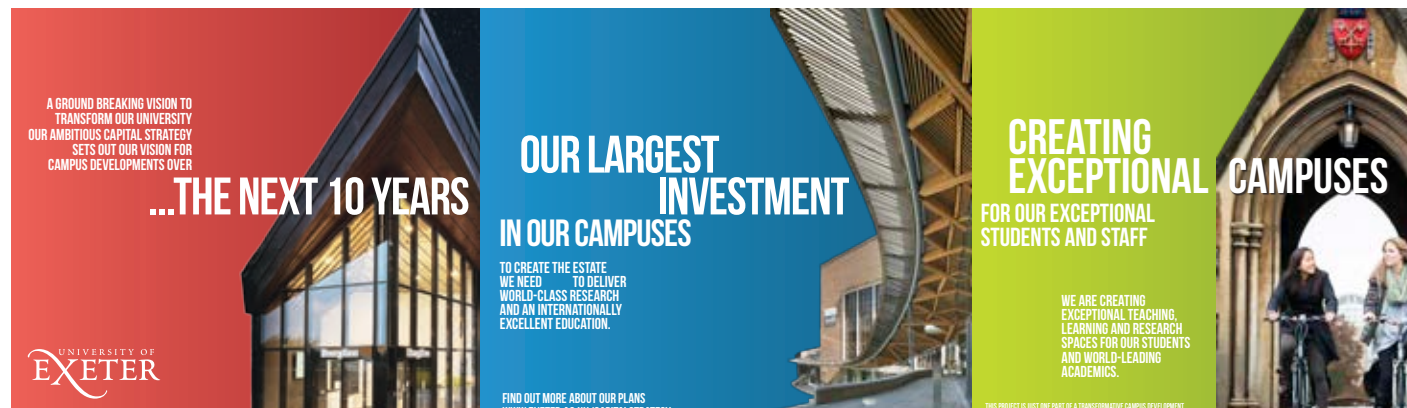
The brand guidelines specified in this document for logo placement, layout, text content, font and palette selection are applicable for any large format materials which should follow the University's style and colours.

Where part of a set, or representing a School, College or Department, there should be uniformity and continuity of style – if in doubt, please discuss with colleagues in the Multimedia Design Studio who will be happy to advise you.

Interior graphics



Exterior hoardings



LARGE FORMAT



UCAS stands



Tube advertising



Tube advertising



Pullup banners



Flags



Train hoardings

INTERIORS

Capital Investment projects from time to time require interior manifestation graphics.

The Multimedia Design Studio is experienced in project delivery from initial concepts, holding workshops to help shape briefs, through to budgeting and liaising with third-party suppliers in applying graphics to interiors.

Every effort is made to ensure the following is considered.

- Representation of all people, regardless of their age, gender, mobility, ethnicity or circumstances.
- The use of diverse imagery in manifestations and promotion material - expanding beyond ethnicity into diversity other protected characteristics.
- Spaces designed while being mindful of the barriers experienced by people with learning difficulties, mental ill health, visual and hearing impairments.
- We offer a space provision with various quiet spaces to reduce anxiety and use accessible colours and fonts in our display and design material



HELP AND ADVICE

For help and advice on how to implement and work with our visual identity guidelines, please contact the relevant person in the list to the right.

Head of Multimedia Design Studio and Print Services
Georgina Moore
01392 725262
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Trademarks and logo permissions
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In addition to these points of contact, please refer to the University of Exeter website to find additional help, advice and downloads for brand elements.

[exeter.ac.uk/departments/
communication/mark-ops/design/](http://exeter.ac.uk/departments/communication/mark-ops/design/)

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