
University of Hertfordshire Brand Guidelines

Version 1.8 - 1115

Contents

- 1.0 Introduction
- 2.0 Brand components
- 3.0 Stationery
- 4.0 Communication and presentation materials
- 5.0 Publication covers
- 6.0 Contacts and further information

Our brand guidelines

1.0 Introduction

Welcome to our brand guidelines. They are designed to give you the basic building blocks of the University of Hertfordshire identity.

Like a consumer brand, our visual identity is an important part of our organisation. It represents the outward ‘face’ of the University and is a key tool in helping us to attract the best staff, students and funding.

The University of Hertfordshire identity is clean, clear, and uncluttered with a fresh and contemporary colour palette. By applying the guidelines consistently, all of these elements can work together to reinforce our key brand messages of being a Friendly, Ambitious, Collegiate, Enterprising, Student-focused organisation.

Our aim has been to make these guidelines simple to use. They begin by taking you through the basics of using the key elements of our identity – our logo, typefaces and colour palette. After that, you’ll find plenty of

templates showing you how to apply the guidelines to our most widely used items of literature and stationery together with some useful examples of appropriate photographic and illustration styles.

We’ve tried to provide as much advice as possible. However, they can’t cover every eventuality. If you’re in doubt or need some further help, please contact our communications team.

Our brand idea

1.0 The building blocks of the future

Our ambition is to become internationally renowned as the UK's leading business-facing university. In order to support our future vision and make clear our personality and ambition, we must build a stronger, more consistent brand that brings our friendly, ambitious, collegiate, enterprising and student focused spirit to life.

As a university, we provide the foundations on which to build brighter futures – whether it be providing students with the knowledge and skills on which to build future careers, or enabling the smartest academics to conduct world-class research that changes the face of their profession. It is the strength of this thought on which our visual identity system is based.

Visual assets such as our logo, colour, photography, typography and supporting highlight device become the 'building blocks' of our brand. A simple, modular approach to layout will create communications that feel clean, clear and

uncluttered. Designed to create overall consistency, this approach also allows for the flexibility to demonstrate our expertise in many different subject areas and remain appropriate to our different audiences.

This fresh and contemporary visual style will help to communicate a sense of confidence, purpose and reassurance, adding clarity to our brand message and exposing our knowledge, expertise and opinion.

Brand components

The logo

- 2.1 Standard University logo
- 2.2 Endorsed University logo
- 2.3 The Exclusion zone and logo position
- 2.4 University logo sizes
- 2.5 University logo sizes - digital media
- 2.6 Logo choice
- 2.7 Logo misuse

Sub-branding

- 2.8 Sub-branding
- 2.9 School logos
- 2.10 School standard logo
- 2.11 School stacked logo
- 2.12 UH Online logo
- 2.13 UH Arts logo

Typefaces

- 2.14 Primary typefaces
- 2.15 Secondary typefaces
- 2.16 Digital/screen typefaces

Colours

- 2.17 Colour palette
- 2.18 Colour tints

Content style guide

- 2.19 Best practice

Photography

- 2.20 Photo style 1 and 2
- 2.21 Photo style 3 and 4

Illustration / infographics

- 2.22 Overview

Social icons

- 2.23 Overview

Standard University logo

The University of Hertfordshire is visually represented by the use of a simple and bold logo which comprises the university name and UH symbol. The standard logo should be used on all university materials where possible.

The logotype and UH symbol have been specially drawn and crafted so to ensure maximum legibility and presence for the University of Hertfordshire name across all branded communications and third party applications.

Used correctly and consistently, the logo will become recognised as a mark of excellence in university education.

There are three colour versions of the logo available. Which version you use will depend on the type of branded communication that you are creating.

The black and white reversed versions (1 & 2) should be used wherever possible, with the dark blue used for corporate stationery and available for use on corporate literature.

File formats for print and digital versions of the logo are available. Please ensure you always use the correct artwork files for the method of production that you are creating.

The logo consists of the text 'University of Hertfordshire' stacked above the letters 'UH'. The text is in a bold, sans-serif font.

1. Standard Logo: Black

The logo is the same as above, but the text 'University of Hertfordshire' and 'UH' is white, set against a solid black rectangular background.

2. Standard Logo: Reversed White

The logo consists of the text 'University of Hertfordshire' stacked above the letters 'UH'. The text is in a bold, dark blue, sans-serif font.

3. Standard Logo: Dark Blue (Corporate use only)

Endorsed University logo

For instances when the logo has to be used below the minimum size of 30mm or 140 pixels wide, the endorsed version of the logo should be used.

This version contains the logotype only and the UH element is removed. This will ensure prominence and legibility of the University of Hertfordshire name on formats such as smaller online banners and buttons where space is limited.

Similar to the standard logo, there are three colour versions of the endorsed logo available. Which version you use will depend on the type of branded communication that you are creating.

The black and white reversed versions (1 & 2) should be used wherever possible, with the dark blue used for corporate stationery and available for use on corporate literature.

File formats for print and digital versions of the logo are available. Please ensure you always use the correct artwork files for the method of production that you are creating.

University of Hertfordshire

1. Endorsed Logo: Black

The image shows the University of Hertfordshire logo in white text on a solid black rectangular background. The text is stacked in two lines: "University of" on the top line and "Hertfordshire" on the bottom line, both in a bold, sans-serif font.

University of Hertfordshire

2. Endorsed Logo: Reversed White

University of Hertfordshire

3. Endorsed Logo: Dark Blue (Corporate use only)

The exclusion zone and logo position

Exclusion zone

A minimum exclusion zone constructed using the H from the UH elements (as shown opposite) should be used to keep the logo clear of any other visual assets.

The exception to this rule is approved school and sub logos or alternatively when using on formats with limited space such as merchandise or digital ads. In these instances, please use your discretion to ensure that logo is given some breathing space while retaining legibility.

Where possible, a larger area should be kept clear below the logo. For example on posters.

Position

The logo should appear top left of communications and should be positioned according to positioning guide opposite. In limited instances the logo may be positioned in the bottom left corner, eg press adverts, powerpoint presentations, ad campaigns. If creating a non-standard format, the logo should be positioned using the exclusion zone as guidance.

If you are unsure of how to use the logo or have any questions, please contact the Communications team for advice.



Exclusion zone



Positioning

University logo sizes

In order to ensure maximum legibility and presence, it is important that the logo is used in a consistent way. We have put together some guidance on size, position and exclusion zones to make application of the logo as straightforward as possible.

Size

The size of the logo is dictated by the size of the communication you are creating. Sizes are specified for a range of standard formats. When applying the logo on larger or nonstandard formats please scale the logo accordingly and use your discretion to maintain clarity and legibility. If in doubt, please contact the Communications team for advice.

The minimum size that the logo may appear at is 30mm. If you are using the logo below this size, you should use the endorsed logo.

- **A3** (420mm x 297mm)
Logo: 102mm width
- **A4** (297mm x 210mm)
Logo: 72mm width
- **210 Square** (210mm x 210mm)
Logo: 72mm width
- **A5** (210mm x 148.5mm)
Logo: 60mm width
- **DL** (210mm x 99mm)
Logo: 42mm width
- **A6** (148.5mm x 105mm)
Logo: 42mm width
- **Minimum width:** 30mm

A3

102mm width (141%)

University of
Hertfordshire **UH**

A4 / 210 square

72mm width (100%)

University of
Hertfordshire **UH**

A5

60mm width (83%)

University of
Hertfordshire **UH**

DL / A6

42mm width (58%)

University of
Hertfordshire **UH**

Minimum

30mm width (42%)

University of
Hertfordshire **UH**

LARGE FORMAT SIZES

- **850mm Banner Stand**
(2000mm x 850mm)
Logo: 420mm width
- **A0** (1188mm x 840mm)
Logo: 288mm width
- **A1** (840mm x 594mm)
Logo: 204mm width
- **A2** (594mm x 420mm)
Logo: 144mm width

PLEASE NOTE

When creating original artwork at A4 size this artwork cannot be reduced in size to A5 or smaller without the logo being reinserted and sized to the dimensions shown.

This also applies when creating original artwork at A5 size which cannot be enlarged in size to A4 or larger without the logo being reinserted and sized to the dimensions shown.

University logo sizes - digital media

The size of the digital media will dictate which logo should be used.

In the main you should use the standard University logo. The minimum width at which this should be used online is 140 pixels.

If you are using the logo at less than 140 pixels then you should use the endorsed logo.

- **Standard Logo**
140 pixels minimum width
- **Endorsed Logo**
Less than 140 pixels width

140 pixels minimum width

University of
Hertfordshire **UH**

Standard logo

Less than 140 pixels width

University of
Hertfordshire

Endorsed logo

Logo choice

There are 3 different logo colours for use in different situations.

The primary black logo and the white reversed logo versions (1 & 2) can be used on images and flat coloured backgrounds.

The primary dark blue logo (3) on the following page is for corporate use only.

Internal campaigns

If you are producing materials to be distributed internally (within the university only), then the University logo does not need to feature. All other guidelines must however be followed.

1. Black Logo

University of
Hertfordshire **UH**

For use on white backgrounds.



For use on images.



For use on coloured backgrounds.

2. White Reversed Logo

University of
Hertfordshire **UH**

For use on coloured backgrounds.



For use on images.

Logo choice

The primary dark blue logo (3) can be used on images and flat coloured backgrounds.

The dark blue logo is for corporate use only.

Internal campaigns

If you are producing materials to be distributed internally (within the university only), then the University logo does not need to feature. All other guidelines must however be followed.

3. Dark Blue Logo (Corporate use only)

University of
Hertfordshire **UH**

For use on white backgrounds.



For use on images.



For use on coloured backgrounds.

Logo misuse

To ensure consistency and build a strong brand, it is vital that the logo is only used as detailed in these guidelines.

Shown here are some examples of how to avoid bad practice use of the logo. These examples are not exhaustive – if you are unsure around use of the logo, please contact a member of our Communications team.

1. Do not use the logo in any other colour than black, white reversed or dark blue as specified
2. Do not recreate the logotype or UH element in any other style
3. Do not create any additional subbrand logos to those detailed in these guidelines
4. Do not contain the logo with any sort of holding shape
5. Do not rotate the logo

 University of Hertfordshire UH

1

 University of Hertfordshire UH

3

Fundraising

 University of Hertfordshire UH

2

 University of Hertfordshire UH

4

 University of Hertfordshire UH

5

Sub-branding

All University business collateral should be core branded except for discreet University organisations e.g. UH Racing

The University schools of study, UH Online and UH Arts all have their own logo sets.

The logos are available in black and white reversed versions.

Areas of the organisation can also develop a 'look and feel' for their materials working with one of the approved design agencies.

Please contact the Communications team for advice and approval before commissioning any sub-brand work.

**University of
Hertfordshire UH** School of Engineering
and Technology

**University of
Hertfordshire UH** Online

**University of
Hertfordshire UH** Arts

Sub-branding School logos

There are two logo types available in the schools of study set, the 'standard logo' and the 'stacked logo'.

Please use the logo that best suits the format or media you are producing.

The logos are available in black and white reversed versions.

**University of
Hertfordshire UH** School of Engineering
and Technology

**University of
Hertfordshire UH** School of Engineering
and Technology

School standard logo

**University of
Hertfordshire UH**

School of Engineering
and Technology

School stacked logo

**University of
Hertfordshire UH**

School of Engineering
and Technology

LOGO COLOURS



Sub-branding - School standard logo

School standard logo

The Schools of study standard logo set shown here.

**University of
Hertfordshire UH** Hertfordshire
Business School

**University of
Hertfordshire UH** School of Health
and Social Work

**University of
Hertfordshire UH** School of
Computer Science

**University of
Hertfordshire UH** School of
Humanities

**University of
Hertfordshire UH** School of
Creative Arts

**University of
Hertfordshire UH** School
of Law

**University of
Hertfordshire UH** School of
Education

**University of
Hertfordshire UH** School of Life and
Medical Sciences

**University of
Hertfordshire UH** School of Engineering
and Technology

**University of
Hertfordshire UH** School of Physics,
Astronomy and Mathematics

School standard logo

Sub-branding - School stacked logo

School stacked logo

The Schools of study stacked logo set shown here.

**University of
Hertfordshire UH**

Hertfordshire
Business School

**University of
Hertfordshire UH**

School of Health
and Social Work

**University of
Hertfordshire UH**

School of Computer Science

**University of
Hertfordshire UH**

School of Humanities

**University of
Hertfordshire UH**

School of Creative Arts

**University of
Hertfordshire UH**

School of Law

**University of
Hertfordshire UH**

School of Education

**University of
Hertfordshire UH**

School of Life and
Medical Sciences

**University of
Hertfordshire UH**

School of Engineering
and Technology

**University of
Hertfordshire UH**

School of Physics,
Astronomy and Mathematics

School stacked logo

Sub-branding UH Online logo

There are two logo types available in the UH Online set, the 'standard logo' and the 'stacked logo'.

Please use the logo that best suits the format or media you are producing.

The logos are available in black and white reversed versions.

University of
Hertfordshire **UH** Online

University of
Hertfordshire **UH** Online

UH Online standard logo

University of
Hertfordshire **UH**

Online

UH Online stacked logo

University of
Hertfordshire **UH**

Online

LOGO COLOURS



Sub-branding UH Arts logo

There are two logo types available in the UH Arts set, the 'standard logo' and the 'stacked logo'.

Please use the logo that best suits the format or media you are producing.

The logos are available in black and white reversed versions.

University of
Hertfordshire **UH** Arts

University of
Hertfordshire **UH** Arts

UH Arts standard logo

University of
Hertfordshire **UH**

Arts

University of
Hertfordshire **UH**

Arts

UH Arts stacked logo

LOGO COLOURS



Primary typefaces

Our primary typeface is Helvetica Neue in the weights shown on the following two pages. Clean and legible, it is available in four weights to express both contemporary and classical qualities.

No other typefaces must be used apart from those stated in these guidelines. This includes handwritten typefaces.

Helvetica Neue 45 Light
Helvetica Neue 55 Roman
Helvetica Neue 65 Medium
Helvetica Neue 75 Bold

Primary typefaces

Helvetica Neue 45 Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue 55 Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue 65 Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue 75 Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Secondary typefaces

Our first secondary typeface is Helvetica Neue in the weights shown on the following two pages which can be used to compliment the four primary typeface weights of Helvetica Neue.

The minimum size for body copy is 7pt.

Helvetica Neue Italic 46, 56, 66, 76 can be used in supporting text to extend the typeface styles available but must not be used for main title text or heading text.

Helvetica Neue 35 Thin
Helvetica Neue 85 Heavy

Secondary typefaces

Helvetica Neue 35 Thin

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue 85 Heavy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Secondary typefaces

Our second secondary typeface is Caslon Book 224 in a variety of weights shown on the following two pages.

Caslon Book 224
Caslon Book 224 Italic
Caslon Bold 224
Caslon Bold 224 Italic

Secondary typefaces

Caslon book 224

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Caslon italic 224

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Caslon bold 224

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Caslon bold italic 224

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Digital/screen typefaces

When Helvetica Neue or Helvetica is not available – for example in PowerPoint, on many PCs and in some online environments – Arial should be used as a replacement.

Arial Regular
Arial Regular Italic
Arial Bold
Arial Bold Italic

Colour palette

Colour is a key feature of our brand identity and should be used to compliment photography and typography. Used correctly it will communicate the university's personality and give our materials great stand out.

Our colour palette has been selected to help express various aspects of the university's personality and purpose and speak to our varied audiences in a relevant way.

Dark blue is our primary corporate colour. This is complemented by a palette of neutral and bright colours. Within the neutral set are six colours, comprising a light and dark variant of a similar tone.

The neutral colours help to add a sense of professionalism and gravitas to communications, while the bright colours bring a fresh and innovative feel.

When using colours, care must be taken to ensure the chosen colours have good contrast with imagery and components. Always try to maintain legibility when using coloured typography.

The colour breakdowns specified have been tested and approved. Please ensure that you always use the breakdowns provided here and never introduce new colours to the palette. If you have any questions regarding colour, please contact the communications team for advice.

Pantone® is Pantone Inc's check-standard trademark for colour reproduction and colour reproduction materials. Do not use colours in this document for colour matching as they may not reproduce accurately. Pantone® EC values provided for CMYK.

Dark



Dark blue
Pantone®
2757 C

CMYK
C:100 M:95 Y:4 K:42
RGB
R:0 G:38 B:99
HEX
002663



Black
Pantone®
Process
Black C

CMYK
C:0 M:0 Y:0 K:100
RGB
R:30 G:30 B:30
HEX
1E1E1E

Neutral



Natural light purple
Pantone®
5155 C

CMYK
C:13 M:32 Y:2 K:8
RGB
R:194 G:172 B:190
HEX
C2ACBE



Natural light green
Pantone®
7493 C

CMYK
C:25 M:4 Y:42 K:3
RGB
R:186 G:198 B:150
HEX
BAC696



Natural light grey
Pantone®
443 C

CMYK
C:33 M:10 Y:18 K:30
RGB
R:148 G:157 B:158
HEX
949D9E



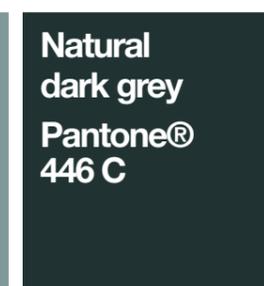
Natural dark purple
Pantone®
525 C

CMYK
C:74 M:100 Y:4 K:48
RGB
R:83 G:46 B:96
HEX
532E60



Natural dark green
Pantone®
5545 C

CMYK
C:62 M:19 Y:43 K:49
RGB
R:73 G:108 B:96
HEX
496C60



Natural dark grey
Pantone®
446 C

CMYK
C:54 M:27 Y:36 K:82
RGB
R:64 G:69 B:69
HEX
404545

Bright



Bright yellow
Pantone®
123 C

CMYK
C:0 M:19 Y:89 K:0
RGB
R:253 G:200 B:47
HEX
FDC82F



Bright blue
Pantone®
306 C

CMYK
C:76 M:0 Y:5 K:0
RGB
R:0 G:185 B:228
HEX
00B9E4



Bright mid blue
Pantone®
285 C

CMYK
C:90 M:48 Y:0 K:0
RGB
R:0 G:115 B:207
HEX
0073CF



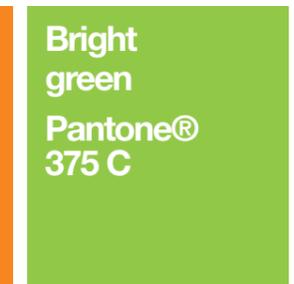
Bright orange
Pantone®
144 C

CMYK
C:0 M:58 Y:100 K:0
RGB
R:233 G:131 B:0
HEX
E98300



Bright pink
Pantone®
1787 C

CMYK
C0 M:82 Y:53 K:0
RGB
R:245 G:63 B:91
HEX
F53F5B



Bright green
Pantone®
375 C

CMYK
C:48 M:0 Y:94 K:0
RGB
R:146 G:212 B:0
HEX
92D400



Bright violet
Pantone®
2583 C

CMYK
C:48 M:72 Y0 K:0
RGB
R:156 G:95 B:181
HEX
9C5FB5

Colour tints

The full colour palette is also available in range of tints. Please use the stated percentages rather than choosing something that falls in between.

Dark



Dark blue
Pantone®
2757 C

Natural



Natural light purple
Pantone®
5155 C

Natural dark purple
Pantone®
525 C

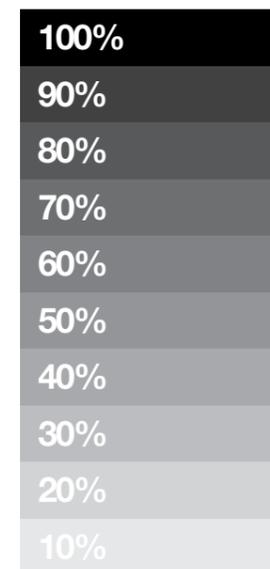
Bright



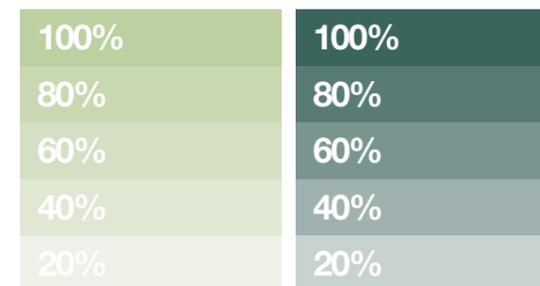
Bright yellow
Pantone®
123 C

Bright orange
Pantone®
144 C

Bright green
Pantone®
375 C



Black
Pantone®
Process
Black C



Natural light green
Pantone®
7493 C

Natural dark green
Pantone®
5545 C



Bright blue
Pantone®
306 C

Bright pink
Pantone®
1787 C

Bright violet
Pantone®
2583 C



Natural light grey
Pantone®
443 C

Natural dark grey
Pantone®
446 C



Bright mid blue
Pantone®
285 C

Content style guide (best practice)

As a university, we need to communicate to a wide range of different types of people, not just academics. Our writing style should be accessible to everyone. Which is why we write in plain English.

Using our name

Wherever possible use the University of Hertfordshire's full title. Don't use the abbreviations UH, UH Uni or just Hertfordshire.

More information?

For more information about writing in the plain English style see www.plainenglishcampaign.com

A more detailed set of style guidelines for copywriters and proofreaders is available from go.herts.ac.uk/brand

Accessibility statement

All key publications should include the following statement:

"If you would like a copy of this document in a different format please contact the Admissions Service on +44 (0)1707 284800."

- **Keep it clear and simple** – use straightforward everyday language.
- **Keep it short** – avoid long sentences and paragraphs.
- **Make it friendly** – address your reader as 'you'. Use 'we', 'us' and 'our' when referring to the University.
- **Use the active voice** – unless there's a good case for using the passive.
- **Avoid jargon** – if you need to use technical terms, explain them in the first instance.
- **Don't use clichés, slang or archaic terms like 'whilst', 'amongst' or 'thus'.**
- **Write informally, but don't dumb it down** – we need our writing to maintain a sense of authority and sound professional.

Photography

Always ensure that images are high resolution (300dpi) and are good quality (not blurred or pixelated). Images taken from the internet are not suitable for print.

Photographic style 1

Unconventional cropping

This style supports the proposition that Hertfordshire is a dynamic and inspiring university. The images would be used on brochure covers/section divider pages, in advertising or on the home page of a website.

Photographs should be:

- Cropped in an unusual way
- Shot from an odd/acute angle
- Show people in off-beat or unusual ways
- Focussed on an unusual aspect of a subject.

Photographic style 2

People engaged in working and interacting.

These images show Hertfordshire as an open, welcoming and friendly place to study. They could be used throughout the identity or with the cropped images.

Photographs should:

- show students or staff working, studying or at leisure
- give the impression of having caught the subject in the middle of an activity or conversation
- be shot from middle distance.

Photographic style 1



Photographic style 2



Photography

Photographic style 3

Portraits

Portraits should have the following characteristics:

- the subject should be looking into the camera
- they should be shot in natural light
- they should be shot in a University or work context
- images should have a documentary look and give the impression that the subject is working, studying or in some way engaged with the life of the University
- portraits can be in colour black and white.

Photographic style 4

Facilities

Facilities should be shown by combining detail images with overview pictures to highlight the quality and scale of the resources at Hertfordshire.

- Buildings or equipment should be shown in use
- Facilities should be shot or cropped in an interesting way, eg, tight close up, low/high angle or wide angle.

To access the library of approved University photography visit <http://images.herts.ac.uk>

Photographic style 3



Photographic style 4



Illustration/infographics

There may be instances when an illustrative approach is appropriate. However, it is not acceptable to have wide variations in approach to illustration as this will dilute and damage the brand.

Please contact the Communications team for advice.



Social icons

There are a range of social icons available for use.

The icons are available in, black, white and transparent.

The icons should be used where possible with their related web links. (see the publications section for an example of application on publications).

Black icons



White icons



Black transparent icons



White transparent icons



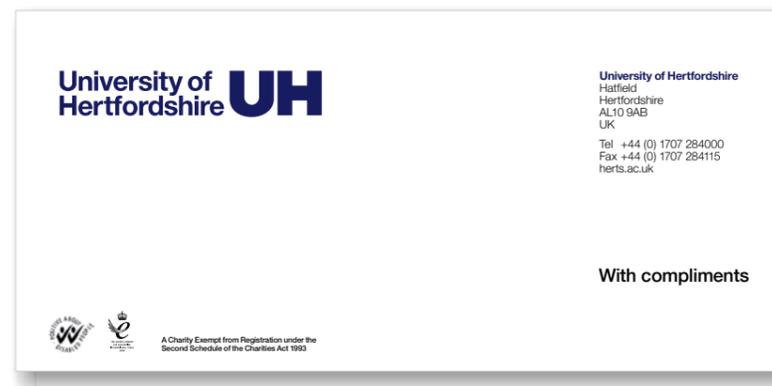
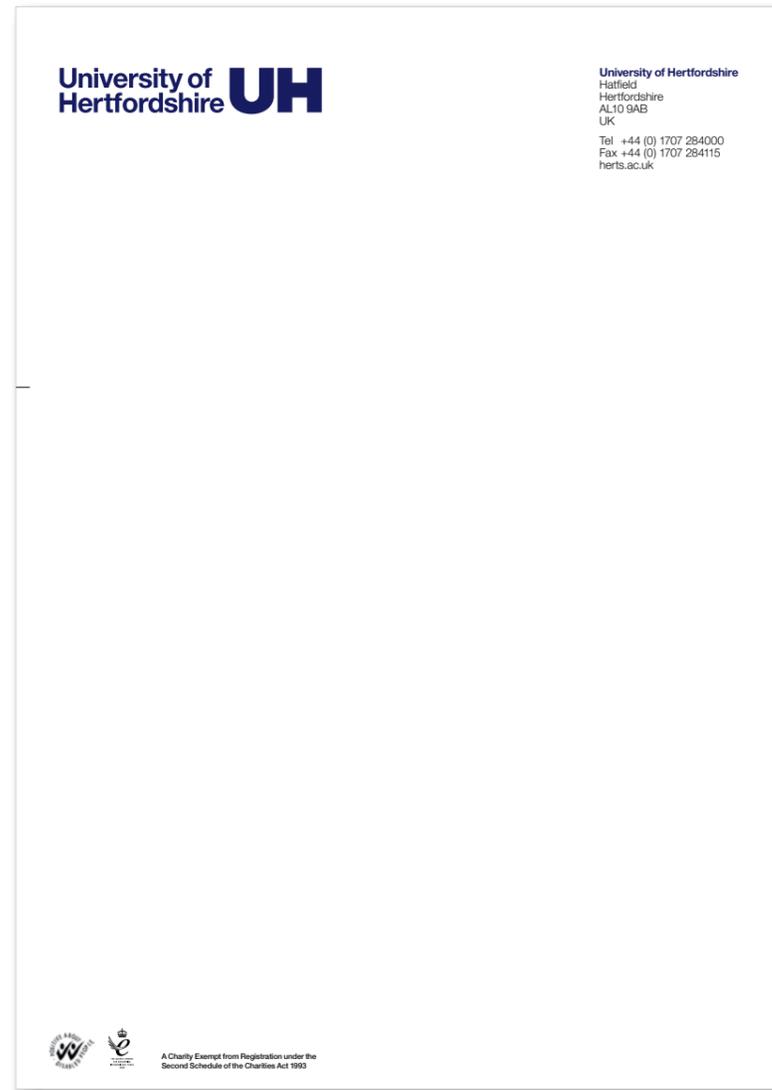
Stationery

Stationery

- 3.1 Letterhead, continuation sheet,
business card and compliments slip
- 3.2 Fax
- 3.3 Memo

Letterhead, continuation sheet, and compliments slip

To request any of the above stationery please visit go.herts.ac.uk/documentservices



Fax

Size: A4 (210mm x 297mm)

**University of
Hertfordshire UH**

University of Hertfordshire
Hatfield
Hertfordshire
AL10 9AB
UK
Tel +44 (0) 1707 284000
Fax +44 (0) 1707 284115
herts.ac.uk

Fax

To _____

Fax number _____

From _____

Date _____

Number of pages _____

Subject _____

Memo

Size: A4 (210mm x 297mm)

**University of
Hertfordshire UH**

University of Hertfordshire
Hatfield
Hertfordshire
AL10 9AB
UK
Tel +44 (0) 1707 284000
Fax +44 (0) 1707 284115
herts.ac.uk

Memo

To _____

From _____

Copies to _____

Date _____

Subject _____

Communication and presentation materials

Literature

- 4.1 Folder cover
- 4.2 Report cover

Posters

- 4.3 Recruitment poster

Recruitment advertising

- 4.4 Student advertising
- 4.5 Staff advertising - black and white
- 4.6 Staff advertising - colour

Miscellaneous

- 4.7 PowerPoint presentations
- 4.8 PowerPoint examples
- 4.9 Banner stands
- 4.10 University website – home page
- 4.11 University e-newsletter – faces

Folder cover

Folder covers should follow the same template as A4 publication covers.

You should use the A4 logo size (72mm width) for folder covers.

The set of bottom template strips are available for use (please see publications covers section).

Folder size: 220mm x 307mm



Report cover

Blank report covers are available and come pre-printed in various colours.

Please contact the reprographics department for pre-printed report covers.

Size:
A4 (210mm x 297mm)

University of
Hertfordshire **UH**

**Report title in
Arial Bold 21/21pt**

Report subtitle and date in Arial Bold 11/11pt
Date

www.herts.ac.uk/school

Poster

An example of a University school recruitment poster.

Size:
A3 (297mm x 420mm)

University of Hertfordshire **UH**

make a smile
make a difference

Study **BSc Learning Disability Nursing** at the University of Hertfordshire and help make a difference to people's lives...

We are the UK's biggest provider with 4 centres of study:
• Oxford • Southampton • Reading • Hatfield

Find out more > go.herts.ac.uk/LDNURSING

Student recruitment advertising

An examples of a small format student recruitment ad.

The underlying grid can be flexible to allow for a variety of different layouts and ad sizes.

University of Hertfordshire **UH**



the perfect choice for your future

-  **450** courses
-  **vibrant** student community
-  **top rated** academic quality
-  **£38m** on-campus entertainment venue
-  **95%** of graduates in employment 6 months after graduation

Open days

**10/11 October
1 November**

Book your place now at
go.herts.ac.uk/opendays

get in the mix

University of Hertfordshire **UH**



“I want to study at a university that will prepare me for work”

Our industry-focused courses ensure our graduates have professionalism, intellectual flexibility, and are ready for work.

Apply now

UCAS deadline 15 January

HERTS H36

Scan the QR Code or visit our website



go.herts.ac.uk/apply

Staff recruitment advertising

Two examples of black and white small format staff recruitment ads.

Where space is very limited, the logo can be placed in the bottom left-hand corner (please minimum size guidelines - section 2.4).

Type sizes can vary to suit the copy but there should be a clear difference in size between the title and the rest of the copy.

We currently have the following vacancy:

Frontline Services Adviser

Closing date: 4 October

Job Ref: 011709WHT

Apply online at:
go.herts.ac.uk/jobs

University of Hertfordshire **UH**  

We currently have the following vacancies:

Customer Service Adviser

£25,504 - £27,854 pa

Job Ref: 011722WHT

Computing Technical Officer

Job Ref: 011685WHT

Closing date for both posts: 4 October

Apply online at:
go.herts.ac.uk/jobs

University of Hertfordshire **UH**  

Staff recruitment advertising

An example of a full colour small format staff recruitment ad.

We currently have the following vacancy:

Marketing and Recruitment Coordinator

Department of Marketing and Communications

£22,685 - £25,513 pa

The University of Hertfordshire is looking to recruit a Marketing and Recruitment Coordinator.

The University of Hertfordshire is the UK's leading businessfacing university. We are one of the world's top new universities with an international reputation.

The Marketing and Communications Department is a busy, dynamic, multifunctional department and is responsible for developing and implementing marketing and communications plans to ensure that the University is presented in a coherent way to all audiences through all media.

Reporting to the Marketing and Recruitment Manager, the Marketing and Recruitment Coordinator will be allocated specifically to the School of Creative Arts to support in marketing the University's portfolio of courses and activities, leading to the recruitment of students.

The successful candidate will help to communicate the benefits of a University of Hertfordshire education to prospective students and promote the University to a wide range of audiences. The role will also focus on making sure our communications to students, staff and alumni is of the highest quality.

Closing date: 4 October **Job Ref: 012870**









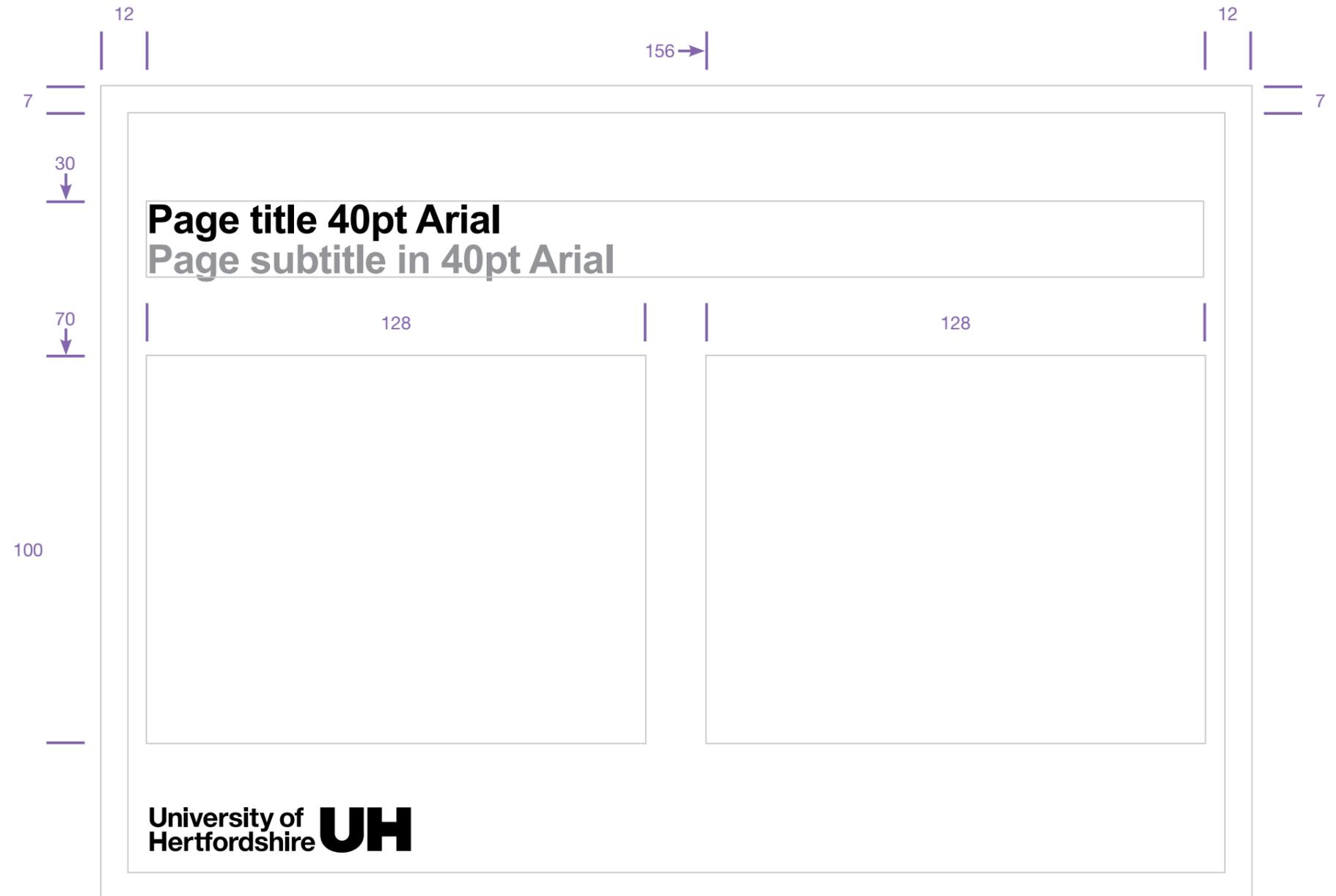
Apply online at:
go.herts.ac.uk/jobs

The University is required to meet UKVI visa regulations. Applicants who do not currently have the right to work in the UK will have to satisfy UKVI regulations before they can be appointed.

PowerPoint presentations

This is the underlying grid for A4 landscape PowerPoint pages.

When creating PowerPoint presentations this grid should be used wherever possible.



PowerPoint examples

Examples of how the basic elements of the visual identity (imagery, typefaces and University colours) could be applied to a PowerPoint presentation (using the underlying PowerPoint grid).



University of Hertfordshire UH

Presentation title 40pt Arial
Subtitle in 40pt Arial

www.herts.ac.uk/computerscience

Presentation title slide

Slide title 40pt Arial
Slide subtitle in 40pt Arial

- Text set in 20 / 22pt Arial, ranged left, one paragraph space between lines of text in black.
- Ut wis eum ipsusci lismodolore veniat lor sustrud et, vel ut in euisciduis nulput nim incil dolent praesequipis exercidunt nulput velit lummodolore.
- Magnim do odipsummy nonum vulla adignis nismod tinci er adit.
- Consequis dolore dolobor sum velestrud tie consecte diating el dolorer ipsum veros dit, siscill andrem illa augait volorperat.

University of Hertfordshire UH

Single column text slide

Section title in 40pt Arial
Subtitle in 40pt Arial

Divider slide

Slide title 40pt Arial
Slide subtitle in 40pt Arial

- Text set in 20 / 22pt Arial, ranged left, one paragraph space between lines of text in black.
- Ut wis eum ipsusci lismodolore veniat lor sustrud et, vel ut in euisciduis nulput nim incil dolent praesequipis exercidunt nulput velit lummodolore.
- Magnim do odipsummy nonum vulla adignis nismod tinci er adit.
- Consequis dolore dolobor sum velestrud tie consecte diating el dolorer ipsum veros dit, siscill andrem illa augait volorperat.

Entity A	91%
Entity B	86%
Entity C	70%
Entity D	68%
Entity E	64%
Entity F	34%
Entity G	22%

University of Hertfordshire UH

Picture and text slide

Banner stands

The examples show how the University and School logos are applied to banner stands.

When the School logo is required the stacked version of the logo should be used.

The examples shown are 2000mm x 850mm wide pull up banners.

The logo should be sized to a width of 420mm. For other banner stand apply the same ratio of logo to banner width.



850mm wide banner



University website – home page

The example shows the University website home page using the white reversed logo.

University of Hertfordshire **UH**

- Courses
- Apply
- University life
- International
- Research
- Business Services
- Schools of Study
- About us
- Contact us

1/3

Graduate employment rate rises to a record high for University of Hertfordshire students

95.2% of University of Hertfordshire students are in work or further study six months after graduating.

g+ f t

Find a course

- Foundation Degrees
- Undergraduate Courses
- Postgraduate Courses
- Short Courses
- Research Degrees

Search for a Course...

SEARCH

Open days

Open Day Welcome

Visit us on the 1 November 2015 to find out what it's really like to study at the University of Hertfordshire...

Next undergraduate open day

01 NOV Time: 09:00 - 15:00
Venue: College Lane & de Havilland Campuses

BOOK NOW

What our students say

The mix of aerospace systems and engineering theory helped me secure a job at Selex ES

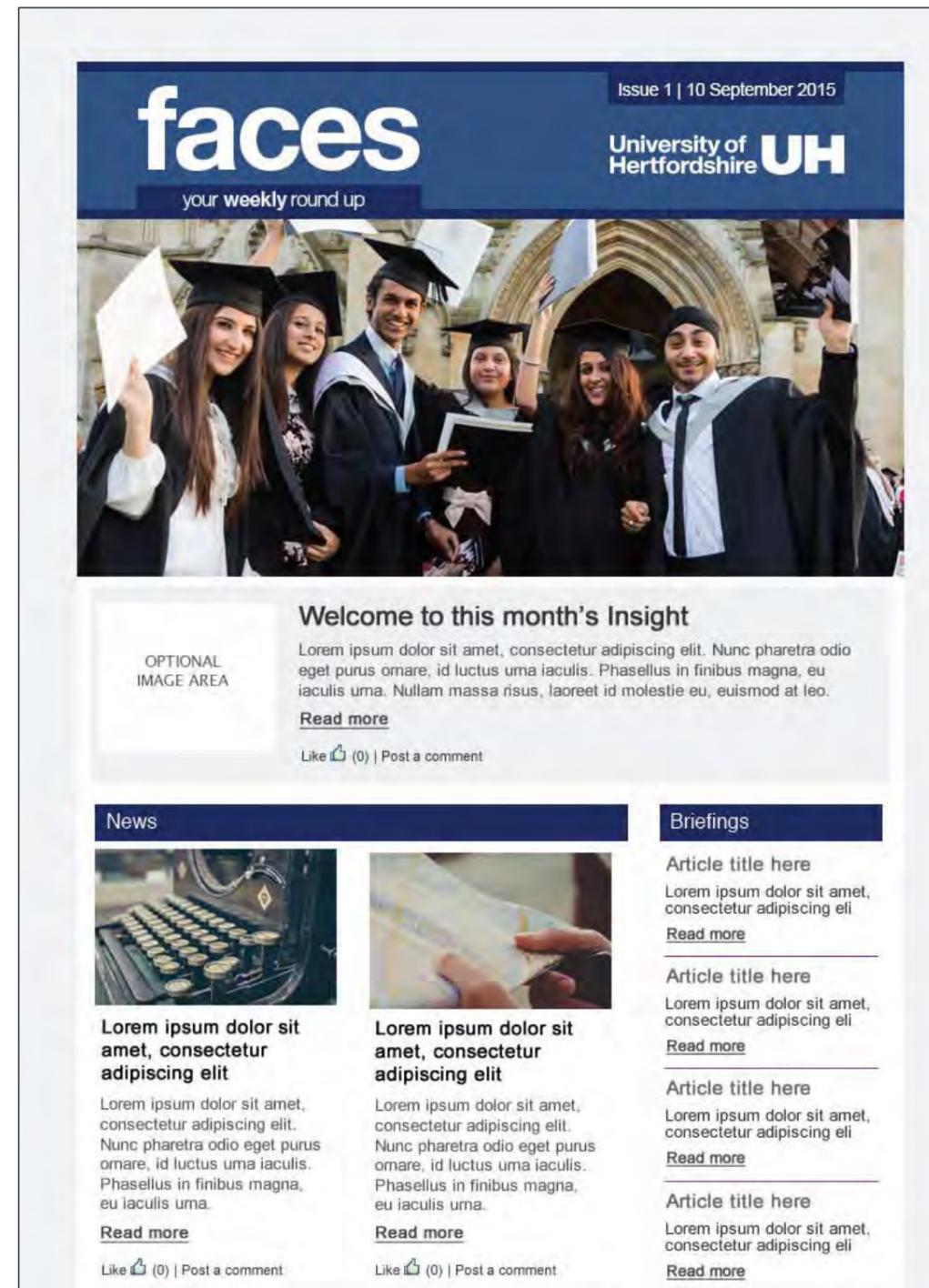
– Scott Moffat

MEng/BEng Honours Aerospace Systems Engineering

FIND OUT HOW

University e-newsletter – faces

The example shows the University's weekly internal e-newsletter 'faces'.



Publication covers

The logo

- 5.1 The logo position
- 5.2 University logo
- 5.3 School standard logo
- 5.4 School stacked logo

Template bottom strip

- 5.5 Template bottom strip
- 5.6 Template sizes (portrait)
- 5.7 Template sizes (landscape/square)

Colours

- 5.8 Template strip colours
- 5.9 Use of colour (dark and neutral)
- 5.10 Use of colour (bright)

Examples

- 5.11 Full cover image
- 5.12 Single cover image
- 5.13 School of study
- 5.14 General
- 5.15 Back cover content

Cover text

- 5.16 Text positioning - front
- 5.17 Text guide - front
- 5.18 Text guide - back

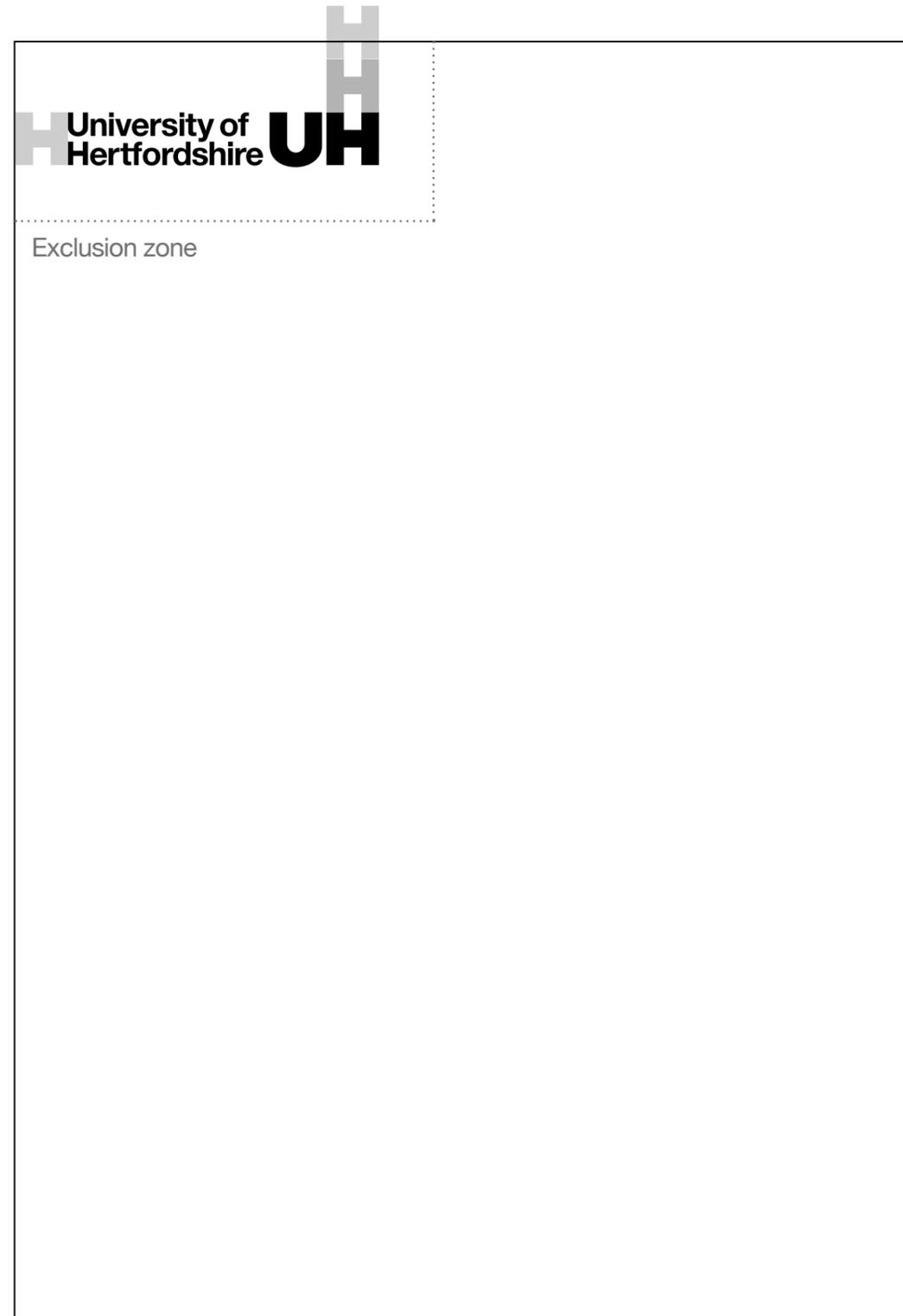
A publication is defined by any stitched or bound booklet that has 8 pages or more.

This applies to all publication formats including DL, A6, A5 , A4 as well as oversized A4 folders.

Publications - the logo position

The logo should appear top left of communications wherever possible and positioned according to positioning guide. If creating a non-standard format, the logo should be positioned using the exclusion zone as guidance.

If you are unsure of how to use the logo or have any questions, please contact the Communications team for advice.



Publications - University logo

The size of the publication dictates the size of the logo to be used.

This applies to both portrait, landscape and square formats.

- **A4** (297mm x 210mm)
Logo: 72mm width
- **210 Square** (210mm x 210mm)
Logo: 72mm width
- **A5** (210mm x 148.5mm)
Logo: 60mm width
- **DL** (210mm x 99mm)
Logo: 42mm width
- **A6** (148.5mm x 105mm)
Logo: 42mm width

When applying the logo on non-standard formats please use your discretion to maintain clarity and legibility. If in doubt, please contact the Communications team for advice.

Please also see the main logo size guidelines in section 2.4 for the full set of logos sizes.

The black logo, white reversed logo and dark blue logo can be used for publications.

The dark blue logo is available for use on corporate publications only.

A4 / 210 square
72mm width (100%)

.....|
**University of
Hertfordshire UH**

A5
60mm width (83%)

.....|
**University of
Hertfordshire UH**

DL / A6
42mm width (58%)

.....|
**University of
Hertfordshire UH**

LOGO COLOURS



Publications - School logo (standard)

The size of the publication dictates the size of the logo to be used.

This applies to both portrait, landscape and square formats.

- **A4** (297mm x 210mm)
Logo: 72mm width
- **210 Square** (210mm x 210mm)
Logo: 72mm width
- **A5** (210mm x 148.5mm)
Logo: 60mm width
- **DL** (210mm x 99mm)
Logo: 42mm width
- **A6** (148.5mm x 105mm)
Logo: 42mm width

When applying the logo on non-standard formats please use your discretion to maintain clarity and legibility. If in doubt, please contact the Communications team for advice.

Please also see the main logo size guidelines in section 2.4 for the full set of logos sizes.

The black logo and white reversed school logos can be used for publications.

A4 / 210 square
72mm width (100%)



A5
60mm width (83%)



DL / A6
42mm width (58%)



LOGO COLOURS



Publications - School logo (stacked)

The size of the publication dictates the size of the logo to be used.

This applies to both portrait, landscape and square formats.

- **A4** (297mm x 210mm)
Logo: 72mm width
- **210 Square** (210mm x 210mm)
Logo: 72mm width
- **A5** (210mm x 148.5mm)
Logo: 60mm width
- **DL** (210mm x 99mm)
Logo: 42mm width
- **A6** (148.5mm x 105mm)
Logo: 42mm width

When applying the logo on non-standard formats please use your discretion to maintain clarity and legibility. If in doubt, please contact the Communications team for advice.

Please also see the main logo size guidelines in section 2.4 for the full set of logos sizes.

The black logo and white reversed school logos can be used for publications.

A4 / 210 square
72mm width (100%)



A5
60mm width (83%)



DL / A6
42mm width (58%)



LOGO COLOURS



Publications - template bottom strip

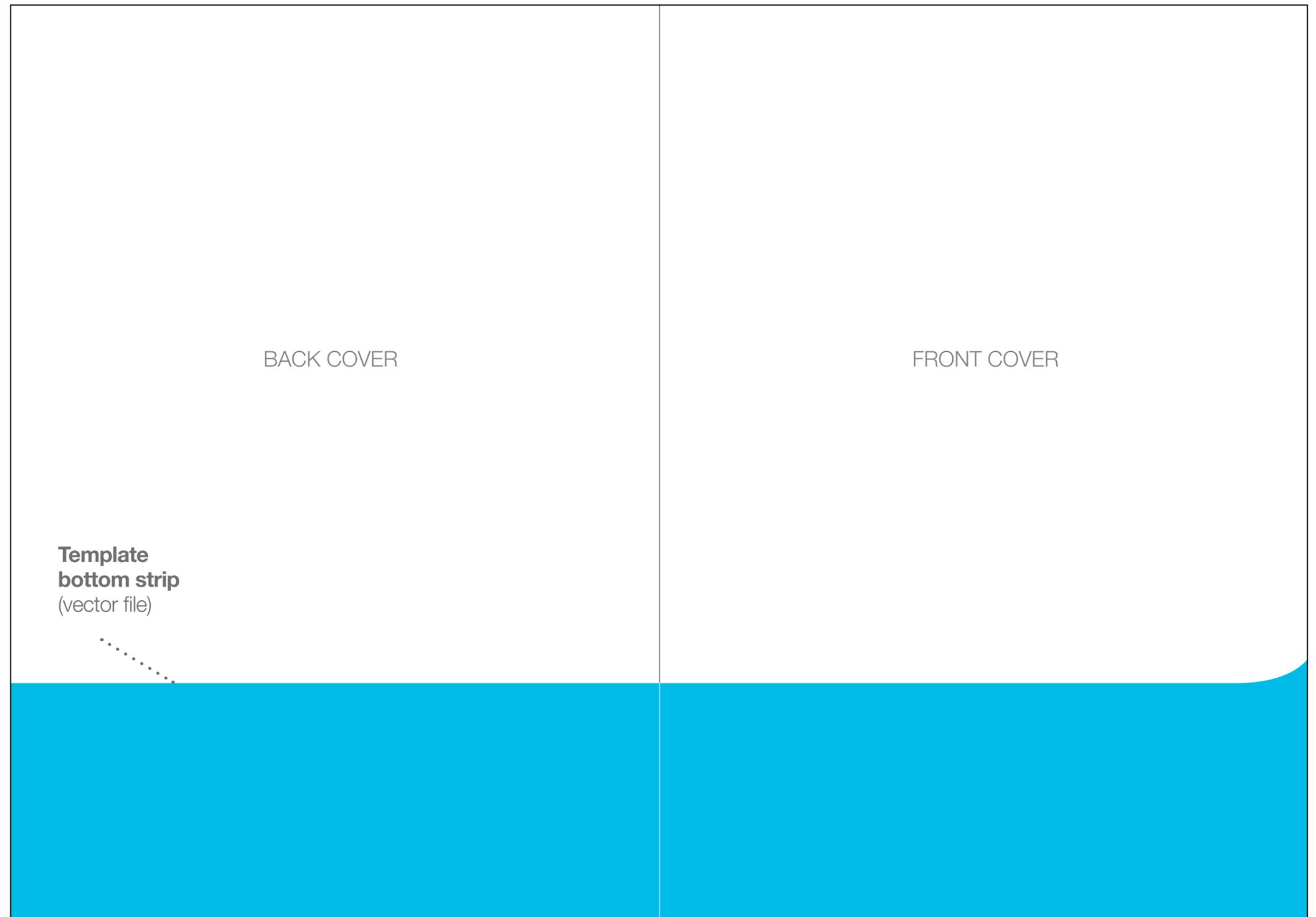
The publication template bottom strip (vector file) should be used on all relevant documents that are classified as a publication.

A publication is defined by any stitched or bound booklet that has 8 pages or more.

The template bottom strip is continuous and runs across both the front and back covers.

The vector files are available for use on all publication formats.

Please request the original template files from the Communications team and do not recreate any files.



Publications - template sizes (portrait)

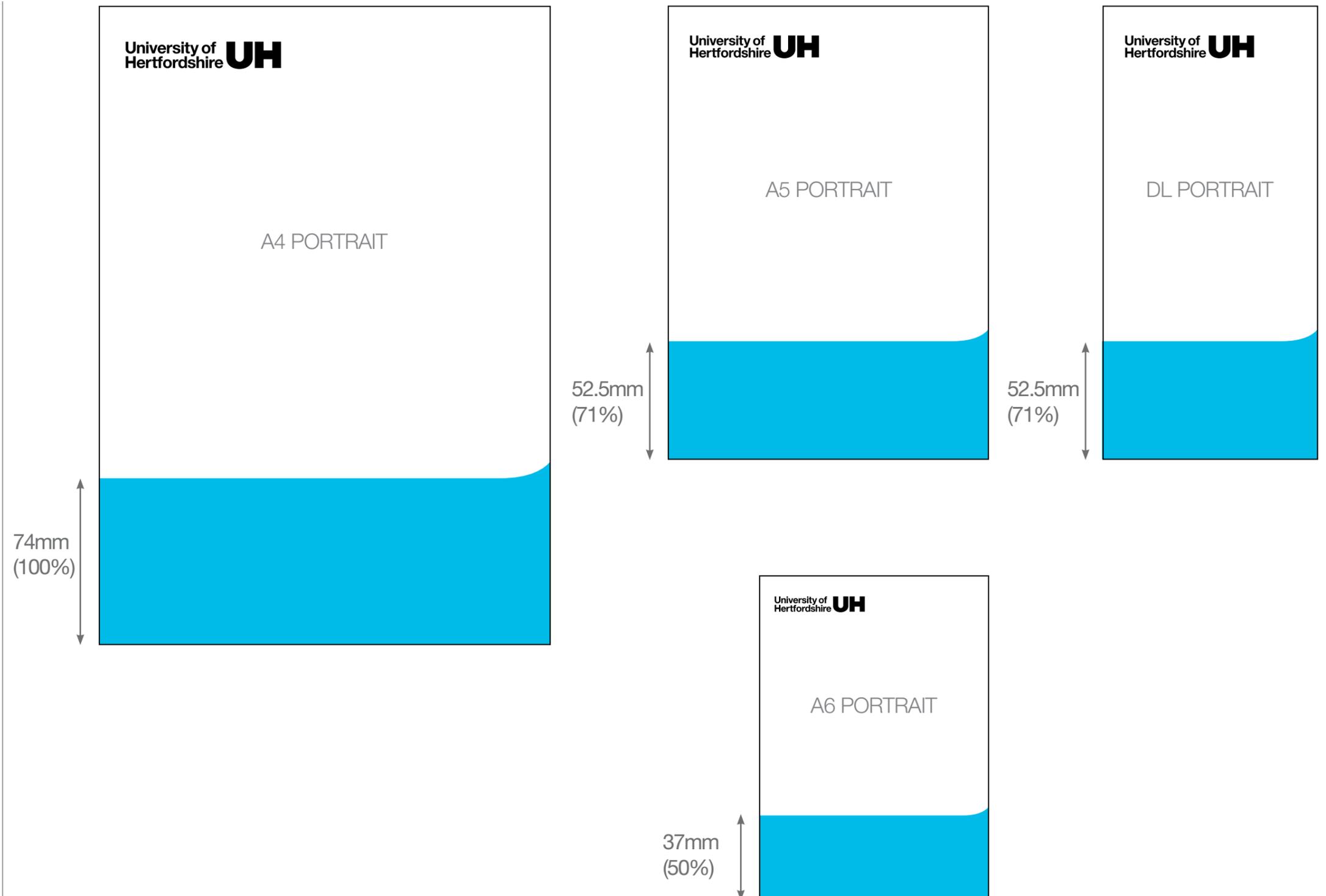
The publication cover template should be applied to all publications.

A publication is defined by any stitched or bound booklet that has 8 pages or more.

The bottom template strip should be used across all publication formats including DL, A6, A5 and A4. The template applies to portrait, landscape and square formats. The dimensions and % scale have been indicated (dimensions indicated are up to the edge of crop area).

- **A4 portrait** (297 x 210mm)
Strip: 74mm height
- **A5 portrait** (210 x 148.5mm)
Strip: 52.5mm height
- **DL portrait** (210 x 99mm)
Strip: 52.5mm height
- **A6 portrait** (148.5 x 105mm)
Strip: 37mm height

Please contact the Communications team if you need any clarification on publication templates and formats.



Publications - template sizes (landscape/square)

The publication cover template should be applied to all publications.

A publication is defined by any stitched or bound booklet that has 8 pages or more.

The bottom template strip should be used across all publication formats including DL, A6, A5 and A4. The template applies to portrait, landscape and square formats. The dimensions and % scale have been indicated (dimensions indicated are up to the edge of crop area).

- **A4 landscape** (210 x 297mm)
Strip: 52.5mm height
- **210 square** (210 x 210mm)
Strip: 52.5mm height
- **A5 landscape** (148.5 x 210mm)
Strip: 37mm height
- **A6 landscape** (105 x 148.5mm)
Strip: 26mm height

Please contact the Communications team if you need any clarification on publication templates and formats.



Publications - cover template strip colours

All of the brand colours are available for use in the bottom template strip of general University publications and student publications.

The colour should be selected to compliment the imagery being used.

The bottom template strip should always be used at 100% tint.

Corporate publications should use a bottom template strip from the dark and neutral colour palettes. White is also available for use on corporate publications.

Dark



CMYK
C:100 M:95 Y:4 K:42

(*Corporate use only)

Neutral



CMYK
C:13 M:32 Y:2 K:8



CMYK
C:74 M:100 Y:4 K:48

Bright



CMYK
C:0 M:19 Y:88 K:0



CMYK
C:0 M:58 Y:100 K:0



CMYK
C:48 M:0 Y:94 K:0



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



CMYK
C:25 M:4 Y:42 K:3



CMYK
C:62 M:19 Y:43 K:49



CMYK
C:76 M:0 Y:5 K:0

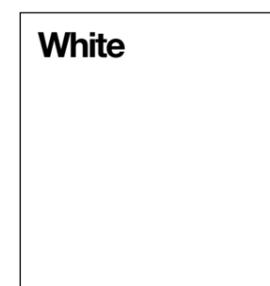


CMYK
C0 M:82 Y:53 K:0



CMYK
C:48 M:72 Y0 K:0

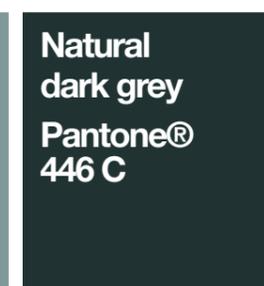
White



CMYK
C:0 M:0 Y:0 K:0



CMYK
C:33 M:10 Y:18 K:30



CMYK
C:54 M:27 Y:36 K:82



CMYK
C:90 M:48 Y:0 K:0

Publications - use of colour (dark and natural)

The publication bottom strip colour should be selected to compliment the imagery being used.

The bottom template strip should always be used at 100% tint.

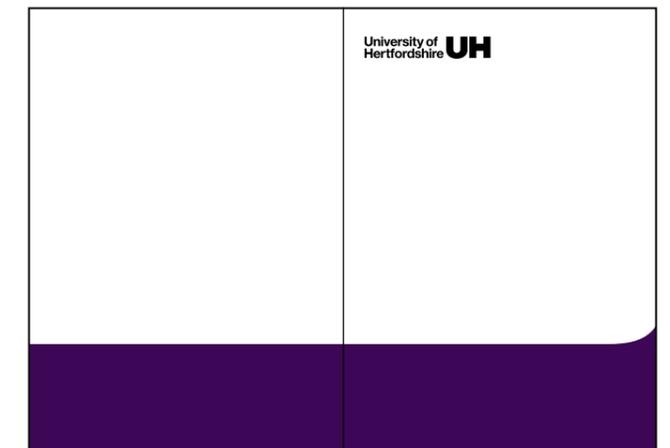
On the following pages you will see examples of the bottom strip used with imagery.



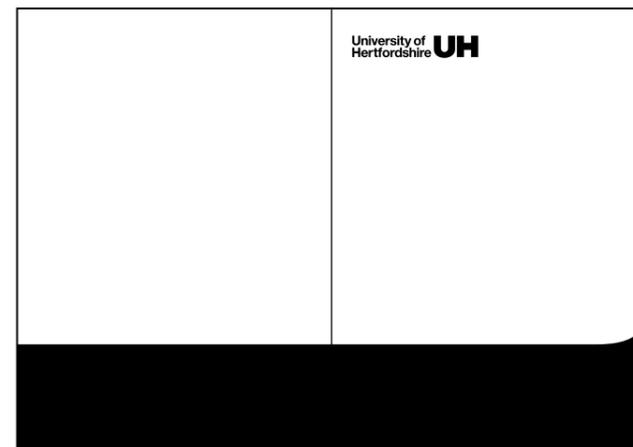
Dark Blue



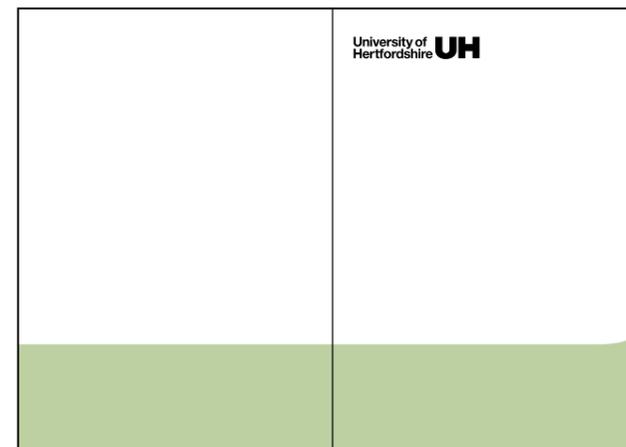
Light Purple



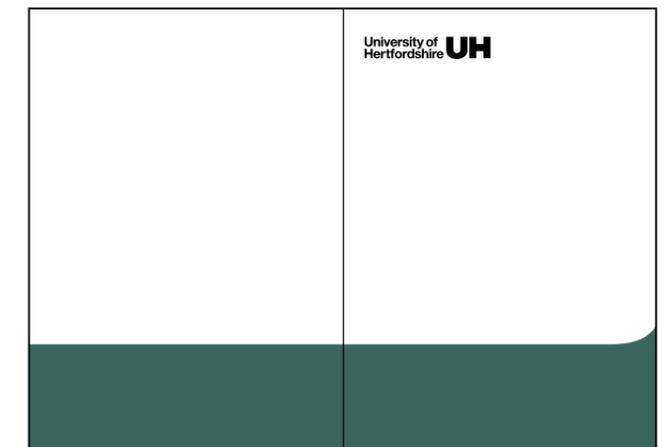
Dark Purple



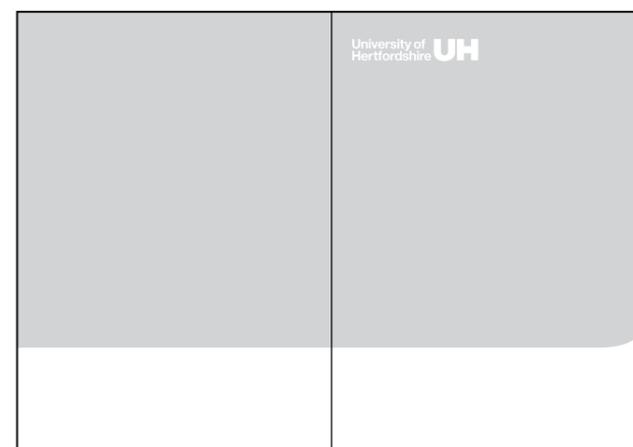
Process Black



Light Green



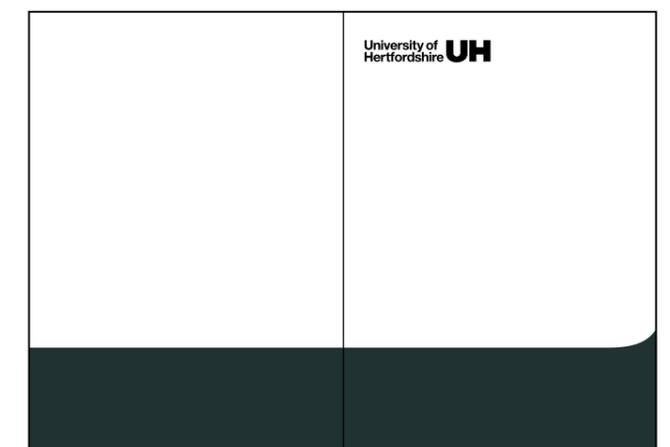
Dark Green



White



Light Grey



Dark Grey

Publications - use of colour (bright)

The publication bottom strip colour should be selected to compliment the imagery being used.

The bottom template strip should always be used at 100% tint.

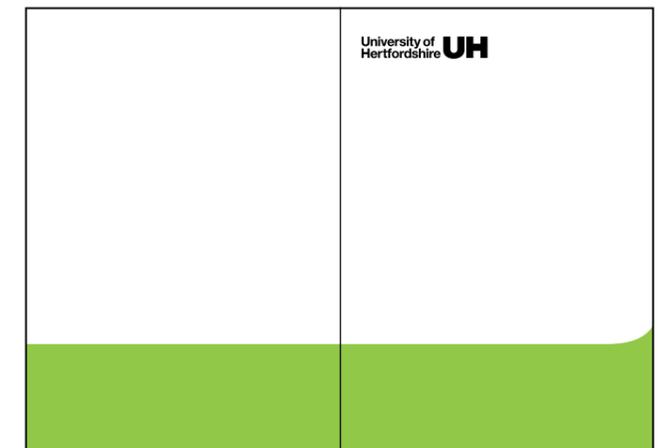
On the following pages you will see examples of the bottom strip used with imagery.



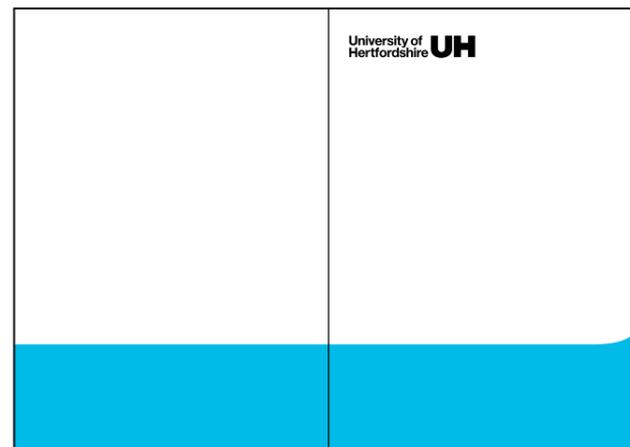
Yellow



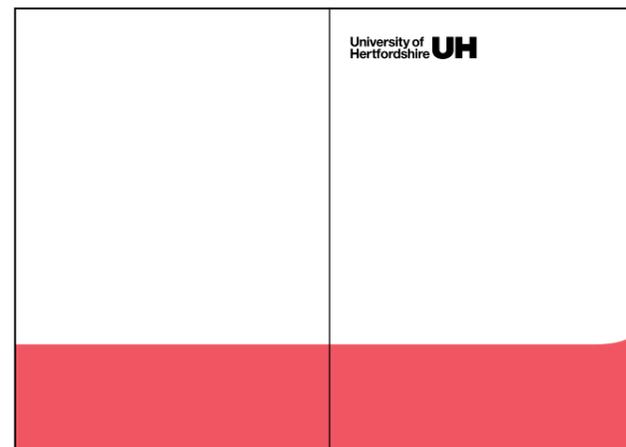
Orange



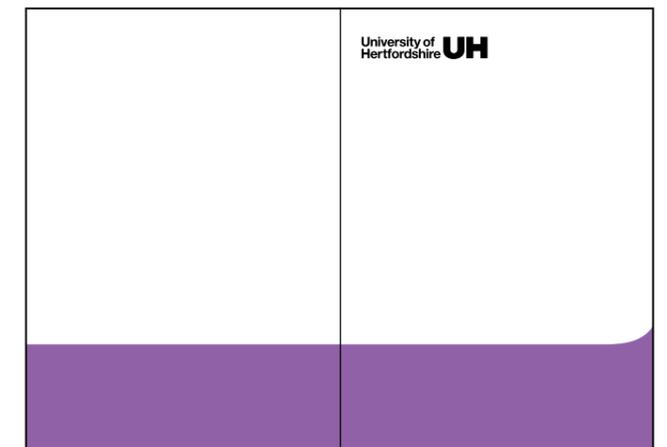
Green



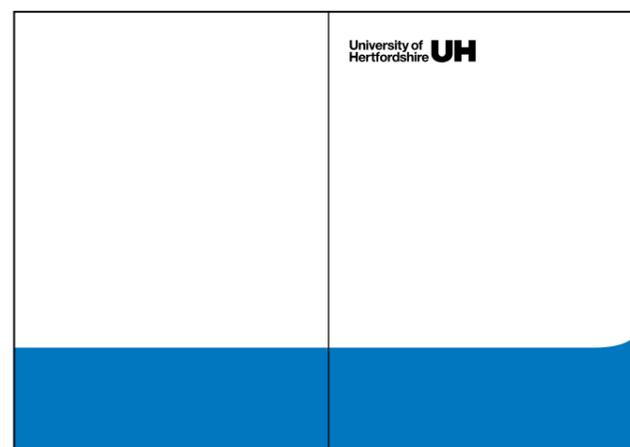
Blue



Pink



Violet



Mid Blue

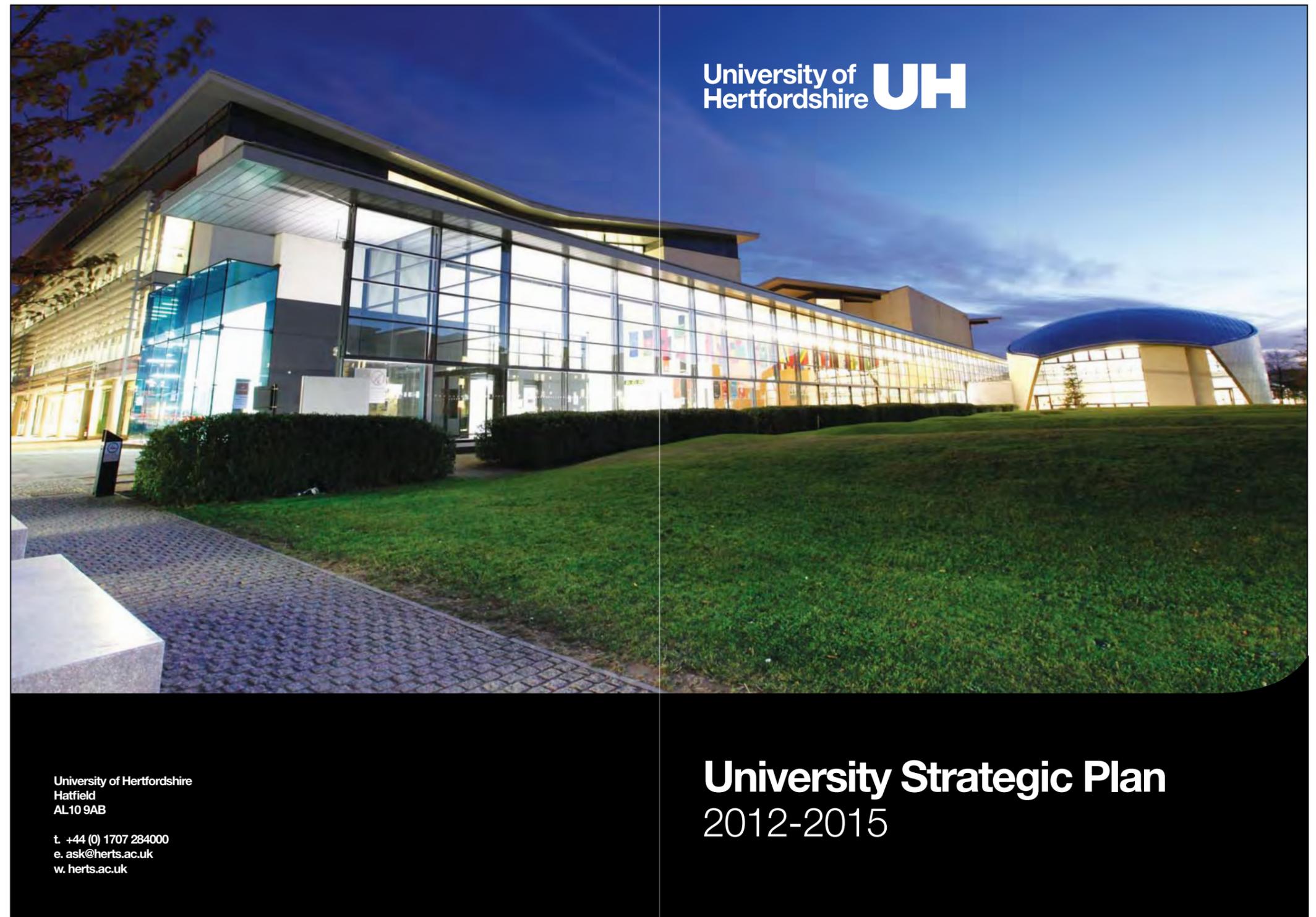
Publications example - full cover image

An example of a publication cover with a full image applied across the front and back covers.

Example shown is A5 size.

BACK COVER

FRONT COVER



Publication example - single cover image

An example of a publication cover with a single image applied on the front cover and a plain back cover.

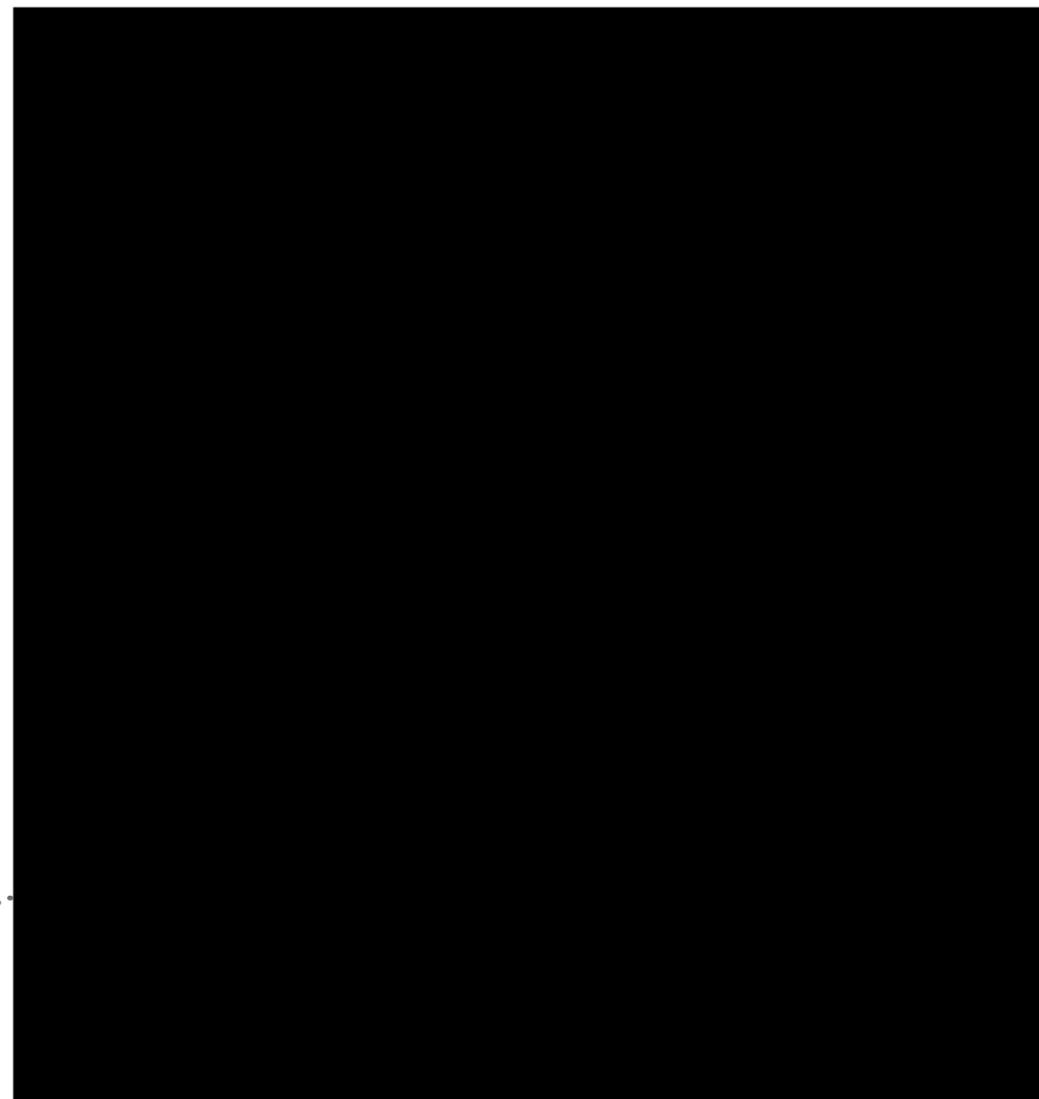
The range of University brand colours can be applied to the back cover in this instance and must compliment the bottom strip colour.

Alternatively a tint of the brand colour used in the template strip may also be used on the back cover.

Example shown is A5 size.

The range of University brand colours are available for use on the back cover.

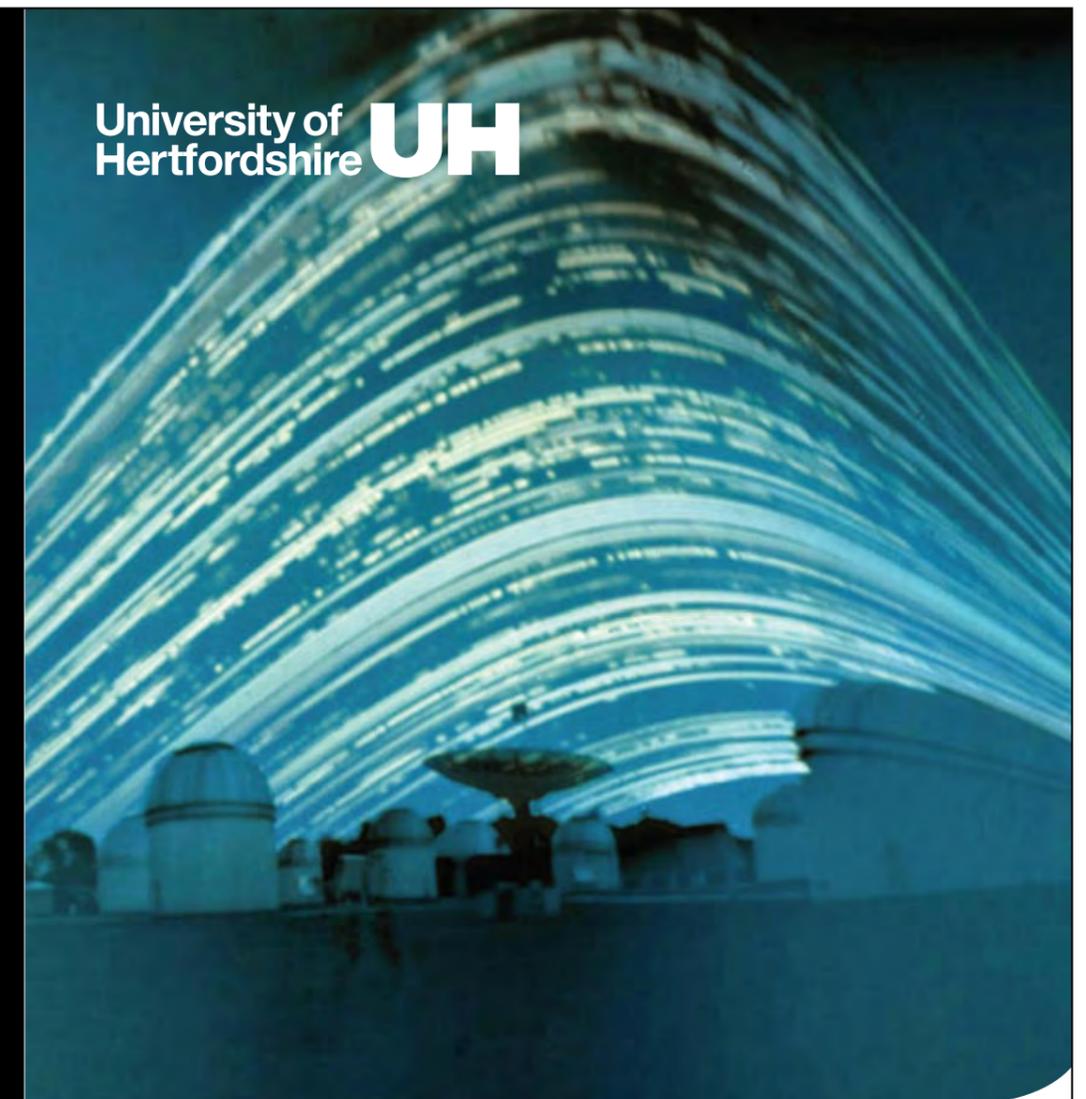
BACK COVER



University of Hertfordshire
Hatfield
AL10 9AB

t. +44 (0) 1707 284000
e. ask@herts.ac.uk
w. herts.ac.uk

FRONT COVER



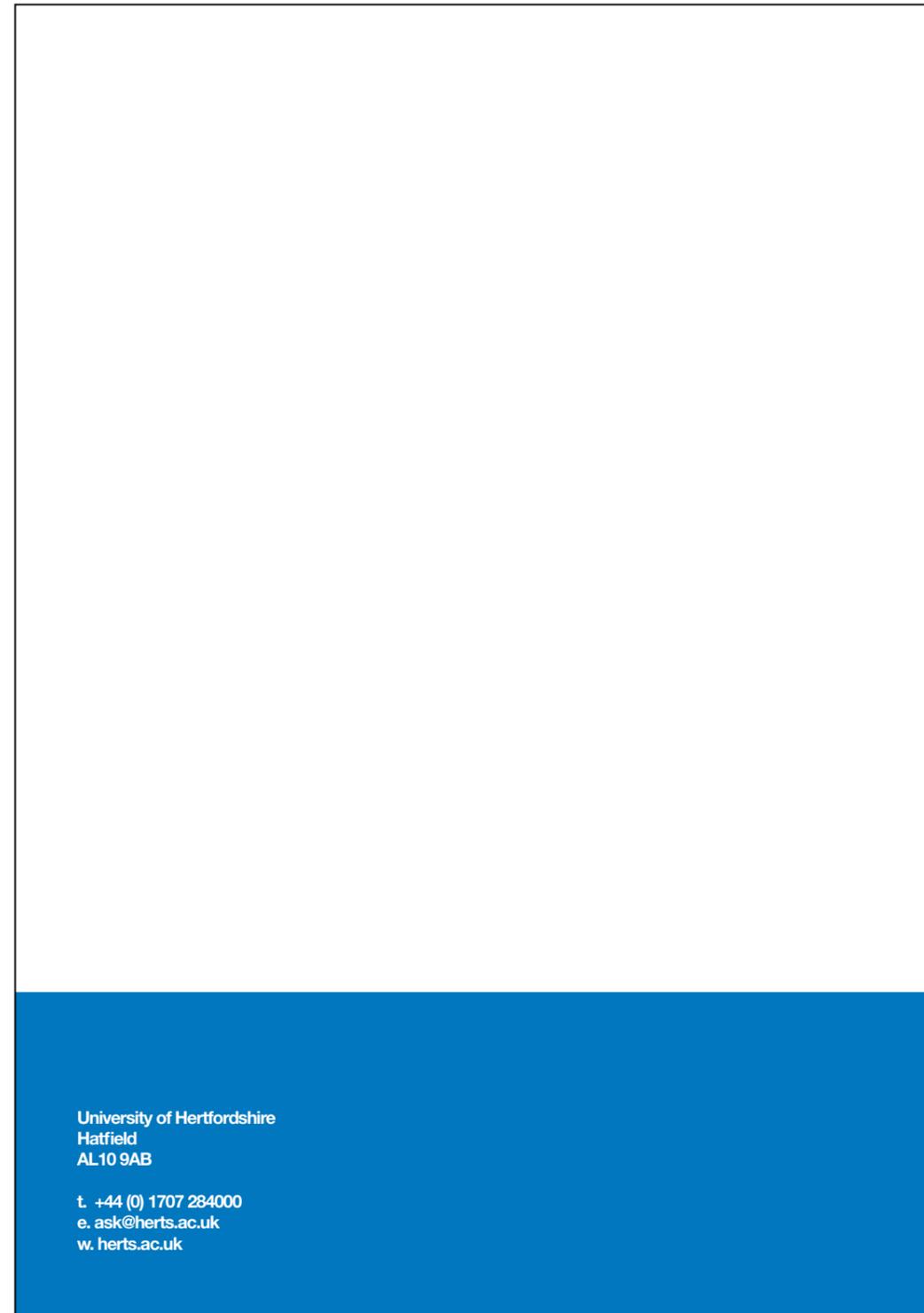
Credentials

Publication example - school of study

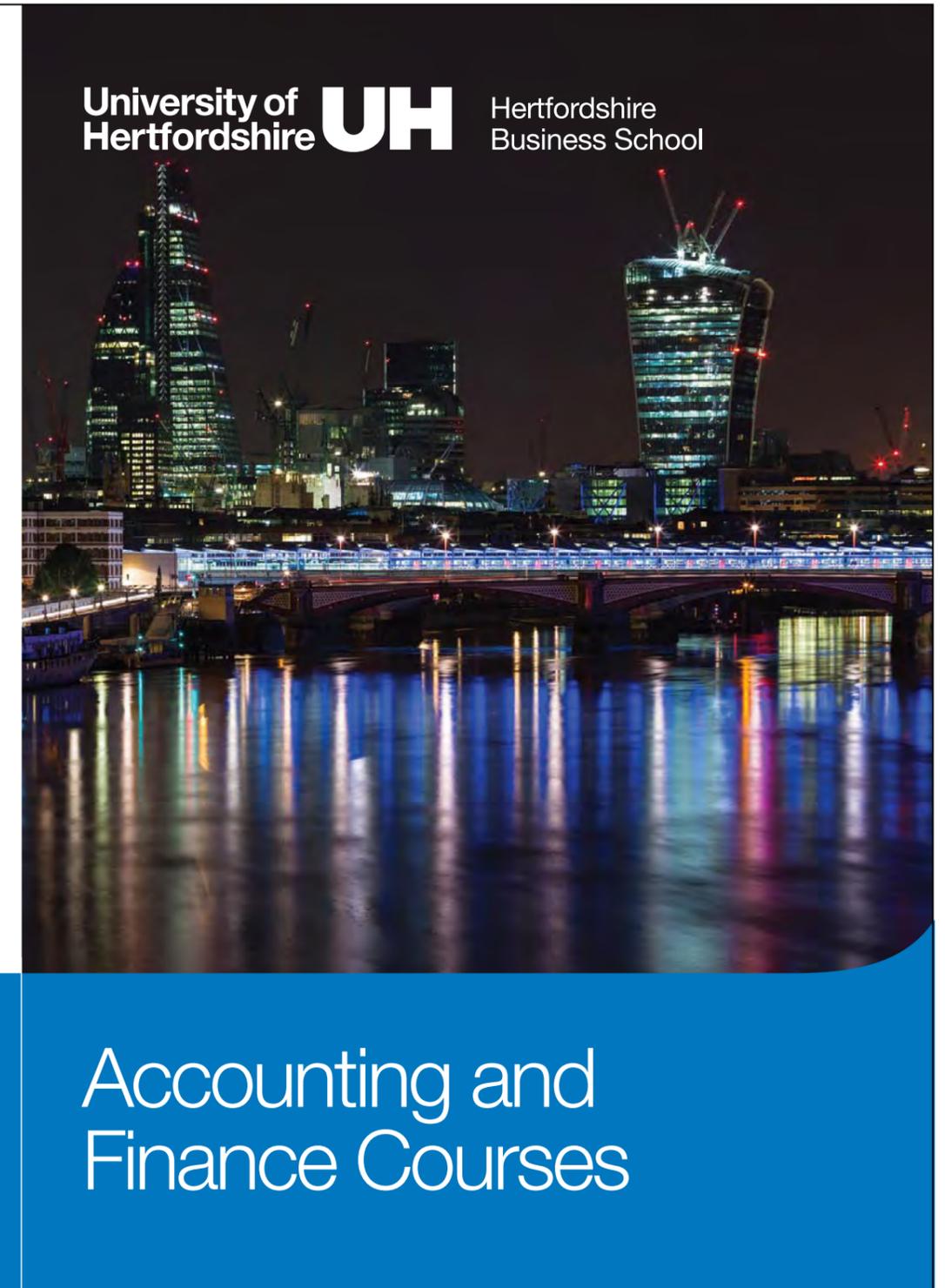
An example of a school of study publication cover with white logo applied and colour bottom template strip.

Example shown is A5 size.

BACK COVER



FRONT COVER



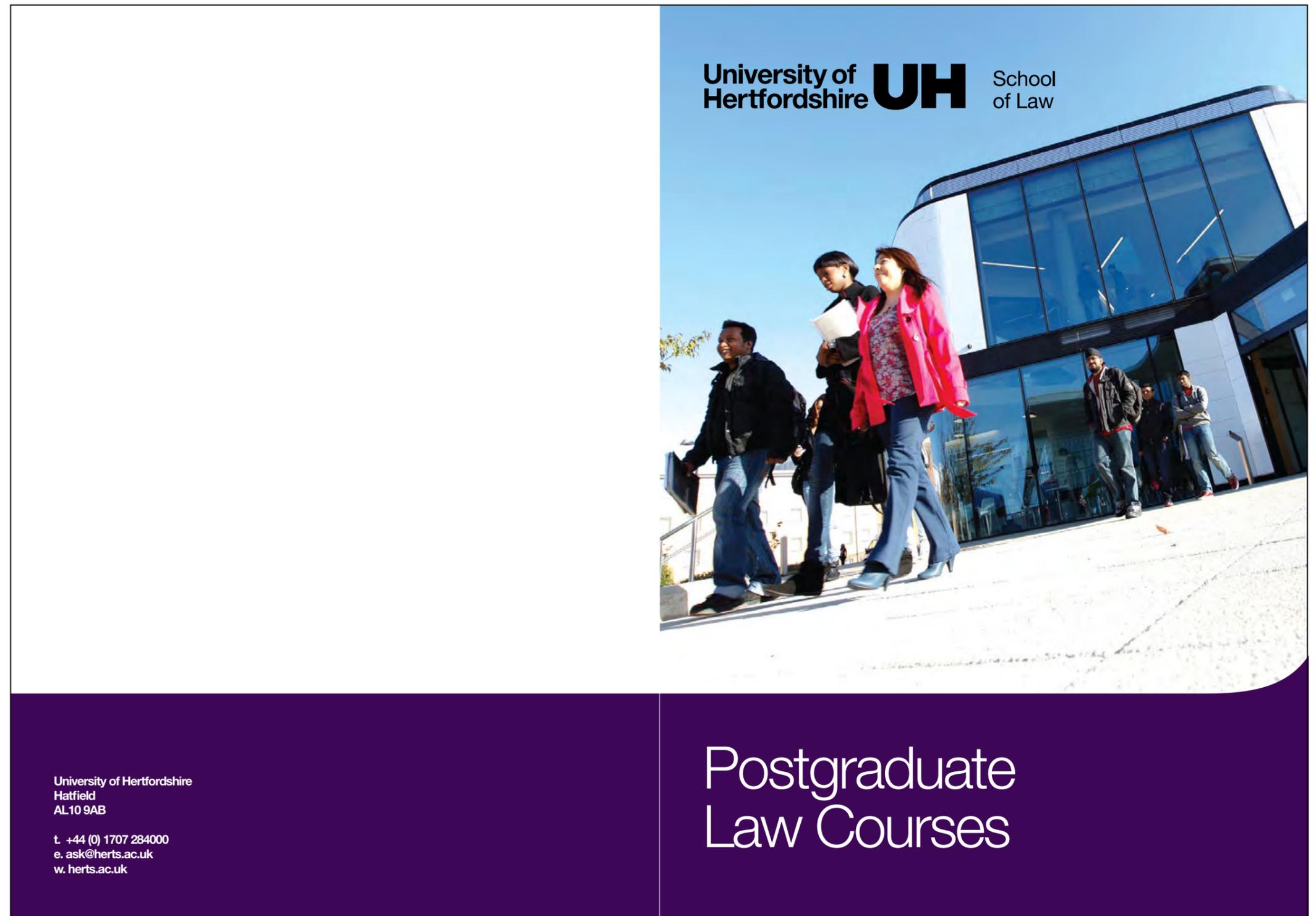
Publication example - school of study

An example of a school of study publication cover with black logo applied and colour bottom template strip.

Example shown is A5 size.

BACK COVER

FRONT COVER



Publication example - general

An example of a school of study publication cover with white logo applied and colour bottom template strip.

Example shown is A5 size.

BACK COVER

FRONT COVER



Publication example - back cover content

An example of a publication cover utilising the back cover for content, eg map/image and text.

The back cover may be used in this way for publications with a low number of pages where space is limited or alternatively where a location map is required.

Example shown is A5 size.

BACK COVER



FRONT COVER



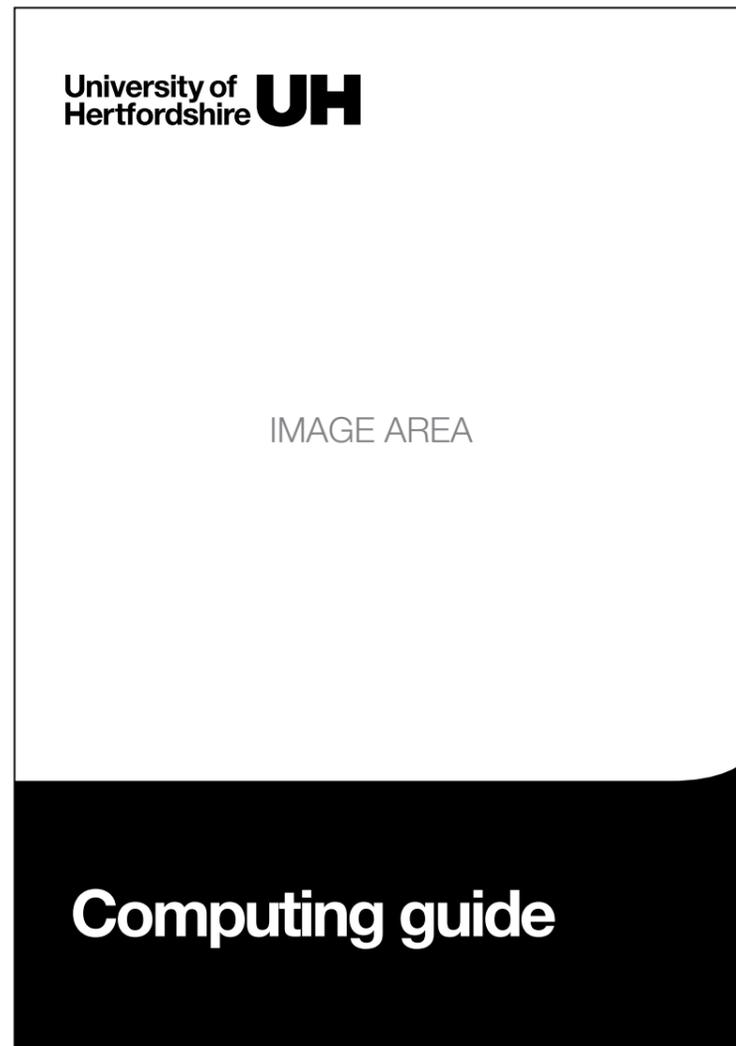
Text positioning - front cover

All heading text and sub text should be positioned in the bottom template strip.

No text should be overlaid in the image area.

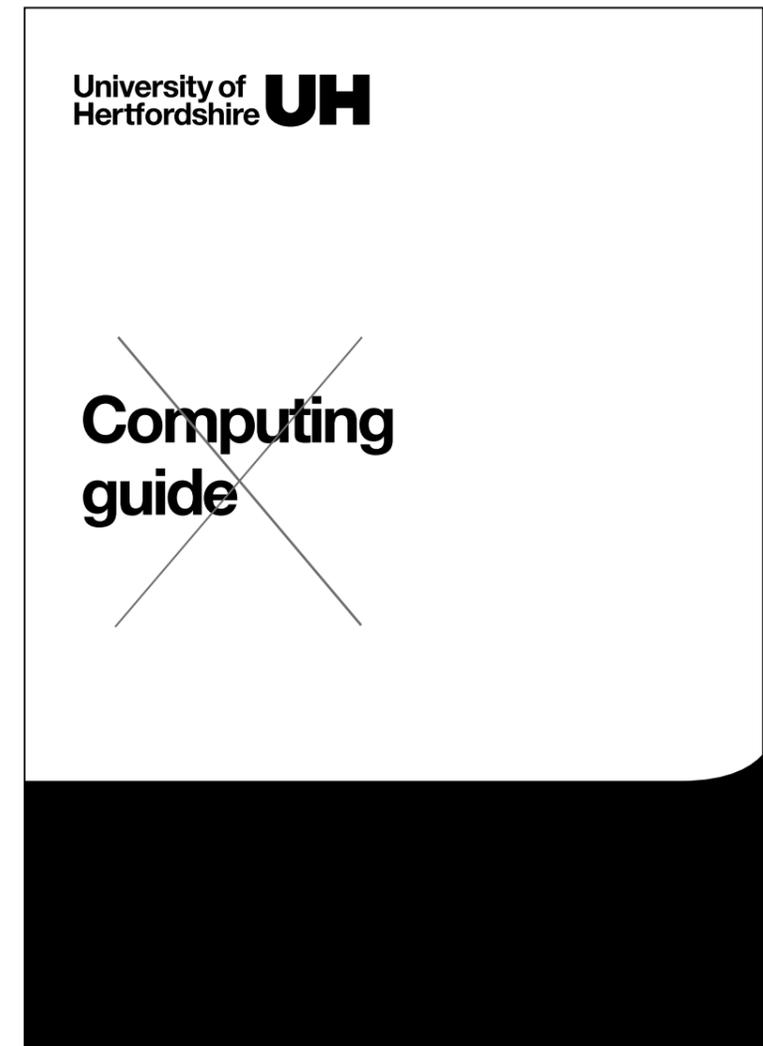
Please also see the 'text guide' guidelines in section 2.35.

Example shown is A5 size.



YES

Text must be positioned in the bottom template strip.



NO

Text should not be overlaid in the image area.

Text guide - front cover

There are no restrictions on the size or style of heading text or sub text used on the publication front covers.

All of the corporate typeface are available for use.

The text should be positioned in the template bottom strip and aligned left.

There is a limit of no more than 3 horizontal lines of text.

The full range of University brand colours (including tints) can be used for the heading text and sub text - please ensure copy is legible with colour combinations used.

Example shown is A5 size.

University of
Hertfordshire **UH**

IMAGE AREA

NOTE
NO MORE THAN
3 LINES OF TEXT
TO BE USED

Computing

A guide to University IT and computer
facilities on-campus

Text guide - back cover

The University or School contact address should be included on the back cover.

The text should be positioned in the template bottom strip and aligned left in the bottom corner as illustrated. The text should always work from the baseline upwards.

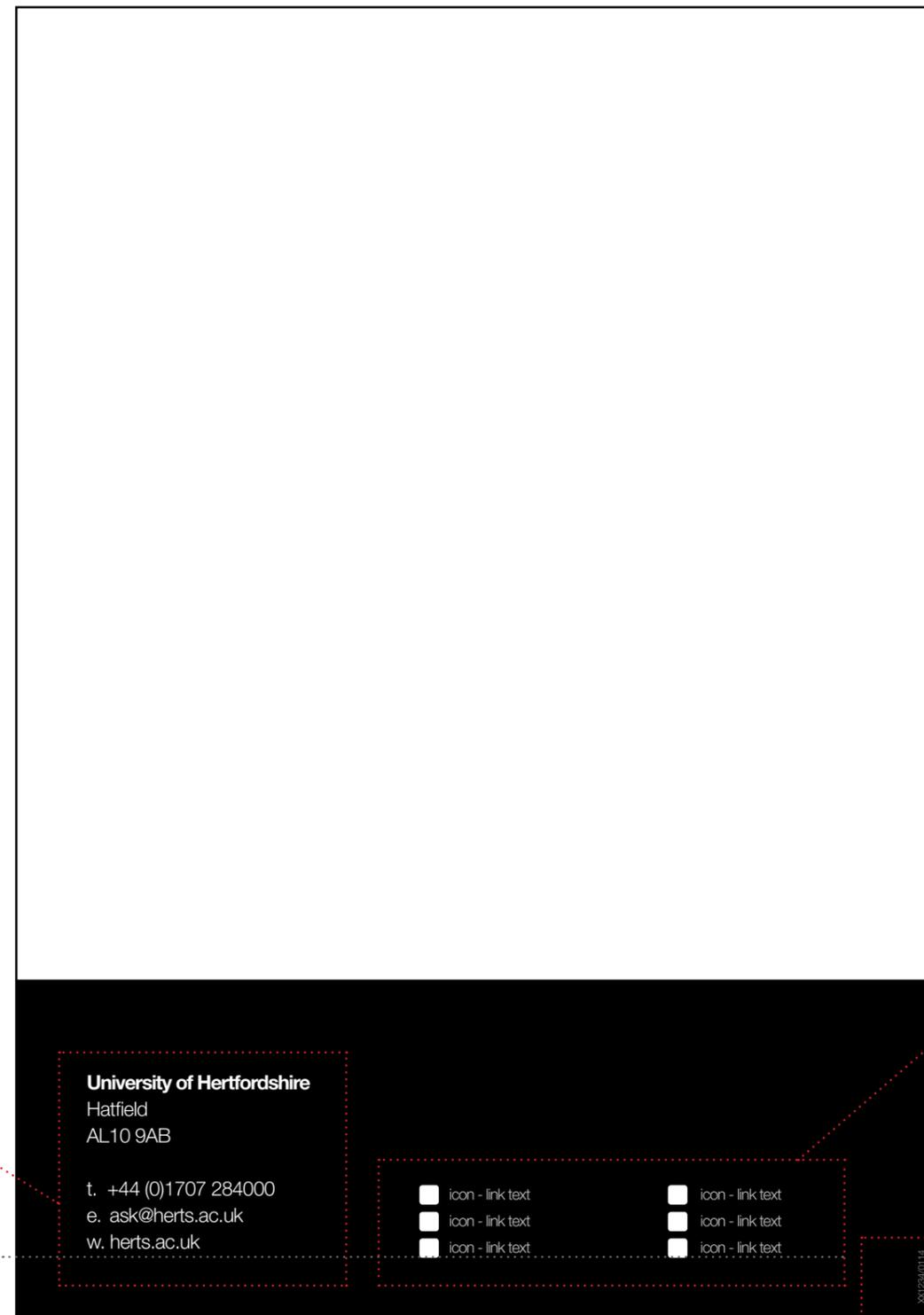
Social icons and web link text should also be included in the template bottom strip. You can use the social icons that are relevant to your publication/area.

When using the social icons please position each icon and corresponding web link text as displayed. Use the right column first followed by the left column, if you are using more than 3 social icons fill the space accordingly in a balanced order. The baseline of the bottom social icon should align with the baseline of the web address on the left side.

University of Hertfordshire
Hatfield
AL10 9AB

t. +44 (0)1707 284000
e. ask@herts.ac.uk
w. herts.ac.uk

BASELINE



Social Icon Link Text

 /UniOfHerts

Position the social icons on the right side first followed by the left column, if you are using more than 3 icons fill the space accordingly in a balanced order.

Position the design agency job reference code in the bottom right corner.

Contacts and further information

Nancy Sardari-Kermani

Head of Communications

01707 281310

N.sardari-kermani2@herts.ac.uk

Communications Administrator**Karen Lakin**

Administrative Assistant

01707 284036

K.lakin@herts.ac.uk

Visit go.herts.ac.uk/brand for more information and to download brand templates