HOW TO

BECOME UNSTOPPABLE

University of
Salford
MANCHESTER

University of Salford
MANCHESTER

Through our brand, we communicate our position as a University that always has, and always will, do things differently. We are innovators, we create opportunities and choices – we're made in Salford, and we're proud to be.

As a leading University, we are constantly evolving to meet the needs of students, society and industry – and to stay at the forefront of global research on the issues that impact us all.

This innovation, and our industrial heritage, is at the heart of everything we do.

We communicate our brand through how we talk, how we position ourselves, and how we build our reputation. Our prospectus, promotional materials, social media, photography, website – and our people – are all core parts of our brand.

To build a strong brand, it's vital that everyone who represents Salford understands how to do so in a consistent way - creating a common sense of identity across our complex, multi-campus University, and helping us to reach an international audience.

These guidelines show you how the brand should appear across a range of communications - please take the time to understand them, and play your part in building an impactful brand for the University of Salford, now and for the future.

Together, we're unstoppable.

A BRAND WE CAN ALL REPRESENT

Key to our brand is the lasting impression we leave on our audiences – the beliefs, feelings and expectations that come to mind when people think about us, and when we think about ourselves.

By following these brand guidelines, we can build a strong brand that creates these positive feelings and expectations.

Through this, we communicate what's unique to Salford, remain distinct from our competitors – and we communicate industry, integrity and initiative, in everything we do.

UNDERSTANDING THE BRAND POSITIONING

Before creating any new piece of communication it is important to be clear about its aims.

These three questions are a good starting point and should get you thinking in the right way about what you are about to produce – Who is it aimed at? How will it look? What do I want the audience to do as a result of this piece of communication?

WRITING A BRIEF: KEY ELEMENTS

1.

Who are we talking to?

/ Who is your audience?

/ What do you know about them?

/ What information will they need from this piece of communication?

2.

What do we want to achieve from this piece of communication?

/ Decide on clear outcomes from your communication

/ Do they align with our brand values?

/ How does this fit in with the bigger picture and the wider range of communications?

/ What specifically do you want your audience to do as a result of this communication? What is your 'call to action'?

3.

How will we deliver it?

We have created guidance for tone of voice and a visual toolkit which is outlined in our 'visual identity' section. These tools will help you deliver communications that are 'on brand' and true to our vision

It is also important to consider the format in which the communication will be delivered. For example, is it a leaflet or a tweet? What is the best way to reach your target audience?

02 / OUR BRAND /

Our brand values: Industry, Integrity, Initiative
Feel, Believe, Expect

BECOME UNSTOPPABLE

Our brand values are the essence of who we are – the principles that we remain true to and live out every day. These should run through all of our communications:

INDUSTRY – Encouraging strong commercial links, hard work and diligence.

We form partnerships with organisations of all types and sizes that bring real-world experience to our students, allow our teaching staff to advance their knowledge, and bring tangible benefits to communities around us.

INTEGRITY – Standing firm in our belief in doing the right thing, in the right way.

We know who we are, and who we're not; we're proud of our heritage and achievements, without being pretentious or showy. We value our diversity and commitment to widening participation.

INITIATIVE – Recognising opportunity and being courageous in its pursuit.

We're not afraid of a challenge or of doing things differently; we're resourceful and independent, approaching problems from a fresh perspective to find innovative solutions. We're passionate about what we do and inspire others to believe in themselves.

INDUSTRY/INTEGRITY/ INITIATIVE

FEEL
BELIEVE
EXPECT

**AT THE UNIVERSITY
OF SALFORD YOU CAN
BELIEVE**

/ We get you closer to industry
/ You'll get the opportunity to shine

What it is
INDUSTRIOUS

What it does
**ENCOURAGES
INITIATIVE**

How it does it
**WITH
INTEGRITY**
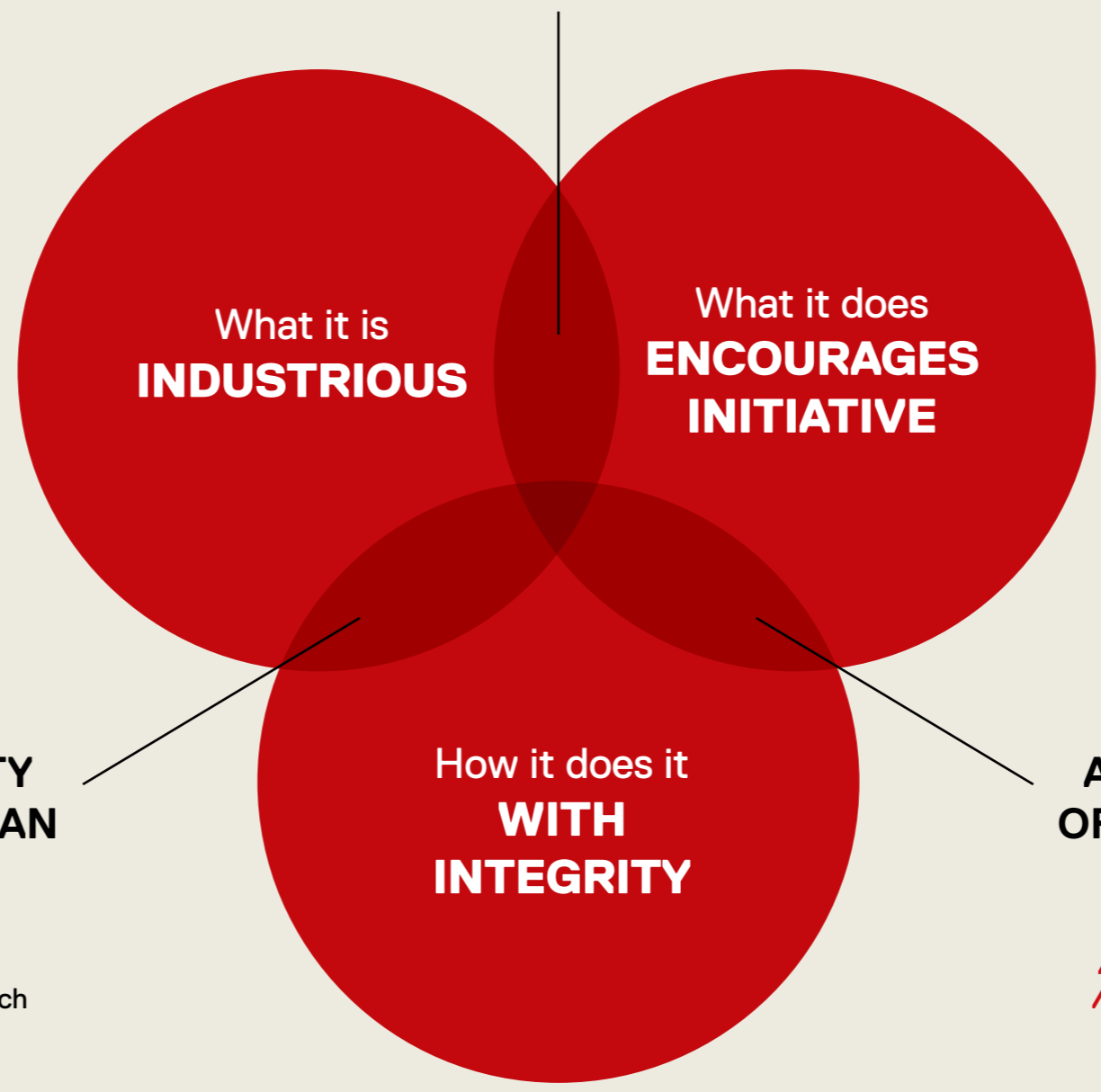
**AT THE UNIVERSITY
OF SALFORD YOU CAN
EXPECT**

/ Hard work
/ An honest, pragmatic approach

**AT THE UNIVERSITY
OF SALFORD YOU CAN
FEEL**

/ Commitment to our principles
/ An environment of opportunity

03 / COMMUNICATING OUR BRAND /

Our strapline 'Become Unstoppable'
Our brand voice
Key messages
Partnerships

'**BECOME UNSTOPPABLE**' is the University's tagline, which should be used across student and employee recruitment communications.

We want everyone at Salford to feel that they can 'Become Unstoppable' here.

By living our brand values of Industry, Integrity and Initiative, we will empower our students and colleagues and the businesses and communities we work with to pursue their academic, professional and personal goals with complete confidence - enabling them to create a positive and lasting effect on the world around them.

BECOME UNSTOPPABLE

Online ad

By using a consistent language and tone for all our communications – whether internal or external, print or web – we can express the University's personality in a way that's honest, truthful and reflects who we are.

/ What it should be: warm, welcoming, enthusiastic, professional, genuine, pragmatic, supportive

/ What it shouldn't be: overly academic, lofty, ambiguous, apologetic, aggressive, unrealistic

What does this sound like in practice?

/ Where appropriate, engage the reader by talking about 'you' rather than 'students'

/ Avoid passive language – refer to 'we', rather than 'the University' where appropriate

/ Not using overly-familiar language or slang, e.g. refer to 'new students' rather than 'freshers'

/ Our brand values of industry, integrity and initiative should shine through

Here are some examples of how messaging and content can easily be revised by using some simple techniques.

OUR BRAND VOICE

TONE OF VOICE EXAMPLES

WRONG TONE

"At the University of Salford, the hallowed halls of academia are as revered as you would expect in a university with colleges established over 100 years ago."

"Our engineering courses rely upon strong practical skills and the kinaesthetic learners' needs. All our civil engineers are therefore required to complete a range of laboratory exercises."

"Our trained staff are very welcoming and will try and assist the students as best as they can."

RIGHT TONE

"Our academic staff are experts in their fields, regularly undertaking exciting and innovative research that directly informs your teaching."

"Salford is part of Greater Manchester; a thriving, diverse city region in the North West of England and home to some of the most open and friendly people you'll meet."

"There's an entrepreneurial spirit here - we've got big ideas and we make them happen."

"When you train to become a nurse, midwife or allied health professional at Salford, you'll face real-life scenarios in the safe and supportive environment of our Patient Simulation Suite."

OUR NAME

/ The University of Salford, not Salford University or Salford Uni

/ Don't abbreviate to UoS in any externally facing documents

OTHER NAMES

/ New Adelphi not the New Adelphi

/ MediaCityUK not Media City

/ 'askUS' service to be written as stylised

REFERRING TO THE VC

/ In the first instance refer to the VC as Vice Chancellor, Professor Helen Marshall

/ She can then be referred to as Helen

TITLES OF ACADEMICS

/ Don't capitalise the word academic or academics

/ Refer to Dr or Professor in the first instance and then by their first name

CAPITALISATION

/ When referring to a specific university, capitalise, eg. 'the University of Salford.' If referring to universities in general, do not capitalise, eg. 'if you're thinking of going to university'

/ Schools or faculties are capitalised when spelt in full (eg 'School of Environment and Life Sciences') but the capital is dropped in shortened uses after this (eg 'the school offers'). The use of unspecific or plurals (eg 'all schools and faculties must') are not capitalised.

/ When writing a heading, write it in sentence case, eg. 'Six things you didn't know about Salford', not 'Six Things You Didn't Know About Salford'

/ Open Days to be capitalised

/ For subject areas use lower case, eg. nursing, history, geography. For specific course titles, use capitals, eg. Civil and Architectural Engineering, Media and Performance

/ Industry Collaboration Zones to be capitalised, as well as names of the four zones, eg. Engineering and Environments

NUMBERING

/ Numbers one to ten are written as words, 11 onwards written numerically

/ Percentages in titles and in prose to be written as X%

DATE AND TIME

/ Dates to be written as: Saturday 24 June 2017

/ Use the 24 hour clock

AMPERSAND (&)

/ Only to be used in school logos, not in prose, eg.

/ SCHOOL OF **HEALTH & SOCIETY**   / SCHOOL OF **ARTS & MEDIA**

'Staff at the School of Environment and Life Sciences…'

ACRONYMS

/ Avoid using too many acronyms. Consider your audience – will they know what the acronym means?

/ If you are referring to an organisation/body with a long name several times throughout your copy, always refer to it by its full title in the first instance and give the acronym in brackets afterwards, eg. 'Industry Collaboration Zones (ICZs) offer a real-world approach to learning.'

/ This is not necessary for well-known organisations that are commonly referred to by their acronyms such as the BBC and the NHS.

COLON

/ Colons should be used to introduce a quotation, eg. Professor Fernando said: "Today we marked the beginning of an ambitious project."

/ At the beginning of a list, eg. 'The researchers looked at various large mammals: wolves, bears and deer.'

/ Between two parts of sentence where the first clause introduces an idea that is resolved by the second clause, eg. 'Salford researchers have found a new way to combat cancer cells: combining vitamin C with antibiotics.'

SEMICOLON

/ Semicolons are used to connect two independent clauses that could otherwise be written as two separate sentences, eg. 'Students are being given the opportunity to shadow the Sports Tours International events team; there's even the chance of a paid social media internship.'

/ Semicolons can also be used to write detailed list, eg. 'Academics from across the USA attended the conference, including Alex Case from the Audio Engineering Society; Carmen Hoover from Olympic College in Washington State; Kamilah Cummings from DePaul University in Chicago; and Sharon Davies from Middle Tennessee State University.'

WEB ADDRESSES/URLS

/ If your web address is on printed collateral, try to keep it as short as possible so that it's easy for the reader to remember and access.

/ Do not include http:// - in some instances the www is not needed, but please ensure you check before removing.

Good example: salford.ac.uk/openday

Bad example: www.salford.ac.uk/study/visit/undergraduate-open-days

/ URLS in digital/web copy can be embedded as a clickable link

QUALIFICATIONS

/ master's – lower case m and apostrophe

/ postgraduate – lower case p

/ BA, BA (Hons), BSc, BEng, PgDip, PgCert, MA, MSc, MPhil, MEng, PhD

RESEARCH

/ Capitalise names of centres, eg. Centre for Applied Research in Health, Welfare and Policy

/ Titles of research papers and journal articles should be written in sentence case and put in single quotation marks, eg. 'It takes two? : exploring the manual handling myth'

/ The names of books, journals, newspapers, television programmes and album titles should be italicised, eg.:

A Taste of Honey by Shelagh Delaney
The Journal of International Marketing
The Guardian
Coronation Street
Louder Than Bombs by the Smiths

EXCLAMATION MARKS

/ Consider your audience – use sparingly and only in informal communications

/ Only use one, eg. 'Welcome back!' not 'Welcome back!!!'

KEY MESSAGES

1. INDUSTRY IS EMBEDDED IN EVERYTHING WE DO

/ Industry at Salford underpins everything we do - creating courses with industry wrapped around them

/ Industry at Salford enhances the student experience and gives our graduates the edge by providing the best work opportunities

/ Our world-leading research advances industry knowledge and insight

2. OUR HERITAGE GIVES US DIRECTION FOR THE FUTURE

/ We've answered the needs of industry since 1896, when we began as the Salford Royal Technical Institute - we've now been a leading university for 50 years

/ Our connection to industry is stronger than ever – we have more partnerships with SMEs than any other Greater Manchester university

/ We remain committed to the wider Salford community by utilising our research expertise and encouraging students to engage with projects that benefit local residents and businesses

3. WE'RE PROUD OF OUR DIVERSE STUDENT BODY AND ALUMNI

/ We raise aspirations for all of our students, providing a level playing field regardless of their background

/ We are champions of diversity – Greater Manchester is one of the most diverse city regions in the UK with over 200 languages spoken

/ We are proud of all of our alumni – real people making a difference in their communities

4. OUR LOCATION SETS US APART

/ Our campus is just 2km from Manchester, an internationally recognised city with a wealth of job opportunities in growing industries, such as digital, sports business and the built environment

/ We are the only university with a MediaCityUK campus, sitting right next to neighbours such as ITV and the BBC

/ Regional Devolution is investing millions in Greater Manchester – we are the real alternative to London

PARTNERSHIPS THAT DEMONSTRATE OUR KEY MESSAGES

The Mersey Gateway Project: we are utilising our research expertise to inform this £259m infrastructural project in the areas of sustainable development, ecology and conservation.

Siemens Degree Apprenticeships: through these new degree apprenticeships, we are recognising the changing learning needs of students and businesses and creating a more diverse offering.

SUPPORTING FACTS

/ We're proud to be diverse: Salford is on track to become one of the UK's first trans-friendly universities, with The Higher Education Funding Council for England (HEFCE) selecting Salford as a case study for best practice in transgender support

/ We're committed to supporting our communities: the CLOCK project connects local people with Salford law students - providing legal support which is no longer available due to government cuts

04/ VISUAL IDENTITY /

BECOME UNSTOPPABLE

This is the official University of Salford coat of arms. Its use is restricted to very formal or legal communications as well as for prestigious occasions, such as graduations.

THE MEANING BEHIND OUR COAT OF ARMS

The shield at the centre contains a cog and chain, representing industry and learning.

The lion that sits atop the shield is the guardian of the University, representing bravery and strength. He rests his foot on a shuttle, reminding us of Salford's history in the cotton and silk weaving industry.

The two antelope are adorned with the bees of Manchester, and rest their feet on mooring bollards which can be found at Salford Quays.

Our motto, Altiora Petamus, means 'let us seek higher things', describing our constant drive to achieve excellence.

BRAND ARCHITECTURE / UNIVERSITY COAT OF ARMS

This is the logo for the University of Salford. It is shown here in the corporate colours.

The two elements that make up the logo are the 'shield' icon and the typography.

The logotype should never be recreated. Always use the master artwork, available from: branding@salford.ac.uk

CORPORATE IDENTITY / LOGO

The University of Salford logo (landscape or stacked) should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.
This area is defined by using the height of the '**d**' as shown.

To ensure legibility, minimum sizes have been set for both versions of the logo. Minimum sizes are shown for both print and screen.

CORPORATE IDENTITY / CLEARANCE AREA

=x

=x

LANDSCAPE MINIMUM SIZE:

Print / 20 mm

Digital / 90 pixels

PORTRAIT MINIMUM SIZE:

Print / 10 mm

Digital / 55 pixels

A Correct Primary Logo. Always use the artwork that can be downloaded on the University website, never try to recreate or amend the logos.

B Logo colour variants. To be used where appropriate. Also available online.

C Do not remove the logotype.

D Do not change the colours of the logo. The shield and type should always appear in 100% of the same colour.

E Do not stretch, distort or rotate the shield or type.

F Do not modify the logo with effects such as 3D rendering or drop shadows.

G Do not alter the relationship between the shield and the type.

H Do not create or use an outline version.

I Do not substitute or try to recreate the logotype. The type has been specially drawn so that it is unique and cannot be recreated using any typeface.

J Do not move the shield in relation to the type.

K Only use the colour variations outlined above. Do not try to combine them.

CORPORATE IDENTITY
/ PROHIBITED USAGE

A

B

BLACK   BLACK AND GREY   WHITE

C   **D**   **E**

F   **G**   **H**

I   **J**   **K**

There are three levels of identity within the structure of the branding.

Level 1 is the main identity that is to be used on all communications created for the University.

Level 2 shows the school sub-identities incorporating the school lock-up device.

Level 3 highlights centres and other University departments where a logo is deemed necessary.

All logos must designed and approved by the centralised creative team. If you think your department requires a logo contact branding@salford.ac.uk for advice.
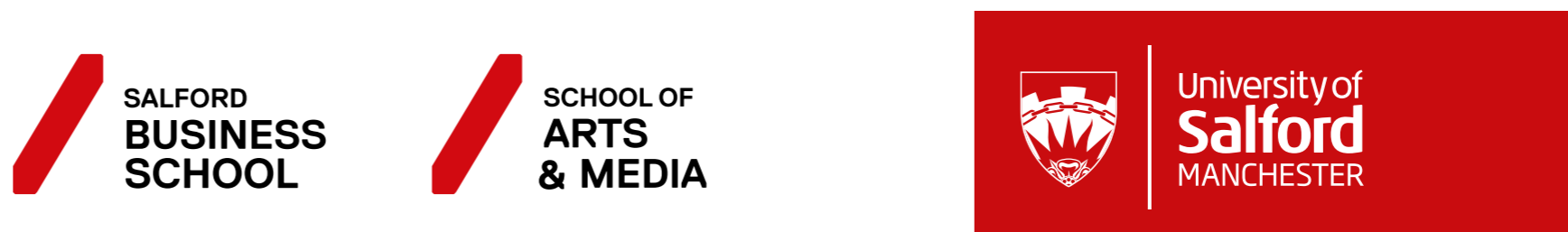
Do not try and create your own sub-brand logo.

BRAND ARCHITECTURE / OVERVIEW

Level 1 – Corporate identity /

Level 2 – School sub-brands only

Level 3 – Centres / Departments

Each school has their own logo which should be used on all communications regarding the school. They sit with the red boxed University logo lock-up device. More information on how to use them is on the following page.

There is no opportunity to recreate new logos based on this format under any circumstances.

BRAND ARCHITECTURE
/ SCHOOL LOGOS

SCHOOL OF
**HEALTH
& SOCIETY**

SALFORD
**BUSINESS
SCHOOL**

SCHOOL OF
**SCIENCE, ENGINEERING
& ENVIRONMENT**

SCHOOL OF
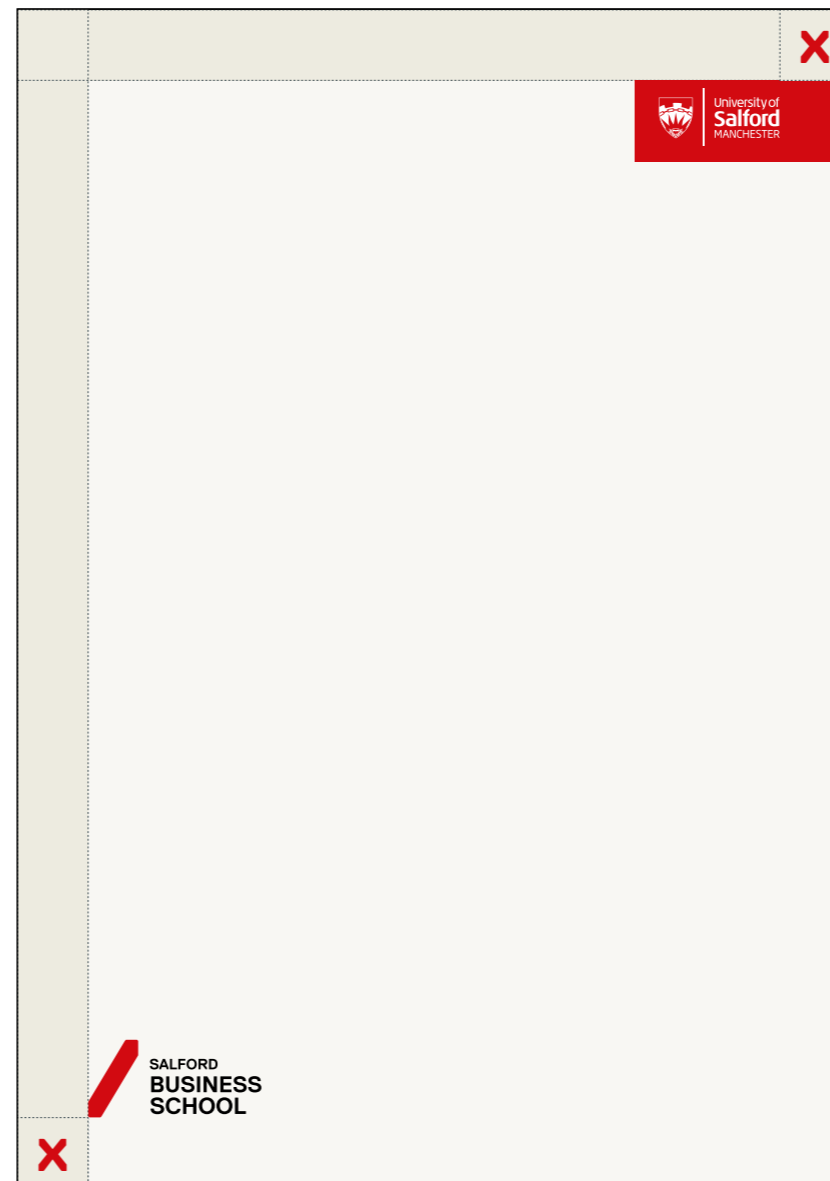**ARTS
& MEDIA**

University of
Salford
MANCHESTER

The lock-up device sits with the schools logos, to bring consistency across all University of Salford communications.

The height of the red box of the lock-device should be equal to the height of a three-lined school logo.

Lock-up devices should not be recreated. Artwork for approved lock-up devices is available via branding@salford.ac.uk

The rule for positioning is that the University lock-up should sit in the top right hand corner and the school logo diagonally opposite, in the bottom left hand corner. They should both sit equal distances from their respective corners of the document.

BRAND ARCHITECTURE
/ SCHOOL LOCK-UPS

University of Salford MANCHESTER

SALFORD
BUSINESS
SCHOOL

EXAMPLES

THE SALFORD MBA /

SALFORD
BUSINESS
SCHOOL

JOURNALISM AWARDS

UNIVERSITY OF SALFORD
JOURNALISM AWARDS 2018

WINNER

THIS CERTIFIES THAT

LARS MAGNUS IGLAND RØYS

HAS BEEN AWARDED

GARY NEVILLE
SPORTS JOURNALIST OF THE YEAR AWARD

AT THE UNIVERSITY OF SALFORD
JOURNALISM AWARDS 2018

CONGRATULATIONS!

SCHOOL OF
ARTS
& MEDIA

CHILD AND
ADOLESCENT MENTAL
HEALTH TRAINING AND
EDUCATION

SCHOOL OF
HEALTH
& SOCIETY

Third tier logos have been created to unifiy other departments of the University such as The Library, Sports Centre and the various research centres. They have been designed to sit alongside the main University logo.

All logos must be designed and approved by the centralised creative team. If you think your department requires a logo contact branding@salford.ac.uk for advice.

Do not try and create your own sub-brand logo.

BRAND ARCHITECTURE
/ THIRD TIER LOGOS

University of **Salford** MANCHESTER | **BEST** CENTRE FOR BUILT ENVIRONMENT SUSTAINABILITY & TRANSFORMATION

University of **Salford** MANCHESTER | **THE LIBRARY**

University of **Salford** MANCHESTER | **SID** SALFORD INSTITUTE FOR DEMENTIA

University of **Salford** MANCHESTER | **ONECPD** SALFORD PROFESSIONAL DEVELOPMENT

When the University is working alongside a partner, and both logos need to be displayed, there are three ways in which partnership logos can work with University's logo.

1 University of Salford takes the lead. The partner logo should support the University of Salford logo.

2 Both logos take equal prominence and therefore are the same size.

3 University of Salford takes the lead. A range of partner logos should support the University of Salford logo.

The University logo should sit on the right and the partner logo should sit on the opposite left-hand corner or below in the the bottom right-hand corner, as displayed here.

BRANDING PARTNERSHIPS
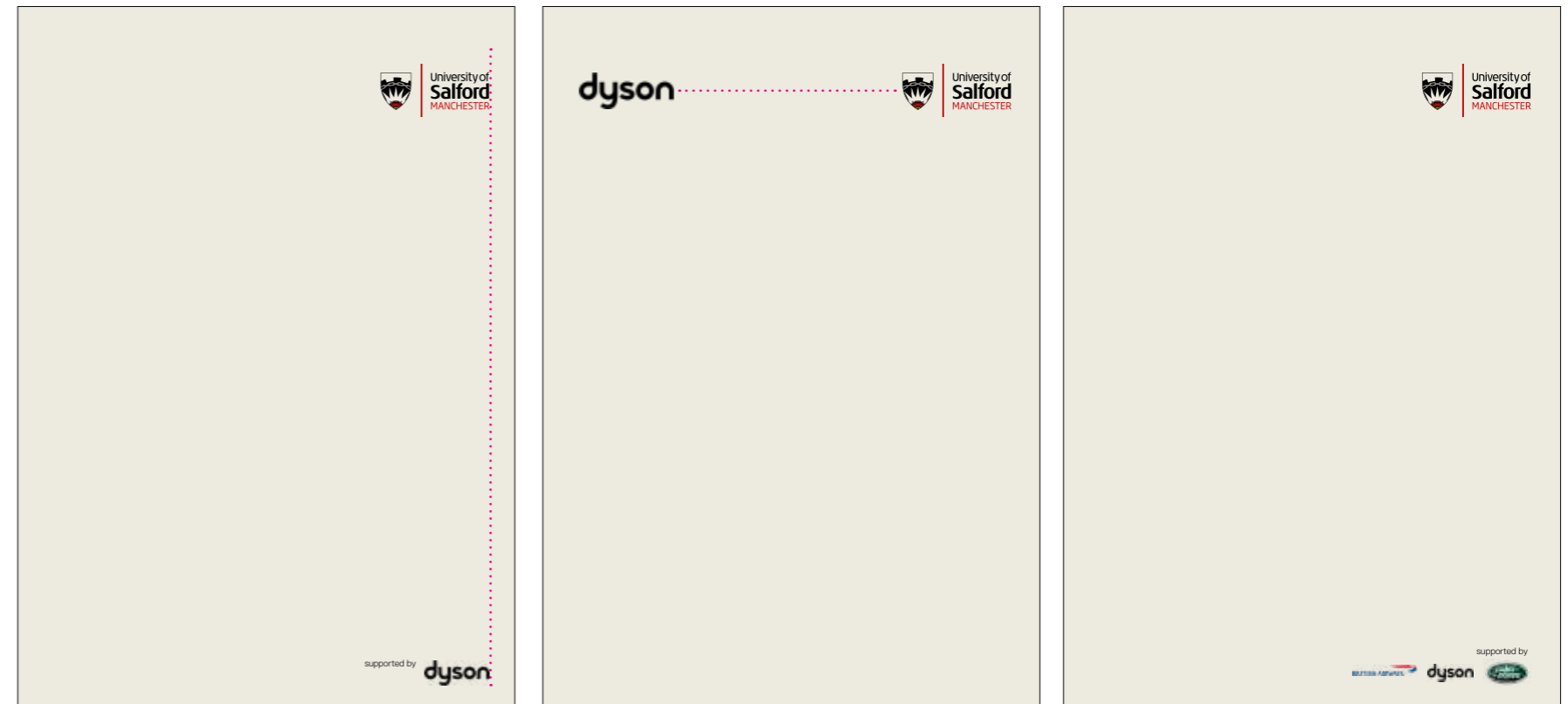
COLOUR PALETTE

Corporate pieces should try and stick to the main colour palette if possible.
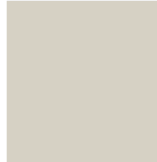
Colour tints of the secondary colour palette can be used if required.

LOGO COLOUR PALETTE

C/M/Y/K	0/100/100/10	0/0/0/100
R/G/B	210/10/17	29/29/27
HEX	#d20a11	#1d1d1b

MAIN COLOUR PALETTE

C/M/Y/K	0/100/100/10	100/60/50/60	18/15/24/1
R/G/B	210/10/17	0/49/61	216/210/196
HEX	#d20a11	#00313d	#d8d2c4

SECONDARY COLOUR PALETTE

C/M/Y/K	59/10/29/0	36/0/30/0	0/75/62/0	5/20/100/0
R/G/B	111/182/186	111/182/186	235/94/84	246/201/0
HEX	#6fb6ba	#b1d9c3	#eb5e54	#f6c900

27

05/

CORE VISUAL ELEMENTS /

The University font is Replica Pro. It has been chosen as it has an industrious yet friendly character, representing some of the core values of the University.

Leading
As a general rule the leading should be set 2pt lower than the text point size. For example, if the text is '40pt', the leading should also be '38pt'.

Kerning
When kerning headlines, Replica Pro Heavy should be set at '-30'.

Licensing
Replica Pro has been licensed by University of Salford. If you do not hold a license for the typeface you will need to purchase the correct rights. For further information on font licensing, contact: branding@salford.ac.uk

TYPOGRAPHY – HEADLINE

HELLO, I'M REPLICA PRO HEAVY.

Replica Pro is a versatile typeface because of its large family. Any of these weights can be used in the appropriate context.

Leading
As a general rule the leading should be set to 'auto' for legibility purposes.

Kerning
When kerning body copy, all weights of Replica Pro should be set to no greater than '-10' for legibility purposes.

Minimum size
The minimum recommended size for print is 8pt. Only in exceptional circumstances can the text be smaller. For screen the recommended minimum size is 12pt.

Licensing
Replica Pro has been licensed by University of Salford. If you do not hold a license for the typeface you will need to purchase the correct rights. For further information on font licensing, contact: branding@salford.ac.uk

TYPOGRAPHY – BODY COPY

REPLICA PRO WEIGHTS

Replica Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Replica Pro Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Replica Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Replica Pro Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Replica Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Replica Pro Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Replica Pro Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Replica Pro Heavy Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Size hierarchy is important when setting type. There are no exact rules, however, in general, the headline message should always be the largest. The bold sub-headers should be slightly smaller and the body copy should always be the smallest type on the page. Call to action should never be larger than a sub-heading. Text should be left aligned where possible.

In the example opposite, sample point sizes are shown in brackets.

TYPOGRAPHY / HIERARCHY OF TYPE

(60pt)

REPLICA PRO HEAVY CAPS FOR HEADLINES

(28pt)

Replica Pro Bold for Sub-Headlines

(14pt)

Erest, exceperi intus, testo volorep udaeperitet, ad es sandit aspienda quamet acipiste minihil magnatur, ut erum int, to eror sed estem verum ad ullecea aut accaepe ribusci umquodi vid quaepudit od que voluptaqui ut lique nobitatur mi, esedi reptatiis re cones nesto bea sin num vent pos eatur, solupta cullaborum alita niet dolorat ut ut odis ut eum derumqu iatibus eatur, si cust, voluptaquas minctatur?

Tasimus, ipicim nus, conet quia dolor rentotatesed quo offic tessern amuscidebis et eicium fugia dion earuptatur? Ectiates dolorestrunt ut ommo ius expel id ut ventibust dollatquunt officid et dolore, explitatur?

Feriberit esti tempor re in nonsequi aligentiant quide lab ipsapero con estiatiam eum ipsamus rereriat pos quam, quatem ipsum con rate conectist eume sunt es ex eataquis alitiunt el is inctota nobit, expersped maiorrum qui alitios simus, tempori busantiam ulliciaepuda quos de ent plignis endio. Itate nobis et audit aut pa cuptaec eprepeles estrum dererru

(28pt)

salford.ac.uk

The Arial font should only be used if Replica Pro is not available. Arial is a universal typeface that is widely available on all computer systems and will bring consistency to all digital templates and presentations.

Leading
As a general rule the leading should be set to 'auto' for legibility purposes.

Kerning
When kerning body copy, all weights of Arial should be set to no greater than '-10' for legibility purposes.

Minimum size
The minimum recommended size for print is 8pt. Only in exceptional circumstances can the text be smaller. For screen the recommended minimum size is 12pt.

TYPOGRAPHY / SUBSTITUTE TYPEFACE

HELLO, I'M ARIAL, YOUR SUBSTITUTE TYPEFACE.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

The slash has been created to bring a consistency throughout the University's communications - it can be used to display images or graphics, or just on its own to unify artwork.

It is created by outlining the forward slash of the University brand typeface Replica Pro Heavy. The graphic shapes are created by taking sections of the slash and playing with scale.

It can also be used as a bullet point or adapted for infographics.

Here are some examples of how crops can be created.

THE SLASH

EXAMPLES

Photography is one of our most widely used and influential brand assets. Whether taking from the University of Salford photo library, commissioning a photo shoot, or finding stock imagery, high quality photos are critical to creating a genuine and authentic University of Salford communication.

PHOTOGRAPHY OVERVIEW

Our photography is always authentic and never staged. Whenever possible we use images shot by students who are living in the moment they have just captured. We aim to show a breadth of experiences that are attainable for real people to enjoy themselves.

Our photography features real people and authentic experiences, always depicted with warmth and personality. Photos should look as though a student has actually taken them, rather than feeling staged by a professional photographer. The University asset bank has a collection of commissioned photography available to use **salford.assetbank-server.com**

CHOOSING GREAT PHOTOS
/ Are the students engaged in the moment?
/ Is the image taken from a student's perspective?
/ Do the people and the action look natural and unposed?
/ Is the lighting warm and interesting?
/ Can you get a sense of the location?
/ Is there plenty of clear space for a headline (if needed)?

If stock imagery is required, ensure that the chosen image is a true reflection of the University and all correct licenses are in place.

SNAPSHOTS OF LIFE

FIRST PERSON
Shots are from a student point of view so that people can easily imagine themselves in the scene.

AUTHENTIC
We want real, intimate and candid moments in time, with subjects who look unposed and natural.

NATURAL LIGHT
Natural light helps to reinforce an overall sense of emotional warmth.

Our photography should be bold, simple, and have one focal point. We avoid images that feel passive, are lacking in clear purpose, or have too much activity happening within the frame.

SNAPSHOTS OF LIFE

What makes a Snapshot of life?
Visually, these Snapshots should be captured in a way that makes the viewer feel as if they're really there in the heart of the moment - or they're observing somebody else in the middle of a 'moment'. We'd like them to ideally be real, true moments and not set up.

In the moment
Shots that make you feel as if you're right there, immersed in the middle of an amazing moment.

Third person perspective
These are shots where we can see somebody experiencing a great moment. They could be far off in the distance looking out at a landscape, or we're looking over their shoulder at something stunning.

First person point of view
Shots where you're really immersed in the moment and feel as if you're right there - where you can even see part of the person in the shot. This could be hands on the handlebars of a bike, feet stretched out in front of you or a hand reaching out for a pint of ale in a pub.

SNAPSHOTS OF LIFE

In the moment

Third person perspective

First person point of view

Brand Photography Library

Our University of Salford brand photo library includes a curated collection of approved imagery that reflects our photography style and quality. All images contained in the library have been cleared for use on University of Salford materials. New images are added to the library on a regular basis so check back frequently.

Visit the **salford.assetbank-server.com**

University of Salford photography is built upon three pillars of **INDUSTRY, INTEGRITY** and **INITIATIVE**. Photographs from each of these pillars work together to tell a story. Images from each pillar can be rescaled relative to the others, and combined together to place more emphasis on humanity, campus life and/or environment depending on your audience.

Photography ideas

If you're in need of photography for your area, or if you have ideas/suggestions for whom or what we should photograph that would complement our Brand Photography Library, please email **branding@salford.ac.uk**

PHOTOGRAPHY
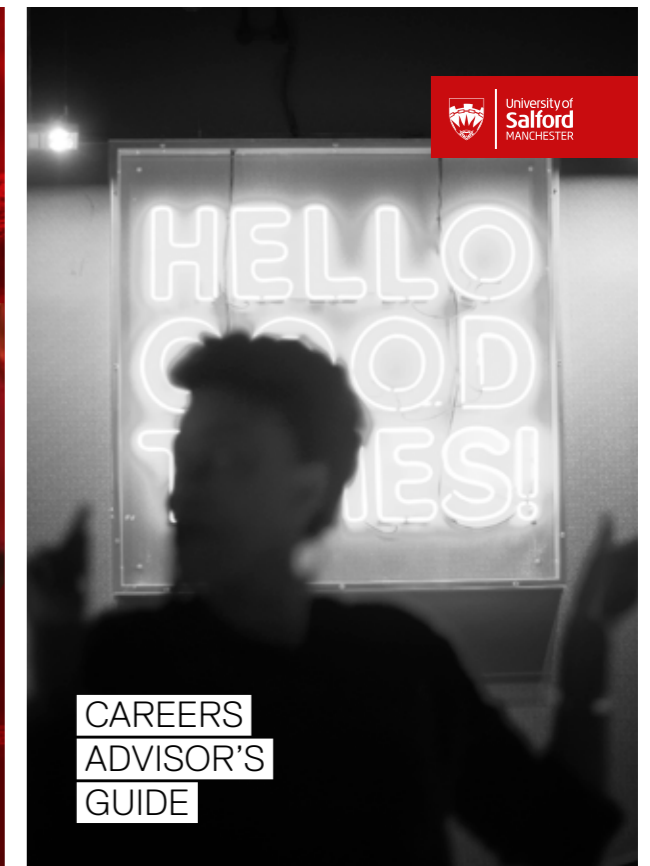
Real people in real situations

/ Our staff photography should be warm and natural – letting the personality of our colleagues shine through.

/ We should always aim for expressions that are relaxed and happy, and that communicate the informal culture at Salford.

/ We should avoid poses that feel unnatural or staged.

For further information on staff photography, contact:
branding@salford.ac.uk

GOOD STAFF PHOTOGRAPHY

06/ DESIGN EXAMPLES - PRINTED /

Paper stock
Corporate stationery
Brochures
Exhibition stands
Pull-up stands
Merchandise

Paper stock
An FSC certified paper named Horizon
has been chosen as the default paper
for University of Salford.

Horizon is a top quality, 100% recycled paper
with excellent whiteness which is suitable for
both digital and litho printing.

All promotional material should be printed
on Horizon Offset (our uncoated paper)
unless circumstances dictate otherwise.

Horizon Offset

The University's approved paper Horizon Offset, is a 100% recycled,
FSC certified uncoated paper. It is the default paper for all printed
communications from University of Salford.

Exceptions

Essential Silk

Essential Silk is a 100% recycled, FSC certified
coated paper. It may be used if you are unable
to use Horizon Offset. Drying time is the most
common reason for choosing a silk (coated)
paper over an offset (uncoated) paper.

Specialist

On some occasions there may be a requirement
to choose a specialist paper, this is more than
likely going to be for the cover of a one-off
document. This paper choice should reflect
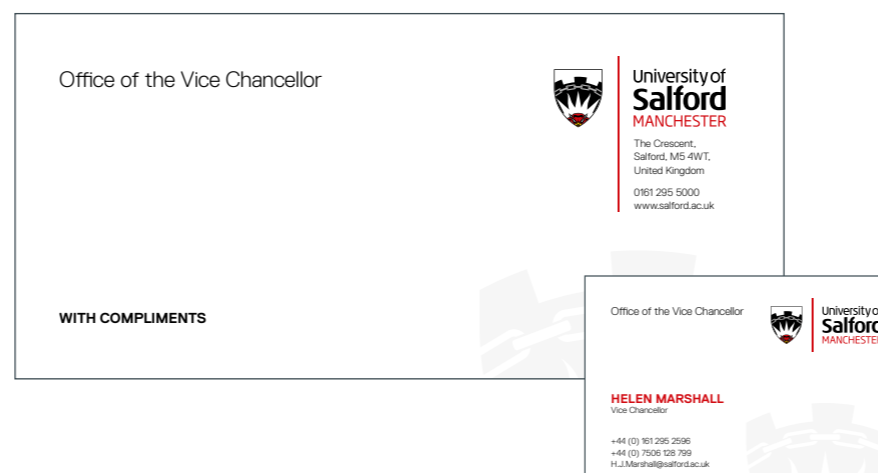the values of the University.

STATIONERY

/ Stationery is available to download from the toolkit section of the website and should be used by all staff. A version that incorporates the schools' branding for schools' staff is also available.

/ Address and logo positions should not be altered or moved.

/ Business cards are available to order from the print room via the branding website. Only one social media channel can be on each business card.

www.salford.ac.uk/about-us/
corporate-information/
corporate-identity/toolkit

Office of the Vice Chancellor

University of **Salford**
MANCHESTER

The Crescent,
Salford, M5 4WT,
United Kingdom

0161 295 5000
www.salford.ac.uk

Dear Mr Smith

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Yours sincerely

Helen Marshall

University of **Salford**
MANCHESTER

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SCHOOL OF
**ARTS
& MEDIA**

Office of the Vice Chancellor

University of **Salford**
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WITH COMPLIMENTS

Office of the Vice Chancellor

University of **Salford**
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HELEN MARSHALL
Vice Chancellor

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SCHOOL OF
**ARTS
& MEDIA**

ALLAN WALKER
Dean of the School of Arts and Media

University of **Salford**
MANCHESTER

SCHOOL OF
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& MEDIA**

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BROCHURES

/ Brochures should follow the guidelines laid out in this document to ensure they are recognisable as the University of Salford, and support our brand by creating clear and engaging materials.

/ When a brochure is being created for a specific school, the design pallete that has been created for that school should be used - as should the school logo.

For more information on the schools' individual design palletes, please contact **branding@salford.ac.uk**
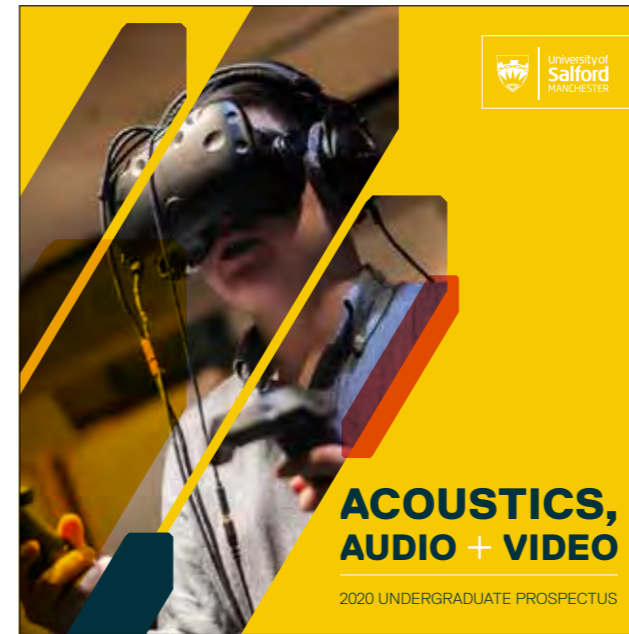
BROCHURES

EXHIBITION STANDS

/ If the exhibition stand is for general corporate messaging the corporate colour palette should be used.

/ A solid background colour is recommended to help it to stand out.

/ Legibility is key, therefore headlines should be short and to the point which will allow them to be as large as possible.

PULL-UP STANDS

/ Depending on what the pull-up stand is being used for (for example, corporate or school) the appropriate colour/design palette should be used.

/ Legibility is key and headlines should be short and to the point - allowing them to be as large as possible.

/ Any headlines or text should be on the top half of the pop-up stand for maximum visibility.

ARABIC / CHINESE / FRENCH GERMAN / ITALIAN / JAPANESE SPANISH

UNIVERSITY WIDE LANGUAGE PROGRAMME (UWLP)

Learn a language and broaden your horizons. Your chance to improve your CV and employability, make the most of your travel and expand your business networks.

University of
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MANCHESTER

salford.ac.uk/uwlp

University of
Salford
MANCHESTER

EXERCISE, NUTRITION AND HEALTH AT SALFORD

/ BSc (Hons) Exercise, Nutrition and Health
/ MSc Clinical Exercise Physiology

salford.ac.uk
enquiries@salford.ac.uk
@Salford_SEP

University of
Salford
MANCHESTER

GO ABROAD

/ Stand out from the crowd
/ Enhance your career opportunities
/ See the world
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/ Learn about other cultures and languages

What are you waiting for?

www.salford.ac.uk/study-abroad
Erasmus enquiries email erasmus@salford.ac.uk
International Exchange enquiries email studyabroad@salford.ac.uk
@UoS_StudyAbroad

MERCHANDISE

/ The University shield graphic can be used as a motif on clothing. School specific merchandise should feature the appropriate school logo.

/ Wording used on branded merchandise must be in Replica Pro.

/ The University colour palletes should be used on merchandise.

/ Only NWUPC approved suppliers can be used when ordering merchandise.

07 /

DESIGN EXAMPLES - DIGITAL /
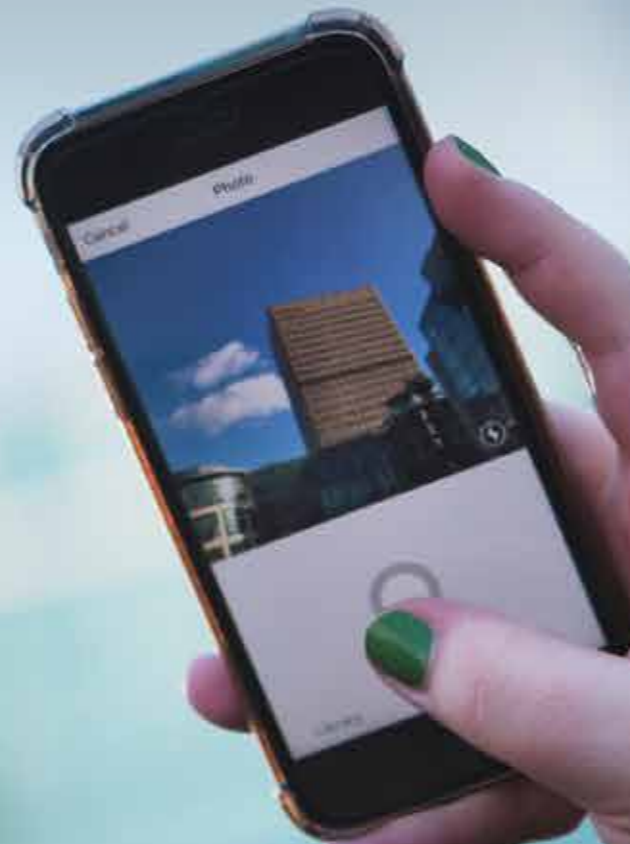
EMAIL SIGNATURE

The approved email signature templates are available to download here:
www.salford.ac.uk/about-us/corporateinformation/corporate-identity/toolkit

Additional logos may be added below the signature, providing that the monochrome version is used, and that the height is no more than 70px. They should not be used within the signature and wherever possible, make all the logos the same height - do not add large banners below.
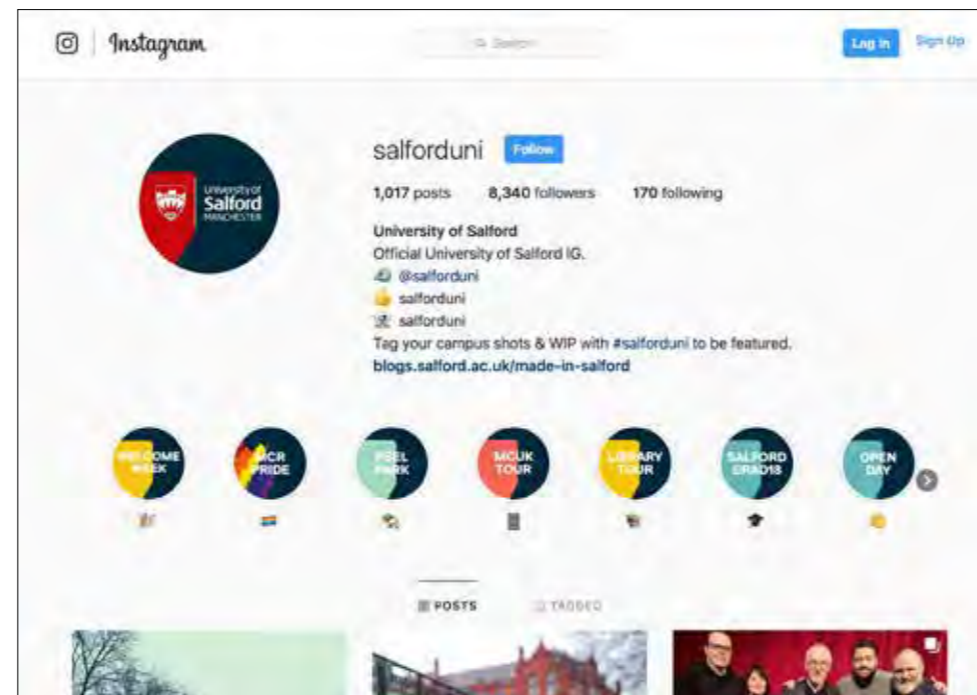
E-SHOTS

POWERPOINT

The approved Powerpoint templates are
available to download here:
www.salford.ac.uk/about-us/corporate-
information/corporate-identity/toolkit

SOCIAL MEDIA

When representing the University on social media, the same principles should be applied as when producing any other collateral. Image selection should adhere to the same standards as set out earlier in these guidelines. Use of language, whilst potentially more informal, should maintain the same professional, confident, and authentic tone of voice as when writing for any other medium.

Fuller guidance can be found in the Social Media Guidelines online.
www.salford.ac.uk/social-media-guidelines

VIDEO

/ You should strive to make your video content as engaging as possible, with a range of shots where applicable, which may include interviews and cutaway footage.

/ Don't use intro slides on your videos (we've seen that these reduce the number of people who watch our videos to the end), and aim to hook in your audience from the very first second with a compelling opening statement.

/ If your video is for use on social media, make your piece short and to the point. 5 – 20 seconds is ideal; anything longer than this and your audience will move on before reaching the key messages you want to convey.

/ If your video is for use on the University website, e.g course finder, aim to keep your videos between 1-2 minutes long to retain the audience.

/ Only use approved fonts and the correct University colour palette.

We strive to make all of our video content consistent, on brand and in line with the wider University aims and priorities.

If you have any further queries, please e-mail **h.l.daniels@salford.ac.uk**