

our visual identity

visual identity: visible elements of a brand such as colour, form and shape which encapsulate and convey symbolic meanings that cannot be imparted in words alone





The Ulster logo: the importance of our visual identity

The way the University represents itself visually can enhance our reputation, raise our profile and contribute to our success.

In order to build a strong visual identity, it is important to maintain consistency in all aspects of our work.



Contents

- The logo NOW ... and then
- Typography and fonts
- Colour palette
- Stationery
- Stationery and promotional materials
- Promotional materials
- Keeping the Ulster identity strong
- Buildings, vehicles & signage
- Advertising
- Designers, printers & photographers
- The web
- The coat of arms
- FAQs
- Do & Don't
- Useful numbers

The logo NOW ...

YES



New Logo

The updated logo was introduced in February 2008 using a phased approach which allowed staff to update literature, stationery and promotional materials on a gradual basis.

The full colour logo, shown above, should be used where possible on a light background. Different versions of the logo are available for use on dark, coloured or photographic backgrounds. Any item showing the logo should be passed to Corporate Communications for approval prior to printing.

For further information or to request a copy of the logo please contact 028 703 **24463**.

DID YOU KNOW... we no longer use the term UU?

Please use 'University of Ulster' or 'Ulster' depending on the context.

and then

NO



Old Logo

From **1 August 2009** all materials showing the old version of the logo (above) will become obsolete.

Please recycle paper products where possible.

Physical Resources staff can supply recycling bags.

Contact 028 703 **23456**.

Typography and fonts

To ensure consistency on all our printed materials staff should use the following fonts according to their requirements:

Everyday/Alternative font – Arial

PC and **Mac** users – use in email and general correspondence.

Primary – Optima

Designers – use for headings on documents.

Secondary – Helvetica Neue

Designers – use for sub-headings and body copy on documents.

MAC users – use in email and general correspondence.

Arial

regular *italic* **bold**

Optima

regular *italic* **bold**

Helvetica Neue

regular *italic* **bold**



Colour

palette

Pantone



PANTONE
281



PANTONE
Process
Cyan



PANTONE
368

Four colour process



C: 100
M: 72
Y: 0
K: 38



C: 100
M: 0
Y: 0
K: 0



C: 65
M: 0
Y: 100
K: 0

There are three colours used in the logo – dark blue, light blue and green and you will often hear them referred to as ‘corporate colours’.

These colours should be used in the design of printed and online materials used to promote the University of Ulster, so that a strong visual identity is established throughout the institution.

Please consult a designer at the beginning of any project.

For information on internal/external designers refer to the section on Designers, Printers & Photographers.

Always ensure designers consult the visual identity guidelines and send proof copies of work for approval prior to printing.

For information on secondary colours please contact Corporate Communications 028 703 **24463**.

Stationery



The stationery suite is our most widely used communications tool and the information detailed on it is as vital to the University as the presentation of the logo.

It is a requirement that all University stationery complies with the visual identity guidelines and is supplied by Reprographic Services, Coleraine campus. This will ensure University stationery is of a consistent style and quality.



For information on University approved stationery contact:

- Reprographic Services 028 703 24760
- Corporate Communications 028 703 24463



University of
ULSTER

Department of Communication
and Development

Shore Road
Newtownabbey
County Antrim
BT37 0QB
Northern Ireland

T: +44 (0)28 9036 6178
F: +44 (0)28 9036 6872
www.ulster.ac.uk

pressoffice@ulster.ac.uk

BELFAST ■ COLERAINE ■ JORDANSTOWN ■ MAGEE



Unive
ULS

Department of Co
and Development



Univer
ULS

Department of Com
and Development

C
mer

T:
F:

BELFAST ■ COLERAINE ■ JOR

COLER

Stationery

Stationery

Business cards ■ **Compliments slips** ■ **Letterheads** ■ **Envelopes**

Contact Reprographics, Coleraine campus for information. A stationery proforma can be downloaded from caid.ulster.ac.uk/communications.html. Each item requested should be accompanied by a reprographic requisition form.

Official Ulster envelopes can be ordered from approved supplier: Supplies Team www.supplies-team.co.uk

Presentation folders

Pre-printed cardboard folders used for conferences/events

Order directly from Supplies Team.

Corporate pop-ups and display stands

A range of centrally held corporate stands are available for staff to use at events. Please contact Corporate Events 028 903 66948.

Electronic communications

When using an email signature, please use Arial font and include:

Name/Room number/Department

Campus postal address (see campus webpage)

Contact number/fax/weblink

PowerPoint template/Memo/Fax

Download from caid.ulster.ac.uk/updatedvisualidentity.html



ry and omotional materials

University of
ULSTER
rn Ireland
y House Price Index
For Q1 2009

University of
ULSTER
Full-time undergraduate
programmes for entry 2009

www.ulster.ac.uk/apply2009

- **Do not design your own stationery** – all approved stationery should be produced by Reprographics.
- **If you require assistance in producing display stands, please contact Corporate Communications.**
- **Do not use the term 'UU'**. Use 'Ulster' or 'University of Ulster' depending on the context.
- **Do not create electronic letterheads** – please contact Corporate Communications to discuss any requirements.
- **The logo must not be reproduced smaller than 40 mm**

A5 = 40 mm

A4 = 50 mm

A3 = 70 mm

Pr





omotional materials

Promotional items

Events ■ Conferences ■ Freebies

If you wish to use the logo on promotional items for a conference, event or giveaway, please contact Corporate Communications 028 703 **24463**. Examples of items include pens, pen drives, key fobs, book marks and mugs.

Memorabilia

Gifts ■ Graduation ■ Prize giving

The University keeps a stock of approved memorabilia that can be purchased by contacting the Alumni Relations Office 028 903 **68610**. Examples of items include pens, crystal, bags and clothing (including 'Class of... T-shirts').

Clothing

T-shirts ■ Hoodies ■ Work wear ■ Lab coats ■ Hats

If you wish to have the Ulster logo printed or embroidered onto an item of clothing, please contact Corporate Communications.

Please **DO NOT** use the logo on any promotional item without approval.

Keeping the Ulster identity strong



Corporate Communications ■ Tel: 028 703 24463

**Need to print a
one-off publication
or piece of
literature?**

Contact one of the
internal or external
designers for advice
on design.

**Do you want to let people know
you are part of the ‘University of
Ulster’?**

**Do you want to stand out from the
crowd?**

**Do you want to know how to make
an impact?**

If you would like assistance in ‘standing out from the crowd’ or you want further information on developing a suite of literature for your Faculty or Department then contact Corporate Communications for further information.

Buildings, vehicles & signage



University
of Ulster

Please contact Corporate Communications in the first instance for information on:

- Building signage
- Directional signage
- External banner signage
- Vehicle branding

Corporate Communications ■ Tel: 028 703 24463

Advertising

I want to place an advert in a local/national newspaper but I am unsure how to go about this.

What information should I include in an advert?

How much will an advert cost?

For further information and advice on:

- **Corporate Advertising:** Corporate & Cultural Events, Public Notices & Directories, General Corporate Promotion

Contact Corporate Communications

Tel: 028 703 24463

- **Student Recruitment Advertising:** Courses, Student Marketing, International Recruitment, Research Opportunities

Contact Student Marketing

Tel: 028 903 68367

- **Recruitment Advertising:** Job & PhD Vacancies

Contact Human Resources

Tel: 028 903 66154

Designers, & printers & photograpers



Internal

- **Design and Print Services**
Reprographics, Coleraine
Mark Millar Tel: 028 703 24760
- **Design Services**
Information Services Directorate
Designers
Sharon Malcolm, Coleraine
Tel: 028 703 24734
Rosemary Clelland, Jordanstown
Tel: 028 903 66918
Terry Curran, Magee
Tel: 028 713 75406
- **Photography**
Alastair Nevin Tel: 028 903 68214

External

- **Approved Design and Print List:**
caid.ulster.ac.uk/communications.html

Image Gallery

Downloadable images are available for use in presentations and in publications see gallery.ulster.ac.uk/.

Proofs of all University literature showing the logo should be passed to Corporate Communications for approval prior to printing.

The web

Ulster's visual identity should be applied to all web pages.

The screenshot shows the University of Ulster website's 'Admissions & Clearing Information' page. At the top, there is a navigation bar with links for 'Contact Us', 'Courses', 'University Home', 'Research', and 'Text Only', along with an 'Accessibility' section. The main content area is divided into several sections: 'Admissions and Clearing' with a sub-section for 'Clearing information', 'Contact Details' for enquiries (mailto:registryn@ulster.ac.uk), and a 'UCAS' logo with the tagline 'Helping students into higher education'. The main text area contains a thank-you message for interest in undergraduate course vacancies, a notice that vacancies for September 2008 have been filled, and information about the 2009 prospectus, including a link to the online version and a request for personal copies. Below this is a 'Related links' section with a list of links: 'University of Ulster Open Days', 'Fees, loans and grants', 'University of Ulster Bursaries', 'University Jargon Buster', 'Undergraduate courses', 'Postgraduate courses', 'Research programmes', and 'Distance learning'. On the right side, there is a cartoon mascot holding a prospectus and a call-to-action button that says 'Click here to view the Prospectus online now...'. At the bottom of the page, there is a row of five small images: a person working at a desk, a student at a computer, a smiling woman, a group of students, and a building.

For further information on any of the topics listed below please contact the Web Editor and Manager, webmaster@ulster.ac.uk or 028 703 23325

- Implementing corporate web styles/templates
- Developing new pages/sites
- Writing for web audiences/how to make quality web sites
- Visitor statistics/analytics tracking
- Content Management System (CMS) training and support
- Web image formats
- New web technologies
- Ulster logo – web version – sizing



The Coat of Arms

Restricted to the following uses:

- Vice-Chancellor's communications/literature
- Degree parchments
- Sanctioned memorabilia
- Campus external building signage only
- Plaques

The Crest OR Shield



Restricted to the following uses:

- Approved sports kit
- Plaques



The Coat of Arms is one of the most enduring symbols of the University of Ulster and it speaks to the history, tradition and distinctiveness of the University.

The Coat of Arms is used for a small number of specific applications and **should not** be used to replace the University logo. If you want to discuss the use of the Coat of Arms or the Crest/Shield, please contact Corporate Communications, 028 703 24463.

Who needs to use the visual identity guidelines?

The visual identity guidelines are intended for use by all staff, students and commercial partners who participate in communicating the University's messages and identity. In order to establish a consistent and unified visual identity, all printed material representing Ulster should include the official logo.

I have a question about using the logo – who should I contact?

Questions about the logo and its use should be directed to Corporate Communications 028 703 **24463**.

I need to have a leaflet designed and printed – who should I talk to?

Contact Corporate Communications 028 703 **24463** for advice or check out the approved Design and Print list caid.ulster.ac.uk/communications.html. Reprographic Services will also be able to advise 028 703 **24760**.

Frequently asked que

Can I alter the Ulster logo?

NO – The university logo should not be redrawn or altered in any way.

Can I design my own logo?

NO – Faculties and Departments are part of the infrastructure of the University of Ulster and should never try to compete with the Ulster logo by trying to create a sub-logo. There are a limited number of approved sub-logos linked to the Ulster logo that have been approved by the Vice-Chancellor. Please contact Corporate Communications should you require further clarification.

Can I use the Coat of Arms instead of the logo?

NO – the Coat of Arms should not be used by staff. The Ulster logo should be used to promote the University.

Questions

I have a question about the website – who should I contact?

If you have any questions regarding the web, please contact the Web Editor and Manager 028 703 **23325**.

I need information about using the Sports Academy logo or Ulster Business School logo and templates – who should I contact?

Contact Corporate Communications for advice.

I am working with an external organisation and wish to use their logo – who can advise me?

Contact Corporate Communications for advice.

What font and font size should I use in my general correspondence?

The font for staff to use on a daily basis is Arial 12pt.

I need to include address details on my printed publications. How should this appear?

Publicity materials should carry the correct postal address as it appears on your campus home page.

I need general information about the University to include in a PowerPoint presentation – where would I get this from?

Corporate Communications can provide general information for inclusion. Approved PowerPoint slides can be downloaded from the Corporate Communications website.



Do & Don't

If you have any questions about using the Ulster logo on any medium, please contact Corporate Communications 028 703 24463

DO use University of Ulster or Ulster

DO use Belfast campus, Coleraine campus, Jordanstown campus or Magee campus

DO use the corporate colours to keep Ulster's identity strong

DO use spell check before sending out an email or any correspondence

DO use design to stand out from the crowd

DO be consistent with information

DO ask if you have a question or query

DO NOT use UU

DO NOT use UUC, UUU, UUB or UUM

DO NOT manipulate the logo or try to design your own logo

DO NOT use the Coat of Arms in place of the logo

DO NOT design a sub-logo

DO NOT design your own stationery



Useful numbers

- **Corporate Communications**

028 703 24463

Visual Identity, Design and Print, Corporate Advertising, Stationery Requests, Style Guide, Image Gallery, Approved Templates, Promotional Materials and Corporate Publications

- **Graphic Design Services**

028 903 68231

Graphic design related enquiries

- **Web**

028 703 23325

All web related enquiries

- **Reprographic Services**

028 703 24116 or 24760

Design, Print and Stationery Requests

- **Student Marketing Division**

028 903 68367

Faculty Marketing, Student Recruitment Advertising and Prospectuses



**We appreciate your
assistance in keeping
our identity strong**



**08 700 400 700
ulster.ac.uk**

**Useful information can be found at
caid.ulster.ac.uk/communications.html**