Creative Team
Professional in-house expertise for the design and creation of all media.

Visual Identity
Quick Guide
for printed material and photography
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1. Introduction

The visual identity has been developed to ensure consistency of all our marketing materials across the University. This is important to distinguish us instantly in the minds of our audience.

With the Higher Education market changing and becoming more competitive, it is important that we present ourselves in a cohesive way and that our visual identity reflects our passion and excellence.

The Creative Team provide help and advice to communicate your message through the most appropriate medium and channel. We strive for imaginative and innovative approaches, while remaining committed to quality and consistency in all our communications.
2. Commissioning design work

All materials designed and printed for the University and University-related activities must be designed using the University’s visual identity by, or in consultation with, the Creative Team.

All paper and large format materials must be printed by the University’s Print Services. Merchandise must be produced by one of the University’s approved suppliers.
2.1 Commissioning design work
What do we do?

The Creative Team only undertake work on behalf of the University of Leicester. www.le.ac.uk/creative-team

- **A4/A5 brochure** (including 6 panel A4/A5 tri-folds)
  When submitting text PLEASE NOTE brochures are set up as multiples of 4 pages.
  (e.g. 8, 12, 16, 24 pages)

- **210x210mm brochure** (including 6 panel tri-folds)
  When submitting text PLEASE NOTE brochures are set up as multiples of 4 pages.

- **DL (leaflet 6/8 panel)**
  PLEASE NOTE: this is not to be confused with A4/A5 tri-fold.

- **A5/A4/A3 poster**
  PLEASE NOTE: these can be enlarged to A2, A1 or A0.

- **A4/A5 folder**

- **HTML emails** (for external audiences only)

- **Newsletters**
  When submitting text PLEASE NOTE newsletters are set up as multiples of 4 pages.

- **Exhibition displays**
  Including: grasshopper banner, large curved banner 3x3/3x2, twist banner, vinyl banners etc.

- **Digital signage displays** – various ratios

- **Postcards**

- **COVERS ONLY** for: conference brochures, annual reports, handbooks, internal guidelines and other large documents
  We do not format the content for any of the above, please contact us for advice.

Design work handled by Print Services and elsewhere:

- **Invitations/tickets**
  PLEASE SEND DIRECT TO: printservices@le.ac.uk
  Unless it is part of a suite of designs being undertaken by the Creative Team.

- **Stationery inc:** business cards, compliment slips and letterhead
  PLEASE SEND DIRECT TO: printservices@le.ac.uk

- **Formatting of internal content for conference brochures, annual reports, large documents and handbooks**
  Please contact us for advice.

- **Temporary signage**
  You will find temporary sign templates at www.le.ac.uk/creative-team, please submit these to posters@le.ac.uk to be outputted. PLEASE NOTE it takes 3 working days from submission of your request.

- **Certificates**
  PLEASE SEND DIRECT TO: printservices@le.ac.uk

- **Merchandise** please see section 8.3
3. The University logo

This section shows the different colour variations of the logo, along with the minimum size you can use to display it. There are also some examples of unacceptable versions of the logo.

This section also explains the rules about using the University logo with other logos.
3.1 The University logo
Requirements and usage

The logo must always be reproduced in its entirety and must not be distorted.

There are three variations of the logo: the **FULL COLOUR LOGO**, **MONO LOGO** and also a **WHITE INVERSE VERSION**.

The **FULL COLOUR LOGO** is only to be used on a white background. The **MONO LOGO** is to be used on a pale background colour and the **WHITE INVERSE VERSION** is to be used on a solid colour.

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**FULL COLOUR PRINT LOGO**: Used on a **WHITE** background only.

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**MONO PRINT LOGO**: Printed in **BLACK** only and can be used on a **PALE** background colour.

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**INVERSE PRINT LOGO**: Can be placed on **ANY SOLID** background colour. **PLEASE NOTE**: The grey colour used is just an example.

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**University of Leicester logo size requirement**

The logo must **NOT** be reproduced less than 40mm wide.

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For applications such as narrow book spines or pens, the words ‘University of Leicester’ should be used in place of the logo.

**LOGO COLOURS**: Two spot colours **Pantone 200 C** and **Pantone 431 C**. These will be converted to process for full colour material.
3.2 The University logo
Exclusion zone and alignment

Logo with exclusion zone

Exclusion zone is to stop image and text going over the logo.

Logo alignment

The University of Leicester logo should **ALWAYS** be positioned in the top left, whether on print collateral or online.
3.3 The University logo

Unacceptable versions

Unacceptable versions of the logo and the use of backgrounds

- Do not display the logo where there is insufficient contrast with its background.
- No elements of the logo should have their colours altered.
- The text and shield cannot be used separately from each other.
- The logo must not be expanded or condensed from its standard proportions.
- The logo cannot be cropped.
- Do not place the logo at an angle.
- Do not skew the logo at all.
- In greyscale use the mono logo; must remain entirely black.
3.4 The University logo

Using the University logo

Use of the University logo

On all materials it must be placed at the top left hand of the page.

For every size of print material there is a specified size that the University logo should be. The logo should always be reproduced in the size specified for that print material.

Requests for the logo to be sent to external bodies for use on their materials must be approved by the Marketing Communications Office.

Please contact marketing@le.ac.uk

The University logo and other logos

In general, sub-brands and associated logos are not allowed within the University, except for Attenborough Arts Centre. Research centres, projects and other University activities should not have their own logos or branding as this dilutes their association with the University. Section 3.5 outlines the various categories of use and the approach that should be taken for each. These are guidelines and each case can be slightly different. Please consult the Creative Team for guidance on the application of the University logo for use in print and on the web.

University departments, research centres and other business units

Organisational units that are wholly internal should not need to develop customised or subsidiary logos. All departments, research centres, professional services and other business units that are entirely part of the University of Leicester are required to follow the University’s visual identity. They should never use their own subsidiary or associated logos.

Partnership organisations based at the University

Organisations based at the University that are entities in their own right rather than part of the University should use their own separate visual identities and logos rather than the University’s identity.
3.5 The University logo
Working with partners

Working with partners

A lot of the University’s work is done in partnership with other organisations. When this happens all partners need to be represented on materials or communications. It’s important we present our brand in a consistent and coherent way.

A **University of Leicester-led partnership**
When the University is the lead partner in a venture or partnership, the University logo should be used, along with that of the partner organisation. The logo should be positioned to illustrate we are the dominant partner.

B **Equal or joint partnership ventures**
When the University is an equal partner in a joint venture with another partner or university the University’s logo should be used, along with that of the partner organisation with equal prominence.
3.5 The University logo
Working with partners (continued)

C Spin-out companies
Any University enterprise that has been incorporated as a company should implement its own separate visual identity as soon as it becomes market-active. University branding should not be used for this purpose.

D Crediting sponsor and partner organisations
Where a University business unit is sponsored or supported by a company, another university or other external partner, the partner’s logo may be used in print and web media in a subsidiary position, as described in 3.5A.
3.5 The University logo
Working with partners (continued)

E Use of the University logo as a subsidiary logo
When the University is a sponsor or supporter to be credited in a publication or on web pages produced by another organisation, the University logo may be used in a subsidiary position in accordance with conditions set out in 3.5A.

Example
not to scale.
4. Print templates

This section shows you the choice of print templates that are available within our visual identity. The templates help keep the printed material recognisable and consistent.
4.1 Print templates
210mm x 210mm brochures

Our designs are all based on a grid structure which enables us to create a number of different compositions. Below are the five grids we use within the identity. **PLEASE NOTE:** If the document is 4 pages no page numbers are needed.

**GRID 1**
- **MOSAIC DESIGN**
  - Two squares in colour, use other squares for images. Do not move or change squares.
  - **PLEASE NOTE:** no colour is used behind the blocks, Grid 1 has always got a white background.

**GRID 2**
- **BLOCK COLOUR**
  - Image area is fixed.
  - Any colour from the palette can be used here, the background colour is just used for example.

**GRID 3**
- **WHITE BLOCK**
  - Image area is fixed.
  - Any colour from the palette can be used here, the background colour is just used for example.

**GRID 4**
- **ISOLATED IMAGE(S) WITH WHITE BACKGROUND**
  - Isolated image(s) must remain below the text.
  - Website addresses to be placed in the contact details box on the back page only.
  - **PLEASE NOTE:** NO WEBSITE ADDRESSES ARE TO BE USED ON THE FRONT COVER.

**GRID 5**
- **ISOLATED IMAGE(S) WITH COLOUR BACKGROUND**
  - Isolated image(s) must remain below the text.
  - ACADEMIC DEPARTMENTS, COLLEGES OR SUBJECTS are named in the top right corner.
  - NON-ACADEMIC DEPARTMENTS OR ORGANISATIONAL UNITS are identified in contact details etc.
4.2 Print templates
A4 / A5 brochures

Our designs are all based on a grid structure which enables us to create a number of different compositions. Below are the five grids we use within the identity.

PLEASE NOTE: If the document is 4 pages no page numbers are needed.

GRID 1 – MOSAIC DESIGN
ACADEMIC DEPARTMENTS, COLLEGES OR SUBJECTS are named in the top right corner. NON-ACADEMIC DEPARTMENTS OR ORGANISATIONAL UNITS are identified in contact details etc.

WEBSITE ADDRESSES to be placed in the contact details box on the back page only.

Any colour from the palette can be used on GRIDS 2 AND 5. The colours used are just for example.

GRID 2 – BLOCK COLOUR

GRID 3 – WHITE BLOCK

GRID 4 – ISOLATED IMAGE(S) WITH WHITE BACKGROUND

GRID 5 – ISOLATED IMAGE(S) WITH COLOUR BACKGROUND
4.3 Print templates

Examples of other print material

Pop up banner (grasshopper)

Here are examples of what a **GRASSHOPPER BANNER** could look like. These designs are all based on the grid structures within our visual identity. They enable us to create a number of different compositions.

Poster

Here are examples of what a **POSTER** could look like. These designs are all based on the grid structures within our visual identity. They enable us to create a number of different compositions.

Public lecture poster

Here are examples of what a **PUBLIC LECTURE POSTER** could look like. These designs are all based on the grid structures within our visual identity. They enable us to create a number of different compositions.

Postcard

Here are examples of what a **POSTCARD** could look like. These designs are all based on the grid structures within our visual identity. They enable us to create a number of different compositions.
5. Typefaces

This section shows the three different fonts that are available to use on printed material.
5.1 Typefaces
What we use

Frutiger is our sans serif font and Times is our serif font. These are classic typefaces that can be used creatively by designers.

Arial is a Microsoft font which looks very similar to Frutiger and can be used if you are creating letters and forms yourself.

**Frutiger**

Frutiger Light
Frutiger Light italic
Frutiger Roman
Frutiger Roman italic
Frutiger Bold
Frutiger Bold italic

**Times**

Times Regular
Times italic
Times Bold
Times Bold italic

ITALIC VERSIONS of Frutiger are only to be used in body text.

ALL VERSIONS of Times can be used as a heading. Times **CANNOT** be used as body text due to legibility.
6. Colour palette

This section shows you how to use the different colour combinations within the University’s visual identity.
6.1 Colour palette
How to use the colour palette

1. Choose a primary colour and use one, or all of the colours from that set.

2. Choose a secondary colour and use one, or all of the colours from that set.

3. If your design needs another colour, please choose another secondary colour.

Primary colours

- pantone+ 79-14 C
- pantone+ 174-10 C
- pantone+ 111-16 C

Secondary colours

- pantone+ 75-8 C
- pantone+ 1-16 C
- pantone+ 133-7 C
- pantone+ 59-16 C
- pantone+ 88-16 C
- pantone+ 118-8 C
- pantone+ 24-8 C
- pantone+ 160-8 C

Black can be still used for a stand first or body text.
6.2 Colour palette

Example of how the primary colours work with secondary colours
6.3 Colour palette
Combination example

In this example of a public lecture poster an extra colour was needed.
7. Photography

We use photography that centres around university life and people.

Our photography style is candid, authentic, reportage, capturing everyday student life in a modern university environment. The images should be bright and crisp, using natural colours where possible.

Photographs should be simple yet creative and interesting without feeling posed.
7.1 Photography

Groups of people

When shooting groups of people, try to catch them in their own environment when they are doing their own activities. Photographs should be composed in an imaginative way.
7.2 Photography

Individual people

When shooting individuals avoid posed shots straight to camera except in personal profiles. The person you are shooting should be active and doing something within their environment.
7.3 Photography Activity

You can include people in photographs without necessarily showing their faces. This can give a sense of activity and bustle to shots of the campus and architecture. This kind of shot can be useful for giving extra interest to a cover or spread.
Different departments may need photographs relating to their subject or research.
7.5 Photography
Campus architecture

Wherever possible, images of our campus should include people, with the architecture shown in the best possible way.
7.6 Photography
Images of Leicester City Centre

Images of Leicester City Centre should capture the atmosphere and its various characteristics and attributes. Wherever possible, these images should include people.
Images of objects or equipment alone can be captured in an abstract way.
8. Merchandise

This section shows you how to use the logo on different merchandise.

Also a list of companies you should use when ordering merchandise.
8.1 Merchandise

Placing the logo on to merchandise

Three versions of the University of Leicester logo can be used on merchandise with the following requirements.

1 **FULL COLOUR UNIVERSITY LOGO** – to be used on a white background ONLY

   (see 3.1 – the university logo)

2 **MONO LOGO** – can be used on pastel colours and white background.

   (see 3.1 – the university logo)

3 **WHITE INVERSE LOGO** – is to be used on a solid colour.

   (see 3.1 – the university logo)

4 **NO OTHER COLOURS** must be used to reproduce the logo, with the exception of gold and silver used as a single colour.

When requesting new promotional merchandise material from suppliers you are responsible for seeking their assurance that our logo will be reproduced clearly.

Example of logo size for use on hoodies

![Example of logo size for use on hoodies](image)

DEPARTMENTAL NAMES must be placed below the logo. University fonts should be used (see 5.1 – Typefaces)

FOR MERCHANDISE ONLY the height of the ‘U’ is used to give acceptable clearance of the logo.

The text on a hoodie should be left aligned and in line with the ‘U’ and the ‘L’ of the logo were possible.

Logo placement

- Hoodies, t-shirts – the logo should be placed traditionally on the wearer’s chest, left-hand side.
- Conference folders, ring binders and bags the logo can be placed at either top left or bottom right (minimum width 90mm recommended). Leave the recommended space around the logo.
- Mugs can be printed on both sides with the logo at approximately 70mm wide centred on each side – see example on the next page.
8.2 Merchandise
Examples and placement of the logo

The logo on rigid material: plastic and ceramic

The Nero pen, made with recycled ABS plastic, was identified as a good basic pen and is recommended for giving away. Its black plastic base colour enables effective reproduction of the University logo using only one colour. Good quality screen printing on the Nero pen sets it apart from others we have seen.

The logo must NOT be reproduced less than 40mm wide.

For applications such as narrow book spines or pens, the words ‘University of Leicester’ should be used in place of the logo.

Measurements are shown below for the minimum logo size of 40mm.

Merchandise items can be ordered in various colours with the following rules for the logo: full colour logo used on a white background ONLY, the mono logo on a pale background colour and the white inverse version used on a solid colour.
8.3 Merchandise
Preferred promotional merchandise suppliers

It is important that quality items are ordered and are compliant with the University’s corporate guidelines. The following companies (on the list below) are the University of Leicester’s preferred suppliers and therefore familiar with our brand identity.

Please either call or email the companies below with your requirements, quotes and artwork needed, alternatively you can complete the ‘Promotional Merchandise Briefing Form’ from the link below which will be sent to all three suppliers and they will contact you directly.

PLEASE NOTE: Most promotional items can take 10-15 working days for production and delivery so please bear this mind with your enquiry/order. You will also need to provide a purchase order prior to sign off.

**Promotional Merchandise Briefing Form: [www.le.ac.uk/merchandise](http://www.le.ac.uk/merchandise)**

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**Allwag Promotions Ltd**
Merchandise House, The Street, Hatfield Peverel, Essex, CM3 2DP
Contact: Sarah Kemp
t: 01245 382 600
e: sales@allwag.co.uk
w: [www.allwag.co.uk](http://www.allwag.co.uk)

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**Extravaganza**
3a De Montfort Street, Leicester, LE1 7GE, United Kingdom
Contact: Ash Parmar / Aarti Parmar / Nicola Orange
t: 0116 285 2417
e: sales@extravaganza.uk.com
w: [www.extravaganza.uk.com](http://www.extravaganza.uk.com)

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**MoJo Promotions Ltd**
80 Rutland Street, Leicester, LE1 1SB
Contact: Tom Verow
t: 0116 261 6829
e: sales@mojopromotions.co.uk
w: [www.mojopromotions.co.uk](http://www.mojopromotions.co.uk)
Visual Identity
Quick Guide

Previous guidelines are to be replaced by this updated version February 2017.

For more information on brand guidelines, or if you have any queries on our brand, please contact:

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www.le.ac.uk/creative-team