



IDENTITY GUIDELINES

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WE ARE WORCESTER

Great designs catch an audience's eye, but when it comes to making claims, showing understanding and really giving people the confidence to choose Worcester, only the right words will do.

This section helps you to understand the essence of University of Worcester; Our aims, our personality, our tone of voice;

It provides guidance on how our brand values reveal themselves in the things we say, do and even the things we associate ourselves with.

WHAT WE STAND FOR

Our language is one of the very best ways we have of expressing our brand values. So, when we think about how we write, we should bear in mind our brand values....

OUR BRAND VALUES

BELONGING

We treat students as individuals and we've created a friendly, uplifting, safe environment where they can feel at home.

PURPOSEFUL

We make our courses relevant to our students' aspirations, both for their careers and for their personal development, so they can go on to make a real difference.

INSPIRING

We know that open minds need an imaginative, inspiring university experience so they can achieve their ambitions and become the professionals, leaders, entrepreneurs and guardians of tomorrow.

OUR STRAPLINE

INSPIRED FOR LIFE

Drawn from the emotional and rational benefits of the University, it's an appealing, imaginative statement that connects with audiences and will do so long into the future.

OUR TONE OF VOICE

So how do our brand values translate into the kind of language we use every day?

BELONGING

Our language is warm, friendly, open and inviting.

We use 'you' and 'we' and we remind readers about the supportive community we're all part of. We write as we speak: not stuffy and formal, but not overly familiar either.

PURPOSEFUL

Our language brings out the benefits in everything we do.

It's clear, concise and straight talking, so those benefits stand out and our audience can really see what a difference we make to their lives.

INSPIRING

Our language is inspiring, uplifting and positive.

It's interesting, with imaginative touches and varied pace, so our audience feels excited about being part of Worcester and the opportunities that brings.

OUR TONE OF VOICE IN USE

Here are a few examples of our
tone of voice in practice...

“LIFE-CHANGING
QUALIFICATIONS
THAT REALLY DO
OPEN NEW DOORS.”

“At Worcester, our degrees are different. Shaped around your own ambitions, interests and needs, they’ll give you an amazing head start in your chosen career.”

“Our lively student community’s made up of people from all walks of life, and from all over the world.”

“Wherever you see yourself, we’re here to help you get there, with extraordinary courses driven by real industry demands.”

“The right advice can make a world of difference, so if you’d like to talk to one of our advisors, just call in any time.”

OUR VISUAL IDENTITY

Building a strong identity and keeping it consistent is really important. Like a fingerprint, it illustrates our uniqueness, reflecting who we are and what we stand for. We need to make sure it shines through in everything we do, so every time people come into contact with us, they get the same great feeling about the University of Worcester.

The success of our identity depends on all of us owning and standing up for it. We need to understand its goals, values and how to use it day in, day out.

These guidelines have been put together to help you use all the different elements of our identity consistently, wherever they appear.

OUR LOGO

Our identity makes a big difference to the way people think about us.

Whenever we apply our logo to anything, it means we take responsibility for it, or are happy to be associated with it

REMEMBER:

BREATHING SPACE:

An exclusion zone equal to the cap-height of the text should be kept clear around all versions of our logo. This includes page edges and borders.

SIZE:

Our logos have been designed to work across all formats and applications, but should not be reproduced any smaller than **30mm** in width wherever possible.

POSITION:

Take care to position the logo in a way that achieves balance with other typography and imagery.



Standard Logo



Reverse Logo

LOGO VERSIONS

Several versions of our logo have been created for use in a wide variety of formats and applications.

Ensure you are using the appropriate logo for each specific item, and maintain consistency throughout.

REMEMBER:

VISIBILITY:

Always ensure there is sufficient contrast between logo and background.

CONSISTENCY:

Be consistent – don't change from one version to another without a valid design consideration.



2D P289 Logo



2D P305 Logo



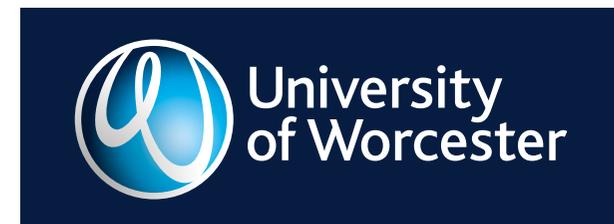
2D White Logo



2D Black Logo



3D Standard Logo



3D Reverse Logo

DEPARTMENT LOGOS

We've created a set of logos for different departments or services which you can use on materials promoting these particular areas. Here are a few examples.

The Communications Department can supply these, and any others you might need. Please don't create your own.

All guidelines for our standard logos also apply to Department Logos.



TREATMENT OF OUR LOGOS

Please be careful with our logo – it's very important to us and using it incorrectly can damage our identity.

Use only the logos supplied by University of Worcester. Take care to ensure the entire logo is clearly legible, noting it should never be stretched, skewed or rotated.

Follow the simple rules shown here.

TRANSFORMATION:

Always scale our logos proportionally; don't stretch, skew or distort it in any way.



COLOUR:

Never change the colour of our logo, or any part of it.



TYPOGRAPHY:

Never adjust or reset the typography of the logo.



POSITION:

Never change the relationship between the text and the roundel, or use the roundel or text in isolation; they should always appear together.

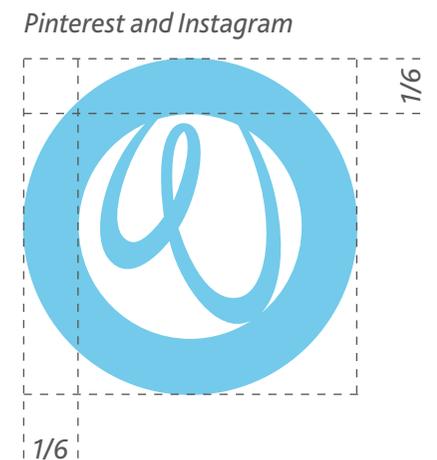
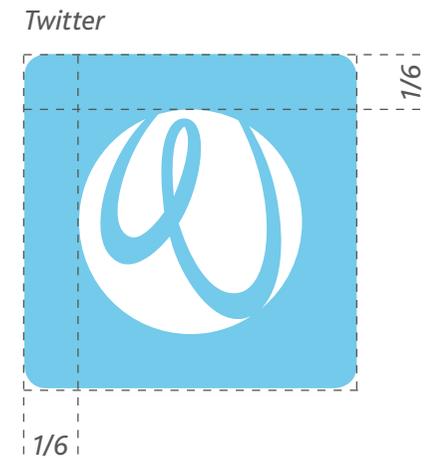
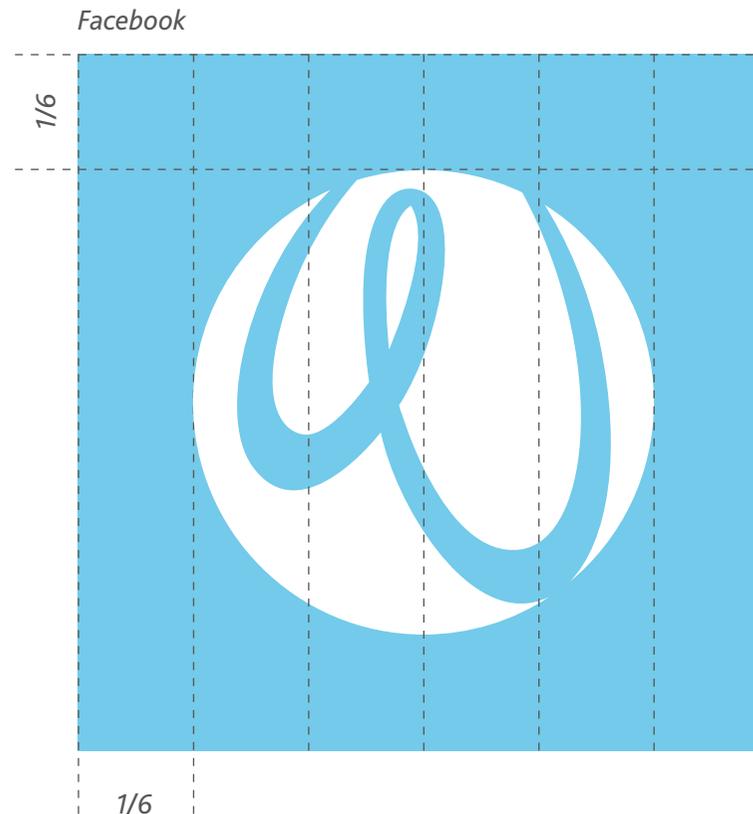


OUR SOCIAL MEDIA PROFILES

Wherever possible, we don't use our word mark or roundel in isolation. However, our complete logo is unsuitable for the small square format of most social media profile images.

The social media profile icon we use should be consistent across all platforms, as shown here.

Social media platforms such as Pinterest and Instagram will crop the logo to its own circular size and format. Facebook and Twitter each use a square format, with Twitter also using a slightly radiused corner.



University of Worcester



University of Worcester
@UniversityOfWorcester

Home
About
Photos
Events
Videos
Reviews
Student blog
Twitter
International
Alumni

THE AWARDS SHORTLISTED 2016
UNIVERSITY OF THE YEAR



Like Follow Share ... Call Now Message

Featured for you

Community organisation in Worcester, Worcestershire
4.7 ★★★★★

Community

- Invite your friends to like this Page
- 12,483 people like this
- 12,156 people follow this
- 9,176 people have visited
- Jonathan Rhodes likes this or has visited

St John's Campus, He. Directions

80% response rate
Typically replies within an h...

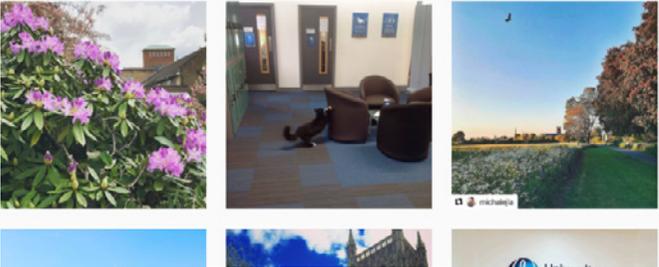
Instagram

Search

worcester_uni Following ...

425 posts 2,824 followers 95 following

University of Worcester www.worcesterstudentlife.com



Search

University of Worcester

230,121 followers 211 following

www.worcester.ac.uk

Paribus do eu pra dorumque am, se ndisimint, sitatur, inloquptatur sum consequat in mo malo consed ullabo officiae.



360 Tour

Ranked Sixth in UK for Student Satisfaction

Home Moments university of worcester

university of worcester

TOP LATEST PEOPLE PHOTOS VIDEOS NEWS BROADCASTS

Search filters · Show

Worldwide Trends

- #GetThereWithGinola
Your chance to win tickets to the #UCLFinal with David Ginola!
Promoted by NissanUK
- #FelizLunes
53.9K Tweets
- #LustForLife

People

University Worcester
@worcester_uni

TWEETS 17.9K FOLLOWING 542 FOLLOWERS 14.7K

The Official University of Worcester twitter page. Also see us online worcester.ac.uk and on Facebook facebook.com/UniversityOfWorcester

Worcester, UK · worcester.ac.uk

Computer Pride @Computer_Pride · 2h

OUR COAT OF ARMS

We only use our Coat of Arms on specific publications like annual reports, graduation ceremony programmes, specific events and information relating to governing bodies.

*University of Worcester
Coat of Arms*

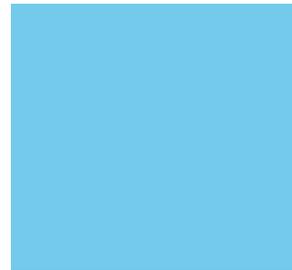


OUR PRIMARY COLOUR PALETTE

The blues are the baseline corporate colours which add gravitas to the University of Worcester's publications; they form the basis of the logos.

These three baseline colours have been carefully chosen to maintain a confident, consistent look across all materials.

They should always be used with white as a supporting colour to provide balance, contrast and a light, fresh feel to the design.



LIGHT BLUE
Pantone 305 EC

■	CYAN	54
■	MAGENTA	00
■	YELLOW	00
■	BLACK	00

Our light blue can be used in large areas of flat colour and is often used for titles or highlighted text.



MID BLUE
Pantone 7461 EC

■	CYAN	91
■	MAGENTA	30
■	YELLOW	00
■	BLACK	00

The mid blue is used mainly as an accent colour, and forms the basis of our promotional items (such as Student Ambassador clothing).



DARK BLUE
Pantone 289 EC

■	CYAN	100
■	MAGENTA	80
■	YELLOW	00
■	BLACK	66

The dark blue is often used on front covers of formal publications like graduation ceremony programmes and is suitable for large areas of flat colour.



GREY
80% Black

■	CYAN	00
■	MAGENTA	00
■	YELLOW	00
■	BLACK	80

Grey should be used predominantly for body copy and subheadings.

OUR PRIMARY TYPEFACE

Bliss 2 is our primary corporate typeface. We use this to tie together all of our communication materials.

We've carefully chosen this typeface because it expresses the character of our University – it's modern, friendly and easy to read.

Please use Bliss 2 on all externally facing material, for example leaflets, brochures, prospectuses, signage and posters.

BLISS 2 REGULAR

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

BLISS 2 LIGHT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

BLISS 2 LIGHT ITALIC

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789*

BLISS 2 REGULAR

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

BLISS 2 REGULAR ITALIC

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789*

BLISS 2 BOLD

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

BLISS 2 BOLD ITALIC

***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789***

OUR SYSTEM TYPEFACE

In some situations, the Bliss 2 typeface may not be available – particularly when creating web applications or internal documents using Microsoft packages such as Powerpoint or Word,

In these instances, the system font 'Arial' should be used instead, which is widely available as a standard system font on most computers. When using Calibri, all other typographic guidance set out in these guidelines should still be considered.

REMEMBER

When using Arial, all other typographic guidance set out in these guidelines should still be considered.

System Fonts must only be used for internal documents and web applications. All other public-facing material must use the standard brand font, Bliss 2.

ARIAL REGULAR

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

ARIAL BOLD

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

ARIAL ITALIC

*abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789*

EMBRACING SOCIAL MEDIA

The way we communicate with our students, prospective students and stakeholders is changing. We're no longer reliant on traditional 'one-way' marketing; Social Media gives us the ability to have powerful, meaningful conversations, but also brings its own unique challenges and risks.

The core of our brand values and visual identity must remain consistent across all of our communication platforms. However, Social Media presents its own unique restrictions and opportunities.

The Social Media landscape is a relatively new and quickly evolving one.

The following pages provide a guide to representing and promoting University of Worcester in Social Media.

OUR SOCIAL MEDIA PROFILES

We have specific account profiles for each of the most popular social media platforms. Here they are.

As we add new social platforms to our online presence, ensure our profile 'handles' remain as consistent as possible, using 'worcescter_uni' if available.

OUR WEBSITE:

Worcester.ac.uk

FACEBOOK:

[UniversityOfWorcester](https://www.facebook.com/UniversityOfWorcester)

TWITTER:

[worcester_uni](https://twitter.com/worcester_uni)

INSTAGRAM:

[worcester_uni](https://www.instagram.com/worcester_uni)

CONNECTING OUR SOCIAL CONTENT

Social Media works best when related content is drawn together to create a rich, rounded and informative experience.

To help bring content relating to University of Worcester together from various social platforms, we have a family of “hashtags”. This allows users to find general or campaign-related content from a single post.

PRIMARY HASHTAG:

Our primary hashtag should be applied to all posts created by the University.

#WorcesterUni

CAMPAIGN HASHTAGS:

Further hashtags can be added to connect campaign-specific content. These should always begin with ‘Worcester’. Here are a few examples:

#WorcesterWelcome
#WorcesterOpenDay
#WorcesterGradDay
#WorcesterWinners

ADDITIONAL HASHTAGS:

Similarly, hashtags from existing content can help to connect the University to current trends and topical events.

Additional hashtags must always be positive in their tone, reflect the values of our brand, and connect only to appropriate content. See '[What We Stand For](#)' for guidance.

#Summer

#Christmas

#Fitness

#WorcesterWinners

#TeamGB

#Business

#NewYearResolutions

#Motivated

#Travel

#Nature

#Science

#Design

EMAIL SIGNATURES AND OUT OF OFFICE

When sending an email we always include signatures. In doing so we encourage conversation and amplify the supportive community we're all part of.

In the event of not being available for a period of days please use an out of office message. The text opposite is our preferred format.

All signatures should be set in our preferred digital font 'Arial'.

12pt on 16pt -- Hi,
Unfortunately I am out of the office now on leave until Day Date Month, time. Please call: Name Here on 00000 000000 and they will assist in any way they can with your enquiry until my return.

Kind regards, Name here

12pt on 14pt -- **Name Here**, Position Here
9pt on 12pt -- **St John's Campus:** University of Worcester, Henwick Grove, Worcester, WR2 6AJ.
namehere@worc.ac.uk, t: +4419050000000, m: +440000000000, www.worcester.ac.uk

Main reception t: +1905 855000 (24 hours)



8pt on 10pt -- As a responsible institution we ask that you please consider the environment before printing this email. Information contained in this email or any attachment may be of a confidential nature which should not be disclosed to, copied or used by anyone other than the addressee. If you receive this email in error, please delete the email from your computer. Although the University of Worcester operates anti-virus programs, we cannot accept responsibility for any damage caused by viruses being passed.

FLEXIBLE SPACE

There maybe times where you wish to embed attachments within an email to highlight a particular event. In these circumstances we ask that considerations are made as to the the amount of information displayed.

The embedded information should be no more than 600pxls wide. The depth is variable but a recommendation would be between 300 to 600pxls.



Name Here, Position Here

St John's Campus: University of Worcester, Henwick Grove, Worcester, WR2 6AJ.
namehere@worc.ac.uk, t: +4419050000000, m: +440000000000, www.worcester.ac.uk

Main reception t: +1905 855000 (24 hours)



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