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An introduction to Lancaster University
The name and basic identity elements of any brand are among its most valuable assets. For this reason, all aspects should always be treated carefully and conscientiously. The strength of the Lancaster University brand image relies on its consistent visual expression and its application.

These brand guidelines have been created to explain the basic principles for the correct application of the Lancaster University brand. They are intended for external agencies producing any Lancaster University branded communications.

It is important that these brand guidelines are always adhered to in order to achieve a unified image that expresses the brand consistently and accurately. This will strengthen brand awareness and help Lancaster maintain its Top 10 University status.

A logical and mindful approach should be taken when following the rules within these guidelines. There will be some specific and important situations in which the best application of the brand requires the development of a different approach, and this should be discussed with the Marketing Team.

marketing-services@lancaster.ac.uk
The University conducted research into its brand in the spring of 2014 which, firstly, helped it to develop a stronger marketing proposition and, secondly, sought the views of high achieving A-Level students on the type of visual branding they expected to see in a top ten university.

The students polled had a very strong inclination towards shields, which they associated with history, tradition and high academic standards. The brand, then known as ‘the swoosh logo’, was felt by the students to look too corporate and that it said nothing about the University. This view was also shared by the majority of current students and staff.

In April 2014 the new University crest was launched. The new crest helped to tell a story about Lancaster by featuring three wavy lines referring to the river Lune, two roses which are taken from the arms of the county of Lancashire and finally the open book which represents learning and knowledge.

The brand has now been running for almost four years and has been very well received and recognised within the sector both in the UK and abroad.
1.3

Tone of voice

Our brand personality is not just reflected in the look and feel of our communications, but also in the words we use. With the right tone of voice, our communications will be clearer and more persuasive. But, more than that, they will also create an impression of who we are, what makes us different and why students should study here. So whatever the media or message, our writing should be:

Relevant
The first question should always be: who is your audience? School leavers? Parents? Colleagues? Think about their priorities and what they already know. The finished copy should be informative without being patronising, giving answers to their questions. Also consider the context. The same language won’t fit (physically or tonally) on a personal email and a bus stop poster, for example.

Knowledgeable
There is never a need to dumb down our communications. We are one of the country’s finest educational institutions. Why hide it? But being clever and being clear are not mutually exclusive. We may deal with important ideas at the leading edge of our various fields, but we should be capable of expressing those ideas without reverting to impenetrable technical language or jargon.
1.3

Tone of voice

Open
We want people to visit, stay and study with us. But for many of our readers, a University can seem like a daunting and distant organisation removed from their world. So whatever the particular message of your communications, our copy should always be open and welcoming (just like us). False or forced friendliness is not our style, but we can and should be warm and conversational in our communications.

Engaging
Copy should be both compelling and easy to read. That means keeping things simple: have one idea per sentence and one topic per paragraph. But mix up the length and structure of your sentences and paragraphs – when things are uniform, they’re boring. Reading a succession of long sentences is like running a long race while holding your breath. It’s exhausting. Short sentences offer a break. And they’re a good way to end things.

Proud
Around 50 years ago, Lancaster University was barely more than an idea: we held lectures in a former church and put students up in an old factory. We’ve come a long way: a top 10 university, a village campus, award-winning accommodation and real role in answering the world’s key questions in vital areas. We can be proud of our past and confident in our future. And our communications should reflect that. Whether it’s in direct reference to an achievement or in the overall tone of our copy, we can and should show our pride in what we’ve done and what we’re doing.
2
The University crest
2.1

Primary logomark

The logo is a visual shorthand for everything that the University represents. Maintaining its integrity is essential to symbolise the integrity of the University. Consequently the logo should be seen as a lock-up and the elements should never be separated or adjusted in size or relationship. The only instance this should ever be separated is when the minimum size is too small for a specific production.

The colours of the logo are important. Red provides a 'stand-out' factor, grey provides a softer element and white ensures a clean, crisp feel. At all times the 'Lancaster University' wording should appear to the left of the symbol. This should not be moved or amended in any way. In certain circumstances the secondary logomark may be used depending on the application – please see section 2.4 secondary logomark.
2.2

Reversed out logomark

The reversed out logomark has been created to use on darker backgrounds or for use over photographic backgrounds. This should be chosen when it will give a cleaner and more impactful result than using the primary logomark.

In this version of the logo, there has been an additional grey stroke applied to the edge of the shield to help it become prominent.

NB: Remember always to reproduce the logomark from high quality original artwork. Do not attempt to redraw any of the elements. All artwork can be obtained from the Marketing Team.

marketing-services@lancaster.ac.uk
2.3

Mono logomark

The mono version of the logomark is available in both black and white. This version will probably not be used very much, but is ideal for purposes such as branded promotional items where there may be a restriction on the amount of colours used due to the production process.

NB: Remember always to reproduce the logomark from high quality original artwork. Do not attempt to redraw any of the elements. All artwork can be obtained from the Marketing Team.

marketing-services@lancaster.ac.uk
2.4

Secondary logomark (stacked)

In some instances the primary, horizontal version of the University identity isn’t suitable. This may be due to the physical restrictions of the area, for example if you have a square sign, there maybe dead space both at the top and bottom. To overcome this there is a secondary, stacked version.

NB: Remember always to reproduce the logomark from high quality original artwork. Do not attempt to redraw any of the elements. All artwork can be obtained from the Marketing Team.

marketing-services@lancaster.ac.uk
2.5

Protecting the logomark

The University logomark is always the ‘hero’ and its integrity and legibility must never be compromised. To maximise the visibility and impact of the logomark, a protective clear zone must always exist around it. No other graphic elements should be allowed within this zone. It is established using the height of the logomark (U). This is the minimum recommended area, and more space around the logotype will improve its visibility.

NB: Remember always to reproduce the logomark from high quality original artwork. Do not attempt to redraw any of the elements. All artwork can be obtained from the Marketing Team.

marketing-services@lancaster.ac.uk
2.6

Minimum size

In print media, the Lancaster identity should never be shown any smaller than the size indicated here. This is the smallest size to which the shield can be reduced due to the level of detail, without losing integrity or becoming illegible or distorted.

In certain instances Lancaster University primary identity may have to be reduced to a simple plain text version. This may be due to a restriction in a production process or material in which it is being applied.

For further clarification on this please contact the Marketing Team.
marketing-services@lancaster.ac.uk
2.7

Logo for promotional materials

There cannot be a defined logo for promotional items, there just has to be good judgement and common sense. The priority has to be legibility of the brand identity so it shouldn’t appear too small. This can be a problem for individual departments if the name of the department is very long e.g Lancaster Institute for the Contemporary Arts. If this is the case we recommend using only the University brand.

The correct identity should also be used in order to make sure there is enough contrast between the product and the chosen brand identity.

For further clarification on this please contact the Marketing Team.

marketing-services@lancaster.ac.uk
2.8

Misuse of the logomark

In order to maintain the integrity of the Lancaster University logo, please avoid the mistreatments shown on this page.

The shield must not be manipulated or distorted in any way.

The correct logomark must be used depending on the background it is intended to be used on. Common sense shows that the black text is not readable if sat on a dark photographic background.

NB: Remember always to reproduce the logomark from high quality original artwork. Do not attempt to redraw any of the elements. All artwork can be obtained from the Marketing Team.

marketing-services@lancaster.ac.uk
Lancaster’s logo colours are red, grey, white and black. The pantone colours are as follows:

Red: Pantone® 1807
Grey: Pantone® 429
Black: Pantone® Process Black
3

The University look and feel
Three typefaces have been chosen to represent Lancaster University's look and feel. These typefaces are for use in all printed marketing materials and digital artwork.

The use of a slab and a sans serif typeface is important as it provides depth to the Lancaster personality. A slab serif typeface helps to provide gravitas and authority, while a sans serif typeface is clean, modern and is easy to read as body copy.

Effra, Lexia and Aktiv Grotesk are the chosen typefaces and are all available through Adobe® Typekit.

www.typekit.com
3.1.1

Typography

Lexia is a slab serif font with a wide range of styles, weights and uses. It was designed with traditional proportions to give it the best functionality possible and is easily readable at small sizes. At large sizes, its Advertising weight displays this font family’s individuality to great effect.

For designers working with tough composition issues, one of Lexia’s great benefits is its extended range of weights and styles. The mid weights provide excellent legibility for text, whilst the extreme weights are expressive and perfect for display and titling. Lexia even includes an Advertising weight that can be used to make impact on billboards and other large scale applications. This font is perfect for conveying punchy messages on a massive scale or simply communicating clearly at text sizes. Lexia is a great all-rounder with superb functionality.

www.typekit.com

Lancaster is one of the best universities in the UK on any objective measure: that’s why we’re consistently ranked amongst the top 10. Some of our greatest strengths include overall student satisfaction and employment, so you’ll have a great time here and graduate with strong employment prospects.
3.1.2

Typography

With clean lines and humanist character shapes, Effra is a supremely flexible sans serif font family that has become a design favourite in recent years. It solves everyday design and communication problems by providing a unique look-and-feel that can be applied to a wide range of media.

With clean lines and open character shapes, Effra is a family that combines definite personality with simplicity of form. It’s an attractive combination that makes Effra flexible and, although it is optimized for titling sizes between 12pt and 16pt, it’s equally at home when used for large headlines or small body copy. Effra is available in five weights with matching Italics, creating carefully stepped changes that allow for intelligent designs in a wide range of media.

For Headings

Lancaster is one of the best universities in the UK on any objective measure: that’s why we’re consistently ranked amongst the top 10. Some of our greatest strengths include overall student satisfaction and employment, so you’ll have a great time here and graduate with strong employment prospects.
Grotesque fonts have been hugely popular over the past fifty years, with designers and font-users choosing them for their neutrality, contemporary feel, utilitarianism, and seriousness; these are fonts which can be successfully applied in a broad range of contexts and media.

Lancaster is one of the best universities in the UK on any objective measure: that’s why we’re consistently ranked amongst the top 10. Some of our greatest strengths include overall student satisfaction and employment, so you’ll have a great time here and graduate with strong employment prospects.
The Lancaster University primary colour palette retains the historical ethos of Lancaster, which we feel is very important to the brand.

The colours are confident and strong, and help Lancaster retain its image of a top 10 university. We have evolved the palette slightly by adding an additional grey into the primary palette.

More importantly the Lancaster University brand now has a secondary colour palette. This new addition offers more flexibility, and shows the Lancaster University personality.

See the secondary colour palette on page 25.
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See the secondary colour palette on page 25.
Our secondary colours have been chosen to bring a bit of life and personality, yet still remain classic and tasteful. The muted palette helps support the vibrant red from the primary palette.

This palette can be used in combination with the primary colour palette to introduce subtlety and variety to certain applications. They too must be used carefully to compliment and enrich the Lancaster University identity.

The colours help break down the corporate red and grey, are perfect for design layouts if there is a call to action or infographic.

When text is overlaid on a coloured background we recommend it needs to be at least 95% black or white as shown above to create as much contrast as possible and ensure legibility.
3.4

The branding hierarchy

The Lancaster University brand has to work both externally and internally. The brand therefore has to have the flexibility to be adapted to suit the correct audience. At school level the shield is still used but the emphasis is more on the faculty name rather than the University brand. For details on how to replicate these please see the following page.

At department level, there is more of an even balance between the University brand and the department name. This arrangement is also the basis for any other third party/affiliated organisations. For details on how to replicate these please see page 28.

These rules should be applied throughout the University to help deliver a cohesive and professional brand.
The school level branding has been created using the chosen Lancaster University typefaces. The priority of the wording is more focused on the school rather than the University.

If you’re asked to create a new school identity the above structure must be followed.

The University name must line up with the tail of the Lion as shown above, and finish on the dividing line on the shield.

The name of the school must line up with the top of the waves and finish at the base of the book.

These rules will give the identity consistency, so that all text remains the same size. The text should not be justified in any way.
The department level branding has been created using the chosen Lancaster University typefaces. The University identity is always to be used on the right hand side, followed by the dividing line and then the department name.

The rules above show that the department name should be the same text size that is used in the word 'Lancaster'.

The department text should always run on two lines and never three. In some instances you may find a very long name e.g Lancaster Institute Contemporary Arts. This simply means that you have to increase the width of the general identity so that it fits within two lines.

Font used: Effra - Light
Text colour: This should be the Lancaster Dark Grey. See colour palettes on page xx.
The curved corner has been introduced to create a distinctive feature in colour blocks and picture boxes. The curved corner can be used in conjunction with square boxes to give a sharper feel, however the curved box should always end to the right and to the bottom of any arrangement.

When using a strip of images in a horizontal fashion, the curved corner should be used on the bottom right hand side, see fig 1.

Images can be used in a grid system but please ensure that the curved image is placed in the bottom right hand corner, see fig 2.
The paper stock is crucial to help retain consistency of quality feel, and replication of colour. For the top level documents, thus far, the University uses UPM Fine in a variety of weights.

UPM Fine is an offset paper that provides high brightness, optimal opacity and outstanding suitability for processing. It's a flexible multi-use paper making it ideal for flyers, prospectuses, and magazines that the University produce.

For further technical information see: www.upmpaper.com/en/Papers/Pages/Paper.aspx?ppid=490&region=EMEALanguage=en-gb
Photography
Lancaster is a very photography rich university and the brand style tries to capture all aspects of campus, staff and student life. The photography style adopted by Lancaster University is very relaxed, authentic and documentary, as much as possible.

For environmental campus shots, using both wide-angle images (highlighting the breadth of campus) in conjunction with close-ups (showing unique details and interesting perspectives) works best. The campus is forever changing and new buildings appear every year, so it’s important that up-to-date photography is used.

It is important that all photography is consistent and to the same high standard.

For access to the media library or for a list of approved photographers contact the Marketing Team.

marketing-services@lancaster.ac.uk
We want Lancaster University to be a unique proposition, in a very crowded market place. Many other universities look the same so it’s important to show what makes Lancaster different – images that show the campus in context to its location of the historic city of Lancaster and the North West work best.

Lancaster is unique as it offers a fantastic campus life, within a small but exciting city. It is important to find these unique aspects of the city and the architecture to mirror the new modern developments on campus. The photography of Lancaster plays a key part in our brand and helps put the University on the map.

4.1

Photography

City and campus
Lancaster University has invested over £500 million on campus developments since 2003 and the buildings and facilities are an integral part of our brand. These help enforce our Top 10 status to potential students and show that Lancaster is an evolving university.

Photography for these areas should be shot with geometry being the main aim, to help reflect the strength and confidence of the Lancaster campus. It is also important that people are in the shots, in order to show the atmosphere and vibrancy of campus life.

Having clear, dry weather is essential for consistency. Photographers should use the above examples as a guide for what to focus on and have to achieve straight lines for consistency when geographical location is an issue.
Both students and staff are key to the success of Lancaster University so it is crucial that they are shown in the correct manner. All people photography should be shot in a way that shows collaboration, engagement and interaction with their environment.

It is also very important that you pick the correct photography in context of its publication/usage. Photographers and designers should show an appreciation of ethnicity and international cultures.

Examples of this include the following:
• No semi-naked people in the swimming pool
• No excessive alcohol abuse
• No couples in intimate environments, e.g bedrooms
• No overly revealing clothing, e.g. low cut tops or very short skirts

For clarification on this contact the Marketing Team. marketing-services@lancaster.ac.uk
On some occasions key staff require portrait/headshots to be taken. To keep the consistency of style these should be taken in well-lit environments, ideally with natural lighting. Picking the correct location is crucial in order to make staff feel relaxed and as natural as possible.

For knowledge of these key locations within campus please contact the Marketing Team.
marketing-services@lancaster.ac.uk
Thank you