

Branding guidelines

This quick reference guide is designed to help you consistently apply our brand when you communicate.



If you have any questions or need any additional support please email M&CDesign@bournemouth.ac.uk

Our vision. Our values. Our brand

Our vision

Creating the most stimulating, challenging and rewarding university experience in a world-class learning community by sharing our unique fusion of excellent education, research and professional practice and inspiring our students, graduates and staff to enrich the world.

Our values

- Excellence
- Achievement
- Authenticity
- Creativity
- Responsibility.

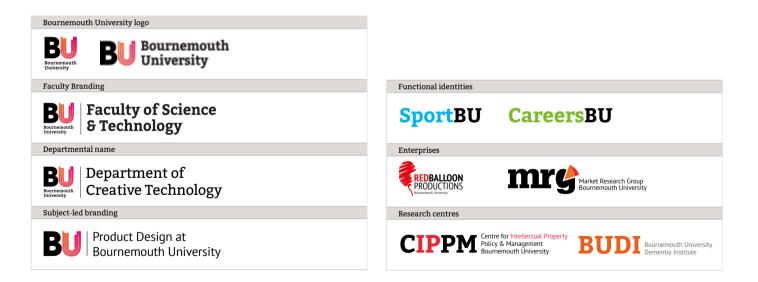
Our brand

The BU brand is special; it represents who we are and what we stand for, translating our vision and values in all our communications so it is important to understand and follow these guidelines.

Brand architecture

Our brand architecture strengthens the core BU brand and provides the flexibility to communicate clearly and consistently to different audiences. Bournemouth University (BU) is always the primary brand driver, or co-brand driver.

Internally, functional services should be named rather than branded, so for example CareersBU can be named Careers internally where appropriate.



The logo

The logo combines professionalism and gravitas through the solid black letter forms and warmth, vibrancy and individuality through the "U". The logo should always remain proportionally fairly large on the design to convey a bold, confident impression.

The logo clearspace is at least a minimum of the width of the stroke of the U as shown by the black box in the image, no other visual elements should be placed in this area.







Sizing

A3: the logo is 45mm wide and the gutters are 15mm.

A4: the logo is 35mm with a gutter of 12.5mm.

A5: the logo is 30mm wide with gutters of 10mm.

A6: it is 25mm with 7.5mm gutter.

The logo should not be reproduced smaller than 10mm wide for the portrait version and 37mm wide for the landscape version.

What not to do







Do not vertically scale.

Do not rotate.





Do not alter the elements.



Do not alter the colour of the elements.



Do not make transparent.

BU

Bournemouth University

Do not use the colour logo when printing in black & white, use the black logo.



Do not create a reversed colour logo, use the white logo instead.



Do not use on unsuitable backgrounds.

External organisations

The BU logo is usually positioned top left on all collateral. However, when working in partnership with other organisations the relationship dictates where the logo is positioned.

- When BU is the leading partner BU logo is positioned top left.
- When the partnership is equal BU logo is the same size as the partner logo and does not have to appear top left unless the activity is taking place at BU.
- When BU is a minority partner Position of the logo is determined by the lead partner.

Requesting the BU logo

If you have received a request for use of the BU logo by an external organisation or third party you will need to complete the BU logo request form. All requests are considered by the Director of Marketing & Communications.

www.bournemouth.ac.uk/logo-request





Bournemouth Bournemou University University









Photography

Our primary image style is reportage-style people photography.

- Photos need to be clear, focused, high resolution (600dpi) and have all relevant permissions
- Unposed, natural shots
- People should look positive and engaged but not overly staged.
- Images should suit the medium or the audience but with the principle of creating 'a window on the world of BU'.
- Photos can be colour, black and white, or black and white half-tones on colours from our palette.
- Our vibrant palette can be reflected through the use of brightly coloured props or clothing.

Writing guidelines

- Write in the first person
- Be audience-friendly and keep copy engaging
- Use benefit-led messages what is in it for them
- Use quotes to bring your copy to life
- Use headlines to grab attention or get your message across
- Keep your words and sentences short
- Avoid clichés and unnecessary jargon
- Use active sentences
- · Be positive about our achievements and products
- Make it personal, accessible and real.

Typography PT Sans Pro Bitter

Is our primary font.

is our secondary font and is used to create a sense of gravitas or tradition.

Colour palette

Yellow 1 C00 M00 Y73 K00 #fcef50	Green 1 C23 M00 Y83 K00 #d1df54	Aqua 1 C45 M00 Y19 K00 #cde9e1	Sky 1 C51 M00 Y06 K00 #c3e1f5	Blue 1 C42 M09 Y00 K00 #8cc9ec
Yellow 2 C00 M14 Y100 K00 #fccc46	Green 2 C59 M00 Y100 K00 #3d9e21	Aqua 2 C68 M00 Y38 K00 #73c9bb	Sky 2 C76 M00 Y05 K00 #47c7f0	Blue 2 C64 M50 Y00 K00 #8a9dd0
Yellow 3 (Gold) C19 M48 Y100 K08 #bc852e	Green 3 C66 M01 Y100 K25 #407136	Aqua 3 C100 M05 Y61 K26 #017d69	Sky 3 C100 M24 Y00 K18 #105d87	Blue 3 C100 M95 Y02 K10 #2b3688
Purple 1 C27 M52 Y00 K00 #ba8bbe	Pink 1 C00 M46 Y12 K00 #f48ca4	Red 1 C00 M73 Y66 K00 #f48886	Orange 1 C00 M23 Y76 K00 #ffc759	Grey 1 C06 M07 Y09 K11 #d5d0cc
C27 M52 Y00 K00	C00 M46 Y12 K00	C00 M73 Y66 K00	C00 M23 Y76 K00	C06 M07 Y09 K11