



Brunel
University
London

Brand toolkit guidelines

Version 2

August 2014



Image for
please refer
guidelines

Introduction

Welcome to the Brunel University London brand guidelines.

Here you will see how to set out the brand elements of our visual expression and how to bring them together to be engaging, flexible and distinctive. All of the brand elements within this document will have a direct impact upon our audiences.

It is very important that the new branding is applied accurately and consistently, and therefore that these guidelines are followed whenever the new brand is implemented.

Please take the time to understand how they work, and how all our elements can be used together.

Contents

Photography - People

Photography - Buildings and Environment

Photography - Events

Photography - People

Our photographic style is reportage. We aim to show a captured moment in time showing students and staff on campus and in their working environment. Wherever possible, you should use images of real students and staff whether studying, teaching or re-searching.

When choosing images look for:

- > Unposed, real, natural shots, often using close crops that capture glimpses of people interacting and moments of their day.
- > People should look positive and engaged but not overly staged.
- > Interesting compositions and crops – for example depth of field or main subject placed off centre.
- > Richness of colour.



Photography - Buildings and Environments

Our location photography style should capture Brunel University London's campus as a fun and vibrant place to come and study.

Our University is unique and offers a rich heritage in terms of architecture, culture and location.

Always try and photograph the University in a positive way and capture interesting moments and locations. Try to use lighting and composition to make images bold and inviting. Where possible take photographs that include people to give a sense of the vibrant atmosphere at the University.

Location

While not a city campus, we are only a short journey from London with excellent transport links. Showing London and the surrounding area is an important element of our brand. Always show these locations in a positive way.



Photography - Events

There are many events happening every day at the University from lectures to graduations. It is important to capture these moments in an exciting and dynamic way that reflects the vibrancy of the University and engages the viewer.

When photographing an event try to capture the atmosphere and show the excitement and feelings of those involved. Look for interesting compositions, abstract details and facial expressions of the participants.

