



# 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](mailto: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.

Bournemouth University logo	
	
Faculty Branding	
	Faculty of Science & Technology
Departmental name	
	Department of Creative Technology
Subject-led branding	
	Product Design at Bournemouth University

Functional identities	
	
Enterprises	
	
Research centres	
	

# 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.

Portrait logo



Landscape logo



## 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 horizontally scale.



Do not vertically scale.



Do not rotate.



Do not alter the elements.



**Bournemouth  
University**

Do not alter the colour  
of the elements.



**Bournemouth  
University**

Do not make transparent.



**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](http://www.bournemouth.ac.uk/logo-request)



# 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

Is our primary font.

## Bitter

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

## Colour palette

 <p>Yellow 1 C00 M00 Y73 K00 #fcecf5</p>	 <p>Green 1 C23 M00 Y83 K00 #d1df54</p>	 <p>Aqua 1 C45 M00 Y19 K00 #cde9e1</p>	 <p>Sky 1 C51 M00 Y06 K00 #c3e1f5</p>	 <p>Blue 1 C42 M09 Y00 K00 #8cc9ec</p>
 <p>Yellow 2 C00 M14 Y100 K00 #fcc46</p>	 <p>Green 2 C59 M00 Y100 K00 #3d9e21</p>	 <p>Aqua 2 C68 M00 Y38 K00 #73c9bb</p>	 <p>Sky 2 C76 M00 Y05 K00 #47c7f0</p>	 <p>Blue 2 C64 M50 Y00 K00 #8a9dd0</p>
 <p>Yellow 3 (Gold) C19 M48 Y100 K08 #bc852e</p>	 <p>Green 3 C66 M01 Y100 K25 #407136</p>	 <p>Aqua 3 C100 M05 Y61 K26 #017d69</p>	 <p>Sky 3 C100 M24 Y00 K18 #105d87</p>	 <p>Blue 3 C100 M95 Y02 K10 #2b3688</p>
 <p>Purple 1 C27 M52 Y00 K00 #ba8bbe</p>	 <p>Pink 1 C00 M46 Y12 K00 #f48ca4</p>	 <p>Red 1 C00 M73 Y66 K00 #f48886</p>	 <p>Orange 1 C00 M23 Y76 K00 #ffc759</p>	 <p>Grey 1 C06 M07 Y09 K11 #d5d0cc</p>
 <p>Purple 2 C58 M99 Y00 K00 #47447b</p>	 <p>Pink 2 C00 M100 Y18 K03 #d81476</p>	 <p>Red 2 C00 M94 Y78 K00 #c32129</p>	 <p>Orange 2 C00 M74 Y96 K00 #ea6430</p>	 <p>Grey 2 C11 M13 Y14 K32 #aeaaa8</p>
 <p>Purple 3 C82 M98 Y05 K26 #1d0e47</p>	 <p>Pink 3 C20 M100 Y20 K63 #620a38</p>	 <p>Red 3 C08 M94 Y99 K34 #9c1c20</p>	 <p>Orange 3 C06 M80 Y100 K15 #bd3b26</p>	 <p>Grey 3 C23 M32 Y34 K53 #756858</p>