

# Branding and design guidelines



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# 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&CDesign@bournemouth.ac.uk](mailto:M&CDesign@bournemouth.ac.uk)**

## Our strategy

At the heart of our strategy (BU2018) 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

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



## Departmental name



## Subject-led branding



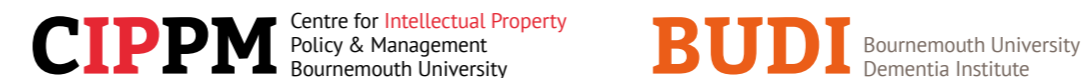
## Functional identities



## Spin-off companies



## Research centres



## One brand: The logo

Portrait logo



Landscape logo



**Our logo is bold, confident and professional.**

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.

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

## The logo: Clearspace



Black and reverse white versions



**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.

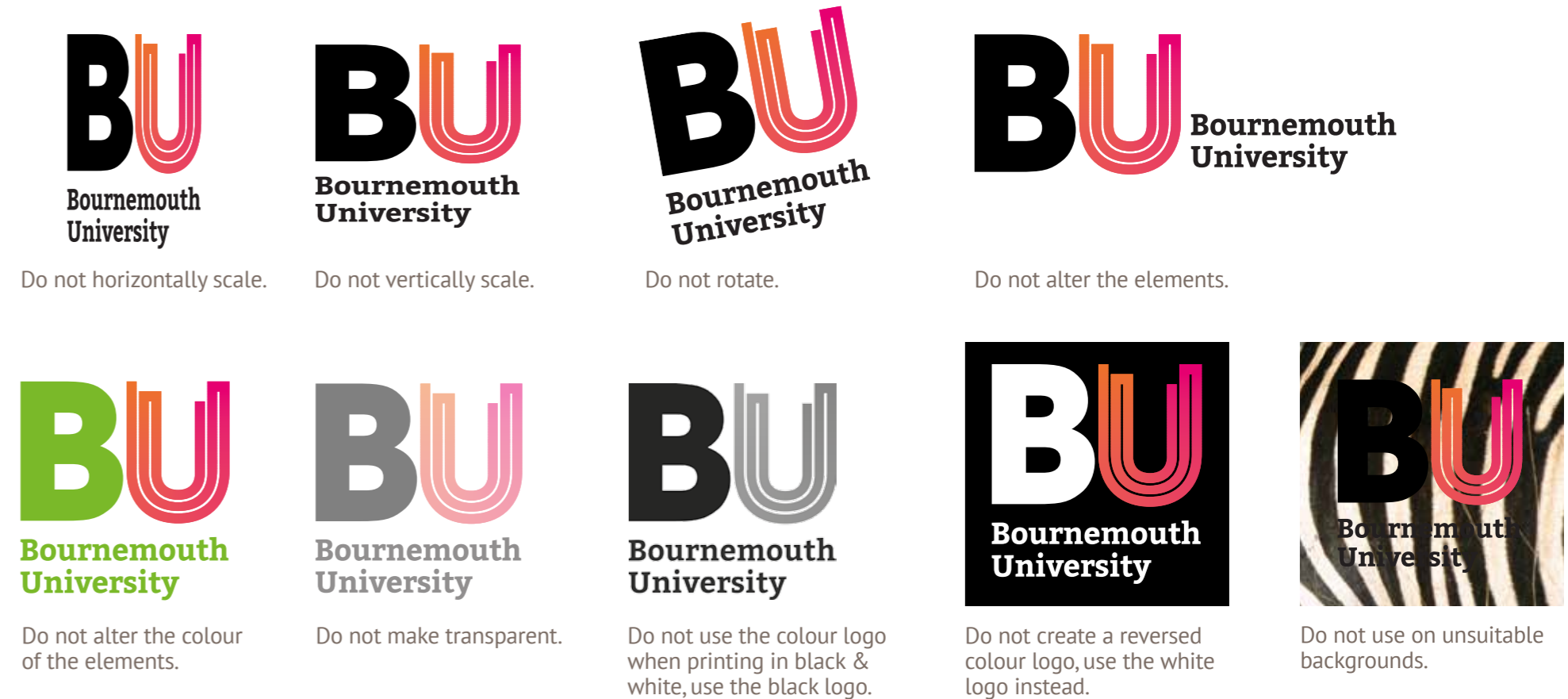
On A4 the logo is 35mm with a gutter of 12.5mm.

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



### How our logo should not be used.

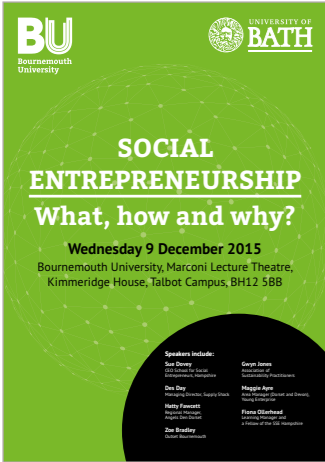
Our logo should predominantly appear in full colour, on a white background. If this is not possible black or white versions are available.

Special inks such as foil blocking are also allowed.

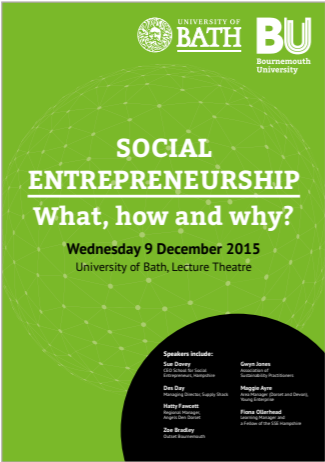
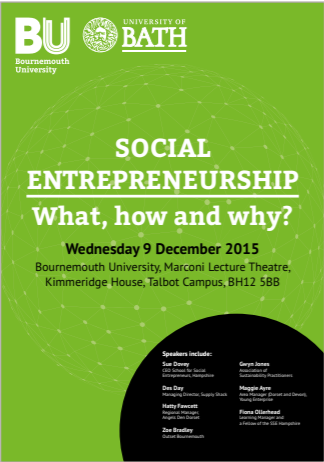
As our logo is full colour it cannot be reproduced using spot colours (Pantone) but can only be printed with four colour process inks (CMYK) or screen colours (RGB).

# Our logo: External organisations

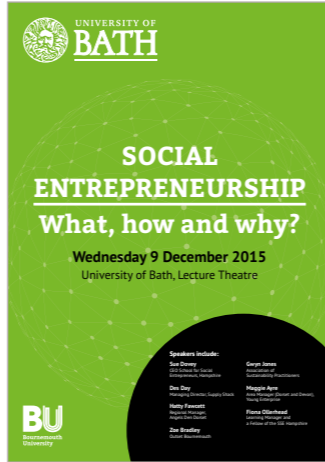
When BU is the leading partner



When the partnership is equal



When BU is a minority 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. This form asks for details on the organisation, why the 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](http://www.bournemouth.ac.uk/logo-request)

**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**  
The 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.

# Identities



**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.**

The identities for parts of BU's infrastructure such as faculties, use Bitter Bold, while subject areas use PT Sans Pro.

In both cases, the name can be separated from the BU logo when set in a designed form on printed material or

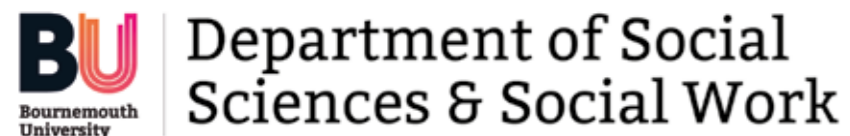
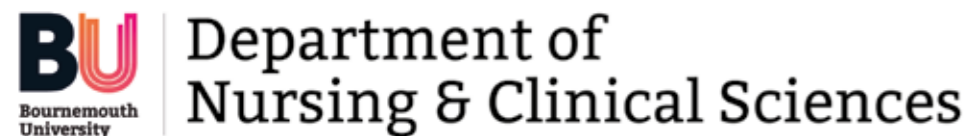
set in a digital format as long as the BU logo is present to give context.

# Identities: Faculty of Health & Social Sciences

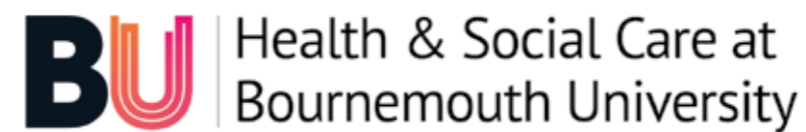
Faculty



Department



Subject area branding



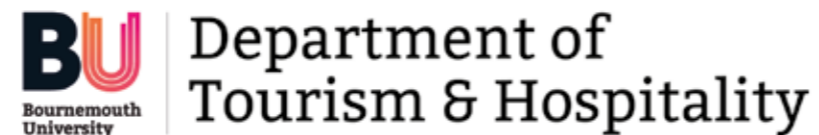
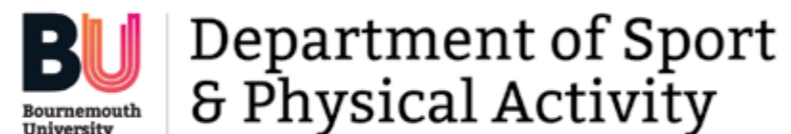
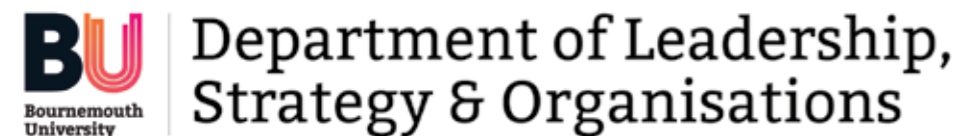
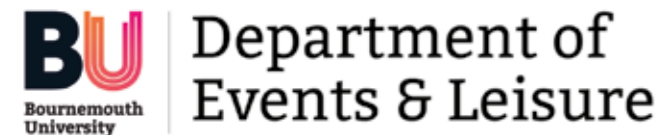


# Identities: Faculty of Management

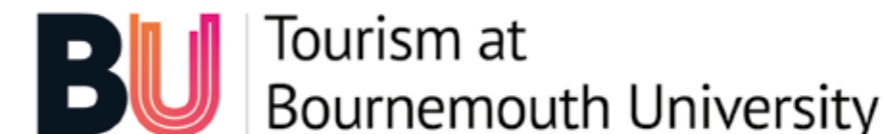
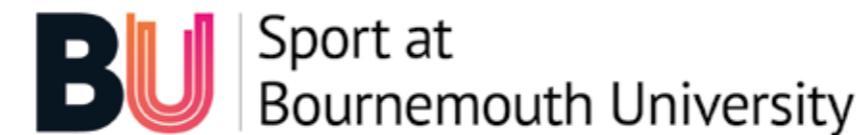
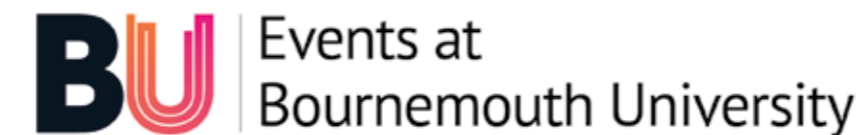
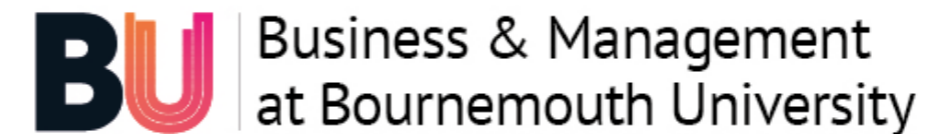
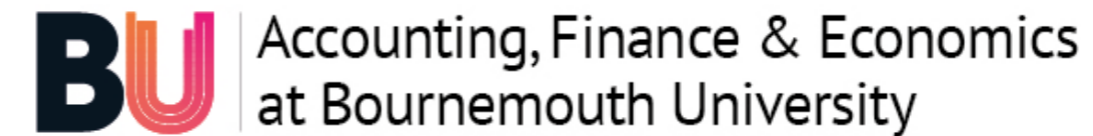
Faculty



Department



Subject area branding

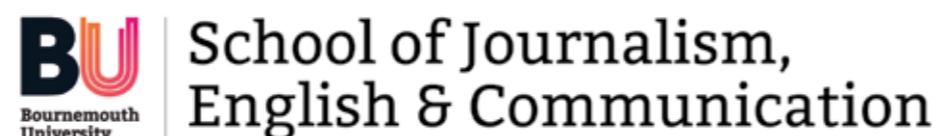
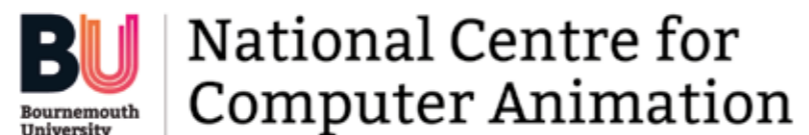
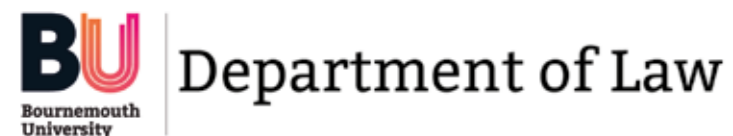
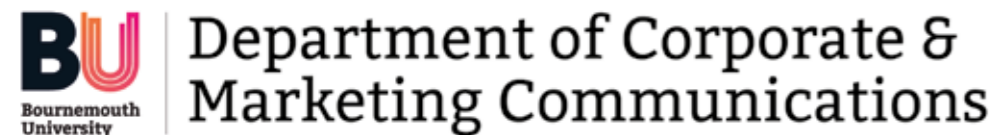


# Identities: Faculty of Media & Communication

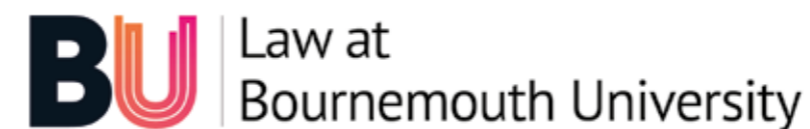
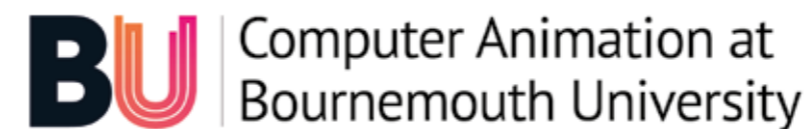
Faculty



Department



Subject area branding

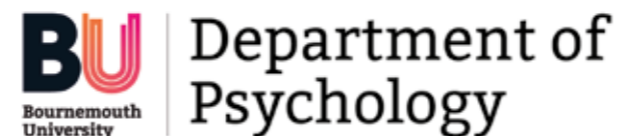
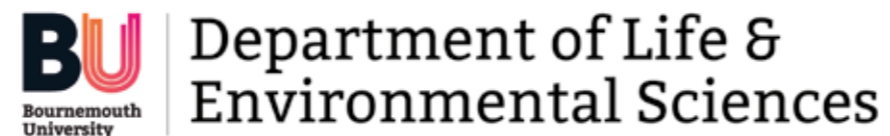
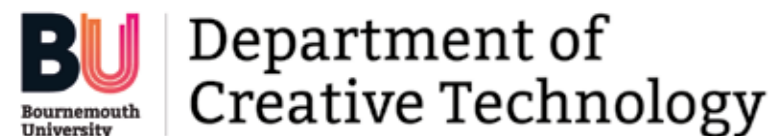
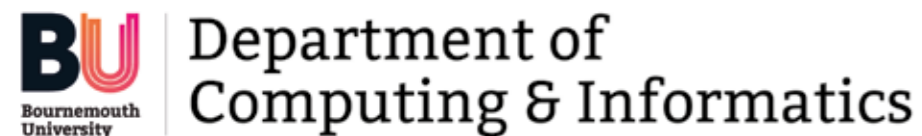


# Identities: Faculty of Science & Technology

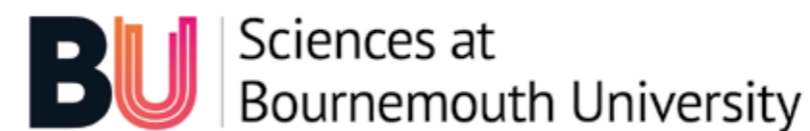
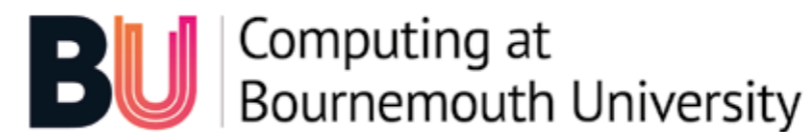
Faculty



Department



Subject area branding



## 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.

Example of functional identity use



**What not to do**

**SportBU**  
Do not use different font weights

**SportBU**  
Do not use a different colour palette

**SportBU**  
Do not swap the colours around

**SportBU**  
Do not change the proportions of the elements

**SportBU**  
Do not use the mark all in one colour

# The crest

Full colour logo



Mono logo



## 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 ground, representing the sea.

Mono crest on brochure



Crest etched out of stainless steel



Full colour 3D crest



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**  
is our primary font

The following weights can be used:

**PT Sans Bold**  
PT Sans Regular

### How to use our fonts.

We have two corporate fonts, PT Sans and Bitter.

PT Sans is to be used for headings and body text and was chosen due to its clean

and legible appearance.

Bitter is used predominately for headings. Its style is more traditional.

**Bitter**  
is our secondary  
font.

It should be predominantly used where a sense of gravitas or tradition is required.

The following weights can be used:

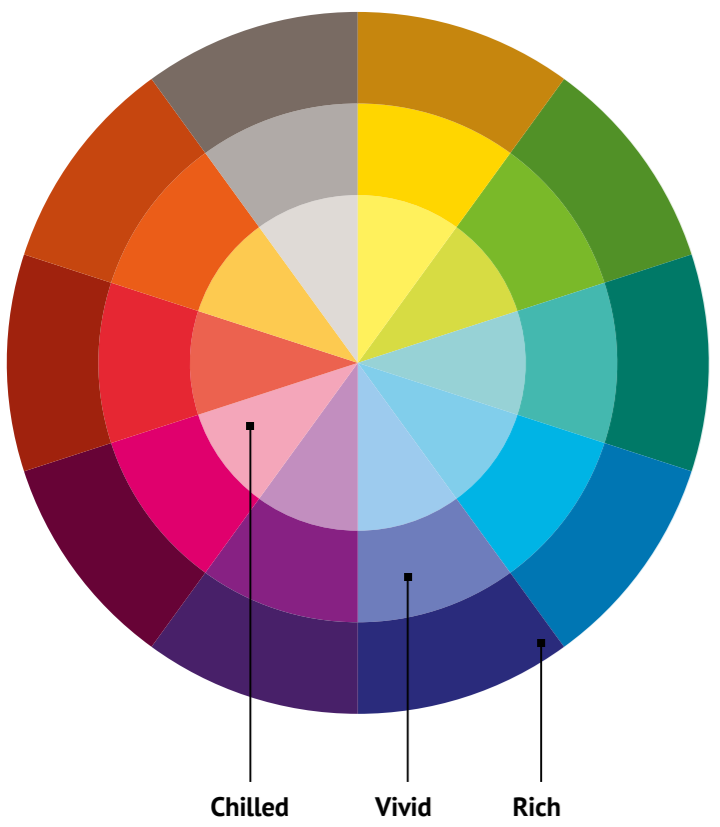
**Bitter Bold**  
Bitter Regular

Typography should be clear and simple:

- For accessibility 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



	<b>Yellow 1</b> C00 M00 Y73 K00 #fce5f5		<b>Green 1</b> C23 M00 Y83 K00 #d1df54		<b>Aqua 1</b> C45 M00 Y19 K00 #cde9e1		<b>Sky 1</b> C51 M00 Y06 K00 #c3e1f5		<b>Blue 1</b> C42 M09 Y00 K00 #8cc9ec
	<b>Yellow 2</b> C00 M14 Y100 K00 #fcc446		<b>Green 2</b> C59 M00 Y100 K00 #3d9e21		<b>Aqua 2</b> C68 M00 Y38 K00 #73c9bb		<b>Sky 2</b> C76 M00 Y05 K00 #47c7f0		<b>Blue 2</b> C64 M50 Y00 K00 #8a9dd0
	<b>Yellow 3 (Gold)</b> C19 M48 Y100 K08 #bc852e		<b>Green 3</b> C66 M01 Y100 K25 #407136		<b>Aqua 3</b> C100 M05 Y61 K26 #017d69		<b>Sky 3</b> C100 M24 Y00 K18 #105d87		<b>Blue 3</b> C100 M95 Y02 K10 #2b3688
	<b>Purple 1</b> C27 M52 Y00 K00 #ba8bbe		<b>Pink 1</b> C00 M46 Y12 K00 #f48ca4		<b>Red 1</b> C00 M73 Y66 K00 #f48886		<b>Orange 1</b> C00 M23 Y76 K00 #ffc759		<b>Grey 1</b> C06 M07 Y09 K11 #d5d0cc
	<b>Purple 2</b> C58 M99 Y00 K00 #47447b		<b>Pink 2</b> C00 M100 Y18 K03 #d81476		<b>Red 2</b> C00 M94 Y78 K00 #c32129		<b>Orange 2</b> C00 M74 Y96 K00 #ea6430		<b>Grey 2</b> C11 M13 Y14 K32 #aeaaa8
	<b>Purple 3</b> C82 M98 Y05 K26 #1d0e47		<b>Pink 3</b> C20 M100 Y20 K63 #620a38		<b>Red 3</b> C08 M94 Y99 K34 #9c1c20		<b>Orange 3</b> C06 M80 Y100 K15 #bd3b26		<b>Grey 3</b> C23 M32 Y34 K53 #756858

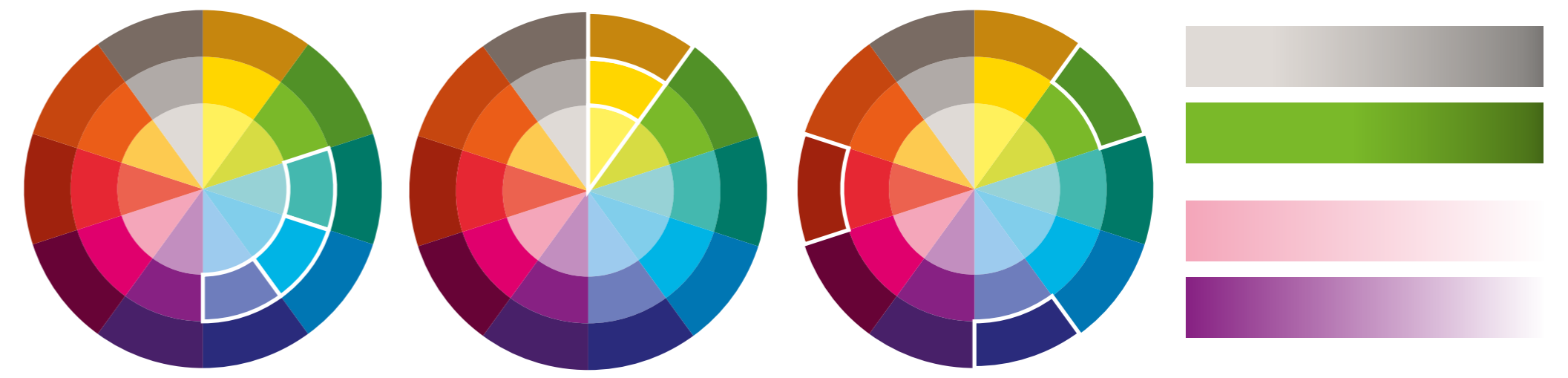
### Chilled, vivid or rich? The choice is yours.

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

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.

# Colour palette: Using our colours



**Complementary colours.**  
As a rule of thumb it's best to use three colours that sit 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.

# Photography: People



### How to depict Bournemouth University through imagery.

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
  - Focused
  - High resolution (600dpi)
  - Have all relevant permissions



# Photography: Places & 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 feature

blue skies. 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.

Great minds think differently.  
Live and learn.

Who do you think you are?  
Now's your chance to find out...

#### Our language reflects our personality.

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.

### 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.

Inspiring people, quality courses, real-world projects and an environment that prizes creativity and enterprise. However you see your future, we're here to help you make it happen.

### 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."

## Writing guidelines: Five rules



#### Five basic writing 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.

# Writing guidelines: Accessibility

**We need to communicate effectively to all our audiences, ensuring that they are able to receive and understand the messages.**

**To do this we must provide materials in forms that will make this happen and if necessary, modify our approach to include everyone.**

**Here we demonstrate some general guidelines:**

## Printed media

Much of what we already do is good.

We:

- Left align
- Use bullet points and numbered lists.
- Have clear fonts
- Seldom use block capitals, italics or underline
- Use emboldened letters sparingly
- Use distinct columns within text
- Don't use colour as the only way to differentiate items.

## Other things that can help

There are many other things we can do to aid accessibility, but think pragmatically about your approach and how much impact it will have.

- Use a minimum of 12 point Arial and 9 point PT Sans in body of text (RNIB prefers 14 point Arial or PT Sans 11 point)
- Use thick paper stock to prevent show through
- Don't use text over pictures
- Ensure that there is a good contrast between the text colour and the background colour e.g. light colours against black, dark colours against white
- Avoid similar colours together e.g. red and green, red and orange, green and blue-green

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

## Alternative formats from print

We produce alternative formats of printed publications on request. We ask those who require an alternative format of a publication to email [formats@bournemouth.ac.uk](mailto:formats@bournemouth.ac.uk), so that we can tailor what we provide to their specific needs.

## Online

Web Content Accessibility Guidelines from W3C requires 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 and images of large-scale text have a contrast ratio of at least 3:1
- **Incidental:** Text or images of text that are part of an inactive 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 W3C/WAI 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.

# Writing guidelines: Common word usage

**There are many words and phrases in the English language that commonly trip people up. Many have a definitive right or wrong way to do it while others can be subjective and in usage can therefore be inconsistent. This page shows how BU does it, which will ensure more consistency across our communications.**

**A-level, AS-level, A2-level** – not 'A' level, or A-Level or any other version.

**Academic School** – capital A and S when referring to BU's Academic Schools. Use 'School' with a capital if referring to an Academic School repeatedly.

**Allsebrook Lecture Theatre** – not Allesbrook.

**Bournemouth & Poole College** – use an ampersand.

**Cardio-vascular** – hyphenated, not one word.

**Co-ordinate** – hyphenated. Not coordinate. Same for co-ordinator and co-operate.

**Course** – what we offer, when we are talking to external audiences, rather than a programme.

**Cranborne House** – note that there is no 'u'.

**Dean** – head of facultie's official title, always capitalised.

**Deputy Vice-Chancellor** – no hyphen after deputy.

**Dr** – no full stop afterwards.

**email** – no hyphen. Use a lower case e unless it is at the start of a sentence.

**Focused** – one 's', not two.

**Foundation degree** – capital 'F' for Foundation, lower case 'd' for degree.

**Full-time** – always hyphenate.

**government** - does not have a capital g unless it is at the start of a sentence.

**Healthcare** – all one word.

**Honours degree** – capital 'H' for Honours, lower case d for degree.

**international student** – not overseas, and no need for a capital I unless it starts a sentence.

**internet** – no capital 'i' unless it starts a sentence.

**Interprofessional** – no hyphen.

**Intramural sports** – no hyphen.

**Lansdowne Campus** – capital C.

**Master's degree** – capital 'M' for Masters lower case 'd' for degree.

**Nerve\*** – the name of the Students' Union magazine includes the asterisk.

**The Old Fire Station** – not Firestation

**Online** – one word, not on-line.

**Open Day** – capital 'D'.

**Open Afternoon** – capital 'A'.

**Part-time** – always hyphenate.

**Partner Colleges** – capital 'C', and never refer to them as 'institutions'.

**Postcode** – one word.

**postgraduate** – one word, no capital p.

**Professor** – always write it in full, do not abbreviate to Prof.

**Programme** – word used internally to refer to a degree course, or programme of study. Also applies to radio or television programmes.

**Program** – name for a computer program.

**Pro-Vice-Chancellor** – two hyphens.

**Research Centres** – capital 'R' and 'C'.

**Research & Development** – a single entity, so use an ampersand – so Consultancy and Research & Development, rather than Consultancy, Research and Development.

**The Sir Michael Cobham Library** – 'The' is part of the name and should always be capitalised.

**Talbot Campus** – capital 'T' and 'C'.

**university** – always use a lower case 'u' unless at the beginning of a sentence. Try to avoid referring to BU as 'the university' though – say 'BU' or Bournemouth University' instead.

**undergraduate** – one word, lower case.

**units** – not modules.

**Vice-Chancellor** – hyphenated (see also Pro-Vice-Chancellor and Deputy Vice-Chancellor).

**Web addresses** – if they start with www then there is no need to include 'http://' first. Often you do not need 'html' at the end either, though you should always check this.

**webpage, website** – one word, not 'web page'. No capital w unless at the start of a sentence.

**The web** – people seldom refer to the World Wide Web now, so common usage means we just say the web with a lower case w.

**Wellbeing** – one word, not well being or well-being.

**Whilst** – try to avoid using it. It's a clumsy word. Use 'while' instead.

**Wi-Fi** – capital 'W' and 'F', hyphenated.

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