QMU Brand **Guidelines**

Queen Margaret University
EDINBURGH

V1:8

QMU Brand **Guidelines**

Introduction | Logo | Photography | Correspondence | Promotional Materials

Introduction

Our corporate identity is a vital part of QMU's visual presence. Used consistently and correctly, it helps convey our professionalism and build trust in the University. These guidelines provide you with the information that you will need to use our corporate identity correctly.

You can download artwork for our logos at https://www.qmu.ac.uk/news-and-events/brand-guidelines/download-artwork/.

There should be no need to create any additional modified artwork – if you feel you have a requirement which has not been provided for, please contact the Marketing and Communication Office (Tel: +44 (0)131 474 0000 or email: marketing@qmu.ac.uk).

If you are a member of staff and have any queries or would like to discuss any part of the corporate identity, please contact the Marketing and Communication Office.

Any third parties wishing to use any part of the corporate identity should seek relevant permission from the Marketing and Communication Office.

Our brand is, of course, much broader than our logo. Our corporate identity stems not only from our logo, but from our approach to photography, tone of voice and everything associated with 'how we do things around here' including how we interact with students, other stakeholders and colleagues.

You might also find our guidance on tone of voice useful. This is available on the Marketing section of the QMU intranet site.

Queen Margaret University: **Purpose and Values**

Our purpose

We see our purpose as helping to create a better society through education, research and innovation, and by providing a supportive and creative learning environment in which students and staff thrive. In seeking to fulfil this purpose, we are clear and realistic about our strengths, focused on strategic goals, persistent in pursuing opportunities and overcoming barriers, and guided by our values.

Our values

We are a university that is modern in our outlook and facilities but with a maturity built on a long history of serving the community, both locally and globally, and enhancing its wellbeing. We work in a transparent and inclusive manner and hold to core values in everything we do.

We value environmental sustainability: *We recognise the severe threats to our environment and will be a sector leader in response. Our modern campus is a great asset in this work.*

We value the individual and encourage collective support: *Each member of staff and each student has their own journey to make and their own contribution to give. Queen Margaret University provides the supportive environment to facilitate this.*

We value intellectual curiosity and the journey of discovery: *We design our teaching and research to facilitate this.*

We value ambition: *We inspire our students and staff to achieve the best that they can. We pursue opportunities, often in partnership and collaboration with others, to transform and influence society for the better and enhance our visibility within the higher education sector and the wider economy.*

We value excellence: *This is embedded in our research, teaching and learning, knowledge exchange and the services we provide. It will be exemplified in the experience of our students, staff and partners.*

We value social justice: *In fact, it underpins our world view. We embrace equality, diversity, inclusion, respect, and supporting our communities. Opportunities and access are open to all and on a fair basis.*

Principles Underpinning the Design and Colour Palette

The following principles underpin the design and colour palette used in our corporate identity:

- We aim to avoid garish or primary colours, whilst remaining vibrant.
- We will use rich colours and tones that link to our branding – our palette is made up of a mix of warm and cooler tones.
- We will use grey as a mixer colour – with grey, blue and teal as main colours, and with further blends of purple and blue, and other complementary colours. For specifications of our core colours, see page 10 of this document.
- We will have a suitable array of colour pantones to allow the flexibility to select accent colours according to the image.
- We will ensure a certain amount of white space in design and photography.
- On our website, we will apply a standardised colour throughout, with accent colours chosen according to the image used.
- We will aim for design to be bright and engaging.
- We will reflect differences in postgraduate and undergraduate study through style of imagery and colours, whilst retaining similar tones.
- We will ensure that colours complement not compete.
- We will ensure all photographs have a clear definition of subject, by use of a selective focus.
- We will employ bold use of colour but not bold colours!

Our approach to photographic style depends on the purpose of the photography. See the page 17 of this document for further explanation.

QMU Logo **Guidelines**

Logo Marque | Logo for Small Spaces | Colour | Types & Fonts | Sub-Brands | Website

Logo Marque

Ensuring Correct Format

The logotype format should never be modified. Always use the artwork supplied. If you have a specific requirement which cannot be met by any of the supplied artwork, please contact the Marketing and Communications Office.

The namestyle has been specially sized and spaced and should not be altered in any way.

Queen Margaret University
EDINBURGH

Linear Logo

This is the preferred logo for printing and digital reproduction.

Queen Margaret
University
EDINBURGH

Stacked Logo

For use in certain situations where space is restricted, a stacked version of the logotype has been created.

Elements

The Queen Margaret University logo is constructed from several visual elements (see images below). These elements should only be used individually by the University's Marketing and Communications Office.

Minimum Size

Due to the complexity of the crest, minimum sizes for reproduction have been set. The minimum size of the logotype is 15mm, measured as shown below left. **It is important only to use the logo in contexts where it is clearly legible.**

In other words, make sure that the logo is not too small to be read in the context it is being used.

15mm

Queen Margaret
University
EDINBURGH

The Crown
- symbolises Queen Margaret

Martlets & Cross
- the martlet is a mythological bird used in heraldry and associated with learning. It is footless, symbolising its constant flight in search of knowledge;
- the cross represents the canonisation of Queen Margaret.

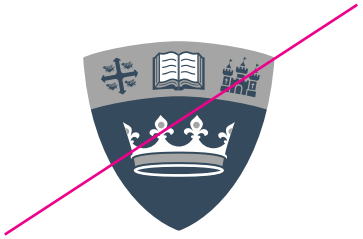
Book
- represents knowledge

Castle
- represents Edinburgh

Ensuring Correct Format

The logotype format should never be modified.

Do not change proportions of elements used.



Do not isolate the shield from the text

The social media button (see page 15) is the only instance in which the crest can be used alone.

Exclusion Zones

The logo should not be suffocated by other elements on a page.

Try to keep the logo clear of clutter on the page. We suggest an exclusion zone of the shield size.

Ensuring Correct Background

The logotype must always be clear and visible. The background on which the logotype is displayed can enhance or detract from the identity. Always select a simple, uncluttered background. Where the background is strong or dark, please use the appropriate reversed logotype.

Linear Logo Variations and Usage

We have transitioned to a mono version for use on coloured backgrounds. For coloured backgrounds, the use of a white logo is usable if the background colour is dark enough to provide sufficient contrast.

OK

Too light. Not enough contrast.

Stacked Logo Variations and Usage

As with the linear logo, there is a white keyline version for use over colour.

OK

Too light. Not enough contrast.

Logo for Small Spaces

ONLY USE IN SITUATIONS WHERE LEGIBILITY IS PARAMOUNT.
(For example, when the logo will be used small or when being viewed at a distance.)

Incorrect Format
When using the stacked logo where the shield element is 14mm wide, an alternative (condensed stack logo) version of the logo may be used where the University name is more prominent.

Condensed Stacked Logo
The Queen Margaret University logo was developed to allow the legible reproduction of the logo for use in small adverts or when viewed at a distance. This is a suitable logo for printing and digital reproduction only when the other logo will not reproduce efficiently.

Alternative Reversed Logo
Logo for use over coloured backgrounds.

Web Suitable Logo

Web suitable logos are available to use online on request to the Graphic Designer.

Colour

Colours

The blue, silver and black colours set out here are integral parts of the QMU identity and should be used wherever possible. Colours for coated and uncoated paper have been specially selected for accurate reproduction.

Optimum reproduction is achieved using the three spot colour version of the logotype – this should be used wherever possible. Process, single colour and line versions have also been drawn to suit all printing requirements when spot colours are unavailable or impractical.

RGB
RGB is the logo to use for websites, videos or screens.

R:72 G:84 B:99	R:138 G:172 B:209	R:178 G:178 B:178	R:000 G:000 B:000

SPOT COLOUR
Two colour logo uses the Pantone colour matching system. This is only used in two colour litho printing.

PANTONE 7545 C	PANTONE 542 C	PANTONE 877 C	PROCESS BLACK

CMYK / PROCESS
CMYK is the logo for four colour litho printing.

C:71 M:44 Y:31 B:40	C:55 M:21 Y:8 B:0	C:0 M:0 Y:0 B:40	C:0 M:0 Y:0 B:100

THREE COLOUR SPOT

PANTONE 877C

Blue PMS 7545

Blue PMS 7545

Queen Margaret University
EDINBURGH

The logotype is reproduced in two Pantone colours (Blue: 7545, Silver: 877)

The 'Queen Margaret University' title can appear in Blue (7545) where only two spot colours are available. Please use supplied artwork that can be downloaded on the QMU website www.qmu.ac.uk/news-and-events/brand-guidelines

FULL COLOUR PROCESS

Blue
C 81
M 64
Y 46
K 31

Silver K 40

Queen Margaret University
EDINBURGH

When spot colours are unavailable, the colours can be converted to process as follows. Please use supplied artwork that can be downloaded on the QMU website - www.qmu.ac.uk/news-and-events/brand-guidelines

LINE-ART

Silver PMS 877
or Process Black
or Process White

Queen Margaret University
EDINBURGH

In certain circumstances, a line-art version of the logotype will be required eg fax headers, engraving, etching onto glass and foil blocking.

This version of the logotype can be reproduced in any of the three corporate colours: PMS 2748 (Blue), PMS 877 (Silver), or Black and in the engraving/etching techniques mentioned above. Please use supplied artwork that can be downloaded on the QMU - www.qmu.ac.uk/news-and-events/brand-guidelines

Colour

Secondary colour pallete
We have a secondary colour palette, which we use to introduce vibrancy and life to our communications as appropriate. Please see the colour palette below. Before using this secondary colour palette, please check in with the Graphic Designer.

Type & Fonts

Incorrect Format
The logotype format should never be modified. Always use the artwork supplied. If you have a specific requirement which cannot be met by any of the supplied artwork, please contact the Marketing and Communications Office.

HELVETICA NEUE

Helvetica Neue is the chosen font for most publication body text due to its range of available weights. It is also the font used in our logo.

UltraLight	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
Medium	**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789**
Bold	**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789**
Condensed Bold	**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789**

ARIAL

Where Helvetica Neue is unavailable please use the Arial font. In addition, Arial should be used for office correspondence – eg letters, memos, policy documents etc. Please do not modify the font in any way – please select from the type family shown below.

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Regular | *Italic* | **Bold** | ***Bold Italic***

GILL SANS

The Gill Sans font is a legacy font and may be still used in some corporate printed items, at the discretion of the Marketing and Communications Office.

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Light | *Light Italic* | Regular | *Italic* | Semi Bold | *Semi Bold Italic* | **Bold** | ***Bold Italic*** | **UltraBold**

PERPETUA

The Perpetua font is our legacy font and may be still used in some corporate printed items, at the discretion of the Marketing and Communications Office, selecting from the type family shown below.

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Regular | *Italic* | **Bold** | ***Bold Italic***

Sub-Brands

To ensure the strength of the corporate brand, the University only employs a very limited number of sub-brands.

DO NOT CREATE your own sub-brand or attempt to form a proxy sub-brand by placing wording about your constituent part of the University adjacent to the logo. If you think you need a sub-brand, please speak with the Marketing and Communications Office. All sub-brands need to be approved by the University's Senior Leadership Team.

Our standard sub-brand logo uses a separator to distinguish the sub-brand from the in-line logo.

Queen Margaret University
EDINBURGH

Sample sub-brand logo

Queen Margaret University
QUEEN MARGARET
BUSINESS SCHOOL

PLEASE DO NOT CREATE YOUR OWN!

Website

Logo usage online

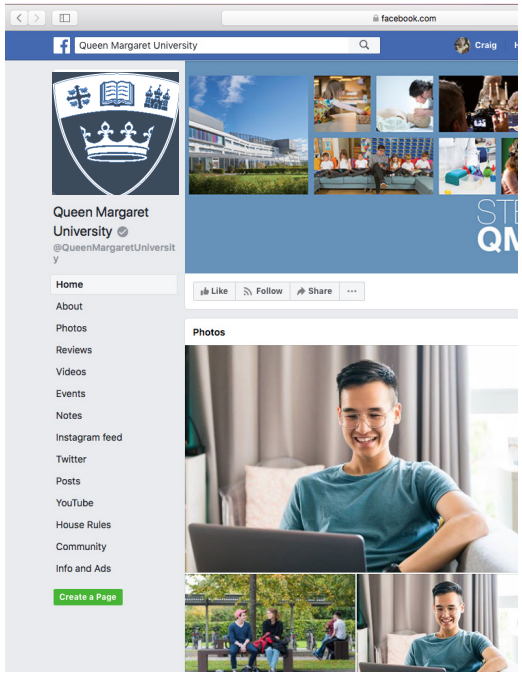
For our website, we have simplified our logo to appear reversed out on a coloured background, reflecting modern web design. The logo appears on the top left corner of the website, on dark blue.

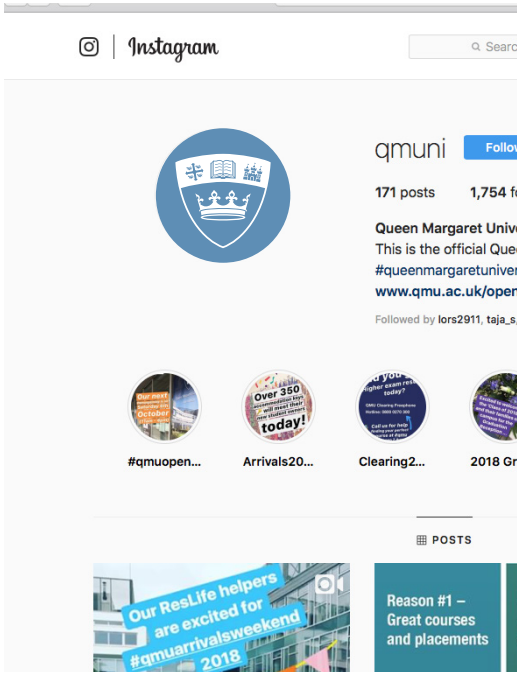
Generally, the logo can appear reversed out of a background with a solid background. If it is to appear over white, please use the full colour stacked or in-line logo.

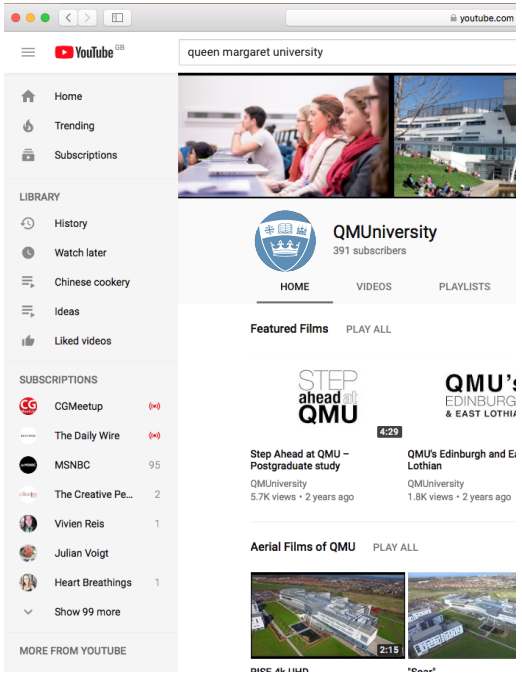
Online advertising

Our online advertising is arranged and created through the Marketing and Communications Office. Should you wish to use the logo online, please contact marketing@qmu.ac.uk to seek guidance.

Home
Moments
Notifications
Messages
Tweets 12.4K
Following 7,149
Followers 16K
Likes 5,314
QueenMargaretUni
@QMUniversity
Delivering expertise in health & rehabilitation, sustainable business and creativity & culture: qmu.ac.uk/news-and-events
Edinburgh
qmu.ac.uk
Joined July 2009
Tweet to QueenMargaretUni
7 Followers you know
Tweets
Tweets & replies
1st Music Ther
Student
Conference


facebook.com
Queen Margaret University
Queen Margaret University
@QueenMargaretUniversity
Home
About
Photos
Reviews
Videos
Events
Notes
Instagram feed
Twitter
Posts
YouTube
House Rules
Community
Info and Ads
Create a Page
Like
Follow
Share
Photos


Instagram
qmuni
171 posts
Queen Margaret Univ
This is the official Que
#queenmargaretunive
www.qmu.ac.uk/oper
Followed by lors2911, taja_s
#qmuopen...
Arrivals20...
Clearing2...
2018 Gr
POSTS
Our ResLife helpers are excited for #qmuarrivalsweekend 2018
Reason #1 – Great courses and placements


youtube.com
YouTube
queen margaret university
Home
Trending
Subscriptions
LIBRARY
History
Watch later
Chinese cookery
Ideas
Liked videos
SUBSCRIPTIONS
CGMeetup
The Daily Wire
MSNBC
The Creative Pe...
Vivien Reis
Julian Voigt
Heart Breathings
Show 99 more
MORE FROM YOUTUBE
QMUniversity
391 subscribers
HOME
VIDEOS
PLAYLISTS
Featured Films
PLAY ALL
Step Ahead at QMU – Postgraduate study
QMUniversity
5.7K views • 2 years ago
QMU's Edinburgh and Ea Lothian
QMUniversity
1.8K views • 2 years ago
Aerial Films of QMU
PLAY ALL

QMU Photography **Guidelines**

Study Here | Classroom | Campus | Black & White | Wildcard | Other Areas

Our photography style is **key to our identity**

Photography provides a visually impactful opportunity to showcase our expertise, and highlight the friendly and supportive community feel of QMU. Our photography should be real, believable and un-staged. Our use of supporting colours should convey: quality, heritage, expertise, dynamism and innovation.

Our photographic approach has been carefully chosen to best represent the University. In the guidelines that follow, photography is grouped by theme.

Above all, it is essential that photography is of professional quality, except In very particular circumstances. Professional photography helps sell the quality of the QMU experience.

The fundamentals:

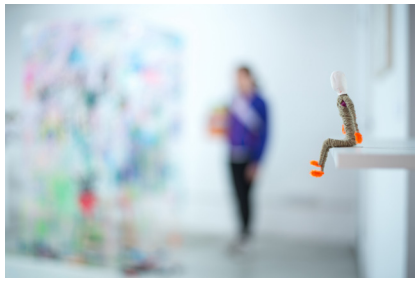
QMU website, print and campaigns

* Clean, uncluttered photography to allow for placement of brand messaging in the form of print and web straplines.
* Landscape orientation, generally, but with some with portrait orientation. (NB main landing page banners are better as landscape, with portrait for small navigation thumb images).
* People-led shots, reflecting our people-led organisation.
* Blurred and selective focus on shots, almost as though one is seeing a glimpse into someone's world.
* Selling a lifestyle.

Social channels

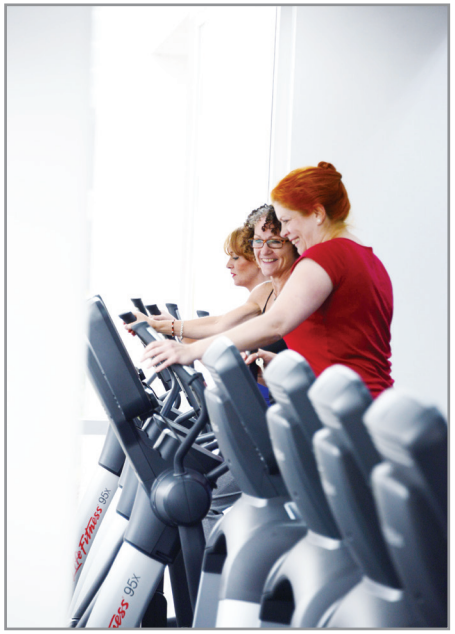
* Portraits and 'people/student-led shots'.
* Showcase a real setting.
* Behind the scenes.
* Engaging.
* Opportunities for more relaxed style; less formal or corporate.
* Showcasing the scenery, setting and architecture.
* Believable / real shots – real people, interesting stories.
* No requirement for fully professional images in all cases.

Study Here



Classroom & Facilities

(Technical; Clinical; Sports; Labs)



As illustrated in the sample images shown, this area covers everything from research and knowledge exchange and laboratory shots, to sports and other equipment focused shots.

Images and the colour palette for these areas should be cool, featuring icy colours to reflect the metal, equipment and strength.

There are opportunities to reflect more fun in the gym shots and extend this to shots of sports teams and classes.

General lecture shots

Show details of students (not whole class structure or lecture theatre).

Avoid direct head-on shots of lecture theatre students. Use selective soft focus. Consider different side angles. The sample image opposite has the right dynamism and depth of field. Minimise clutter. Please note that there may be occasions where space shots are required for the theatres – in such scenarios, an option could be side angle shots taken from the back of the lecture theatre but looking down towards the lecturer. Shots should also focus on the student/s.

Postgraduate

See samples below.

Campus Life

As shown in the samples here, colours should be vibrant to reflect the campus, but not garish or acidic.

Employ clean shots. We recommend a Scandinavian type style to reflect the freshness of the architecture and buildings (but yet not so much that it becomes seen as a whim of fashion.)

There are opportunties to showcase the environmental and sustainable ethos of QMU. Images should sell the lifestyle offered at QMU.

Black & White Usage | Nostalgic

Nostalgic/heritage shots may include everything from shots reflecting the history, heritage and roots of QMU, to shots used to showcase awards received and notable alumni etc.

Often black and white images may be used for such shots; in this case a white background is preferred.

Wildcard or Creative Images

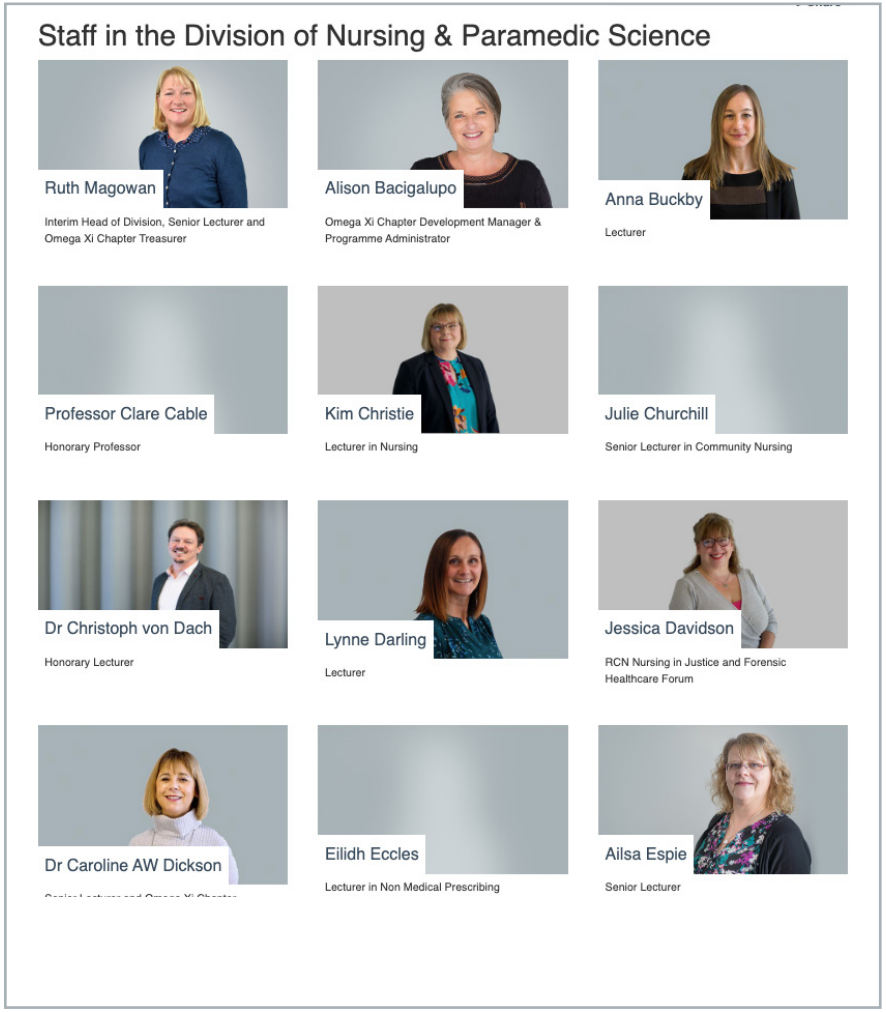
While we have a preferred style and tone for photography for use on the website, prospectus and for flagship projects, there is room for wildcard or creative images - these would mostly be considered for press releases and our stakeholder magazine (QMYOU).

Staff Profiles

For profile photographs:
Take on plain background with natural light prefered.
We will remove the background and place onto our template for consitancy.

For profile photographs:

1. It would be helpful if taken in landscape orientation so we can crop for the web banners.
2. Subject not too close to the camera – it's better to have too much space than not enough.
3. A plain background is preferable.
4. If the background is busy – use shallow depth of field – F2.8, etc.
5. Send full-sized jpeg – if shot with an 18mp camera, send the 18mp image (do not downsize)
6. Make sure there is enough light on the subject (natural light best).



Other Areas

Research and knowledge exchange

- Clean, bright and modern.
- Show our expertise.
- Show a balance between lab-based scientific research and more theoretical research (eg book, jackets etc).

Alumni and giving

The ultimate aim is to show the 'Community' and encourage engagement, and to give a sense alumni and friends are part of something. People are the key to achieving this – conveyed through alumni shots and heritage imagery.

Business shots

Ultimately we need to show what it's like to work with QMU and that we can provide solutions for business problems. Case study images are crucial and should not only focus on end products/ deliverables, but also show the steps towards the realisation of a business goal. Images should show clients in their environment.

- Show the behind the scenes work of QMU to deliver for them.
- Show initial meetings, lab shots and then final deliverable shots or PR-based shots.
- Show the whole journey.

About QMU

Campus shots (with and without people) are great to represent the University as a whole. Consider some shots of the pond, looking over to QMU.

Community shots

Photos of project-based initiatives, such as the Children's University, locals walking their dogs on campus, or Teen Gym are a perfect way to portray QMU's connection with the community.

The **accent colours** should be informed by the photography; the **photography** should be informed by the subject area concerned; the **type** should be consistent.

QMU Brand **Guidelines**

Correspondence | Letters | Memos | Reports | Email Signatures

Letters

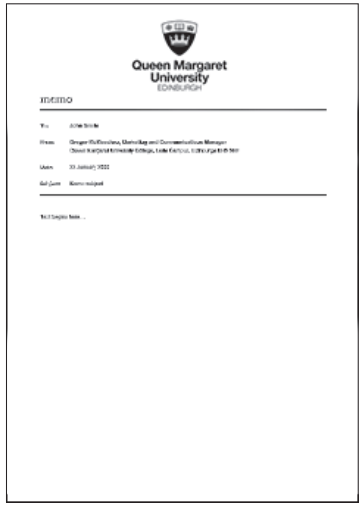
The templates on this page are shown for style and position only. Should you require to print on headed stationary, please contact Servicepoint or QMU's Graphic Designer for further information.

This A4 letterhead and typing layout has been created to bring consistency to the institution. This is recommended layout for use on all occasions.

The sender's details should be set in a combination of Perpetua and Perpetua Bold – please use the supplied template available on the Marketing section of the QMU intranet.

i.e.
Your Name (bold)
Your Job Title
Department Title
Campus Title
Telephone (bold)
E-Mail Address
All other elements of the letter should be typed in Arial 11pt on 15pt leading with the exception of the final 'job title' which is 10pt.

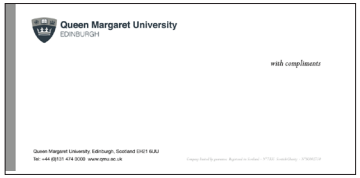
Positioning, spacing, use of bold and bullet points is all set in stylesheets in the supplied Word template. If you do not have this template you can download it from the QMU intranet.



Memos

The memo template has been created to bring consistency to the institution. This is the recommended layout for use on all occasions. As per letters, memos should be typed in Arial 11pt on 15pt leading.

If you do not have this template you can download it from the QMU intranet.



Compliments slip

The compliments slip bears the following personal information from the sender:

Name
Title
Department
Telephone
Email

To order an overprinted set of compliments slips please contact the Marketing and Communication Office.

Reports, Teaching and Learning Materials, and Other Documents

As per letters and memos, generally other documents should be typed in Arial 11pt on 15pt leading.

Given the importance of accessibility, text in learning and teaching materials should be a minimum of 12pt. Whilst space restrictions mean that sometimes text in promotional materials will be smaller than 11pt, care will be taken to maximise accessibility.

Email Signatures

In your emails, you can opt to include your contact details in your signature. Opposite is the standard style. You can choose whether or not to include the descriptive text on the University which is featured opposite. Similarly, you can choose whether or not to include links to social media. From time to time, the Marketing and Communications Office make available banner adverts (eg to promote open days) which you can choose to include in your email signature.

Sample banner adverts

Helvetica / Arial 10pt bold Helvetica / Arial 10pt light

Name | Position
Queen Margaret University, Edinburgh

T: 0131 474 0000 – or insert direct dial number if you have been allocated a Teams Voice account
E: Name@qmu.ac.uk
A: Queen Margaret University, Edinburgh, Scotland, EH21 6UU

Queen Margaret University, Edinburgh is a registered charity: Scottish Charity Number SC002750.

Shaping a better world through education, research and innovation - enabling individuals and communities to flourish.

We are distinctive in our person-centred approach to education and teaching, and our commitment to shaping a better world. We treat our students as individuals and we aim to offer them the optimum balance of theoretical and practical learning. Renowned for immediately relevant research and innovation, we have widely recognised expertise in business, the creative industries, education, health and rehabilitation, and social sciences.

Helvetica / Arial 10pt Medium

Helvetica / Arial 10pt light

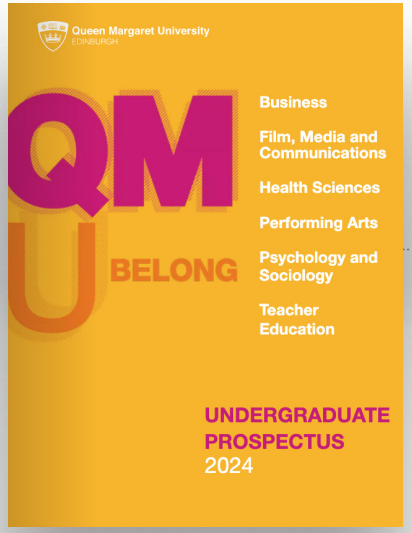
Proposed colours

R:138 G:172 B:209

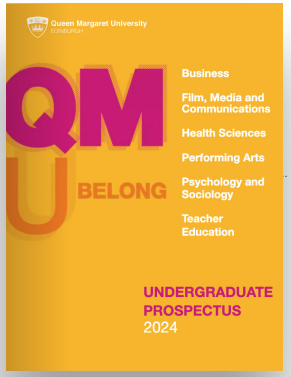
R:128 G:128 B:128

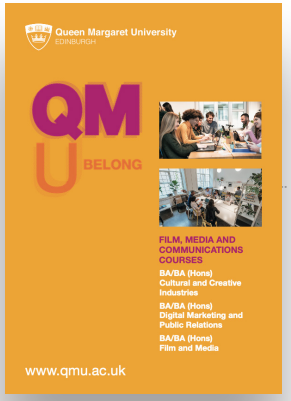
QMU Promotional Materials **Guidelines**

Prospectus I Advertising I Course Promotion I Campaigns I Display Boards and Other Promotional Items



Prospectus | Advertising | Course Promotion | Campaigns | Display Boards and Other Promotional Items





Prospectus
Prospectus design will reflect the corporate identify described in this document, with adaptations agreed by the Marketing and Communications Office.

Advertising
Generally, course advertising will reflect the look and feel of the current relevant (undergraduate or postgraduate) prospectus, as well as the corporate identity guidelines more generally.

All non-course advertising will reflect the corporate identify.

All advertising is coordinated through the Marketing Officer, whom you should contact if you would like to place any kind of advertising (print or digital).

Course Promotion
The Marketing and Communications team will design and coordinate any course promotion which in intended for an external audience. They will ensure it reflects the corporate identity appropriately.

Campaigns
From time to time, the Marketing and Communications Office will take a campaign approach. An example of this is the branding of the Open Days. All literature produced in relation to a particular campaign will adopt the same style and imagery. Should you wish to develop a 'campaign', please contact the Marketing and Communications Office.

Display Boards and Other Promotional Items
The Marketing and Communications Office will also coordinate the design and production of promotional material such as display boards, t-shirts, bags etc. The design will reflect the subject matter (eg for a course, it would reflect the prospectus).

QMU Brand **Guidelines**

Queen Margaret University
EDINBURGH