GCU
Glasgow Caledonian University

University for the Common Good

Brand identity

Practical information for maintaining consistency in the GCU brand

Contents

Introduction

We are evolving the brand's visual identity to better reflect our core mission of being the University for the Common Good.

The logo has changed colour to a deeper blue and there are a few other changes detailed within this document.

It's still important that we adhere to one look and feel and are consistent with our messages. We will be phasing out the use of the Brighter Futures strapline and replacing with University for the Common Good. This will be used across all areas of the University.

At GCU we communicate with a lot of people, in a variety of different ways. Everything we do and say sends out a message to the people around us. These guidelines will help to ensure that whether you are speaking to students, corporate partners, business contacts or community groups, they all receive a consistent message about GCU.

The common good is at the heart of everything we do. We need to express this in an inspiring and dynamic manner, capturing the benefit for each of our audience groups. Our values are integrity, creativity, responsibility and confidence.

The guidelines will lead you through our tone of voice, use of the University for the Common Good brand proposition, colour palette and imagery: the elements that make up a brand. If we all use these, collectively and consistently, the GCU brand will be stronger and clearer. You'll also find templates and resources which will help you.

1. Brand mark

1.1 Primary logo

The full-colour brand mark is the preferred logo and is to be used whenever possible.

To ensure prominence and legibility, the full-colour logo is always surrounded by an area of clear space, which remains free of other design elements such as text and other logos.

There is an exclusion zone around the logo, equal to the cap height of the 'G' in GCU. The minimum size for the logo is 30mm wide.

1.2 One-colour logos

If you are unable to use the preferred full-colour logo, then either the one-colour white or black logo may be used. The white logo can be used on a dark or solid colour, or a dark area of an image or photograph.

The black version can be used on mono materials or where particularly bold background colours compete with the full-colour logo.

1. Brand mark

1.3 Web logo

The web version of the logo may only be used on the GCU website.

Permission to use it for other projects must be obtained from the Marketing team.

1.4 Logo with strapline

You will see across the new stationery suite that the logo has been combined with the line University for the Common Good.

Further guidelines around when and how to use the line is given on page 06 and in the examples featured.
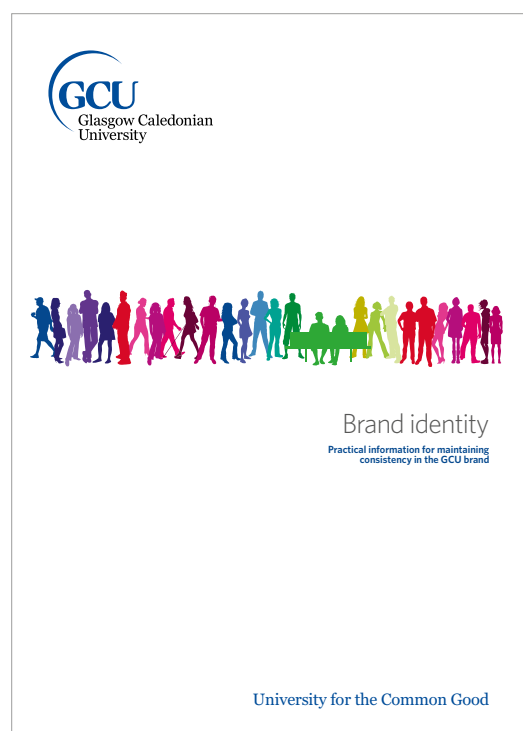

University for the Common Good

University for the Common Good

University for the Common Good

Brand identity

Practical information for maintaining consistency in the GCU brand

University for the Common Good

1. Brand mark

GCU has a limited number of secondary logos, these sub-identities represent the different campuses and strategically important organisational units. It is important that we don't dilute our brand mark by having too many secondary logos. A sub-identity should reflect what we deliver as an organisation to our external stakeholders.

GCU London

GCU Glasgow Caledonian University New York

GCU Business

GCU Alumni

GCU Caledonian Club

Occasionally permission may be given for the identity of a organisational unit or service to have a dedicated logo. Please contact the Marketing team in this instance.

So as not to dilute our brand, the following logos should be used by the schools and research institutes in most instances.

GCU Glasgow Caledonian University
Glasgow School *for* Business and Society

GCU Glasgow Caledonian University
School of Engineering and Built Environment

GCU Glasgow Caledonian University
School of Health and Life Sciences

GCU Glasgow Caledonian University
Institute for Applied Health Research

GCU Glasgow Caledonian University
Institute for Society and Social Justice Research

GCU Glasgow Caledonian University
**Institute for Sustainable Engineering and Technology Research**

In some circumstances, it will be appropriate for the schools and research institutes to use their own GCU mark. The preference is to lead with the above example, however in some instances, such as specialist conferences or sector specific work, it may be appropriate to use the school or research institute brand marks after consultation with the Department of Marketing

All requests for departmental or project logos must be directed to the Marketing team approval.

For more details and a copy of the logo request form, please visit: www.gcu.ac.uk/brand
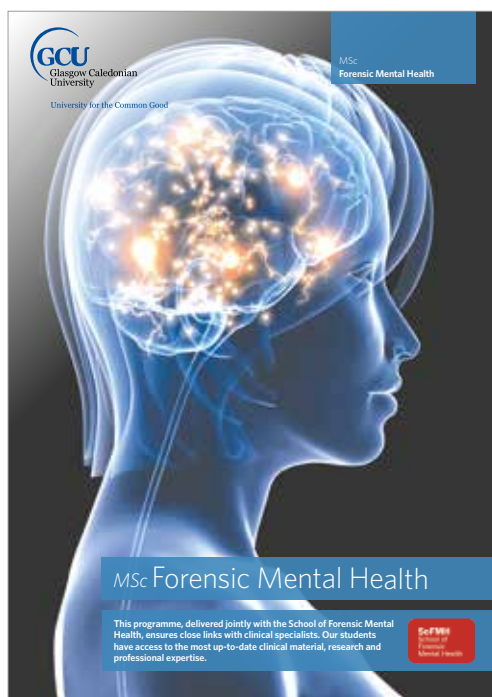
1. Brand mark

The University has a number of different subjects, research groups and services, each requiring to produce materials externally and internally. For this, titles should be used to identify the group/service as illustrated in the following examples.
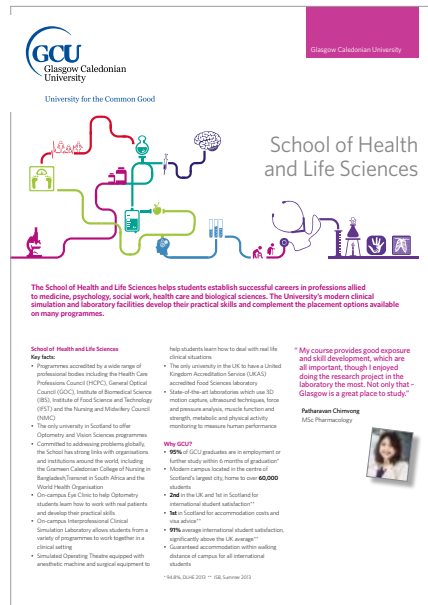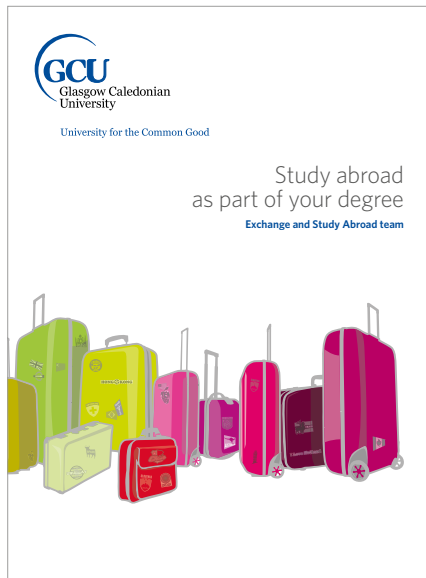
1.6 Partner Branding

We know how much work is undertaken with partner institutions. The GCU logo may be used with others in these circumstances. Weighting should be judged upon the nature of the partnership e.g. joint = 50:50 sizing ratio.

1. Brand mark

'University for the Common Good' is our brand proposition and will be used as a new strapline. This will be used on relevant materials and placed under the GCU logo where possible, or in the bottom right hand corner if the former is too busy/crowded. In circumstances where the main title or heading of the piece of collateral contains the 'Common Good' wording, the strapline may be placed on the bottom right on the back (where relevant) or failing that, bottom right on the front.

University for the Common Good

The strapline uses the font Georgia Regular.

The strapline should be used across all materials from those targeting key stakeholders (research activity and funders, government engagement, partnerships, business engagement and other areas of core work) as well as with each of our student groups (existing, potential and alumni).

When we use it, we use it as a sign off to the communication. Please see some examples in the following pages. For best practice and advice please contact the Marketing team.

1. Brand mark

1.8 GCU crest

The GCU crest is only to be used on material for official occasions and ceremonies as the 'seal' of the University, as well as the official redesigned stationary. We may also on occasion also use the crest for corporate materials where appropriate.

**Permission must be obtained to use the crest from the Department of Marketing.**

The white version of the crest is to be used on a solid colour, or on a photograph on a dark area.

The black version can be used on mono publications on a white or pale background.

For executive, ceremonial and some corporate materials, gold or silver foil can be used for text and details.

Installation of the
Chancellor
26th October 2012
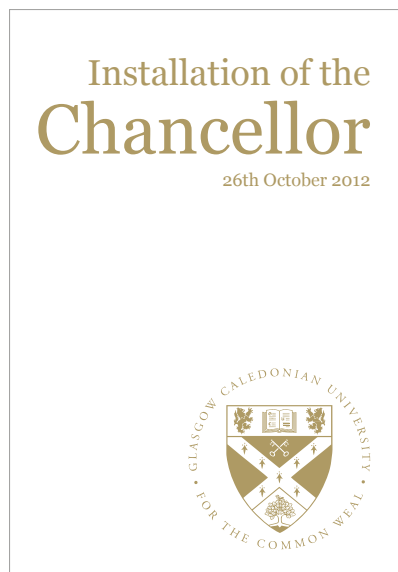
2. Typography

2.1 Primary typeface in all marketing materials

Whitney is the primary font and should be used in all promotional and corporate material such as brochures, signage and advertising. Headlines should use Whitney Light, with body and supporting copy in Whitney Book. Any copy that requires more prominence, such as titles or headlines should use semi-bold. The default font size is 9pt. A larger font size, may be utilised for one off pieces, if requested by a member of the public for reasons of accessibility (as well as in other formats if required). The only exceptions are the GCU logo and strapline, which both utilise Georgia. In all other occasions, Whitney should be used unless prior approval has been provided by the Marketing team.

Whitney Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Whitney Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Whitney Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Whitney Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The primary typeface may be in black, however grey or 70–80% black is preferable.

For accessibility reasons, block capital letters or underlining should not be used (including headings). Feature text e.g. subheadings, quotes or introduction text can be accented using a different weight, size and/or colour (chosen from the spectrum).

The default colour for weblinks is 100% cyan.

2.2 Internal/online typeface

Arial 11pt should be used in materials produced internally without the use of professional services, such as emails, Word documents and PowerPoint slides.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body copy text may be black or grey. If a colour theme has been chosen for the headers, web address etc, these can be highlighted in a single colour. If a colour has not been adopted the GCU blue is to be used to highlight these aspects.

3. Tone of voice

Our voice

Our tone of voice is how we speak across all of our communications. It is an important element of communicating who we are, so it should reflect GCU as friendly, personable and accessible. The tone will vary with the audience and content of the copy.

Keep it simple

We are all for plain English. Sentences should be short and simple. Remember, sometimes language we think is simple and self-explanatory can often be complicated to readers with a different level of understanding. So try to simplify what you are talking about, and try not to use abbreviations or jargon.

Be direct

Try to involve your reader in what you are saying. Writing in the second person is always preferable to the third. The thrust of GCU communication is about giving the students who attend here, the people who work here and the community we are part of, a brighter future. We must be inspiring in what we say and how we say it.

Keep it human and friendly

Be friendly and conversational, but not over familiar. Please keep in mind who your audience is, for example, material for undergraduates will be the lightest tone of voice; postgraduate a more academic vocabulary and a more studious tone; and for corporate focused collateral a more business like tone should be adopted.

Keep it interesting

The subject matter should be written with the reader in mind. Keep it as relevant and interesting for the audience as possible, using language appropriate to your reader. Wherever possible, in sales and marketing materials, describe both the features and benefits, and how this will help support a promising future.

4. Colour palette

4.1 Primary colour

We have developed a colour palette for GCU. All communications, externally or internally must only use colours from this palette.

CORPORATE BLUE
PANTONE 293C
C100 M70 Y0 K4
R0 G70 B173
HEX 0046AD

In addition to the GCU blue primary colour, we have introduced a range of secondary and tertiary colours to underpin our brighter futures proposition. These colours may be used as background colours for print materials, such as posters, and as a means of differentiating subject groups and programmes. The effect should be bright and inspiring, without clashing or being gaudy.

4.2 Executive colours

For executive or luxury materials, gold or silver foil can be used for text and details.

4. Colour palette

4.3 Secondary colours/colour palette

This selection of colours can be used on a range of materials including leaflets, posters, display panels and exterior materials (i.e. banners). They should be used in conjunction with the primary GCU blue (Pantone 293C) – it is vital that material is consistent in the use of colour.

PANTONE 293 C
CMYK 100 70 0 4
RGB 0 70 173
HEX 0046AD

PANTONE 3275
CMYK 90 0 52 0
RGB 0 179 152
HEX 00B398

PANTONE 186
CMYK 2 100 85 6
RGB 200 16 46
HEX C8102E

PANTONE 2726
CMYK 81 70 0 0
RGB 72 92 199
HEX 485CC7

PANTONE 348
CMYK 96 2 100 12
RGB 0 132 61
HEX 00843D

PANTONE 225
CMYK 4 88 0 0
RGB 223 25 149
HEX AF1685

PANTONE 273
CMYK 100 100 0 22
RGB 36 19 95
HEX 24135F

PANTONE 361
CMYK 77 0 100 0
RGB 67 176 42
HEX 43B02A

PANTONE 241
CMYK 30 100 2 2
RGB 175 22 133
HEX AF1685

PANTONE 2655
CMYK 54 61 0 0
RGB 150 120 211
HEX 9678D3

PANTONE 398
CMYK 14 6 100 24
RGB 137 164 0
HEX ADA400

PANTONE 214
CMYK 0 100 24 4
RGB 206 15 105
HEX CE0F69

PANTONE 266
CMYK 76 90 0 0
RGB 117 59 189
HEX 753BBD

PANTONE 375
CMYK 46 0 90 0
RGB 151 215 0
HEX 97D700

PANTONE 222
CMYK 20 100 22 61
RGB 108 29 69
HEX 6C1D45

PANTONE 307
CMYK 100 22 2 18
RGB 0 107 166
HEX 006BA6

PANTONE 373
CMYK 21 0 48 0
RGB 205 234 128
HEX CDEA80

PANTONE 227
CMYK 7 100 10 21
RGB 170 G0 B97
HEX AA0061

PANTONE 646
CMYK 72 31 3 12
RGB 94 138 180
HEX 5E8AB4

PANTONE 382
CMYK 28 0 100 0
RGB 196 214 0
HEX C4D600

5. Imagery

Photography is a powerful tool to present GCU as a modern university. Imagery should convey the message you are trying to communicate and be relevant to the audience.

Try to select imagery that symbolises or helps to demonstrate the appropriate course/subject, whilst ensuring that it is engaging, interesting and identifiable by the audience.

Colour also plays a key part in all GCU imagery. It should feature as a major theme in an image eg a large panel of colour projected into the image or general colour of objects, or conversely as accents present in the image eg water in test tubes or items of clothing. This will make the images brighter/more interesting.

6. Look and feel

6.1 Brand flexibility

Flexibility is a key to our brand – the look and feel of material can be adapted depending on the audience it is designed for. For example, our undergraduate campaigns differ to our postgraduate – as does our engagement with business. Please see the samples below for a snippet of the versatility of the brand.

Undergraduate

Our undergraduate material is vibrant, modern and has a youthful edge to it.

6. Look and feel

Postgraduate

For our more mature student audience we dial down the brand to reflect the more serious nature of postgraduate study.

We should use the new corporate blue alongside the darker, complimentary tones of the brand palette, for example Pantone 222 or Pantone 273 across PG advertising and materials.

Subject specific

For subject specific adverts, we can adapt our style, pushing the unique selling points of the programme. For this, copy should not exceed 150 words. Please contact the Marketing team for more details.

Across all materials however, the GCU logo and strapline remain to offer a consistent overall GCU brand.

6. Look and feel

Digital

Digital adverts can similarly use the undergraduate or postgraduate style as appropriate.

Videos may also be developed in line with our new brand style. For further details please contact the Marketing team.

6. Look and feel

6.2 Business

Our business communications are targeted at a different market and as such require a more, dare we say it, business-like approach. To achieve this look, the colour palette will be reduced to the blue tones. The GCU Business logo should be used when appropriate alongside the University strapline.

Active Living and Healthy Ageing Research

Highland Colour Coaters
Case Study: Metalwork coatings Knowledge Transfer Partnership

School of Engineering and Built Environment
Engineering

If you are looking to develop something different to what you have seen previously used by GCU, do not hesitate to contact the Marketing team and they can advise you in the creation of a look and feel in keeping with your audience.

6. Look and feel

6.3 Brand elements

A few simple elements form the basis of layouts to provide a clean, clear and consistent approach.

Example: Approved programme flyer template

Block colour

BSc Oral Health Science
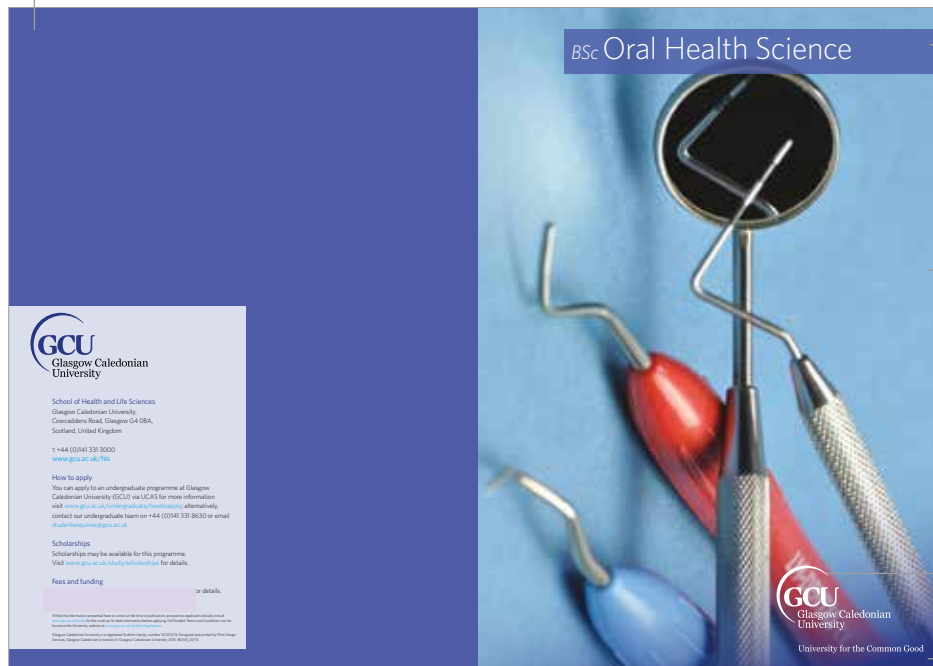
Transparent colour boxes: _The colour theme should be chosen from the colour palette to best compliment the tones in the imagery. These should not be used over an individual or on an excessively busy image but rather in a quiet area to promote an overall clean look and feel._

Subject specific imagery

High contrast between logo and background with logo always placed in a quiet area

The strapline should feature below the logo, where there is room to comfortably do so. If this is not possible, it should be placed on the bottom right or back, whichever is quieter.

BSc Oral Health Science

This exciting and challenging 3 year full-time degree programme is taught in Glasgow Dental Hospital, Glasgow Caledonian University and a number of outreach centres within Greater Glasgow and Clyde and North Lanarkshire.

"BSc Oral Health Sciences is a rewarding and enjoyable course. As a student you have access to the library facilities at GCU and Glasgow dental hospital for all the help you could need with your studies. Placement at outreach centres in and around Glasgow give you real hands on experience of what your future career will be like."

6. Look and feel

6.3 Brand elements

Photography should be bold, bright, colourful and subject related. The spectrum colours used in the design should complement the tones of the images used.

All materials should utilise the brand colours, whether through photography, block colours or through a specially designed creative device. For further guidance on this, please contact the Marketing team.

Corporate materials should be clean and fresh, incorporating lots of white space and large strong, light images. Black backgrounds should be avoided.
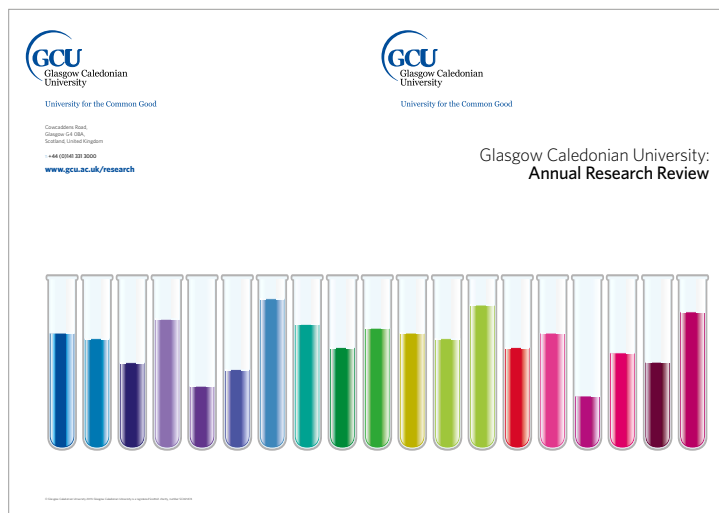
Individual departments/services may develop a creative solution, using the brand palette, which can be utilised within the majority of their materials – however this should not be used as an identity, in place of a logo, nor would they be limited to using this within all of their brochure ware etc. This may be helpful in building the recognition of your service, department or group. NB the device should not be used in black and white as this defeats the purpose of it's function.

Powerpoints, business cards, email signatures and letterheads **should not** feature creative devices but instead use the standard University wide template (see sections 7.1, 7.2, 7.5 and 8.1 for more details).
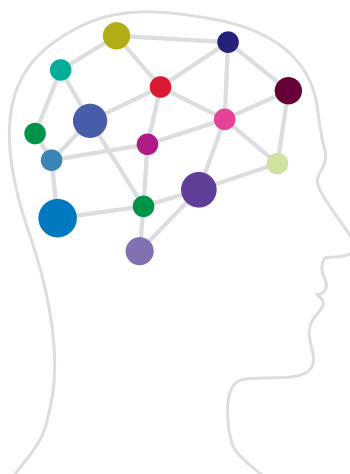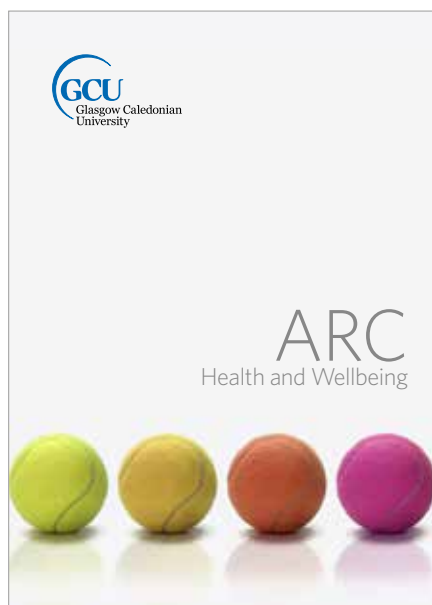
6. Look and feel

6.4 Column layout

Using a six column layout allows for flexibility in copy positioning. It is important to avoid cluttering or over-filling the page, making use of white space in a clean and bright design.

Colour flickbook corner
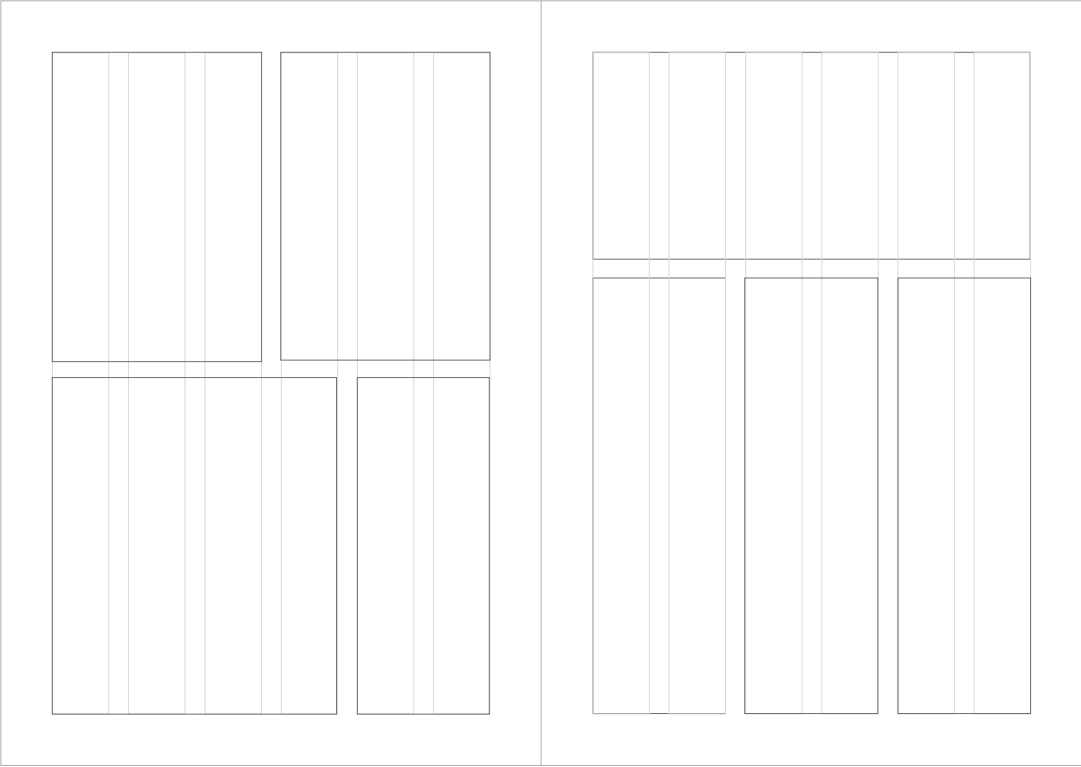
Social Sciences
BA (Hons)

The social sciences programme aims to stimulate students' curiosity about the constantly changing world in which we live.

It explores how societies function and looks at the institutional frameworks which underpin them, examining issues such as crime, immigration, gender, consumer culture, human rights, and the environment.

Students acquire presentational, research and computing skills and have the option of learning a foreign language.

The degree programme is genuinely multi-disciplinary and highly flexible regarding student choice. After being introduced to the core social sciences in 1st year, students specialise in one or two subject areas. They can graduate with single, major or joint honours in politics, history, sociology, psychology, economics or criminology, depending on module availability.

There are opportunities for students to undertake placements and the programme has exchange agreements with seven US and three Canadian institutions. There is an exchange agreement with

Erasmus University, Rotterdam and short-stay opportunities under the EU's Erasmus Intensive Programme.

Brighter futures
Graduates have secured jobs in teaching, social work, the police, marketing, public administration, political and social research, HR, journalism, counselling and tourism. Each year, a number of graduates also take up postgraduate studies in one of the main discipline areas.

Key facts

UCAS code: L000

Minimum entry requirements: Higher: BBBB (one sitting)/BBBBB (two sittings), A Level: BCC, ILC: BBBB, BTEC: Relevant subject plus GCSEs, IB Diploma: 24 points.

Essential subject(s): English (Higher/ILC-H/GCSE), Maths (S Grade 3/GCSE/ILC-O).

Recommended subjects: Modern Studies (Higher/A Level/ILC-H).

FE college students: Contact us or visit www.gcu.ac.uk/study for a copy of our College Student Supplement.

International students: This programme accepts applications from international students. Please see the International Students pages for further details.

Work placement: Two placement

modules offered, Community Links, a Sociology module, and Research in the World: History and Politics Dissertation Placement module.

Language: Language modules are available to study in levels 1 - 3 of this programme.

Programme structure: Foundational modules in History, Politics, Psychology, Sociology, Criminology and Economics. One module can be dropped for a language option. Year 2: Students choose 6 modules in the disciplines studied at the previous level. Year 3: One compulsory research methods module and 4 optional modules in the disciplines studied the previous year. Year 4: One compulsory dissertation module and 4 options from one or two of the disciplines studied at the previous level.

**Exchange:** The programme has student exchange agreements with 10 North American institutions (incl. California State University Long Beach and University of Massachusetts in Boston). The exchange (of either one or two trimester's duration) takes place during level 3. An exchange agreement also exists with Erasmus University, Rotterdam. Short stay opportunities are

also available under the European Union's Erasmus Intensive Programme. Email karly.kehoe@gcu.ac.uk

Mode of study: Full or part-time (day).

For further information visit
www.gcu.ac.uk/undergraduate

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International Tourism Management/ International Hospitality Management
BA (Hons)

Tourism generates £4 billion annually for the Scottish economy, whilst hospitality is the UK's fifth largest industry directly employing more than 2.4 million people.

These programmes recognise the vital role which these industries play in the future of the Scottish, UK and wider global economy. Our programmes develop graduates of the highest calibre, positioned well to lead change and innovation within Hospitality and Tourism.

Designed for students who have completed an HND, these programmes focus on an analysis of the tourism/hospitality industries and their strategic issues. In addition to selecting optional modules, students will go on to complete a dissertation in their chosen specialism. These programmes are accredited by the Institute of Travel and Tourism, the Tourism Management Institute, the Tourism Society and Institute of Hospitality.

The Moffat Centre for Travel and Tourism at GCU is one of the UK's most established University-based travel and tourism consultancy and research centres. Students will benefit from an industry leading academic team and real life case studies that add significantly to the learning experience.

Students on either programme can apply for a Moffat Charitable Trust Scholarship to aid their studies. The scholarships of up to £3,600 per annum are designed for individuals qualified to HND level or equivalent work experience who wish to specialise in either tourism management or hospitality management.

Brighter futures
Graduates can aspire to positions in management either in the UK or internationally in the Hospitality and Tourism sectors, including Destination Marketing, Events Management, Conferencing, Hotels and Leisure Industries.

Key facts

UCAS code: International Hospitality Management – N890 International Tourism Management – N891

Minimum entry requirements: HND in Travel and Tourism or Hospitality Management with BB in Graded Units. Other relevant HNDs will be considered.

FE college students: Contact us or visit www.gcu.ac.uk/study for a copy of our College Student Supplement.

International students: This programme accepts applications from international students. Please see the International Students pages for further details.

Language: Language modules are available to study during part of this programme and are actively encouraged to increase the international prospects of our graduates.

Mode of study: Full-time.

Assessment: A combination of coursework and examinations.

Exchange: Opportunity to study abroad in Year 3 of the programme with one of our European or international partner educational institutions, which involves studying for a trimester or more in Europe (Spain/Italy/France and other EU countries) or the USA/Canada.

Professional accreditation: This programme is accredited by the Institute of Travel and Tourism, the Tourism Management Institute, the Tourism Society and the Institute of Hospitality.

Moffat Scholarship: Scholarships of up to £3,600 are awarded annually to students accepted onto either degree. Deadline for applications each year is 31st July. www.moffatcentre.com.

Programme structure: Year 1 and 2: HND in Travel and Tourism or Hospitality Management (or other relevant HND) at a recognised UK or overseas institution. **Year 3:** An examination of the Tourism/Hospitality industries (as appropriate) and its strategic issues. International Hospitality Enterprises; International Travel and Transport Issues and Analysis; Tourism, Place and Promotion; Tourism Planning and Sustainable Development; Research Methods, Options including, Languages, Strategic Management, New Venture Creation. **Year 4:** Honours Dissertation, Tourism, Travel and Hospitality Futures, Options including Languages, Major Event and Festival Impacts.

For further information visit
www.gcu.ac.uk/undergraduate

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6. Look and feel

6.5 Pop-up banners

Banner stands are a key part of our promotional material. It is important that the content is simple, confident and makes an impression.

Keep the design simple and clean. Use one strong image or colour for the background and minimal copy.
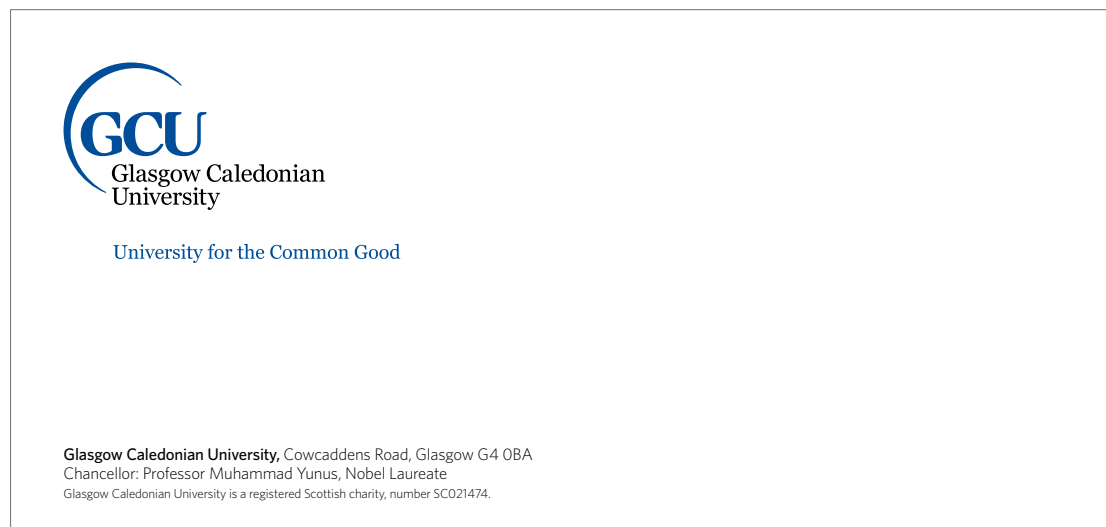

6.6 Branding the campus

Using the campus to deliver our message is an elegant, cost effective solution that has the added benefit of making a rather grey group of buildings a platform for bright, lively, provocative messages.

The material uses one colour only from the colour palette and the Whitney typeface to create bold, graphic messages.

7. Stationery and emails

7.1 Letterhead

This is the standard letterhead that should be used. It should not be amended or adapted in any way. For any further guidance on this, please contact Marketing and Communications.

GCU logo

Text in arial light

GCU
Glasgow Caledonian
University

University for the Common Good

Dear Name,

What you are reading now is not the finished copy. And apart from one important fact it bears absolutely no resemblance to the finished copy. The important fact is this. The copy you are reading is set out to show you the typeface and type size in which the real copy will appear.

What you are reading now is not the finished copy. And apart from one important fact it bears absolutely no resemblance to the finished copy. The important fact is this. The copy you are reading is set out to show you the typeface and type size in which the real copy will appear.

What you are reading now is not the finished copy. And apart from one important fact it bears absolutely no resemblance to the finished copy. The important fact is this. The copy you are reading is set out to show you the typeface and type size in which the real copy will appear.

Left justified text (Arial 12pt light/regular/bold/italic)

Kind Regards,

Full Name
Job Title

Glasgow Caledonian University, Cowcaddens Road, Glasgow G4 0BA
Chancellor: Professor Muhammad Yunus, Nobel Laureate
Glasgow Caledonian University is a registered Scottish charity, number SC021474.

7.2 Business card

Name
Qualifications

Job Title

E: ????@gcu.ac.uk
T: +44 (0)141 331 ????
M: +44 (0)??????? ????

GCU
Glasgow Caledonian
University

University for the Common Good

University for the
Common Good

Glasgow | London | New York
www.gcu.ac.uk
Glasgow Caledonian University is a registered Scottish charity, number SC021474.
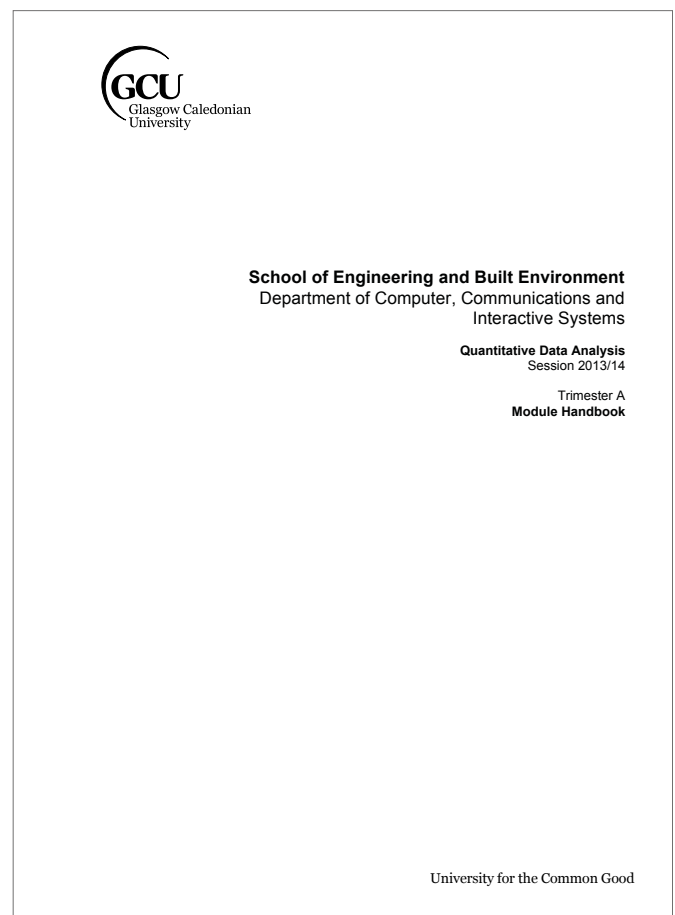
7. Stationery and emails

7.3 Compliment slip

7.4 Report and Module Handbook templates

Templates are available for staff to download and use for reports, signage and module handbook covers. As the latter tends to be photocopied in bulk, we have also provided a black and white version, so as not to unnecessarily increase costs. For more details, please visit: www.gcu.ac.uk/brand

7. Stationery and emails

7.5 Email templates
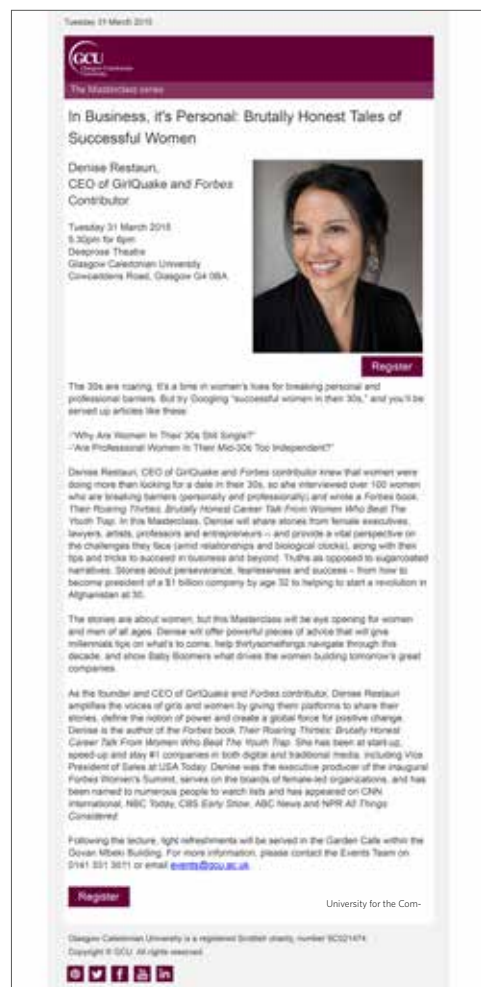
7.6 Email signature

Instructions on how to download this email signature template can be found here www.gcu.ac.uk/brand

Name Qualification
Job Title | Department / School

T: +44 (0)141 331 #### | F: +44 (0)141 331 #### | E: name.name@gcu.ac.uk
Glasgow Caledonian University, Cowcaddens Road, Glasgow, G4 0BA,
Scotland, United Kingdom

W: My research/website profile

University for the Common Good

Twitter | Facebook | YouTube | LinkedIn | Instagram | Google+ | Pinterest | Weibo | Youku

8. PowerPoint guidelines

8.1 PowerPoint

We have introduced a clean, bright and modern look to PowerPoint presentations. The presentation typeface is Arial as it is available on almost all computers. Below we have shown several examples of layouts that may be used or adapted to work with your presentations. It is possible to introduce secondary colours to create more variety if neccessary. Our PowerPoint template is available at: www.gcu.ac.uk/brand (we have two templates available, one with the 'University for the Common Good' strapline and one without).