UNIVERSITY OF
SURREY
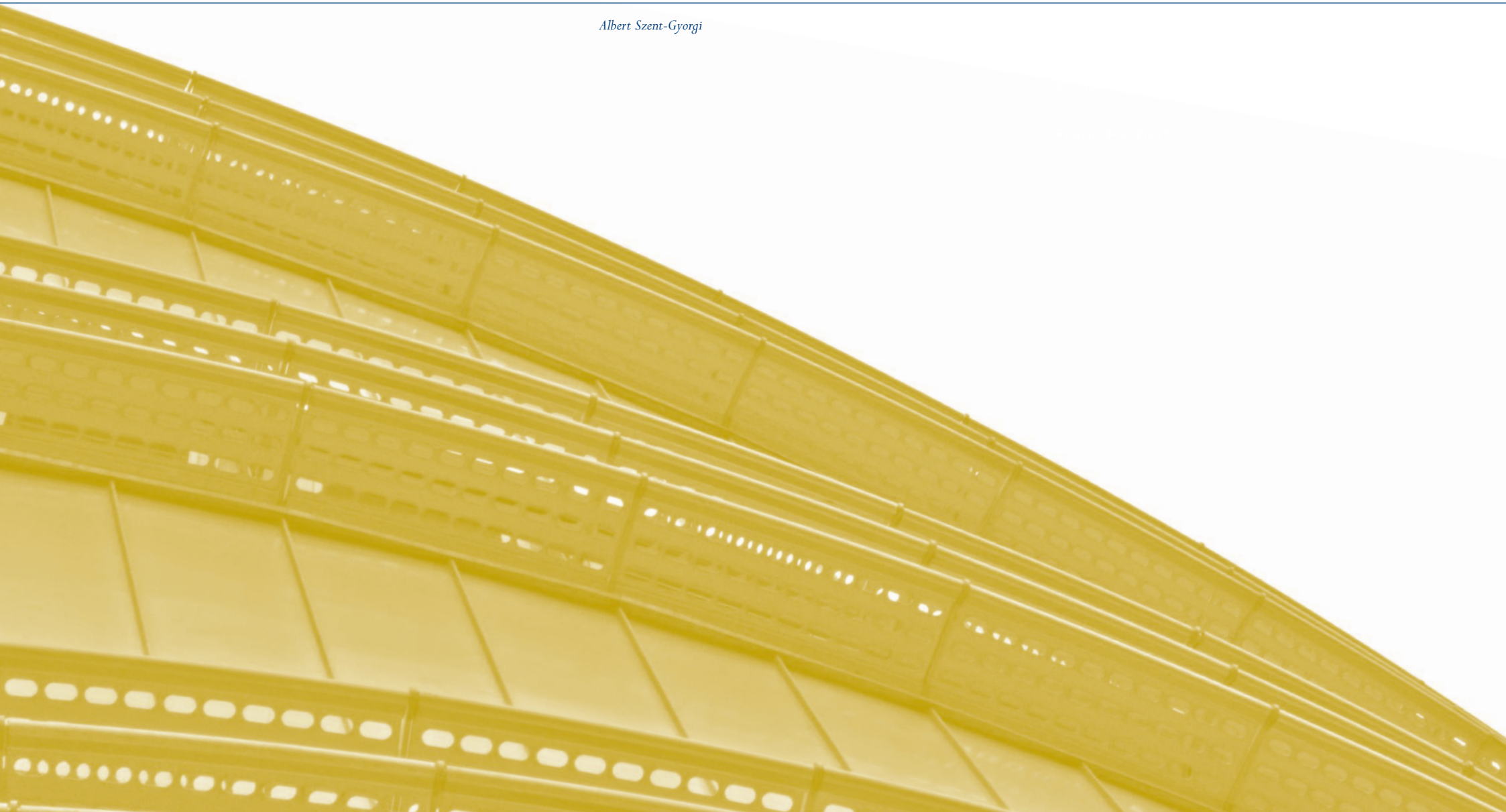
Brand Style Guidelines

Discovery consists of seeing what everybody has seen, and thinking what nobody has thought.

Albert Szent-Gyorgi

Contents

The purpose of these guidelines is to explain the use of the new University of Surrey brand house style and to reinforce consistent application of visual elements in all our communications. This includes publications, presentations, and all other marketing materials. Guidelines on the use of the logo are included.

If you have any problems or are in any doubt on any element of the brand style, visual identity or use of the corporate identity please contact`:

UniSPrint
University of Surrey
Guildford
GU2 7XH

Introduction

Our new positioning

Our visual identity is an important tool for communicating our brand values and positioning.

Therefore, it is very important that these design elements are used consistently throughout all applications.

Our new logo

A brief history of our new identity

The new logo and identity for the University of Surrey has been created to reflect our strong heritage whilst at the same time looking forward to the bold future the University has to offer.

The icon is derived from the University coat of arms where the stag denotes the medieval royal hunting park on which the main campus is built and the key a heraldic symbol of learning.

The icon presents a proud symbol of our ambition: representing an independent outlook and strength of purpose.

The type style is both welcoming and striking: the combination of curves and points convey a sense of tradition with a fresh feel.

The stag is an effective representation of the University: bold and independent; strongly engaged with its world; challenging yet protective; forward-looking and ambitious.

UNIVERSITY OF
SURREY

Logo usage

The logo for the University of Surrey is an important and valued graphic element and must be used consistently and appropriately.

Correct usage

The complete logo should be used at all times. The icon should never be used in isolation; the type should never be used in isolation.

Correct usage combined type style and icon

Incorrect usage with separated icon and/or type style

Logo usage

Minimum size

The minimum size of the logo for all applications is 25mm.

Below this size the logo loses its clarity and impact.

UNIVERSITY OF SURREY

Minimum size 25mm

UNIVERSITY OF SURREY

When using the logo for exhibition stands and larger marketing print etc consideration must be given to its correct size and where possible vector files should be used for print to keep quality of print and clarity of the logo.

The vector file is available from Marketing, University of Surrey, Guildford GU2 7XH

Logo usage

Exclusion zone

The exclusion zone on the logo is measured from the value of x.
The x measurement is always the height of the type of the logo (as shown)
and this is consistent to whatever size the identity is reproduced, whilst
considering it is never smaller than the minimum size (see page 6)

Considering these facts we have a total exclusion zone as seen below

Logo usage - colour usage

Logo colour usage

The preferred colour usage for the logo is the dual colour version.
These two colours are Pantone 281 (blue) and Pantone 457 (gold/yellow).

Where the quality of the reproduction of the gold/yellow is uncertain, the single colour version should be used (Pantone 281).
The logo can also be printed as a solid black or reversed out in white.

It should never be printed in any other colours or combination of colours.

When using the logo on images the logo should be clearly visible and the background must provide sufficient contrast and have an even tone.

Discretion must be used to maintain the strength of the logo in these situations.

Dual colour version
Pantone 281 (blue) and pantone 457 (gold/yellow).

Single colour version
Pantone 281 (blue)

Reversed out version

Black on white version

Logo usage - incorrect use

Rule of usage (external)

Where the logo or coat of arms is supplied as a vector file there must be no altering of this file whatsoever. The file is for print and positioning purposes only and any changes to the shape of either the 'stag' icon or the 'University of Surrey' type of the overall logo, or the 'University of Surrey coat of arms' will be regarded as very serious.

Any production that goes against this directive will be deemed as not following University brand law and will be non-representational of the University of Surrey. Materials and/or their production may not be paid for by the University.

The vector logo and coat of arms is supplied on a single use basis. It should be only used for the purpose it has been supplied. It should not be used for any other purpose and must not be issued to any third party, including any University of Surrey employee.

Where use of the University of Surrey logo or coat of arms is used without authorisation or in an incorrect form, any monies made from the sale of these items will be seen as illegal.

Never change the positional
relationship between the text and icon

Never re-type the text in another font
Never use another typeface

Never alter the size of the icon in relation to the text

Rule of usage (internal)

Any production that goes against the directives outlined will be deemed as not following University brand guidelines and will be non-representational of the University of Surrey. Any such materials are liable to be withdrawn and the cost of producing replacements charged to the offending Department.

Departments should therefore consult appropriate staff in Marketing and Public Affairs or UniSPrint before producing materials.

Never alter the vector file

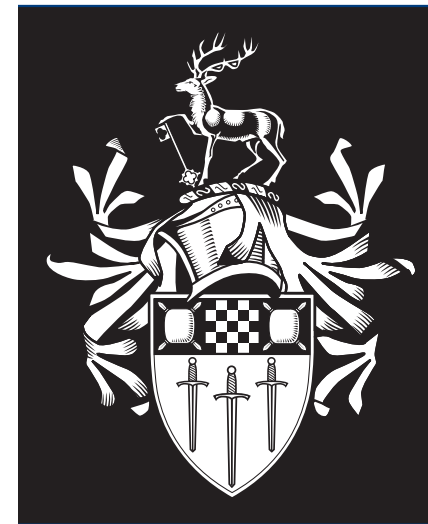Never enclose/reverse out the type on its own

Never alter the angle of the icon to the type

Never reverse the icon or any part of the identity

University coat of arms

The University coat of arms should be used primarily as a mark of endorsement and not as the University logo or icon.

The coat of arms should never appear with the University name attached to it. This is to ensure that there is no confusion over this image being the new brand logo of the University of Surrey.

The coat of arms has been redrawn to be clearer and sharper whilst retaining the integrity of all elements in the original rendering. The old coat of arms image should not be used.

The new coat of arms is available as a vector file if required.

University coat of arms

This full colour coat of arms is for use on High Office stationery and printed documents only.

This coat of arms is available as a vector file.

Vector files should be used for print to keep quality of print and clarity of the logo.

Sub brands

Perpetua Reg
Sub brand descriptor

PERPETUA REG
Sub brand descriptor

Baker Signet Reg
Sub brand descriptor

BAKER SIGREG
Sub brand descriptor

The creation of any University of Surrey sub brand requires many design considerations. Any newly created sub brand identity needs to sit alongside the University logo and compliment it in style and colour.

Colour usage

The sub brand logos can only be printed in either a single colour using Pantone 281, or in dual colours using Pantone 281 and Pantone 457. This will help the logo sit easily alongside the University identity and help to reduce print costs.

Typeface usage

The only typefaces that can be used for logo design are either Perpetua Regular or Baker Signet Regular. This is so that any sub brand identity will be immediately recognised as part of the overall brand of the University of Surrey. The two typefaces should be independent to each other and never used together in the same logo design.

Sub brands are distinct from departments or services as they will have a significant external or commercial facing function.

Sub brands

Perpetua Reg
Sub brand descriptor

PERPETUA REG
Sub brand descriptor

The descriptor (if needed) should be shown below the main title. It should be in the same font as the main title or sub brand name.

The sub brand logo can appear on its own on internal documents, but must always be used alongside the main University of Surrey logo on all external documents.

It is advised that the sub brand should ideally be set up by UniSPrint and approved for usage by Marketing and Public Affairs

Typefaces

There are two choices of typeface for document and general use

Frutiger and Perpetua

Frutiger is used in three weights and these are light, roman and bold. This is used for body copy only. It is a very legible typeface and has a modern feel.

Perpetua is used in three weights and mainly for sub heads, headings and captions.

Frutiger 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Perpetua
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Frutiger 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Perpetua Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Frutiger 65 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Perpetua Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Typefaces - system and web fonts

Two system fonts have also been selected. These should be utilised in documents which will be used in electronic format where we cannot guarantee the corporate fonts will be available. These fonts will be used on the website.

These fonts are widely available and at the same time compliment our brand fonts.

Arial and Baskerville

Arial is used in just one weight.
This is used for body copy only. It is a very legible sans serif typeface and has a modern feel.

Baskerville is used in two weights.

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Baskerville
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Baskerville SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Colours

Corporate colours

The University's corporate colours are Pantone 281 (blue) and Pantone 457 (gold/yellow). These colours are very important and should be used in preference where the logo is reproduced.
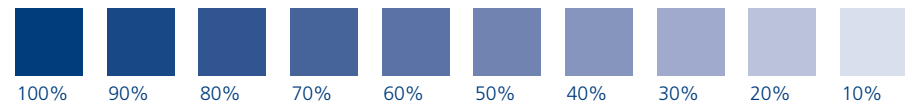
Pantone 281   Pantone 457

The colours convey a sense of heritage whilst being sharp and different enough to be modern and distinctive.
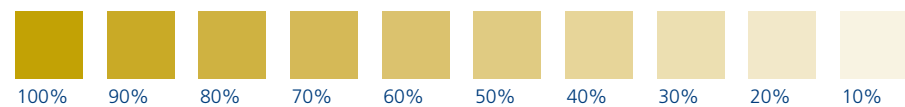
Corporate colour tints

No corporate colours should be used below a thirty per cent tint to allow text to be legible from them.

Note that we utilise a lot of digital printing, which can produce lower quality output of tints.

Pantone 281

| 100% | 90% | 80% | 70% | 60% | 50% | 40% | 30% | 20% | 10% |

Pantone 457

| 100% | 90% | 80% | 70% | 60% | 50% | 40% | 30% | 20% | 10% |

Secondary palette

Secondary colours

To provide a greater flexibility of colours we have created a second palette. These colours are to work alongside the two corporate colours and to complement their usage. No colours should be used below a thirty per cent tint to allow text to be legible from them.

Pantone 185	Pantone 1655	Pantone 114	Pantone 383	Pantone 299	Pantone 2655	Pantone 513	Pantone 465	Pantone 397	Pantone 136
Pantone 186	Pantone 164	Pantone 121	Pantone 390	Pantone 2995	Pantone 2725	Pantone 514	Pantone 4655	Pantone 3268	Pantone 145

The colours are clear, crisp and modern.