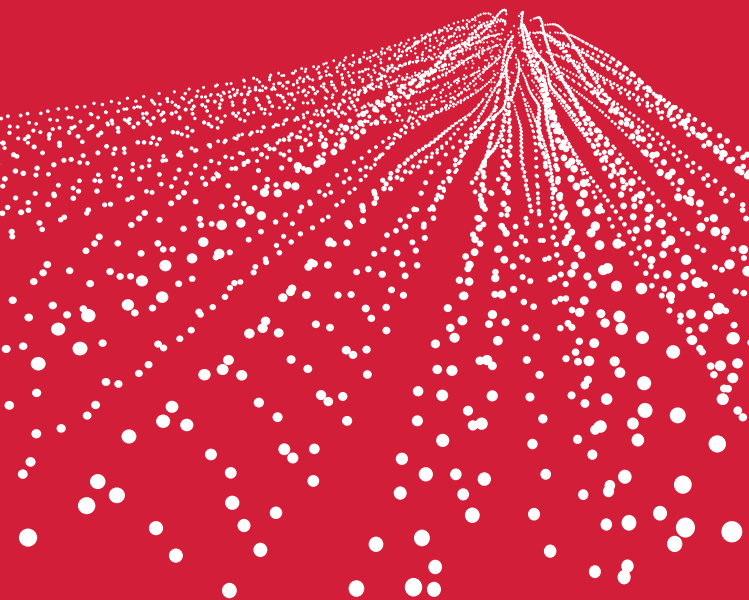

Our brand

Your questions answered



THE
CONNECTED
UNIVERSITY

Our **brand** is **more**
than just **our logo**



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Our **brand** is **more** **than** just **our logo**

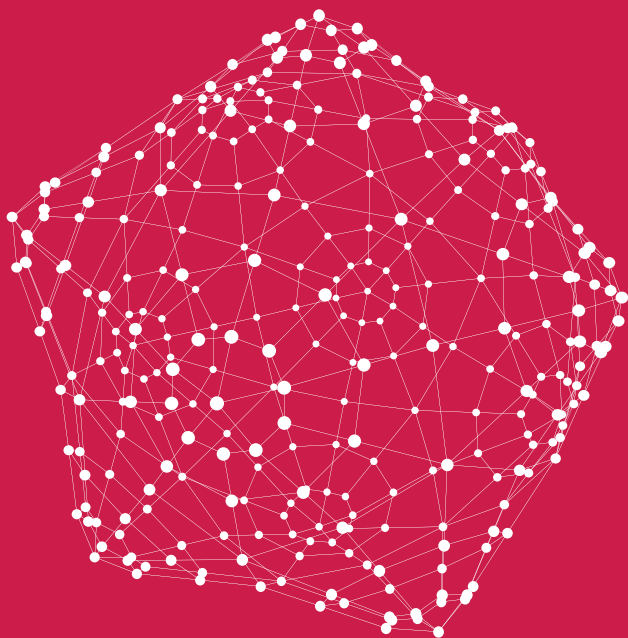
Making connections is our guiding principle to drive our vision. We connect through our innovative and applied learning, through our talented people, and with our communities. Connectivity gives us a sense of purpose.

A strong core brand ensures that everyone who engages with Staffordshire University experiences a professional, cohesive organisation with a distinctive ethos and approach.



Our **brand** is more than just our logo

1.0 Our values



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Our **brand** is **more** **than** just **our logo**

1.0 **Our values**

What is our vision?

We are the Connected University dedicated to your success.

What is our brand?

We are the Connected University.

What are our behaviours?

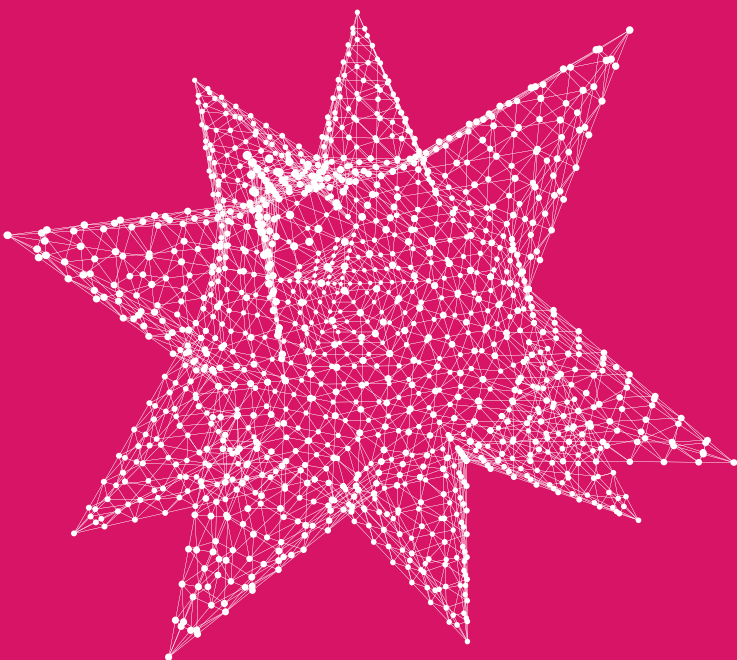
- We are ambitious and inspirational
- We are brilliant and friendly
- We are curious and daring
- We are proud to be Staffs

What are the pillars that support our vision?

- Connecting Communities
 - Innovative and Applied Learning
 - Talented People
-

Our **visual brand elements**

2.0 Our logo



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Pantone
Rubine Red

Our **visual brand elements**

2.0 **Our logo**

There are two Staffordshire University logos:

Primary logo

The primary logo is used on all other material that we produce, from student recruitment material to standard notices and branded items.

The grey panel enables the logo to be tailored to different schools, services or teams within the University.



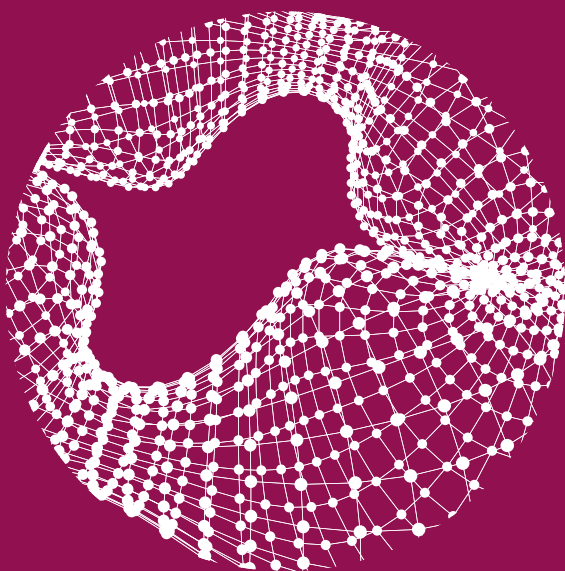
Corporate logo

The corporate logo carries our main message as 'The Connected University'. We use it on all our main documentation, from our prospectus to corporate documents and on-campus messaging, such as flags and posters.



Our **visual brand elements**

2.1 **Our fonts**



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Our **visual brand elements**

2.1 **Our fonts**

Our brand uses two corporate fonts:

DIN Next LT Pro is used for headings across all public-facing corporate branded material, such as stationery, recruitment information and promotional items.

DIN Next LT Pro: Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Avenir is used for sub-headings and body text in corporate documents. It is always used in conjunction with DIN Next LT Pro.

Avenir: 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Office font

We also use Tahoma as our internal 'office' font. You should use this for internal documents, such as presentations, reports, teaching material or emails. It should not be used in external documents.

Our **visual brand elements**

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2.2 **Our colour palette**



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Our **visual brand elements**

2.2 **Our colour palette**

Our 'hero' red remains our primary brand colour across all branded materials, together with our existing greys.

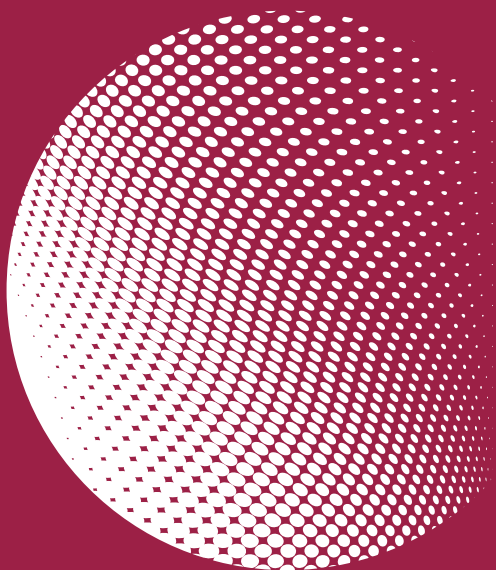
We've also introduced complementary colours to help our brand stand out.

For guidelines on how to use these colours, visit the **Brand Bank** on **Connect with IRIS**.



Our **visual brand elements**

2.3 Our graphics and imagery



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Our **visual brand elements**

2.3 **Our graphics and imagery**

A key element of our brand is the use of solid and dotted lines. These add structure and distinctiveness to our branded materials.

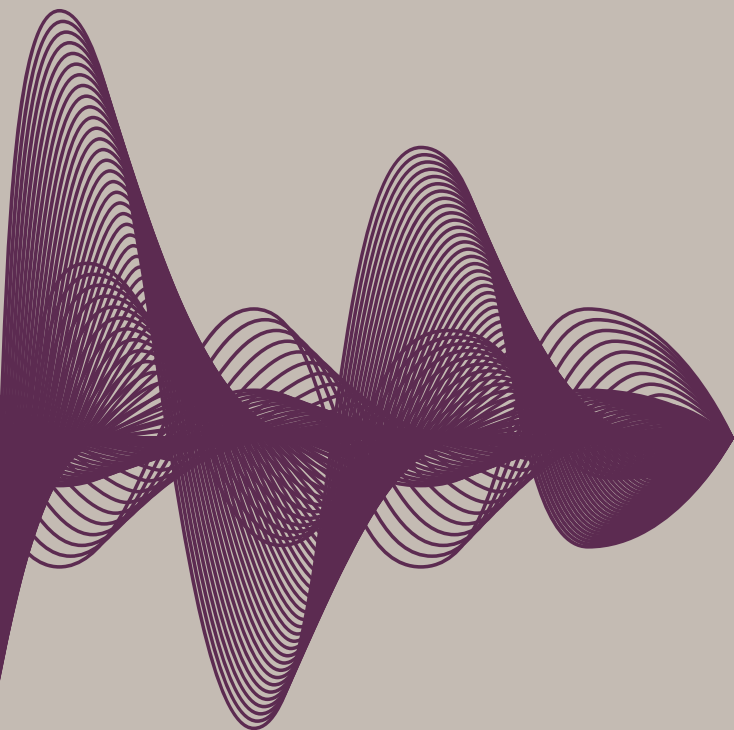
We have developed an illustrative style that uses lines within structured graphics and linking patterns. These enhance the 'connected' message and add a contemporary element into our designs. They can be used instead of, or alongside, photography.

These elements are used throughout this document and illustrates how they are integrated within the brand.



Our **visual brand elements**

2.4 **Our photography**



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Pantone
Warm Grey 2

Our **visual brand elements**

2.4 **Our photography**

Our photographic stock is stored online in the University's Image Library (or Digital Asset Management System). This also holds digital copies of templates, forms, information documents and logos.

You can access the image library through Connect with IRIS or via this link:
images.staffs.ac.uk/home.tlx

You'll need your staff username and password.

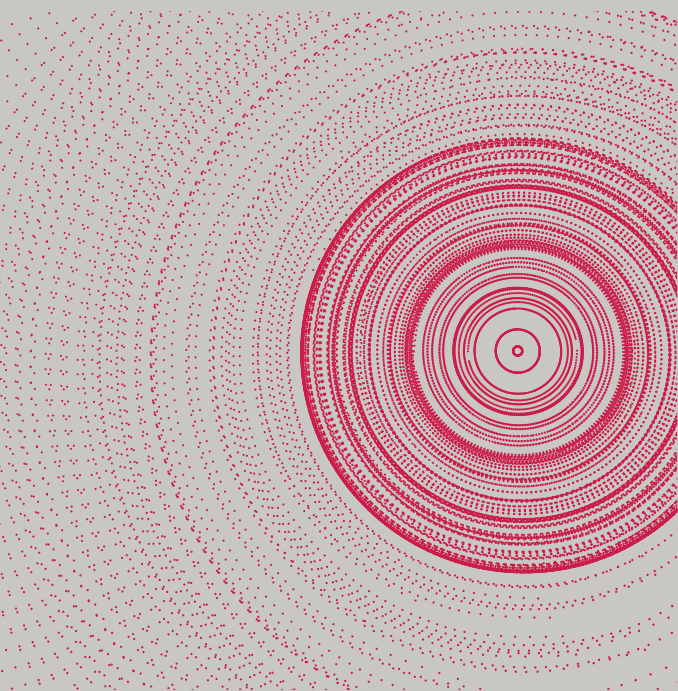
The photo library is regularly reviewed and updated.

For further information contact:
[marketing @staffs.ac.uk](mailto:marketing@staffs.ac.uk)



Our **writing style** and **tone of voice**

3.0 **Our written word**



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Our **writing style** and **tone of voice**

3.0 **Our written word**

We speak directly to the reader in a warm and friendly way, minimising jargon and ensuring all terms and phrases can be easily understood.

To help with this, we are developing a new Staffordshire University Style Guide. This will include advice on grammar and punctuation, as well as more specific guidance on house style – from what to hyphenate, to the correct format for dates and times.

In the **Brand Bank** on **Connect with Iris**, you will find two documents to help you and to ensure that your copy follows the Staffordshire University brand writing style.

Our **social media**

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4.0 Our social media presence



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Our **social media**

4.0 **Our social media presence**

We have a very successful social media presence on LinkedIn, Facebook, Instagram, Twitter, YouTube and Snapchat.

Our social media activity influences people's perceptions of the University. Our posts and tweets therefore need to be engaging, as well as informative, and should reflect the best of who we are and what we do.

We should always try to respond promptly and warmly to anyone who gets in touch through social media.

Further details and information can be found within the **Brand Bank** on **Connect with Iris**.



FAQs



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FAQs

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Where can I find more information on the new brand?

You can find more information on the brand, what it is, and how to use it, in the *Brand Bank* on Connect with Iris.

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Where can I find the brand elements I want to use?

Links to the brand elements are on Connect with Iris. View the directory listing on the left and select the area that you want to view. Links to the relevant brand elements will be displayed.

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What templates are there for me to use?

The range of templates is expanding all the time. You can find them in the 'Templates' section in the *Brand Bank*. Current templates include Powerpoint, general A3 and A4 posters, and a promotional plasma slide for the 'triple play' system.

If you can't find the template you're looking for, contact marketing@staffs.ac.uk

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FAQs

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I need to have a job designed, but I'm not sure who to contact.

If you need to have a job designed, you will need to complete a marketing briefing form (available through the *Brand Bank* – 'Downloadable Toolkit' section).

If you're part of a school, send the completed form to your School Associate Dean for Recruitment (ADR). They will be able to advise on next steps and who you need to speak to.

If you're a member of a University service (such as Digital Services, Library, or Estates and Commercial Services), send the form to your Director of Service for confirmation, then contact Marketing and Public Relations to progress the work.

Send any enquiries about designing printed material to: marketing@staffs.ac.uk

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How do I access the image library?

There are two ways to access the image library:

1. Through the 'Photography' section in the Brand Bank
2. Directly via this link:
images.staffs.ac.uk/libraryhome.tlx

You'll need your University username and password.

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FAQs

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Where can I find out about our social media channels?

Visit the 'Social Media' section in the *Brand Bank*. This will give you a good introduction to our social media channels and how to get the best from them.

If you need further information, contact:
digitalmarketing@staffs.ac.uk

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Who can advise me on submitting content for the website?

Visit the 'Website' section in the *Brand Bank* for advice on how to write content for the web.

If you need more information, contact:
digitalmarketing@staffs.ac.uk

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Who do I contact about arranging and promoting an event?

Initially, see the 'Events Guidelines' document in the *Brand Bank*. This provides detailed guidance on arranging an event, who to contact and advice on budgets, photography, and more.

If you have any further questions, contact:
public@staffs.ac.uk

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FAQs

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Who should I talk to about promoting a news story or event in the press?

Contact the Press team. They can advise you on media protocols and broadcast interviews.

You can contact the press team on:
press@staffs.ac.uk

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I want to promote an event or story across the University. Who should I contact?

If you want to share something with our internal audience, contact our communications team at comms@staffs.ac.uk. They will advise you on the best way to promote your news to ensure maximum distribution.

If you want to promote an event on the University's plasma screens, download the plasma slide template from the *Brand Bank*, create your slide in line with the brand guidelines, then submit the final design to: comms@staffs.ac.uk

You'll need to include the start and end dates for when you want the slide to be displayed.

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I have an enquiry that isn't covered here. Who should I contact?

Please send your enquiry to:
marketing@staffs.ac.uk



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