



Brunel
University
London

Image for reference only;
please refer to Photography
guidelines on pages 1.21-1.27

Basic brand elements

1.0

Coat of Arms

The Coat of Arms was granted to the University in 1966 and is reserved for use on a restricted range of official insignia as well as being used within the logo. Its use in any new context must be approved.

The Coat of Arms cannot be changed. Artwork for the Coat of Arms and logo is available in electronic formats.

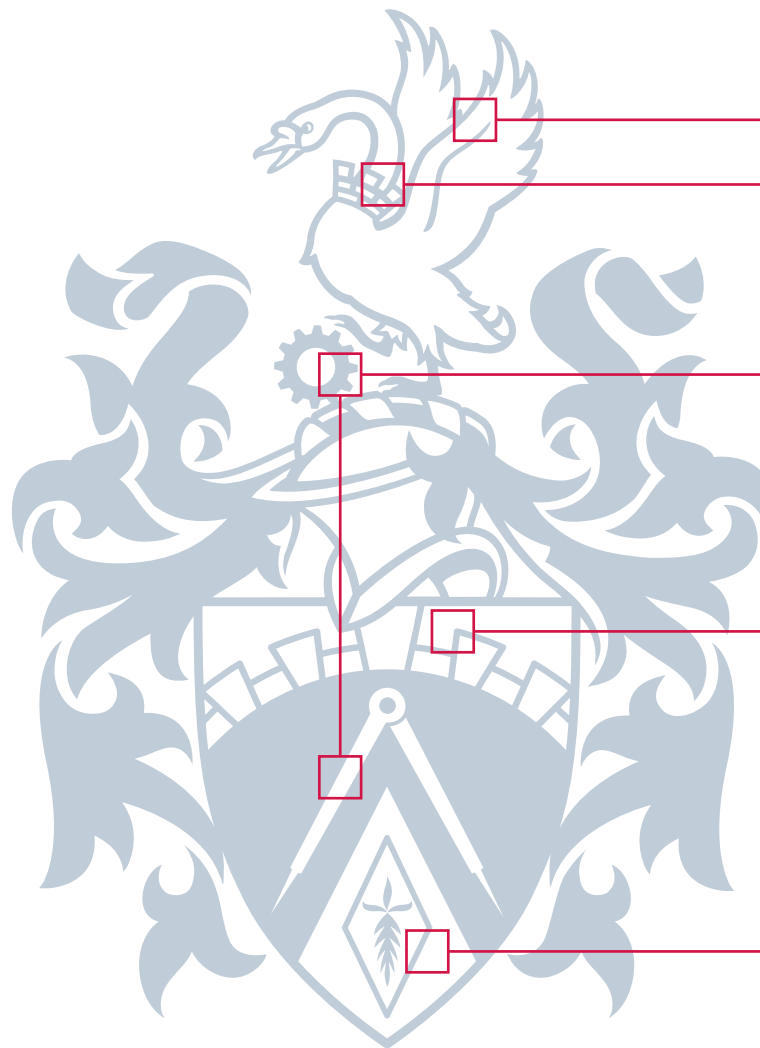
A number of symbolic elements are incorporated into the Coat of Arms. (See opposite)



The original, hand crafted Coat of Arms.



The simplified graphic version to be used in all instances.



The swan symbolises Uxbridge.

Its mural collar links with the bridge motif.

The compasses and the cogwheel symbolise technology (referring to the University's former status as a College of Advanced Technology).

The masonry arch symbolises I K Brunel's bridges.

The ermine lozenge is an allusion to the Arms of Lord Halsbury, the first Chancellor of the University.

Coat of Arms

Versions

The Coat of Arms is predominantly used within the Master Logo in either positive (blue) or reversed (white). There are two distinct versions to ensure that the representation is accurate and consistent on all applications. You should never change the colour of either version. Please note the swan should always appear white.

There is a third version of the Coat of Arms that is reserved for purely official applications and designed to be created with gold foil or gold leaf. This version should never be used as part of the Master Logo.



Positive and reversed versions of the Coat of Arms which are only to be used as part of the Master Logo. (See page 1.5)

Version that can be used for specific official documentation e.g graduation certificates. Approval must be sought before it is used.

Coat of Arms

Don'ts

The Coat of Arms is an important part of our visual brand expression and heritage, it must therefore be used correctly. The Coat of Arms should only be applied as part of the Master Logo except in specific circumstances which must be agreed prior to use.

On this page are some examples of what **not** to do.



Do not recolour the negative version or the swan will become dark



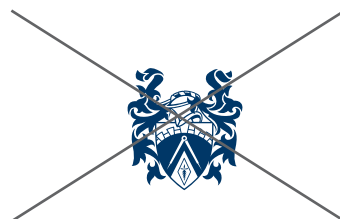
Do not recolour the positive version or the swan will become dark



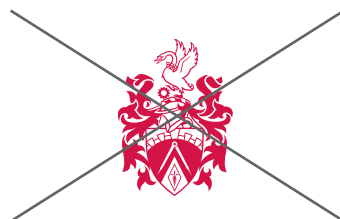
Do not use the gold version as part of the Master Logo



Do not add wording to the Coat of Arms – only use the Master Logo



Do not change any of the elements of the Coat of Arms



Do not change the colour



Do not 'flip' the Coat of Arms



Do not distort the Coat of Arms in any way

The Brunel University London Master Logo

The Brunel University London Master Logo (Master Logo) consists of the Brunel University London Word Marque (Word Marque), Brunel University London Line Strokes (Line Strokes) and the Brunel University London Coat of Arms (Coat of Arms). The relationship between the Coat of Arms, Line Strokes and Word Marque is fixed and should not be changed.

The Master Logo should be applied as a dominant brand element wherever it appears.



Basic brand elements

The Brunel University London Master Logo Versions

Positive colour Master Logo

The positive colour Master Logo is always reproduced in either Pantone or CMYK for printing, or RGB for digital usage.

Positive mono Master Logo

A positive mono Master Logo is available for use where it is not possible to print in colour.

Negative colour Master Logo

A negative colour Master Logo is available for optional use when placing on a PANTONE 540 background.

Negative mono Master Logo

A negative mono Master Logo is available for use on a coloured (including black and very dark) or photographic background.



Positive colour Master Logo



Positive mono Master Logo



Negative colour Master Logo



Negative mono Master Logo

Basic brand elements

The Brunel University London Master Logo Sizes

The Master Logo is a recognisable and highly visible brand asset and should be applied consistently wherever it appears.

Print

As a guide, this page shows how to proportion the Master Logo on commonly used formats. Each size is measured by the width of the Master Logo and is available for A3, A4, A5 and DL applications. For use on other formats, please use the sizes above as a guidance in terms of proportion of Master Logo to size of format.

Minimum size – print

The minimum Master Logo size width is 23mm.

Please remember, that the Master Logo should be applied as a dominant brand element wherever it appears. Please see the templates section 3.0 for Master Logo size examples.

80mm



A3 Master Logo

58mm



A4 Master Logo

50mm



A5 Master Logo

46mm



DL portrait master Logo

23mm



Minimum size Master Logo for print

110px



Minimum size Master Logo for screen

The Brunel University London Master Logo

Exclusion zone

The Master Logo is protected by an exclusion zone which ensures that it has maximum impact and visibility across all communications. The exclusion zone is measured by the double width of the letter B taken from the Master Logo as illustrated opposite. Please observe this exclusion rule and ensure that no other graphic elements intrude into the zone. By keeping this area clear it will ensure that our logo is never camouflaged, compromised or lost in the context of other content.

When placing the Master Logo on brand collateral, the distance to the edge of the page or digital application should not be any closer than the exclusion zone – please see section 3.0 for further Master Logo placement guidance.



Master Logo exclusion zone



Master Logo minimum positioning placement example

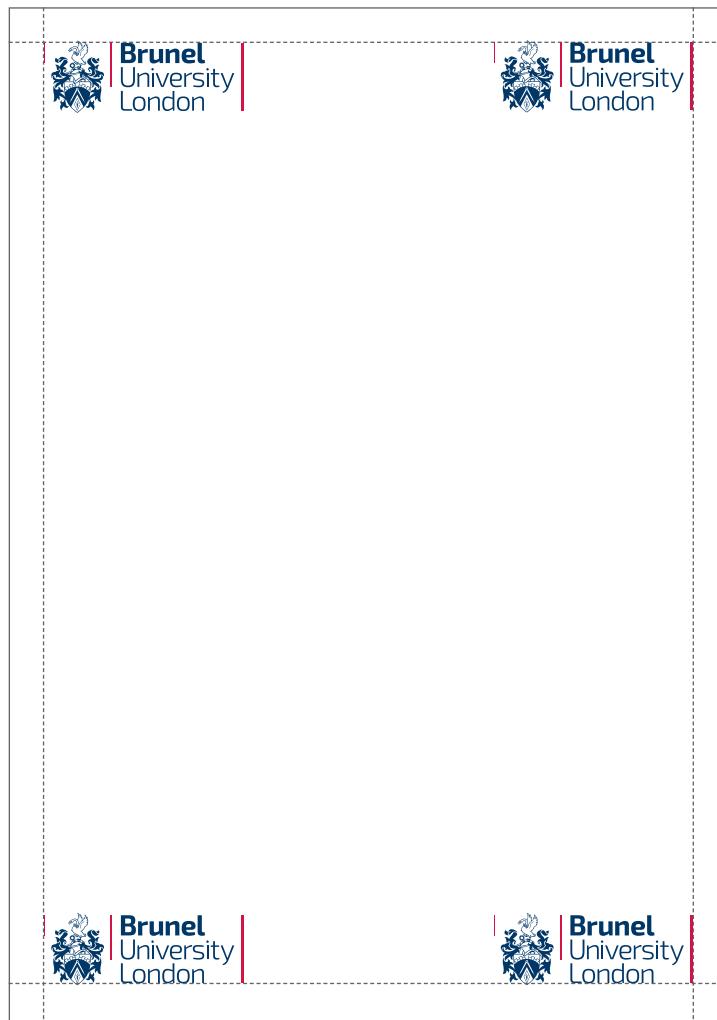
The Brunel University London Master Logo

Logo placement

The Master Logo can only be placed in the top left, top right, bottom left and bottom right hand corner of brand collateral as shown opposite. The decision on where to place the Master Logo is dependent on the position of the Transformation Bars and other brand elements on the page – see page section 3.0 for more information.

Sub brand logos

When placing sub brand logos on brand collateral, they should be placed away from the Master Logo. Sub brand logos should always be sized significantly smaller than the Master Logo, maintaining the Master Logo as a dominant brand element.



Master Logo placement based on an A4 document



Sub brand logos placement example based on an A4 document

The Brunel University London Master Logo

Don'ts

The Master Logo is the most important part of our visual brand expression and must therefore be used correctly. The Master Logo should only be applied in the way specified in these guidelines and should not be altered in any way.

On this page are some examples of what **not** to do.



Do not distort the Master Logo



Do not change the colour of the Master Logo



Do not change the orientation of the Master Logo



Do not change the typeface of the Master Logo



Do not use the Word Marque on its own



Do not change the colour of the Line Strokes



Do not change the colour of the Word Marque



Do not change the relative size of any element



Do not reposition the Coat of Arms



Do not remove the Line Strokes from the Master Logo



Do not place the colour Master Logo onto a crop of an image which renders it illegible and interferes with its clarity



Do not place the colour Master Logo onto a tonally strong coloured background which renders it illegible.

The Brunel University London Master Logo

Secondary and tertiary levels

Secondary level

When using the Master Logo with a college or institute name, we refer to this as the secondary level. The colour of the secondary level type is PANTONE 200 (red).



Secondary level Master Logo examples

Tertiary level

When an additional name is used, for example a centre or department, we refer to this as the tertiary level. The secondary level type colour changes to PANTONE 540 (blue) and the tertiary level type is PANTONE 200 (red).



Tertiary level Master Logo examples

The Brunel University London Master Logo

Using the secondary and tertiary level artwork templates

Adobe Illustrator artwork template files have been created for users to enter appropriate secondary and tertiary level type, this then can be saved and placed into an InDesign template or alternative application.

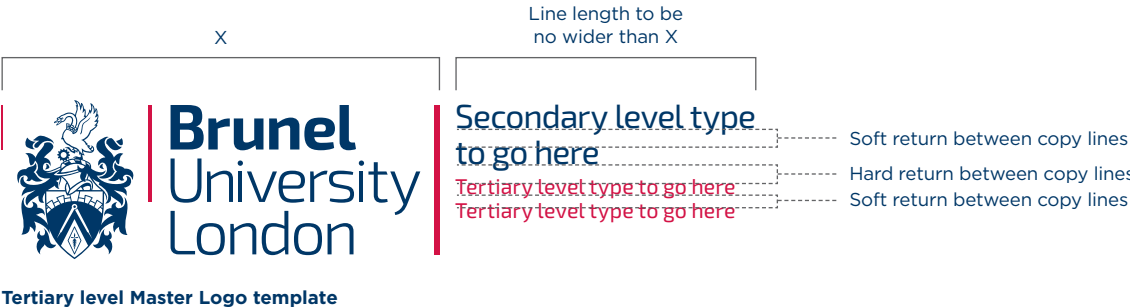
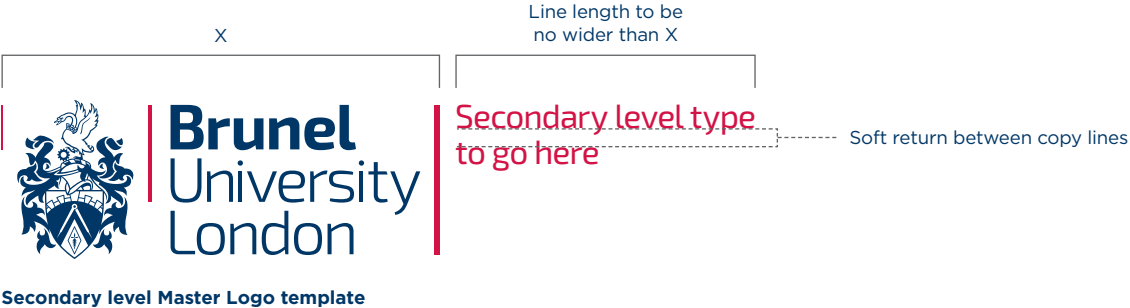
When setting up type, please adhere to the correct return spacing for multiple lines of copy as illustrated opposite, noting the following:

Soft Return: 'Shift' and 'Return' keys pressed together.

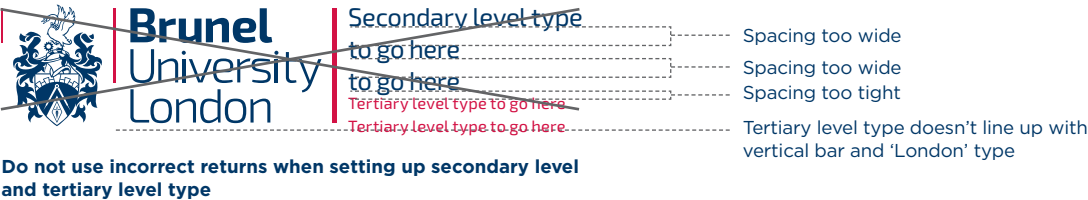
Hard Return: 'Return' key.

Line lengths

When setting up type, line lengths should not be any longer than the width of the Master Logo, labelled as X, as illustrated opposite.



Illustrated opposite is what **not** to do.



The Brunel University London Master Logo

Secondary and tertiary level type sizes

Secondary and tertiary level type sizes within the artwork template files have been proportioned to the height of the Line Strokes in the Master Logo.

Secondary and tertiary level type sizes should not be altered in any way.



Secondary level Master Logo template

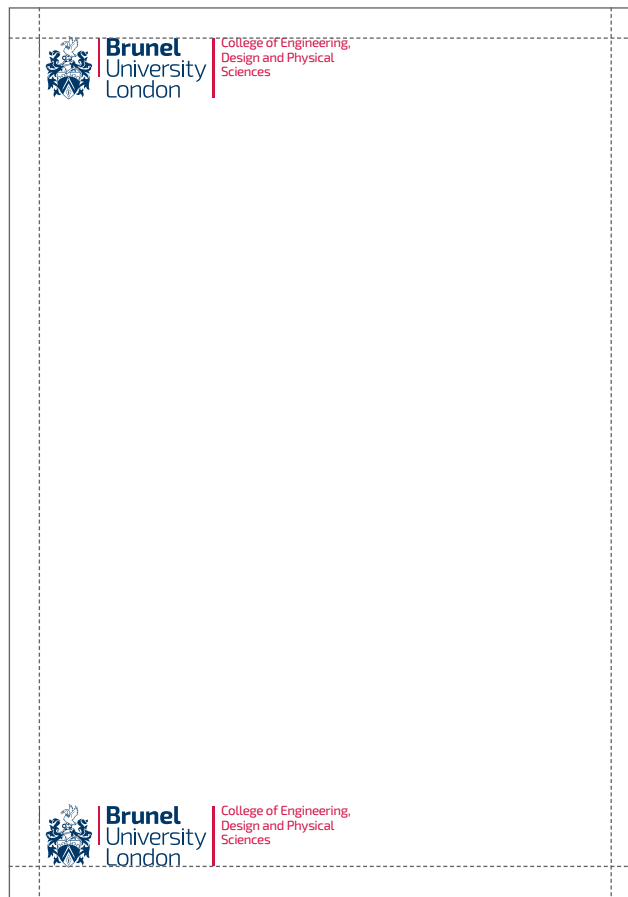


Tertiary level Master Logo template

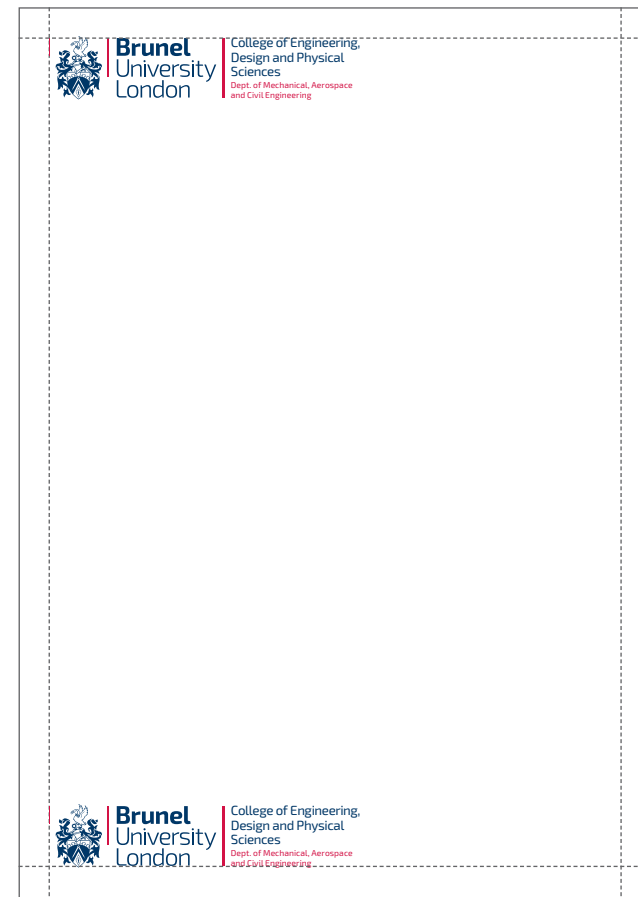
The Brunel University London Master Logo

Secondary and tertiary levels application

The secondary level and tertiary level Master Logos can only be placed in the top left or bottom left hand corner of brand collateral as shown opposite. The decision on where to place the Master Logo is dependent on the position of the Transformation Bars and other brand elements on the page – see section 3.0 for more information.



Secondary level Master Logo placement



Tertiary level Master Logo placement

The Brunel University London Master Logo

Secondary and tertiary level exclusion zones

The secondary and tertiary level Master Logos are protected by an exclusion zone which ensures that they have maximum impact and visibility across all communications. The exclusion zone is measured by the double width of the letter B taken from the Master Logo as illustrated opposite. Please observe this exclusion rule and ensure that no other graphic elements intrude into the zone. By keeping this area clear it will ensure that our logo is never camouflaged, compromised or lost in the context of other content.



Secondary level Master Logo exclusion zone



Tertiary level Master Logo exclusion zone

The Brunel University London Master Logo

Secondary level don'ts

The secondary level Master Logo is an important part of our visual brand expression and must therefore be used correctly. The secondary level Master Logo should only be applied in the way specified in these guidelines and should not be altered in any way. On this page are some examples of what **not** to do.



Do not change the colour of the secondary level type



Do not change the typeface of the secondary level type



Do not alter the proportions of the secondary type



Do not reposition the secondary level type in any way

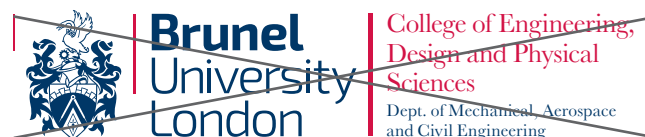
The Brunel University London Master Logo

Tertiary level don'ts

The tertiary level Master Logo is an important part of our visual brand expression and must therefore be used correctly. The tertiary level Master Logo should only be applied in the way specified in these guidelines and should not be altered in any way. On this page are some examples of what **not** to do.



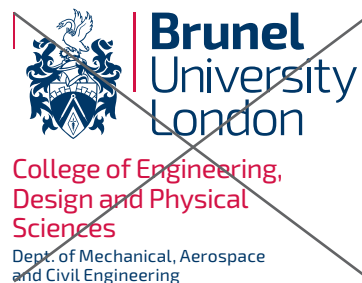
Do not swap the colours of the second and tertiary level type



Do not change the typeface of the secondary and tertiary level type



Do not alter the proportions of the secondary and tertiary level type



Do not reposition the secondary and tertiary level type in any way

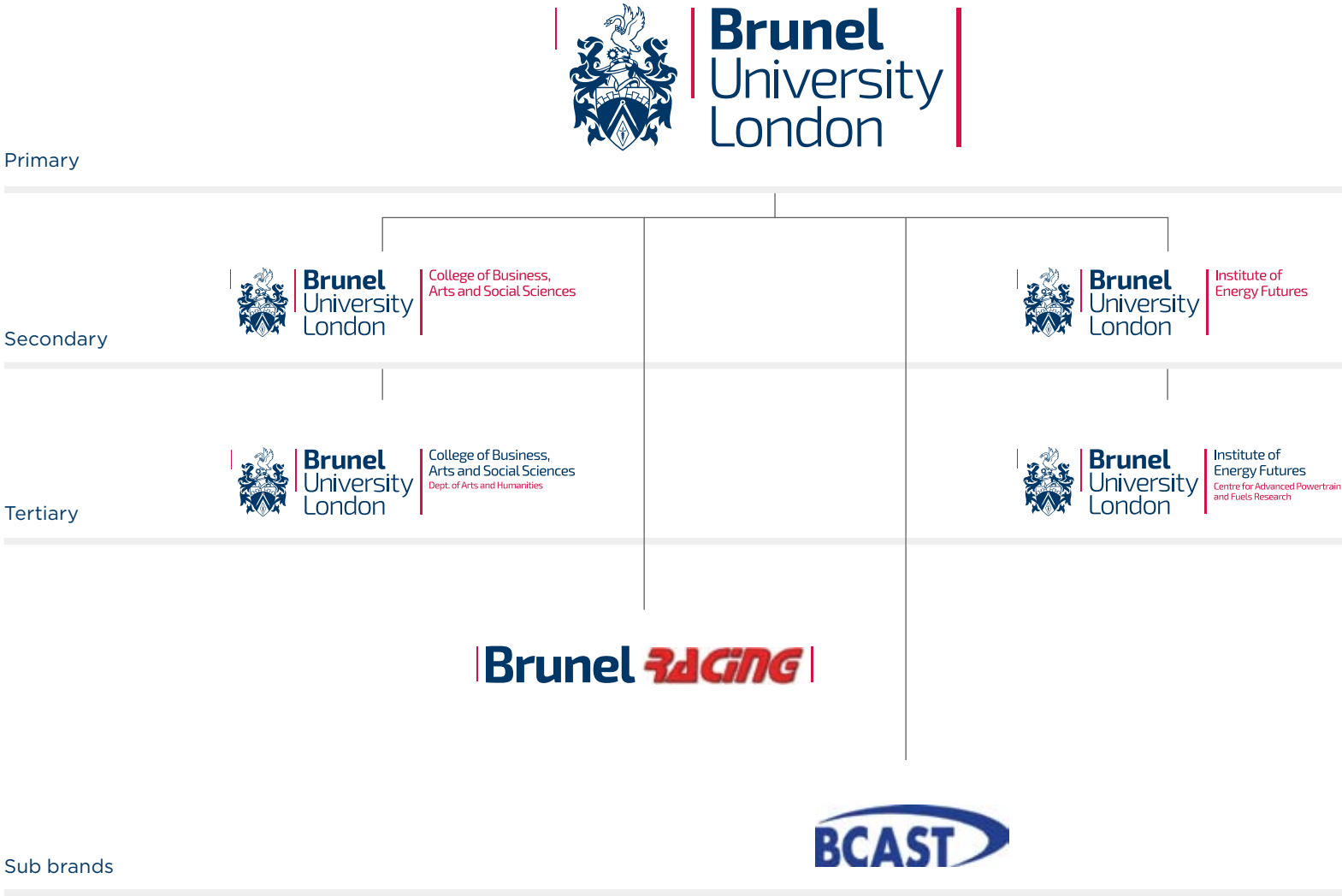
Brand hierarchy

Our brand hierarchy has a clear structure and must be adhered to when creating new logos. The secondary and tertiary levels are reserved for Colleges and Institutes, Departments and Research Centres.

Creating logos for other levels must be agreed prior to use.

Occasionally the secondary level can be used for some University entities which do not obviously fit into this hierarchy, for example Arts Centre.

Please seek approval in these circumstances.



Colours

Our brand colour palette comprises primary, neutral and secondary colours. It is important that our colours are produced accurately across all communications.

Reproduction

Colours within these palettes can be printed as spot colours using the Pantone Matching System® (Pantone) or as process colours (CMYK). RGB values are for digital and desktop publishing use. Web-safe colours help to ensure colour accuracy for monitors that can only display 256 colours.

It is crucial for the impact of the branding that the colours are applied consistently according to specifications. Always insist on accurate colour matching and never substitute the colour palette.

Note:

The colours displayed on this page are approximate and should not be used for accurate colour matching. Always use the references provided.

Pantone 200	Pantone 540	White
C 0 M 100 Y 90 K 10	C 100 M 60 Y 0 K 65	R 255 G 255 B 255
R 190 G 15 B 52	R 0 G 50 B 91	RAL 9010 #ffffff
RAL 3027 #be0f34	RAL 5003 #00325b	

Primary palette

Pantone Cool Grey 11	Pantone Cool grey 6
C 0 M 0 Y 0 K 75	C 0 M 0 Y 0 K 45
R 78 G 78 B 83	R 175 G 175 B 175
#4d4e53	#afafaf

Neutral palette

Pantone 321	Pantone 2603	Pantone 2716	Pantone 871
C 100 M 0 Y 40 K 20	C 71 M 100 Y 0 K 0	C 44 M 25 Y 0 K 0	C 10 M 25 Y 90 K 35
R 0 G 137 B 152	R 112 G 39 B 133	R 132 G 165 B 220	R 145 G 123 B 76
#008998	#702785	#84a5dc	#917b4c

Secondary palette

Typography

Corporate typeface

Gotham is Brunel University London's corporate typeface. It is an integral part of our brand language and has been chosen for its legibility and its bold, modern appearance.

Gotham

Gotham Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
(.,:;!£\$&@*) 0123456789

Gotham Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
(.,:;!£\$&@*) 0123456789

Gotham Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
(.,:;!£\$&@*) 0123456789

Gotham Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
(.,:;!£\$&@*) 0123456789

Gotham Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
(.,:;!£\$&@*) 0123456789

Gotham Book Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
(.,:;!£\$&@*) 0123456789

Gotham Medium Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
(.,:;!£\$&@*) 0123456789

Gotham Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
(.,:;!£\$&@*) 0123456789

Typography

Substitute and online

Substitute typeface

Arial is the default substitute typeface which can be used where Gotham is not available e.g. letters, faxes and emails. Using Arial will allow us to guarantee our communications are viewed consistently and in the format we intend.

Standard word and character spacing should always be used.

Arial

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
(.,:;!£\$&@*) 0123456789

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
(.,:;!£\$&@*) 0123456789

Arial Regular Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
(.,:;!£\$&@*) 0123456789

Arial Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
(.,:;!£\$&@*) 0123456789

Online typeface

Montserrat is the default typeface for our website. It has been chosen because it is a Google font which has close similarities to Gotham. Using Montserrat will allow us to guarantee our communications are viewed consistently and in the format we intend.

Montserrat

Montserrat Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
(.,:;!£\$&@*) 0123456789

Montserrat Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
(.,:;!£\$&@*) 0123456789

Photography

The first impression many people get of the University is often through photography and that initial moment can persuade the viewer whether or not they want to explore further or not! As such a powerful tool it must express our brand values and clearly illustrate life at the University.

Images showing our students and staff need to portray the University in a positive light, demonstrate our innovative and engaging approach and reflect our culture of excellence and enterprise.

It is important that the images we use reflect the diversity of the University community and the breadth of students and staff.

Our photographic guidelines are split into the following categories:

- > People
- > Buildings and environment
- > Events
- > Profiles
- > Details



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 researching.

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 environment

The University

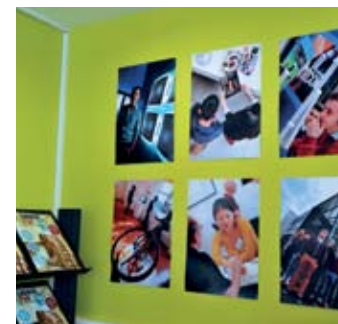
Our location photography style should capture Brunel University London's campus as a fun and vibrant place to come and study.

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.

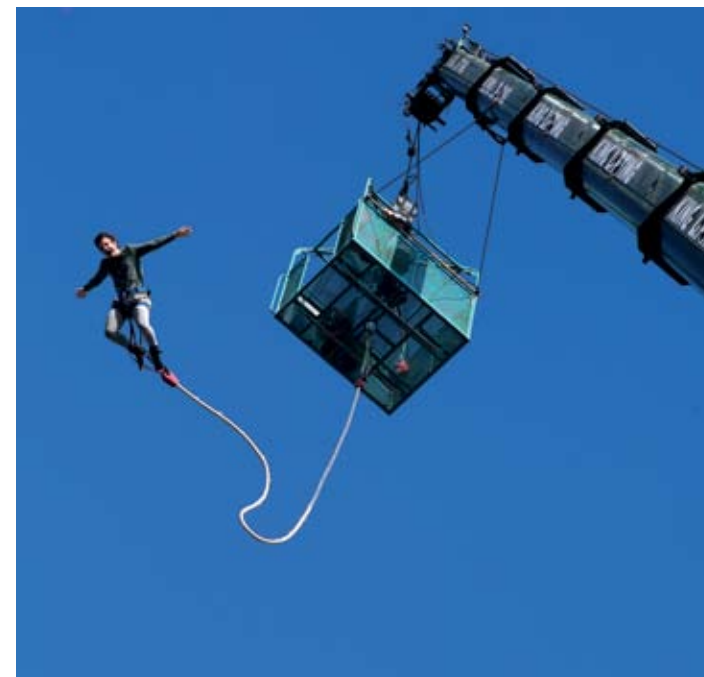


Photography

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.



Photography Profiles

Profile photography is an important way of showing our staff and students. The images appear in many locations and give an immediate representation of our University so we should show them in the best possible way. It is also a type of photography where professional photography may not always be possible due to time or cost considerations so it is important to always follow some simple rules:

- > People should look positive and engaged.
- > Try to use 'soft focus' backgrounds or at least simple, plain ones.
- > Use light to create contrast and form.
- > Make sure the subjects are always in focus.

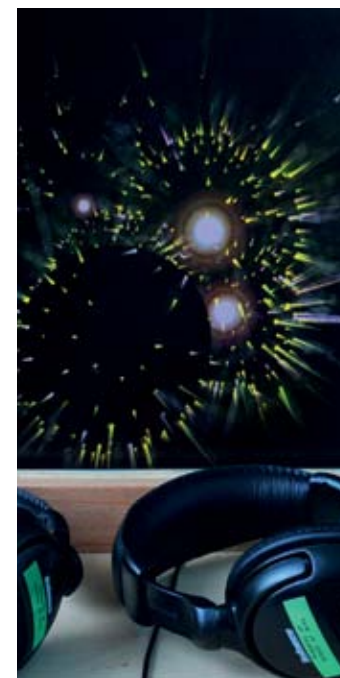
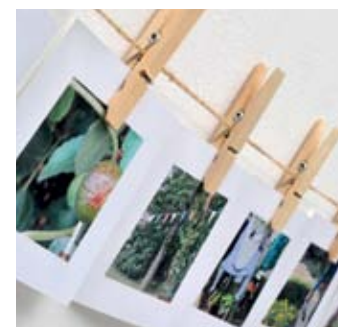
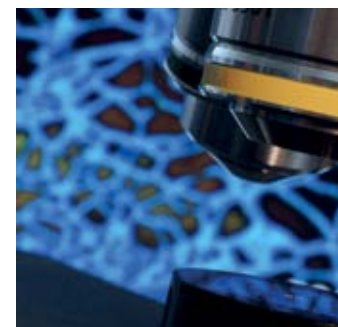
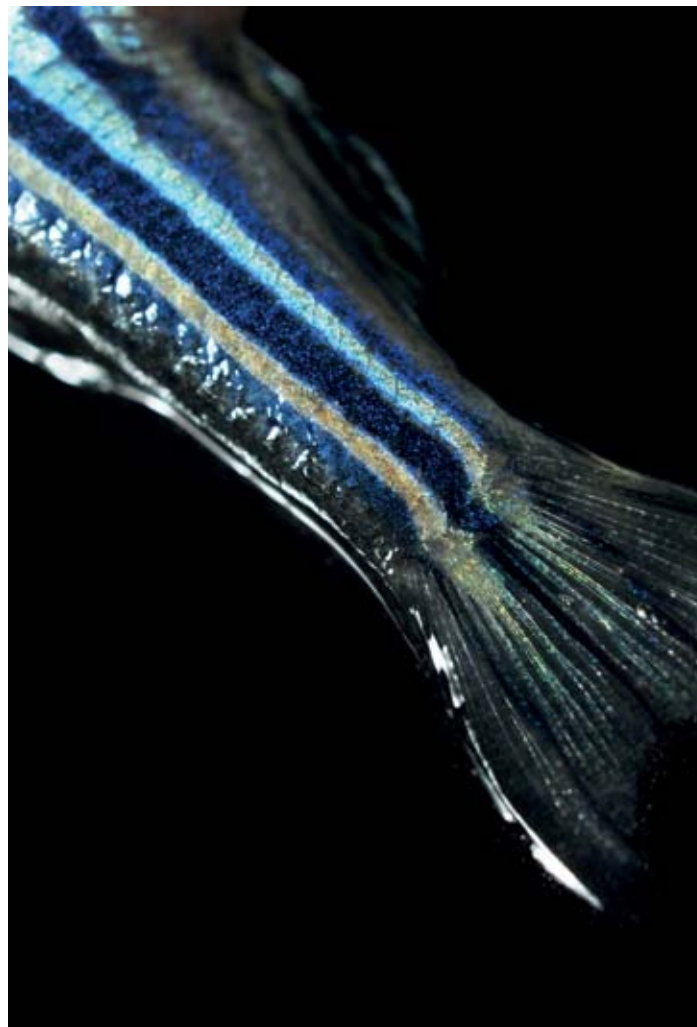


Photography

Details

Focusing on small details can be extremely powerful and is a good way highlighting a specific part of a project or story. It could be a detail that nobody else noticed but made a big difference or something that informs the larger appreciation of the University.

Look out for interesting subjects and elements, consider; building details, close ups of equipment or experiments, details of materials and exhibits, people's faces and gestures.



Photography

Don'ts

It is important that photography is correctly applied. On this page are some examples of what **not** to do.



Do not crop into the image so it becomes unrecognisable



Do not use overly staged compositions



Do not distort the image



Do not use black and white imagery



Do not use photos of disengaged students or staff



Do not use clichéd imagery



Do not use images which are excessively dark



Do not use overly angled images

Illustration

In some circumstances illustration can be implemented. These are examples for style only and should not be used. New illustrations must be agreed before use and must be sympathetic in style with the rest of the University's branding.

