SOLENT
UNIVERSITY

WE CHANGE WORLDS

BRAND GUIDELINES

2018

CONTENTS

INTRODUCTION

WELCOME TO OUR BRAND

We're very proud of it, and we're excited about where it could go – and where it'll help us get to. This guide is here to help you use it, and get the most out of it. But first, it's worth having a look at where it all came from. And for that, we need to start with the Solent Vision.

OUR VISION

Our vision is for Solent to be an inclusive university which is a catalyst for social justice, social mobility and economic prosperity – providing access to top-class university education for all those qualified and able to benefit. We want to see the University offer an outstanding student experience, characterised by the highest quality engagement and intellectual challenge – an experience which develops students' self-confidence, enhancing their career and life prospects.

The University we're creating will be vibrant and successful, known nationally and internationally for the excellence of our teaching and for our sector-leading integration of theory and practice. We will be research active and informed, with areas of world leading activity underpinning key and distinctive curriculum areas in support of 'real world' learning. We want to be the 'applied' university for Southampton and the Solent region, with accelerating national and international influence enabled by imaginative partnerships at home and abroad.

(Taken from 'Building an Excellent University 2015-2020')

DEVELOPING THE BRAND

A vision like this demanded a new brand, so we set about developing one.

We carried out a lot of research, and spoke to people right across the University, as well as externally, to get a full picture of who we are and what it feels like to work and study here.

And the picture was very positive. There was universal agreement that we are:

- Real
- Optimistic
- Ready
- Open
- Equipped
- Energetic
- Buzzy
- Empowering
- Non-traditional
- Ambitious
- Believers

This gave us a great starting point. So we then developed it into the brand essence you'll find on the next page.

BRAND ESSENCE

Our brand essence is our heart. It's an attitude. It's the feeling our brand should give people. And it's a point of reference for all our brand communications, wherever they appear. One thing it is not, is a strapline. It's not really for the public domain. It won't appear literally in your communications. But its spirit will be everywhere.

UNSTOPPABLE

THIS ESSENCE IS PURPOSEFUL. IT'S OPTIMISTIC, AND IT'S CONFIDENT TOO.
IT DOESN'T HOPE, IT KNOWS. IT'S ENTHUSIASTIC. AND, JUST LIKE US, IT HAS CLEAR DIRECTION.

This will be the 'feel' with which we'll deliver everything we show or say about us. It's based on the thoughts, opinions and experiences of the University and our friends. And it's supported by our brand proposition – which is on the next page.

BRAND PROPOSITION

This is the distinctive and compelling expression of who we are and what we stand for. It is, quite simply, a summary of exactly what makes us unstoppable.

We think the future is an exciting place. The progress we have made is a source of real pride here. It makes our determination to become an outstanding university even stronger. We're going about this ambition with real energy and enterprise. We're embracing new ideas, we're creating possibilities, and we're responding to market changes quicker than most. And we're staying focused on one key purpose – developing grounded and enterprising students who, whatever their background, leave us with the skills, knowledge and experience to enter the world of work with real confidence. Put simply, our students are ready and eager for what's ahead. And so are we.

BRAND ATTRIBUTES

These are our brand values. They're here to help us find the right things to say to our different audiences, and to spark ideas about imagery too. The brand attributes are not here to replace, or compete with, our corporate and people values. As you can see, they're here to complement and support.

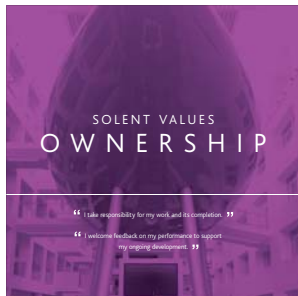## PROFESSIONALLY EXCELLENT

We're not just great in theory: we're great in practice too. Our teaching is high quality. In some areas, it's outstanding. And our courses are meaningful and uniquely tailored to industry needs. Together, they allow us to give our students knowledge, skills and experience that apply directly to the real world. So when they leave us, they're equipped, determined, and ready to achieve their full potential in careers that inspire them.

University values that align to this attribute
Ownership

SOLENT VALUES
OWNERSHIP

" I take responsibility for my work and its completion. "

" I welcome feedback on my performance to support
my ongoing development. "

OPENLY INCLUSIVE

Widening participation has been on our agenda from the start. We open our doors to students who, for whatever reason, could find them closed elsewhere. Our physical environment is accessible, and the atmosphere here is one of equality and inclusion. We regularly reach beyond our walls to support initiatives out in the community. We're open to all cultures and nationalities. We're open to ideas too – supporting those of our students, and seeking and acting on those of our staff.

University values that align to this attribute
Inclusivity
Respect

SOLENT VALUES
INCLUSIVITY

" I welcome diversity and recognise the value of others' strengths
and different skills, experience and knowledge. "

" I work collaboratively with others, seeking feedback
on proposed ideas and solutions. "

SOLENT VALUES
RESPECT

" I treat others with respect and value everyone's contribution. "

" I use appropriate language, tone and gestures when
talking with others. "

CONFIDENTLY OPTIMISTIC

We're excited about the future, and there are good reasons why. We have a strategic direction we believe in, and there is visible progress being made right across the University. We're winning awards and our reputation is reaching ever further within our sector and around the world. Where we have heritage, we're building on it. We're enhancing our learning environments too. We've come a long way, and there's no doubt that we'll go a lot further.

This attribute sits outside of our existing values. But it's a core part of who we are, so it's something we need to start shouting about.

BRAND ATTRIBUTES

POSITIVELY SUPPORTIVE

Support here takes many forms. With well-equipped facilities and innovative virtual environments, we support and enhance the learning experience. Our established networks and support services mean that we take care of people too. Our students are there for each other, and our committed staff are there for them. The result is an experience that is engaging, and enjoyably positive.

University values that align to this attribute
Teamwork
Integrity

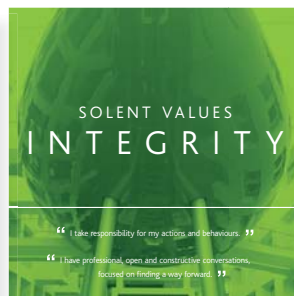## ENERGETICALLY PROGRESSIVE

There's an energy here. We're inventive and innovative in our thinking. When an idea inspires us – whether it's a new course, or a new way to deliver specialist learning – we're quick to act. It's an approach that's clearly infectious, because it's reflected in the creativity and enterprise of our students. It's behind much of the progress we've made. And it'll make sure we never stand still.

University values that align to this attribute
Engagement
Respect

SOLENT VALUES
TEAMWORK

" I work effectively with colleagues to support the delivery of the University's strategic priorities, and school and service operating plans. "

" I communicate effectively with my team, contribute to team meetings and celebrate our success. "

SOLENT VALUES
INTEGRITY

" I take responsibility for my actions and behaviours. "

" I have professional, open and constructive conversations, focused on finding a way forward. "

SOLENT VALUES
ENGAGEMENT

" I strive for continuous improvement and look for more effective ways of doing things. "

" I actively participate in new initiatives and contribute my ideas. "

SOLENT VALUES
RESPECT

" I treat others with respect and value everyone's contribution. "

" I use appropriate language, tone and gestures when talking with others. "

HOW TO SOUND UNSTOPPABLE

There's a reason that our new brand essence is 'unstoppable'. In fact, there are many reasons. It speaks of our direction and purpose. It refers to the significant progress we've made, and continue to make. And it's what we make our students feel – because they leave us equipped, ready and prepared to take on the working world with confidence. It's important to note that the new brand does not mean an entirely new tone of voice. Nor does it change our house-style in terms of grammar or anything like that. It's more a case of nuances.

STRIKING THE RIGHT TONE

We are a **vibrant**, **optimistic**, **open** and **confident** University.
So make sure we sound like one.

Look to use these points across all our modes of communication, from high formal all the way through to casual.
We should be consistent.

VIBRANT

This is about injecting a bit of pace. The best way to do this is by keeping sentences short whenever possible. Dropping in very short sentences helps too, just to mix things up. But no exclamation marks: they're awful.

(ENERGETICALLY PROGRESSIVE)

OPTIMISTIC

This is about focusing on the possible, and emphasising the upbeat. We're not going for breathless hyperbole, though. It's got to be realistic.

(POSITIVELY SUPPORTIVE / CONFIDENTLY OPTIMISTIC)

OPEN

This is about writing like a person rather than an institution. Obviously your audience will sometime dictate how far you take this, but wherever possible try to veer away from the crushingly formal.

(OPENLY INCLUSIVE / POSITIVELY SUPPORTIVE)

CONFIDENT

This is about clarity and concision. Avoiding vague terms or promises. If you can talk in absolutes, or make a concrete promise, then do. When we're good at something, and can back it up, then say so loudly.

(PROFESSIONALLY EXCELLENT / CONFIDENTLY OPTIMISTIC)

SHOULD YOU ACTUALLY USE THE WORD UNSTOPPABLE?

Ideally not. We don't want to wear it out. If you'd use it anyway,
to describe Solent's football team's unstoppable rise to the top of
the league, for example, then by all means go ahead. But if you're
only looking to include it to get your copy 'on brand', then it's
probably better that you don't. It's better to imply it than say it.
And you can imply it by following the tips above.

A QUICK LOOK AT HEADLINES

So far, we've been looking at three kinds of headlines.

ETHOS HEADLINES

These are about us. They allow us to tell the world what we do, how we think and what we offer. They're confident without being arrogant. And they tend to answer, in a nutshell, the question of why people should study or work with us.

WE CHANGE WORLDS

WE GIVE AMBITION DIRECTION

IT'S WHERE YOU WANT TO BE

AMBITIONS YOU CAN BELIEVE IN

READY FOR LIFE

CONFIDENCE FOR LIFE

TESTIMONIAL HEADLINES

These are about our students. Preparing people for the world of work is absolutely what we're all about, and the practical experience we offer is a big part of this. So these headlines show how confident our students are that they'll get where they want to be. And the lines are written as if they come from our students themselves.

A CAREER IN BUSINESS?
I'M ALREADY ON MY WAY.

WORK IN THE MEDIA?
I ALREADY DO.

GET INTO ACCOUNTANCY?
I'VE ALREADY GOT THERE.

MY FUTURE IN SHIPPING?
IT'S INEVITABLE.

MY CAREER IN TECHNOLOGY.
IT'S ALREADY HAPPENING.

I KNEW I COULD.
NOW I KNOW I WILL.

IT'S NOT 'IF I GET THERE'.
IT'S 'WHEN'.

ACTION-ORIENTED HEADLINES

These speak straight to our potential students. They encourage action, and suggest the benefit that will result. Basically, they're an invitation to feel unstoppable.

IF YOU KNOW WHERE YOU WANT
TO BE, GET GOING

FEEL FUTURE CONFIDENT
GET THAT 'NOTHING CAN STOP ME'
FEELING

FEEL WORLD READY
LEARN TO BELIEVE

GET READY TO GET GOING

SHAPING THE RIGHT HEADLINE FOR YOUR AUDIENCE

We speak to all kinds of audiences about all kinds of things, so we need to be able to tailor our messages accordingly. This is where our brand attributes can really help. The attributes, and the wording that sits beneath them, will help you define messages that are bespoke to your audience, yet still 'on brand'. Below, you'll find a list of our key audiences, along with suggested attributes to focus on. Remember, these are just suggestions. If you have a brief that requires a different angle to be taken, then by all means take it. And just because we're suggesting certain attributes, it doesn't mean that the others can't feature at all. It's a matter of striking a balance.

SCHOOL LEAVERS/ APPRENTICE AUDIENCES

Reassurance is important for this group. So lean your messages towards:

OPENLY INCLUSIVE

POSITIVELY SUPPORTIVE

CONFIDENTLY OPTIMISTIC

POSITIVELY SUPPORTIVE

This audience is considering a significant life change, so your messages need to be about quality and support. So go for:

PROFESSIONALLY EXCELLENT

CONFIDENTLY OPTIMISTIC

POSITIVELY SUPPORTIVE

ALUMNI

This audience needs to be engaged and welcomed back into the Solent community. We also need to reinforce the message that they have a big and active part to play in our future. As such, keep things focused on:

OPENLY INCLUSIVE

POSITIVELY SUPPORTIVE

ENERGETICALLY PROGRESSIVE

TONE OF VOICE

POTENTIAL UNDERGRADUATES

This is a slightly more ambitious group, but they still want to be sure they've making the right choice. So go for:

CONFIDENTLY OPTIMISTIC

POSITIVELY SUPPORTIVE

PROFESSIONALLY EXCELLENT

INFLUENCERS AND PUBLIC BODIES

This group needs to know that their children/students are in safe hands with us. So lean towards:

PROFESSIONALLY EXCELLENT

OPENLY INCLUSIVE

POSITIVELY SUPPORTIVE

BUSINESSES, EMPLOYERS, FUNDERS AND GLOBAL PARTNERS

Here, we have the freedom to lean away from the education side of things, and look more at our spirit and ethos. So focus on:

CONFIDENTLY OPTIMISTIC

ENERGETICALLY PROGRESSIVE

POTENTIAL INTERNATIONAL STUDENTS

This group is very focused on employability, and will want to know that they'll be studying in a diverse and international environment. So go for:

OPENLY INCLUSIVE

POSITIVELY SUPPORTIVE

PROFESSIONALLY EXCELLENT

POTENTIAL AND CURRENT EMPLOYEES

As we hire everyone from Vice-Chancellors and Lecturers to Marketing Assistants and Cleaners, use your own judgment. Focus on the attributes that you feel will mean the most to the audience you're writing for.

CONFIDENTLY OPTIMISTIC

ENERGETICALLY PROGRESSIVE

OPENLY INCLUSIVE

POSITIVELY SUPPORTIVE

PROFESSIONALLY EXCELLENT

BRAND HIERARCHY

LEVEL 1
CORPORATE

ALTERNATIVE VERSION:
LOCATION

Primary use logo which indicates
location.

LEVEL 2
ENTERPRISES – COMMERCIAL

To be used with the endorsement below

PART OF
SOLENT
UNIVERSITY

Before any new enterprise logos are created, a business case will need to be submitted to and approved by the
Pro Vice-Chancellor, External Relations. Please contact **marketing@solent.ac.uk** for further information.

The full colour logo will be the primary use asset on all official University materials, such as signage, letterhead and certificates etc, but on materials where the gradient colours are used we'll be using either white or black versions, depending on the background they're placed on.

If you unsure about which version of the logo to use, please email **marketing@solent.ac.uk**

Notes: Materials produced for use on campus **only** do not need to carry the Solent logo. These materials could include fact sheets, door signs, pull up displays, and so on.

Student work: projects produced by students both digital and printed should not carry the University logo unless prior approval has been granted by External Relations (**marketing@solent.ac.uk**). If approval is given, the logo must be used alongside a disclaimer provided by External Relations reinforcing the fact that the material is student work, and not official University documentation, publicity or marketing materials.

All materials produced by staff and students that is sent to Canon for printing that carrys the Solent logo will go through an automatic approval checking system so please allow extra time for this to take place. This is to check that the correct logo has been used and placed as per guidelines.

Master logo – primary use

SOLENT
UNIVERSITY

Alternative versions

Red on black

SOLENT
UNIVERSITY

White

SOLENT
UNIVERSITY

Black

SOLENT
UNIVERSITY

This version of the master logo can be used when the campus location of the University needs to be clear, such as on international marketing.

If you unsure about which version of the logo to use, please email **marketing@solent.ac.uk**

Master logo – location

SOLENT
UNIVERSITY
SOUTHAMPTON

Alternative versions

Red on black

SOLENT
UNIVERSITY
SOUTHAMPTON

White

SOLENT
UNIVERSITY
SOUTHAMPTON

Black

SOLENT
UNIVERSITY
SOUTHAMPTON

As a general rule, the ideal logo size is equal to a quarter or third of the paper width. Logos set to the correct dimensions for A series paper sizes are available by request from marketing@solent.ac.uk

Exclusion zone

Exclusion zone

SOLENT
UNIVERSITY

Exclusion zone

Exclusion zone

Exclusion zone

artwork edge

Equal to a quarter or third of the width of standard sized printed media such as A4, A3 and press adverts

Large scale work such as 6 and 48 Sheets will need consideration to avoid oversizing the logo – contact marketing@solent.ac.uk for further guidance.

Exclusion zone

Exclusion zone

SOLENT
UNIVERSITY
SOUTHAMPTON

Exclusion zone

Exclusion zone
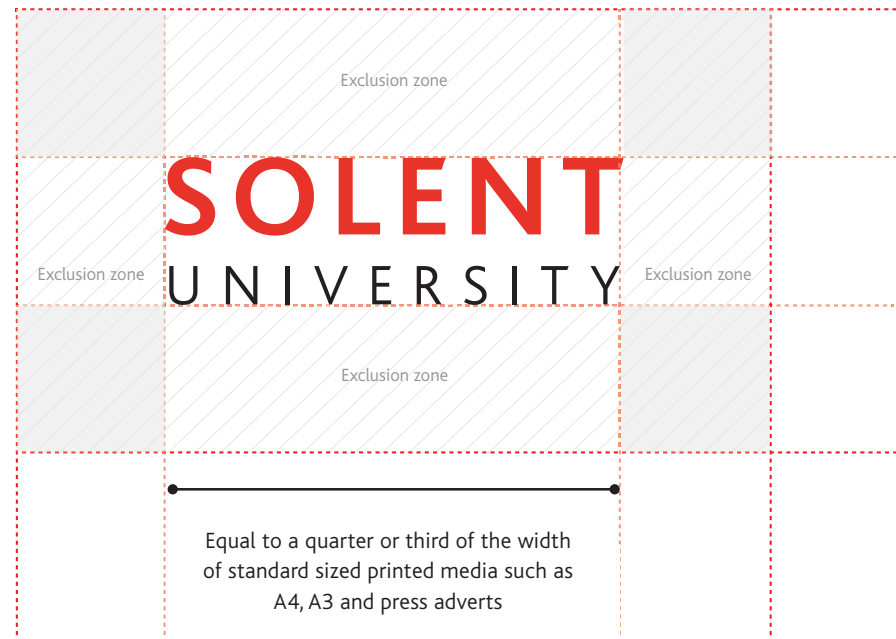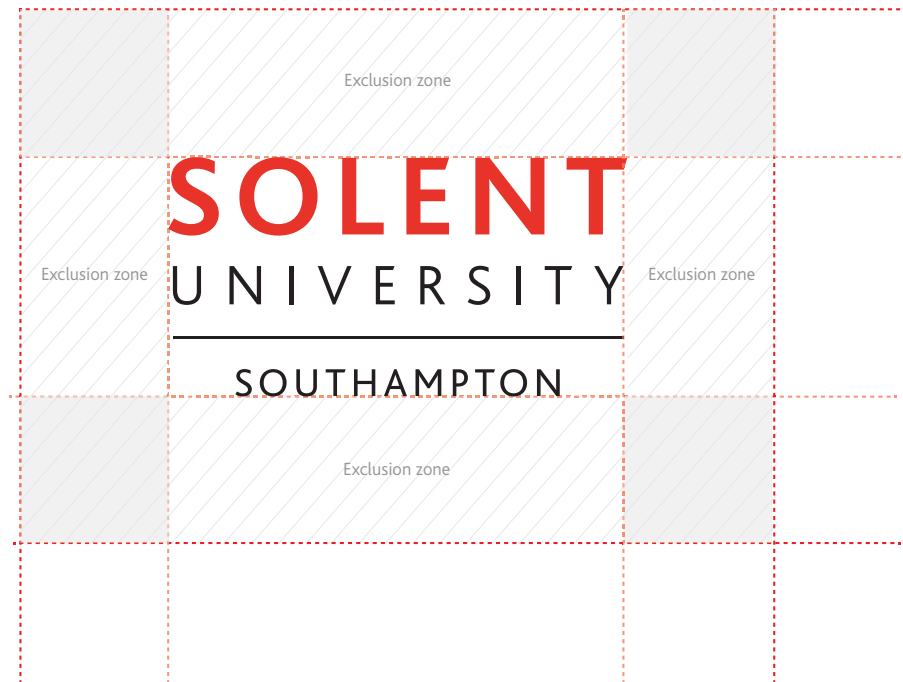
The clearance zone (indicated below) is the minimum area around the logo that must remain clear of typography or any other graphic device. When placed on a photographic image, please ensure that the logo is placed on a clear background to help visibility.

The logo should be placed either in top left, top right or bottom left corners or top centre and following the exclusion rules.

Positioning guide showing exclusion area to page edge

Below is a guide to the size **margins** should be set to for A series paper sizes.
Lge = correct logo size for 1/3 of the paper width
Sm = correct logo size for 1/4 of the paper width.

Paper size	logo = 1/3 paper width (lge)	logo = 1/4 paper width (sm)
A0	91mm	68mm
A1	64mm	48mm
A2	45.5mm	34mm
A3	32mm	24mm
A4	23mm	17mm
A5	16mm	12mm
A6	11.5mm	8.5mm

Below is a guide to the size **margins** should be set to for popular media.
Lge = correct logo size for 1/3 of the media width   Sm = correct logo size for 1/4 of the media width.

Paper size	logo = 1/3 width (lge)	logo = 1/4 width (sm)
240X170mm	18mm	13.5mm
Pull up 800mm wide	131mm	86mm

When you can't follow the clearance area shown previously (for example when placed next to other non-University branding or digital placement), then please do ensure you give the logo room to breathe by giving it clearance based on the height of the letter 'S'.

When using the logo for digital purposes the minimum size is 100px. Anything below this size verges on unreadable.

The logo should be placed top left, top centre or bottom left and following the clearance rules.

For digital ads, restraints on space may mean that the correct clearance around the logo may not be possible. In these cases please contact the studio team (marketing@solent.ac.uk) for advice on size and placement.

The minimum size that the logo can be placed is 100px

Exclusion zone

Exclusion zone

SOLENT UNIVERSITY

SOLENT UNIVERSITY
SOUTHAMPTON

We have developed a logo mark for use when we are sponsoring, supporting, or in partnership with a company or event. These will clearly illustrate Solent University's involvement in external projects.

If you require this type of mark – either one of the examples below or with an alternative endorsement – please contact marketing@solent.ac.uk

SPONSORED BY

SOLENT
UNIVERSITY

IN PARTNERSHIP WITH

SOLENT
UNIVERSITY

PART OF

SOLENT
UNIVERSITY

SUPPORTED BY

SOLENT
UNIVERSITY

ACCREDITED BY

SOLENT
UNIVERSITY

For example

SOLENT
UNIVERSITY
SOUTHAMPTON

IN PARTNERSHIP WITH

QA Higher Education

ENDORSEMENT PLACEMENT GUIDE **PRINT**

When used in isolation, the endorsement logo size is equal to a quarter of the paper width. Logos set to the correct dimensions for A series paper sizes are available by request from marketing@solent.ac.uk

The logo ideally should be placed top left or right, top centre or bottom left and follow the clearance guidance illustrated below.

Exclusion zone

Exclusion zone

SPONSORED BY

SOLENT
UNIVERSITY

Exclusion zone

Exclusion zone

Equal to a quarter of the width
of standard sized printed media such as
A4, A3 and press adverts

Large scale work such as 6 and 48 Sheets
will need consideration to avoid oversizing
the logo – contact marketing@solent.ac.uk
for further guidance.

ENDORSEMENT PLACEMENT GUIDE **DIGITAL**

When using the logo for digital purposes the minimum size is 175px. Anything below this size verges on unreadable.

The logo ideally should be placed top left, top centre or bottom left and following the clearance guidance illustrated below.

For digital ads, restraints on space may mean that the correct clearance around the logo may not be possible. In these cases please contact the studio team (marketing@solent.ac.uk) for advise on size and placement.

Exclusion
zone

SPONSORED BY

SOLENT
UNIVERSITY

Exclusion
zone

Care should be taken to ensure that the logo is used correctly at all times.

All elements of the University logo are fixed and should not be altered in any way. The logo must always be reproduced using the original digital master artwork and must not be modified in any way.

Here are some examples of things that you should NEVER do:

1. Squash or stretch the logo
2. break sizing rules
3. change the colour other than to mono
4. ignore the clearance
5. encroach logo with complex imagery
6. use red logo on solid colour background
7. rotate
8. frame the logo
9. modify logo
10. remove parts of the logo

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

BRAND ASSETS | APPROVED ENTERPRISE LOGOS AND PLACEMENT

Enterprise is at the heart of the University's ethos. When this results in the creation of businesses, these will typically have their own logos and branding.

To show their connection, businesses that are wholly owned by the University will use the part of version of the endorsement logo as shown below. The size of each of the level 4 marks are individual but follow the same principles as the Solent University master logo – please seek advice from the design studio.

Note: Before any new enterprise logos are created, a business case will need to be submitted to and approved by the Pro Vice-Chancellor, External Relations. Please contact the **marketing@solent.ac.uk** for further information.

ENDORSEMENT SIZE

The endorsement should measure the same height of the enterprise logo. The scale should be set by placing the enterprise logo a quarter or third of the paper width for print, then you can set the endorsement size accordingly.

The clearance should be set approximately the height of the enterprise logo when placed squared. Please email marketing@solent.ac.uk if you require further guidance.
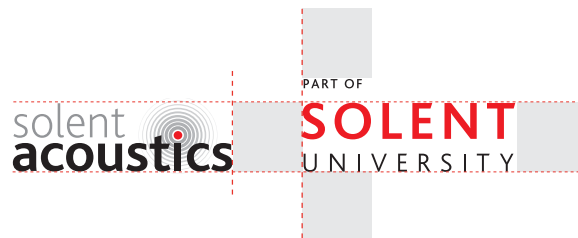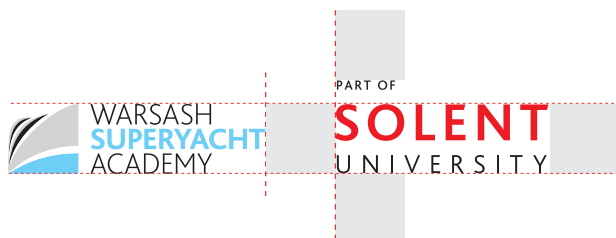
Solent University has some community based sports teams that have their own logo, these are listed below and are managed by Solent Sport.

The University's schools don't have special logos, but where they need to be identified such as on signage for example, they can use a distinctive name style. Typically this is on three lines, as shown, but if necessary can appear on a single line. School names always appear in conjunction with the university logo but never locked-up with it or joined in any other fashion: they should be separate and distinct.

Although not a school, the Warsash Maritime Academy uses this style for identification.

Please note: apart from Warsash, these are for signage purposes only.

SCHOOL OF
ART, DESIGN
AND FASHION

SCHOOL OF
BUSINESS, LAW AND
COMMUNICATIONS

SCHOOL OF
MEDIA ARTS
AND TECHNOLOGY

SCHOOL OF
SPORT, HEALTH
AND SOCIAL SCIENCES

WARSASH SCHOOL
OF MARITIME SCIENCE
AND ENGINEERING

WARSASH
MARITIME
ACADEMY

The brand font family is 'Bliss'. It's a clean, modern and distinctive font. Please note that we use full capitals for our headlines and sub headlines. Body copy is in sentence case. If you want to use **one** 'guest' or display font for a specific campaign alongside Bliss, please speak to studio to ensure they are appropriate and have affinity with our brand.

HEADLINES (tracking of between 200 and 400)

BLISS LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

A good starting point would be 48pt on an A3 with the maximum tracking of 400. You can then scale font appropriately for other sizes of publications. Sometimes the tracking will be adjusted depending on the size of the headline font you use and the space available, but it should always be tracked wider than any subheadline used in conjunction.

SUB-HEADLINES (70 to 150 tracking)

BLISS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

On an A3 format the subheadline should be 12pt with tracking that is tighter than the headline. For example, using 70 tracking gives a nice, open spacing without detracting from legibility. You can then scale the headline up or down for alternative publications keeping the tracking the same.

Body copy*

Bliss Light/**Bliss Bold**/*Bliss Light Italic*

abcdefghijklmnopqrstuvwxyz 0123456789
abcdefghijklmnopqrstuvwxyz 0123456789
abcdefghijklmnopqrstuvwxyz 0123456789

Body copy is written in sentence case (like this) and emphasis is made by **embolding** the words using **Bliss Bold**. When you need to identify a publication this can be done using Bliss Light Italic.

* While Bliss Light is the preferred font, an exception to this might be on digital files (online banners) where the light font might lose definition on a dark background. In such cases we suggest Bliss Regular be used.

Secondary fonts should be used on all internal documents created using the MS Office suite of programmes and online when we cannot use Bliss.

Secondary fonts

Trebuchet/**Trebuchet Bold**/*Trebuchet Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

abcdefghijklmnopqrstuvwxyz 0123456789

abcdefghijklmnopqrstuvwxyz 0123456789

Calibri regular/*Calibri regular italic*/Calibri light/*Calibri light italic*/**Calibri bold**/*Calibri bold italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

abcdefghijklmnopqrstuvwxyz 0123456789

abcdefghijklmnopqrstuvwxyz 0123456789

Calibri can be used for emails and internal documents that require a greater variety of font weights.

The primary colours are the only colours used solid in executions.
Used for headlines, body copy and solid backgrounds.
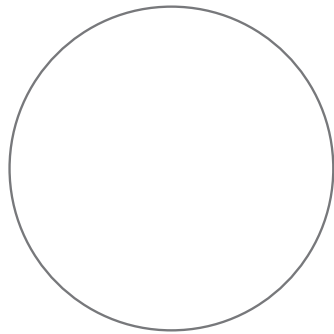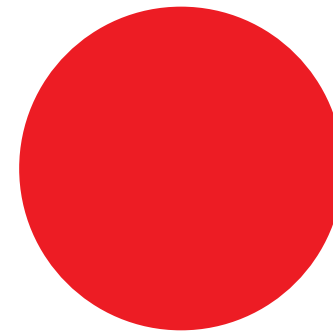
WHITE

C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

BLACK
(RICH BLACK)

C0 M0 Y0 K100
(C60 M40 Y40 K100)
R0 G0 B0
#000000

Shades of black can be used as
an accent for backgrounds and
text, where 100% black is too
dominant.

RED

C0 M100 Y100 K0
R227 G6 B19
#E30613
PMS 485

The accent colour palette is complementary to the primary colours. They have been chosen to reflect our new brand essence and are optimistic and confident.

They will be revisited annually to keep fresh and vibrant. These colours should only be used as highlights – they should never dominate the University's primary colours. They should be used as they appear below – tints should not be used.
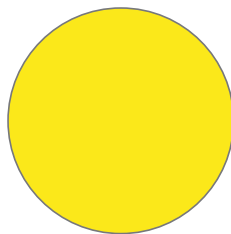
GREY	YELLOW	BLUE	GREEN	LIGHT BLUE	PURPLE
C70 M60 Y52 K57	C4 M2 Y95 K0	C100 M97 Y0 K0	C51 M0 Y98 K0	C68 M12 Y0 K0	C40 M82 Y0 K0
R51 G55 B60	R254 G232 B0	R46 G43 B134	R146 G192 B40	R63 G175 B228	R168 G72 B149
#33373c	#FDE700	#2e2b86	#92C027	#3EAEE4	#A74794
	PMS 107	PMS 661	PMS 368	PMS 298	PMS 258
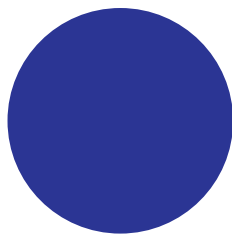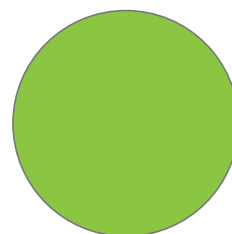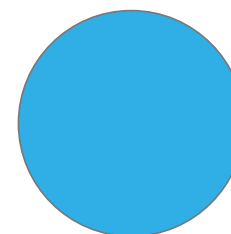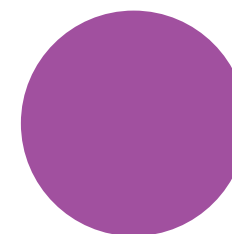
These gradients are currently the only ones we use. They are intentionally vibrant, in keeping with the general tone of energy and optimism that this essence demands.

These gradients are not just for decoration: they speak of progress and transition – echoing the purposeful journey that we and our students are taking.

C4 M2 Y95 K0	C0 M100 Y100 K0	C51 M0 Y98 K0	C68 M12 Y0 K0	C68 M12 Y0 K0
R254 G232 B0	R227 G6 B19	R146 G192 B40	R63 G175 B228	R63 G175 B228
#FDE700	#E30613	#92C027	#3EAEE4	#3EAEE4
YELLOW	RED	GREEN	LIGHT BLUE	LIGHT BLUE

RED	BLUE	BLUE	PURPLE	GREEN
C0 M100 Y100 K0	C100 M97 Y0 K0	C100 M97 Y0 K0	C40 M82 Y0 K0	C75 M0 Y70 K0
R227 G6 B19	R46 G43 B134	R46 G43 B134	R168 G72 B149	R43 G173 B112
#E30613	#2e2b86	#2e2b86	#A74794	#2bac70
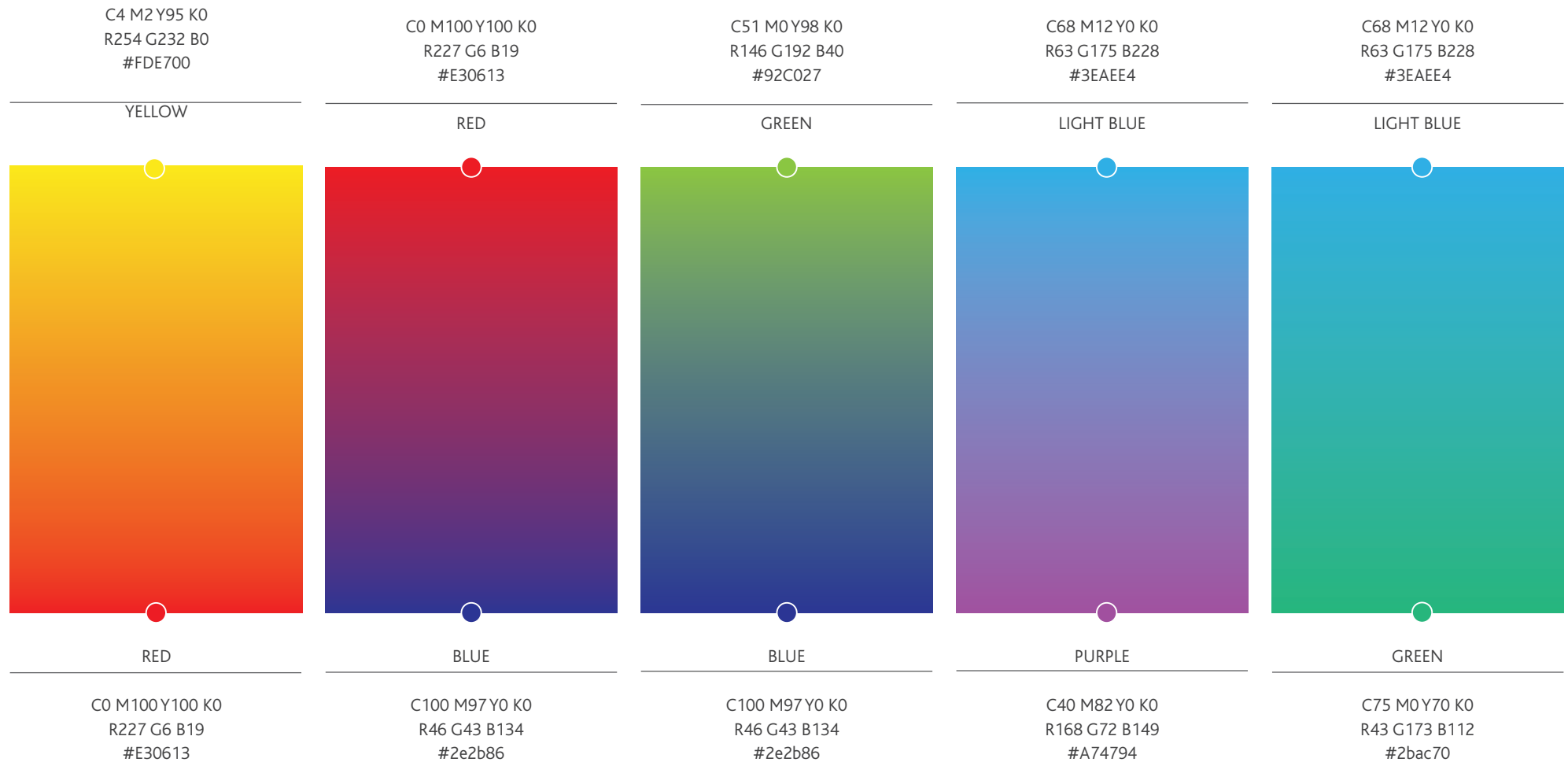
It's a flexible device – one that can be used in all kinds of different ways for all different kinds of media. The strong circle can be interpreted as a porthole – alluding to Southampton's maritime links and heritage. It can also be seen as a sun – an effect that is reinforced with the horizon line. And what's more unstoppable than a sunrise? Depending on the execution, the circle could be a solid colour or a gradient. You'll find a full explanation in the examples section.

Note that you should never use more than two circles in any one visual. If you are using two, only one of them should feature a gradient. However, they can both be solid. When using the horizon line, use a 0.5pt thickness as a starting point on A4 and A3-size artwork. For anything larger, use your creative judgement to maintain the feel and balance. The line should always sit in front of the circle. The same principle applies to the circles. Most examples shown are set up as A4 templates. Where appropriate, A3 and non-standard sizes will be provided in the tool kit. For anything larger, scale up the existing vectors, and use your judgement to keep things balanced.
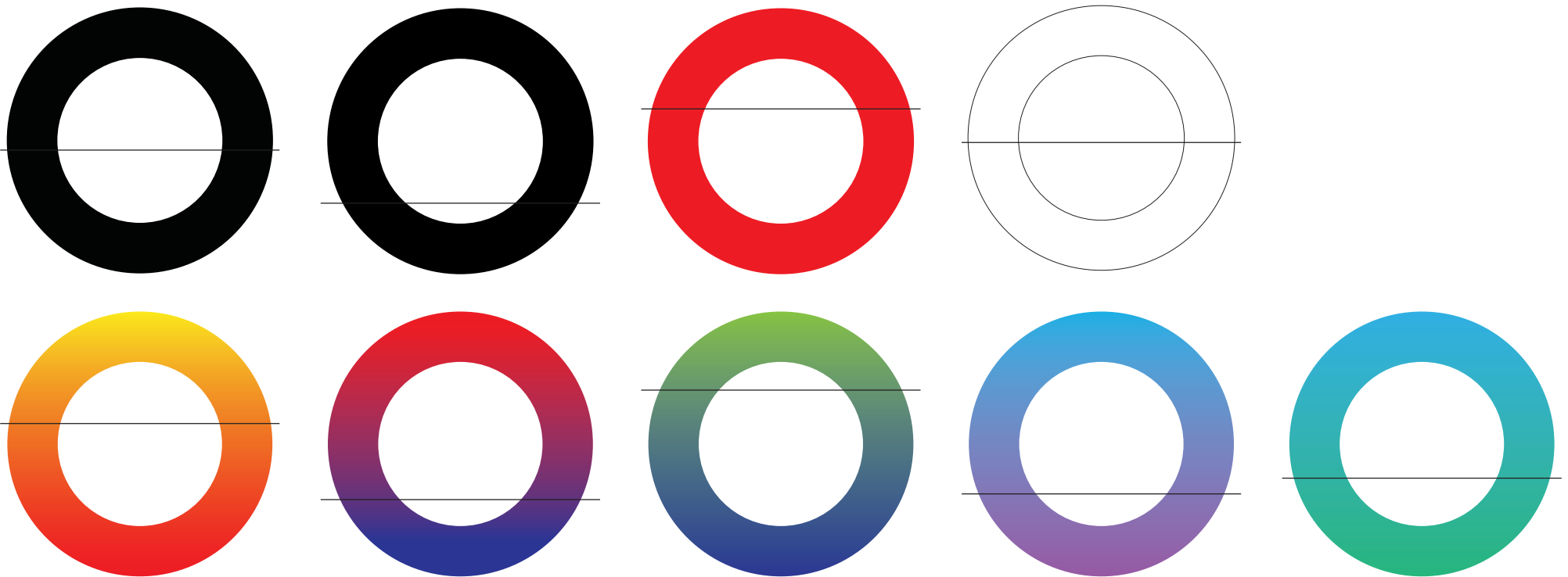
BRAND ASSETS | CIRCULAR MASK DEVICE

Integrating the circle device as a mask on a panel of colour or gradient is a great way to make an impact where needed. However, it should be used sparingly. The examples section will show you how.

BRAND ASSETS | PHOTOGRAPHY

The photography style needs to be positive, confident and purposeful, and also real. Lifestyle shots are the way to go, and there are two main types to use depending on the headline they sit with. One type features students, in real settings, looking confidently at the camera. The second captures scenarios rather than individual portraits, and focuses more on personality or movement.

BRAND ASSETS | PHOTOGRAPHY: MOMENTS

When capturing moments that students and staff share, keep things real. A natural style is important, and they need to be in their environments.
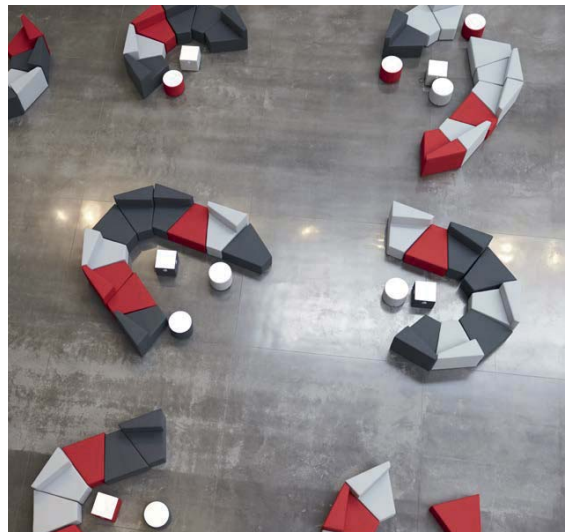
BRAND ASSETS | PHOTOGRAPHY: PERSONAL

Make the person the focus of the picture you're taking, and bring out their optimism, purpose and confidence. They need to be in real environments, and the images need to feel genuine. For these, it's best to have the subject looking at the camera.

Dynamic angles and vibrant colours will help you showcase the environments
in which students will study and live.

BRAND ASSETS | PHOTOGRAPHY: SCHOOLS

When we need to portray a specific school within Solent, we use scenarios featuring students immersed in their learning. What you feature will differ from school to school, but we need to see the experience in action. Feature movement or energy if you can. The more hands on, the better.

BRAND ASSETS | PHOTOGRAPHY: STUDIO PROFILES

Sometimes we'll want to feature our students in a studio environment rather than in the real world.
When you do, show them with the equipment they work and learn with – looking engrossed, positive
and, wherever possible, energetic.
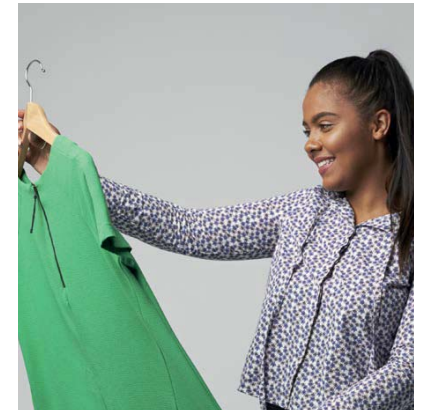
BRAND ASSETS | OFF BRAND PHOTOGRAPHIC EXAMPLES

Our aim is to use bright, full colour imagery wherever we can. But, inevitably, there will be times when you need to use a black and white image (for example in mono press executions), or an image supplied by a third party that needs to be included to illustrate a story, but avoiding some of the pitfalls shown below will ensure that your work remains visually stimulating and on brand.
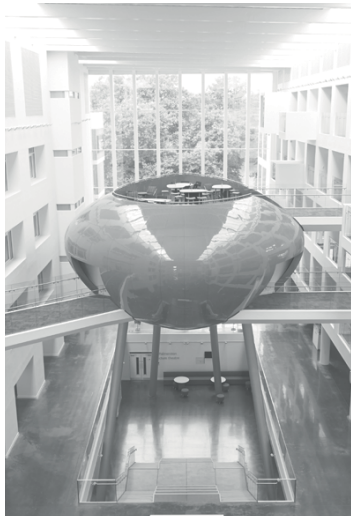
BRAND ASSETS | ICONOGRAPHY

Using iconography can bring content to life, and it can also be instructional. The icons here are simple, functional, and will sit neatly alongside the other design assets.

Please note that this is just a selection of the available icons. You'll find the full suite of our icons in the tool kit.

FUNCTIONAL

ONLINE

COMMUNICATION

INTERFACE

SCHOOLS
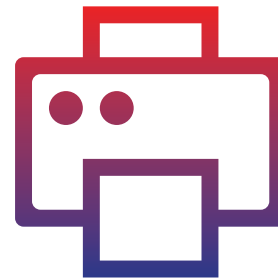
TRANSPORT

ENVIRONMENT

SOCIAL MEDIA

# BRAND ASSETS | GRADIENT ICONOGRAPHY

When using the icons in a larger format, you can bring them to life using the Solent gradients.
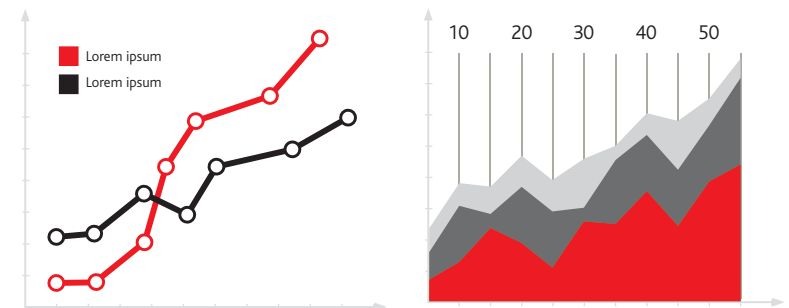
BRAND ASSETS | INFOGRAPHICS

Using the core colours and the circular theme, infographics are kept simple and clean so the information can be clear and understood. Tints of grey can be used to provide any necessary distinctions between values.

30%

60%

90%

Lorem ipsum
Lorem ipsum
Lorem ipsum
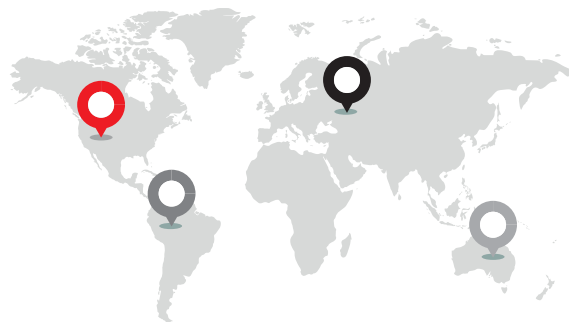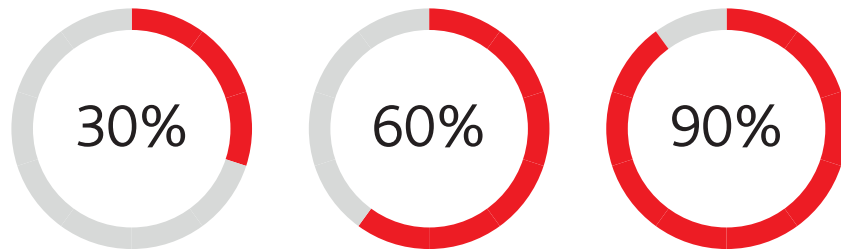
48%

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras ornare nibh et neque malesuada euismod convallis a ex. Praesent ut velit nisl. Aliquam sit am et justo iaculis eros sollicitudin varius at vitae dolor. Quisque nunc magna, cursus nec nulla sed, tristique sodales sem. Aenean quis tellus sod ales, auctor orci dapibus, luctus leo. Morbi at iaculis quam. ellent esque et arcu commodo, ultricies leo eget

BRAND ASSETS | INFOGRAPHICS

Step2
02 Lorem ipsum dolor sit amet, conse ctetur adip iscing elit. Cras ornare nibh et neque males uada euismod

Step4
04 Lorem ipsum dolor sit amet, conse ctetur adip iscing elit. Cras ornare nibh et neque males uada euismod

Step1
01 Lorem ipsum dolor sit amet, conse ctetur adip iscing elit. Cras ornare nibh et neque males uada euismod

Step3
03 Lorem ipsum dolor sit amet, conse ctetur adip iscing elit. Cras ornare nibh et neque males uada euismod

Step5
05 Lorem ipsum dolor sit amet, conse ctetur adip iscing elit. Cras ornare nibh et neque males uada euismod

30%

60%

10%

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras ornare nibh et neque malesuada euismod convallis a ex. Praesent ut velit nisi. Aliquam sit am et justo iaculis eros sollicitudin varius at vitae dolor. Quisque nunc magna, cursus nec nulla sed, tristique sodales sem. Aenean quis tellus sod ales, auctor orci dapibus, luctus leo. Morbi at iaculis quam. ellent esque et arcu commodo, ultricies leo eget
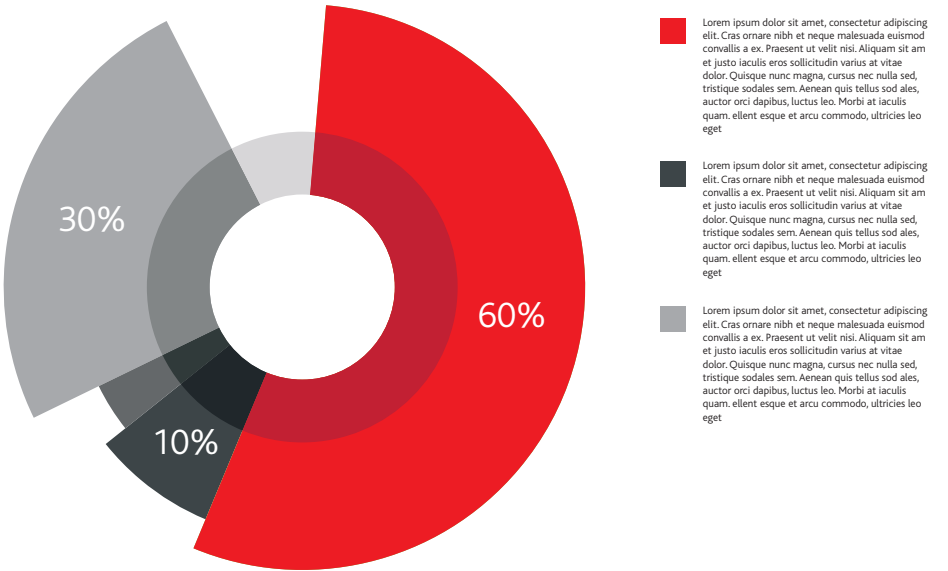
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras ornare nibh et neque malesuada euismod convallis a ex. Praesent ut velit nisi. Aliquam sit am et justo iaculis eros sollicitudin varius at vitae dolor. Quisque nunc magna, cursus nec nulla sed, tristique sodales sem. Aenean quis tellus sod ales, auctor orci dapibus, luctus leo. Morbi at iaculis quam. ellent esque et arcu commodo, ultricies leo eget
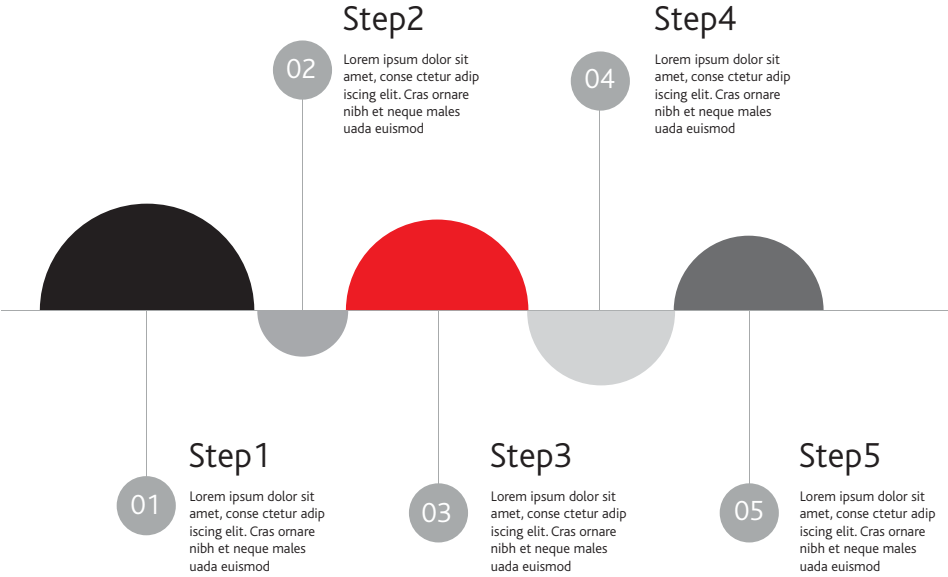
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras ornare nibh et neque malesuada euismod convallis a ex. Praesent ut velit nisi. Aliquam sit am et justo iaculis eros sollicitudin varius at vitae dolor. Quisque nunc magna, cursus nec nulla sed, tristique sodales sem. Aenean quis tellus sod ales, auctor orci dapibus, luctus leo. Morbi at iaculis quam. ellent esque et arcu commodo, ultricies leo eget

EXAMPLES | ADVERTS

On the following few pages, you'll see a range of possible layouts. They cover a wide range of compositions.

When capturing a scenario – particularly one relating to a specific school – we recommend that you use full bleed imagery with the circle being introduced as an element. This allows plenty of the image to come through.
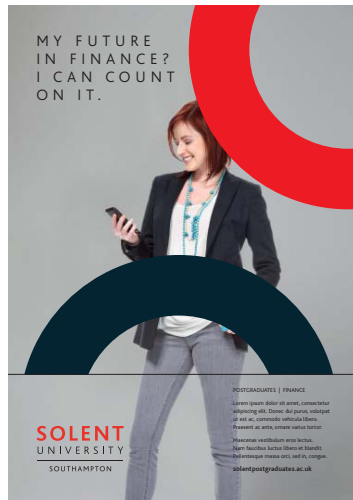
Here, the 'window' created by the circle allows us to highlight key people within the image. The main area can be a gradient or a plain colour.

You won't always have a photo to play with, or room to do a photo justice. On this page, you'll find examples of how to make an impact by using just circles and colours.

POSTGRADUATE

As you can see, the circles frame and complement the studio profile shots. The person remains the focus.

RECRUITMENT

As you can see in these two examples, we're focusing our messages on the part the roles play in making Solent, or your students, unstoppable.

BUSINESSES

When producing material that uses the businesses the layouts below work best. Using the circle and horizon line sparingly gives more space for the two logos, headline and copy.

Now that you've seen the basic principles applied
to a range of adverts, it's time to look at how
these ideas are used across a range of
different media.

Our business cards have been refreshed, they will be available to order through the Canon store front.
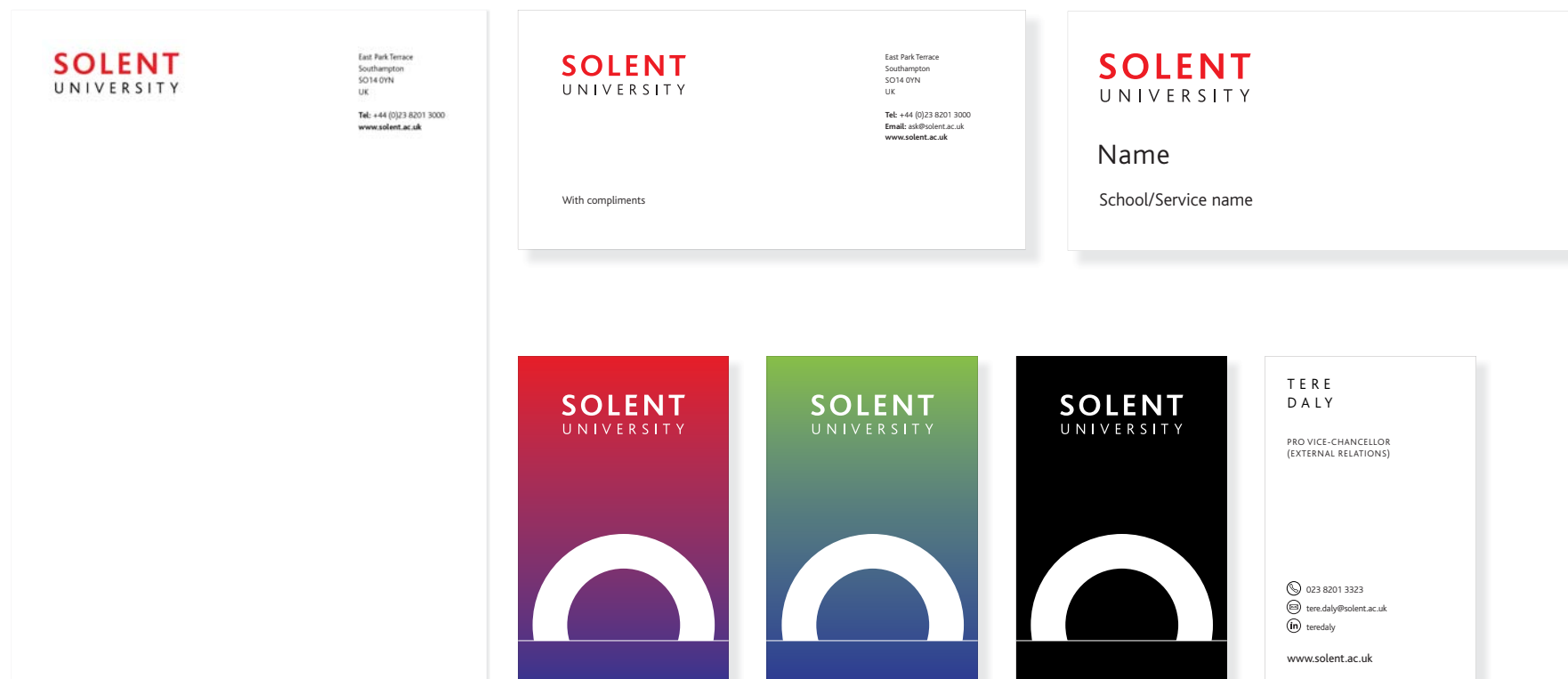https://solent.myprintdesk.net/DSF/smartstore.aspx#!/Storefront

All other stationery will remain the same for the moment. Pre-printed letterhead and compliment slips can be ordered from Canon, and word templates can be downloaded from:
https://portal.solent.ac.uk/it-and-media/print-service/document-templates.aspx

Solent University name badges can be ordered from Best Badges: daryl@bestbadges.co.uk

SOLENT
UNIVERSITY

East Park Terrace
Southampton
SO14 0YN
UK

Tel: +44 (0)23 8201 3000
www.solent.ac.uk

SOLENT
UNIVERSITY

East Park Terrace
Southampton
SO14 0YN
UK

Tel: +44 (0)23 8201 3000
Email: ask@solent.ac.uk
www.solent.ac.uk

With compliments

SOLENT
UNIVERSITY

Name

School/Service name

SOLENT
UNIVERSITY

SOLENT
UNIVERSITY

SOLENT
UNIVERSITY

TERE
DALY

PRO VICE-CHANCELLOR
(EXTERNAL RELATIONS)

023 8201 3323
tere.daly@solent.ac.uk
teredaly

www.solent.ac.uk

Examples of the University's external and internal signage.
Full signage guidelines are available and can be requested from: estates.helpdesk@solent.ac.uk

SOLENT
UNIVERSITY

↑ 1. Straight ahead

↖ 2. Forward & left

← 3. Left

↙ 4. Back & left

5. Straight ahead ↑

6. Forward & right ↗

7. Right →

8. Back and right ↘

SOLENT
UNIVERSITY

↑ Administration
Sales Office

← Registry Office

Bridge & →
Simulators
Refectory
Sports Centre

SOLENT
UNIVERSITY

East Park Terrace

Main Entrance 🚶 →

Goods In

SOLENT
UNIVERSITY

EXAMPLES | UNIFORMS – STAFF AND STUDENTS

Staff and students uniforms examples can be seen below. If you require any uniforms or kit including aprons, lab coats, sports kit you must use a supplier on the University's procurement framework, please contact finance@solent.ac.uk for details.

All uniforms/kit carrying the Solent logo must be approved by External Relations before going into production. Uniforms and sports kit must adhere to the brand guidelines with regards to colour, font and logo placement. Guidance and approval can be provided by emailing: **marketing@solent.ac.uk**

Note: Warsash Maritime Academy and level 2 enterprises should use the part of endorsement logo in a clear and visable place.

EXAMPLES | MERCHANDISE

Examples merchandise, gifts and tropheys which carry the Solent logo. If you require any merchandise, corporate gifts or tropheys you must use a supplier on the University's procurement framework, please contact finance@solent.ac.uk for details.
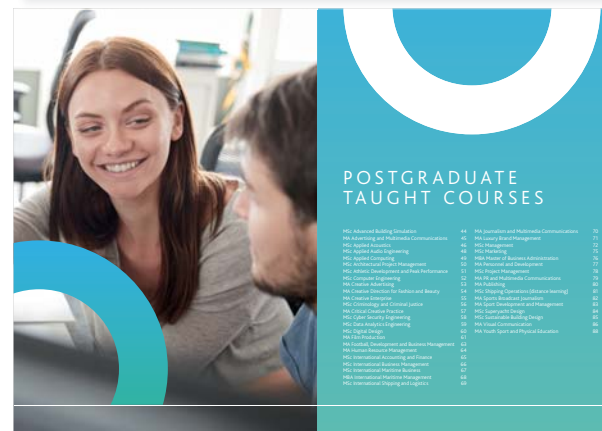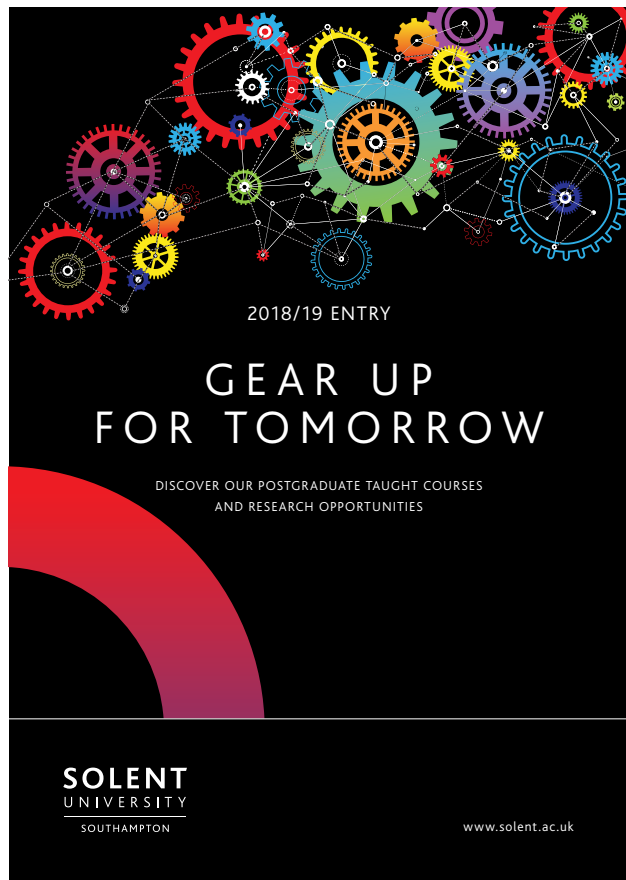
All merchandise/gifts/tropheys carrying the Solent logo must be approved by External Relations before going into production. The items must adhere to the brand guidelines with regards to colour, font and logo placement. Guidance and approval can be provided by emailing: **marketing@solent.ac.uk**
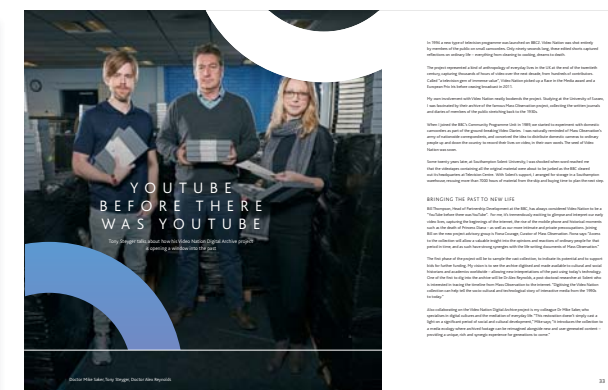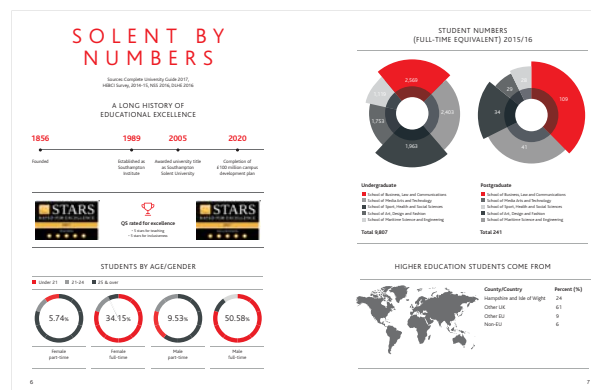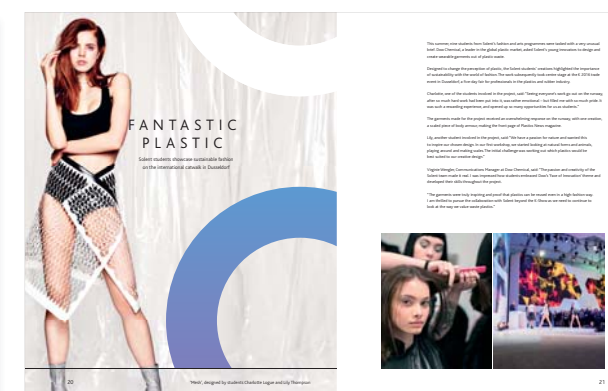
Our 2019 undergraduate prospectus.

Our 2018 postgraduate prospectus.

Great Strides, our annual review.

2018 Solent Sport campaign.

2018 People and Development values campaign.

EXAMPLES | CAMPAIGN

2018 Solent Futures campaign.

SOLENT
UNIVERSITY

SOLENT FUTURES
GET TO WHERE YOU WANT TO BE

GET A JOB
GET EXPERIENCE
GET HIRED
GET STARTED
GET FREELANCING

solent.futures@solent.ac.uk
Solent Futures
@SolentFutures

www.graduatejobs.solent.ac.uk

SOLENT
UNIVERSITY

GET TALENT
AND SELECT THE BEST STUDENTS AND
GRADUATES FOR YOUR BUSINESS

If you're an employer, get in touch to:
- Hire bright, work-ready graduates.
- Offer work placements.
- Take part in our mentorship and lecture programmes.

employers@solent.ac.uk
Solent Futures
@SolentFutures

www.graduatejobs.solent.ac.uk

GET HIRED
AND PREPARE TO SHINE

Solent Futures
Get ready to secure your first step on
the ladder. Be prepared and equipped to
set out on the future direction you want.

SOLENT
UNIVERSITY   #GetHired

GET EXPERIENCE
AND EXPLORE THE WORLD

Solent Futures
Build your knowledge and confidence
in the real world of work. Broaden your
understanding, develop your skills and
get a better picture of where you want
to go in the future.

SOLENT
UNIVERSITY   #GetExperience

GET A JOB
AND EARN WHILE YOU LEARN

Solent Futures
Enjoy flexibility and the freedom to work
around your studies and other responsibilities.
Gain real world experience while you earn
and study.

SOLENT
UNIVERSITY   #GetAjob

GET STARTED
AND SET YOUR OWN DIRECTION

Solent Futures
Start your own business. Control your own
destiny. And make the best start possible
towards your goals.

SOLENT
UNIVERSITY   #GetStarted

GET FREELANCING
AND UNLEASH YOUR TALENTS

Solent Futures
Get out there and make the most of your
talents. Explore the huge opportunities
available for your skills.

SOLENT
UNIVERSITY   #GetFreelancing

GET TALENT
AND SELECT THE BEST STUDENTS AND
GRADUATES FOR YOUR BUSINESS

Solent Futures
Discover bright and bold thinking.
Strengthen your business. And help
shape the future talent of your industry.

SOLENT
UNIVERSITY   #GetTalent

Hoardings

SOLENT UNIVERSITY

WE ARE SOLENT

Mark Gamble
BA (Hons) Football Studies, 2009
Education Manager – Saints Foundation

OVER 60,000 ALUMNI AROUND THE WORLD

www.solent.ac.uk/alumni #SolentForLife

SOLENT UNIVERSITY

WE ARE SOLENT

Helena Lucas MBE
BEng (Hons) Yacht and Powercraft Design, 1996
Paralympic gold medal winner

OVER 60,000 ALUMNI AROUND THE WORLD

www.solent.ac.uk/alumni #SolentForLife

SOLENT UNIVERSITY

WE ARE SOLENT

Ricky Boleto
BA (Hons) Journalism, 2006
BBC presenter and reporter

OVER 60,000 ALUMNI AROUND THE WORLD

www.solent.ac.uk/alumni #SolentForLife

SOLENT UNIVERSITY

WE CHANGE WORLDS

DISCOVER COURSES
IN ART, DESIGN AND FASHION

www.solent.ac.uk

SOLENT UNIVERSITY

AMBITIONS YOU CAN BELIEVE IN

DISCOVER COURSES IN MARITIME,
SCIENCE AND ENGINEERING

www.solent.ac.uk

SOLENT UNIVERSITY

NEW SPORTS COMPLEX

COMING IN 2019

• Two sports halls and three fitness studios
• Health and wellbeing gym facilities
• Strength and conditioning gym facilities
• High quality teaching space

www.solent.ac.uk

Building vinyls

EXAMPLES | WEBSITE

Most of our stakeholders will at some point have visited our websites. These websites attract hundreds of thousands of visitors each month and each visit is an important opportunity to present our university in the best possible light.

Work to maintain and improve these websites is carried out by the digital marketing team in External Relations. This team can provide a range of design, content and development support – helping your digital projects to stay on-brand and consistent with our existing digital assets.

To get started on an online project or for advice on any aspect of digital, please contact webrequests@solent.ac.uk.
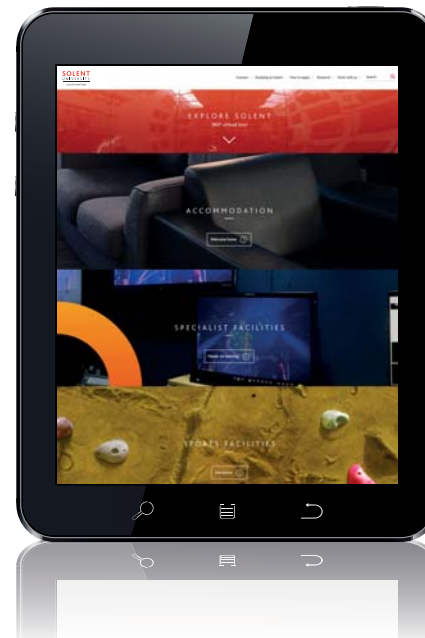
EXAMPLES | EMAILER

Our email campaigns will be subject/course specific and so the imagery used in them will need to reflect the course/subject area. These emails are general updates from course leaders which aid conversion.

Occasionally, there might be a need to include event-based information similar to the example shown below.
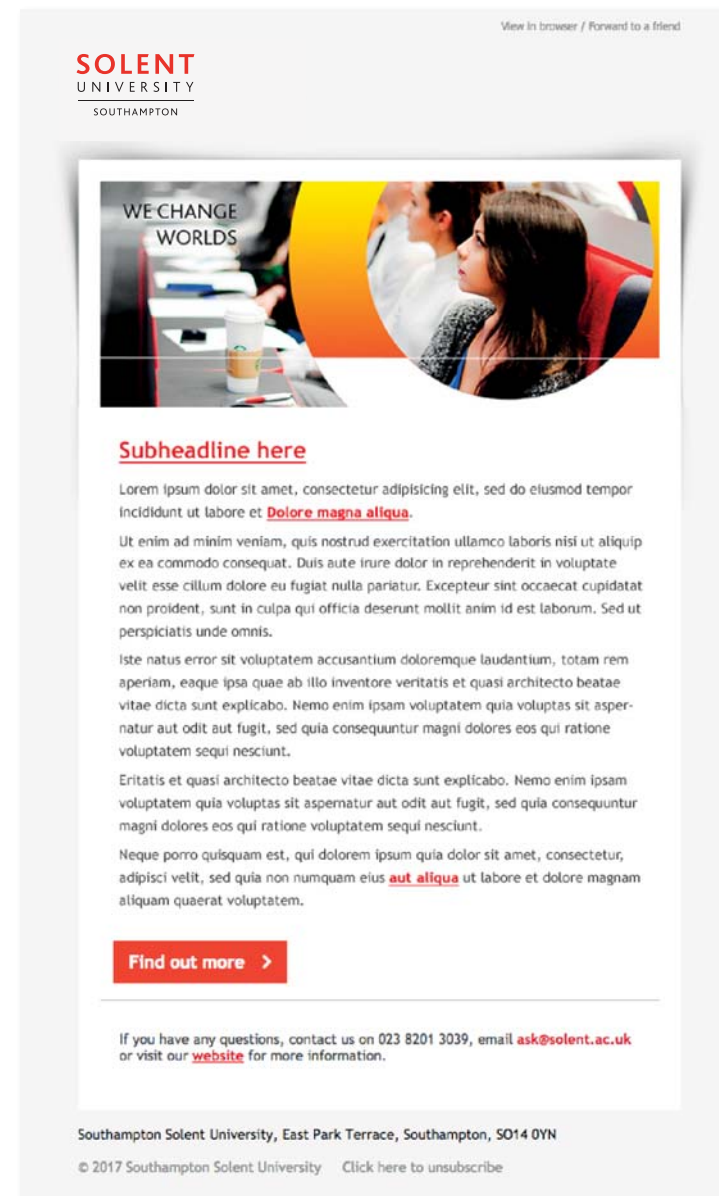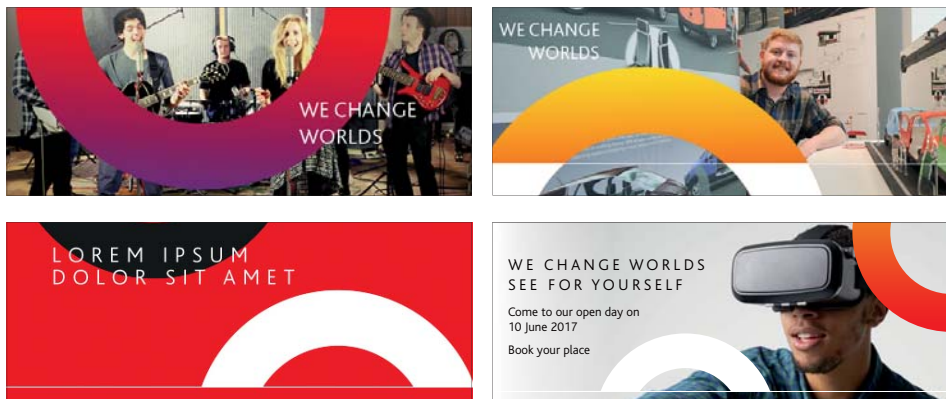
Corporate colours should be used on all email signatures.
The layout of the signature, as shown opposite, should be followed by all staff.
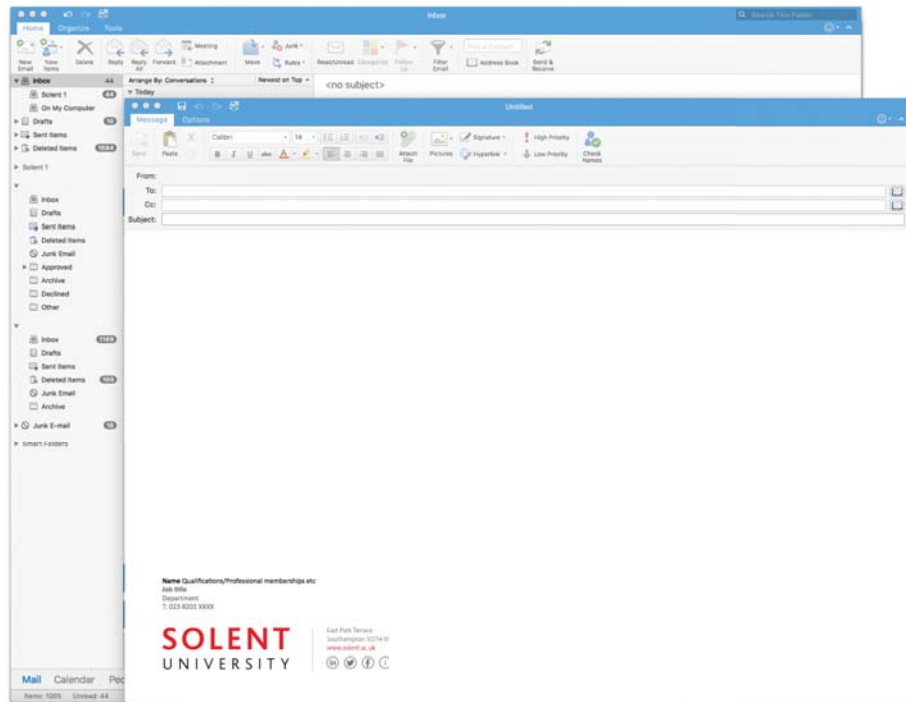
Name Qualifications/Professional memberships etc
Job title
Department
T: 023 8201 XXXX

East Park Terrace
Southampton SO14 0YN
www.solent.ac.uk

EXAMPLES | PRESENTATIONS

Presentations are often one of the first pieces that external customers see, which is why they should always look professional and have impact.

Legibility is key, therefore headlines should be short and to the point. Trebuchet should be used throughout. The smallest size typography that should be used on presentations is 12pt.

Presentation templates are available to download from:
https://portal.solent.ac.uk/it-and-media/print-service/document-templates.aspx
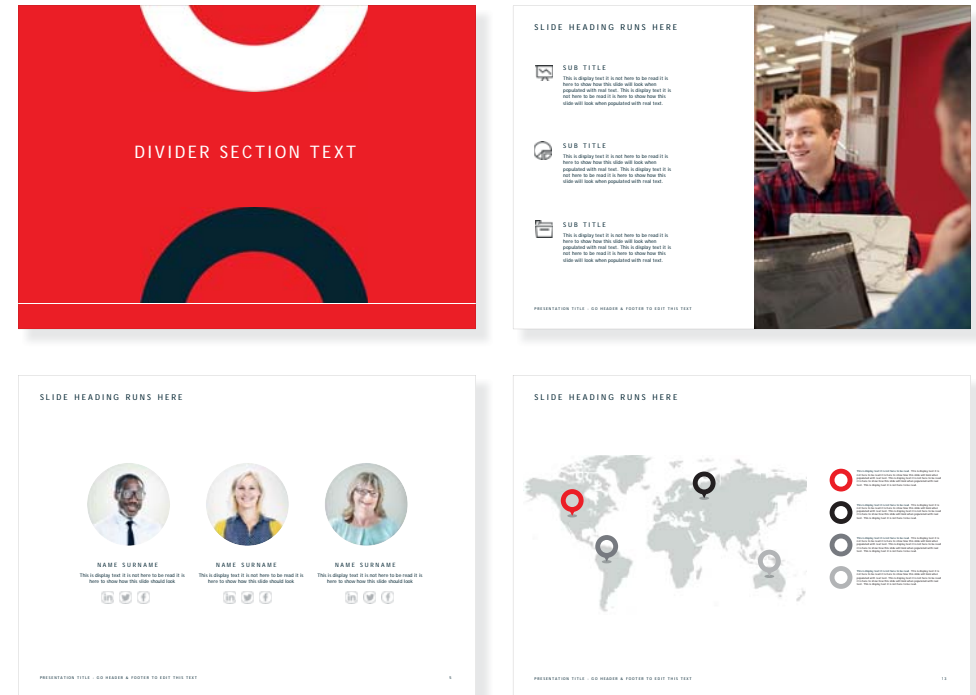
EXAMPLES | SOCIAL MEDIA

Guidance on social media can be received from social.media@solent.ac.uk

On official University channels, only approved avatars provided by the brand team can be used Do not recreate avatars.

Sub-brands, such as schools, Solent Creatives and Solent Sport, may use their logo as a profile picture, however this is not recommended. We would recommend that you use a picture related to your service, for example a sporting picture for Solent Sport, a student-focused picture for the Student Hub, and a graduation picture for the Alumni Association. If you do use a picture related to your service, you must first send through the photo to social.media@solent.ac.uk, and the image will be edited to make the appropriate branding changes. The image will then be sent back to you to upload to the sub-brand account.
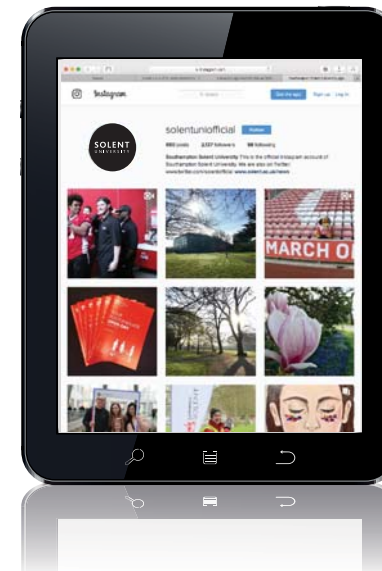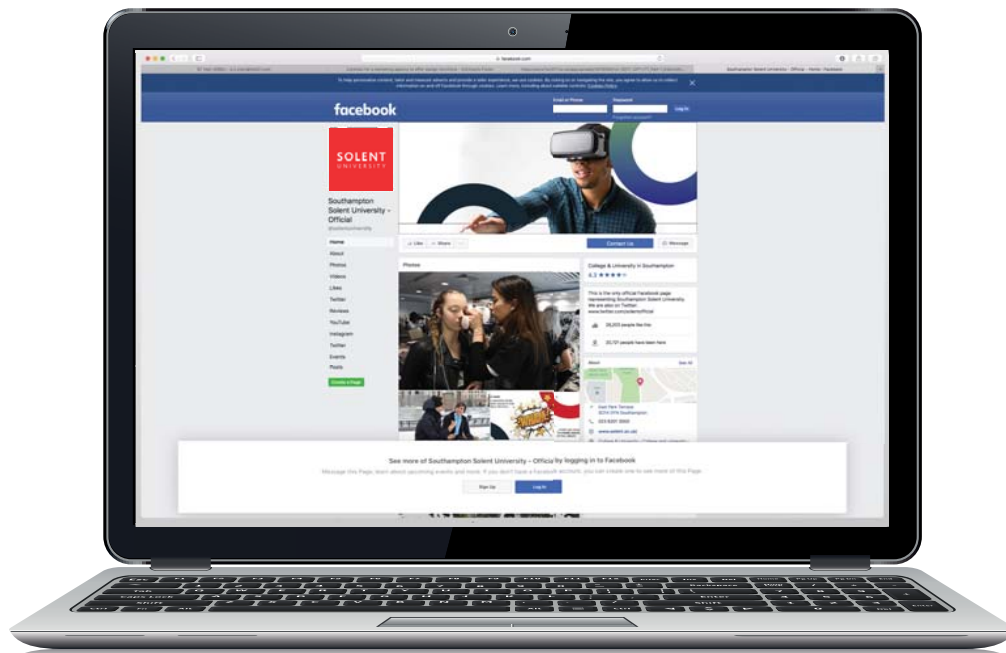
Some examples of avatars to be used on official University social media pages.
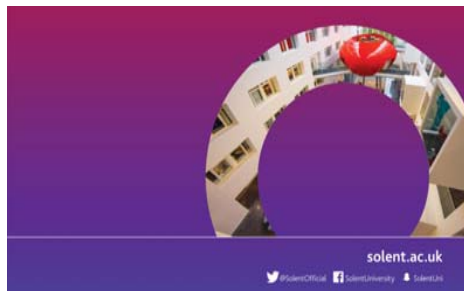
EXAMPLES | DIGITAL SIGNAGE

The campus digital signage screens are intended to raise awareness of university services, news and events to students and staff, as well as provide general corporate information for campus visitors, including prospective students at key events such as open days.

Digital signage should make an impact. Legibility is key, therefore headlines and secondary copy should be short and to the point. The smallest font size that should be used on campus screens is 30pt.

To promote an event or a universal message to staff and students make a request to: digital.signage@solent.ac.uk

Further guidance can be found at:
http://portal.solent.ac.uk/it-and-media/staff-it-help/communication-and-collaboration/digital-signage.aspx

EXAMPLES | VIDEO

Videos should follow the same principles as still photography, they should be positive, confident, purposeful and also real. They should capture the essence of the University as being unstoppable.

Branded intro, outro, stings and name caption for use on University videos can be requested from: marketing@solent.ac.uk
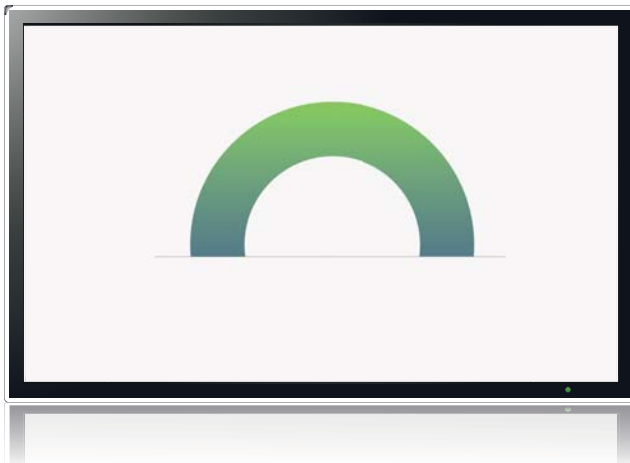
INTRO

LOWER THIRD (NAME CAPTION)

OUTRO

CONTACT

This guide will be reviewed regularly to keep the brand fresh and relevant,
so keep an eye out for updates.

If you have any questions about the University brand please email:
marketing@solent.ac.uk