University
of Glasgow

Our Brand
& Visual Identity

issue 1.0

www.glasgow.ac.uk

University
of Glasgow

Brand & Visual
Identity Guidelines

issue 1.0

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Dear all,

As set out in our new University Strategy, by 2020 our vision is to be one of the world's great, broad-based research-intensive universities. As part of the process of achieving our strategic aims, I believe it is important for us to establish a clear and consistent understanding of who we are, setting down those unique and defining qualities that fix our identity; not only in our own minds, but just as importantly in the minds of our diverse range of stakeholders. Mention the University of Glasgow to anyone and no doubt a variety of impressions spring to mind: it's vital that we work to shape these perceptions and ensure that they are positive and what we want them to be.

Building such a framework to enhance and promote our image is often referred to as 'creating a brand' and for some this has negative connotations. But it's important to stress that when we talk about branding we're not just thinking about a name or logo. We're also not simply talking about creating something superficial and empty of content, dressed up in the latest marketing jargon. That, I believe, would be counterproductive.

Our aim is quite the opposite. It is to realise and communicate a brand that is authentic. It has to be meaningful to and work for all of us in the University, for only then will it work for others, and have real impact on the people and communities we are seeking to influence. It has to reflect the fact that we are a world-class institution, with a long and treasured heritage. At the same time, it must reflect what we are, what we stand for, do and give to today's world, and present it all in the best possible light.

If we can achieve this, if we can have a shared sense of who we are then we have the potential to unite our activities as an organisation, enabling us to integrate every facet of what we do, under a single strategic vision – from the student experience to how research funders and other stakeholders perceive our University, and from PR and recruitment marketing campaigns through to our online presence.

This document recognises that our reputation, like any successful institution's reputation, is built on a well-defined framework that is relevant to and credible with its key audiences. The content of this document will only work if we exercise the discipline of consistency in communicating the vast diversity of academic areas we represent: consistency in our approach to what we do and say, both internally and externally. We need to address our audiences with the same voice and the same messages, in the same recognisable style.

It is for all of these reasons that I believe this document is important and I would commend it to you. I want us all to work with the information it provides and take what makes Glasgow a unique and special institution, and use it to help enhance our reputation and build our future success.

Professor Anton Muscatelli
Principal and Vice-Chancellor

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On-screen navigation

- The links for this document are at the foot of each page.

- The inside, single arrows will take you forward or back
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- The outside, double arrows will take you to the start page
  or end page of the document.

- The other commands will let you print or close the
  document, or go to the contents page, where you can
  click directly into any section of the guidelines.

The University of Glasgow brand

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University *of* Glasgow

VIA VERITAS VITA

'Our role in history
is to create it, to write
it with our ambitions
and successes. So our
doors are forever open
to those who share
our commitment to
achieving more –
to change the world,
and benefit humanity.'

This is our story, inspired by our unique
environment: Glasgow.

There are no airs and graces here. The people
and the place are real, genuine and approachable,
inclusive, welcoming and caring. We're concerned
with both 'home' and 'away', open to the rest of the
world. We have substance with a distinctive style.
We are honest, hard working and determined,
passionate and visionary.

We offer a vivid, memorable and rewarding
experience. We are respected for exceptional
academic achievement, we fulfil ambitions.
We focus on the future. And we want to benefit
wider society and enhance people's lives, all over
the world.

We aim for continuous improvement. We want
to win against the odds. We are proud of our
progress, and always strive to do better:

Via Veritas Vita
'The Way. The Truth. The Life.'

What our brand means …

Authentic achievement. We want people to strive towards a goal, and succeed. To realise their ambitions through their own honest hard work, commitment and determination. And we'll help them do this, with credibility, confidence and authority. This is the essence of our brand, behind everything we do.

Our brand framework

Behind our story is a distinct brand framework. This is simply a guide to help us and our audiences understand who we are and what we stand for. It means we can promote the university and communicate its many positive attributes in a clear and concise way to a wide range of audiences.

But we never talk about our brand elements externally. Instead we use them to shape our communications and messages and ensure we are conveying our values in everything that we do. It is a reminder, a toolkit or framework to help us think of who we are and what we do when we are shaping our communications.

University
of Glasgow
brand
framework

BRAND PROMISE

BRAND
PERSONALITY

BRAND
POSITION

BRAND
ESSENCE

Authentic
Achievement

Integrity, Authority,
Openness, Success

Passionate, Respectful, Credible,
Determined, Flexible,
Motivating

Value

COMMUNICATIONS
MANTRA

'Our role in history
is to create it, to write
it with our ambitions
and successes. So our
doors are forever open
to those who share
our commitment to
achieving more – to
change the world, and
benefit humanity.'

Our brand essence – authentic achievement

This is our brand's core identity, expressed in its simplest form. It is the key to the entire brand framework.

It is based on a tangible duality that puts heart against mind. It strives for excellence, yet is rooted in open access. It is highly traditional, but focused on a sense of modern civic duty. A world-player on an international stage, yet with firm roots in its locality. A triumph of learning excellence within the city's history.

Our brand has two elements that represent the nature of this duality.

The first is authenticity. Authenticity suggests something real, grounded and genuine, with an inherent friendliness and approachability. It also suggests credibility, honesty and a natural authority. There is a sense of truth embedded in authenticity. If you are truly authentic, it's almost impossible to be false or fake. And with authenticity there is an inherent confidence.

These are all attributes we can apply to the University and the City of Glasgow, and they form the 'heart' of our brand.

The second element is achievement. Achievement is about accomplishment through effort, sometimes on a globally relevant scale. It is about striving towards a goal and succeeding. It is success born of commitment, determination and a relentless pursuit of excellence. It speaks of making a real difference. It is the fulfilment of ambition.

This represents the 'mind' aspect of our brand.

Combine them, and we have a core identity, a heart and mind equation of authentic achievement.

This identity will help the university become one of the best universities in the world, providing stimulating learning experiences and benefiting culture and society on many levels.

authentic
achievement

We are proud of, not bound by, our past. Our role in history is to create it, to write it with our ambitions and successes. So our doors are forever open to those who share our commitment to achieving more – to change the world, and benefit humanity.

Why this makes the University unique

Every brand has a story. But to be of real value, this must be unique. The brand story for the University of Glasgow is very specific, and sets us apart from our competitors in an increasingly challenging environment.

While we have every reason to be proud of our past, there is a definite sense of the future, of moving forward in positive directions – of progress. It means that while we are proud of our past, we do not dwell on our heritage, nor are we held back by it. Our place in the city is integral to who we are; we are part of the fabric of the city and this benefits us both. Our role in history is to create it. To keep our doors open to those who share our commitment to achieving more and changing the world for the benefit of humanity.

That is what makes the University of Glasgow different, and why we are truly unique.

Our brand position

A brand position describes its fundamental values, and develops naturally from its essence. It is basically a summary of what the brand stands for, and describes how it operates on a local, regional, national and world stage.

Using authentic achievement as the core of our brand framework, the University of Glasgow has four key brand values that define our position in the higher education landscape:

Integrity – an unquestioned integrity and morality, and a commitment to truth.

Authority – of undisputed origin, showing natural leadership and credibility.

Openness – focusing on honesty, accessibility and candidness.

Success – mastery, ascendancy and tenacity.

These values reflect the spirit of the University of Glasgow. They convey our dedication to working for the benefit of all mankind, and our determination to succeed.

Our audiences will expect us to 'live and breathe' our brand, so we need to reflect these values in everything we say and do.

University of Glasgow brand framework

BRAND PROMISE

BRAND PERSONALITY

BRAND POSITION

BRAND ESSENCE

Authentic Achievement

Integrity, Authority, Openness, Success

Passionate, Respectful, Credible, Determined, Flexible, Motivating

Value

Our brand personality

Our brand personality comes from a combination of characteristics that reflect who we are. Put simply, it's how we come across to our audiences, just as our own personalities come across when we interact with others. Our brand personality stems from our values, and makes us:

passionate – with the drive and motivation to succeed

determined – with discipline, perseverance and an excellent work ethic

credible – with natural, unassuming authority

flexible – forward thinking and adaptable, and willing to take risks in the name of discovery

respectful – a competitive, fair-play team with integrity

motivating – inspiring others with new ways of approaching things

Our brand promise

The most important thing we can offer our audiences, our brand promise defines what our stakeholders expect from us at every interaction, and affects how they then feel about the University. The brand promise is the main reason they will believe in us as a brand.

The University of Glasgow brand promise is best summarised as *lasting* value – offering value in all that it does, providing something valuable in each interaction, and being valued in return by stakeholders and by society. We do not mean 'value for money'. We mean enriching experiences

and providing benefit to all, and being held in esteem for a level of excellence.

University of Glasgow brand framework

University of Glasgow brand framework

Our brand components

Our brand components

The University of Glasgow brand identity
has five component parts.Combined,
they make us instantly recognisable and
communicate who we are.

- Our marque
- Our typefaces
- Our colour palette
- Our tone of voice
- Our photographic approach

Our marque

Our typefaces

Swiss 721 BT

Adobe Garamond

Our tone of voice

Open and Friendly

Conversational yet Professional

Active and Engaging

Our marque, typefaces, tone of voice and
primary colours should be apparent in
all our communications. The secondary/
tertiary colours and photography are
part of a toolkit which should be used to
complement the primary components
where appropriate.

This section outlines these elements and
shows how they should be reproduced.

Online, publishing within our T4 content
management system means web variations
are automatically in place. See page 50
for more detail. Much of the content of this
document refers to offline communications.

Our photographic approach

Our colour palette

Our marque

The University of Glasgow marque is the most important part of our visual identity. It has two main elements – the crest and the logotype (this simply means using the crest alongside the words University of Glasgow) – which must always be used together. We must always preserve the integrity of their relationship to ensure consistency across a wide range of media.

When using the marque, it is important that we:

• make sure it's clearly visible and positioned top left in all applications to endorse all our communications

• only ever reproduce our marque from approved artwork

• never alter, distort or adjust the letterforms, typestyle or visual relationships, either digitally or photomechanically.

There are four versions of our marque:

• The full colour version is used primarily on stationery and Word documents.

• The full colour white keyline version is used primarily in publications, leaflets, posters and display banners as part of our lockup (please see page 80).

• The single colour version can be used where full colour reproduction is not possible. This should be PMS 2955 or, if that is not an option, black. There is a gold and silver foil version – please contact Corporate Communications if you are considering this.

• The white version can appear against black, our two primary colours or any of the secondary college/school/research institute colours. It should not appear against tints.

For all versions the marque's minimum size is 35mm.

Artwork is available in EPS, Bitmap and PNG formats from:

www.glasgow.ac.uk/visualidentity

NB Online we use the white marque on a blue background, see page 50.

Full colour marque

Crest

Logotype

1. Full colour marque

2. Full colour keyline marque

3. Single colour marque

4. White marque

Using our marque – exclusion zone

The exclusion zone prevents other elements, such as words, photography or illustration, appearing too close to our marque. The exclusion zone is the same as the cap height of the 'U' in 'University of Glasgow', which will vary, along with the size of the logo, depending on the size of the publication.

The diagram below shows how the exclusion zone works.

The marque's minimum size is 35mm.

Artwork is available in EPS, Bitmap and PNG formats from:

www.glasgow.ac.uk/visualidentity

Exclusion zone

Minimum size 35mm

Positioning our marque

Our logo should appear at the top left of all University communications. There's specific guidance on positioning in the application section of this document, on page 78.

Logo sizing for publications
Sizes recommended for commonly used literature formats:

A3	75mm width logo
A4	55mm width logo
A5	50mm width logo
DL	35mm width logo

Larger standard A sizes like A2 should follow a scaled-up version of the A4 template.

Non-standard formats
As a general guide, the logo width should be no less than a third of the width of the document.

Don't misuse our logo

When using the logo in any document, please stick to the minimum width of 35mm.

To ensure consistency, the University of Glasgow logo should only be reproduced from master artwork, and not modified in any way that affects its integrity. Here are some general rules:

1. Do not expand or stretch our logo.
2. Do not compress it.
3. Do not alter the monochromatic versions.
4. Do not change the positions or proportions of the elements.
5. Do not add elements, such as shadows.
6. Do not change the typography.
7. Do not use smaller sizes than the minimum allowed.
8. Do not change the colours.
9. Do not use the logotype without the crest.
10. Do not place it over backgrounds that might affect legibility.

Sub-identities

University of Glasgow colleges,
schools and research institutes have
their own sub-identities. Occasionally,
special permission may be given for
the identity of a centre, service or other
organisational unit of the University –
and will be set out according to the
examples below.

Please contact Corporate Communications
if you would like a sub-identity developed.
We will put the case to the Secretary of
Court and Senior Management Group.
For more information, email:

visualidentity@glasgow.ac.uk

Third party logos
There is no issue with displaying the logo
of a third party organisation, for example
if you are endorsed by a national body or
receive funding or sponsorship. However,
the secondary logo must be properly
set in relation to the University marque.
For assistance please contact Corporate
Communications.

Where should a third party logo go?
The University marque should go top left
and usually a third party logo will appear
at the bottom. See page 94 for further
details. When using multiple partner/third
party logos, they should appear along
the bottom.

Examples of sub-identities

Sub-identity stacked version

The length of some of our sub-identities'
names may mean it's more appropriate
to use a specially constructed, 'stacked'
version of the marque. The stacked version
should only ever be used when the
primary version of the marque doesn't fit
within the layout. To have a stacked
version created, please contact Corporate
Communications.

When using the stacked version:

• only ever reproduce our marque from
  approved artwork

• never alter, distort or adjust the
  letterforms, typestyle or visual
  relationships – either digitally or
  photomechanically

• make sure it's clearly visible and
  positioned to carry or endorse all
  our communications.

Artwork
Artwork is available upon request. Email
visualidentity@glasgow.ac.uk to find out
more.

Sub-identity stacked marque

Our typefaces

To make our professionally produced communications consistent and instantly recognisable, we use two typefaces –

Swiss 721 BT and Adobe Garamond.
Swiss 721 BT is a clean, crisp sans serif with a contemporary feel. Garamond is a classic serif, chosen to reflect the history, substance and tradition of the University.

Please make sure you have the correct cut of both typefaces before beginning any project. Regular and italic versions are available, in different weights – from light to bold – for PC and Mac.

Swiss 721 BT

We use two weights of Swiss 721 in our communications, light and medium; both can be used in italic.

Swiss 721 BT Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Swiss 721 BT Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Swiss 721 BT Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Swiss 721 BT Medium Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Adobe Garamond

We use two weights of Adobe Garamond in our communications, regular and semibold; both can be used in italic.

Adobe Garamond Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Adobe Garamond Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Adobe Garamond Semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Adobe Garamond Semibold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Secondary typefaces

If you are producing everyday documents and materials in, for example, Word or PowerPoint, secondary typefaces Arial and Times New Roman (available as standard on any computer) are fine.

Arial

We use two weights of Arial in our internal communications, regular and bold; both can be used in italic.

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Times New Roman

We use two weights of Times in our communications, regular and bold; both can be used in italic.

Times New Roman Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Times New Roman Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Times New Roman Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Times New Roman Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Our typography

Our typographic approach always considers how legible things are, as well as how they look. With any project, we need to ask, 'What do we want to achieve?', and think about the following:

• Clarity. Don't just fill all the available space.

• Read the piece as if you're a member of the audience it's intended for.

• How easy is it to read?

• Correct spacing and increased leading can make text more legible – an approach backed by the RNIB.

• Colour – pages and pages of white type reversed from a coloured background, or type with constantly alternating backgrounds will only discourage people from reading it. Similarly, too much colour contrast makes type illegible.

Our typography is a visual reflection of our brand. It should be clean, clear and easy to read, yet breathe life into our communications.

The ethos of our brand is rooted in the heart and mind, and our typography is a visual reflection of this. It should be clean, clear and easy to read yet creatively handled to breathe life into our communications.

Creating hierarchy

We want our messaging to be clean and legible, in a way that's interesting and holds the reader's attention. We can emphasise information in a number of ways, using colour, scale and weight, but it's important to keep things simple and consistent with our brand identity.

The diversity of our work and the size of our organisation means our brand identity applies across a broad range of communication materials. This section is a guide to the University's typographic hierarchy. There are certain basic rules that give all our communications a consistent look and feel:

• All our type should be left-aligned in sentence case (except in graphs or charts).

• Do not use text effects such as underlines, drop shadows or strikethroughs.

• Avoid justified text, as uneven word spacing makes text more difficult to read.

• Keep type sizes consistent throughout a document, and don't change sizes from page to page just to squeeze in information.

• Think about clarity, don't just fill spaces.

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Typesetting – professionally produced materials

Body Copy
Fonts available:

Swiss 721 BT Light

Swiss 721 BT Light is the standard typeface for body copy. However, Adobe Garamond Regular is fine for text-heavy documents with many pages.

You can use heavier weights and italics to highlight information or add emphasis.

Size
Use a minimum of 9pt for body copy wherever possible. Where space will not allow this, use 8pt for body copy, but no smaller.

For leading purposes, use a 5pt baseline grid (see page 37), setting body copy increments of 2.5pt.

Kerning and tracking

Have your tracking set to 'optical' rather than 'metrics'. If you feel spacing could benefit your work, kern copy up to a maximum of 15.

Colour
75% black is standard, but it's fine to use any tint between 75% and 100%.

University of Glasgow Blue (Pantone 2955), 100% only.

White reversed out of colour
When reversing body copy out of colour (see page 43 which is a good example), it's important to have a high contrast between the white copy and the background colour. For this reason, text can only be reversed white out of the following colours:

Primary palette
University of Glasgow Blue (100% Pantone 2955)
University of Glasgow Stone (100% Pantone 403)

Secondary palette college, school and research institute colours (if applicable)
College of Arts (100% Pantone 525)
College of Medical, Veterinary & Life Sciences (100% Pantone 322)
College of Science & Engineering (100% Pantone 582)
College of Social Sciences (100% Pantone 5405)

Tertiary palette
100% Pantone 645
100% Pantone 5205
100% Pantone 7503
100% Pantone 5555

Body Copy subheadings
Fonts available:

Swiss 721 BT Light
Swiss 721 BT Medium

Size
Subheadings should be the same size as the body copy they support. When using Swiss 721 BT Light, use an alternative colour to differentiate it from body copy. For leading purposes, use a 5pt baseline grid (see page 37), setting body copy increments of 2.5pt.

Kerning and tracking
Have your tracking set to 'optical' rather than 'metrics'. If you feel spacing could benefit your work, kern copy up to a maximum of 15.

Colour
75% black is standard, but it's fine to use any tint between 75% and 100%.

Primary palette (100% only)
University of Glasgow Blue (Pantone 2955), 100% only
University of Glasgow Stone (Pantone 403), 100% only

Secondary palette college, school and research institute colours (if applicable, 100% only)
Pantone 525 (College of Arts)
Pantone 322 (College of Medical, Veterinary & Life Sciences)
Pantone 582 (College of Science & Engineering)
Pantone 5405 (College of Social Sciences)

Tertiary palette (100% only)
Pantone 5205
Pantone 645
Pantone 5555
Pantone 7503
Pantone 428
Pantone 5855
Pantone 623
Pantone 7440

White reversed out of colour
The same rules for reversing body copy out of colour apply to body copy subheadings (see page 38 for a good example of this).

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Typesetting – professionally produced materials

Headings
Fonts available:

Swiss 721 BT Light

Swiss 721 BT Medium

Adobe Garamond Regular

Adobe Garamond Semibold

For the covers of literature and reports, document titles are set in Swiss 721 Light. You can use other fonts for divider pages, or to add impact, but they should be used consistently in any publication. Italics should not be used for main headings.

Size
A main heading should be at least 150% the height of the body copy it supports.

For leading purposes, use a 5pt baseline grid (see page 37), setting heading increments of 2.5pt.

Kerning and tracking
Have your tracking set to 'optical' rather than 'metrics'. If you feel some spacing could benefit your work, kern copy up to a maximum of 15.

For particularly prominent main headers, please take care to ensure your kerning is even. At a larger scale, bad kerning can be very obvious.

Colour
Black, at any tint between 75% and 100%.

Primary palette (100% only)
University of Glasgow Blue (Pantone 2955). 100% only
University of Glasgow Stone (Pantone 403). 100% only

Secondary palette college, school and research institute colours (if applicable, 100% only)
Pantone 525 (College of Arts)
Pantone 322 (College of Medical, Veterinary & Life Sciences)
Pantone 582 (College of Science & Engineering)
Pantone 5405 (College of Social Sciences)

Tertiary palette (100% only)
Pantone 5205
Pantone 645
Pantone 5555
Pantone 7503
Pantone 428
Pantone 5855
Pantone 623
Pantone 7440

White reversed out of colour
As long as it's completely clear, you can reverse a heading out of any colour in the primary, secondary or tertiary palette, where appropriate.

Descriptors and small type
Fonts available:

Swiss 721 BT Light

You can use Swiss 721 BT Medium as a highlighting font, or to add emphasis.

Size
Small type, such as image descriptors and references, should be between 6pt and 8pt.

Legal small print should be 5.5pt.

For leading purposes, use a 5pt baseline grid (see page 37), setting body copy in increments of 2.5pt.

Kerning and tracking
Have your tracking set to 'optical' rather than 'metrics'. If you feel some spacing could benefit your work, kern copy up to a maximum of 15.

Colour
50% black is standard, but it's fine to use 75% if required.

White reversed out of colour
Try to avoid reversing small type out of colour. Where it's unavoidable, the same rules for reversing body copy out of colour apply (see page 43 for a good example of this).

Typesetting – professionally produced materials

Feature pull quotes
Fonts available:

Adobe Garamond Regular

Use Adobe Garamond Semibold and italic for highlighting fonts, or to add emphasis.

Size
A feature quote should be no smaller than the body copy it supports, and should be larger to provide impact where possible.

For leading purposes, use a 5pt baseline grid (see page 37), setting heading increments of 2.5pt.

Kerning and tracking
Have your tracking set to 'optical' rather than 'metrics'. If you feel some spacing could benefit your work, kern copy up to a maximum of 15.

For particularly prominent main headers, please take care to ensure your kerning is even. At a larger scale, bad kerning can be very obvious.

Colour
Black, any tint between 75% to 100%

Primary palette (100% only)
University of Glasgow Blue (Pantone 2955), 100% only
University of Glasgow Stone (Pantone 403), 100% only

Secondary palette college, school and research institute colours (if applicable, 100% only)
Pantone 525 (College of Arts)
Pantone 322 (College of Medical, Veterinary & Life Sciences)
Pantone 582 (College of Science & Engineering)
Pantone 5405 (College of Social Sciences)

Tertiary palette (100% only)
Pantone 5205
Pantone 645
Pantone 5555
Pantone 7503
Pantone 428
Pantone 5855
Pantone 623
Pantone 7440

White reversed out of colour
As long as it is completely clear, a pull quote can be reversed out of any colour in the primary, secondary or tertiary palette where appropriate.

Typesetting – our grid system

For consistency, all our communications use a six-column grid with a 5pt baseline grid. Templates of these grids in Adobe InDesign format are available from Corporate Communications by emailing visualidentity@glasgow.ac.uk.

Please consider the width of your margins, and adjust for larger publications.

University of Glasgow Blue

Pantone 2955
C: 100, M: 60, Y: 10, K: 53

Our colour palette

University of Glasgow Stone

Pantone 403
C: 0, M: 7, Y: 17, K: 43

Pantone 525
C: 84, M: 100, Y: 45, K: 5

Pantone 322
C: 100, M: 0, Y: 33, K: 35

Pantone 582
C: 13, M: 0, Y: 100, K: 46

Pantone 5405
C: 58, M: 17, Y: 0, K: 46

Pantone 5205
C: 50, M: 58,
Y: 50, K: 0

Pantone 7440
C: 30, M: 40
Y: 0, K: 0

Pantone 5555
C: 43, M: 0,
Y: 34, K: 38

Pantone 623
C: 32, M: 0,
Y: 24, K: 10

Pantone 7503
C: 0, M: 12,
Y: 35, K: 25

Pantone 5855
C: 0, M: 0,
Y: 31, K: 18

Pantone 645
C: 55, M: 24,
Y: 0, K: 9

Pantone 428
C: 2, M: 0,
Y: 0, K: 18

Our primary colour palette

University of Glasgow Blue and Stone are part of a broader colour palette of contemporary colours, plus black and white. We use these to clearly define, add impact and bring consistency to our communications.

Our primary colour palette appears in all our communications, except things like monotone press advertising.

University of Glasgow Blue

Pantone 2955 C
Pantone 2955 U

C: 100, M: 60, Y: 10, K: 53

R: 0, G: 82, B: 136

#005288

8.20:1 AAA

- large areas of white are acceptable

- when using tints, use 20% increments

- solid blocks of colour are preferred to graduated tints

- do not reverse our logo out of tints.

80%

60%

40%

20%

University of Glasgow Stone

Pantone 403 C
Pantone 403 U

C: 0, M: 7, Y: 17, K: 43

R: 127, G: 116, B: 103

#7F7467

4.57:1 AA/AAAL

- large areas of white are acceptable

- when using tints, use 20% increments

- solid blocks of colour are preferred to graduated tints

- PMS 8420 metallic can be used as an alternative for prestigious communications – or you can use a silver or gold foil if appropriate

- do not reverse our logo out of tints.

PMS 8420

80%

60%

40%

20%

Our secondary colour palette

Our secondary colour palette is college, school and research institute-specific. Each of our four colleges has its own signature colour to clearly identify its communications and those of its schools.

College, school and research institute-specific communications can use the primary colour palette, their signature colour from the secondary colour palette and any of the colours from the tertiary colour palette.

Where an academic grouping spans two colleges (such as the Institute of Neuroscience & Psychology) the primary palette of blue and stone would be used, rather than the signature colour for a particular college.

Corporate University publications do not use colours from the secondary palette.

This colour and the box below are tertiary colours (see page 47). These colours have been chosen to complement the primary and secondary palettes – they aren't tints of the secondary palette.

University of Glasgow | College of Arts

School of Culture
& Creative Arts

School of Critical Studies

School of Humanities

School of Modern
Languages & Cultures

Arts Lab

University of Glasgow
College of Arts and associated
schools signature colour

Pantone 525 C

Pantone 525 U

C: 84, M: 100, Y: 45, K: 5

R: 83, G: 46, B: 99

#532E63

10.83:1 AAA

- large areas of white are acceptable

- do not use tints of our
secondary colours

This colour and the box below are tertiary colours (see page 47). These colours have been chosen to complement the primary and secondary palettes – they aren't tints of the secondary palette.

University of Glasgow | College of Medical, Veterinary & Life Sciences

School of Life Sciences

School of Medicine

School of Veterinary Medicine

Institute of Biodiversity,
Animal Health &
Comparative Medicine

Institute of Cancer Sciences

Institute of Cardiovascular
& Medical Sciences

Institute of Infection,
Immunity & Inflammation

Institute of Molecular,
Cell & Systems Biology

Institute of Neuroscience
& Psychology
(joint with College of Science & Engineering)
In this instance please use primary colours
only (University blue or stone).

University of Glasgow
College of Medical, Veterinary
& Life Sciences and associated
schools signature colour

Pantone 322 C
Pantone 322 U

C: 100, M: 0, Y: 33, K: 35

R: 0, G: 124, B: 133

#007C85

4.97:1 AA/AAA

- large areas of white are acceptable

- do not use tints of our
  secondary colours

This is a tertiary colour (see page 47).
These colours have been chosen
to complement the primary and
secondary palettes – they are not
tints of the secondary palette.

University of Glasgow | College of Science & Engineering

School of Chemistry

School of Computing Science

School of Engineering

School of Geographical
and Earth Sciences

School of Mathematics
& Statistics

School of Physics
& Astronomy

School of Psychology

Institute of Neuroscience
& Psychology
(joint with College of Medical, Veterinary
& Life Sciences) In this instance please use
primary colours only (University blue or stone)

University of Glasgow
College of Science & Engineering and
associated schools signature colour

Pantone 582 C
Pantone 582 U

C: 13, M: 0, Y: 100, K: 46

R: 119, G: 120, B: 0

#777909

4.64:1 AA/AAAL

- large areas of white are acceptable

- do not use tints of our
  secondary colours

This is a tertiary colour (see page 47).
These colours complement the primary
and secondary palettes – they are not
tints of the secondary palette.

University *of* **Glasgow** | College of
Social Sciences

Business School

School of Education

School of Interdisciplinary Studies

School of Law

School of Social & Political Sciences

Adam Smith Research Foundation

University of Glasgow
College of Social Sciences and
associated schools signature colour

Pantone 5405 C
Pantone 5405 U

C: 58, M: 17, Y: 0, K: 46

R:59, G:110, B:143

#3B6E8F

5.51:1 AA/AAAL

• large areas of white are acceptable

• do not use tints of our
   secondary colours

This is a tertiary colour (see page 47).
These colours complement the primary
and secondary palettes – they are not
tints of the secondary palette.

Our tertiary colour palette

Our tertiary colour palette is designed to support and complement
our primary and secondary colour palettes. Use any of the tertiary
colours in any communications as appropriate to other colour use
guidelines (see page 51). These colours are not for use as signifiers
for any individual unit or service – they are provided as accent colours
to use throughout University material.

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Pantone 7503 C
Pantone 7503 U

C: 0, M: 12, Y: 35, K: 25

R: 200, G: 177, B: 139

#C8B18B

6.09:1 AA/AAA

- a 75% tint can be
  used if necessary

- a 50% tint can
  be used for tables
  and graphs

- do not reverse white
  out of the 75% tint

Pantone 645 C
Pantone 645 U

C: 55, M: 24, Y: 0, K: 9

R: 103, G: 153, B: 200

#6799C8

6.97:1 AA/AAAL

- a 75% tint can be
  used if necessary

- a 50% tint can
  be used for tables
  and graphs

- do not reverse white
  out of the 75% tint

Pantone 5855 C
Pantone 5855 U

C: 0, M: 0, Y: 31, K: 18

R: 217, G: 211, B: 164

#D9D3A4

8.31:1 AAA

- a 75% tint can be
  used if necessary

- a 50% tint can
  be used for tables
  and graphs

- do not reverse white
  text out of PMS 5855

Pantone 428 C
Pantone 428 U

C: 2, M: 0, Y: 0, K: 18

R: 207, G: 212, B: 216

#CFD4D8

8.46:1 AAA

- a 75% tint can be
  used if necessary

- a 50% tint can
  be used for tables
  and graphs

- do not reverse white
  text out of PMS 428

Pantone 5205 C
Pantone 5205 U

C: 50, M: 58, Y: 50, K: 0

R: 144, G: 117, B: 120

#907578

4.20:1 AA/AAAL

- a 75% tint can be
  used if necessary

- a 50% tint can
  be used for tables
  and graphs

- do not reverse white
  out of the 75% tint

Pantone 5555 C
Pantone 5555 U

C: 43, M: 0, Y: 34, K: 38

R: 97, G: 144, B: 128

#619080

3.61:1 AA/AAAL

- a 75% tint can be
  used if necessary

- a 50% tint can
  be used for tables
  and graphs

- do not reverse white
  out of the 75% tint

Pantone 7440 C
Pantone 7440 U

C: 30, M: 40, Y: 0, K: 0

R: 178, G: 155, B: 202

#B29BCA

5.07:1 AA/AAAL

- a 75% tint can be
  used if necessary

- a 50% tint can
  be used for tables
  and graphs

- do not reverse white
  text out of PMS 7440

Pantone 623 C
Pantone 623 U

C: 32, M: 0, Y: 24, K: 10

R: 157, G: 201, B: 186

#9DC9BA

6.92:1 AA/AAAL

- a 75% tint can be
  used if necessary

- a 50% tint can
  be used for tables
  and graphs

- do not reverse white
  text out of PMS 623

Web

Our colours don't fundamentally change when used online. However some of them have had to be tweaked slightly to ensure web text legibility. These are shown below. Full web colour references can also be found on pages 40 – 49.

When publishing within the T4 content management system, all page templates and style sheets will be set up to follow our online visual identity; so you don't have to do anything. For more information see the full web publishing guidelines at www.glasgow.ac.uk/webpublishing.

Main differences online:

• We use colours shown here

• We use the white logo on blue

• We don't use sub-identities

• We use specific web fonts

All of these differences are provided for within T4 content management system.

If you are building a site outwith T4, please contact the web team for further guidelines, email webteam@glasgow.ac.uk.

Primary colours for web

R:0 G:82 B:136 #005288 8.20:1 AAA	R:127 G:116 B:103 #7F7467 4.57:1 AA/AAAL

Secondary colours for web

R:59 G:110 B:143 #3B6E8F 5.51:1 AA/AAAL	R:119 G:121 B:9 #777909 4.64:1 AA/AAAL	R:83 G:46 B:99 #532E63 10.83:1 AAA	R:0 G:124 B:133 #007C85 4.97:1 AA/AAAL

Tertiary colours for web

R:103 G:153 B:200 #6799C8 6.97:1 AA/AAAL	R:207 G:212 B:216 #CFD4D8 8.46:1 AAA	R:200 G:177 B:139 #C8B18B 6.09:1 AA/AAAL	R:217 G:211 B:164 #D9D3A4 8.31:1 AAA
R:144 G:117 B:120 #907578 4.20:1 AA/AAAL	R:178 G:155 B:202 #B29BCA 5.07:1 AA/AAAL	R:97 G:144 B:128 #619080 3.61:1 AA/AAAL	R:157 G:201 B:186 #9DC9BA 6.92:1 AA/AAAL

Colour use

Our colour palette is designed to help us strike a balance between the serious and the vibrant, depending on the subject matter and target audience. You can use our tertiary colour palette alongside our primary palette and black and white in any of our communications, which gives plenty of flexibility.

Also, college, school and research institute-specific publications can feature their signature colour from the secondary colour palette. To maintain balance across our communications without compromising creativity, we've developed graphs (right) to show how we might apply colour.

Because of the variety of materials we produce and the messages they convey, use this as a guide only, and consider the following:

• Use areas of white space whenever possible to keep our communications light and easy to read.

• Try to limit use of tertiary colours to a maximum of two per publication, and don't feel you have to use them.

Corporate and University Services publications colour usage

College, school or research institute specific publications colour usage

Primary Palette

Secondary Palette

Tertiary Palette

White space

Used effectively, words can shape the way people perceive us. They can help us articulate what the University of Glasgow stands for, what makes us unique, and the values that pervade and inform everything we do. They can also help us stand out from our competitors, and provide a consistency to our communications that audiences will begin to associate with our brand.

Just like people, businesses and organisations have a tone of voice for which they become recognised. So, in effect, our tone of voice is our verbal identity, and wherever possible it should work with our visual identity to convey consistent messages about our organisation.

Our tone of voice

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Our tone of voice

This section shows how the University of Glasgow brand personality translates into a specific style of written communication.

This style, or 'tone of voice', helps us express the University's personality traits to our readers in both internal and external communications.

Please note, these guidelines apply to communications written on behalf of the University of Glasgow. They do not apply to academic papers, which may be written in any style, according to the author's preference.

Why develop a tone of voice?
Used effectively, words can shape the way people perceive us. They can help us articulate what the University of Glasgow stands for, what makes us unique, and the values that pervade and inform everything we do. They can also help us stand out from our competitors, and provide a consistency to our communications that audiences will begin to associate with our brand.

Just like people, businesses and organisations have a tone of voice for which they become recognised. So, in effect, our tone of voice is our verbal identity, and wherever possible it should work with our visual identity to convey consistent messages about our organisation.

Who are we communicating with?
The University of Glasgow communicates with a wide range of audiences. Sometimes we will be writing for an international audience, whose first language might not be English – in which case we need to make our writing particularly straightforward and easy to understand. At other times, we might be writing for people who respond to more sophisticated language. So we can change our emphasis slightly to engage different readers – but whoever we're communicating with, it's important we stay true to our overall tone.

What are we communicating?
Our revised Brand Framework identifies six key traits in the University of Glasgow's 'personality'. Our aim is to incorporate these traits into our written tone of voice:

- Passionate
- Determined
- Credible
- Flexible
- Respectful
- Motivating

So how do they translate into the University of Glasgow tone of voice? Let's have a closer look at how these traits determine the unique tone of voice we'll use in our written communications.

1. Passionate and flexible

To convey passion and flexibility in our written communications, it's important we write with an open and friendly tone of voice. This gets across our conviction and enthusiasm for who we are and what we do – and shows we're confident and comfortable relating this to our varied audiences. It can also encourage and inspire our readers.

Being open and friendly means …

We get quickly to the point and don't come across as vague or evasive. We offer useful, straightforward information based on what we know about our audience's needs, and we are helpful and approachable.

It doesn't mean …

Being over-familiar or affectionate, and we shouldn't appear too colloquial or 'off the wall'. Nor should we be presumptuous, over-sincere or patronising.

2. Respectful and credible

To show our credibility and respect for others, we adopt a conversational yet professional tone. We write as if we are speaking to our readers as peers, while maintaining the professionalism of a world class university.

What we mean by conversational yet professional …

We write as one adult to another, explaining things clearly in a respectful language both can understand. We are businesslike, concise, and avoid jargon that can alienate people. We explain things as we would to a friend or colleague over a cup of coffee.

What we don't mean …

We're not over-technical, over-elaborate, exclusive, pompous or stuffy. We avoid clichés and unnecessarily complex language. Yet at the same time, we avoid over-simplification, or 'dumbing down'.

3. Determined and motivating

To get our determination across and motivate our audience, we write with an active and engaging tone of voice. We focus on the reader and refer to them throughout our communications, engaging them by talking directly to them.

What we mean by active and engaging …

We see things from our readers' point of view, and use 'you' more than 'we' or 'it'. We are positive and upbeat, and explain the benefits of something rather than just its features.

What we don't mean …

We're not 'cheesy', and we don't say everything is 'great' or 'fantastic'. Nor are we aggressive or repetitive – and we don't come across as desperate or pushy.

We use active – rather than passive – language.

Our tone of voice – Passive vs active language

What is passive language?
And why is active language better?

Passive language means emphasising the thing having something done to it, rather than the person or thing that's doing it.

Here are examples of passive and active language, highlighted in bold:

'A form will need to be completed if you need an extension on your assignment'…

…is a passive sentence. And who will need to complete the form?

To make it active, we could simply say:

'You'll need to complete a form if you need an extension on your assignment.' Now we know who has to fill the form out, and we're talking to our reader.

Here's another example:

'An overview of our commercial activities can be found at…' is a passive phrase.

To make it active, we simply change the emphasis, like so:

'You can find an overview of our commercial activities at…'

Active language is preferable because it allows us to talk more directly to our readers about things that concern or matter to them. And by focusing on our audience, we're more likely to engage them. Active language also provides more of a lively, upbeat tone to our communications, and can ease the flow of information.

University of Glasgow tone of voice:

Brand traits:	Brand traits:	Brand traits:
Passionate and Flexible	Respectful and Credible	Determined and Motivating
Tone of voice:	**Tone of voice:**	**Tone of voice:**
open and friendly, enthusiastic, confident, encouraging, inspiring, with conviction	conversational yet professional, person-to-person, concise, businesslike, jargon-free, appropriate	active and engaging, audience-focused, upbeat, positive, appealing, benefit-led, direct

The difference a word can make

As well as using these guidelines when we write for the University of Glasgow, our choice of individual words can turn a reasonable sentence into a much better one.

Without 'dumbing down', we should aim to keep our language straightforward and simple. Using simple language doesn't mean we can't make intellectual points. We use technical or scientific terms when they're appropriate to our audience – but as a general rule, the less complicated or wordy our language, the more likely our readers will understand and act on what we say.

Here are a few examples:

Better to say …	than say
use	employ or utilise
get	obtain or procure
pick or choose	select
buy	purchase
stop	terminate or desist
try	endeavour
tell	inform
ask	request
more	extra or additional
read	peruse
about	approximately
near	in the vicinity of
money	funds or finances
next to	adjacent to
before	prior to
show	demonstrate
enough	sufficient
while	whilst

These are by no means strict rules. They are simply examples of clearer language that can help the University of Glasgow communicate its key messages more effectively to a wider audience.

Ask yourself

Use this quick checklist to help you write in the University of Glasgow tone of voice:

- Is your language open and friendly? When you read it, does it feel accessible and straightforward?

- Does it get straight to the point, and say it clearly, without unnecessary jargon?

- Do you talk to your reader as 'you'?

- Does it come across as professional, but in a personable way?

- Does it show an understanding of your audience's needs and aspirations?

- Is it how a leading university should communicate?

- Is your language upbeat and lively, but not 'cheesy' or 'try-hard'?

- If you're using words and images together, do they complement each other and convey consistent messages about the University of Glasgow?

Getting our message across – key messages for our audiences

We've developed the University of Glasgow tone of voice to help us communicate more effectively with our varied audiences.

It brings a consistency to everything we write for the University.

Who are we writing for?
Often we'll be writing for a wide and varied audience, but at times we'll be speaking more directly to smaller key groups about things relating specifically to them – for example, international students, government, the press, or our colleagues.

Because our audiences are so vast, we won't try to list everyone who'll come into contact with our tone of voice. However, we can list our key audiences, which are made up of:

- Undergraduates – Prospective students
- Postgraduates – Prospective students
- International students – Prospective students
- Alumni
- Staff
- The media
- Funders
- Business
- Government

The aim of this section is not to be a definitive guide, but to give guidance on what we believe are the most relevant messages.

It is hoped that by using this section we can make our communications more targeted to our audiences' needs.

How do we adjust our tone of voice when writing for these audiences?
1. Prospective undergraduates

Prospective undergraduates want to know whether we do the degree programme they want to study, what the entry requirements are, and how much it will cost. Once they have this essential information, they then want more detail about the course, career prospects, and social aspects.

At this point, we need to tell them more about student life in general, and what it means to study here. They'll want to know about our clubs and societies, what other students say about their time studying here, where the nightlife is and so on. For some it's when they leave home for the first time, so they'll also want to find out about the city they'll be exploring and where to look for accommodation.

Our refreshed tone of voice prepares us well for this audience, as it's especially important we're open and friendly, enthusiastic and inspiring when we communicate such a wide range of information and messages to them.

And of course, we need to be active and engaging, conveying the appeal of the University of Glasgow and the benefits of coming here to study.

Primary messages to consider:

- Do they have the course I want?
- What are the entry requirements?
- How much will it cost?

Secondary messages to consider:

- Course content
- Course flexibility & range of courses
- Standard of education
- Our history, status and reputation
- Our world-class researchers also teach
- Graduate employability
- Student satisfaction
- Low cost of living
- Student life in Glasgow
- A vibrant city, offering culture, fantastic sports facilities and close to the Highlands

'The Glaswegian reputation for friendliness means wherever you come from, it's easy to treat Glasgow as your second home. The University's city campus provides the perfect environment for study, with plenty of ways to enjoy your free time right on your doorstep.'

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2. Prospective postgraduates

When we're talking to postgraduates, we should remember they already have plenty of experience of academic and student life. Also, their focus will tend to be more on academic factors and less on the social side of things. They'll want details on courses, information on the calibre of our research and researchers, on who will teach them, and basically on what they stand to gain from their investment.

Some may have to relocate their family to come here, so they'll want to know about the cost of living, housing and schooling. Many will have studied here already, so it's important we show consistency in our written communications with them.

So again, while our tone of voice applies to all our communications, we may find when writing for postgraduates our tone is more active and engaging, working hard to appeal to, and motivate them. We also need to convey our credibility, and our respect for postgraduates' achievements. They are investing in our expertise, so our writing for them shifts towards the conversational yet professional aspects of our underlying tone.

Messages to consider:

- Research credentials
- Research-led teaching
- Flexibility across different academic disciplines
- Employability – how their course will help their career prospects
- Choice of courses (PGT)
- Low cost of living

3. Prospective international students

While many of our undergraduate and postgraduate students come from Scotland and the rest of the UK, every year we welcome a growing number of international students. Some are coming to the UK for the first time and, for some, English is not their first language. So it can be an exciting yet daunting time for them. They'll be looking for information and advice on practicalities such as Visa/CAS information as well as University life, what it's like to live and study in Glasgow – and in many cases, reassurance that the decision to come here was a wise one. Also, they have the financial backing to live and study in the UK, so they will look for evidence that they're investing in the highest standards of education.

This means writing in a conversational yet professional tone, getting our messages across to them without over-complication or colloquial language, while winning their confidence with an air of approachability and professionalism. But equally, our open and friendly tone can offer the reassurances and encouragement many will look for.

Messages to consider:

- Visa/CAS information
- International accreditation for our qualifications
- Graduate employability at home and in the UK
- Alumni/graduates from their country
- Our status, reputation and history
- Living and studying in Glasgow
- Student support services
- Our international outlook
- Cost of living
- English language support

'Our international reputation for the highest standards of teaching and research attracts talented students and leading academics from all walks of life, all over the world. This means you'll have extensive access to knowledge and support – and enjoy international accreditation for many of our courses.'

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4. Alumni

Our alumni play a key role in our plans to expand our international outlook and influence – and represent a highly effective word-of-mouth network.

While they've all enjoyed the University of Glasgow experience, many have gone on to a variety of impressive careers all over the world, so they offer excellent opportunities for partnerships in industry and communities. Also, we may be writing for or about alumni who have become notable for their achievements since studying here.

As ambassadors for the University of Glasgow, alumni can communicate our strategic aims, so a more active and engaging tone of voice is appropriate when we write for them. And we're often passing messages on to an even wider audience, so our communications should be especially positive, upbeat and benefit-led. Meanwhile, our alumni will have spent an important part of their lives here, and we'll sometimes be talking about reunions and social events, so we remain open and friendly.

Messages to consider:

- How a Glasgow degree benefits our alumni
- Our links with businesses and communities through alumni
- Sharing experiences with current or potential students
- Local, regional, national and international focus
- Opportunities to tap into our alumni network
- Opportunities to give something back, such as fundraising, profile raising, networking
- A chance to let us tell their story

5. Staff

This is a wide audience, from teachers and researchers to professional and support staff. In some cases we'll be writing for staff who've been here many years, while in others we'll be trying to attract the right people to come and work here. So it's important we take these differences into account, and think about what each part of this audience will respond to. For example, if we're talking to researchers about coming to Glasgow, we can naturally adapt our tone to be more confident and encouraging – part of our open and friendly tone of voice.

Or we might be talking to colleagues or departments, to people who are familiar with the institution. In which case we'll

write in a slightly more conversational yet professional tone – as we would speak to each other as friends and colleagues, without being too formal or stuffy, or reverting to jargon or over-complication.

Messages to consider:

- The University's ambition and drive
- Our common goals and pride in what we do
- Our reputation as a leading research centre and world-class university
- Living and working in Glasgow
- Great career opportunities with a leading institution
- Our values

6. The media

The University of Glasgow is perceived and portrayed differently by regional, national and international media and their varying audiences. Scottish media, for example, see us as one of the country's key intellectual centres – and often approach us for comment and analysis based on our research and expertise. With UK media, we have to compete with a wider range of excellent universities, but they too recognise our rich heritage and Russell Group research status.

Internationally, we are less well known, although our research credentials and notable alumni help keep us in the global picture. Digital media also help us expand our reach, so a consistency in our written tone of voice is important when getting our key messages across through all sections of the media.

So when writing for the media – regionally, nationally or internationally – we need to keep our communications accessible, and easy to read and digest, while maintaining the professionalism of a top university. So we'll use the open, friendly and conversational yet professional aspects of our tone of voice more to reach wider audiences.

Messages to consider:

- Depth and breadth of expertise
- World-renowned research and Russell Group status
- A major Scottish institution with a rich heritage
- Global impact
- A valuable source of comment and analysis
- Attracting and developing brilliant minds from all over the world

7. Funders

Whether it's charities, research foundations, individuals or governments, all are investing in our research excellence. For example, Glasgow's medical and veterinary colleges receive significant investment from Cancer Research UK and the British Heart Foundation, as well as donations from individuals. We also benefit from lottery funding for the social sciences, and perhaps surprisingly, most individual donations come from non-alumni.

With this in mind, we need to draw special attention to the high standard of research we're known for, and the benefits to business, society and the environment. We need to position the University of Glasgow in a way that secures more and more funding for our internationally renowned research.

This means being direct and upbeat when we write for this audience, being active and engaging in adding appeal, and highlighting the many benefits of our research. We should also remember that this audience may be looking to invest in us, so they'll respond to the respectful and credible aspects of our brand. Our refreshed tone of voice guidelines help us use the conversational yet professional language that gets this across.

Messages to consider:

- The value of investing in our research
- Benefits for business, society and the environment
- Long-term partnerships
- Internationally renowned research
- Our history of world-changing firsts made possible through funded research

8. Business

Our relationship with business is very much a mutually beneficial one. We've established many successful links and partnerships through research, student work experience, graduate placements, knowledge transfer, MBA courses and scholarships – and it's something we're keen to highlight and develop further. We have an excellent track record in knowledge transfer, and consistently secure funding that reflects this.

However, businesses often express frustration at how difficult it seems to be to gain access to higher education's rich vein of knowledge and resources, when really it isn't. To address this, we need to draw more attention to the University of Glasgow's excellent links with business, and the benefits they offer. So when we write about this, we can draw on our active and engaging tone of voice attributes, leading with the benefits and focusing on our readers. Meanwhile, our writing should remain businesslike, but person-to-person and jargon-free – this is where our conversational yet professional attributes will naturally shine through.

Messages to consider:

- Wide-ranging partnership opportunities
- Flexibility
- Easy access to knowledge and expertise
- Top graduates
- Excellent research credentials, and funding to reflect this
- Work placement opportunities

'Research collaborations, MBA courses and graduate placements – just some of the many ways your business can benefit from working with us. And it's easy to arrange. Talk to us about a partnership with one of the world's top 100 universities – it may well be the catalyst for success you're looking for.'

9. Government

Our relationship with the City of Glasgow is an important one. Our collaboration with initiatives like the Scotland with Style campaign and Glasgow's bid for the 2014 Commonwealth Games is a big part of this – as is our research into health, social and educational issues.

University of Glasgow alumni are prominent among Scotland's MSPs and MPs, and University academics contribute to policy development at government and parliamentary levels.

However, funding is set to become much tighter, and we need to position the University as an excellent source of crossdisciplinary, collaborative and relevant research. This can help us make the most of the likely divergence of funding systems in Scotland and the rest of the UK.

Using a conversational yet professional tone, speaking to our audience person-to-person yet in a businesslike and appropriate way will help us communicate more effectively with government at local, national and UK levels. We can also use our active and engaging tone to highlight the value of our collaboration and input to business, society and the environment.

Messages to consider:

- The added value of our research
- Our input in policymaking
- How we've contributed to Glasgow and beyond
- Benefits for business, society and the environment
- Interdisciplinary research and collaboration
- Demonstrate the value of investment through efficiencies

Back to basics

So, in summary, our communications strategy is to return to one of the first rules of good writing – thinking about our audience and what's important to them. While we do this, subtle shifts towards specific aspects of our underlying tone will come naturally, according to the specific messages we want to get across.

and finally ...

There are also some general guidelines for language use in University publications that we use for all of our audiences.

Always use the full name of the University: University of Glasgow; and never Glasgow University or GU.

In addition, refer to schools, colleges etc as College of …… rather than …… College. (eg, College of Arts rather than the Arts College; School of Computing Science rather than Computing Science School).

Dumfries Campus is now known as the School of Interdisciplinary Studies.

Web addresses
Web addresses should begin www (there is no need for http:// unless a web address does not begin with www).

All web addresses which start with www.gla.ac.uk should now be changed to www.glasgow.ac.uk in printed publications (such addresses will rewrite to www.glasgow.ac.uk in order to maintain our search engine rankings).

Case
As a rule do not capitalise nouns unless they are proper nouns (eg place names). Sentence case should be used although title case can be used sparingly on, for example, the front cover of publications. Words that are fully capitalised should be avoided.

- Sentence case - the first letter of the sentence is capitalised, with the rest being lower case (unless requiring capitalisation for a specific reason, eg proper nouns, acronyms).

Spacing
Never use double spacing after a full stop.

Photography can provide instant emotional impact and engage our audiences. Our imagery plays a key role in reinforcing our brand, so our photographic approach is an authentic, fly-on-the-wall reflection of life at the University of Glasgow.

Our photographic approach

Our photographic approach

Our new photographic library reflects *authentic achievement*. We have adopted a fly-on-the-wall, documentary-style approach to convey the unique vibrancy and warmth of the University of Glasgow.

Our photo library covers a range of subjects, from architecture to student life. It's available at:

www.glasgow.ac.uk/photo

When choosing a shot, don't use substandard images. Look at the images carefully, and ask yourself, 'Is the shot beneficial to the University, or is it being used purely to tick a box or fill a space?'.

Avoid making a feature of nondescript buildings or grey areas within the grounds. They can make the University look unnecessarily dated, or 'tatty'. Ask yourself, 'Would I like to be in that picture? Does it send the right message to the audience?'

For ambience, images should be practical but convey more than the subject matter. Try to capture the atmosphere of the University; for example, the clean modernity of the Wolfson Building or the warm, rich mood of the main building. The correct lighting is key to this, so all our shots use natural light at maximum aperture to keep the focus on the subject.

Make the most of every shot. With location, try to be creative in your approach. Are there particular angles you can use to create a more dynamic result? Is there a better place to take the shot?

Whenever we commission a shot, or need to use stock photography, our imagery should:

- be emotive
- seem real rather than staged or stylised
- be believable
- be of a high quality
- feature everyday people rather than models.

Points to consider

- You can also use objects or architecture to illustrate an idea or concept. If you're unsure about the suitability of a shot, contact Corporate Communications.

- Shots should have a 'documentary' feel, as if you're there, looking at what's around you.

- Use a shallow depth of field (a small area of sharpness), combined with dynamic positioning of the subject, leaving lots of space around at least one side of the subject. This reinforces the 'fly-on-the-wall' approach.

Product placement

As we use an authentic approach to our photography, sometimes the brands of other organisations may naturally appear in some images - for example, on clothing, drinks containers and food packaging. Sometimes this is unavoidable, but the University does not support deliberate product placement or endorsement of brands other than the University itself. Cigarettes or alcohol should be avoided where possible.

Our photo library

Our photo library covers:

- Buildings and architecture
- Culture and events
- Research
- Staff
- Student life
- Studying and learning.

www.glasgow.ac.uk/photo

We can also provide links to other photo libraries covering:

- Alumni
- City of Glasgow
- Scotland.

Please contact Corporate Communications.

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Because of our broad range of activities
and the diversity of our organisation,
the University of Glasgow brand
has to be applied across a vast range
of communication materials. The
following guidelines are intended to
show how flexibly we can apply our
brand identity.

Application

Our lockup (where and how our marque appears)

Our lockup should be used primarily on front covers, posters and adverts but not within the inside of any document.

For consistency across our material, and to ensure our branding is clear and instantly recognisable, we have created our lockup. This is made up of:

Background
Our marque/Sub-identity

Help and advice for compiling our approved lockups are available from Corporate Communications at communications@glasgow.ac.uk.

Background
Use the University colour palette, and follow the colour palette guidelines, to choose the appropriate lockup for your purpose. For example, if the document is for a specific college, that college's colour lockup is probably the best one to use. If the document is more general, you may want to use a lockup from the primary palette. Use a solid background colour – or a 70% transparent background against full bleed images (see examples on page 84).

Our marque
Our marque always sits to the left of the lockup on its own or as part of a sub-identity.

200% x U

200% x U

200% x U

Lockup background. Can be solid or used at 70% transparency

Our primary lockups

We have two primary lockups, in line with our primary colour palette. We should always use one of these on core publications, such as:

· Annual Review
· University's Strategic Plan
· Graduation day brochure.

Our college/school/research institute lockups

We use these when we're designing for a specific college, school
or research institute. Each one features a college, school or
research institute sub-identity, and a colour relating to this.

University of Glasgow | College of Arts

University of Glasgow | College of Medical, Veterinary & Life Sciences

University of Glasgow | College of Science & Engineering

University of Glasgow | College of Social Sciences

Additional lockups

For more general magazine and newsletter-style University
publications, we can choose from a selection of lockups that
use the tertiary palette.

The full colour keyline version of our marque can be used against
the darker shades of the tertiary colour palette. However, to ensure
clarity, the full colour version of our marque should be used against
the lighter shades. When selecting a lockup, choose the colour
that best suits your image.

Lighter shades of our tertiary palette, use full colour marque

Darker shades of our tertiary palette, use full colour keyline marque

Pantone 428

Pantone 645

Pantone 5855

Pantone 7503

Pantone 7440

Pantone 5205

Pantone 623

Pantone 5555

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Literature – covers

University of Glasgow | School of Culture & Creative Arts

Theatre, Film & Television Studies

www.glasgow.ac.uk

University of Glasgow | School of Engineering

Nanotechnology

www.glasgow.ac.uk

University of Glasgow | Business School

Accounting & Finance

www.glasgow.ac.uk

University of Glasgow | School of Life Sciences

Life Sciences

www.glasgow.ac.uk

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Our back covers

Back covers will vary according to the type of publication (see examples below). However, all University publications should contain certain standard information and the back cover (or sometimes the inside back cover) is usually the most appropriate place for this.

Information that should appear in all University publications include:

• Contact information (such as web address, telephone number, etc)

• Your publication should be copyrighted to the University and dated with the year (eg © University of Glasgow 2010).

• The University has a legal requirement to ensure that its charity strapline – 'The University of Glasgow, charity number SC004401' – appears on all printed documents.

• It is good practice to include credits for photography, name of designer and name of printer.

University of Glasgow

Glasgow G12 8QQ
Scotland, UK

General switchboard
Tel: +44 (0)141 330 2000
www.glasgow.ac.uk

© University of Glasgow 2010
The University of Glasgow, charity number SC004401

The University of Glasgow - at a glance

Established in 1451, the University is one of the UK's oldest and most prestigious higher education institutions.

We have been named Scottish University of the Year by the Sunday Times.

We have a worldwide reputation for the quality of our research, with 96% of research staff working in areas independently assessed as producing work of international importance.

We welcome a diverse community of around 4,000 postgraduate students a year, from more than 120 countries worldwide.

For more information about the University and our vibrant city, see:

www.glasgow.ac.uk/about

University of Glasgow

Glasgow G12 8QQ
Scotland, UK

General switchboard
Tel: +44 (0)141 330 2000

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School of Creative Arts & Culture

6 University Gardens
University of Glasgow
Glasgow G12 8QH
Tel: +44(0)141 330 6319/6155
fax: +44 (0)141 330 3874/4537
email: enquiries@arts.gla.ac.uk
www.glasgow.ac.uk/arts

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The University of Glasgow
Glasgow G12 8QQ
General switchboard
telephone +44 (0)141 330 2000
www.glasgow.ac.uk
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Literature – spreads

'Used effectively,
words can shape
the way people
perceive us.'

A Generic University Document Sample

A Sample Document

The difference
a word can
make

As well as using these guidelines when we write for the
University of Glasgow, our choice of individual words can
turn a reasonable sentence into a much better one.

Without 'dumbing down', we should aim to keep our language
straightforward and simple. Using simple language doesn't
mean we can't make intellectual points. And we can use
technical or scientific terms when they're appropriate to our
audience – but as a general rule, the less complicated or
wordy our language, the more likely our readers will understand
and act on what we say. Here are a few examples:

Better to say…	…than say
use	employ or utilise
get	obtain or procure
pick or choose	select
buy	purchase
stop	terminate or desist
try	endeavour
tell	inform
ask	request
more	extra or additional
read	peruse
about	approximately
near	in the vicinity of
money	funds or finances
next to	adjacent to
before	prior to
show	demonstrate
enough	sufficient
while	whilst

These are by no means strict rules. They are simply
examples of clearer language that can help the University
of Glasgow communicate its key messages more effectively
to a wider audience.

determined
motivating

Literature – DL formats

Front cover

Back cover

School of Culture & Creative Arts
6 University Gardens
University of Glasgow
Glasgow G12 8QH
Tel: +44(0)141 330 6319/6155
fax: +44 (0)141 330 3874/4537
email: enquiries@arts.gla.ac.uk
www.glasgow.ac.uk/arts

The University of Glasgow, charity number SC004401

Literature – DL formats

On a DL leaflet the University marque must appear at 35mm.
To ensure we maintain marque size – and keep our titles clear –
on the slimmer, 99mm-wide DL format, we may need to use
stacked versions of some of our longer sub-identities.

Front cover - stacked version

Exclusion zone

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Creating a lockup with
third party logos

Some publications may need to show third party logos prominently
on the front cover. For these, we should position the third party
logo to the right of the lockup – in line with, and never bigger than,
the type area of our marque. Only key sponsors or partners can be
placed within our lockup. In most other cases, we should position
additional logos to the bottom of the front cover, or on the back of
the document.

Literature –
A5 generic/magazine style

Below is a typical example of a magazine-style publication featuring
the University branding with a third party logo.

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Literature – newsletters

Generic A4 newsletter

Posters

For maximum impact, posters should
consist of a strong image and as little
copy as possible.

Advertising — display

For press display adverts, we use a simplified primary lockup, with a reduced clearance area. This allows more space for the main message. We use this form of lockup for advertising only. For maximum impact, we use a strong headline and minimal body copy. Always be sure to include our contact details, displayed clearly. For advice on typesetting your advert, please refer to our guidelines on type.

Newsprint

Reproduction in newsprint can often be poor, so we prefer to use a one-colour version of our lockup – in our primary University blue, or black for black and white advertising.

Programme or course advertising

For programme or course advertising you should contact the Recruitment & International Office for advice. Euro RSCG-Riley can also help with advertising for scholarships, studentships, courses etc. Contact details are on page 100.

It is common for advertisers to claim that your comparator departments have already taken advertising. Investigation frequently reveals such claims to be inaccurate. Commissioned independent research into the use which potential students make of advertising has found that many claims made by advertisers cannot be substantiated.

1.5 x (x)

1.5 x (x)

(x)

1.5 x (x)

University
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University
of Glasgow

Enhance your knowledge, skills and career prospects.

Continuing Professional Development for Health, Social Care and Education Professionals. For further information visit:

www.glasgow.ac.uk/healthcpd
or telephone **0141 201 0561**

Advertising — minimal space adverts

Our adverts are designed to be as clear, legible and impactful as possible. When working with very little space, you can dispense with the lockup. Our marque should be no smaller than the minimum width of 35mm, and the clearance area is reduced to the height of one cap 'U' rather than two. This lets us use most of the space for the main message of the advert, while keeping our marque clearly visible.

Body copy should be set positive against a clear area, rather than reversed out of a colour. Please use the smallest amount of copy you can – and if you need to use images, use just one.

University
of Glasgow

University
of Glasgow

Enhance your knowledge, skills and career prospects.
Continuing Professional Development for Health, Social Care and Education Professionals. For further information visit:

www.glasgow.ac.uk/healthcpd
or telephone **0141 201 0561**
www.glasgow.ac.uk/dace T: 0141 330 1829

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Advertising — recruitment

The size for recruitment ads will vary considerably depending on the requirement and on the publication, so we have shown examples of how ads should be laid out rather than providing measurements and font sizes.

All recruitment advertising should be done through the Advertising Assistant in Human Resources (HR) for your college. HR will contribute £650 per post towards the total cost of advertising. For information regarding publications, deadlines, cost and advice please contact your Advertising Assistant.

Advertising agency

It is University policy that all recruitment advertising should be placed through our advertising agents, Euro RSCG-Riley.

Our contact in the Glasgow office is Lauren Hendry.

Tel: +44 (0)141 352 5717 (direct dial)
Tel: +44 (0)141 332 2020 (general office)
Email: lauren.hendry@eurorscg-riley.co.uk

Advice on advertising can be obtained from the agents.

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Banner stands

Banner stands are a key part of our promotional materials. It is important that our stand designs are confident, proud and impactful.

As with our publications, we use our lockup at the top of our banner stands. Always choose an appropriate lockup for the subject matter.

Keep content simple. One strong image and if necessary, minimal copy, written following our tone of voice guidelines, will have far more impact than screeds of dry information and multiple images.

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PowerPoint presentations

Our PowerPoint presentations feature our lockup and a simple layout grid.

PowerPoint lockup

- Solid background colour:
  UoG Blue Pantone 2955
- UoG logo 19mm height with
  15mm margin all round

PowerPoint presentation grid

- A4 landscape (210mm x 297mm)
- Margins 15mm all round
- 3 x type columns
  (85mm wide, 6mm spacing)

Type guidelines

- Type should always be set in sentence
  case and aligned left
- Main body copy: Arial Regular, minimum
  size 16pt
- Body copy subheads: Arial Bold, sized
  to body copy
- Headings: Arial Bold 25pt
- Subheadings: Arial Regular 25pt
- Line spacing formula:
  typesize + 5pt, for example:
  25pt text, line spacing of 30pt (25 + 5)
  15pt text, line spacing of 20pt (15 + 5)

15mm 19mm 15mm 15mm

University
of Glasgow

Arial Regular 15pt
Arial Bold 15pt
Arial Regular 15pt

Heading in Arial Bold 24pt
Subhead in Arial Regular 24pt

Bodycopy subhead Arial Bold 20pt
This body copy has been set in 18pt Arial Regular with a line spacing of 20pt.
It has been set over two columns.

Choose a suitable size of type for the body copy of your presentation,
minimum 16pt.

You can work out your line spacing using the simple formula of
typesize + 5pt.

Use a matching typesize for and body copy subheads but use the heavier
weight of Ariel Bold to differentiate.

15mm

15mm   85mm   6mm   85mm   6mm   85mm   15mm

PowerPoint lockup

Additional text area for
any further referencing
you may require, eg.
lecture title, date,
department etc

Headings (type starts
15mm down from the
lockup)

Main body copy

How we use our PowerPoint grid

The simple framework of our PowerPoint presentation gives us many different layout options. We've created a range of PowerPoint template pages, in the University blue and stone options. Always use these master templates, rather than trying to recreate them. You can download them from

www.glasgow.ac.uk/forstaff/presentations

Title Slide

Sample layouts

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Signage

We've created the standard designs below
to ensure consistency throughout internal
and smaller external signage. If you're
producing a new sign, you should contact
Estates & Buildings.

If you need to create temporary printed
signs – for example, for an event – you can
download a series of templates at

www.glasgow.ac.uk/forstaff/signage

Lecture Theatre
Room 464

University
of Glasgow

School of Chemistry

University
of Glasgow

Institute of Biodiversity,
Animal Health & Comparative Medicine

University
of Glasgow   123

Professor Marian Scott
Professor of Environmental Statistics

Promotional merchandise

If you need promotional merchandise,
first contact the Visitor Centre Manager at
h.degroot@admin.glasgow.ac.uk.

If what you need isn't covered by
the Visitor Centre, please contact
Corporate Communications at
communications@glasgow.ac.uk.

This page shows a small range
of the merchandise available.

The application of the identity to
promotional merchandise should be
simple and clear, but we accept we have to
be flexible because of the variety of shapes
and production techniques involved. In a
few cases, we can use the crest on its own
without the logotype – on ties or cufflinks,
for example. We must always gain approval
from Corporate Communications before
using the crest on its own in any other
situation.

Always consider the reputation of the
University before commissioning any
promotional items.

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Stationery

We've developed a full range of stationery, and there are layouts and specifications in the next few pages. Most of our stationery is full colour, but you can save some cost by opting for the one-colour 2955 version.

All our stationery should be designed and printed through the University's Print Unit. Please call 0141 330 4261 or email print.enquiries@glasgow.ac.uk or go to www.print.glasgow.ac.uk.

The Print Unit will set your letterheads and business cards for your approval. All you need to do is send them the information you need on your stationery.

You can also use college, school and research institute sub-identities on stationery.

Electronic stationery templates
Pre-printed stationery is by far the preferred option, as its quality creates a good impression of the University. However, in certain cases you may need electronic templates for your stationery. You can download these in Word at www.glasgow.ac.uk/forstaff/stationery

Where possible, you should save any correspondence on electronic templates as a PDF before sending. This avoids any problems with viewing the letter, and makes it harder for anyone to make changes without your consent.

Third party logos
You can include third party logos on your stationery – for example, funders or accrediting bodies. Just tell the Print Unit what you need, and give them the relevant logo.

One colour letterhead

Full colour letterhead

Arial Regular 10pt

Arial Regular 10pt

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Business cards

If you need to include a large amount of information on a business card, personal details can go on the front (along with our marque) and the address details on the back.

Size: 55 x 85mm
The specification for the type applies to all cards.

You can use either a full-colour or a one-colour marque. There may be cost savings in printing the one-colour version. Sub-identities cannot go alongside the crest due to space restrictions.

Swiss 721 Medium BT 8pt
Swiss 721 Light BT 6pt
Swiss 721 Light BT 7pt
All text on 7.5pt leading
with 5pt paragraph spacing

University
of Glasgow

Professor Peter G E Kennedy
MD PhD DSc FRCP FRCPath FRSE FMedSci

Burton Chair of Neurology

Tel: +44 (0)141 201 2474
Email: peter.kennedy@glasgow.ac.uk

Swiss 721 Medium BT 8pt
Swiss 721 Light BT 6pt
Swiss 721 Light BT 7pt
All text on 7.5pt leading
with 5pt paragraph spacing
Charity number line
Swiss Light BT 6pt

School of Medicine
University of Glasgow, Ground Floor, Neurology Block,
Institute of Neurological Sciences,
Southern General Hospital, Glasgow G51 4TF
Tel: +44 (0)141 201 2474 Fax: +44 (0)141 201 2993

Home address
Inis nullutat, quipit alit Ian euisi eum vullam,
volor ip, nullutat, quipit alit
Tel: +44 (0)141 000 0000

The University of Glasgow, charity number SC004401

Business cards — supporting imagery

Research shows that the University's campus is a major attraction for staff, students and business partners – even though people may never have been to Glasgow or had the opportunity to visit the University. The introduction of business cards with a full colour photo on the

back has proved extremely successful, especially for those people who travel to other parts of the UK and abroad. You can choose from a small selection of images.

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Supporting logos

All supporting logos and University-based
logos (eg WestCHEM) should go on
the back of the card, as shown below.
If you need to use a partnership marque,
this should go in place of the University
marque, on the front. The University marque
then goes in a prominent position on the
back of the card.

Compliments slip

You can also use a sub-identity on
compliments slips.

Size: 99mm x 210mm

Professor Chick C Wilson
DSc FInstP FRSC

Regius Professor of Chemistry
Director, WestCHEM

Tel: +44 (0)141 201 8522
Email: chick.wilson@glasgow.ac.uk

WestCHEM, School of Chemistry
Joseph Black Building,
University of Glasgow, Glasgow G12 8QQ
Tel: +44 (0)141 330 8522 Fax: +44 (0)141 330 8775

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Estates & Buildings
University of Glasgow, Glasgow G12 8QQ
Tel: +44 (0)141 330 6000 Fax +44 (0)141 330 4201 Email: estates@glasgow.ac.uk

The University of Glasgow, charity number SC004401

History of Art
8 University Gardens, University of Glasgow, Glasgow G12 8QQ
Tel: +44 (0)141 330 5677 Fax +44 (0)141 330 3513 Email: arthistory@glasgow.ac.uk

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Faxes & memos

Fax
Size: A4
Stock: white paper
Prints: black

Memo
Size: A4
Stock: white paper
Prints: black

Fax

To:
Fax no:
From:
Date:
CC: No of pages:
Ref:

☐ Urgent
☐ For review
☐ Please comment
☐ Please reply
☐ Please confirm receipt

Estates & Buildings

University of Glasgow, Glasgow G12 8QQ
Tel: +44 (0)141 330 6000 Fax +44 (0)141 330 4201 Email: estates@glasgow.ac.uk

The University of Glasgow, charity number SC004401

Memo

To:
From:
Copy:
Date:
Subject:

Estates & Buildings

University of Glasgow, Glasgow G12 8QQ
Tel: +44 (0)141 330 6000 Fax +44 (0)141 330 4201 Email: estates@glasgow.ac.uk

The University of Glasgow, charity number SC004401

Autosignature

We've created a style for autosignatures
on email, as shown below. We've kept
it simple, to help us be as consistent as
possible, in spite of the differing amounts
of information we all need.

In Outlook, you can set the autosignature
through the 'Tools' menu, followed by the
'Signatures' drop-down bar. Choose 'Navy'
from the colour palette.

If you use plain text for your emails, you
should follow the same layout even though
the font and colour will be different.

Text: Arial 10pt
(bold for title, regular for bodytext).

Susan Stewart
Director Corporate Communications

Direct line:+ 44 (0) 141 330 3225
Fax: + 44 (0) 141 330 5643
PA: + 44 (0) 141 330 4919

Corporate Communications
University of Glasgow
3 The Square
University Avenue
G12 8QQ

www.glasgow.ac.uk

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Additional resources

Having a consistent approach to our communication materials is central to the success of our brand. Please ensure you have an up-to-date copy of our guidelines before starting any project.

When producing any communication from the University of Glasgow, please make sure it:

• conveys 'authentic achievement'

• reflects our brand values and personality

• uses the elements of our brand identity as specified within these guidelines

• is written in an open and friendly, conversational yet professional, and active and engaging manner.

For further information contact Corporate Communications:

Tel: +44(0) 141 330 4919
Email: communications@glasgow.ac.uk

Web publishing guide:
www.glasgow.ac.uk/webpublishing

Photo library:
www.glasgow.ac.uk/photo

Writing toolkit:
www.glasgow.ac.uk/staff/toolkit

Language guide:
www.glasgow.ac.uk/languageguide

Merchandise:
www.glasgow.ac.uk/visitors/visitorcentre

Photographic Unit:
www.glasgow.ac.uk/photounit

Print Unit:
email: print enquiries@glasgow.ac.uk

Roster of approved designers:
www.glasgow.ac.uk/staff/design

Printing publications:
www.glasgow.ac.uk/staff/print

PowerPoint templates:
www.glasgow.ac.uk/staff/downloadtemplates

College, school and research institute sub-identities
www.glasgow.ac.uk//visualidentity