IN PARTNERSHIP WITH PLYMOUTH UNIVERSITY

Plymouth University
Brand guidelines for partners

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Plymouth University’s visual identity has at its heart an innovative and ever-changing logo, created to reflect the enterprising and collaborative approach we apply in everything we do. It’s a simple but powerful idea that expressed properly allows us to build intellectual and emotional bonds with all of our audiences and stakeholders.

This document has been designed to provide guidance for our partners on how to use our new brand identity. It is intended to help ensure that the logo is used consistently, which in turn will reinforce the authority of the logo and improve recognition for our partnerships.

Plymouth University is a dynamic and ambitious university and is highly regarded as a pioneer for higher education in further education (HE in FE). The University works in partnership with colleges and other organisations to provide higher education opportunities to their local communities. We have now expanded the network beyond the South West and created partnerships that deliver high-quality undergraduate and masters level courses across the UK and overseas. Within Academic Partnerships, partnership is at the heart of what we do, so this is the core message we wish to communicate.
The following pages explain the concept of co-branding and how our brand should be used in different media and contexts.
CO-BRANDING

In recognition of the strong brands our partners have established we have agreed to use co-branding wherever appropriate. In collaboration with our partners we have chosen the message ‘IN PARTNERSHIP’ to accompany the ‘With Plymouth University’ logo. This message adopts a colour from the partner’s brand to further accentuate the shared relationship.

Wherever branding is required to demonstrate our partnerships, the partner’s logo should wherever possible be placed next to our logo. The partner’s logo should sit to the left of (or possibly above) our logo. Please ensure that when placing the partner’s logo next to ours, there is a shared balance of impact between the two. The space between the two logos should be equal to the width of the ‘W’ in our logo.

In instances where our logo is placed in close proximity to other brands (for example, logos of other Higher Education Institutions) and where the partner’s logo cannot be placed next to our logo, it is preferable for our logo to appear to the left or above the other brands to avoid implying Plymouth University has partnership arrangements with them.
## Our Logo

Our logo is clean, simple and bold. It has been designed using our bespoke font, which gives our brand a unique and distinctive character. Our logo must always be reproduced from master artwork and never from a second copy. It should never be recreated.

## Colour Guidelines

The colour of our logo is a deep grey. The ‘IN PARTNERSHIP’ message should adopt a colour from the partner’s brand to emphasise our collaborative relationship.

<table>
<thead>
<tr>
<th>Litho print</th>
<th>Digital print</th>
<th>Digital / Online / Film</th>
<th>Signage / Exterior</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pantone / Solid colour</strong></td>
<td><strong>Four colour / CMYK</strong></td>
<td><strong>RGB</strong></td>
<td><strong>RAL colour</strong></td>
</tr>
<tr>
<td>Cool Grey 11U or Cool Grey 10C</td>
<td>C0 / M0 / Y0 / K70</td>
<td>R88 / G89 / B91</td>
<td>RAL 7043</td>
</tr>
</tbody>
</table>

In some instances the logo can appear in white. See 2.3 for examples of use on imagery and coloured backgrounds.
EXCLUSION ZONE

To protect the clarity and visual integrity of the logo, it has an exclusion zone. We recommend leaving a minimum clear area around the logotype equal to the height and width of the ‘W’ from the heaviest weight of our font.

MINIMUM SIZE

The logo has a recommended minimum size for use – 21 mm wide/10pt size on 7.8pt leading. Please ensure that you do not use the logo below this size.

USE ON IMAGERY AND COLOURED BACKGROUNDS

Whenever the logo is placed on either a flat colour other than white, or another type of imagery, the logo can be either cool grey or white and the ‘IN PARTNERSHIP’ message should be used in white, black or a colour that contrasts enough to allow the logo to be read clearly.
INCORRECT LOGO USE

The examples on this page show incorrect usage of our logo. Please ensure you do not use the logo as per any of these examples, or apply any effects such as shadows or reflections.

Do not tilt or angle the logo.
Do not remove any typographic element from the logo.
Do not place the logo on a strongly patterned background.
Do not re-colour any individual typographic elements of the logo.

Do not re-colour the logo in any colour other than specified in the guidelines.
Do not reproduce the logo in keyline.
Do not place the message after the logo.
Do not fill the logo with a gradient or any textures.

Do not reproduce the logo in any font other than Neuzeit Plymouth.
Do not alter the logo text from its range left alignment.
Do not stretch or distort the logo in any way.
Do not add additional graphic elements to the logo.
EXAMPLES OF PUBLICATIONS AND TEMPLATES

The examples on this page show correct usage of our logo, within partners’ marketing and publicity materials.

The publications on this page clockwise from the top left:
South Devon College university courses prospectus front cover
Cornwall College undergraduate courses prospectus cover
Cornwall College course leaflet
Exeter College HE prospectus front cover (example of branding with multiple partnerships)
OTHER VERSIONS

There may be instances where it is inappropriate to use the ‘IN PARTNERSHIP’ version of our logo for example following text which says ‘We work in partnership with’. In these instances it is recommended that another message is used, for example, ‘PROGRESS’.

If this applies to your marketing and publicity please contact the administration team at Academic Partnerships for advice.
EXAMPLES OF LOGO USE ON THE WEB

The websites on this page clockwise from the top left:

Weymouth College: www.weymouth.ac.uk

Strode College: www.strode-college.ac.uk

South Devon College: www.southdevon.ac.uk
PROTOCOLS, ADVICE AND GUIDANCE

This section provides information about the University’s procedures for approving and monitoring partners’ marketing and publicity and a list of key contacts.
University procedures for monitoring public information provided by partner institutions

The ‘IN PARTNERSHIP WITH PLYMOUTH UNIVERSITY’ logo (or possibly another version of our logo as agreed with Academic Partnerships) should be applied to all partners’ marketing and publicity which relate to Plymouth University courses. Courses which are proposed or going through the approval process should be clearly identified as courses which are ‘subject to approval with Plymouth University’.

Approval of literature

The University conducts an annual check and sign off procedure to ensure that details published by partners about Plymouth University courses are correct.

A copy of the prospectus (or course literature) is forwarded to the Publishing Quality Control Officer, External Relations, and the administration team at Academic Partnerships. The University staff check the publications for correct references to the University, use of branding, course information (course and module titles, modes of study and progression routes) and additional references to course fees, accommodation and progression applications.

The University aims to return the proofs within ten working days for the majority of partner colleges (exceptions are for partners with a larger HE provision which will require 15 working days, due to the number of courses requiring feedback from academic faculty staff).

However, the proofing schedule must be agreed in advance as there may be busy periods which require longer.

Approval of templates

Templates for course literature, advertisements and other publications (for example, open day publicity) should be sent to the Publishing Quality Control Officer, External Relations, and the administration team at Academic Partnerships.

Usually these are returned within ten working days.

Monitoring of publicity

Partners should ensure that all publicity relating to Plymouth University and its courses clearly state the nature of the relationship. For examples of standard wording see section 3.2. All news releases relating to Plymouth University should be emailed to the Media and Communications Office, External Relations.

Monitoring of web-based information

Partner institution websites should be monitored for content. Partners should ensure all corrections highlighted in publication approvals are also made on their websites immediately.

Throughout the year University staff may communicate other changes (for example, to progression routes) which should be instantly incorporated onto websites and any new/electronic materials or publicity.

For Plymouth University staff contact details see Contacts 3.3.
STANDARD TEXT FOR PARTNERS

Partner institution course marketing and publicity

- [Partner institution] offers Higher Education courses in partnership with Plymouth University.

- [XX course] is awarded by Plymouth University.

- On successful completion of the [XX course], you may be able to apply on to stage 2/stage 3/the second year/the final year of [XXX degree course] at Plymouth University / [Partner College] / [Other HEI]. Please note there is a deadline for progression applications and places may be subject to availability.

Note: All progression statements need to be in a form that specifies the exact progression route(s) for the course cited (i.e. award and level of entry).

Plaques, noticeboards and general statements

- [Partner institution] provides Higher Education in partnership with Plymouth University.
Protocols, advice and guidance

Plymouth University
Brand guidelines for partners

Contact information:

**Administration Team, Academic Partnerships**

- 3rd Floor, Hepworth House
- Plymouth University
- Drake Circus
- Plymouth
- Devon PL4 8AA
- T: +44 (0)1752 587512
- E: approgrammes@plymouth.ac.uk

**Media and Communications Office, External Relations**

- Room 105, Hepworth House
- Plymouth University
- Drake Circus
- Plymouth
- Devon PL4 8AA
- T: +44 (0)1752 588009
- E: publicrelations@plymouth.ac.uk

**Design Team, External Relations (for branding enquiries)**

- Design Studio, Design & Print Centre
- 5-13 Kirkby Terrace
- Plymouth University
- Drake Circus
- Plymouth
- Devon PL4 8AA
- T: +44 (0)1752 587268
- E: design@plymouth.ac.uk

**Publishing Quality Control Officer, External Relations**

- Alice Li
- Ground Floor, Design & Print Centre
- 5-13 Kirkby Terrace
- Plymouth University
- Drake Circus
- Plymouth
- Devon PL4 8AA
- T: + 44 (0)1752 588017
- E: alice.li@plymouth.ac.uk

**Digital Marketing, External Relations (web-related enquiries)**

- 24 Endsleigh Place
- Plymouth University
- Drake Circus
- Plymouth
- Devon PL4 8AA
- T: + 44 (0)1752 584004
- E: digitalmarketing@plymouth.ac.uk

**CONTAC TS**

**Offline marketing queries**
Publications queries should be directed to the administration team at Academic Partnerships, and the Publishing Quality Control Officer, External Relations.

News release and media queries should be directed to the Media and Communications Office, External Relations.

**Online marketing enquiries**
These should be directed to Digital Team, External Relations, and the administration team at Academic Partnerships.

3.3