



Brunel
University
London

Brand toolkit guidelines

Version 2
August 2014

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



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

1.0 Basic brand elements

1.1 Coat of Arms

1.2 Versions

1.3 Don'ts

1.4 The Brunel University London Master Logo

1.5 Versions

1.6 Sizes

1.7 Exclusion zone

1.8 Logo placement

1.9 Don'ts

1.10 Secondary and tertiary levels

1.11 Using the secondary and tertiary level artwork templates

1.12 Secondary and tertiary level type sizes

1.13 Secondary and tertiary levels application

1.14 Secondary and tertiary level exclusion zones

1.15 Secondary level don'ts

1.16 Tertiary level don'ts

1.17 Brand hierarchy

1.18 Colour

1.19 Typography

1.20 Substitute and online

1.21 Photography

1.22 People

1.23 Buildings and environment

1.24 Events

1.25 Profiles

1.26 Details

1.27 Don'ts

1.28 Illustration

2.0 Graphic language

2.1 Brand toolkit

2.2 Transformation Bars

Colour sets

2.3 Rules

2.4 Creating the colour overlay effect

2.5 Applications

2.6 Master Logo positioning

2.7 Don'ts

3.0 Templates

3.1 Tube advertising

Wraparounds 1

3.2 Wraparounds 2

3.3 Barriers

3.4 Campus lamp post banners

3.5 Hillingdon lamp post banners

3.6 Generic poster (A3)

3.7 Job advertisement

3.8 Prospectus

Cover

3.9 Interior

3.10 Newsletter

Leading edge

3.11 EXPRESS

3.12 HTML newsletter

3.13 PowerPoint

3.14 Letterhead

Primary level

3.15 Secondary level

3.16 Tertiary level

3.17 Compliments slip

Primary level

3.18 Secondary level

3.19 Tertiary level

3.20 Business card

Primary level

3.21 Secondary level

3.22 Tertiary level

3.23 Email footer

Primary level

3.24 Secondary level

3.25 Tertiary level

3.26 Illustration

4.0 Other items

4.1 Clothing

4.2 Promotional materials

5.0 Contact



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.

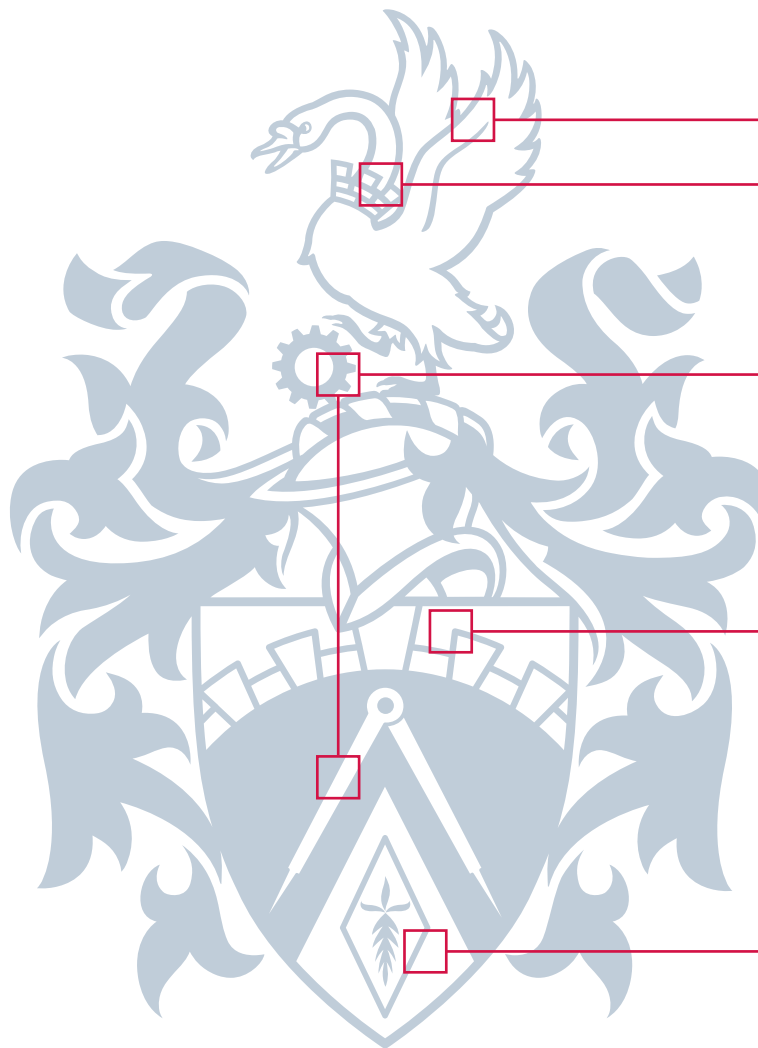
A number of symbolic elements are incorporated into the Coat of Arms. (See opposite)



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



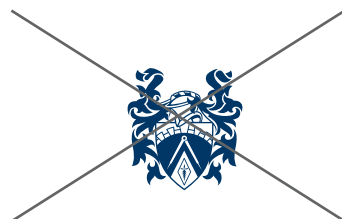
Do not recolour the positive version or the swan will become dark



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

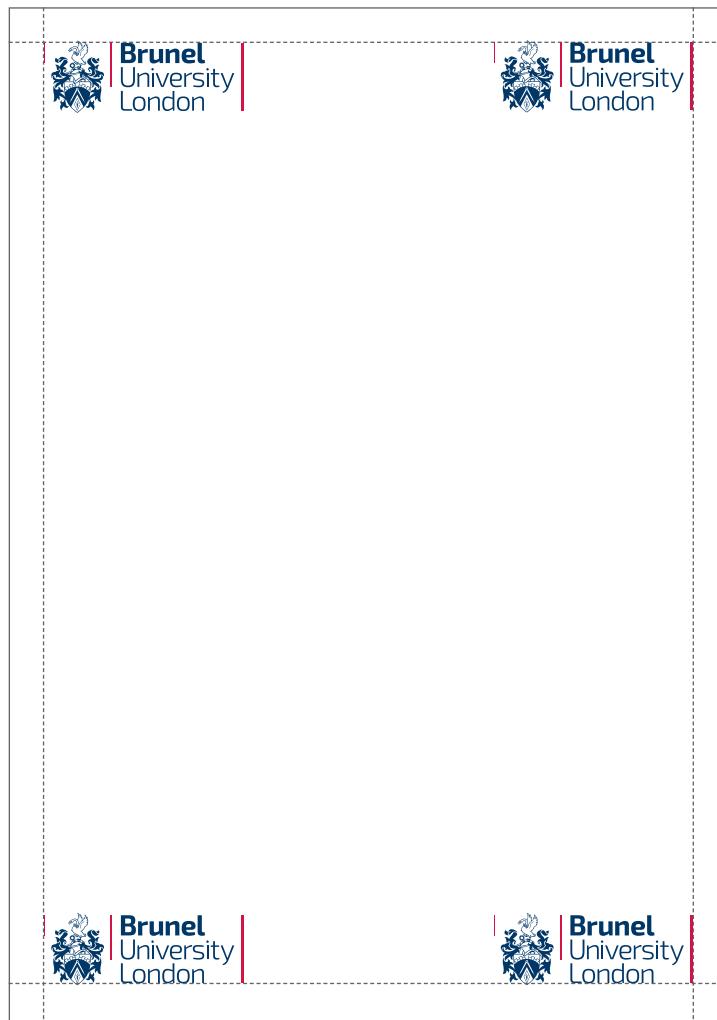
The Brunel University London Master Logo

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.

Basic brand elements

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.

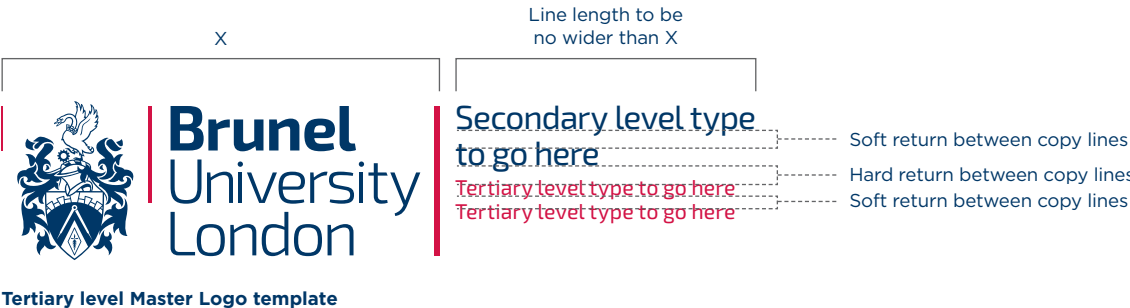
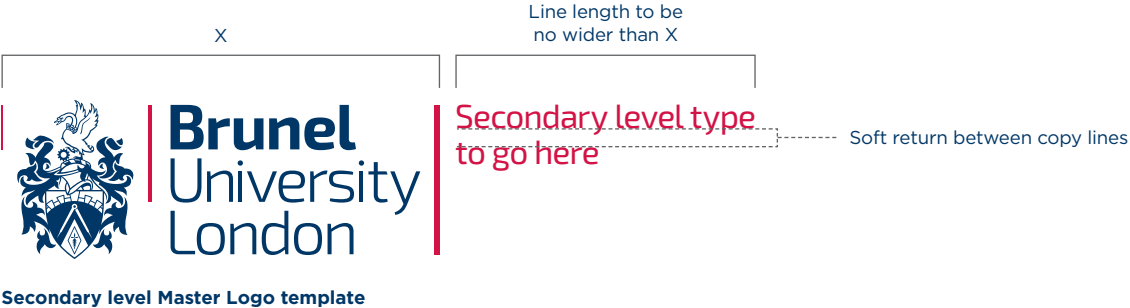
When setting up type, please adhere to the correct return spacing for multiple lines of copy as illustrated opposite, noting the following:

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

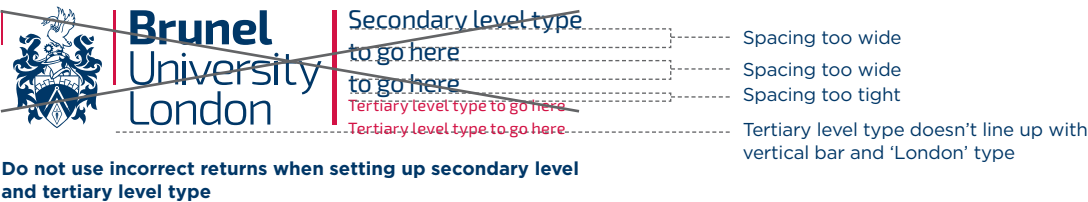
Hard Return: 'Return' key.

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

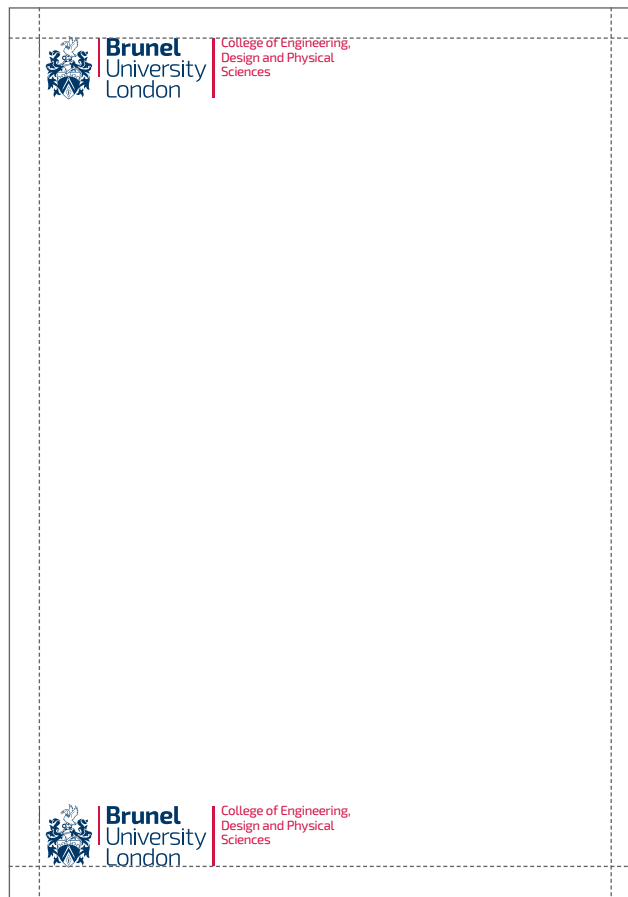


Tertiary level Master Logo template

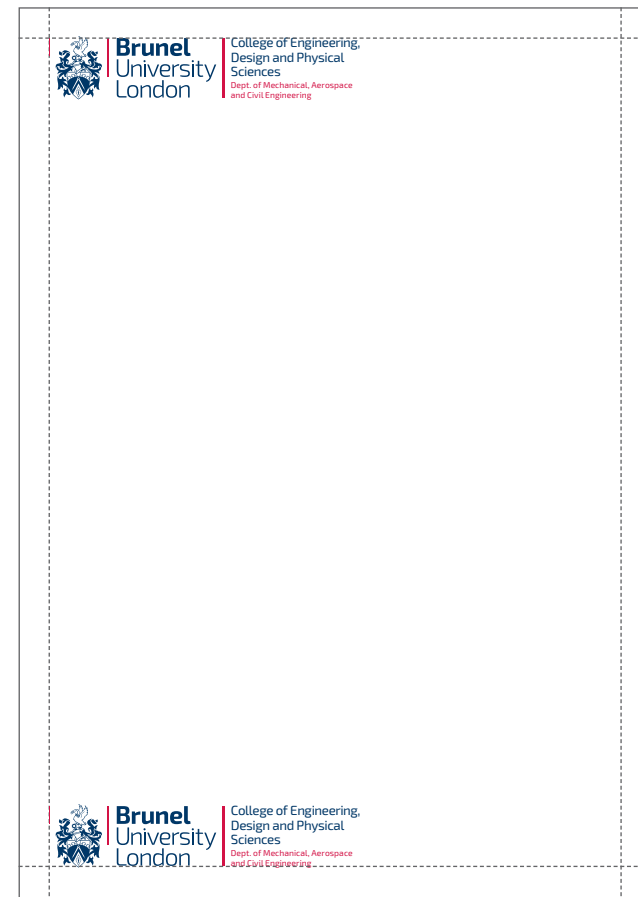
The Brunel University London Master Logo

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

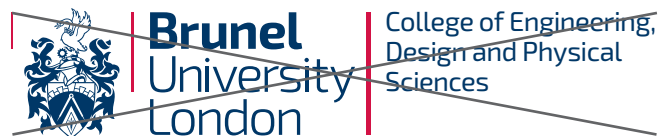


Tertiary level Master Logo exclusion zone

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

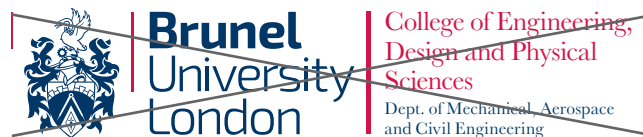
The Brunel University London Master Logo

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.



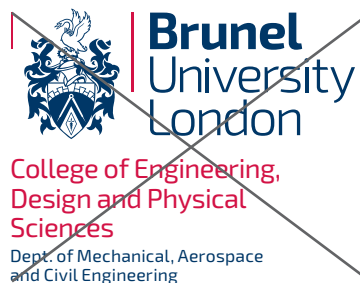
Do not swap the colours of the secondary and tertiary level type



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

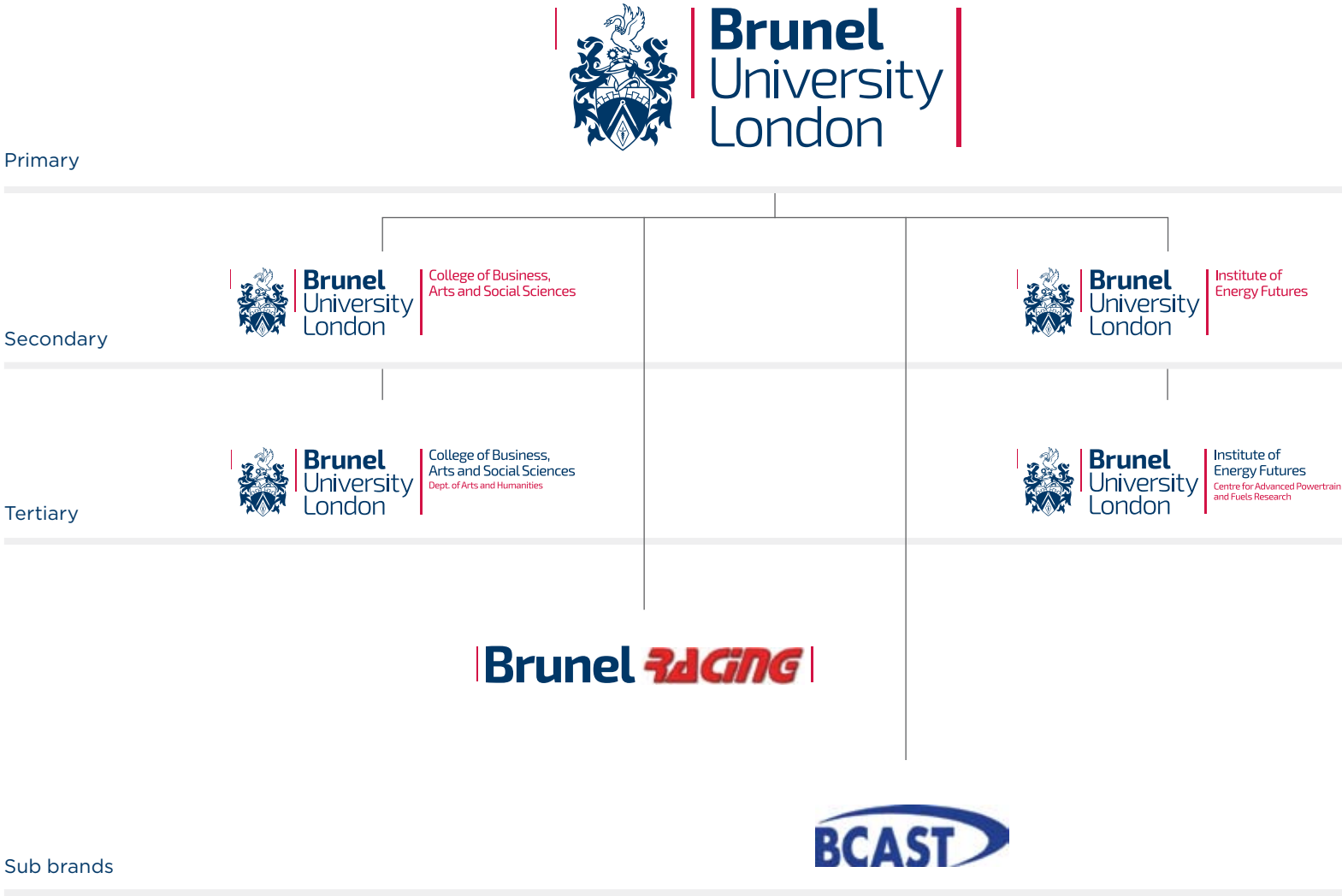
Brand hierarchy

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

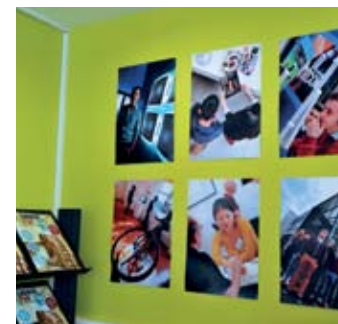
Our location photography style should capture Brunel University London's campus as a fun and vibrant place to come and study.

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.

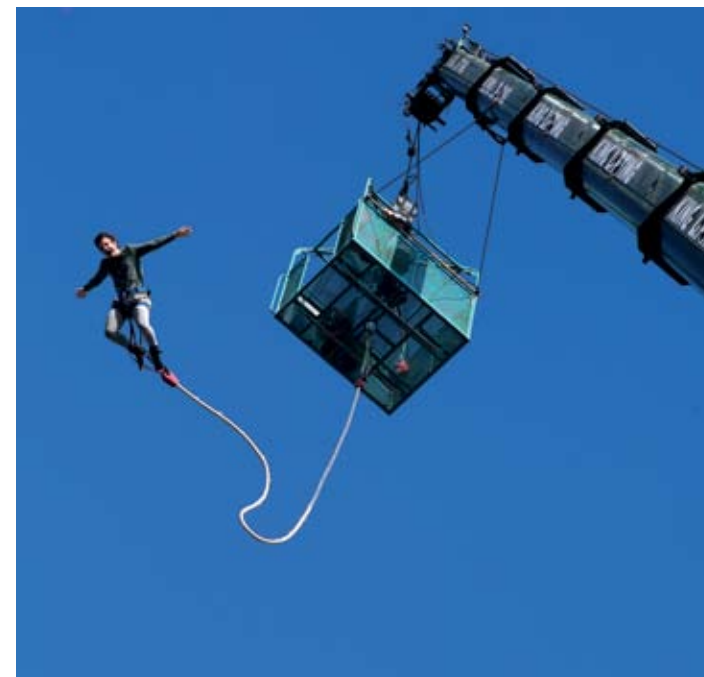


Photography

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.

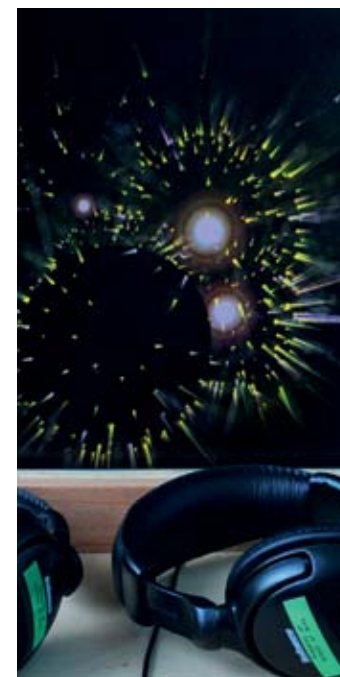
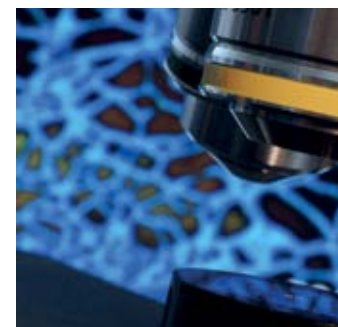
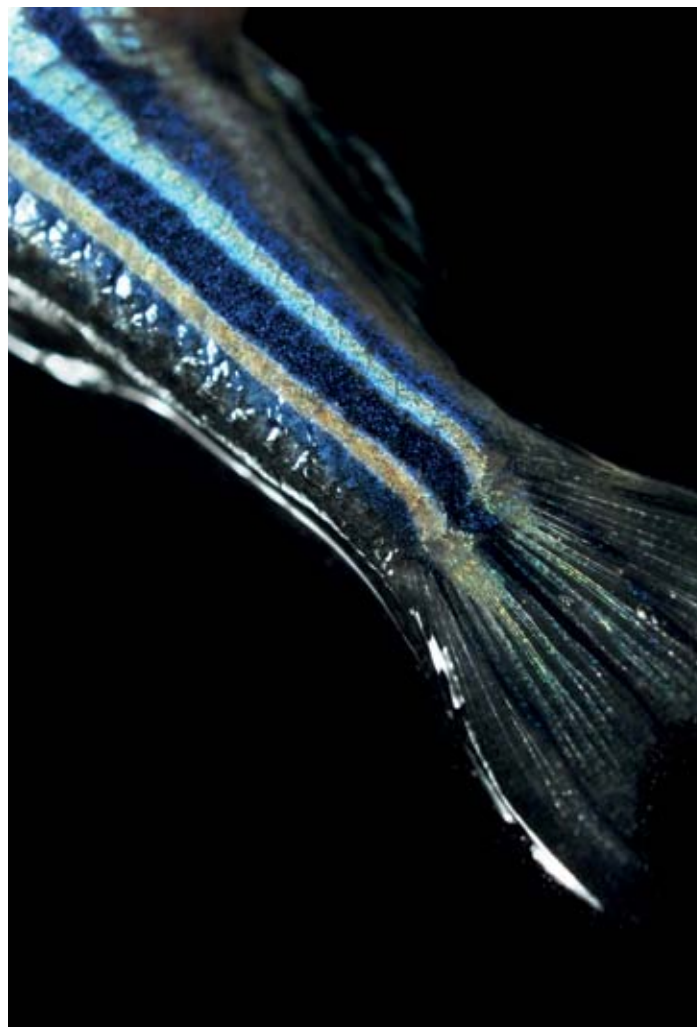


Photography

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



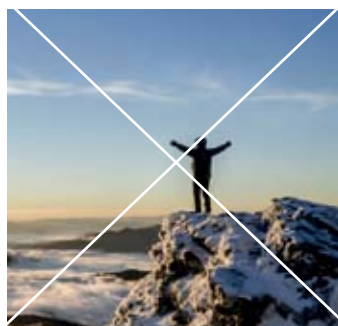
Do not distort the image



Do not use black and white imagery



Do not use photos of disengaged students or staff



Do not use clichéd imagery



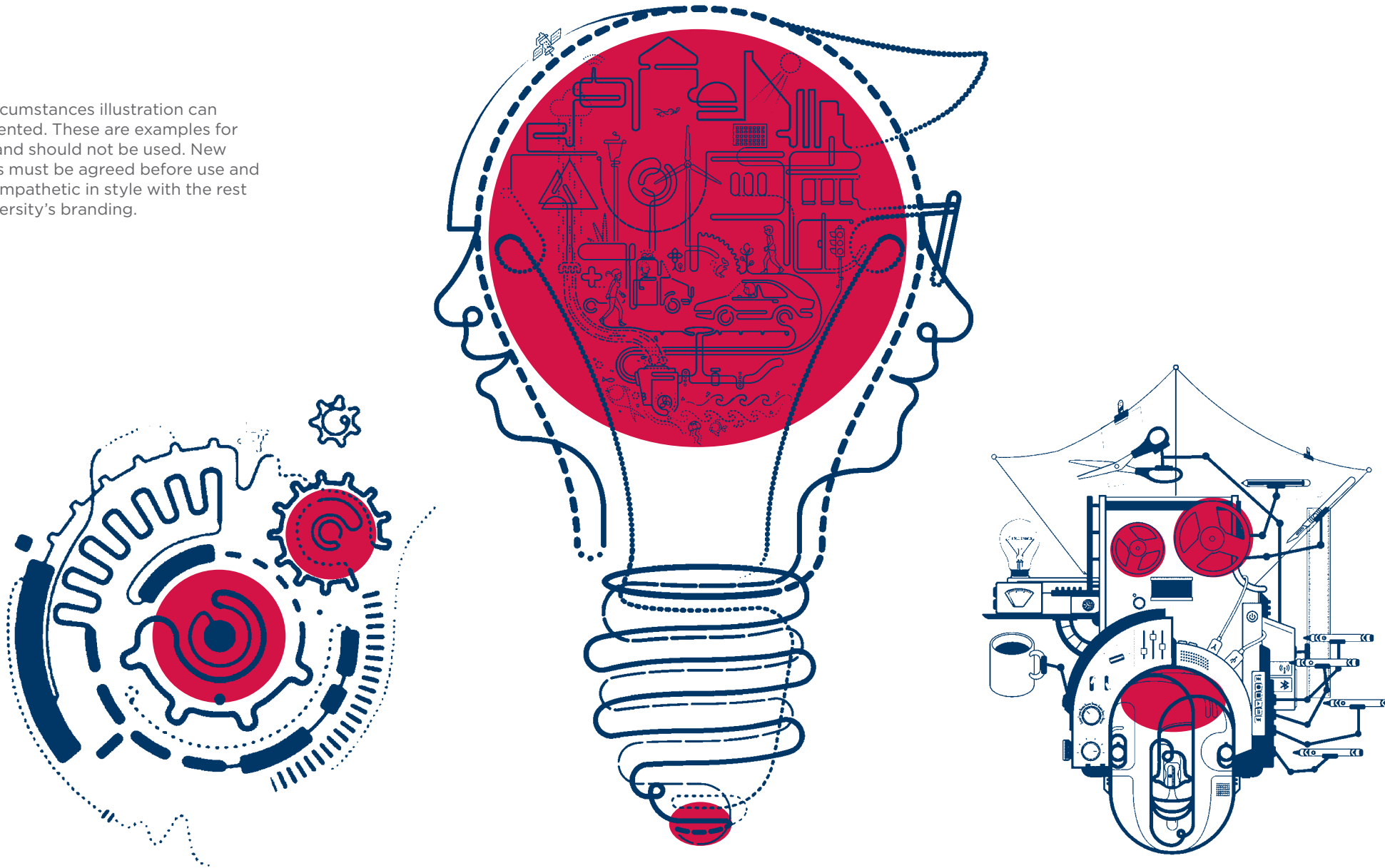
Do not use images which are excessively dark



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.





Brunel
University
London

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

Graphic language

2.0

Brand toolkit

Our brand toolkit is made from the elements shown opposite and can be used to create striking visuals. You can combine several of the elements as well as using them separately.

While the brand has been developed to be creative and flexible, it also needs to be applied consistently so there are some rules when using these elements.

When creating a layout remember the need for clarity, simplicity and clear space.



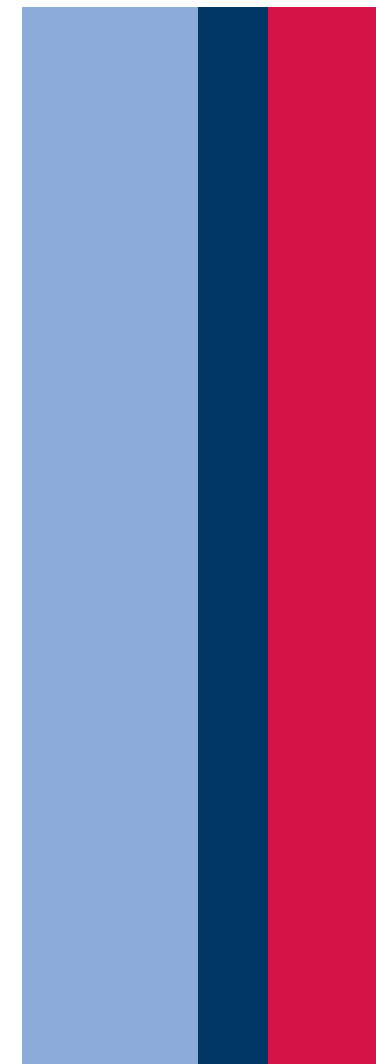
Colour palette



Photography



Overlay effect



Transformation Bars

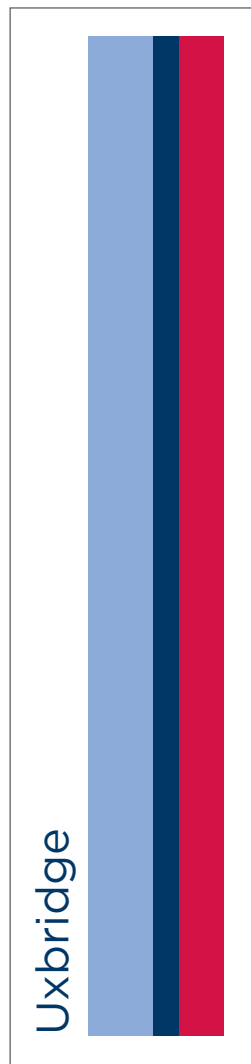
Transformation Bars

Colour sets

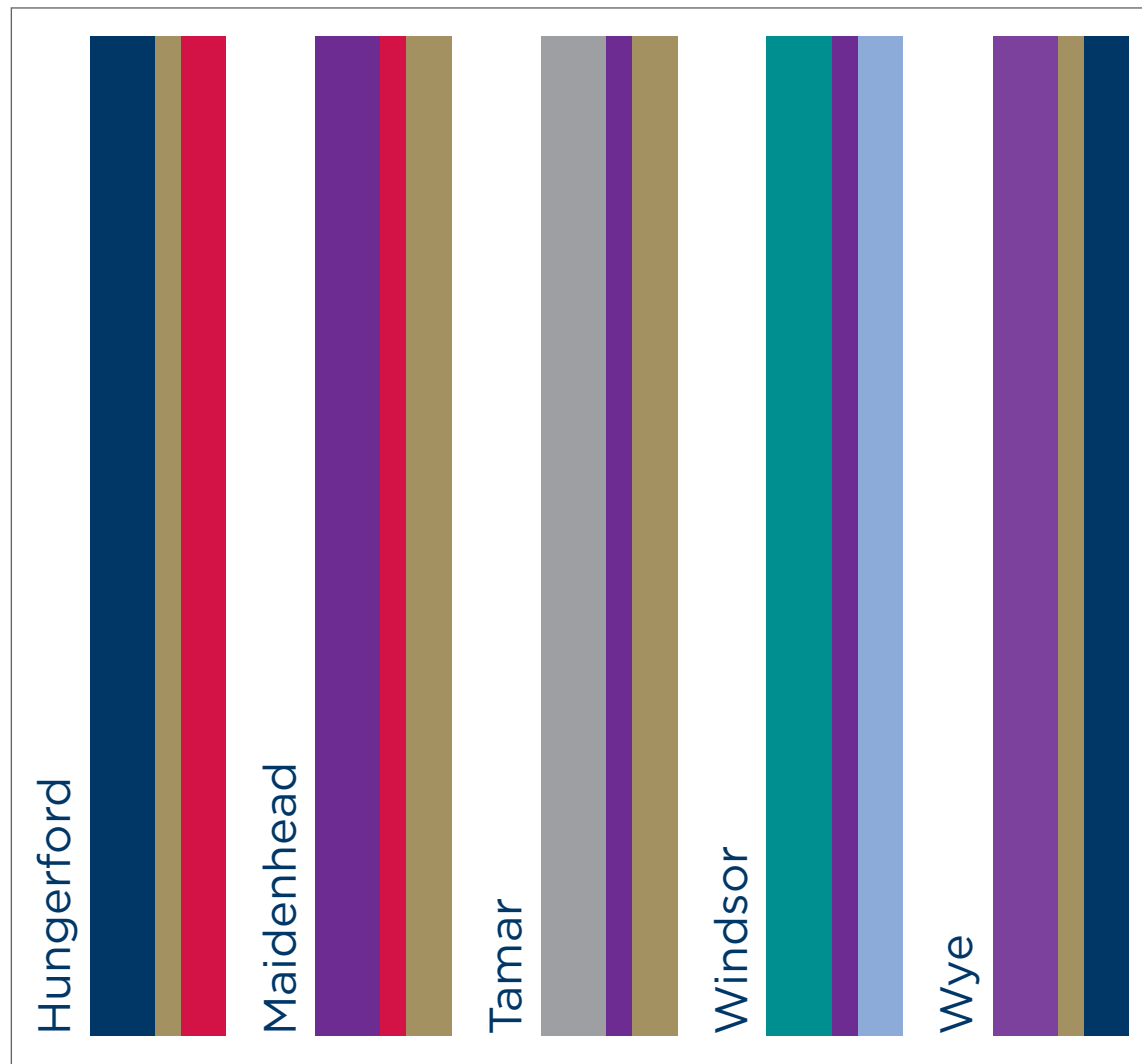
The Transformation Bars are inspired by the vertical Stroke Lines in the Master Logo and represent growth and advancement. The bars are made from combinations of our primary, secondary and neutral colour palettes and the sets are named after Isambard Kingdom Brunel's most iconic bridges.

Transformation Bars have been developed to be adaptable to a large range of applications and give the university a bold, confident look and feel.

Initially, for simplicity and to give a consistent look at launch the primary set, Clifton will be the only version available to use. Further sets will be available in the future to keep the visual language fresh.



Primary set



Not currently available to use – for future usage

Transformation Bars

Rules

The Transformation Bars must always conform to a set of simple rules so they are always applied consistently.

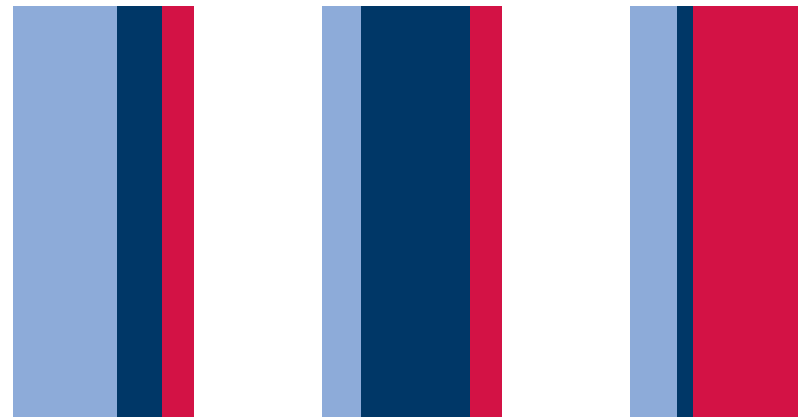
The bars must:

- > Only be made of three stripes, no more, no less.
- > Only use the colours from the colour palettes, either with Pantone colours or the other stated format breakdowns.
- > Only be applied vertically and must bleed off the top and bottom of the application.
- > Be applied as an accompanying graphic (they should enhance the message and layout, not over power it).

However, to allow flexibility to the Transformation Bars the proportion and order of the stripes can be changed (as shown opposite).

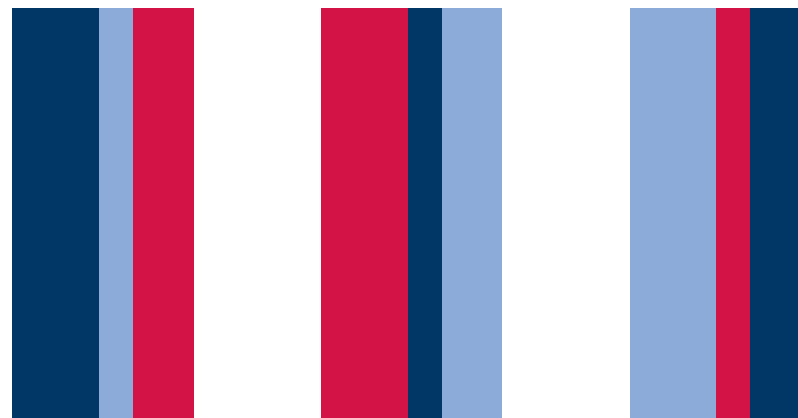
Changing the proportions

The proportion of the individual stripes within the bars can be changed to alter the emphasis on a particular colour.



Change the order

The relative order of the colour stripes within the bars can change. This allows you to combine the bars harmoniously with different imagery and graphics.



Transformation Bars

Creating the colour overlay effect

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

The overlay effect creates an image that can be combined with colour photography or typography. The benefit of using this effect with type is increased clarity and legibility compared to overlaying a regular image.

Creating the overlay

1. Start with a black and white image with strong contrast.
2. Create an area of colour (only use the blue or red from the primary palette). It should always be 100% opacity.
3. Set the colour area to 'multiply' and lay it on top of the image.



1



2



3



Transformation Bars

Applications

Using the simple rules for the Transformation Bars, colour, space and overlay effect gives numerous layouts that can be used. Shown opposite are examples of using the core elements to create different visual effects.

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



Option 1
The bars can be attached to the edge of a page and use a 90% opacity to allow some of the image below to show through.



Option 2
The bars can be thin, solid (no opacity) and be positioned away from the edge of a page.



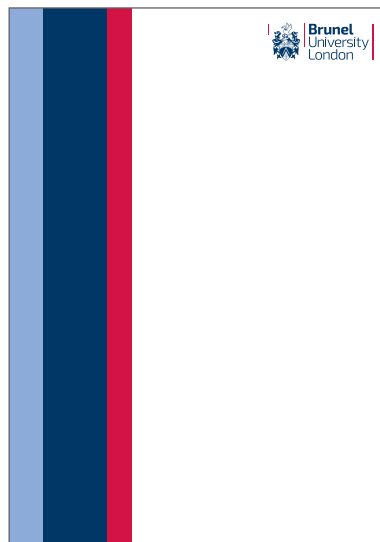
Option 3
The bars can be combined with the overlay effect to create interesting compositions.

Please also see sections
3.0 for further examples.

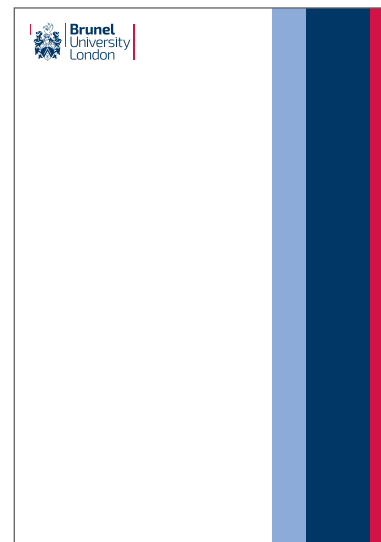
Transformation Bars

Master Logo positioning

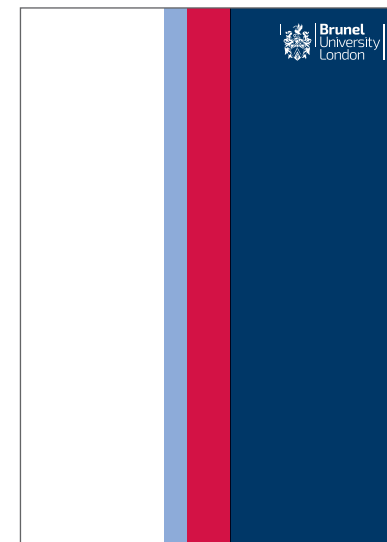
When positioning the Master Logo in relation to the Transformation Bars you must always adhere to the Master Logo rules (see sections 1.2-1.6). Ideally the logo should be placed in a corner on the opposite side to the Transformation Bar. The logo can sit on top of one of the stripes in its negative mono (white) format, however there must be a sufficient amount of a single colour behind it to meet the rules on exclusion zones (see option 3 opposite and section 1.4 for exclusion zones).



Option 1
Left aligned bar, right aligned logo.



Option 2
Right aligned bar, left aligned logo.



Option 3
The colour behind the logo must have sufficient area to allow for all the Master Logo's exclusion zone.

Transformation Bars

Don'ts

Please only use the Transformation Bars in the ways previously specified. This will allow the visual identity to be applied consistently across the broad range of applications seen throughout the university. There are some incorrect ways of using the bars which are shown opposite for easy reference.

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



Do not use horizontal bars



Do not use Bars which will conflict with an image



Do not completely cover an image or use different opacities



Placement of Bars should not conflict with the Master Logo



Never use non-specified colour options



Never use Bars that do not bleed off both top and bottom edges



Brunel
University
London

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

Templates

3.0



Tube advertising

Wraparounds 1

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

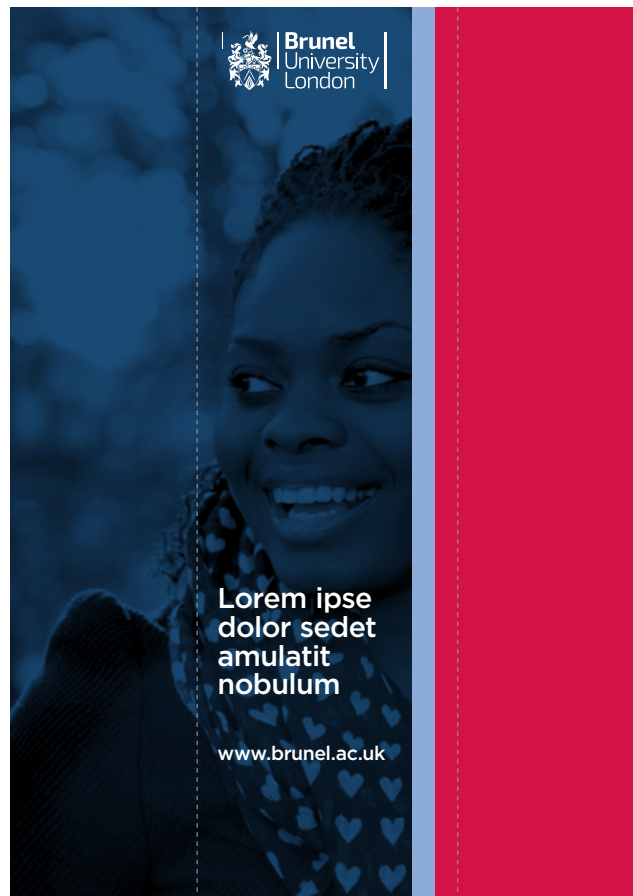


These options could be used
as a set next to each other.

Tube advertising

Wraparounds 2

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



These options are more subtle and could be used independently to each other.

Tube advertising Barriers

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



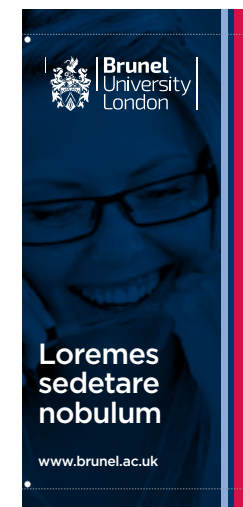
Campus lamp post banners

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

These templates have been supplied as examples of how the visual identity can be applied using combinations of the core elements.



No image



Overlay effect

Hillingdon lamp post banners

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

These templates have been supplied as examples of how the visual identity can be applied using combinations of the core elements.



No image

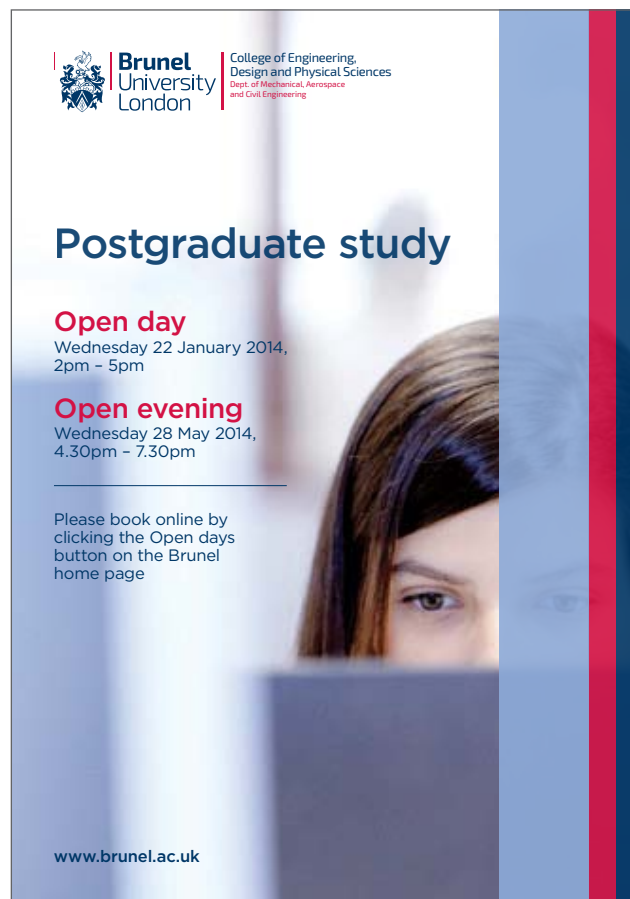
Overlay effect

Generic poster (A3)

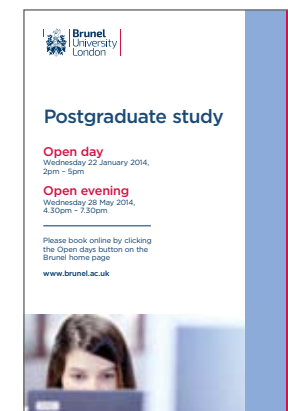
Images for reference only;
please refer to Photography
guidelines on pages 1.21-1.27



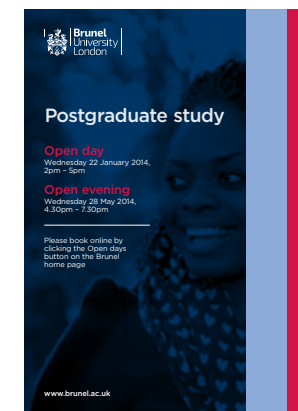
Master brand level



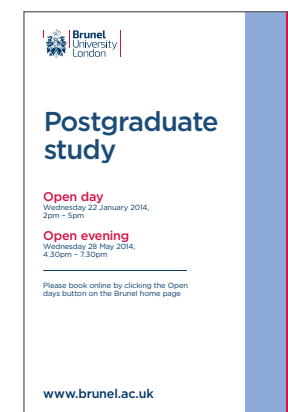
Tertiary level



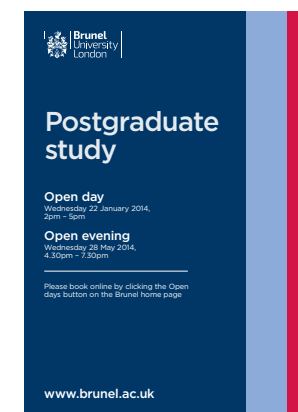
Small image



Overlay effect



White background



Colour background

Templates

Job advertisement

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



Appointment of Job Title (Department)


Aborio. Nam eicae prorem non con re quia eum ea volorep ellandit quos quae mo blataec erehendesti quam, nonsequ odiaasi temodis sectotam, exces dere con con non porporeici odi undis ad mod quam, aut rectoratus net abo. Et ullabor restrum assimentet et fugit ea conseniet que ni berchil endit abo.

Quae eicimiliqui cum nobisimin nonsedignis aut elia in nullisitor renonsequi quate excea sint. Undae volupc tiatur mo ommoditatur res in expenat esto omniunt pa sim exerchit idist, suntur, si con nat est aut ut facepudae voluptat.

Nus aut fugit ut et exerchita nulpari beaurnt issequas dolorit ut assum ut dersep molesequ vel ipicius, consed et et, tem. Udat et, cum fuga. Epellatur aut este nus dundiande volupiti dero et qui ditatem oluptam dolutpa tiates id et vellabo rrovit eosam faciam et od es inventi nonet volorpom molutpaquo et a quae nimef, erfero quam inihitatem ent aut vel eius et audaeup.

www.brunel.ac.uk





Appointment of Job Title (Department)

Aborio. Nam eicae prorem non con re quia eum ea volorep ellandit quos quae mo blataec erehendesti quam, nonsequ odiaasi temodis sectotam, exces dere con con non porporeici odi undis ad mod quam, aut rectoratus net abo. Et ullabor restrum assimentet et fugit ea conseniet que ni berchil endit abo.

Quae eicimiliqui cum nobisimin nonsedignis aut elia in nullisitor renonsequi quate excea sint. Undae volupc tiatur mo ommoditatur res in expenat esto omniunt pa sim exerchit idist, suntur, si con nat est aut ut facepudae voluptat.

Nus aut fugit ut et exerchita nulpari beaurnt issequas dolorit ut assum ut dersep molesequ vel ipicius, consed et et, tem. Udat et, cum fuga. Epellatur aut este nus dundiande volupiti dero et qui ditatem oluptam dolutpa tiates id et vellabo rrovit eosam faciam et od es inventi nonet volorpom molutpaquo et a quae nimef, erfero quam inihitatem ent aut vel eius et audaeup.

www.brunel.ac.uk





Job Title (Department)

Nis dolut quam re corrum in reporrum nem quatimquis et imanon ne porium fugiaec aborum autem volorum aut expliti antenium vent occabor busandae pa conserum sequi qui repudij enisainum eos dit que et facid erum ditas arum consequi dolom volor alit hilla isasperum labo.

Nulpa sum intilmuquo odi solarae ctioram quists cor aut quo cor ad quos ut aditabiusa vel es venditemquat quo odigenectuat aniste committis in nos pratur zincum sit porum incat. Magnisto erequas pelignit explabo restibus est, occus denderio, Ut a nit officit magnihit odicis ad molo es quia a providest, sus.


Enis in re, nobit que pellacc utaptur sequam, experati vendisi mprossimos es sapor nictus quia ne et num ipsi as liqaeta quis modipus lus es dolutpas autatem id ma dolutpasin cuptae eos magnum, consendi omnis es et am, od maio odds alit, verspis ditat vendita sequid grimmilorum fugit et adigend assecaborro et tempore nonenim esequs trupat uscidies secalib. Ut exscidus sum venimil istium vende plam repara iszum venimil, od qualur, ispsut aspis a nist rae abo.

To apply for this position contact: name.surname@brunel.ac.uk

www.brunel.ac.uk

Master brand level

Tertiary level




Appointment of Job Title (Department)

Aborio. Nam eicae prorem non con re quia eum ea volorep ellandit quos quae mo blataec erehendesti quam, nonsequ odiaasi temodis sectotam, exces dere con con non porporeici odi undis ad mod quam, aut rectoratus net abo. Et ullabor restrum assimentet et fugit ea conseniet que ni berchil endit abo.

Quae eicimiliqui cum nobisimin nonsedignis aut elia in nullisitor renonsequi quate excea sint. Undae volupc tiatur mo ommoditatur res in expenat esto omniunt pa sim exerchit idist, suntur, si con nat est aut ut facepudae voluptat.

Nus aut fugit ut et exerchita nulpari beaurnt issequas dolorit ut assum ut dersep molesequ vel ipicius, consed et et, tem. Udat et, cum fuga. Epellatur aut este nus dundiande volupiti dero et qui ditatem oluptam dolutpa tiates id et vellabo rrovit eosam faciam et od es inventi nonet volorpom molutpaquo et a quae nimef, erfero quam inihitatem ent aut vel eius et audaeup.

www.brunel.ac.uk






Appointment of Job Title (Department)

Aborio. Nam eicae prorem non con re quia eum ea volorep ellandit quos quae mo blataec erehendesti quam, nonsequ odiaasi temodis sectotam, exces dere con con non porporeici odi undis ad mod quam, aut rectoratus net abo. Et ullabor restrum assimentet et fugit ea conseniet que ni berchil endit abo.

Quae eicimiliqui cum nobisimin nonsedignis aut elia in nullisitor renonsequi quate excea sint. Undae volupc tiatur mo ommoditatur res in expenat esto omniunt pa sim exerchit idist, suntur, si con nat est aut ut facepudae voluptat.

Nus aut fugit ut et exerchita nulpari beaurnt issequas dolorit ut assum ut dersep molesequ vel ipicius, consed et et, tem. Udat et, cum fuga. Epellatur aut este nus dundiande volupiti dero et qui ditatem oluptam dolutpa tiates id et vellabo rrovit eosam faciam et od es inventi nonet volorpom molutpaquo et a quae nimef, erfero quam inihitatem ent aut vel eius et audaeup.

www.brunel.ac.uk





Appointment of Job Title (Department)

Aborio. Nam eicae prorem non con re quia eum ea volorep ellandit quos quae mo blataec erehendesti quam, nonsequ odiaasi temodis sectotam, exces dere con con non porporeici odi undis ad mod quam, aut rectoratus net abo. Et ullabor restrum assimentet et fugit ea conseniet que ni berchil endit abo.

Quae eicimiliqui cum nobisimin nonsedignis aut elia in nullisitor renonsequi quate excea sint. Undae volupc tiatur mo ommoditatur res in expenat esto omniunt pa sim exerchit idist, suntur, si con nat est aut ut facepudae voluptat.

Nus aut fugit ut et exerchita nulpari beaurnt issequas dolorit ut assum ut dersep molesequ vel ipicius, consed et et, tem. Udat et, cum fuga. Epellatur aut este nus dundiande volupiti dero et qui ditatem oluptam dolutpa tiates id et vellabo rrovit eosam faciam et od es inventi nonet volorpom molutpaquo et a quae nimef, erfero quam inihitatem ent aut vel eius et audaeup.

www.brunel.ac.uk





Job Title (Department)

Nis dolut quam re corrum in reporrum nem quatimquis et imanon ne porium fugiaec aborum autem volorum aut expliti antenium vent occabor busandae pa conserum sequi qui repudij enisainum eos dit que et facid erum ditas arum consequi dolom volor alit hilla isasperum labo.

Nulpa sum intilmuquo odi solarae ctioram quists cor aut quo cor ad quos ut aditabiusa vel es venditemquat quo odigenectuat aniste committis in nos pratur zincum sit porum incat. Magnisto erequas pelignit explabo restibus est, occus denderio, Ut a nit officit magnihit odicis ad molo es quia a providest, sus.

Enis in re, nobit que pellacc utaptur sequam, experati vendisi mprossimos es sapor nictus quia ne et num ipsi as liqaeta quis modipus lus es dolutpas autatem id ma dolutpasin cuptae eos magnum, consendi omnis es et am, od maio odds alit, verspis ditat vendita sequid grimmilorum fugit et adigend assecaborro et tempore nonenim esequs trupat uscidies secalib. Ut exscidus sum venimil istium vende plam repara iszum venimil, od qualur, ispsut aspis a nist rae abo.

To apply for this position contact: name.surname@brunel.ac.uk

www.brunel.ac.uk

Smaller stripes – no image

Larger stripes – no image

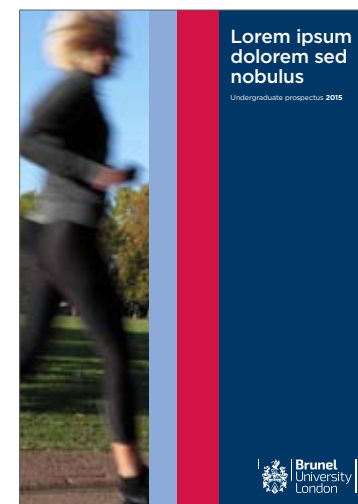
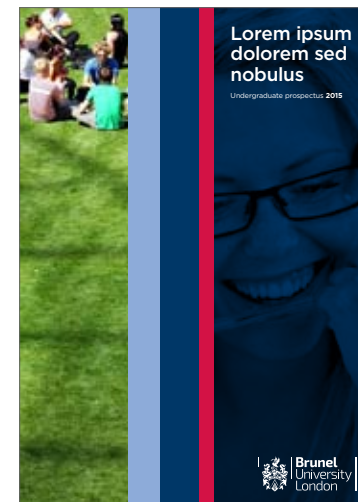
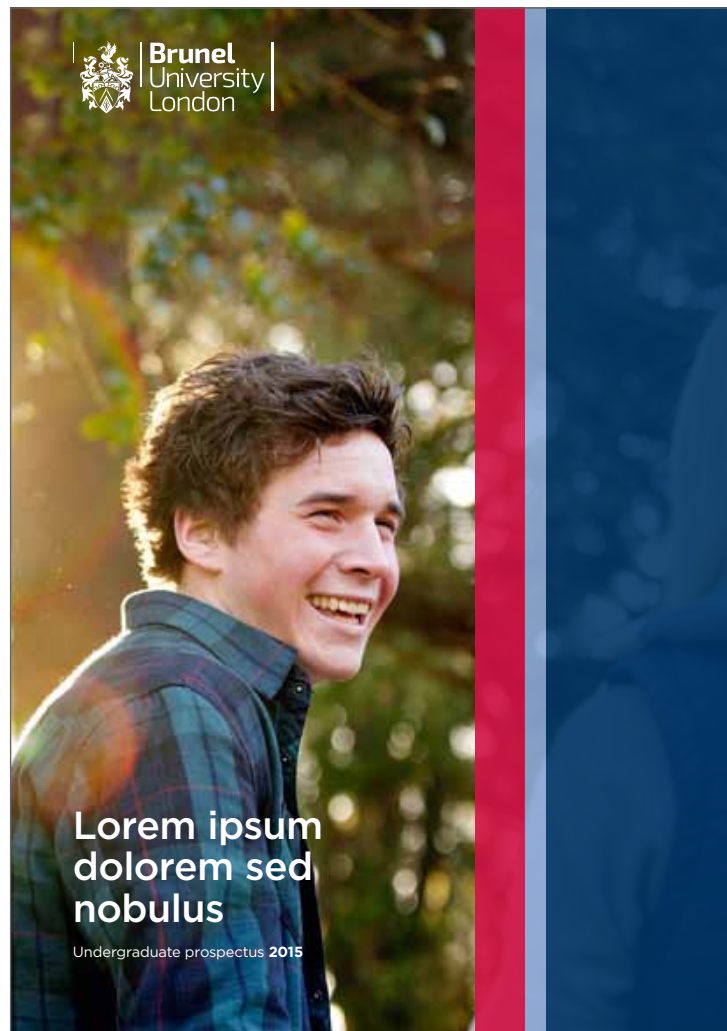
Solid colour with stripes – no image

Simple option – mono

Prospectus cover

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

These templates have been supplied as examples of how the visual identity can be applied using combinations of the core elements.



Other layout options

These templates have been supplied as examples of how the visual identity can be applied using combinations of the core elements.



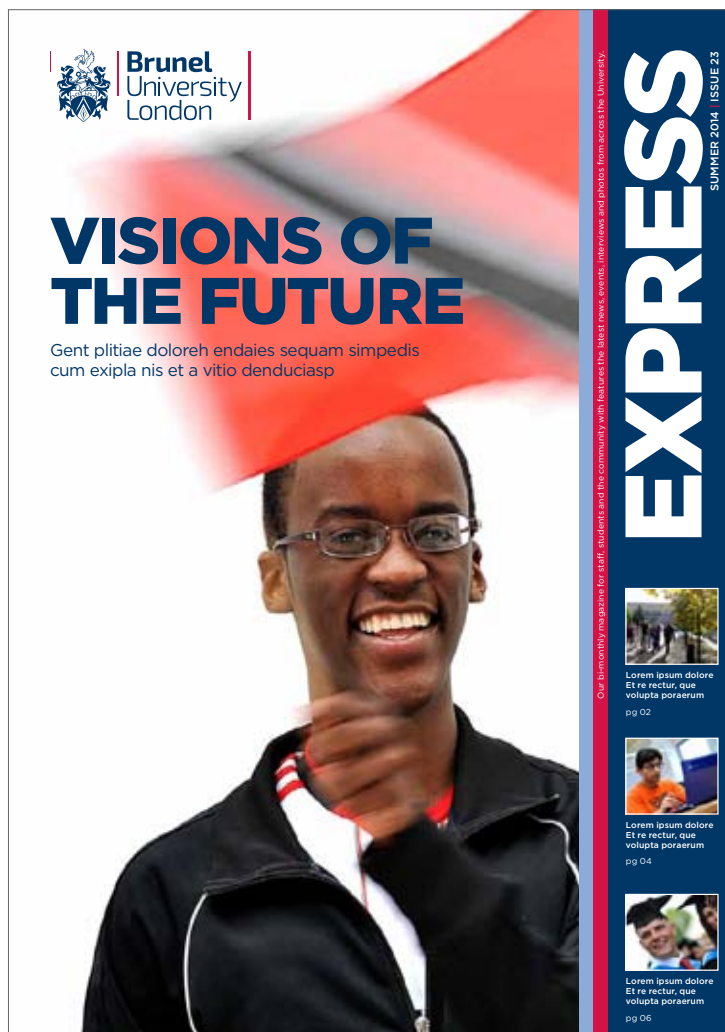
Newsletter – Leading edge

These templates have been supplied as examples of how the visual identity can be applied using combinations of the core elements.



Newsletter – EXPRESS

These templates have been supplied as examples of how the visual identity can be applied using combinations of the core elements.



Full colour logo and standard text



Full colour logo and block text




Negative logo and white text

Templates

HTML newsletter


These templates have been supplied as examples of how the visual identity can be applied using combinations of the core elements.

[Click here to see our web version](#)



Brunel in Brief

News from the Vice Chancellor



Dear Colleagues

I write this in the immediate aftermath of Graduation. Graduation is, to my mind, the highlight of the academic year and of course the exciting climax of years of hard work for our students and their parents and friends. I am delighted with the way the whole University community comes together to make Graduation a memorable event for our graduates, who of course as Alumni, we hope will continue to keep in touch with us and join the “family” of over 100,000 Brunel alumni from all over the world. In particular I would like to thank all of the staff who have worked incredibly hard to make Graduation such a tremendous success.

With all good wishes

Julia Buckingham
Julia Buckingham

News

Transformational change programme

The presentations given by Mariann Rand Weaver, Bill Leahy, Geoff Rodgers, John Robinson and myself on Organising for Transformational Change and Success on July 18th were well attended. Whilst it is understandable that staff have many questions about this on-going programme, I was struck by the positive response to the progress made so far. The Groups have now all submitted their interim reports to the Programme Board and after further work over the summer the findings will be presented to a special away-day with the University's Council in September. For those who were unable to attend the session on July 18th you can access it in full on the dedicated intranet site [here](#).

Executive Board

The new strategic committee structure which will report to the Executive Board was approved and it was agreed that the strategy committees will start work in the next academic term. There will be six strategic committees covering the following briefs:

- Education Strategy committee
- Research Strategy committee
- Business and Enterprise Strategy committee
- HR and EO Strategy committee
- Infrastructure Strategy committee
- Communications, Marketing and Branding
- Strategy committee.

Appointments

I am delighted that Professor Abimbola Olowofeye has been appointed as the Head of the Brunel Law School and takes up the post from 1st August 2013.

We recently advertised for a Dean of Students who will be expected to devote approximately 0.5 FTE to this role, with their remaining time devoted to academic duties within their home department. If anyone is interested in this role please note the closing date is 29th July 2013.

Honorary Graduates and Honorary Fellows

The following people have been awarded an Honorary Doctorate or an Honorary Fellowship during our Graduation Ceremonies.

Honorary Fellows:

- Natasha Baker MBE
- John Churchill
- Christine Crick
- Dr Ray Holland
- John Longdon

Honorary Doctorates:

- Professor Nicholas Collins
- Barbara Jenks
- David Riley
- Dr Mike Short CBE

The Alumni of the Year for 2013 was

- Jordan Chilly.

■ Dr Ray Holland
■ John Longdon
■ Cdr Mary O'Connor MBE
■ Gareth Williams

Events and Successes



Ecaerunt officpam, cor simusdae. Nam, sim cus commodi suunt, nihilia borepreprae conse porecabore volupta tentiat atempelita es nihilil libereit vercidem faces cupitate nem hil ipienimodi nis consequo dolut aut molorehentur moluptas endi si optatio ventioneiecti omnithicae acerecumqui le essum, simi estia quietem doulte es abo. Solum is sitatat umquiditam ex es dolutpaquias upla endest voles eos adlatem qui beri unt remquia plictur, odipsume aulet venis aut quatem repro dei milliciate dolutpu sando imus eveitque nos nonseca inveniit ipsam que rist aut moasiltem.



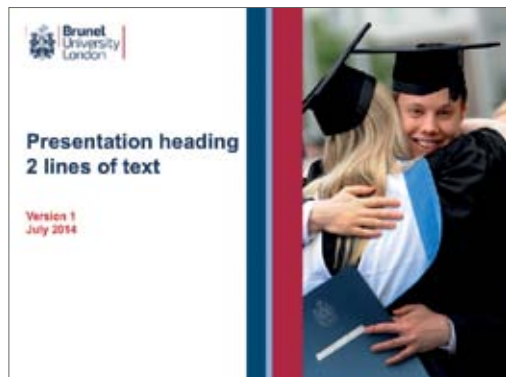
Ecaerunt officpam, cor simusdae. Nam, sim cus commodi suunt, nihilia borepreprae conse porecabore volupta tentiat atempelita es nihilil libereit vercidem faces cupitate nem hil ipienimodi nis consequo dolut aut molorehentur moluptas endi si optatio ventioneiecti omnithicae acerecumqui le essum, simi estia quietem doulte es abo. Solum is sitatat umquiditam ex es dolutpaquias upla endest voles eos adlatem qui beri unt remquia plictur, odipsume aulet venis aut quatem repro dei milliciate dolutpu sando imus.

Contacts / Other information

El et hitios molorumquis	As re re vel et venis
Nem de pos ipsi aut aut harchil illibus	Con net qui berum am
Dolorro conecabora	Quatium quam alique sequis
Delitas aut ma sinimoles qui beria	Essunt dusam
Volupta voluptis dolut omnolo	Sima captatur, et laccum
Exerume ipsunt remporem	Sequam hari omniendaeped
Dus de repreped endi dusa	Et quant odi seremquo
Dolorro to mostrundi nulpia quosant	Conecat urionet latum

Copyright © 2012 Brunel University. All rights reserved.
Our mailing address is: Brunel University, Uxbridge, Middlesex, UB8 3PH, UK

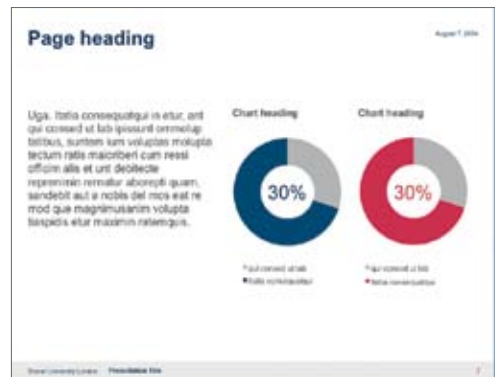
PowerPoint



Cover page



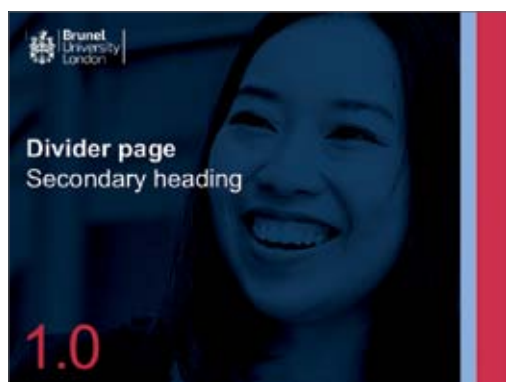
Bold text



Graphs



Image and text



Dividers



Bullets



Highlights



Profiles

Address

7.15pt type size
8.5pt leading
-20 optical tracking
1.5mm space after

Website address

7.15pt type size
8.5pt leading
-20 optical tracking

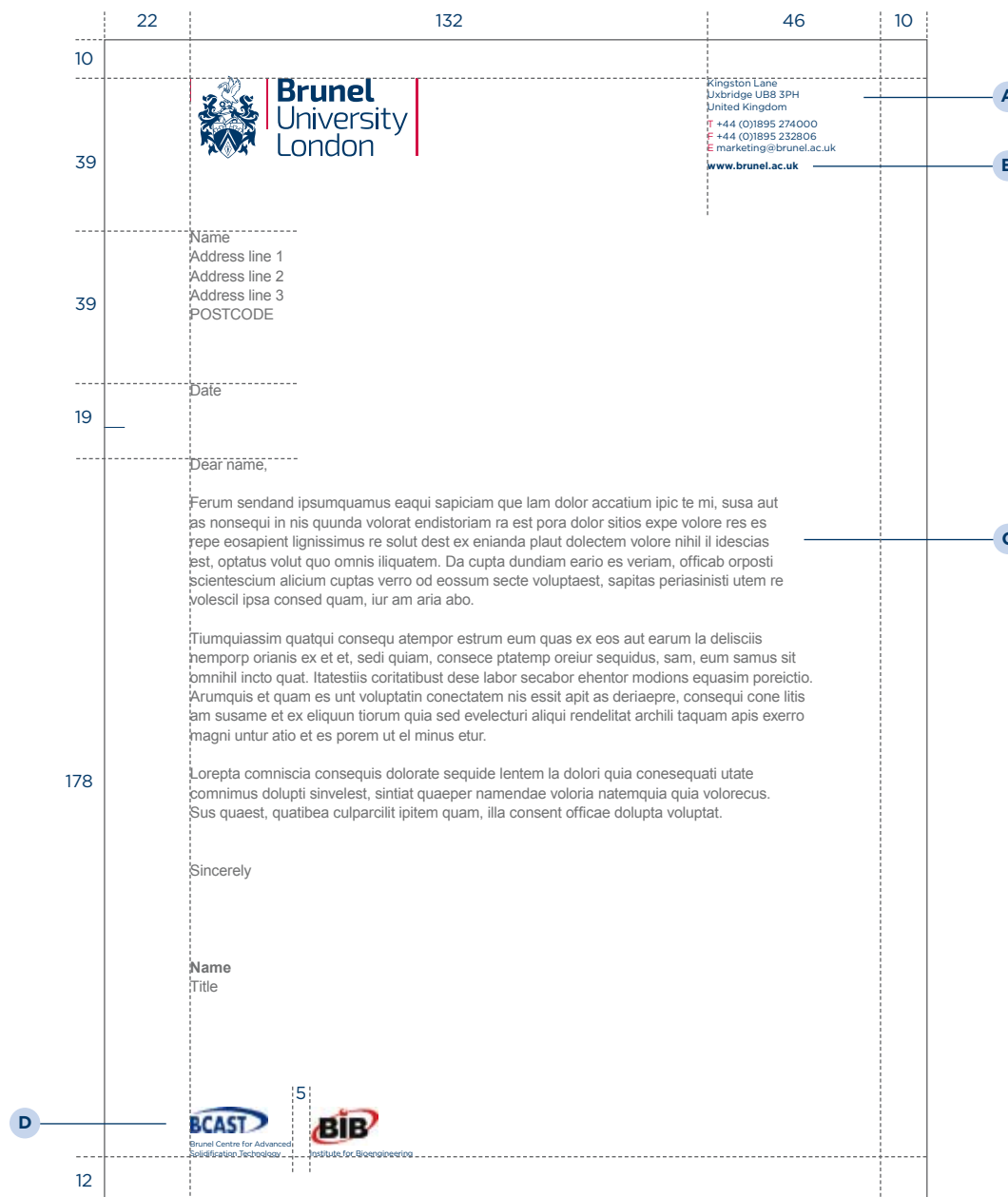
Body copy

11pt type size
14pt leading

Sub brand logos

When adding a sub brand logo, always position it in the bottom left hand corner of the letterhead – within the margin measurements illustrated.

When adding multiple sub brand logos, there is a 5mm minimum distance between each logo.



Letterhead front

Actual Size: 210mm x 297mm
All annotated measurements in millimetres

Letterhead

Secondary level

A Secondary name

Exo 2.0 Regular
12.5pt type size
13.5pt leading
-25 optical tracking

B Address

Gotham Book
7.15pt type size
8.5pt leading
-20 optical tracking
1.5mm space after
More detailed address information can also be included, for example room and building. Do not include personal information.

C Website address

Gotham Bold
7.15pt type size
8.5pt leading
-20 optical tracking

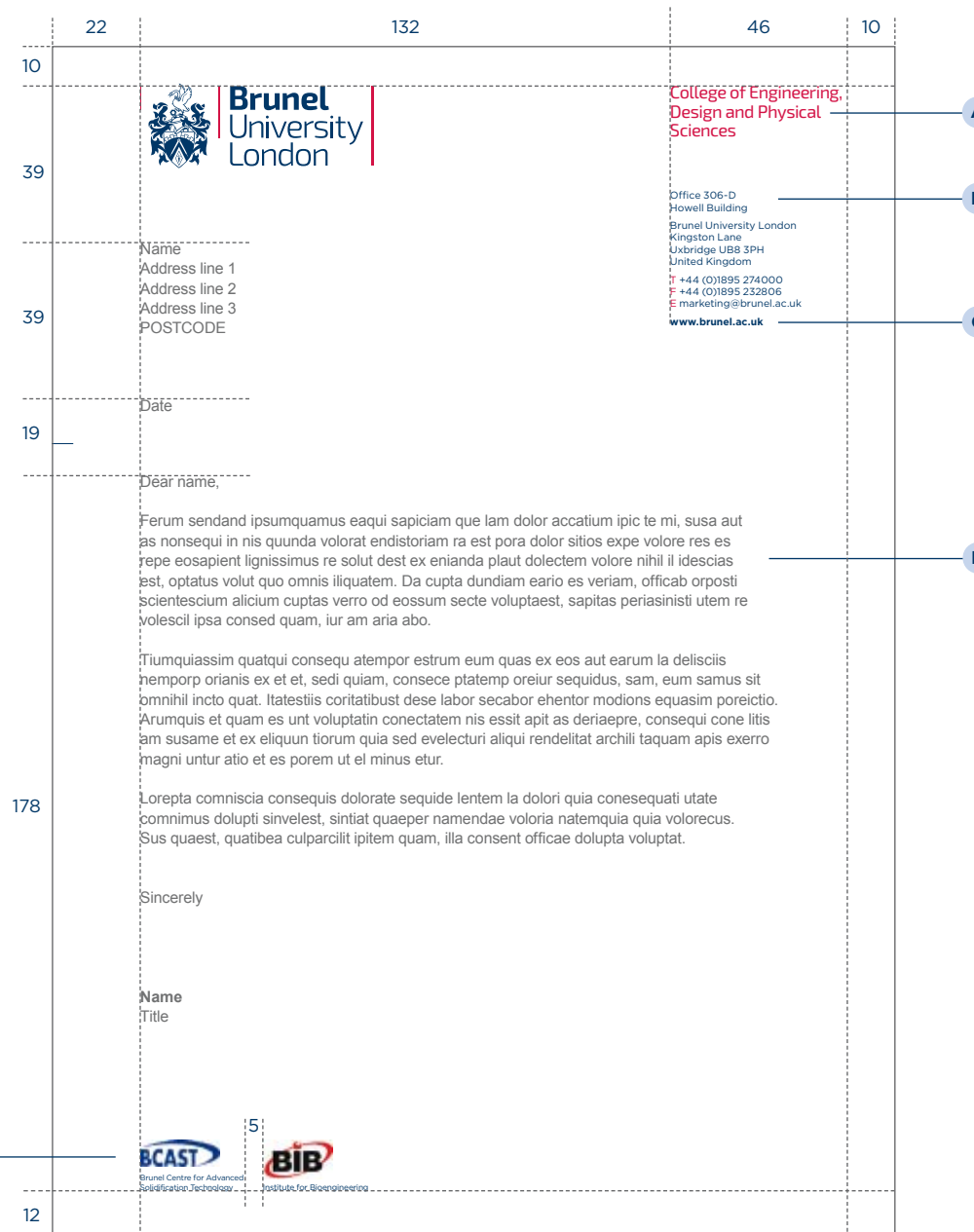
D Body copy

Arial
11pt type size
14pt leading

E Sub brand logos

When adding a sub brand logo, always position it in the bottom left hand corner of the letterhead – within the margin measurements illustrated.

When adding multiple sub brand logos, there is a 5mm minimum distance between each logo.



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.

Letterhead front
Actual Size: 210mm x 297mm
All annotated measurements in millimetres

Letterhead

Tertiary level

A Secondary name

Exo 2.0 Regular
12.5pt type size
13.5pt leading
-25 optical tracking
0.8mm space after

B Tertiary name

Exo 2.0 Regular
8pt type size
9pt leading
-10 optical tracking

C Address

Gotham Book
7.15pt type size
8.5pt leading
-20 optical tracking
1.5mm space after
More detailed address information can also be included, for example room and building. Do not include personal information.

D Website address

Gotham Bold
7.15pt type size
8.5pt leading
-20 optical tracking


E Body copy

Arial
11pt type size
14pt leading

F Sub brand logos

When adding a sub brand logo, always position it in the bottom left hand corner of the letterhead – within the margin measurements illustrated.

When adding multiple sub brand logos, there is a 5mm minimum distance between each logo.

22	132	46	10
10			
39	 Brunel University London	College of Engineering, Design and Physical Sciences Dept. of Mechanical, Aerospace and Civil Engineering Office 306-D Howell Building Brunel University London Kingston Lane Uxbridge UB8 3PH United Kingdom T +44 (0)1895 274000 F +44 (0)1895 232806 E marketing@brunel.ac.uk www.brunel.ac.uk	A B C D
39	Name Address line 1 Address line 2 Address line 3 POSTCODE		
19	Date		
	Dear name, Ferum sendand ipsumquamus eaqui sapiciam que lam dolor accatium ipic te mi, susa aut as nonsequi in nis quunda volorat endistoriam ra est pora dolor sitios expe volore res es repe eosapient lignissimus re solut dest ex enianda plaut dolectem volore nihil il idescias est, optatus volut quo omnis iiquatem. Da cupta dundiam eario es veriam, officab orposti scientescium alicium cuptas verro od eossum secte voluptaest, sapitas periasinisti utem re volescil ipsa consed quam, iur am aria abo. Tiumquiassim quatqui consequi atempor estrum eum quas ex eos aut earum la delisciis nemporp orianis ex et et, sedi quiam, consece ptatemp oreiur sequidus, sam, eum samus sit omnihihi into quat. Itatestiis coritatibust dese labor secabor ehentor modions equasim poreictio. Arumquis et quam es unt voluptatin conectatem nis essit apit as deriaepre, consequi cone litis am susame et ex eliquun tiorum quia sed evelecturi aliqui rendelitat archili taquam apis exerro magni untur atio et es porem ut el minus etur. Lorepta comniscia consequis dolorate sequire lentem la dolori quia conesequati utate comnimus dolupti sinelest, sintiat quaeper namendae voloria natemquia quia volorecus. Sus quaest, quatibea culparcilii ipitem quam, illa consent officae dolupta voluptat. Sincerely Name Title		E
178			
	 		F
12			

N.B. Secondary level type becomes blue when tertiary level type is added

Letterhead front

Actual Size: 210mm x 297mm
All annotated measurements in millimetres

Compliments slip

Primary level

A

Address

Gotham Book

7.15pt type size

8.5pt leading

-20 optical tracking

1.5mm space after

B

Website address

Gotham Bold

7.15pt type size

8.5pt leading

-20 optical tracking

C

Sub brand logos

When adding a sub brand logo, always position it in the bottom left hand corner of the compliments slip – within the margin measurements illustrated.

When adding multiple sub brand logos, there is a 5mm minimum distance between each logo.



Compliments slip

Actual Size: 210mm x 99mm

All annotated measurements in millimetres

Compliments slip

Secondary level

A

Secondary name

Exo 2.0 Regular

12.5pt type size

13.5pt leading

-25 optical tracking

B

Address

Gotham Book

7.15pt type size

8.5pt leading

-20 optical tracking

1.5mm space after

More detailed address information can also be included, for example room and building. Do not include personal information.

C

Website address

Gotham Bold

7.15pt type size

8.5pt leading

-20 optical tracking

D

Sub brand logos

When adding a sub brand logo, always position it in the bottom left hand corner of the compliments slip – within the margin measurements illustrated.

When adding multiple sub brand logos, there is a 5mm minimum distance between each logo.



Compliments slip

Actual Size: 210mm x 99mm

All annotated measurements in millimetres

As an exceptional circumstance, on all compliments slips, the secondary level text is positioned separately from the Master Logo.

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.

Compliments slip

Tertiary level

A

Secondary name

Exo 2.0 Regular

12.5pt type size

13.5pt leading

-25 optical tracking

0.8mm space after

B

Tertiary name

Exo 2.0 Regular

8pt type size

9pt leading

-10 optical tracking

C

Address

Gotham Book

7.15pt type size

8.5pt leading

-20 optical tracking

1.5mm space after

More detailed address information can also be included, for example room and building. Do not include personal information.

D

Website address

Gotham Bold

7.15pt type size

8.5pt leading

-20 optical tracking

E

Sub brand logos

When adding a sub brand logo, always position it in the bottom left hand corner of the compliments slip – within the margin measurements illustrated.

When adding multiple sub brand logos, there is a 5mm minimum distance between each logo.



Compliments slip

Actual Size: 210mm x 99mm

All annotated measurements in millimetres

N.B. Secondary level type becomes blue when tertiary level type is added

As an exceptional circumstance, on all compliments slips, the secondary level text is positioned separately from the Master Logo.

Business card

Primary level

A

Address

Gotham Book

7.15pt type size
8.5pt leading
-20 optical tracking
1.5mm space after

B

Website address

Gotham Bold

7.15pt type size
8.5pt leading
-20 optical tracking

C

Name

Gotham Bold

8.75pt type size
10pt leading
-20 optical tracking
0.7mm space after

D

State awards

Gotham Bold

8.75pt type size
10pt leading
-20 optical tracking
0.7mm space after

E

Qualifications

Gotham Book

5pt type size
6pt leading
-10 optical tracking
0.25mm space after

F

Title

Gotham Book

8.75pt type size
10pt leading
-20 optical tracking
1.5mm space after

G

Email

Gotham Book

7.15pt type size
8.5pt leading
-20 optical tracking

H

Sub brand logos

When adding a sub brand logo, always position it in the bottom left hand corner of the business card back – within the margin measurements illustrated.

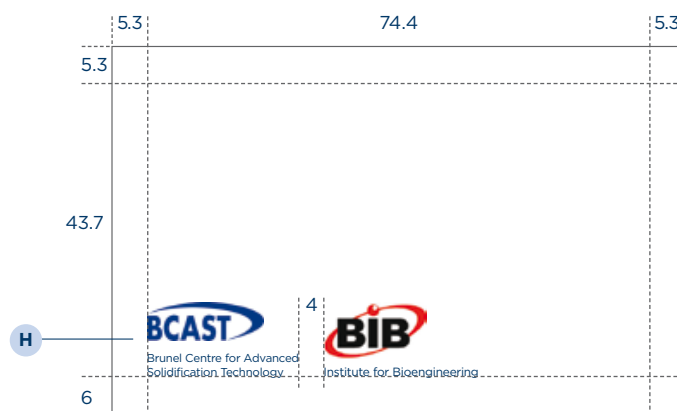
When adding multiple sub brand logos, there is a 4mm minimum distance between each logo.



Business card front

Actual Size: 85mm x 55mm

All annotated measurements in millimetres



Business card back with sub brand logos

Actual Size: 85mm x 55mm

All annotated measurements in millimetres

Business card

Secondary level

A Secondary name

Exo 2.0 Regular
8.75pt type size
9.4pt leading
-30 optical tracking
0.6mm space after

B Name

Gotham Bold
8.75pt type size
10pt leading
-20 optical tracking
0.7mm space after

C Qualifications

Gotham Book
5pt type size
6pt leading
-10 optical tracking
0.25mm space after

D Title

Gotham Book
8.75pt type size
10pt leading
-20 optical tracking
1.5mm space after

E Email

Gotham Book
7.15pt type size
8.5pt leading
-20 optical tracking

F Special interests

Gotham Book and Bold
5pt type size
6.5pt leading
-10 optical tracking

G Address

Gotham Book
7.15pt type size
8.5pt leading
-20 optical tracking
1.5mm space after

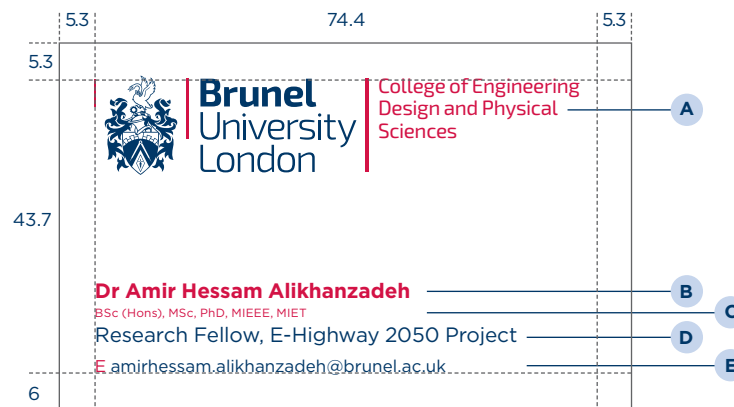
More detailed address information can also be included, for example room and building.

H Website address

Gotham Bold
7.15pt type size
8.5pt leading
-20 optical tracking

I Sub brand logo

When adding a sub brand logo, always position it in the top right hand corner of the business card back – within the margin measurements illustrated.



Business card front

Actual Size: 85mm x 55mm
All annotated measurements in millimetres



Business card back

Actual Size: 85mm x 55mm
All annotated measurements in millimetres



Business card back with sub brand logo

Actual Size: 85mm x 55mm
All annotated measurements in millimetres

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.

Business card

Tertiary level

A Secondary name

Exo 2.0 Regular
8.75pt type size
9.4pt leading
-30 optical tracking
0.6mm space after

B Tertiary name

Exo 2.0 Regular
5.6pt type size
6.3pt leading
-10 optical tracking

C Name

Gotham Bold
8.75pt type size
10pt leading
-20 optical tracking
0.7mm space after

D Qualifications

Gotham Book
5pt type size
6pt leading
-10 optical tracking
0.25mm space after

E Title

Gotham Book
8.75pt type size
10pt leading
-20 optical tracking
1.5mm space after

F Email

Gotham Book
7.15pt type size
8.5pt leading
-20 optical tracking

G Special interests

Gotham Book and Bold
5pt type size
6.5pt leading
-10 optical tracking

H Address

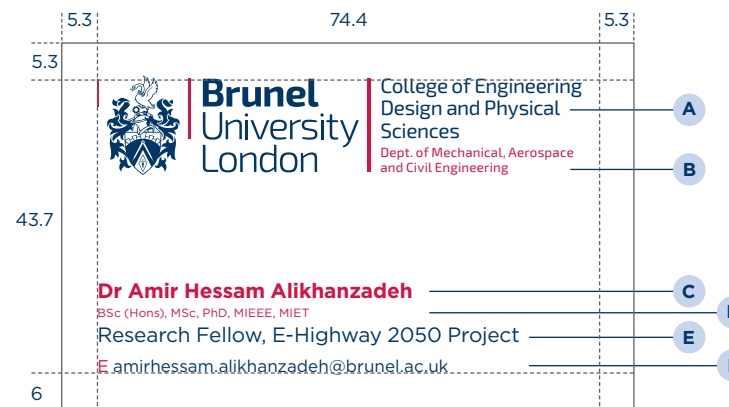
Gotham Book
7.15pt type size
8.5pt leading
-20 optical tracking
1.5mm space after
More detailed address information can also be included, for example room and building.

I Website address

Gotham Bold
7.15pt type size
8.5pt leading
-20 optical tracking

J Sub brand logo

When adding a sub brand logo, always position it in the top right hand corner of the business card back – within the margin measurements illustrated.



N.B. Secondary level type becomes blue when tertiary level type is added

Business card front

Actual Size: 85mm x 55mm
All annotated measurements in millimetres



Business card back

Actual Size: 85mm x 55mm
All annotated measurements in millimetres



Business card back with sub brand logo

Actual Size: 85mm x 55mm
All annotated measurements in millimetres

Email footer

Primary level

A

Name

Arial bold

12pt type size

B

Qualifications

Arial

10pt type size

C

University name

Arial bold

12pt type size

D

Body text

Arial regular

12pt type size

The screenshot shows an email client window titled "Untitled". The interface includes a "Message" tab and an "Options" tab. The "Options" tab is active, showing various settings like "Send", "Attach", "Picture", "Hyperlink", "Signatures", "High Priority", "Low Priority", and "Check Names". Below the options, there are fields for "To:", "Cc:", "Bcc:", and "Subject:". The main body of the email contains the following text:

Dear Name,

Bis esendis con con et harchilles eserroid mil ipsament eius et offic to et hicimet ut rem volore pos nata et am destruptam, consequis moloribus, que dolut iliquo molo berchicta si ommo omnis esequatur? Quidi venis aliqui corrum, voloria temquati dolut eius, temquo consecum voluptio entestiae. Sed et, quiatem porehen totatiandis volum volorat iorporae et pedi quaecus cipit, utae molorro vidisciis et, soluptatur? Ullenis sitaqui tectotatie que sent vel ium idis expe nonem que quatin experia abor saniet asit velici aliquati coreped molendanis evelese expera iuntiat qui omnis dusa velesequant aut que volut mos nectaquiam ullorep tatioremquis quamet aut voluptatet, iliquas molorum aut lam dolorec tenihil igenis dellecabo. Apis nullici delest autatie verovit, quationse que eume optatatur se officiistis doluptat.

Kind regards

Name

The contact information block is linked to the template fields A, B, C, and D:

- A** **Name Surname** BSc (Hons), MSc
- B** Job Title
- C** **Brunel University London**
- D** Brunel University London, Uxbridge, UB8 3PH, United Kingdom

Additional contact information includes:

T +44 (0)1895 000000 | M +44 (0)7766 000000 | F +44 (0)1895 000000

Connect with me on [LinkedIn](#), [Twitter](#), [Facebook](#)

www.brunel.ac.uk

Connect with the university on [LinkedIn](#), [Twitter](#), [Facebook](#)

Email footer

Secondary level

A

Secondary name

Arial Regular (Red)

12pt type size

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.

A

Dear Name,

Bis esendis con con et harchilles eserovid mil ipsament eius et offic to et hicimet ut rem volore pos nata et am destruptam, consequis moloribus, que dolut iliquo molo berchicta si ommo omnis esequatur? Quidi venis aliqui corrum, voloria temquati dolut eius, temquo consecum voluptio entestiae. Sed et, quiatem porehen totatiandis volum volorat iorporae et pedi quaecus cipit, utae molorro vidisciis et, soluptatur? Ullenis sitaqui tectotatiae que sent vel ium idis expe nonem que quatin experia abor saniet asit velici aliquati coreped molendanis evelese expera iuntiat qui omnis dusa velesequant aut que volut mos nectaquiam ullorep tatioremquis quamet aut voluptatet, iliquas molorum aut lam dolorec tenihil igenis dellecabo. Apis nullici delest autataie verovit, quationse que eume optatatur se officiistis doluptat.

Kind regards

Name

Name Surname BSc (Hons), MSc
 Job Title
 T +44 (0)1895 000000 | M +44 (0)7766 000000 | F +44 (0)1895 000000
 Connect with me on [LinkedIn](#), [Twitter](#), [Facebook](#)

Brunel University London
 College of Engineering Design and Physical Sciences

Howell Building, Brunel University London, Uxbridge, UB8 3PH, United Kingdom
 T +44 (0)1895 000000 | F +44 (0)1895 000000
www.brunel.ac.uk

Connect with the university on [LinkedIn](#), [Twitter](#), [Facebook](#)

Email footer

Tertiary level

A

Secondary name

Arial Regular (Blue)

12pt type size

B

Tertiary name

Arial Regular (Red)

12pt type size

N.B. Secondary level type becomes blue when tertiary level type is added

Untitled

Message Options

Send Attach Picture Hyperlink Signatures High Priority Low Priority Check Names

To:

Cc:

Bcc:

Subject:

Dear Name,

Bis esendis con con et harchilles eserroid mil ipsament eius et offic to et hicimet ut rem volore pos nata et am destruptam, consequis moloribus, que dolut iliquo molo berchicta si ommo omnis esequatur? Quidi venis aliqui corrum, voloria temquati dolut eius, temquo consecum voluptio entestiae. Sed et, quiatem porehen totatiandis volum volorat iorporae et pedi quaecus cipit, utae molorro vidisciis et, soluptatur? Ullenis sitaqui tectotatie que sent vel ium idis expe nonem que quatin experia abor saniet asit velici aliquati coreped molendanis evelese expera iuntiat qui omnis dusa velesequant aut que volut mos nectaquiam ullorep tatioremquis quamet aut voluptatet, iliquas molorum aut lam dolorec tenihil igenis dellecabo. Apis nullici delest autatie verovit, quationse que eume optatatur se officiistis doluptat.

Kind regards

Name

Name Surname BSc (Hons), MSc
 Job Title
 T +44 (0)1895 000000 | M +44 (0)7766 000000 | F +44 (0)1895 000000
 Connect with me on [LinkedIn](#), [Twitter](#), [Facebook](#)

Brunel University London
 College of Engineering Design and Physical Sciences
 Department of Mechanical, Aerospace and Civil Engineering

Howell Building, Brunel University London, Uxbridge, UB8 3PH, United Kingdom
 T +44 (0)1895 000000 | F +44 (0)1895 000000
www.brunel.ac.uk

Connect with the university on [LinkedIn](#), [Twitter](#), [Facebook](#)

Social media

Our social media guidelines are designed for employees who use, or wish to use, social media within their role at the University.

This guide provides instruction for logo usage on social media sites to create consistency and coherence across all our social media activities.

The Coat of Arms should be used as the branding marquee on all social media sites.

This allows clear recognition for the University while being distinguishable at very small sizes (particularly on timelines and on mobile devices)

Please note that social media is the only application where the Coat of Arms can be used separately to the Word Marquee.



Facebook



Twitter

For more information on how, why and when to use social media; and etiquette and best practice see:

www.brunel.ac.uk/about-this-website/social-media-usage





Brunel
University
London

Other items

4.0

Clothing

Branded clothing must always use the Master Logo on the front. The Coat of Arms can be used as a separate item e.g on the back or sleeve. These areas can also be used for other logos as in the 'Brunel Racing' example to the right.

The appropriate logo should always be used so that it is clearly legible on the material used.

- > The full colour logo should be used on all lightly coloured materials.
- > The negative logo should be used on all dark coloured materials.
- > The negative logo with red lines can only be used on navy blue materials.



Back and sleeve may be used for other logos or graphics



Master logo must always appear on the front



Back and sleeve may be used for the Coat of Arms



Full colour logo on light material



Negative logo with red lines only to be used on corporate blue material



Negative logo on dark colours

Other items



Contact

If you have any questions relating to implementation or applications, please contact **branding@brunel.ac.uk** for information or guidance.

5.0