

Manchester Metropolitan
University



Brandtoolkit

January 2017

We are a great modern university, in a great global city, here to make an impact on Manchester, our nation and beyond, to be inventive and creative, generate great opportunities, and enable our students, colleagues and everyone whose lives we touch to make their impact too.

Welcome to our brand

And why it matters

Our Manchester Metropolitan University brand is much more than just a badge or logo. It's our public face and voice. The unique and memorable identity that distinguishes us from other universities, and sums up all that we stand for.

Our brand is how people recognise us. It colours how they think about us and ultimately, contributes to our reputation and how they respond to us. So it's important for all of us to get to know our brand, and how to communicate and care for it.

That's what these guidelines are for.

They bring together our mission and our approach, the key themes that drive us, our tone of voice and visual identity, all of which work most effectively when they're used together. The whole being greater than the sum of its parts.

Applied consistently, our brand will support us in making strong emotional and rational connections with all the people whose lives we touch. And communicate something of our vision, ambition, high standards and academic achievements, as well as our warm, welcoming, relaxed and accessible culture.

With your help, we can achieve this.

Our tone of voice and personality

How we speak, write and behave

We all have a characteristic and recognisable tone of voice and so do strong brands. Our tone of voice guidance is designed to help us communicate with ‘a single voice’ whenever we’re communicating anything on behalf of the University.

It’s not about ‘not being yourself’. But rather it’s about striving to project the University’s personality, and expressing how we view ourselves and other people, how we speak, write and behave.

It looks at the characteristics of our tone and personality – what they are and what they’re not – and considers our audiences and the vocabulary that we use. It aims to be a helpmate in shaping consistent communications and provide some simple benchmarks so we can check that we’re ‘getting it right’.



The words we use to say ‘who we are’

Original

We set high standards and prize new ideas and original thinking. We don’t just accept the norm. We’re creative and inventive. Bold and distinctive. And we should be aiming to express these things in all our communications. Looking for new, original, interesting ways of saying and picturing things. Trying to avoid the usual pat phrases, verbal and visual clichés. The things that everybody else does.

Active

Energy is high on the list of the things that define our University and our culture, and so we seek to express this in all our communications. We are actively involved with our subjects, students, colleagues and communities, and should embrace an active, storytelling style, speaking and writing energetically and enthusiastically, using narrative, and choosing imagery that is active and involving.

Engaged

We are deeply engaged. With our subjects. Our students and our colleagues. Business and the community. And the wider world. We work collaboratively. Encourage debate and the sharing of ideas, and this should come across in our spoken and written words, our imagery and behaviours. Our discourse should not be all about us. But about those we serve, support, live and work with.

Welcoming

We are welcoming, inclusive, supportive and approachable. Welcome ideas. Work hard. Look after people and help them succeed. We can express this in a warm, friendly and informal style. A conversation of interested equals. Using simple, everyday language. Imagery that speaks of people and interaction. Behaviours that make people feel they’re supported, asked much of, but inspired.

Challenging

We are not afraid to challenge ideas and conventions. In our view, that’s a large part of what higher education is about. We are ambitious, demanding and determined to make an impact, and in support of that, strongly and straightforwardly voice our own ideas, beliefs and opinions. So not just for the sake of it, but where relevant, our words and images should aim to involve an element of challenge.



Our logo

The logo is a key element of our visual identity and should be used on all visual communications.

There are three versions, all comprising the 'Manchester Metropolitan University' logotype and the 'spades' icon.

Manchester Metropolitan University



Separated logo

The separated version of our logo is a split logo where the 'Manchester Metropolitan University' logotype is positioned top left and the 'spades' icon top right. Please contact the Design Studio for the precise positioning of the logotype and icon as this relationship needs to be consistent for all formats.



Horizontal logo

This is the preferred logo to be used on University print and digital media and with third party brands and partners.



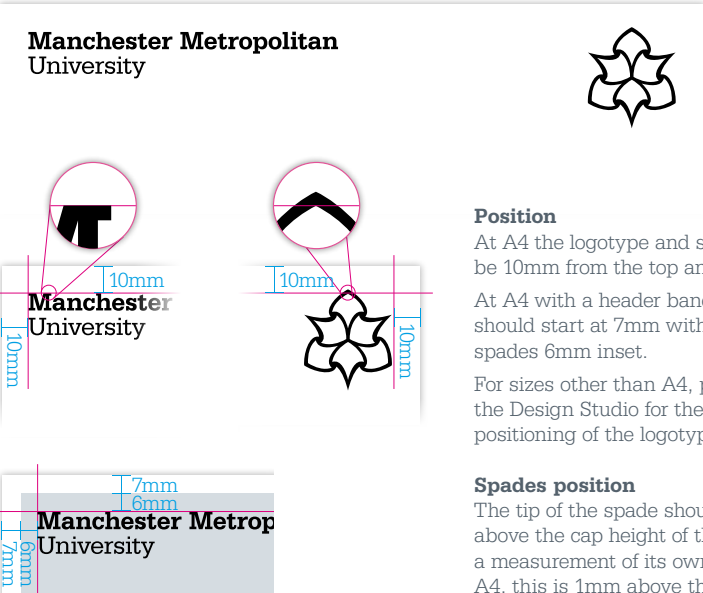
Stacked logo

Only to be used in particularly small square or tall and thin spaces, for example, skyscraper banner ads.

Our logo

The separated logo

The separated version of our logo is a split logo where the ‘Manchester Metropolitan University’ logotype is positioned top left and the ‘spades’ icon top right. This is used for many different formats, including advertisements, brochures, posters and corporate stationery.



Spades sizes
At A4 the spades should appear at 23mm height. The spades should be no smaller than 14mm height on items such as business cards.

Manchester Metropolitan University

Type sizes
At A4 the logotype height should be 9mm.



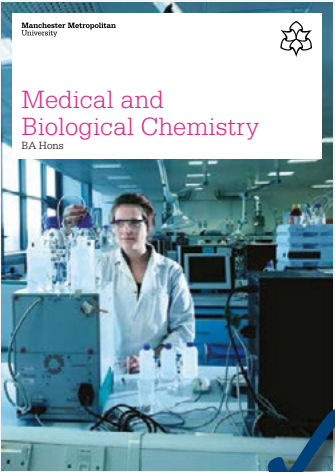
Clearance
With the separated logo, nothing should encroach on the minimum safe zone, which is 2x the height of the logotype as shown. No content should appear in between the logotype and the icon.

In order to use this logo, please contact:
designstudio@mmu.ac.uk

Examples

The separated logo

Use on:
• Brochures • Posters • Flyers
• Stationery • Advertisements
subject to adequate clearance space



These examples utilise the logo on the header bands and also without. The reversed logo can be used where necessary.



Clearance space
No elements (type, imagery or logos) should encroach the space between the logotype and the spades.



Our logo

The horizontal logo

The horizontal version of our logo features the ‘Manchester Metropolitan University’ logotype positioned to the right of the ‘spades’ icon.

The logo should always appear either in black, or in white if it’s on a dark background.



If logo is on left edge

If logo is on right edge



Position
This logo can be used top left or top right of your materials.

At A4 the top and left or right margins need to be 10mm.



Sizes
At A4 the optimal size should be 21mm
In smaller formats the logo should not be less than 10mm.



Clearance
So that the logo is prominent and can be easily read, it should have as much clear space around it as possible.

The minimum amount of clear space should be the height of the words ‘Manchester Metropolitan’ as they appear in the logo. No other elements should be allowed to encroach into this area.

Examples

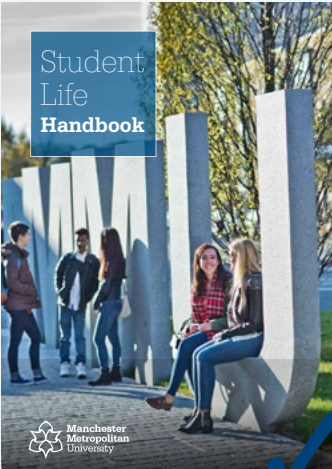
The horizontal logo

Use on:

- Brochures
- Posters
- Flyers
- Postcards
- Co-branding



These examples utilise the black logo and the reversed logo.



Visibility
The logo should be clearly visible over the background.



Do not distort



Do not colour-fill the spades



Do not customise, or encroach on clearance space



Manchester Metropolitan University

Do not re-arrange the type

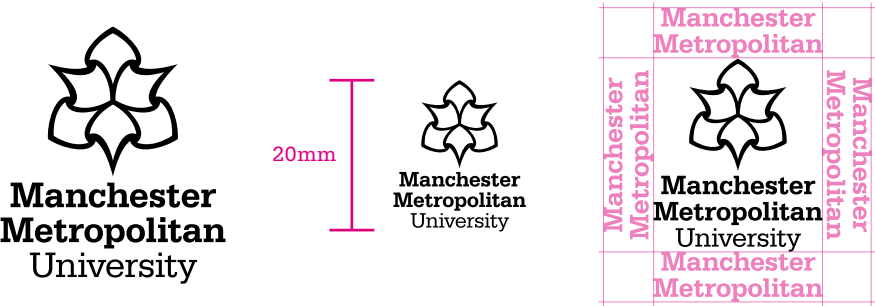


Our logo

The stacked logo

The stacked version of our logo should only be used when neither of the other two versions will fit in the space available or if the rest of the design is centred.

It should always appear either in black, or in white if it's on a dark coloured background.



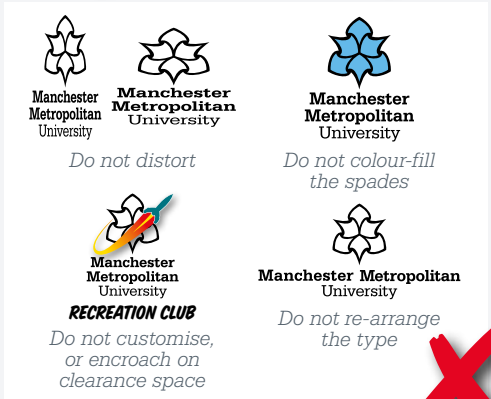
Sizes
The logo should never be shown smaller than a height of 20mm.

Clearance
With the stacked logo, the minimum clear space should be the height of the words 'Manchester Metropolitan' as they appear in the logo. No other elements should be allowed to encroach into this area.

In order to use this logo, please contact: designstudio@mmu.ac.uk

Examples

- Use on:
- Adverts
 - Co-branding

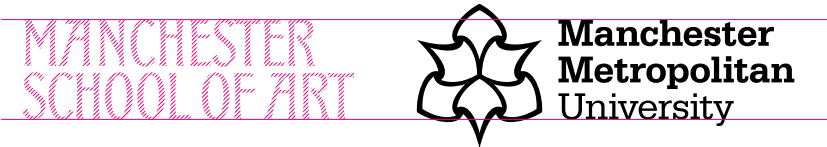


Our logo

Co-branding

When arranging the logo alongside other logos, use the logotype 'Manchester Metropolitan University' as the height. This allows the spades icon to bleed off the edge and create a better balance between logos.

You should take into account the page margin and content – be careful to make sure it is within safe printing space and clear of any content around. If not, the logo size can be reduced accordingly.



Examples



Digital

For the majority of digital media, the horizontal logo is best suited as it is designed for use in wide shallow spaces (e.g. desktop headers) and tall narrow spaces (e.g. mobile headers).

The guidance for minimum size and clearance space has been adapted for digital use, in order to ensure legibility at small sizes and in low resolution.



Minimum size

The smallest the logo should appear online is at a height of 40px (depending on the compression). If the 'University' is hard to read, it should be replaced with the low res web version.

Low res web logo

Note: This logo is **only** to be used for very small and low file size adverts where the light type on the standard logo does not appear.

Digital advert examples



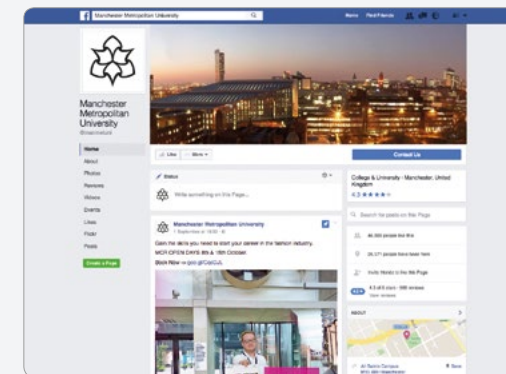
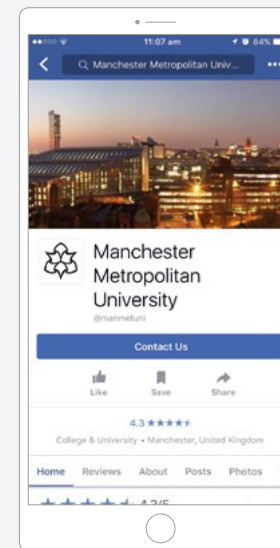
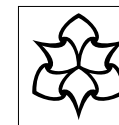
Separated version

The separated version can also be used subject to appropriate clearance space.



Social media

The logo that appears next to the username 'Manchester Met Uni' should only be the spades icon. This is because the majority of the time, the logo will be seen small on the page and any text will become unreadable.



Note:

Contact webteam@mmu.ac.uk for these assets

Social media: Facebook

Facebook post

When posting on the Manchester Metropolitan University Facebook account, it should be kept simple. Avoid putting branding / copy on any accompanying image.



Facebook advert

When running a Facebook advert, there are restrictions on how much copy can be featured in the image. To test out if the advert passes, it can be checked here: facebook.com/ads/tools/text_overlay

Below is an example of a Facebook advert that passed the Image Text Test at 'OK'.

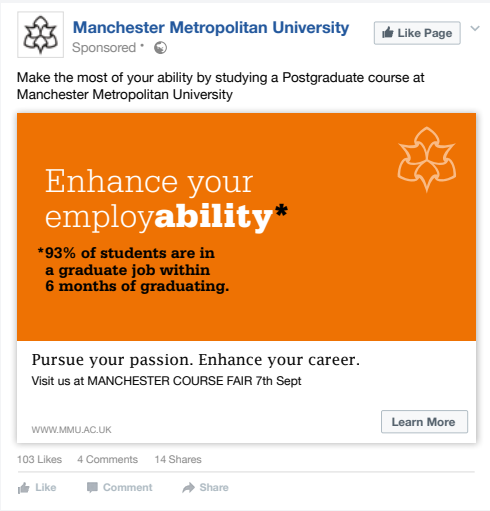


Image text ratings

- Image text: **OK**
Your advert will run normally.
- Image text: **Low**
Your advert's reach may be slightly lower.
- Image text: **Medium**
Your advert's reach may be much lower.
- Image text: **High**
Your advert may not run.

Test adverts here: facebook.com/ads/tools/text_overlay

Frequently asked questions

What does it mean when I have too much image text?

Text in your advert image includes text laid over a photo or illustration, text-based logos or watermarks used in an advert image. It also includes text in thumbnail images that are used for videos, as well as images used as cover photos or profile photos of promoted pages.

How much text should my advert image have?

Facebook prefers advert images with little or no text, because images with a lot of text may create a lower-quality experience for people on Facebook.

What should I do to reduce the amount of text?

Consider putting most of your text in the text area of your advert instead of in the advert image. If you must use text, use a smaller font size and fewer words to lower the text-to-image ratio. Try reducing the image text and checking it with this tool again.

Social media: Twitter

Twitter post

On Twitter, you are limited to 140 characters so it is important to keep the copy as clear and simple as possible. Avoid putting branding / copy on any accompanying image.



Twitter advert

When creating an advert on Twitter you must consider how to use the limited space available to you. You only have 140 characters for the main copy and a small image box so keep the message as clean and simple as possible to maximise impact.



Consider using shortened links to maximise real-estate on post. Links via **bit.ly** are effective and users on Twitter are familiar with this approach

Photography

Candid pictures of students

Images of people, whether at work or relaxing, should feel as candid as possible.



Buildings

The University has made a huge investment in its award winning buildings and facilities. Although hugely proud of our buildings it is important that they are shown being used and not just deserted architectural beauty shots.

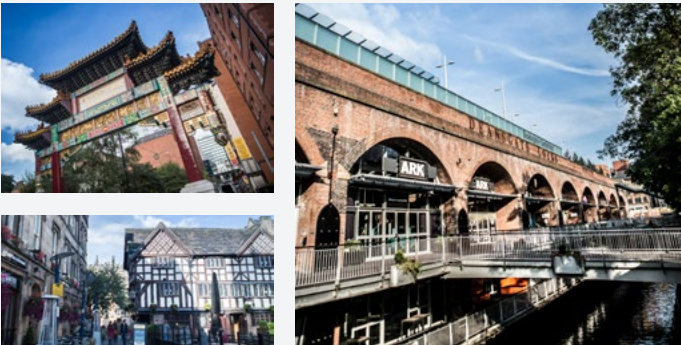
They should showcase light, lively and inspiring places to learn. Whenever photography of buildings is used, care should be taken to add a caption naming the building or facilities shown.



Facilities



Manchester: the city in action

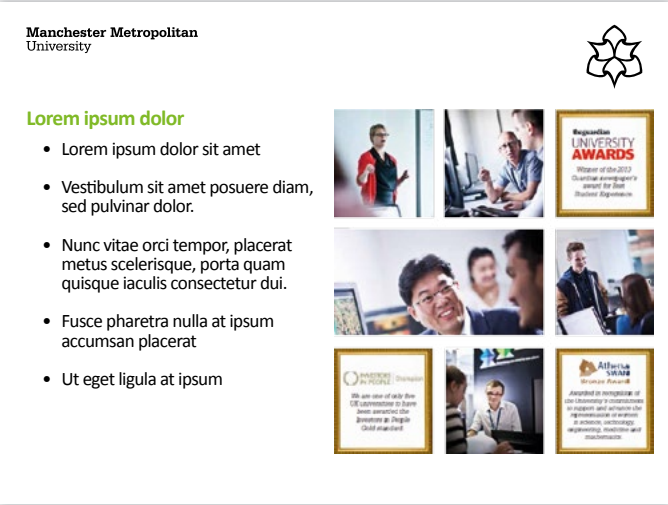


Engaging with the community



PowerPoint

The separated logo is the logo of choice for all Manchester Metropolitan University PowerPoint presentations. This is how it's used.



Templates for these documents are available on the Marketing intranet: mmu.ac.uk/marketing/intranet/

Our font

Serifa is the University font. It comes in several weights and these can be used to increase readability, create energy and pace, build character and personality, and give added style, structure and clear message hierarchy to all our communications.

Serifa comes in the following weights:

Serifa Bold
Serifa Medium
Serifa Roman
Serifa Italic
Serifa Light
Serifa Light Italic
Serifa Extra Light
Serifa Condensed

Secondary font

Calibri comes in the following weights:
Calibri Light
Calibri Regular
Calibri Italic
Calibri Bold
Calibri Bold Italic

Digital backup font

Arial comes in the following weights:
Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

Note: This font is **only** to be used as a backup to Calibri.

Our colours

Our colour palette has been carefully chosen to create a mix of colours that complement each other and sit well together, but also ensure that both black and white text will be clearly legible.

Secondary palette



Dark yellow
PMS 123
CMYK: 0, 22, 90, 0
RGB: 240, 200, 56
#F0C838



Orange
PMS 1505
CMYK: 0, 65, 100, 0
RGB: 255, 107, 0
#FF6B00



Red
PMS 185
CMYK: 0, 100, 90, 0
RGB: 234, 0, 42
#EA002A



Dark pink
PMS Rhodamine Red
CMYK: 5, 100, 0, 0
RGB: 230, 8, 149
#E60895



Violet
PMS 2655
CMYK: 65, 60, 0, 0
RGB: 141, 112, 176
#8D70B0



Dark grey
PMS 431
CMYK: 45, 25, 16, 59
RGB: 91, 103, 112
#5B6770



Steel blue
PMS 2167
CMYK: 79, 46, 34, 16
RGB: 80, 109, 133
#506D85



Cloud blue
PMS 642
CMYK: 13, 2, 1, 1
RGB: 211, 221, 231
#D3DDE7



Navy
PMS 274
CMYK: 100, 100, 7, 38
RGB: 32, 23, 81
#201751



Kingfisher
PMS 632
CMYK: 88, 18, 23, 3
RGB: 0, 145, 179
#0091B3



Pale blue
PMS 292
CMYK: 60, 10, 0, 0
RGB: 138, 194, 235
#8AC2EB



Aqua
PMS 3262
CMYK: 84, 0, 39, 0
RGB: 0, 172, 175
#00ACAF



Lime
PMS 397
CMYK: 31, 16, 100, 3
RGB: 205, 196, 0
#CDC400



Green
PMS 376
CMYK: 57, 0, 100, 0
RGB: 149, 193, 31
#95C11F



Blue
PMS 294
CMYK: 100, 69, 7, 30
RGB: 0, 74, 151
#004A97

Primary palette



Black
CMYK: 40, 0, 0, 100
RGB: 34, 34, 34
#222222



Grey
PMS 7543
CMYK: 23, 9, 8, 21
RGB: 152, 164, 175
#98A4AF

Our heritage colours

Our heritage colour palette is an additional range of colours that should only be used for special occasions, and with the permission of the Design Studio.



Dark grey
PMS 431
CMYK: 45, 25, 16, 59
RGB: 91, 103, 112
#5B6770



Steel blue
PMS 2167
CMYK: 79, 46, 34, 16
RGB: 80, 109, 133
#506D85



Cloud blue
PMS 642
CMYK: 13, 2, 1, 1
RGB: 211, 221, 231
#D3DDE7



Navy
PMS 274
CMYK: 100, 100, 7, 38
RGB: 32, 23, 81
#201751



Kingfisher
PMS 632
CMYK: 88, 18, 23, 3
RGB: 0, 145, 179
#0091B3



Dark violet
PMS 229
CMYK: 26, 100, 19, 61
RGB: 104, 33, 69
#682145



Maroon
PMS 202
CMYK: 9, 100, 64, 48
RGB: 138, 36, 50
#8A2432



Burnt orange
PMS 159
CMYK: 0, 80, 90, 20
RGB: 210, 95, 21
#D25F15



Racing green
PMS 554
CMYK: 85, 38, 77, 36
RGB: 32, 91, 65
#205B41



Pale green
PMS 2261
CMYK: 46, 4, 52, 0
RGB: 154, 187, 145
#9ABB91

Brand Guidelines

Who to contact

We hope that you have found this mini-brand toolkit useful in explaining how our revised brand works in practice and what this means when you are promoting the University – be that internally, locally, nationally or internationally.

For help on how to work with our brand guidelines, advice and support, we have set up a dedicated email address within the Marketing, Communications and Development department, which spans the areas of brand, web and design. Any emails sent directly to this address will receive a response within 2 working days.

This dedicated central support is also complemented by our marketing and web officers based in Faculties who provide assistance for the development of print and digital marketing communications.

Please send any brand-related questions to:

brand@mmu.ac.uk