Branding and design guidelines
These guidelines are designed to help you coherently and consistently apply our brand when you communicate. They outline what our brand stands for and how we express it, and provide our visual approach.

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

At the heart of our strategy (BU2025) is the powerful fusion of research, education and professional practice, creating a unique academic experience where the sum is greater than the component parts.

Our vision
To be recognised world-wide as a leading university for inspiring learning, advancing knowledge and enriching society through the fusion of education, research and practice.

Our values
- Excellence
- Inclusivity
- 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.
**One brand:** The logo

The logo combines professionalism and gravitas through the solid black letter forms and warmth, vibrancy and individuality through the "U".

The 'U' is a unique letterform, made up of orange and pink, to create high impact on communications and help communicate the spirit of BU.

Our logo is bold, confident and professional.

The logo should always remain proportionally fairly large on the design to convey a bold, confident impression.

**The logo:** Clearspace

The logo clearspace is defined by the width of the stroke of the 'U' as shown by the black box in the images above.

No other elements should be placed within this defined minimum clearspace.

A dedicated clearspace area.

The logo clearspace is defined by the width of the stroke of the 'U' as shown by the black box in the images above.

No other elements should be placed within this defined minimum clearspace.
The logo: Sizing

The right size for our logo on typical sized literature.

- On A3 size literature the logo is 45mm wide and the gutters are 15mm.
- On A4 the logo is 35mm with a gutter of 12.5mm.
- On A5 the logo is 30mm wide with gutters of 10mm.
- On A6 it is 25mm with 5mm gutter.

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

The logo: What not to do

- Do not horizontally scale.
- Do not vertically scale.
- Do not rotate.
- Do not alter the elements.

- 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.
- Do not horizontally scale.
- Do not rotate.
- Do not vertically scale.
- Do not alter the elements.

How our logo should not be used.

- Our logo should predominantly appear in full colour, on a white background. If this is not possible black or white versions are available.
- Special inks such as foil blocking are also allowed.

As our logo is full colour it cannot be reproduced using spot colours (Pantone) but can only be printed with four colour process inks (CMYK) or screen colours (RGB).
**Identities**

The identities for parts of BU’s infrastructure such as faculties, a department, a research institute or consultancy or is about a subject area of the university.

Identities provide extra detail to help inform whether the communication is from a faculty, a department, a research institute or consultancy or is about a subject area of the university.

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 but generally the logo would appear at the bottom of the page with a relationship identifier agreed with the leading organisation.

If you do not have an activity that comfortably fits into any of these categories please contact the Design Team.

**Our logo: External organisations**

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. This form asks for details on the organisation, why they want to use the logo and how it will be used. This should be completed by members of staff on behalf of the third party. All requests are considered by the Director of Marketing & Communications or nominee.

www.bournemouth.ac.uk/logo-request

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**Social Entrepreneurship: What, how and why?**

Wednesday 9 December 2015

Bournemouth University, Marconi Lecture Theatre, Kimmeridge House, Talbot Campus, BH12 5BB

Sue Dovey
CEO School for Social Entrepreneurs, Hampshire

Des Day
Managing Director, Supply Shack

Hatty Fawcett
Regional Manager, Angels Den Dorset

Zoe Bradley
Outset Bournemouth

Gwyn Jones
Association of Sustainability Practitioners

Maggie Ayre
Area Manager (Dorset and Devon), Young Enterprise

Fiona Ollerhead
Learning Manager and a Fellow of the SSE Hampshire

Speakers include:
**Identities:** Faculty of Health & Social Sciences

- **Faculty**
  - Faculty of Health & Social Sciences
  - Department of Human Sciences & Public Health
  - Department of Nursing & Clinical Sciences
  - Department of Social Sciences & Social Work

- **Subject area branding**
  - Health & Social Care at Bournemouth University
  - Social Sciences at Bournemouth University
Identities: Faculty of Management

Faculty

Bournemouth University
Business School

Department of Accounting, Finance & Economics

Department of Events & Leisure

Department of Leadership, Strategy & Organisations

Department of Marketing

Department of Sport & Physical Activity

Department of Tourism & Hospitality

Identities: Doctoral College

College

Bournemouth University

Doctoral College

Buisness School

Accounting, Finance & Economics at Bournemouth University

Business & Management at Bournemouth University

Tourism, Events & Hospitality at Bournemouth University

Sport at Bournemouth University

Subject area branding

Faculty of Health & Social Sciences

Doctoral School

Faculty of Management

Doctoral School

Faculty of Media & Communications

Doctoral School

Faculty of Science & Technology

Doctoral School
**Identities:** Faculty of Media & Communication

**Faculty**

Faculty of Media & Communication

**Department**

Department of Corporate & Marketing Communications

Department of Law

Department of Media Production

**Subject area branding**

Computer Animation at Bournemouth University

Law at Bournemouth University

Media & Communication at Bournemouth University

National Centre for Computer Animation

School of Journalism, English & Communication
Identities: Faculty of Science & Technology

Faculty

Faculty of Science & Technology

Department

Department of Archaeology, Anthropology & Forensic Science

Department of Computing & Informatics

Department of Creative Technology

Department of Design & Engineering

Department of Life & Environmental Sciences

Department of Psychology

Subject area branding

Computing at Bournemouth University

Design & Engineering at Bournemouth University

Sciences at Bournemouth University
Identities: Functional identities

SportBU
CareersBU

The functional identities consist of two elements: a strong black core that resonates with the BU logo and a colourful descriptor which aligns the mark to the service.

New functional identities will not be developed. Use of the promotional marks enables us to effectively signpost our students and visitors to appropriate areas of BU. These promotional marks have been upgraded and they are now available as official artwork. When written in text, please ensure a capital letter at the start of the word and a capital “B” and “U”.

For consistency, all the functional identities use the same weight fonts with the same kerning. You should not create your own version of these identities; instead contact the Design Team for the required artwork.

What not to do

Do not use different font weights
Do not use a different colour palette
Do not swap the colours around
Do not change the proportions of the elements
Do not use the mark all in one colour

Example of functional identity use

Get active.
Your way.

SportBU

www.bournemouth.ac.uk/sportbu
The crest

Keeping tradition alive.

Our crest is only used at Award Ceremonies where the event is steeped in tradition. The crest is available in full colour but is often used in other ways such as foil blocking, embossing and etching.

What does it mean?

Our motto, discere mutari est, means ‘to learn is to change’. The three dogs on the shield are Talbots – a traditional heraldic beast. They represent the fact that Talbot Campus is on Talbot Heath and also show the close connection with the Talbot Village Trust. The Talbots are on a blue background, representing the sea.

The three crowns on the shield are Saxon crowns representing the ancient kingdom of Wessex and the three boroughs of Bournemouth, Poole and Christchurch.

The shield is supported on the right by a Griffin in red, representing Dorset and the Hart on the left, representing Hampshire.

The hand rising out of the helmet is a traditional heraldic depiction. It holds a scroll, representing learning.
Typography

PT Sans Pro
is our primary font

Bitter
is our secondary font.
It should be predominantly used where a sense of gravitas or tradition is required.

How to use our fonts.

We have two corporate fonts, PT Sans Pro and Bitter.
PT Sans Pro is to be used for headings and body text and was chosen due to its clean and legible appearance. PT Sans Pro is available to all staff.
Bitter is used predominately for headings. Its style is more traditional.

The following weights can be used:

PT Sans Pro
- Bold
- Regular

Bitter
- Bold
- Regular

Typography should be clear and simple:
- For accessibility we recommend the minimum font size for PT Sans is 9pt for Bitter it is 8pt.
- All body copy should be ranged left.
- Weights can be mixed, ensure there is enough differentiation between the weights selected.
# Colour palette

## Chilled, vivid or rich?

The choice is yours. Our colour palette is made up of three ranges of colours – chilled, vivid or rich.

## Colour range.

The range of colours provides flexibility while still ensuring a consistent look across our materials.

Only use the colour breakdown shown. Black and white are also permitted.

## Complementary colours.

As a rule of thumb it’s best to use three complementary colours alongside each other on the colour wheel in the same colour range as shown.

## Colour range.

Alternatively, you can use all three colours from a colour range for example Yellow 1, Yellow 2, Yellow 3.

## Contrasting colours.

Contrasting colours work best when they are separated by a third of the colour wheel but are still within the same colour range.

## Highlights and shadows.

While our colour palette mainly consists of solid flat colours, limited use of highlights and shadows is permitted with the addition of white or black to the colour. This is particularly relevant to online work where a certain amount of ‘depth’ is often required.

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### Colour palette: Using our colours

<table>
<thead>
<tr>
<th>Colour</th>
<th>CMYK</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Yellow 1</strong></td>
<td>C14 M00 Y97 K00</td>
<td>#F7E93C</td>
</tr>
<tr>
<td><strong>Yellow 2</strong></td>
<td>C14 M00 Y97 K03</td>
<td>#F7E93C</td>
</tr>
<tr>
<td><strong>Yellow 3</strong></td>
<td>C14 M00 Y97 K30</td>
<td>#F7E93C</td>
</tr>
<tr>
<td><strong>Green 1</strong></td>
<td>C14 M00 Y97 K00</td>
<td>#F7E93C</td>
</tr>
<tr>
<td><strong>Green 2</strong></td>
<td>C14 M00 Y97 K00</td>
<td>#F7E93C</td>
</tr>
<tr>
<td><strong>Green 3</strong></td>
<td>C14 M00 Y97 K00</td>
<td>#F7E93C</td>
</tr>
<tr>
<td><strong>Aqua 1</strong></td>
<td>C14 M00 Y97 K00</td>
<td>#F7E93C</td>
</tr>
<tr>
<td><strong>Aqua 2</strong></td>
<td>C14 M00 Y97 K00</td>
<td>#F7E93C</td>
</tr>
<tr>
<td><strong>Aqua 3</strong></td>
<td>C14 M00 Y97 K00</td>
<td>#F7E93C</td>
</tr>
<tr>
<td><strong>Sky 1</strong></td>
<td>C14 M00 Y97 K00</td>
<td>#F7E93C</td>
</tr>
<tr>
<td><strong>Sky 2</strong></td>
<td>C14 M00 Y97 K00</td>
<td>#F7E93C</td>
</tr>
<tr>
<td><strong>Sky 3</strong></td>
<td>C14 M00 Y97 K00</td>
<td>#F7E93C</td>
</tr>
<tr>
<td><strong>Blue 1</strong></td>
<td>C14 M00 Y97 K00</td>
<td>#F7E93C</td>
</tr>
<tr>
<td><strong>Blue 2</strong></td>
<td>C14 M00 Y97 K00</td>
<td>#F7E93C</td>
</tr>
<tr>
<td><strong>Blue 3</strong></td>
<td>C14 M00 Y97 K00</td>
<td>#F7E93C</td>
</tr>
<tr>
<td><strong>Purple 1</strong></td>
<td>C14 M00 Y97 K00</td>
<td>#F7E93C</td>
</tr>
<tr>
<td><strong>Purple 2</strong></td>
<td>C14 M00 Y97 K00</td>
<td>#F7E93C</td>
</tr>
<tr>
<td><strong>Purple 3</strong></td>
<td>C14 M00 Y97 K00</td>
<td>#F7E93C</td>
</tr>
<tr>
<td><strong>Pink 1</strong></td>
<td>C14 M00 Y97 K00</td>
<td>#F7E93C</td>
</tr>
<tr>
<td><strong>Pink 2</strong></td>
<td>C14 M00 Y97 K00</td>
<td>#F7E93C</td>
</tr>
<tr>
<td><strong>Pink 3</strong></td>
<td>C14 M00 Y97 K00</td>
<td>#F7E93C</td>
</tr>
<tr>
<td><strong>Red 1</strong></td>
<td>C14 M00 Y97 K00</td>
<td>#F7E93C</td>
</tr>
<tr>
<td><strong>Red 2</strong></td>
<td>C14 M00 Y97 K00</td>
<td>#F7E93C</td>
</tr>
<tr>
<td><strong>Red 3</strong></td>
<td>C14 M00 Y97 K00</td>
<td>#F7E93C</td>
</tr>
<tr>
<td><strong>Orange 1</strong></td>
<td>C14 M00 Y97 K00</td>
<td>#F7E93C</td>
</tr>
<tr>
<td><strong>Orange 2</strong></td>
<td>C14 M00 Y97 K00</td>
<td>#F7E93C</td>
</tr>
<tr>
<td><strong>Orange 3</strong></td>
<td>C14 M00 Y97 K00</td>
<td>#F7E93C</td>
</tr>
<tr>
<td><strong>Grey 1</strong></td>
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<tr>
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</tbody>
</table>
Our primary image style is reportage-style people photography. Unposed, natural shots, often using close crops, that capture glimpses of people interacting and doing real things to create an impression of ‘a window on the world of BU’. People should look positive and engaged but not overly staged. However, we also use other styles of images to suit the medium or the audience but with the same principle of creating ‘a window on the world of BU’. These principles work for all our audiences.

Photos can be colour, black and white, or black and white halftones on colours from our palette. Our vibrant palette can be reflected through the use of brightly coloured props or clothing.

Photographs need to be:
- Clear and focused
- High resolution (600dpi) for print and 72dpi for digital
- Have all relevant permissions.
Photography: Places and facilities

How to depict Bournemouth University through imagery.

When photographing the location, facilities and our campuses, we are looking for images that capture a sense of place. Images should be crisp, bright and authentic. Light, composition and depth of field are important factors in ensuring a strong image.

Please note: all photographs must have the necessary permissions before they can be used for promotional purposes.
Writing guidelines: Tone of voice

Spirited and engaging
• Using questions or different sentence structures to create interest or intrigue, where appropriate
• Using headlines to really grab attention or get the message across
• Be short, punchy and to the point.

Positive, friendly, upbeat
• Be audience-friendly and keep body copy as engaging and succinct as possible
• Use benefit-led messaging
• Write in the first person to reflect our inclusive and supportive culture.

Conversational, natural, real-life
• Use quotes to bring ideas to life by making them more personal and real
• Talk to people as people and avoiding jargon (but without dumbing down or being patronising).

"It’s not simply about getting a degree – for me, it’s just as much about getting a job at the end of it."

The way we use language expresses our brand as much as the way we look and the way we behave. It’s also a way to help us stand out. Our tone of voice reflects our values and is audience-focused and engaging. However, just like the visual elements of our brand, we tailor our language to suit the communication. Sometimes we feel it’s appropriate to be more conversational, at other times to be more direct and to-the-point. When writing about Bournemouth University, we would ask that you use language that is spirited, engaging, positive, friendly, upbeat, conversational and natural.

Writing guidelines: Five rules

1) Write in the first person. This means saying ‘you’, ‘we’ and ‘us’. Instead of saying ‘Bournemouth University can offer potential students excellent employment prospects’, say ‘We can offer you excellent employment prospects.’

2) Keep your words and sentences short. Use simple, short words and avoid long sentences. Courses ‘start’; they don’t ‘commence’, for example.

3) Avoid clichés and unnecessary jargon. Sometimes jargon is okay when talking to an expert audience. Usually though, it’s inappropriate.

4) Use active sentences. Put the subject (usually the person or organisation) at the front of your sentences. “John Vinney gave a speech”, not “a speech was given by John Vinney.”

5) Be positive about our achievements and products. If we don’t sound enthusiastic about what we are saying, why should anyone listen? Use verbs to describe the things you are talking about, but be careful not to over-use them. Avoid overusing phrases like ‘innovative and unique’ when the things you are describing are not really either of those things. Instead, find positive ways to describe things that actually bring out their existing strong points.
Accessibility:

• Any information conveyed in colour or through images should also be described.

Alternative formats from print: we should provide alternative formats of printed publications on request. We ask those who require an alternative format of a publication to email formatting@bournemouth.ac.uk, so that we can tailor what we provide to their specific needs.

Online: W3C Web Content Accessibility Guidelines from W3C require the visual presentation of text to have a contrast ratio of at least 4.5:1, except for the following:

- Large Text: large-scale text images of large-scale text have a contrast ratio of 3:1.
- Incidental: Text or images of text that are part of an inorganic user interface component, that are pure decoration, that are not visible to anyone, or that are part of a picture that contains significant other visual content, have no contrast requirement.
- Logotypes: Text that is part of a logo or brand name has no minimum contrast requirement.

A colour contrast check tool is available to see whether text meets these standards. We develop our website templates in accordance with the WCAG standards and the requirements of the Special Educational Needs & Disability Act and the Disability Discrimination Act. We aim to meet or exceed the provisions of the W3C WAI Level AA checklist where possible.

Common word usage:

- Don’t use text over pictures
- Use a minimum of 12 point Arial and about your approach and how much impact
- Don’t use colour as the only way to differentiate items.
- Use distinct columns within text
- Use emboldened letters sparingly
- Seldom use block capitals, italics or underlining
- Use bullet points and numbered lists
- Left align

Much of what we already do is good.

Printed media

- Printed material
- Use bullet points and numbered lists
- Use distinct columns within text
- Don’t use colour as the only way to differentiate items.
- Avoid similar colours together e.g. red and green; orange and green
- Blue-green

Accessibility:

- Use a colour contrast tool to avoid using text that doesn’t show up.

Printed media

- Much of what we already do is good.
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