

real  
ambition

Undergraduate  
**2012**

## Overview

This document gives a brief overview of how to use the various elements used within the new 2012 Undergraduate recruitment campaign.

After careful consideration, the over-arching strap line '**Real ambition**' was given to launch and position the campaign.

# Real ambition



**Bethanie Lunn,**  
Author/Presenter  
MEDIA AND THEATRE

The campaign is based on success stories of the universities' Alumni. A photoshoot was commissioned and undertaken in early 2011, providing a total of 18 case studies available for use. Further shoots will follow for PG, Academic, Student Placement and International purposes.

These stylised images, along with the fresh, urban typeface chosen for the campaign give a unique look and feel to DMU's UG collateral for 2012.

Introducing a strong, relevant and punchy headline gives the finishing touch to this compelling campaign.

Including the Alumni's name, current employment status/employer and the course they studied adds the realism, gravitas and authenticity required by the university.



## Fonts

The primary font chosen for the campaign is called Hotel Coral Essex. This is an urban, grungy font which provides a 'real-life' and modern feel to the project.

Please contact the Studio if you require this font.

### Notes on usage:

This font will not print directly from QuarkExpress. Please convert it to outlines prior to printing to fix this error. This font does not include an apostrophe character, please use a comma and manually baseline-shift this to the apostrophe position.

The secondary fonts are taken from DMU's main brand guidelines, these are the Akzidenz Pro family and the Lexia Family.

Please see the relative pages (38-39) of the DMU brand guidelines for the appropriate use of these fonts.

# Hotel Coral Essex

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 - = ! @ \$ % ^ & \* ( ) \_ + < > ? , . / , ,

! This font requires manually character spacing as its natural spacing is quite tight. Please add at least +30 tracking when setting in Illustrator® or InDesign®.

If you have any doubts, or require assistance, please see the contacts page at the end of this document for further advice on correctly setting this font.

# Akzidenz Pro Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 - = ! @ £ \$ % ^ & \* ( ) \_ + < > ? , . / ; : ” ”

# Lexia Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 - = ! @ £ \$ % ^ & \* ( ) \_ + < > ? , . / ; : ” ”

## Usage

The primary font, Hotel Coral Essex should ONLY be used for headlines/titles, quotes, cluster titles and publication titles. It should NEVER be used in body copy.

The Akzidenz family should be used for all body copy. Please refer to the UG2012 Prospectus for an overview of style usage.

The Lexia family should only be used for web addresses, course titles and page numbering. Again, please refer to the UG2012 Prospectus for an overview of style usage.

## Observations

Quotes and headlines should be set in the following way:

All lines should be fully justified to a comfortable width, this will depend on how many words are in the quote/headline.

Certain 'key' words can be pulled out in CAPS to emphasise their meaning or to reinforce an emotional part of the message. Here 'DREAMS' has been capitalised due to its aspirational nature.

Punctuation such as exclamation marks, commas and full stops should hang outside of the measure.

The speech marks surrounding the quote should be set in Akzidenz Pro Extra Bold Condensed Italic and should be set at a size considerably larger than the quote type size. They should sit behind the quote, slightly obscured by the first and last characters. When possible opacity should be used, between 50-75% to make the quote stand out. The colour should be based on that of the cluster they are representing.

## Quotes

**I've turned my DREAMS into reality and it's been FABULOUS!**

**My philosophy is SIMPLE. Listening is an integral part of successful marketing,**

**Choosing the RIGHT university has never been more important. A degree is not just a qualification it is an INVESTMENT in your future.**

**My PASSION for brands helps drive one of the world's LARGEST creative agencies,**

! When setting quotes, you will have to manually alter the leading between each line so that it looks 'optically' correct.

If you have any doubts, please see the contacts page at the end of this document for further advice on correctly setting this font.

**I've turned my DREAMS into reality and it's been FABULOUS!**

**INCORRECT**

The example above has been set without observing any of the guidelines. The character spacing and optical leading have been ignored, the apostrophes haven't been baseline-shifted, the punctuation mark is within the measure and the speech marks are too small and incorrectly positioned.

## Usage (continued)

The primary font, Hotel Coral Essex should be used sparingly and should not be overbearing.

### Observations

Headlines/titles should be set in the following way:

The aforementioned character spacing should be used.

Always set in Upper and lower case.

Colour: 20% 448cv

### Headlines/Titles

# Disability support

# Accommodation

# Supporting our students — beyond the classroom

### Observations

Cluster titles should always appear in their corresponding cluster colour, please see the following pages for the exact references to these.

They can be set in two ways:

1: In one line when used vertically, at the side of courses within a publication or horizontally when listed as contents.

2: In a stack, similar to how the quotes are set when used to introduce an entire cluster.

Please refer to the UG2012 Prospectus for examples of these.

### Cluster titles in one line

**Art, Design and Architecture**

**Business and Management**

**Computing Sciences**

**Creative Technologies and Media**

**Engineering**

**Health, Society and Community**

**Humanities**

**Law**

**Life Sciences**

**Music**

**Performance Arts, and Arts and Festivals Management**

Creative Technologies and Media

### Cluster titles in a stack

**Performance Arts,  
and Arts and  
Festivals  
Management**

**Health,  
Society and  
Community**

## Colour

There are two primary colours for use with UG2012 marketing materials.

They are Pantone® 448cv (as a tint) and Pantone® 389cv.

## Cluster colours

The following 11 unique colours were chosen to represent each of the different cluster types within the prospectus.

	Art, Design and Architecture	Business and Management	Computing Sciences	Creative Technologies and Media	Engineering					
Pantone® 448cv 20% C: 7% M: 1% Y: 16% K: 17%		Pantone® 201cv 100% C: 8% M: 100% Y: 65% K: 34%		Custom Red 100% C: 0% M: 100% Y: 100% K: 0%		Pantone® Rhodamine 100% C: 9% M: 87% Y: 0% K: 0%		Custom Purple 100% C: 52% M: 71% Y: 0% K: 0%		Custom Blue 100% C: 100% M: 2% Y: 0% K: 64%
(Tint Values shown)										
Pantone® 389cv 100% C: 23% M: 0% Y: 83% K: 0%		Custom Cyan 100% C: 78% M: 0% Y: 0% K: 0%		Custom Green 100% C: 45% M: 5% Y: 100% K: 0%		Custom Mustard 100% C: 11% M: 0% Y: 100% K: 25%		Custom Beige 100% C: 7% M: 13% Y: 35% K: 15%		Custom Brown 100% C: 65% M: 56% Y: 100% K: 35%
	Health, Society and Community	Humanities	Law	Life Sciences	Music					
	Performance Arts, and Arts and Festivals Management									
A third colour was chosen to represent the International section of the prospectus and to differentiate it from the rest of the publication. This is a generic Orange, with the following CMYK breakdown:		Custom Purple 100% C: 86% M: 88% Y: 0% K: 0%								
Custom Orange 100% C: 0% M: 65% Y: 100% K: 0%										

 Please note: Pantone® references are shown where possible, however, Pantone Bridge® values (and percentages thereof) are used when printing in CMYK to ensure colour consistency when applied across various media.

# Photography

Bespoke photography was taken for the UG2012 campaign.

Post-production was completed to produce the final images. Once shot, the images were processed using Adobe® Camera Raw to desaturate colour, add clarity and adjust the overall exposures.

Backgrounds relative to the Alumni's job/position were selected from iStock and comped together in Adobe® Photoshop.



An original, unprocessed image.



The same image in Adobe® Camera Raw with desaturation and other colour processing levels applied. The settings shown here can be used as a starting point, but each file should be treated individually and on a per-image basis.



The iStock image chosen for the background. This was desaturated and muted to make the subject stand out.



The final, comped image with background in place.

## Layout

The overall DMU brand guidelines should always be adhered to when considering a layout for UG2012 material.

The logo must always appear on a plain background; this campaign lends itself well to this requirement as it is easy to achieve a white 'bleached-out' background towards the top of the images. The logo is best positioned in either the top left or right corners, depending on the composition of the shot.

The quote should sit comfortably alongside the main Alumni image with enough breathing space to allow good legibility, but not too far away so as to disassociate it.

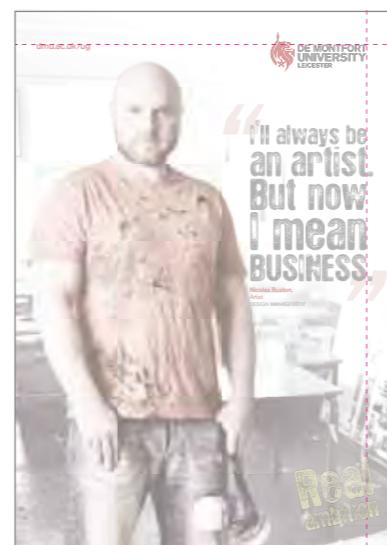
Two examples are shown here of a 'left-set' and 'right-set' layout composition.

The URL should have good stand-out and legibility.

When producing advertising or single page items, the strap line should be included, set in Hotel Coral Essex at an angle of 12%. Pantone® 389cv should be used and placed over the image with some opacity - between 70–90% using either the 'normal', 'screen' or 'multiply' option, dependent on the background.

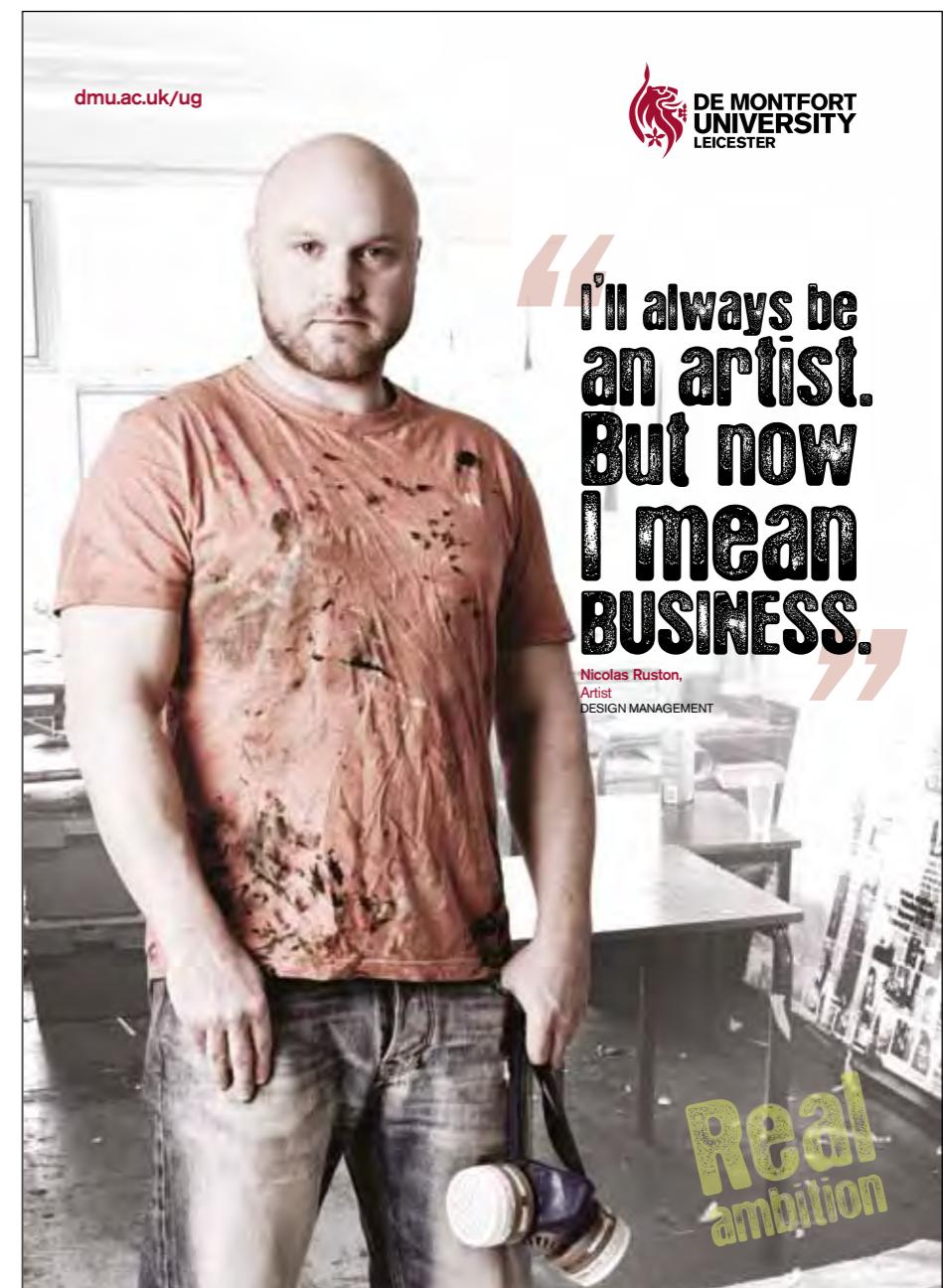


An example of a 'left-set' layout. The strap line is set at 75% opacity with the 'screen' option applied.



Where possible, the black text of the logo should range either left or right (accordingly) with the edge measure of the quote.

The URL should range off the top of the black text of the logo. Examples shown above.



An example of a 'right-set' layout. The strap line is set at 60% opacity with the 'normal' option applied.

Pantone® 389cv  
100%  
C: 23%  
M: 0%  
Y: 83%  
K: 0%

## Finishing

For this years prospectus cover the campaign strap line 'Real ambition' was blind embossed on the front while an Alumni quote was used for the back.

Where possible, blind embossing is the preferred finish for an outer cover.

An exception here is to the use of the quote marks, which need to be separated from the type to ensure legibility.



Blind embossing

## Stock and environmental credentials

### Cover printed on:

Amadeus Silk 50% with Matt Laminate to the outer only.

FSC certified.

50% Recycled fibre.

(25% post-consumer waste,  
25% pre-consumer waste.)

### Text pages printed on:

Amadeus Offset 50%.

FSC certified.

50% Recycled fibre.

(50% post-consumer waste)

Printed by Sterling  
([www.sterlingpress.co.uk](http://www.sterlingpress.co.uk)),  
an ISO14001 certified printer  
using vegetable based inks.



## Tone of voice

When preparing for a photoshoot with a proposed case study, please factor in time to interview the Alumni.

This will provide you with enough background information to write a suitable headline/quote relating to the Alumni's success.

When writing a headline/quote for one of our Alumni you should consider the following:

- Job/career
- Position held
- Company/area of expertise
- Puns
- Sense of humour

Here are some examples...

**"I've made it my personal business to ensure JUSTICE is done,"**

**Nicola Smith,**  
Partner, Affinity Law  
LAW

After leaving DMU, Nicola went on to become a partner in a Law firm set up by herself and other former colleagues.

This quote shows the direct relationship between her running her own business and the subject she studied at DMU.

**"My philosophy is SIMPLE: Listening is an integral part of successful marketing,"**

**Lauren Robinson,**  
The Listening Company, Marketing Manager  
POLITICS AND MEDIA

Lauren now works at an award-winning, customer communications outsourcer as their Marketing Manager.

This quote includes the name of the company she works for, the word 'successful' (success being a key part of the campaign) and indicates the type of job she undertakes now.

**"In my business, presentation is EVERYTHING,"**

**Pete Donaldson,**  
Xfm, Weekend presenter  
MULTIMEDIA DESIGN

Pete works as a radio presenter, predominantly on Saturday mornings for the Capital's Xfm.

This quote is a slightly tongue-in-cheek poke at his appearance. Whilst appealing to our target audience, some may say he looks a little scruffy, hence the remark about presentation. The fact that he works in radio and is rarely seen by his listeners gives the level of humour appropriate to the campaign.

# Undergraduate 2012 CAMPAIGN guidelines

## Contacts

If you have any queries regarding the production of any material for the UG2012 campaign, please contact the following:

### Ewen Lewis

Designer and Deputy Studio Manager  
T: (0116) 2551 551 (ext:4030)  
E: elewis@dmu.ac.uk

### Cassie Bailey

Studio Manager  
T: (0116) 250 6323  
E: cbailey@dmu.ac.uk

## Corporate Brand Guidelines

Please remember to refer to the overall De Montfort University Brand Guidelines and Style Guidelines when producing any collateral for the UG2012 Campaign.

The Brand Guidelines can be found at the following location:

[http://hal.dmu.ac.uk/  
subsites/brand-toolkit/](http://hal.dmu.ac.uk/subsites/brand-toolkit/)

Please email:  
[editorial@dmu.ac.uk](mailto:editorial@dmu.ac.uk)  
for a copy of the current Style Guidelines.

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OVERVIEW

FONTS & COLOURS

PHOTOGRAPHY  
& LAYOUT

FINISHING

TONE OF VOICE

CONTACTS