Identity Management Guidelines

Version 5.2 - September 2014

This document is subject to periodic revision. Please check www.leeds.ac.uk/comms to make sure you have the most recent copy.

This revision is an update to the original guidelines, first developed in 2006. They contain rules and guidance relating to printed material only, and signpost further sources of help and information relating to other media.
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Introduction

From Martin Holmes, Marketing Director, University of Leeds

The Identity Management (IM) guidelines were first produced in 2006 to bring greater cohesion, consistency and professionalism to our appearance. Our reputation for excellence in many areas of our work means we have a strong basis on which to build. The way we present ourselves also influences perceptions so it’s important that our print and digital materials support our reputation for excellence.

The framework for external suppliers (in design, web and video production) is being renewed so this is the ideal time to refresh these guidelines along with new advice on using our identity across new media.

The IM framework provides a mechanism through which we will develop a cohesive institutional identity. The guidelines are designed to enable us to tailor communications to specific audiences whilst ensuring a clear association with the University in a coherent manner.

After consultation with users internally and our external designers and web developers, we have simplified and clarified where necessary but we have not made any significant changes.

The University design teams and the approved list of suppliers for design and print are familiar with these guidelines and will assist you in their implementation.

Please ensure that you and all your design, print and photographic suppliers have access to and a clear understanding of the guidelines.

Thank you for taking the time to read this and to familiarise yourself with the guidelines.

These guidelines will strengthen our visual identity. Whilst extensive, they do not cover every scenario. Colleagues in marketing and communications are happy to offer advice and support.

Martin Holmes, Marketing Director
March 2012
Welcome to the Identity Management guidelines for the University of Leeds.

These guidelines have been prepared to help you adopt the Identity Management system. They are aimed at anyone responsible for producing or commissioning visual printed material for the University. The reason for the refresh was to simplify and clarify the guidelines and to include examples to assist the process.

They are intended to cover most requirements. However, guidelines are a living document and will evolve over time as new or additional guidance is needed.

The guidelines have been organised into two parts:

**Part one**
Contains details of all the component principles and elements that comprise the system – the ‘nuts and bolts’ and the ‘do’s and don’t’s’.

From the basics; like where to place the logo and at what size, how to use the identity band and correctly setting up the basic architecture and layout of covers, to our principles concerning photography, colour and typefaces.

Part one is there to help everyone – individuals across campus who are looking for help when producing internal documents, faculty marketing teams who commission visual communications and also the designers, internal and external, who produce much of our creative printed output.

**Part two**
Contains further information, suggestions and guidance on the design of professionally-produced materials such as:

- brochures and magazines
- posters and flyers
- exhibition or event materials

Along with some examples of existing work and an archive of the original design details from 2006.

Part two has been prepared to assist anyone commissioning or designing creative printed communications.

The University design teams and the approved list of suppliers for design are familiar with these guidelines and will assist you in their implementation.
Introduction

Summary of the system principles and components

The Identity Management system comprises a number of principles and components that when used together will deliver a cohesive, professional and quality presentation of the University as a whole, whilst enabling us to effectively engage our many audiences with our broad base of subject matter.

The constants

The University logo
A developed logo in a single form suitable for the widest possible range of applications.

A fixed place for the logo to appear on all materials.

Faculties, schools and departments and services will no longer be identified by using individual logos. Instead they will be identified by name. There will be a fixed relationship between their names and that of the University that will be evident on all materials.

Centres and institutes may retain any existing individual logos but these will be used in a defined relationship with the University logo.

University crest
Please note; the University crest will continue to be used for legal, statutory and ceremonial purposes. For further guidance, please contact Jeremy Harmer trademarks@leeds.ac.uk 0113 343 4292

Identity band
A band device will be used across most applications to hold them together visually and to provide a clear space within which the University logo will appear. Over time the band will become a secondary identification and branding element and help with recognition of the University of Leeds.

Typefaces
Three typeface families will be used for all University printed materials. On all professionally-produced material, either Trade Gothic and/or Sabon should be used exclusively. Where these fonts are not available (on local internal documents, for example) the Arial font family should be used instead. There is an alternative set of fonts for web applications www.leeds.ac.uk/comms/toolkit

Grids
Layout grids will help to create greater cohesion and continuity across printed materials whilst providing sufficient flexibility across our breadth of needs. These grids will be most noticeable on document covers.

Colour
A core palette, that includes the University’s existing green and red colours – along with black, white and a University beige – should be used for corporate and other centrally produced materials.

Corporate style
The components above when used together with the corporate colour palette will create a clear corporate style which will be used to provide cohesion and professionalism across all central and University-wide materials.

The variables

Colour
The previous extended colour palette has proved limiting and caused confusion and duplication, so we have dispensed with this. However, we would like to draw attention to some of the suggestions and advice on page 15 about working with colour in a sympathetic and creative manner.

Faculties, schools, departments, centres, institutes and services should be encouraged to build a consistent palette – creating their own colour theme across a suite of materials or choosing to work in the palette, item by item.

Images
Some general style guidance is given on appropriate styles and types of images we should be using. Choice of images should be made on the basis of subject matter and audience suitability. Think quality, not quantity. Avoid cliched, generic and dated images. Consider commissioning new photography, or explore the image library for new ideas imagelibrary.leeds.ac.uk

Use stock photography only where it will enhance, not as a default choice.

Design styling
Within the system, there is the design flexibility to tailor materials appropriately for subject matter and audience through the use of relevant images, colours, treatment of type (working within the approved typeface families), and overall design ‘styling’.

As a general thought, we suggest the content (text and images) should ‘shout’ more than the design. Sympathetic, assured design will always compliment strong content, and will help portray our gravitas, heritage and academic excellence to all audiences.
For help and advice on how to implement and work with the Identity Management system, we have developed, together with an approved framework of external suppliers, a network of expertise. This network is in place to help us all achieve improved and more consistent visual communications across the University and to the wider world.

Image library
A user-friendly image library has been developed by the Communications and Press Office. This resource works as a great place to store the bank of images we have built up over the past few years. It also functions as a central ‘hub’ where we can all share our high-quality images and video. This should help us to save money, avoid duplication of effort and give us all to access the very best images for each application. 
imagelibrary.leeds.ac.uk

Where to go for help and advice

For help and advice, each Faculty has a Marketing Manager, who should be contacted in the first instance should individuals, schools, departments etc. wish to produce or commission any visual communications. They will be able to offer help and advice and suggest suppliers from the external framework for professionally commissioned work.

<table>
<thead>
<tr>
<th>Graphic design</th>
<th>Faculty of Arts and Performance Visual Arts and Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Matthew Clark</td>
<td>Terry Hill</td>
</tr>
<tr>
<td><a href="mailto:m.r.clark@adm.leeds.ac.uk">m.r.clark@adm.leeds.ac.uk</a></td>
<td><a href="mailto:t.hill@leeds.ac.uk">t.hill@leeds.ac.uk</a></td>
</tr>
<tr>
<td>Leigh Marklew</td>
<td>Faculty of Biological Sciences</td>
</tr>
<tr>
<td><a href="mailto:l.marklew@leeds.ac.uk">l.marklew@leeds.ac.uk</a></td>
<td>Kirsten Wilson</td>
</tr>
<tr>
<td>Web, social media, copyright and legal matters</td>
<td><a href="mailto:trademarks@leeds.ac.uk">trademarks@leeds.ac.uk</a></td>
</tr>
<tr>
<td>Jeremy Harmer</td>
<td>Robert Picton</td>
</tr>
<tr>
<td><a href="mailto:webmaster@leeds.ac.uk">webmaster@leeds.ac.uk</a></td>
<td><a href="mailto:r.picton@leeds.ac.uk">r.picton@leeds.ac.uk</a></td>
</tr>
<tr>
<td>Richard Ashby</td>
<td>Faculty of Engineering</td>
</tr>
<tr>
<td><a href="mailto:r.ashby@adm.leeds.ac.uk">r.ashby@adm.leeds.ac.uk</a></td>
<td>Victoria Price</td>
</tr>
<tr>
<td>Trademarks and logo permissions</td>
<td><a href="mailto:s.price@leeds.ac.uk">s.price@leeds.ac.uk</a></td>
</tr>
<tr>
<td>Jeremy Harmer</td>
<td>Faculty of Environment</td>
</tr>
<tr>
<td><a href="mailto:trademarks@leeds.ac.uk">trademarks@leeds.ac.uk</a></td>
<td>Liz Hills</td>
</tr>
<tr>
<td>Video production</td>
<td><a href="mailto:s.j.hills@leeds.ac.uk">s.j.hills@leeds.ac.uk</a></td>
</tr>
<tr>
<td>Sue Underwood</td>
<td>Leeds University Business School</td>
</tr>
<tr>
<td><a href="mailto:s.underwood@adm.leeds.ac.uk">s.underwood@adm.leeds.ac.uk</a></td>
<td>Samantha Mullany</td>
</tr>
<tr>
<td>Print management (including all stationery and promotional merchandise enquiries)</td>
<td>Faculty of Maths and Physical Sciences</td>
</tr>
<tr>
<td>Print and Copy Bureau</td>
<td>Steve Scales</td>
</tr>
<tr>
<td><a href="mailto:print@leeds.ac.uk">print@leeds.ac.uk</a></td>
<td><a href="mailto:s.d.scales@leeds.ac.uk">s.d.scales@leeds.ac.uk</a></td>
</tr>
<tr>
<td>Signage</td>
<td>Faculty of Medicine and Health</td>
</tr>
<tr>
<td>Estates Helpdesk</td>
<td>Shagufta Bibi</td>
</tr>
<tr>
<td><a href="mailto:eshelp@leeds.ac.uk">eshelp@leeds.ac.uk</a></td>
<td><a href="mailto:s.bibi@leeds.ac.uk">s.bibi@leeds.ac.uk</a></td>
</tr>
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Part 1
System components

Section 1

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This is the University of Leeds logo.

The preferred colour for reproduction of the logo is single colour black or white.

On single colour material, clothing, badges, stationery and signage, the logo may also be reproduced in either Leeds Green (Pantone® 3435c) or Leeds Red (Pantone® 187c).

On full colour literature and printed material, only the black or white logo may be used.

The logo should always appear right-aligned on all University materials.

The University logo is a fixed artwork. It must not be altered or recreated in any way. The University of Leeds logotype and symbol should always retain the relationship shown here. Neither the tower symbol nor the typography should be used independently of the other. The only exception permissible is when used on social media sites for official University business and with approval of the webmaster, Jeremy Harmer

[Contact information]

**System components**

**The logo**

UNIVERSITY OF LEEDS

**Logo colour palette**

<table>
<thead>
<tr>
<th>Colour</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
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<td>0.60.40.100</td>
<td>0.0.0.0</td>
<td>#000000</td>
</tr>
<tr>
<td>Pantone White</td>
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<td>255.255.255</td>
<td>#FFFFFF</td>
</tr>
<tr>
<td>Pantone 3435c</td>
<td>100.0.81.66</td>
<td>0.80.47</td>
<td>#00502F</td>
</tr>
<tr>
<td>Pantone 187c</td>
<td>0.100.79.20</td>
<td>196.18.48</td>
<td>#C41230</td>
</tr>
</tbody>
</table>

**Logo System components**

**Logo colour palette**

<table>
<thead>
<tr>
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<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone Black</td>
<td>0.60.40.100</td>
<td>0.0.0.0</td>
<td>#000000</td>
</tr>
<tr>
<td>Pantone White</td>
<td>0.00.0.0</td>
<td>255.255.255</td>
<td>#FFFFFF</td>
</tr>
<tr>
<td>Pantone 3435c</td>
<td>100.0.81.66</td>
<td>0.80.47</td>
<td>#00502F</td>
</tr>
<tr>
<td>Pantone 187c</td>
<td>0.100.79.20</td>
<td>196.18.48</td>
<td>#C41230</td>
</tr>
</tbody>
</table>
The logo – clear space and minimum size

To ensure that the University logo always appears clearly and unobstructed, it is important to provide an area of clear space around it.

The minimum clear space areas are shown here. No other object should appear within this area at any time, and where possible, this clear space should be increased.

The logo should maintain a clear space equal to 0.5x (half the size of the tower symbol) around the whole logo.

The University logo should always be legible and must never lose its integrity when reduced to a small size. To ensure this, the logo should never appear in print smaller than 25mm in width.
The logo – sufficient contrast

When applying the logo over a background colour, (using only the black or white .eps (vector) format, which retains a transparent background) the integrity and legibility of the logo must always remain. There must always be sufficient contrast between the logo and its surroundings, ensuring its visibility and impact.

These gradations of grey demonstrate the correct amount of contrast necessary between the University of Leeds logo and its background.

Our commitment to making our communications accessible to all means that we should always aim for maximum legibility. This should therefore guide the judgement on acceptable contrast.

In this context, the words ‘University of Leeds’ and the square will always appear either in black (on a white or coloured background) or in white (reversed out of a coloured background). The tower symbol will appear as the background colour.
The University logo should, if possible, appear on a plain background and at high contrast with its background colour (see page 9).

If it is being used outside of the identity band, eg on a poster, a flyer or at the foot of a magazine-style publication, please ensure there is sufficient contrast with the background image to give clear legibility of the logo.

Column 3 to the right shows acceptable examples.
The logo – misuse (continued)

To ensure the integrity and legibility of the logo, a few rules must be adhered to.

These examples are not acceptable:

- Do not alter the proportion (or aspect ratio) of the logo. It should never be ‘squashed’ or ‘squeezed’.
- Do not make the tower white.
- Do not reproduce the logo in two colours.
- Do not add elements within the clear space.
- Do not reproduce the logo using another typeface.
- Do not outline the tower’s box.
- Do not create a box around the logo.
- Do not re-align elements of the logo.
- Do not add a drop shadow to the logo.
- Do not outline the logo.
- Do not resize individual elements of the logo.
- Do not outline the logo.
Identification architecture

Faculties, schools, departments, centres, institutes and services should always be clearly identified as being part of the University of Leeds.

This will be achieved by establishing a visual relationship between their names when they appear on signs, printed materials, badges, websites, presentations and the like.

The visual relationship will be created through the size of type used for the two names, and/or the positioning of the names in relation to one another.

These will become fixed arrangements appropriate to the application.

The standard and preferred layout (above) sets out the undermining principle of University of Leeds logo ranged right and owner identification (faculty, school etc) ranged left.

In circumstances where width is limited and it would not be possible to range the owner identification to the left (eg DL leaflets, narrow banner stands, badges, single column press advertising etc) it is permissible to place these details underneath the logo, following the spacing principles shown.
Use of the University of Leeds crest

Reproduction of the crest is restricted to scholarly, ceremonial, presidential or board-related purposes. Such use of the crest must be approved to ensure that it is used appropriately and that the reproduction is rendered in a suitable manner. The crest is also appropriate for permanent markers, such as architectural elements produced in stone, metal or glass.

The crest can be used on sports wear for individuals or teams representing the University – please check in advance for approval.

For further information please contact:

Jeremy Harmer
trademarks@leeds.ac.uk
0113 343 4295
The corporate colour palette

This core colour palette should underpin the corporate style of the University. These colours will be instantly recognisable as University of Leeds material.

The colours will be used on materials such as signage, uniforms and livery.

Using the core palette will help maintain consistency and cohesion in the presentation of the University.

The core University colours are Leeds Green (Pantone® 3435), Leeds Red (Pantone® 187), Leeds Black (Pantone® Black) and Leeds Beige (Pantone® 9060).

There are no other ‘compulsory’ colours in the University colour palette. However, the use of carefully considered palettes is one of the key factors in producing high quality material. There follows some general advice on working with colours, and building palettes to achieve a more consistent and professional finish across all visual communication.
Use colours to create an individual palette for a single document or item, or for a suite of materials. You may also create a colour theme for your area, using selected colours from a palette.

Here we show how to select different colours from a wider palette to create your own colour scheme, that could be appropriate to your content and audience.

As a general rule, avoid using too many colours together. Materials appear more contemporary, stylish and professional when colour is used carefully and in line with good practice.

Always balance the use of colour with white or clear space as this again contributes positively to a high quality and professional appearance.

### Similar palettes
A simple way to make a professional colour palette is to select colours from the same area within a wider palette, ie all blues (set 1) or all greens (set 4). Select a dark tone, mid tone and a light tone to give the document varying contrast. These palettes are effective for smaller documents with specific subject matter and target audience, eg you could use a green palette for environmental studies.

### Mixed palettes
To make a mixed palette, use of complementary colours and contrasting tonal values is key. Select a dark tone, mid tone and a light tone. Never use colours with similar tonal values as this will result in the document looking flat and uninteresting.
Three typefaces have been selected for use across all University of Leeds printed materials. These are Trade Gothic, Sabon and Arial. There is an alternative set of fonts for web applications, for further information see www.leeds.ac.uk/comms/toolkit

Professionally produced materials
For all professionally designed and produced materials, Trade Gothic or Sabon should be used. You may use one or both of these typefaces in any single item.

For headlines or displays, it is recommended that the fonts can utilise reduced or increased kerning (letter-spacing) or leading (line-spacing) to achieve a desired effect or style. Please take care to maintain legibility when employing any of these typographical modifications.

On occasions where Trade Gothic and Sabon are unavailable, the Arial typeface should be used exclusively instead.

NEVER MIX THE USE OF TRADE GOTHIC AND SABON WITH ARIAL IN THE SAME DOCUMENT.

Internally generated materials (see page 19)
For any local documents (produced from within faculties, schools, departments etc) the Arial typeface should be used. Impactful documents can be produced using Arial – using Regular for body text, Bold for sub-headings and Black for large headings. If the user is comfortable working with type it is suggested for headings and display text that the fonts can utilise reduced or increased kerning (letter-spacing) or leading (line-spacing) to achieve a desired effect or style. Please take care to maintain legibility when employing any of these typographical modifications.

Trade Gothic*

Trade Gothic Light
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
abcdefghijklnopqrstuvwxyz

Trade Gothic Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
abcdefghijklnopqrstuvwxyz

Trade Gothic Bold No. 2
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
abcdefghijklnopqrstuvwxyz

Trade Gothic Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
abcdefghijklnopqrstuvwxyz

Trade Gothic Condensed No. 18
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
abcdefghijklnopqrstuvwxyz

Sabon

Sabon Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
abcdefghijklnopqrstuvwxyz

Sabon Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
abcdefghijklnopqrstuvwxyz

Sabon Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
abcdefghijklnopqrstuvwxyz

Sabon Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
abcdefghijklnopqrstuvwxyz

Arial

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
abcdefghijklnopqrstuvwxyz

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
abcdefghijklnopqrstuvwxyz

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
abcdefghijklnopqrstuvwxyz

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
abcdefghijklnopqrstuvwxyz

Arial Black
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
abcdefghijklnopqrstuvwxyz

* not shown here, but permissible, are all the oblique/italic variants.
Accessibility, alternative formats and our legal disclaimer

The Disability Discrimination Act 1995 requires that the University, as a service provider, takes reasonable steps to ensure that all printed material and marketing activities are accessible to people with disabilities.

These guidelines have been prepared considering best practice. Typefaces have been chosen for their legibility and grids provided to ensure uncluttered design. Suggestions have been made to help determine sufficient contrast between type and backgrounds and are also reflected in the guidance on photography.

Some documents may need to be made available in plain text formats and at larger sizes. Every publication must include information about how to obtain versions in alternative formats. The following wording should be used:

**Alternative formats**

If you require any of the information contained in this prospectus in an alternative format eg Braille, large print or audio, please email disability@leeds.ac.uk

Ideal position for this statement would usually be final text page, inside back cover or back cover. Font size should be 12pt.

Please contact The Disability Team if you require any further information.

disability@leeds.ac.uk

www.equality.leeds.ac.uk

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**Legal disclaimer**

If your publication includes dates and other information about programmes or courses you must use the legal disclaimer.

The most up-to-date version is available here comms.leeds.ac.uk/downloads

The ideal position for this statement would usually be on the back cover, but if this is not possible it can be placed on the inside back cover, the inside front cover or the first text page. Font size should be a minimum of 6pt.

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**Design credits**

Please do not credit the designer anywhere on a printed publication.

Anyone wishing to commission new design will be able to source the designer of any existing work through their faculty marketing team, the Communications and Press Office or Print and Copy Bureau.
The identity band is used as a key unifier within the identity management system. The strength of the University of Leeds identity will rely strongly on this system being upheld.

It is to be used on the covers of all documents, publications and newsletters and should also be used on posters, flyers and pop-up stands. It has been developed in a slightly different form for use on the web.

The identity band also provides the space within which the faculty, school, department, centre or institute can be identified by name.

The faculties, schools, departments, centres and institutes of the University will no longer be permitted to use logos to identify themselves.

The identity band should always appear across the top of the cover page on all printed material - both internally generated and professionally produced. The band should always be used at the prescribed depth for the relative page size (see table, right).

The identity band can only be used to contain the University of Leeds logo and the relevant faculty, school, department, centre or institute name.

Document titles and all other text must always appear below the identity band in the image area.

Please see
- "Publications and documents" (section 2) for more detailed information and specific measurements
- "Style guidance" (section 3) for more suggestions and examples of how we use the identity band.

### Identity band height (Portrait orientation)

<table>
<thead>
<tr>
<th>Logo size</th>
<th>A0 poster - 120mm width</th>
<th>A1 poster - 90mm width</th>
<th>A2 poster - 70mm width</th>
<th>A3 poster - 80mm width</th>
<th>A4 cover - 70mm width</th>
<th>A5 cover - 50mm width</th>
<th>A6 cover - 35mm width</th>
<th>A7 flyer - no band**</th>
<th>DL cover - 50mm width</th>
<th>Square cover - 60mm width</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo size</td>
<td>190mm width</td>
<td>140mm width</td>
<td>100mm width</td>
<td>75mm width</td>
<td>65mm width</td>
<td>55mm width</td>
<td>40mm width</td>
<td>35mm width</td>
<td>45mm width</td>
<td>65mm width</td>
</tr>
</tbody>
</table>

*The identity band for an A3 portrait poster should be 80mm depth if placing the logo at the top of the page. If it is felt that an 80mm identity band takes up too much space on an A3 poster, place the University logo in the bottom right-hand corner and use a 50mm deep band at the foot of the page or dispense with the band altogether. See page 30 for more information.

**For A7 size, where the document is likely to be a postcard or mini-flyer, it is advisable to dispense with the identity band and place the University logo at the bottom right of the face or reverse.
System components

Internally produced desktop publishing

There are templates available on the Identity Management website for some commonly produced desktop published materials (ie internal office items, temporary signs etc produced in Microsoft Word, PowerPoint).

comms.leeds.ac.uk/downloads

They include:
- PowerPoint slides
- basic letterhead
- cover sheets (portrait and landscape)

All items and materials produced internally via desktop publishing should use all the constant components of the Identity Management system (ie logo placement, faculty/school identification, identity band, typeface, grids etc). They should be produced in the Arial typeface.

If the items are for distribution across the University, they should be produced using the corporate University colour palette.

---

Note
Although not shown here, you may include an image on covers and powerpoint slides. Please see guidance on photography.
Images are a key element of the Identity Management system. They help to express the organisation, communicating our messages and our style. In using images we are trying to project some important messages about the University. These should aim to reflect our:

- Heritage
- gravitas
- academic excellence
- internationalism
- inclusiveness
- cutting-edge research and teaching.

When commissioning or selecting images the following prompts should be considered:

- Is the image inspiring and assured?
- Does it convey ambition and determination?
- Does the image feel real rather than contrived, posed or too generic?
- Does it portray the University, subject or life with integrity?
- Is the image contemporary, dynamic, engaging?

Explore how the use of colour, contrast, propping and angles could help convey these messages, eg would the image be better in black and white?

The following pages provide a rough guide to some common topics.

Guidance on briefing photography can be sought from the Communications and Press Office or the relevant faculty marketing team. As well as appropriate briefing forms there is also an onsite photographer available from the Print and Copy Bureau and an approved list of photographers of varying costs, if required. This guidance is vital as it will ensure that any commissioned photography is in appropriate format and at appropriate resolution for intended print processes.

Permission and release forms
When using pictures of people that can be recognised you must have their permission and a release form signed.
comms.leeds.ac.uk/downloads

Image library
A user-friendly image library has been developed by the Communications and Press Office. This resource works as a great place to store the bank of images we have built up over the past few years. It also functions as a central ‘hub’ where we can all share our high-quality images and video. This should help us to save money, avoid duplication of effort and give us all to access the very best images for each application.
imagelibrary.leeds.ac.uk

Originals of all high-quality images which have been taken for the University should be uploaded to the Image Library.

Contact Richard Ashby for further details
r.ashby@adm.leeds.ac.uk
People and portraiture
Avoid passport style head and shoulder pictures. Try using tight cropping as it can be more flattering, dynamic, and engaging.

High contrast lighting could also be used to heighten intensity. Black and white can also be used to improve bad lighting and photography. Place people in context, in their situation or with the tools of their trade wherever possible.

Buildings
Avoid eye-level pictures that try to show complete structures. Buildings should be exciting, dramatic places of learning and culture. Use details, oblique angles and layers to create intrigue and drama. Would the building be better illuminated and photographed at night? Avoid empty or messy situations and untidy rooms.

Landscapes
Avoid middle distance photography without a defined focal point. Connect people with landscapes where possible whether they are urban or rural. As with the buildings look at using dramatic angles and crops.
Teaching and learning
Teaching and learning situations can be quite boring, but when portrayed well can be exciting and enlightening. Avoid photographs of large lecture theatres and entire classrooms full of people. Concentrate on individuals or small groups of students at a time. Strong lighting and bright colours in clothing or surrounding objects will help these images appeal to a wider audience. Strong individual facial expressions or body language can also help create an engaging shot.

Concepts
Avoid cliched photographs which present a concept too obviously. Concepts can be a step into the abstract, increasing interest and intrigue. Images should only tell a single aspect of ‘the story’ and be an introduction or a hint. Close-ups and off-balance composition will help the image to appear more creative than a standard photograph. Concept style photography is also a good option when an image is needed quickly or cheaply, as they are readily available and easily photographed.

Narrative
Narratives within photography should be conveyed subtly and professionally. Do not try to tell the whole story within one photograph, as this will result in a cluttered and confusing image. Simplicity and composition are key to effective narration. Avoid images which look like stock photography with set-up poses and scenery, eg for a photograph which is aimed towards international students, don’t use six students of all different nationalities sitting together in the cafe. Use one or two students in each photograph.
Publications and documents

Section 2

- Identification architecture 24-25
- Alignment across formats and sizes 26-34
- Grids 35
- Use of grids 36
- Use of type on covers 37
- Image placement 38-39
- Back covers 40
- Posters and flyers 41
- External partnerships (logo placement) 42-45
A key element in achieving greater cohesion is a consistent approach to identifying the University, its faculties, schools, departments, centres and institutes and the relationships between them.

All documents and publications produced should comply with the identification architecture.

Identification of faculty, school, department, centre or institute will always be placed in the band, left aligned and cover no more than half the width of the page.

The architecture is designed and structured so that no faculty, school, department, institute or centre will lose recognition or individuality but so that all areas will be recognised as part of the University.

This consistent relationship with the University of Leeds logo is fundamental to the management of the identity.
Identification architecture

General University material
On general University material, the University logo should be used at the top of the document cover, right aligned and anchored towards the bottom of the identity band on all occasions.

To identify faculties or departments
Where you wish to identify the faculty or department as the owner/author of the document, the University logo should always be right aligned and anchored towards the bottom of the identity band.

The faculty name should appear left aligned and within the identity band, anchored towards the bottom. On A4 documents, the faculty name should always be 24pt in either Trade Gothic Bold No. 2 or in Arial for DTP documents.

To identify schools
Where you wish to identify the school as the owner/author of the document, the University logo should always be right aligned and anchored towards the bottom of the identity band.

The school name should appear left aligned and within the identity band, anchored towards the bottom of the band. On A4 documents, the school name should always be 24pt in either Trade Gothic Bold No. 2 or in Arial for DTP documents. If desired, the faculty name may appear below the school or institute name at 12pt on A4 documents in either Trade Gothic Light or in Arial for DTP documents. It should also be anchored towards the bottom of the band.

To identify centres and institutes
Where you wish to identify the centre or institute as the owner/author of the document, the University logo should always be right aligned and anchored towards the bottom of the identity band.

The name of the centre or institute should appear left aligned and within the identity band, anchored towards the bottom of the band. The name should always be 24pt on A4 documents in either Trade Gothic Bold No. 2 or in Arial for DTP documents. If desired, the faculty name may appear below the centre or institute name at 12pt on A4 documents in either Trade Gothic Light or in Arial for DTP documents. It should also be anchored towards the bottom of the band.

Note
Text point sizes are for A4 page size. For detailed grids of different document dimensions, please see pages 26-30.
Alignment A4

In placing the name of faculties, schools, departments, centres or institutes, the size of the name must not exceed 50% of the width of the document. The name must always be left aligned on document covers.

The document title must only appear below the identity band.

The title size and position is optional according to design needs.

If denoting the identity band by the use of a rule only, the rule should be 200mm wide, starting 5mm in from the edge of both edges (not aligned with the logo). Rule weight should be 0.5, 0.75 or 1pt, depending on preference.

Always use a black or white version of the logo, in the .eps (vector) format, for optimum quality.

### A4 PORTRAIT (210mm wide x 297mm tall)

<table>
<thead>
<tr>
<th>Identity band height</th>
<th>Logo size</th>
<th>Page margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>70mm</td>
<td>65mm</td>
<td>10mm</td>
</tr>
</tbody>
</table>

### A4 LANDSCAPE (210mm tall x 297mm wide)

<table>
<thead>
<tr>
<th>Identity band height</th>
<th>Logo size</th>
<th>Page margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>60mm</td>
<td>65mm</td>
<td>10mm</td>
</tr>
</tbody>
</table>
As most newsletters have a name or masthead, the depth of the identity band has been adjusted for newsletters only to accommodate this. The area below the identity band is to contain the newsletter's name, masthead, issue number and publication date.

Use two contrasting blocks of colour for the newsletter identity band, not a fine rule.

Always use a black or white version of the logo, in the .eps (vector) format, for optimum quality.

### A4 PORTRAIT (210mm wide x 297mm tall)

<table>
<thead>
<tr>
<th>Identity band height</th>
<th>Logo size</th>
<th>Page margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>70mm (40+30mm)</td>
<td>65mm</td>
<td>10mm</td>
</tr>
</tbody>
</table>
Publications and documents

Alignment A5

In placing the name of faculties, schools, departments, centres or institutes, **the size of the name must not exceed 50% of the width of the document.** The name must always be left aligned on document covers.

The document title must only appear below the identity band.

The title size and position is optional according to design needs.

If denoting the identity band by the use of a rule only, the rule should be 138.5mm wide, starting 5mm in from the edge of both edges (not aligned with the logo). Rule weight should be 0.5, 0.75 or 1pt, depending on preference.

Always use a black or white version of the logo, in the .eps (vector) format, for optimum quality.

A5 PORTRAIT (148.5mm wide x 210mm tall)

<table>
<thead>
<tr>
<th>Identity band height</th>
<th>Logo size</th>
<th>Page margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>50mm</td>
<td>55mm</td>
<td>8mm</td>
</tr>
</tbody>
</table>

University owned

Institute owned

Institute name: Trade Gothic Bold No. 2 14pt on 15pt leading
Faculty name: Trade Gothic Light 10pt
Alignment Third A4 (DL size)

When placing the name of faculties, schools, departments, centres, institutes or services on Third A4 documents, they must appear right aligned beneath the University of Leeds Logo within the identity band.

The document title must only appear below the identity band.

The title size and position is optional according to design needs.

If denoting the identity band by the use of a rule only, the rule should be 89mm wide, starting 5mm in from the edge of both edges (not aligned with the logo). Rule weight should be 0.5, 0.75 or 1pt, depending on preference.

Always use a black or white version of the logo, in the .eps (vector) format, for optimum quality.

<table>
<thead>
<tr>
<th>Third A4 (DL) (99mm wide x 210mm tall)</th>
<th>Identify band height</th>
<th>Logo size</th>
<th>Page margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>50mm</td>
<td>45mm</td>
<td>7mm</td>
<td></td>
</tr>
</tbody>
</table>
In placing the name of faculties, schools, departments, centres or institutes, the size of the name must not exceed 50% of the width of the document. The name must always be left aligned on document covers.

The document title must only appear below the identity band.

The title size and position is optional according to design needs.

If denoting the identity band by the use of a rule only, the rule should be 200mm wide, starting 5mm in from the edge of both edges (not aligned with the logo). Rule weight should be 0.5, 0.75 or 1pt, depending on preference.

Always use a black or white version of the logo, in the .eps (vector) format, for optimum quality.

<table>
<thead>
<tr>
<th>SQUARE (210mm x 210mm tall)</th>
<th>Identity band height</th>
<th>Logo size</th>
<th>Page margin</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>60mm</td>
<td>65mm</td>
<td>10mm</td>
</tr>
</tbody>
</table>

School owned

School name: Trade Gothic Bold No. 2 24pt
Faculty name: Trade Gothic Light 12pt
Alignment A3 posters

On posters at A3 and above it is not compulsory to include the identity band, or the name of faculties, schools, departments, centres or institutes. If the University logo is included at the top of the page, the identity band must be used. If the name of the owner is included at the top of the page, the size of the name must not exceed 50% of the width of the document. The name must always be left aligned when used.

If denoting the identity band by the use of a rule only, the rule should start 10mm in from the edge of both edges (not aligned with the logo). Rule weight should be 0.5-2pt, depending on preference.

Always use a black or white version of the logo, in the .eps (vector) format, for optimum quality.

### A3 PORTRAIT POSTER (297mm wide x 420mm tall)

<table>
<thead>
<tr>
<th>Identity band height (if required)</th>
<th>Logo size</th>
<th>Page margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>80mm (top)</td>
<td>75mm</td>
<td>14mm</td>
</tr>
<tr>
<td>50mm (foot)</td>
<td>75mm</td>
<td>14mm</td>
</tr>
</tbody>
</table>

### A3 LANDSCAPE POSTER (420mm wide x 297mm tall)

<table>
<thead>
<tr>
<th>Identity band height (if required)</th>
<th>Logo size</th>
<th>Page margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>50mm</td>
<td>75mm</td>
<td>14mm</td>
</tr>
</tbody>
</table>
On posters at A3 and above it is not compulsory to include the identity band, or the name of faculties, schools, departments, centres or institutes. If the University logo is included at the top of the page, the identity band must be used. If the name of the owner is included at the top of the page, the size of the name must not exceed 50% of the width of the document. The name must always be left aligned when used.

If denoting the identity band by the use of a rule only, the rule should start 10mm in from the edge of both edges (not aligned with the logo). Rule weight should be 1-2.5pt, depending on preference.

Always use a black or white version of the logo, in the .eps (vector) format, for optimum quality.

**A2 PORTRAIT POSTER (420mm wide x 594mm tall)**

<table>
<thead>
<tr>
<th>Identity band height (if required)</th>
<th>Logo size</th>
<th>Page margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>70mm</td>
<td>100mm</td>
<td>18mm</td>
</tr>
</tbody>
</table>

**A2 LANDSCAPE POSTER (594mm wide x 420mm tall)**

<table>
<thead>
<tr>
<th>Identity band height (if required)</th>
<th>Logo size</th>
<th>Page margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>60mm</td>
<td>100mm</td>
<td>18mm</td>
</tr>
</tbody>
</table>
Publications and documents

Alignment A1 posters

On posters at A3 and above it is not compulsory to include the identity band, or the name of faculties, schools, departments, centres or institutes. If the University logo is included at the top of the page, the identity band must be used. If the name of the owner is included at the top of the page, the size of the name must not exceed 50% of the width of the document. The name must always be left aligned when used.

If denoting the identity band by the use of a rule only, the rule should start 10mm in from the edge of both edges (not aligned with the logo). Rule weight should be 1-2.5pt, depending on preference.

Always use a black or white version of the logo, in the .eps (vector) format, for optimum quality.

A1 PORTRAIT POSTER (594mm wide x 841mm tall)

<table>
<thead>
<tr>
<th>Identity band height (if required)</th>
<th>Logo size</th>
<th>Page margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>90mm</td>
<td>140mm</td>
<td>20mm</td>
</tr>
</tbody>
</table>

A1 LANDSCAPE POSTER (841mm wide x 594mm tall)

<table>
<thead>
<tr>
<th>Identity band height (if required)</th>
<th>Logo size</th>
<th>Page margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>80mm</td>
<td>140mm</td>
<td>20mm</td>
</tr>
</tbody>
</table>
On posters at A3 and above it is not compulsory to include the identity band, or the name of faculties, schools, departments, centres or institutes. If the University logo is included at the top of the page, the identity band must be used. If the name of the owner is included at the top of the page, the size of the name must not exceed 50% of the width of the document. The name must always be left aligned when used.

If denoting the identity band by the use of a rule only, the rule should start 10mm in from the edge of both edges (not aligned with the logo). Rule weight should be 1-3pt, depending on preference.

Always use a black or white version of the logo, in the .eps (vector) format, for optimum quality.

### A0 PORTRAIT POSTER (841mm wide x 1189mm tall)

<table>
<thead>
<tr>
<th>Identity band height (if required)</th>
<th>Logo size</th>
<th>Page margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>120mm</td>
<td>190mm</td>
<td>25mm</td>
</tr>
</tbody>
</table>

### A0 LANDSCAPE POSTER (1189mm wide x 841mm tall)

<table>
<thead>
<tr>
<th>Identity band height (if required)</th>
<th>Logo size</th>
<th>Page margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>110mm</td>
<td>190mm</td>
<td>25mm</td>
</tr>
</tbody>
</table>
**Publications and documents**

**Grids**

Grids (.eps files) are available from the Communication and Press Office website [comms.leeds.ac.uk/downloads](http://comms.leeds.ac.uk/downloads). They are a useful tool when laying out design in the most popular formats.

<table>
<thead>
<tr>
<th>Size</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>A4</td>
<td>Portrait cover</td>
</tr>
<tr>
<td></td>
<td>Portrait internal</td>
</tr>
<tr>
<td></td>
<td>Landscape cover</td>
</tr>
<tr>
<td></td>
<td>Landscape internal</td>
</tr>
<tr>
<td></td>
<td>Portrait newsletter cover</td>
</tr>
<tr>
<td>A5</td>
<td>Portrait cover</td>
</tr>
<tr>
<td></td>
<td>Portrait internal</td>
</tr>
<tr>
<td></td>
<td>Landscape cover</td>
</tr>
<tr>
<td></td>
<td>Landscape internal</td>
</tr>
<tr>
<td>A6</td>
<td>Portrait cover</td>
</tr>
<tr>
<td></td>
<td>Portrait internal</td>
</tr>
<tr>
<td></td>
<td>Landscape cover</td>
</tr>
<tr>
<td></td>
<td>Landscape internal</td>
</tr>
<tr>
<td>DL (99x210)</td>
<td>Portrait cover</td>
</tr>
<tr>
<td></td>
<td>Portrait internal</td>
</tr>
<tr>
<td>Square (210 x 210)</td>
<td>Cover</td>
</tr>
<tr>
<td></td>
<td>Internal</td>
</tr>
<tr>
<td>DVD</td>
<td>Cover</td>
</tr>
<tr>
<td></td>
<td>Label</td>
</tr>
<tr>
<td>CD</td>
<td>Cover</td>
</tr>
<tr>
<td></td>
<td>Label</td>
</tr>
<tr>
<td>Pull-up bannerstand</td>
<td>2300mm x 800mm (popular format, used by Print and Copy Bureau)</td>
</tr>
<tr>
<td>Oversize A4 (218 x 304)</td>
<td>Portrait cover (for possible use on folders etc)</td>
</tr>
</tbody>
</table>

210mm square cover

DL cover

A5 landscape cover

CD label
Use of grids

The following examples demonstrate how grids can be used.

Example 1
Trade Gothic Bold No. 2
Typesize: 50pt
Leading: 46pt
Kerning: -20pt

Example 2
Trade Gothic Bold No. 2
Typesize: 30pt

Example 3
Trade Gothic Medium
Typesize: 24pt

Example 4
Trade Gothic Light
Typesize: 12pt
Leading: 11pt

Example 5
Trade Gothic Bold No. 2
Typesize: 78pt
Kerning: -40pt

Example 6
Trade Gothic Medium
Typesize: 12pt
Leading: 11pt

Example 7
Trade Gothic Light
Typesize: 12pt
Leading: 11pt

Example 8
Trade Gothic Light
Typesize: 12pt
Leading: 11pt

Subheading
Use of type on covers

Example 1
Trade Gothic Light
Typesize: 50pt
Leading: 46pt
Kerning: -20pt

Example 2
Trade Gothic Bold No. 2
Typesize: 38pt
Leading: 34pt
Kerning: -30pt

Example 3
Trade Gothic Medium
Typesize: 16pt
Kerning: -20pt

Example 4
Trade Gothic Bold
Typesize: 307pt
Kerning: -50pt

Example 5
Trade Gothic Bold No. 2
Typesize: 50pt
Leading: 46pt
Kerning: -20pt

Example 6
Trade Gothic Bold No. 2
Sabon Bold italic, all lower case
Typesize: 50pt
Leading: 42pt
Kerning: -40pt

Note
Document titles may appear in any position on the grid, left aligned or right aligned. Avoid centred text in most instances if at all possible.
Image placement – the basics

The grids allow for flexibility in image placement whilst maintaining cohesion.

When using multiple images (on internal pages) try to ensure they work as a cohesive set in terms of style, quality, colour, subject matter, etc. Multiple images can be placed (on internal pages) on the grid in the ways demonstrated here.

When placing cut out images they should still use the base lines and align with text areas or other images.
Covers
In the original guidelines, we were very prescriptive with regards to the treatment of front and back covers, suggesting the following rules:

• Single image only on front covers
• Plain back cover (no other text, no wraparound images), to include only contact details at the foot of the page
• Identity band should always be one solid block of colour or
• If a full bleed image is used with a fine rule to denote the identity band, the portion of the image within the identity band must be completely plain (i.e. blue sky).

As the University brand has bedded in, we have been able to relax certain rules, but only if there has been a good case to explore a more creative approach.*

In order to retain brand integrity, however, we would encourage everyone to continue to adhere to the basic principles and rules set down above.

Please contact Matthew Clark or Leigh Marklew in the Communications and Press Office if you have any queries.

m.r.clark@adm.leeds.ac.uk
l.marklew@leeds.ac.uk

*The prospectus covers shown on the lower row (right) are University-owned, so have no requirement for a left-aligned ‘owner/identifier’. There are fewer potential issues with legibility, and using full-bleed and/or wraparound images in this way helps to differentiate these flagship, fully University-owned publications from faculty, school, department, centre or institute examples.
The University logo should appear on the back of all documents at 35mm wide.

Below the logo should be the University address, telephone number and web address. It is optional to include a ‘published’ date. Some stakeholders have indicated this would be a useful addition to their publications.

All should be set in Trade Gothic Medium at 8, 9 or 10pt, depending on space available. The name of the document issuer (e.g., faculty/school etc.) should, if desired, appear aligned left at the base of the cover as shown.

If you are issuing material from another address you may wish to substitute that for the standard University address. You should always use the University of Leeds logo.

It is preferable to keep the remainder of the back cover plain (on multiple page documents and publications), restricting the information to that indicated above. If space (or lack of it) necessitates the use of text and images on the back cover, please leave clear space at the foot of the back cover to aid legibility of the address and owner information. The use of a rule or a band to indicate this area is optional.

The same guidance applies on the occasions when a wraparound image (visible on the front and back cover) has been approved (see page 39).

Please do not credit the designer on the back page or anywhere else on a printed publication (see page 17 for further information).
Posters and flyers can use the identity band in the same way as document covers (1), or, as is more common for posters, use a shallower version (2) or even dispense with the band altogether (3).

The University logo must always be used, at the correct size, and ranged right at the top or bottom of the page. It is necessary to use the identity band (either a rule or a solid block) when placing the logo at the top of the page. This gives it something to anchor to, and helps to avoid it appear ‘floating’.

See pages 25-34 for a comprehensive overview of identification and page architecture.
This combination of co-branding is to be used when the University of Leeds is leading a single brand partner. Below is an indication of how to treat other corporate marks that may have different proportions. Each unit is based on half the height of the University logo.

The University of Leeds logo must always appear ranged right as indicated.

This system will prevent any logo from appearing larger and more prominent than the University logo.
This combination of co-branding is to be used when the University of Leeds is leading multiple brand partners. Below is an indication of how to treat other corporate marks that may have different proportions. Each unit is based on half the height of the University logo.

The University of Leeds logo must always appear ranged right as indicated.

This system will prevent any logo from appearing larger and more prominent than the University logo.
This combination of co-branding is to be used when the University of Leeds is equal to a single brand partner. Below is an indication of how to treat other corporate marks that may have different proportions. Each unit is based on half the height of the University logo.

The University of Leeds logo must always appear ranged right as indicated.

When the ownership or lead partner is difficult to ascertain (e.g., NHS, joint partner Universities etc.), please try to accommodate the equal partners own branding wishes whenever possible—although a decision on lead ownership, and therefore branding direction, would always be advantageous at the beginning of a project.

This system will prevent any logo from appearing larger and more prominent than the University logo.
This combination of co-branding is to be used when the University of Leeds is equal to a single brand partner. Below is an indication of how to treat other corporate marks that may have different proportions. Each unit is based on half the height of the University logo.

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When the ownership or lead partner is difficult to ascertain (e.g. NHS, joint partner Universities etc), please try to accommodate the equal partners own branding wishes whenever possible – although a decision on lead ownership, and therefore branding direction, would always be advantageous at the beginning of a project.

This system will prevent any logo from appearing larger and more prominent than the University logo.
Part 2
System
The purpose of the Identity Management system is to bring consistencies in presentation on a University-wide basis. This will be achieved through size and positioning of logo, the use of a band, a suite of typefaces, grids and consistent colour palettes.

Similarly the system adopts a relationship between the University logo and the names of schools, faculties, departments, institutes and services.

If external partner logos need to be used they also appear consistently in terms of size and position.

Schools and faculties can achieve differentiation through use of imagery, use of colour palettes (e.g. using a colour theme across a suite of literature) and use of fonts.

General design style points

Imagery
Imagery should be of a high quality. If it’s absolutely necessary to use imagery of lesser quality it should be used at a smaller scale.

Selecting images
We are trying to project some important messages about the University: that it is inspiring, modern and future focused, dynamic and cutting edge, alive and real, yet also with an assured sense of gravitas, heritage and academic excellence. These should underpin the image content regardless of which audience you are dealing with or which activity you are representing. You don’t have to represent all of them in each image, but if none of these are represented you must question the selection of the image.

Commissioning photography
Remember that to use pictures you must have permission. When photographing people, and especially children, you must have them/their guardian sign a release form – available to download from the Communications and Press Office comms.leeds.ac.uk/downloads

A universal permission is best sought, so the image can be uploaded to our image library and used across all forms of print and digital media.

Always consider balanced representation and cultural issues.

Creative treatments
Crop photographs imaginatively to create dynamism, and explore colour saturation and contrast levels.

When the right imagery is not available
Please be aware that it is perfectly possible to produce material for any audience that does not use images. Covers for documents could be totally typographic, they could be solid colours with special finishes such as metallic inks or embossing, or could utilise graphic imagery.

Imaginative captioning
The use of captions can be a very effective and helpful editorial tool along with the use of pull quotes which can be used as graphic panels.

Typefaces
The typefaces have been specially selected to enable you to balance the reality of our tradition and heritage with our contemporary and leading-edge status and ambitions. Selection of one or other of the Sabon and Trade Gothic fonts will provide a very different overall tone and style, whereas a mixture of the two may give a more magazine/editorial style to the material.

Both Trade Gothic and Sabon can be used. Sabon for authority, stature and sophistication whilst Trade Gothic is contemporary and straightforward. Both have been selected for their legibility.

Materials that are desktop published within the University should be produced using Arial.

Never mix Trade Gothic with Arial in the same item as they are too similar and it may simply look like a mistake.

Colour
The guidelines set out the principle of working within a colour palette, in order to bring consistency to University materials.

The suggestions for the ways in which colour should be used are intended to help you with appropriate selection, but they are not definitive. It is important that colour selections are not only appropriate to their intended audience but that they also contribute positively to design.

As a rule, mixed palettes should not be created using similar tonal ranges as this does not help legibility and can appear rather flat.

The only circumstances where tints of colours are acceptable are in single and two colour documents and in charts and diagrams.

Grids
The grids should be used for all type and image alignment, providing a structured feel to any document.

Keep it clear and professional
Don’t be tempted to overfill pages with type and images. Clear space and legibility not only contribute to the style and professionalism of the presentation but are also good practice in our responsible approach to design accessibility.
Covers – creating the identity band

Creating the identity band
In the first instance, select a colour for the identity band. This could be from an existing palette or chosen to appeal to the intended audience.

When using the band with images, the colour band should either complement or contrast with the image. Sampling colours from the image, in steps 2 and 3 from the two examples on the right, shows how this can be achieved successfully – so take care over your image choice and make sure it works well with the identity band colour you are using.

If an image has sufficient clear space without background interference (such as a plain sky in the third example) and appears to be similar to a solid colour, the image may be used as a full bleed, with a fine rule (0.5-1pt) being used to create the band.

The images in the top two examples have too much contrast and so are unsuitable to use as full bleed covers.

Note that when using a fine rule, it should stop 5mm from the edge of the page and not run the whole way across or align with the logo.

See pages 26-33 for a comprehensive overview of identification and page architecture.
Style guidance

Example covers
The sample spreads shown on the left demonstrate many of the principles of the Identity Management system. The examples on the right use design practices that would not meet the Disability Discrimination Act (DDA) requirements nor the proposed style guidance.

As a guiding principle, do not use wall-to-wall text. Good design makes it easy for the reader. Titles, captions and images contribute to easy navigation of a page.
Copy density – a rough guide

When planning any document or publication it is important that the amount of words planned correlate to the amount of pages and space available. Best practice for accessibility as covered previously would determine a particular size of typeface and leading which would determine how many words can appear on any one page. Using headings and pictures will in turn reduce the amount of words that can be used.

For legibility it is advisable to allow copy some breathing space and not to have wall-to-wall words. In certain circumstances you may elect to choose a smaller typesize. The table below indicates how many words per page should be allowed for.

The calculations are based on a two column grid and will vary slightly when using one or three columns.

<table>
<thead>
<tr>
<th>Type &amp; leading</th>
<th>A5 2column</th>
<th>A4 2column</th>
</tr>
</thead>
<tbody>
<tr>
<td>Font: 12pt, Leading: 16pt</td>
<td>200 wpp</td>
<td>450 wpp</td>
</tr>
<tr>
<td>Font: 12pt, Leading: 14pt</td>
<td>250 wpp</td>
<td>500 wpp</td>
</tr>
<tr>
<td>Font: 11pt, Leading: 13.2pt</td>
<td>300 wpp</td>
<td>600 wpp</td>
</tr>
<tr>
<td>Font: 10pt, Leading: 12pt</td>
<td>350 wpp</td>
<td>700 wpp</td>
</tr>
<tr>
<td>Font: 9pt, Leading: 10.8pt</td>
<td>400 wpp</td>
<td>800 wpp</td>
</tr>
<tr>
<td>Font: 8.5pt, Leading: 10.2pt</td>
<td>450 wpp</td>
<td>900 wpp</td>
</tr>
</tbody>
</table>

wpp = words per page
FIRST CLASS FACILITIES

The University of Leeds is one of the Greenest Cities in the UK,被誉为“英国最绿色的城市之一”。每年春天，来自世界各地的学生和研究人员都会来到这里，探索这座充满活力和创新精神的学术中心。

我们的校园坐落在美丽的利兹市中心，距离伦敦仅2.5小时车程，距离曼彻斯特和格拉斯哥更近，是探索英国的绝佳地点。

学术研究

我们是世界顶级的研究型大学之一，拥有多个领先的研究中心和实验室，涵盖了从物理学到化学、生物学、计算机科学等几乎所有学科。我们与全球顶级机构和企业建立了紧密的合作关系，为学生提供了丰富的研究和实习机会。

学术支持

我们提供全方位的支持系统，包括学术导师、职业指导和学生服务中心。我们坚信，每位学生都值得拥有最好的教育体验。我们的图书馆是英国最大的图书馆之一，拥有超过1500万册图书和电子资源，确保学生能够获取所需的学术资源。

奖学金和资助

我们提供各种奖学金和资助机会，旨在帮助有才能的学生实现他们的学术梦想。这些奖学金涵盖各种学科，包括全额奖学金、成就奖学金和研究奖学金等。

健康与福利

我们非常重视学生的健康与福利，提供了一系列支持服务，包括体育活动、心理健康支持和健康咨询服务。我们还提供住宿选择，包括学生公寓和宿舍。

交通

利兹市中心的公共交通非常便利，距离利兹火车站仅数分钟的步行路程。我们提供学生优惠卡，为学生提供乘坐公共交通的便利。

安全

我们非常重视学生的安全，提供一系列安全设施和措施，包括监控摄像头、安全巡逻和紧急呼叫系统。

校园生活

我们的校园生活丰富多彩，包括体育活动、俱乐部和社团、文化活动和社交活动。我们还有各种设施，如剧院、电影院、音乐厅和美术馆，为学生提供了丰富的娱乐选择。

我们希望您在利兹大学的时光充满乐趣和成就。请继续探索我们的网站，了解更多信息。

University of Leeds

We're one of the 100 most influential research universities in the world. Our world-class research and teaching concentrate on the future, addressing the major issues of our time.
Style guidance – archive

Section 3a

The following pages were included in the original Identity Management guidelines. Although they were essentially ‘concept visuals’, and not ‘live’ jobs, they have been a source of valuable inspiration to designers working within the guidelines since 2006. We thought it could be equally useful to our new colleagues on the design framework, and also across the University, to see where everything started.

In the original guidelines, there was a suggestion of grouping design styles (or families) to suit each perceived audience. However, within this suggestion was an acceptance that there would be many instances of overlap; blurring of boundaries and the potential for a family style to date over time. Because of this, and to help keep the guidelines more flexible to work with, we have decided to dispense with these previous ‘family styles’.

We would encourage all parties to tailor their visual communications, utilising market research and audience testing to maximise impact and results.
Archive style guidance

Corporate

Researchers within sight of a breakthrough on blindness
Archive style guidance

Corporate (continued)
Archive style guidance

Staff

THE
MANAGEMENT
STAFF

KNOCK
AT
HAND

07

Knowledge
Archive style guidance

Student – prospective
Archive style guidance

Student – information

INSPIRE

international students
Archive style guidance

Alumni

PRIDE, CLEAN CREATIVE INTELLECTUAL INTERNATIONAL & INDIVIDUAL
Archive style guidance

Research
Archive style guidance

Business
Archive style guidance

Example spreads
Archive style guidance

Example displays, banners and stands
Signage
Section 4

All permanent University signage should be sourced through and supplied by Estate Services.

Please contact:
Estates Helpdesk
E: eshelp@leeds.ac.uk
T: 0113 343 5555

http://goo.gl/TERSd
All University stationery – letterheads, compliment slips and business cards – conforms to standard templates and can only be ordered through the Print and Copy Bureau.

Please contact:
Print and Copy Bureau
E: pcb@leeds.ac.uk
T: 0113 343 3939

www.leeds.ac.uk/estate_services/pcb/stationery
Promotional merchandise

Section 6

Enquiries regarding promotional merchandise (pens/diaries/t-shirts/mugs/mousemats etc) can be directed towards Print and Copy Bureau.

Please contact:
Print and Copy Bureau
E: print@leeds.ac.uk
T: 0113 343 3939

Alternatively, GEAR, situated within Leeds University Union, can supply a range of University-branded clothing and merchandise.

www.leedsuniversityunion.org.uk/shops/gear
Alternative formats
If you require any of the information contained in this prospectus in an alternative format e.g. Braille, large print or audio, please email disability@leeds.ac.uk