



Corporate Identity Design Guidelines



Corporate Identity is an impression gained by any form of communication an organisation has with the outside world

The role of design is to give visual expression to The University's activities, structure, and indeed, its personality. It also helps create a sense of unity and purpose that people can identify with.

This manual has been produced to ensure that The University communicates in a consistent and coherent manner. It should not be regarded as a straightjacket that stifles initiative but as a framework into which initiatives can be channelled.

The key benefit of The University 'speaking in one clear voice' is that the whole is perceived to be greater than the sum of its parts.

To achieve this it is vital that the guidelines in this manual be followed as closely as possible.

The new University Symbol top left, has been developed in a contemporary way whilst retaining its links with the heritage of Salford The lion is adapted from the City of Salford coat of arms.

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1.2

THE UNIVERSITY OF SALFORD

SYMBOL AND TITLE

PROPORTION AND RATIO

The 'Lion' Symbol together with 'The University of Salford' Title are the graphic representation of The University of Salford. For the purposes of this manual the two elements shall be referred to as 'The University Roundel.' No other Symbol or Logotype should be used to represent The University of Salford, Faculties or Departments within The University.

There should not be any attempt to separate the two elements or use either on their own, and under no circumstances should any other Symbol or Title be used. The University Roundel must not be modified or distorted in any way, nor should it be redrawn. The University of Salford Title is not a standard typeface, it has been hand lettered and is unique to The University. No attempt to redraw, typeset or distort the Title should be made and no other typefaces should be used.

The University Roundel must appear in the proportion shown and no attempt to readdress this proportion should be made.

The minimum usage size of the University Roundel is 20mm diameter. Below this size legibility becomes increasingly difficult.

For all reproduction and print applications, bromides of The University Roundel are enclosed in this manual.

Note: To exercise a degree of flexibility within the overall corporate identity the two printers marks can be used as separate elements eg; printers' marks within text or simply as a decorative device.



A

Version A shown above has a minimum reduction size of 30mm diameter. If the size of reproduction exceeds this minimum then version B must be used.



1.3

THE UNIVERSITY OF SALFORD

SYMBOL AND TITLE

COLOUR

The preferred colour version of The University Roundel can be reproduced in two solid colours.

Matched to the Pantone Colour System these are;

Areas shown as a tint (Lion and Printers Marks) print **Pantone Red 187U**.

Areas shown as a solid (Type) print **Pantone Green 3305U**.

These recommended colours must be consistent and accurate, *no deviation is acceptable*.

Note: When reproducing The University Roundel on a coated paper stock or printing with a coated finish the Red should print **Pantone Red 202C**.

The University Roundel can also be printed using the four colour printing process. The percentages of the four process colours are as follows;

For **uncoated** applications the areas shown as a tint ■ (Lion and Printers Marks) print **Red, (Cyan 0.0%, Magenta 91.0%, Yellow 72.0%, Black 23.5%)**.

Important Note: For **coated** applications the Lion and Printer Marks have different percentages, print **Red (Cyan 0.0%, Magenta 100.0%, Yellow 65.0%, Black 47.0%)**.

For **coated** and **uncoated** applications the areas shown as a solid ■ (Type) print **Green (Cyan 100.0%, Magenta 0.0%, Yellow 60.0%, Black 51.0%)**.

The British Standard Colour references are as follows;

Areas shown as a tint (Lion and Printers Marks) **Red (BS 04 D 45)**.

Areas shown solid (Type)

Green (BS 14 E 58).

The Dulux Colour Dimension reference (paint application) are as follows;

Areas shown as a tint (Lion and Printers Marks) **Red 3060 R**.

Areas shown as a solid (Type)

Green 6040 - B80G.

If printing in a single colour only, The University Roundel should appear in Black.



Areas indicated as a tint ■ (Lion and Printers Marks) print Pantone Red 187U.

Important Note: With coated applications the Lion and Printers Marks print Pantone Red 202C.

Areas indicated as a solid ■ (Type) print Pantone Green 3305U.

The preferred colour background of the two colour version whenever possible is white. If the background consists of a four colour process picture, mono halftone or solid dark colour, The University Roundel can be reversed out in white. (see Section 1.4).

1.4

THE UNIVERSITY OF SALFORD

SYMBOL AND TITLE

REVERSAL

It is permissible to completely reverse The University Roundel white out of a solid colour or photograph. If The University Roundel is to be reversed then the version shown here must be used. Master artwork of this version is included in this manual.

The minimum size for reproduction of the reversed out version is 20mm diameter. Below this size legibility becomes increasingly difficult. If, however the size of reproduction exceeds this minimum measure, please consult the External Relations Office for advice.

The space tolerance area described in Section 1.5 must be applied if using the reversed out version.

Whilst there exists a degree of flexibility within the full visual identity, the use of The University Roundel is to be strictly adhered to. If you have any queries regarding the Corporate Identity Design Guidelines or wish to obtain master origination via computer disk, please consult Anne Earley, External Relations Office, Telephone 0161 745 5808 or Sue Chalmers, Public Relations Office, Telephone 0161 745 3358.



If the University Roundel is to appear reversed out a specially redrawn version must be used.
The master artwork is enclosed in this manual.



The minimum usage size of the reversal is 20mm diameter.

If the size of reproduction exceeds this please consult the External Relations Office.

1.5

THE UNIVERSITY OF SALFORD

SYMBOL AND TITLE

SPACE TOLERANCE AREA

The University Roundel requires a certain amount of space around it to ensure that it is not crowded or dominated by any other images or typography.

The exact amount is at the discretion of the designer, but there must be a minimum space tolerance indicated.

The distance shown marked **X** represents the cap height of the word 'Salford'. This proportionate distance is the minimum space tolerance area allowed around all points of The University Roundel before any other matter may appear, eg; edge of page or letterhead, headlines, photographs or other logos.



The proportionate distance **X** represents the minimum space tolerance area permitted around The University Roundel.

1.6

THE UNIVERSITY OF SALFORD

SYMBOL AND LOGOTYPE

POSITIONING MISUSE



A

Incorrect. Please read text for guidance



B

Tonally Incorrect. Please read text for guidance



C

Incorrect. Please read text for guidance

The elements of The University Roundel must never be separated or used in any other proportion than that shown in Section 1.1.

The University Roundel may appear on a background colour or photograph. In these instances it is important that the University Roundel is applied to ensure its maximum clarity at all times.

- A The University Roundel can be reversed white out of a solid colour or photographic background (see Section 1.4) but it must never be used as a part of the background.
- B Do not print The University Roundel in its corporate colours on any background that is tonally too similar.
- C The University Roundel must not be contained within an outline or other shape unless the space tolerance area is observed. (see Section 1.5).



A

Incorrect. Please read text for guidance.



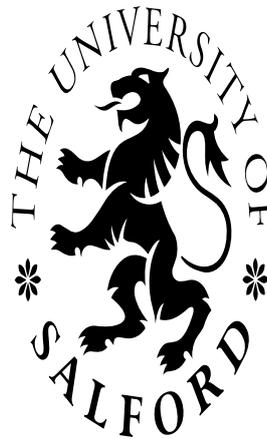
B

Incorrect. Please read text for guidance.



C

Incorrect. Please read text for guidance.



D

Incorrect. Please read text for guidance.



E

Incorrect. Please read text for guidance.



F

Incorrect. Please read text for guidance.

1.7

THE UNIVERSITY OF SALFORD

SYMBOL AND TITLE

MISUSE OF SYMBOL

The elements of The University Roundel must never be separated or used in any other proportion than that shown in Section 1.2. It must always be originated from master artwork enclosed in this manual.

The examples shown on this page give a general indication of possible misuse of The Symbol (Lion and Printers Marks).

- A The Symbol (Lion) should never be separated from The University Title.
- B No portion or section of The Symbol (Lion) should be used in any way. The Symbol must always be shown as a complete figure.
- C Do not attempt to redraw or restyle the Symbol in order to create an illustration. The Symbol must always appear as a solid graphic devise and no attempt must be made to print The Symbol as a percentage tint. (see Section 1.2).
- D Do not attempt to modify or distort The Symbol (Lion) in any way.
- E The two printers marks must never be redrawn or replaced with any other matter. See the special note in Section 1.2 regarding their use.
- F Do not attempt to combine the positive and reversed versions of the University roundel. It must be originated from master artwork enclosed in this manual.

1.8

THE UNIVERSITY OF SALFORD

SYMBOL AND TITLE

MISUSE OF TITLE



A

Incorrect. Please read text for guidance.



B

Incorrect. Please read text for guidance.



THE UNIVERSITY OF
SALFORD

C

Incorrect. Please read text for guidance.

The elements of The University Roundel must never be separated or used in any other proportion than that shown in Section 1.2. It must always be originated from master artwork enclosed in this manual.

The examples shown on this page give a general indication of possible misuse of The University Title.

- A B 'The University of Salford' Title is a specially cut logotype and is unique to The University. Never replace any part or all of the Title with a conventional typeface. For information on the corporate typefaces which support the overall corporate identity (see Section 1.10).
- C Never reposition or restyle The University Title in relation to The Symbol.

Two corporate typefaces have been chosen to complement and support the overall identity. These are the serif face Baskerville which has exceptional legibility throughout larger areas of text; and Frutiger a modern and clean sans serif, useful for captions and highlighting small amounts of copy.

Baskerville

Designed by Englishman John Baskerville around 1754, this typeface has remained one of the most popular and versatile of text faces.

The Roman weight retains excellent legibility throughout large areas of text, especially when aided by generous leading or line feed.

Baskerville is widely available from licensed font dealers though some manufacturers may know the face by a different name. On some computer systems there exists other weights of Baskerville than those illustrated here. Whilst the use of other weights is permissible, eg; Baskerville Extra Bold, their use must be restricted to the absolute minimum.

Please remember that the title 'The University of Salford' is a specially cut Logotype which should always be used in its original form and never be replaced by Baskerville or any other typeface (see Section 1.2).

Note: When using Baskerville the typeface should always appear in its original form and no attempt should be made to condense or distort it.

Frutiger

Designed by Adrian Frutiger in 1976 for the Paris Airport directional signage system, Frutiger has been chosen as the typeface to contrast with, and yet complement, the serif face Baskerville.

Whilst Baskerville retains a classic feel for literature and makes larger amounts of copy easy to read, Frutiger promotes a modern image and is useful for captions, introductions, and smaller amounts of text.

Frutiger is widely available from licensed font dealers through some manufacturers may know the face by a different name. On some computer systems there exists some other versions of Frutiger within the 'family,' eg; Frutiger Italics. Whilst these versions are permissible their use must be restricted to the absolute minimum. If using two weights of Frutiger within the same copy, for instance sub headings and text, you should 'miss' a weight inbetween. For example, if the text is to be set in Frutiger Light then the sub headings would be in Medium or, preferably, Bold. If the text is in Roman the sub headings would be in Bold or, preferably, Black.

Please remember that the title 'The University of Salford,' is a specially cut Logotype that should always be used in its original form and never replaced by Frutiger or any other typeface (see Section 1.2).

Note: When using Frutiger the typeface should always appear in its original form and no attempt should be made to condense or distort it.

For web use Times has been substituted for Baskerville and Helvetica/Arial has been substituted for Frutiger.

Whilst there exists a degree of flexibility within the full visual identity, the use of the University logo is to be strictly adhered to. If you have any queries regarding the Corporate Identity Guidelines or wish to obtain master origination via computer disk, please contact:

**Helen Coupland, Publications Officer, Telephone 0161 295 5361, email h.coupland@salford.ac.uk
or Gary Wright, Head of Marketing Services, Telephone 0161 295 5532, email g.wright@salford.ac.uk**



Positive version of the Symbol and Logotype. Minimum reduction size 30mm diameter.

If reduction size exceeds 30mm diameter use version below



Minimum usage size of this version is 20mm diameter.



Reversed version of the Symbol and Logotype. Minimum reduction size 30mm diameter.
If reduction size exceeds 30mm diameter use version below



Minimum usage size of this version is 20mm diameter.