UNIVERSITY *of* STIRLING

BE STIRLING

INTERNATIONAL BRAND
RECRUITMENT GUIDELINES

BE THE DIFFERENCE

WELCOME TO OUR INTERNATIONAL BRAND RECRUITMENT GUIDELINES

They are intended to help you make creative and efficient choices when creating communications for campaign materials.

Please take some time to read through them and see how all the elements come together.

Logos, graphic assets and templates are available to download from **stir.ac.uk/brandbank**

CONTENTS
(click to navigate)

Messaging

OUR KEY MESSAGE

Inspired by the University 'Be the difference' strapline, 'Be Stirling' keeps our location at the forefront of our international messaging whilst carrying an emotional meaning in challenging our students to realise their potential at the University.

When using key messaging it must always be displayed as the messaging device, see page 14, it should never be replicated or altered in any way.

BE STIRLING

To prevent repetition, the University word bank should be used to create relevant secondary messaging.

When using the messaging in this way, please use lowercase Avallon for the wording alongside the 'BE' device (see page 12).

BE brave
BE impactful
BE inquisitive
BE ambitious

COPY COMPOSITION

The copy used in our communications should be constructed as per this generic example:

Key message   Be Stirling

Qualifying copy   Shape your future at a top UK university.

Supporting copy   Being Stirling means enjoying excellence in teaching, research and student experience.

Call to action   stir.ac.uk

Sign off   Be the difference

Visual Style

PRIMARY COLOUR PALETTE

Heritage Green and Energy Green should be the two dominant colours used on any International campaign materials.

Heritage Berry and Tertiary Grey can be used as a support colour.

As well as using these colours to create bold, vibrant designs, please ensure you use lots of white space to create strong compositions and some breathing space in large printed documents such as prospectuses.

To adhere to accessibility guidance online, please ensure that sufficient contrast levels exist between colour usage. For example, white text on an Energy Green background – and vice versa – must not be used.

For digital applications, please refer to the colour adjusted values in our Digital Guidelines document available at **stir.ac.uk/brandbank**

ENERGY GREEN
PANTONE 368
C60 M0 Y100 K0
R118 G189 B34

HERITAGE GREEN
PANTONE 349
C90 M32 Y93 K24
R0 G105 B56

HERITAGE BERRY
PANTONE 7468
C34 M94 Y22 K10
R157 G30 B101

TERTIARY GREY
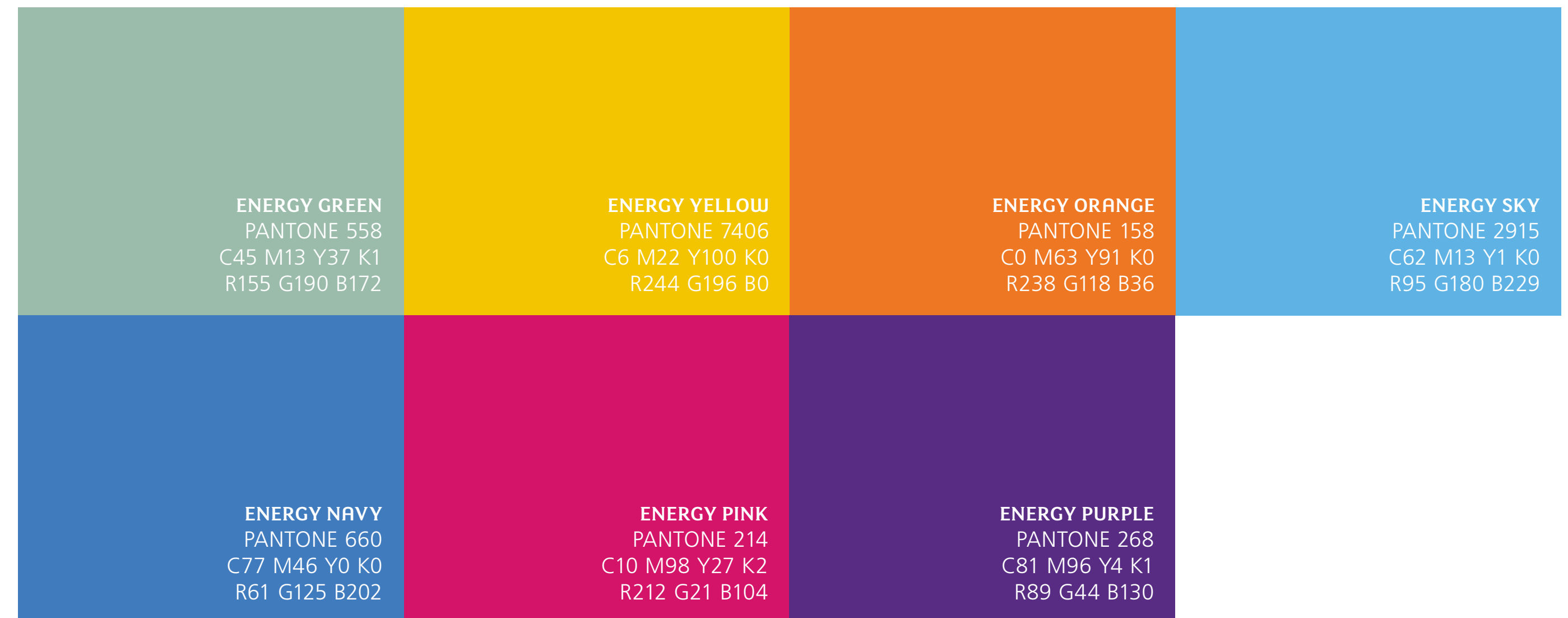PANTONE 400
C6 M7 Y13 K16
R196 G191 B182

SUPPORTING COLOUR PALETTE

When using the secondary palette, ensure the primary colour palette is always dominant. Weighting should be approx **90% Primary / 10% Secondary.**

HERITAGE PALETTE

HERITAGE TEAL PANTONE 323 C100 M33 Y51 K31 R0 G94 B99	**HERITAGE YELLOW** PANTONE 124 C7 M36 Y100 K1 R236 G170 B0	**HERITAGE ORANGE** PANTONE 1665 C4 M83 Y100 K1 R225 G69 B4	**HERITAGE BLUE** PANTONE 7455 C85 M64 Y0 K0 R56 G93 B174
HERITAGE NAVY PANTONE 540 C100 M80 Y25 K25 R20 G49 B94	**HERITAGE PURPLE** PANTONE 2685 C89 M100 Y23 K16 R49 G0 B111		

ENERGY PALETTE

ENERGY GREEN PANTONE 558 C45 M13 Y37 K1 R155 G190 B172	**ENERGY YELLOW** PANTONE 7406 C6 M22 Y100 K0 R244 G196 B0	**ENERGY ORANGE** PANTONE 158 C0 M63 Y91 K0 R238 G118 B36	**ENERGY SKY** PANTONE 2915 C62 M13 Y1 K0 R95 G180 B229
ENERGY NAVY PANTONE 660 C77 M46 Y0 K0 R61 G125 B202	**ENERGY PINK** PANTONE 214 C10 M98 Y27 K2 R212 G21 B104	**ENERGY PURPLE** PANTONE 268 C81 M96 Y4 K1 R89 G44 B130	

TYPOGRAPHY

Please only use the campaign typefaces defined opposite.

Avallon is available to purchase from **www.setsailstudios.com**
FS Maja is available to purchase from **www.fontsmith.com**
Frutiger is available to purchase from **www.linotype.com**

Where access to FS Maja or Frutiger is not possible, please use Calibri which is available as a system font on all computers.

The web-accessible equivalent for Frutiger is Open Sans which is available to download from **fonts.google.com**

A note for University staff
Every Directorate and Faculty, and other regular brand users, will be provided with FS Maja by the Marketing team. Licences for Frutiger are held by the University's Graphics and Print team.

Avallon lowercase should be used for master campaign messaging.

USE FS MAJA REGULAR UPPERCASE FOR HEADLINES.

FS Maja sentence case should be used for sub-headings and supporting copy.

Frutiger should be used for body copy and small type. It can be used in a variety of **weights.**

THE 'BE' DEVICE

'BE' is at the heart of our International Brand Recruitment Campaign.

It is drawn in a paintbrush style to create energy and creativity which is also reflected in our other graphic elements over the following pages.

The 'BE' device is available to download from our brand bank at **stir.ac.uk/brandbank**

Please do not attempt to recreate or alter in any way.

BRACKET DEVICE

Our brackets have been drawn from our existing 'Be The Difference' hook.

They have been created exclusively for our International Brand and have not to be used in conjunction with the Shield device created for our Postgraduate Campaign.

Their primary use is as a frame for key and secondary messaging (see next page), however it can also be used to highlight information (see page 24) or part of an infographic (see page 28).

Our brackets can be downloaded from our brand bank at:
stir.ac.uk/brandbank

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COMBINING THE 'BE' AND 'BRACKET' DEVICES

KEY MESSAGE 'BE STIRLING'

When using the 'Be Stirling' message (Fig.a), please use the supplied graphic assets from our brand bank at: **stir.ac.uk/brandbank**

To ensure consistent application of this key campaign element please do not attempt to recreate or alter in any way.

SECONDARY MESSAGING

When placing headline copy into the shield device, you can adjust the sizing and placement of the wording to suit the length of the word(s) you are using.

Fig. a

Fig. b

MESSAGING DEVICE

PRIMARY VERSION - ONE LINE

Our primary messaging device should always be used as the preferred option.

This is available in various colour compositions to allow for use on different colour backgrounds or imagery.

FOR USE ON A LIGHT BACKGROUND

FOR USE ON A CONTRASTING BACKGROUND OR MONO APPLICATIONS

FOR USE ON A DARK BACKGROUND

ALTERNATIVE HERITAGE BERRY VERSION
(Messaging must always remain in white)

MESSAGING DEVICE

SECONDARY VERSION - STACKED

Our stacked messaging device can be used where space is limited or for narrow, portrait or landscape formats such as web banners. This should follow the same compositions as our Primary Version on previous page. If ascenders within the messaging text are overlapping 'BE', please use different colours to ensure legibility. (Fig. a)

Fig. a

APPLICATION EXAMPLE 1

When there are suitable elements within the image composition, the brackets can be overlapped by them to create a more dynamic and integrated visual.
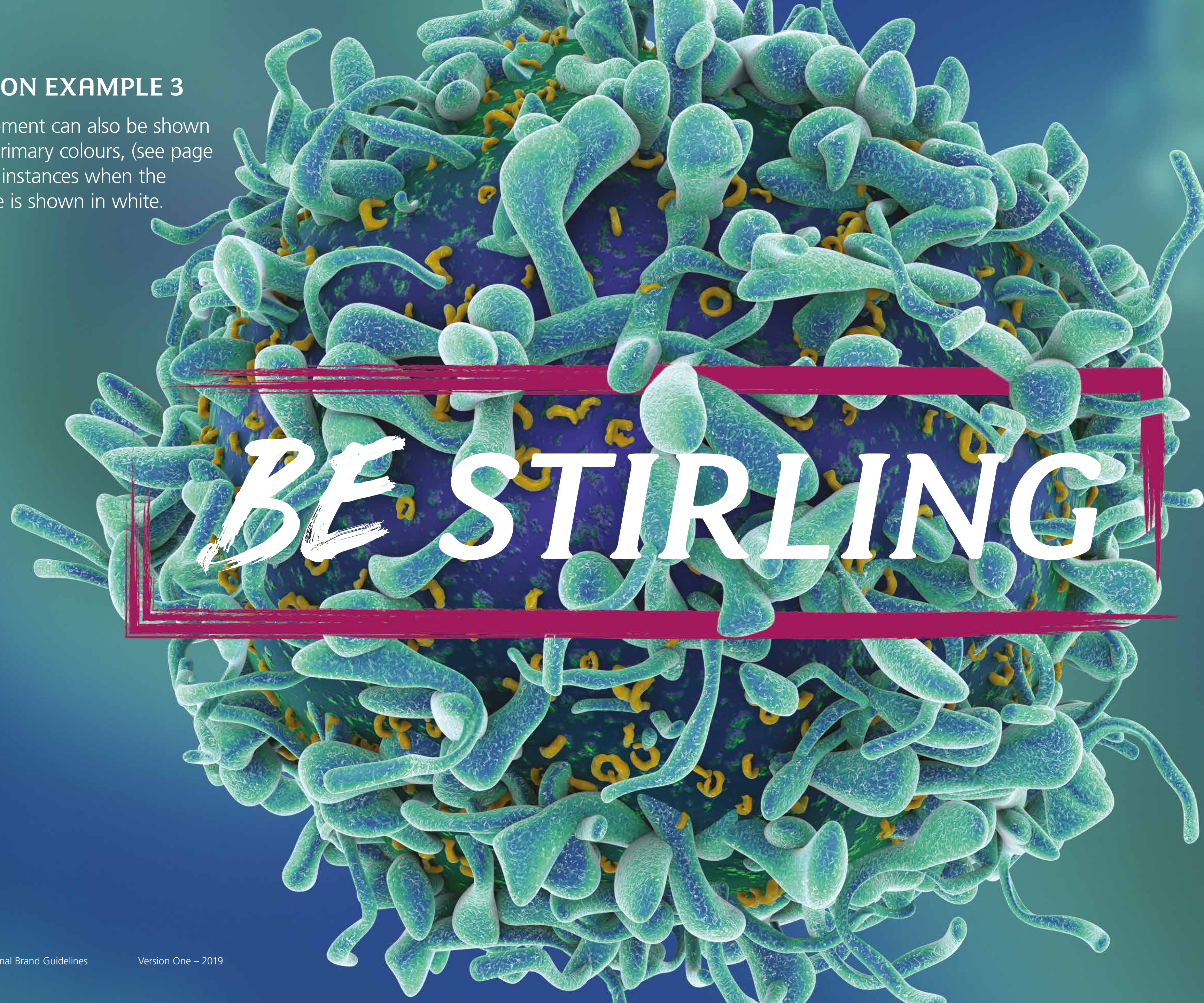
BE STIRLING

To allow for legibility, be sure to always use the best messaging device to suit background.

BE STIRLING

The bracket element can also be shown in one of our primary colours, (see page 22) but only in instances when the 'Be Stirling' title is shown in white.

BE STIRLING

The bracket device and image treatment should also be used when applying secondary messaging.

BE brave

PARTNERSHIP BRANDING

When creating a Partnership Branding, please use these spacing rules to ensure application is consistent.

An editable template of this branding is available from **stir.ac.uk/brandbank**

x height

BE STIRLING

Partner title 1/3 height of x height set in FS Maja

at MUSCAT COLLEGE

If applicable, brush stroke can be set in the partner's brand colour

USING THE 'BRACKET' DEVICE INDEPENDENTLY

The bracket from the messaging device can be used independently to create an aperture for highlighting or framing key information.

This can be used in any of the primary colours as shown.

This must always be shown as a brush stroke and not altered from original files supplied.

ENERGY GREEN

HERITAGE GREEN

HERITAGE BERRY

TERTIARY GREY

WHITE

USING THE 'BRACKET' DEVICE INDEPENDENTLY

The brackets can be moved further apart on both axis to allow for different sizes of aperture, however the brackets orientation must never be rotated or flipped.

Application examples are shown on the following page.

Brackets can move further apart
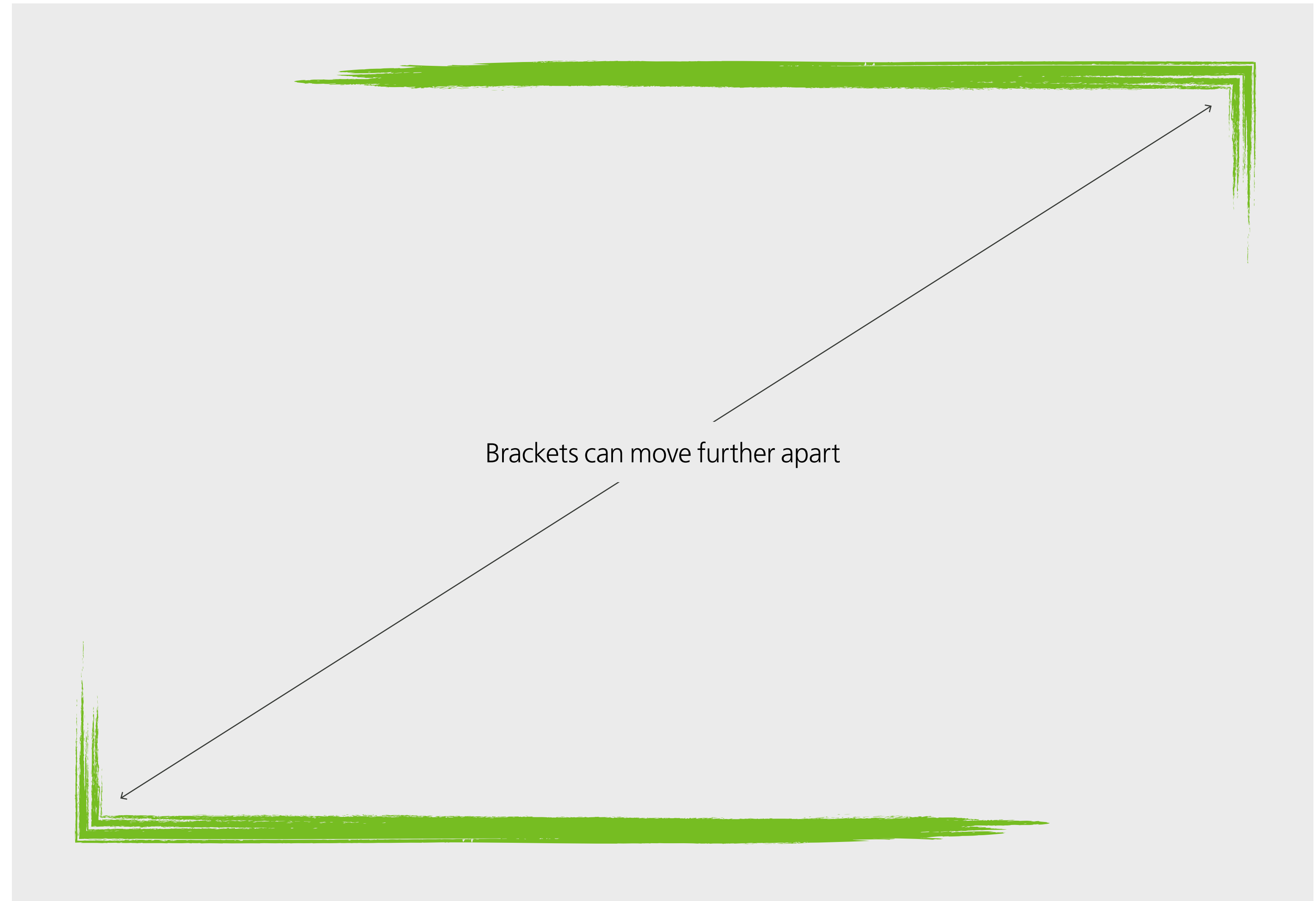
APPLYING THE 'BRACKET' DEVICE

Brackets can be used to highlight a particular element within an article.

Brackets can be offset and even bleed off the page, to create a more dynamic appearance, ideal for highlighting titles or quotes.

WORK IS NOW WELL UNDERWAY ON THE DEVELOPMENT OF OUR NEW WORLD CLASS SPORTS FACILITY

Our academics are focused on tackling some of the biggest global challenges – aiming to improve the lives of people living in communities around the world.

BE STIRLING

"The facilities here are first class, it's a very collaborative environment which has definitely had a positive impact on the success of this project."

Professor Rachel Smith
Leader of the £2.9million Globolakes project

THE 'BRACKET' PATTERN

A graphic pattern has also been created using the bracket device, this represents a pathway or journey. This can be used to bring texture and depth to messaging and communications when imagery isn't being used.

THE 'BRACKET' PATTERN

This graphic pattern has been created in all our brand colours and can be downloaded from our brand bank:
stir.ac.uk/brandbank
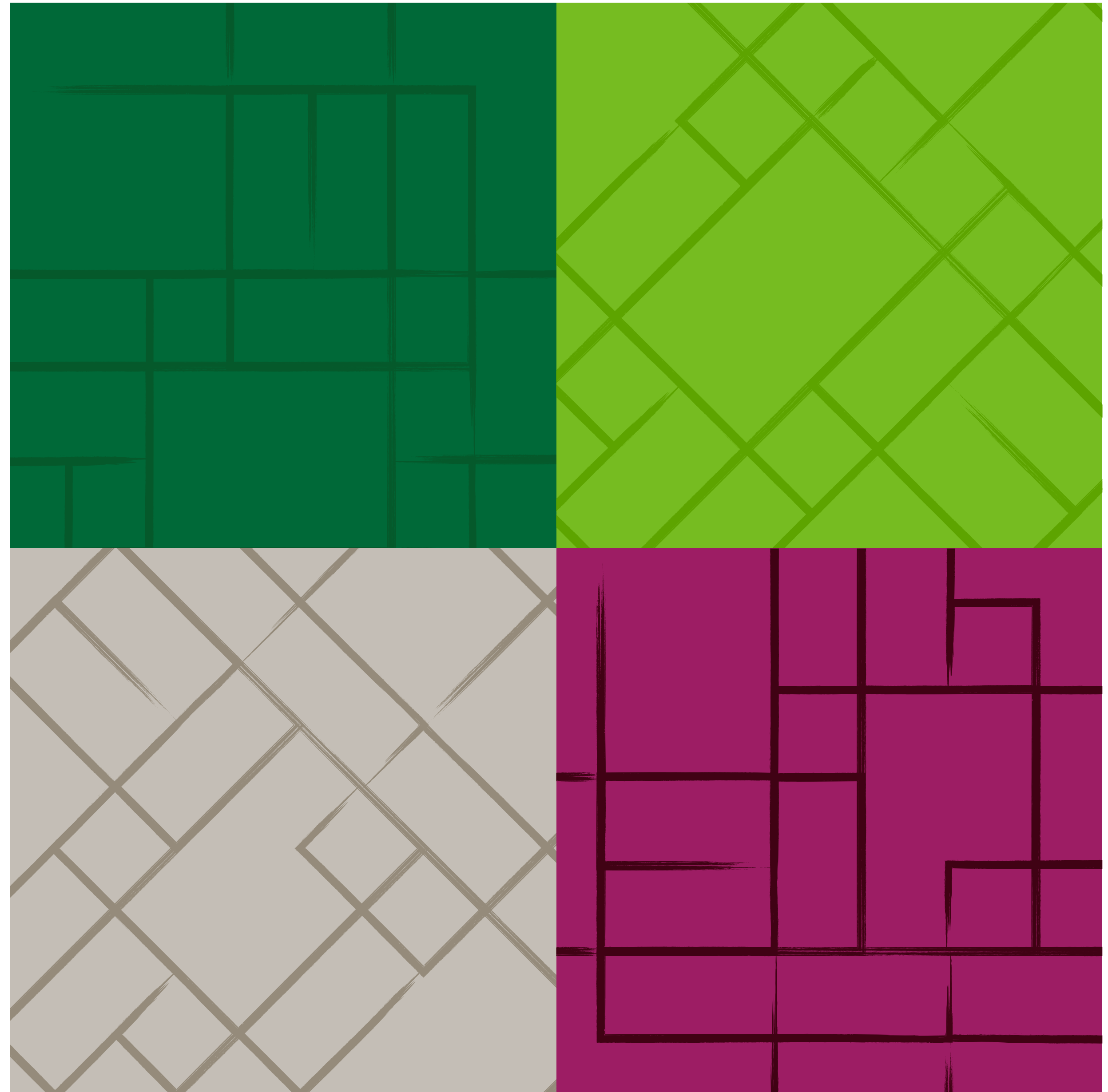
'BE THE DIFFERENCE' STRAPLINE

The 'Be the difference' strapline is a core element of the University brand and its presence across all our communications is essential to creating a continuity of message.

Therefore please ensure it is applied to all International campaign materials where physically possible. (There may be some circumstances on small digital ads for example where there is no room).

Please see opposite for which version to use depending on background colour. For design template application, please refer to page 36 to ensure the strapline is positioned and sized correctly in relation to the University logo.

HOW TO APPLY OUR STRAPLINE

With box in Heritage Berry
(preferred usage and colour)

BE THE DIFFERENCE

Without box in Heritage Berry
(alternative usage)

BE THE DIFFERENCE

With box in Heritage Green
(use if Heritage Berry is dominant colour in application)

BE THE DIFFERENCE

Without box in Heritage Green
(use if Heritage Berry is dominant colour in application)

BE THE DIFFERENCE

With box in Energy Green
(can be used as an alternative to Heritage Berry or Heritage Green when neither are suitable)

BE THE DIFFERENCE

Without box in Energy Green
(can be used as an alternative to Heritage Berry or Heritage Green when neither are suitable)
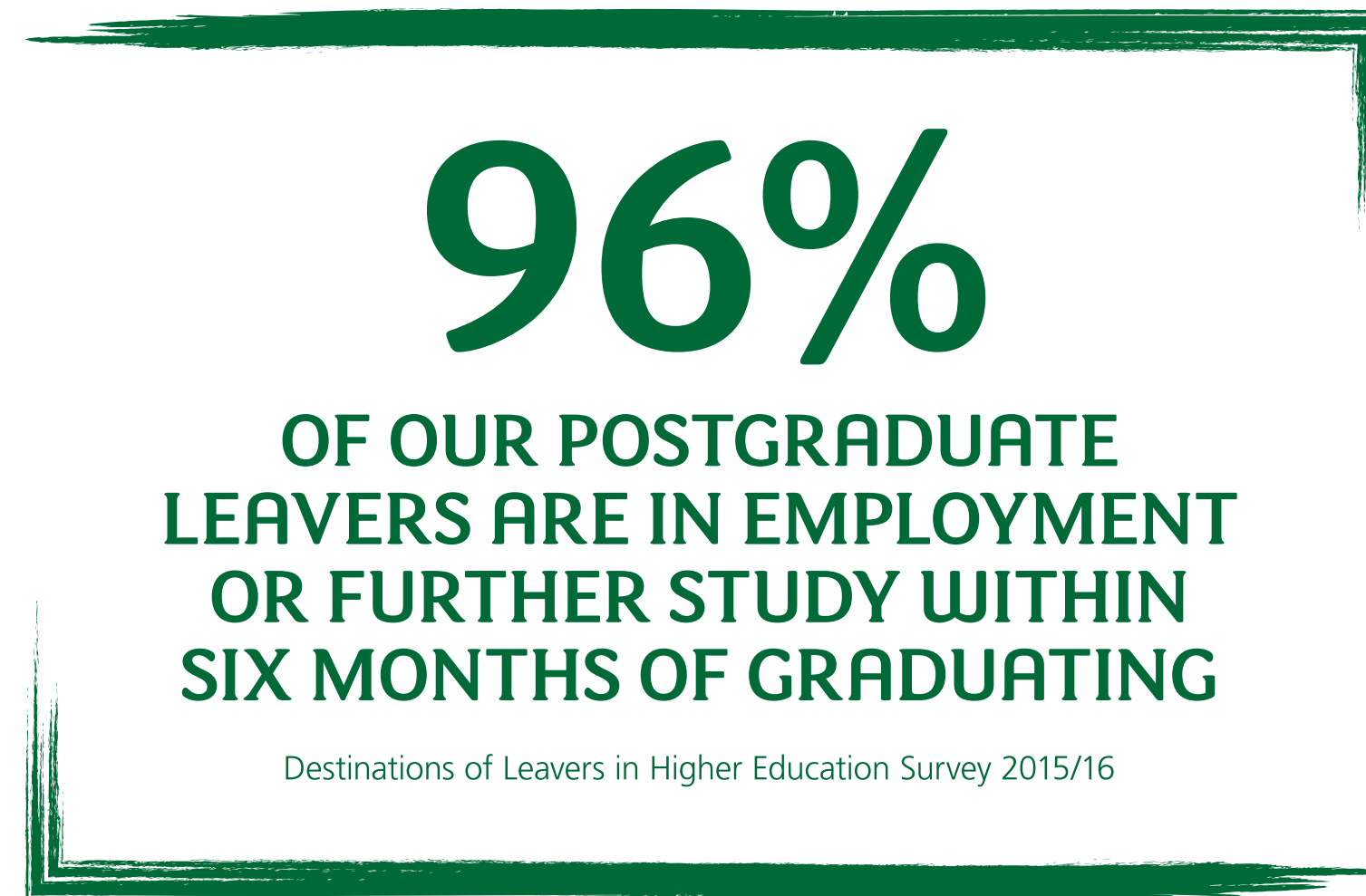
BE THE DIFFERENCE

INFOGRAPHIC STYLE

Infographics are a great way of conveying our impressive facts and figures succinctly, and so we can use them to support longer forms of copy within printed documents such as prospectuses and course leaflets as well as digital applications.

For short statistics, use the roundel and for longer quotes you can use the brackets or a box to contain information.

So they are consistent with the rest of the Postgraduate campaign design elements, please ensure you use FS Maja for the stats/quotes themselves and Frutiger for references to sources.

Shapes should always be outlined with the brand brush stroke to create a subtle rough edge. This brush stroke is available as a .AI file, and can be downloaded from stir.ac.uk/brandbank

96%
OF OUR POSTGRADUATE LEAVERS ARE IN EMPLOYMENT OR FURTHER STUDY WITHIN SIX MONTHS OF GRADUATING

Destinations of Leavers in Higher Education Survey 2015/16

TOP 50
UNIVERSITIES IN THE WORLD
Times Higher Education Golden Age University Rankings 2018

ONE OF THE UK'S
MOST BEAUTIFUL CAMPUSES
Business Insider UK 2016

★ ★ ★ ★ ★
QS EXCELLENCE AWARD FOR TEACHING
QS World University Rankings 2018

Photography

PORTRAITS

Portraits of students should feel natural and unposed to allow their personalities to come to life and demonstrate their place within the University.

Where possible, try to capture a sense of the outdoors in the image. Even if your shot is indoors, a suggestion of trees or a flash of green will reinforce the campus setting and reference green from the brand colour palette.

In all cases, portraits should be taken with a shallow depth of field so that the focus is on the individual.

RESEARCH IMPACT

When promoting our University's achievements, contextual photography may be used. Ideally this should be commissioned by the University using an approved photographer. In some instances stock photography may be used, however this **must** be approved for both accuracy of content and cost.

Please contact marketingtools@stir.ac.uk for usage guidance and approval.

CAMPUS

Our impressive campus and natural surroundings are one of our biggest selling points, and so it is important that they are well represented in our communications.

When shooting exterior, try to include greenery in the form of trees, the hills and grass as well as the lake to keep the outdoors present.
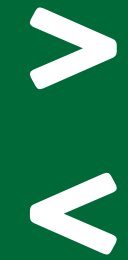
EXTERIOR

INTERIOR

LIFE AT STIRLING

A big part of life at the University exists 'beyond the books'.

Our photo library includes images from sporting activities to the student union and are an excellent showcase of the University facilities and campus.

FURTHER AFIELD

Our location within Scotland is a big part of the University identity and a key selling point for our audience, therefore we can use images from stock sites to demonstrate life beyond the campus through our place in Scotland and the opportunities this affords to our students.

As part of Brand Scotland's **#ScotlandIsNow** campaign, all University of Stirling staff have free download access to a collection of Scottish-themed images and videos. Register for access via: Scotland.org/toolkit

When using stock photography, please ensure it feels part of the same suite of images as our own photos. This can be achieved by adjusting saturation and contrast levels and choosing scenarios with a natural, aspirational feeling rather than something which feels posed.

Please contact marketingtools@stir.ac.uk for usage guidance and approval.

Design Examples

GRID LAYOUTS

When creating printed documents and advertising, please use this template grid to ensure your use of logo and strapline application are consistent.

Please note in particular the clearance zone around the University logo and the size of the strapline in relation to it.

See the table below for document setup dimensions which should provide an easy starting point for your design.

Trim	Margin	Gutter	Columns	Logo width
A5	12mm	5mm	5	47.5mm
A4	17mm	5mm	5	67mm
A3	24mm	7mm	5	95mm
A2	34mm	10mm	5	134mm

UNIVERSITY *of*
STIRLING

x = width of crest

BE THE DIFFERENCE
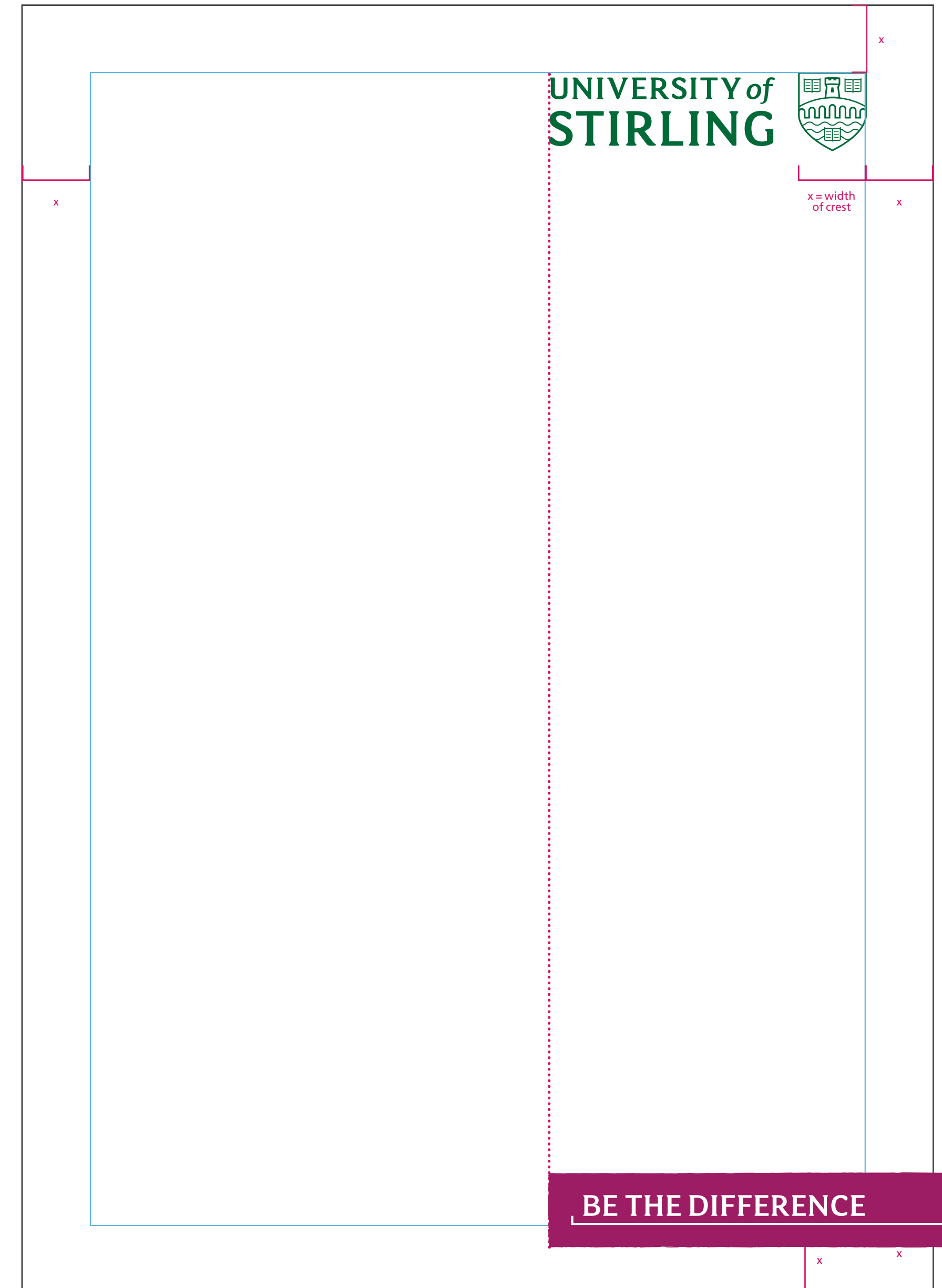
LEAFLET

Elements can be combined to create leaflets as per example shown opposite.

Please ensure rankings are always referenced using one of our infographic styles, see page 28.

UNIVERSITY *of* STIRLING

BE *ambitious*

and shape your future
at a top UK university

BE THE DIFFERENCE

Being Stirling means enjoying excellence in teaching, research and student experience.

Atempore autaturem cus. Ictoriat rum voloreprat lisquam nimili aborro beriberro quatempossit expercient cestotatem rem. Doluptas que nus ex et optat renihitatiam quatur.

Cumquas piente quos dolor sinctur ibusandisi odita et volor aut officitest molum sum ne por ant.

Osa sedit quis ex explani enietur si cus, odis re accuscienis eatquae vendit aut rem int as dolorenditam quam vid maximust vellabore pellam.

CHOOSE FROM MORE THAN 100 COURSES

Accounting and Finance
Animal and Marine Biology
Applied Social Science
Aquaculture
Banking and Investment
Biology
Business and Management
Computing and Big Data
Economics
Education and TESOL
Environmental Sciences and Geography
Film, Media and Journalism
History
Law, Politics and Philosophy
Master of Business Administration (MBA)
Mathematics
Nursing and Health Sciences
Psychology
Public Relations and Communications
Publishing
Sport

TOP 50
UNIVERSITIES IN THE WORLD
Times Higher Education Golden
Age University Rankings 2018

STIR.AC.UK

BE THE DIFFERENCE

DIGITAL ADS - PAID MEDIA

The preferred file format is animated GIF, as the use of slides allows maximum space for visuals, messaging and a call to action.

Where one static image is required (JPG or PNG files), text and use of visual elements may need to be reduced or a block colour background used to maximise space.

It is not essential to include the strapline in digital ads, please use the limited space to focus on your key message and call to action.

When using rankings, due to the small space available, it is important that they're referenced either on the landing page, or in the post copy.

DIGITAL ADS – SOCIAL MEDIA

Elements can be combined to create various social media assets.

INSTAGRAM STORY

FACEBOOK POST

INTERNATIONAL BOOKLETS

Indesign template files for course leaflet covers are available to download from **stir.ac.uk/brandbank**

Templates are available for use with and without photography. Please use only these approved templates as this will ensure consistency across the many course leaflets we produce.

PARTNERSHIP EXAMPLE LEAFLET

EXAMPLE COMBINING NEW BRANDING WITH EXISTING ASSETS

RECRUITMENT KIT

PULL UP BANNERS

Pull up banners are an important asset at recruitment fairs where space is limited and there are potentially many other Universities competing for attention. Therefore please place the University logo at the top of the banner, followed by your key messaging to ensure they can be seen above busy crowds of people.

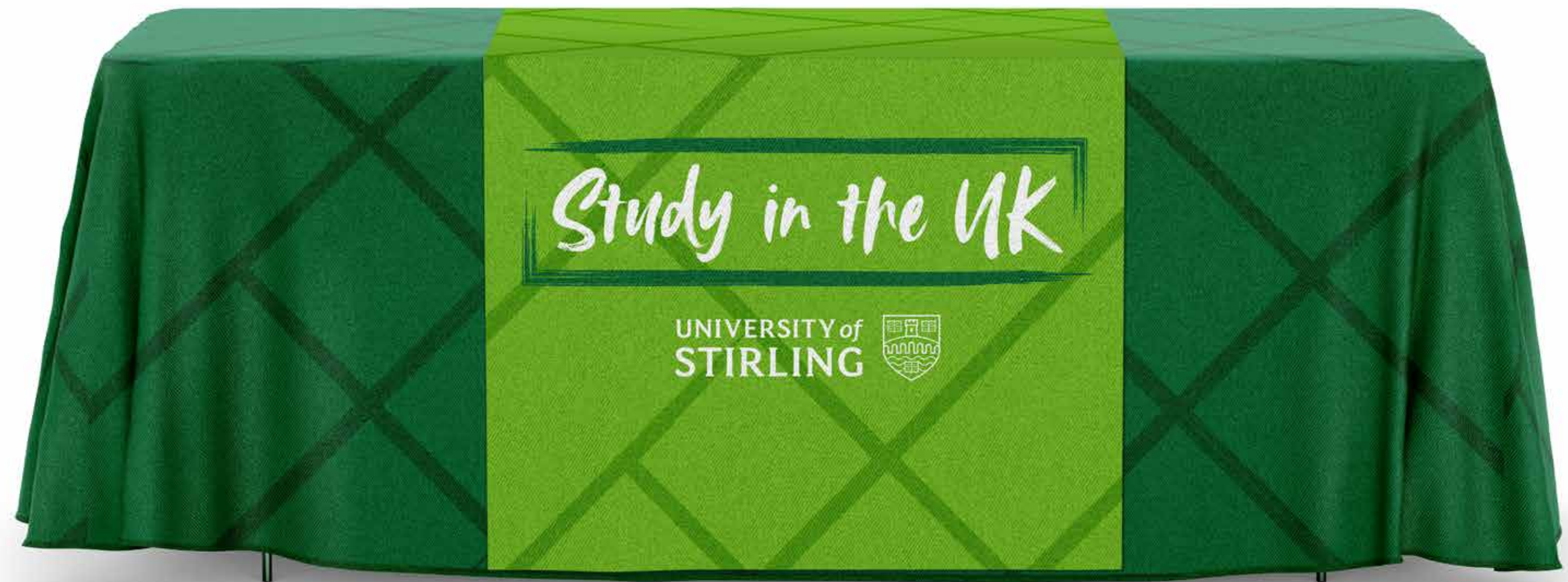Be aware that banners may sit behind a desk or display table so please make sure all key information is at a suitable height to be visible.
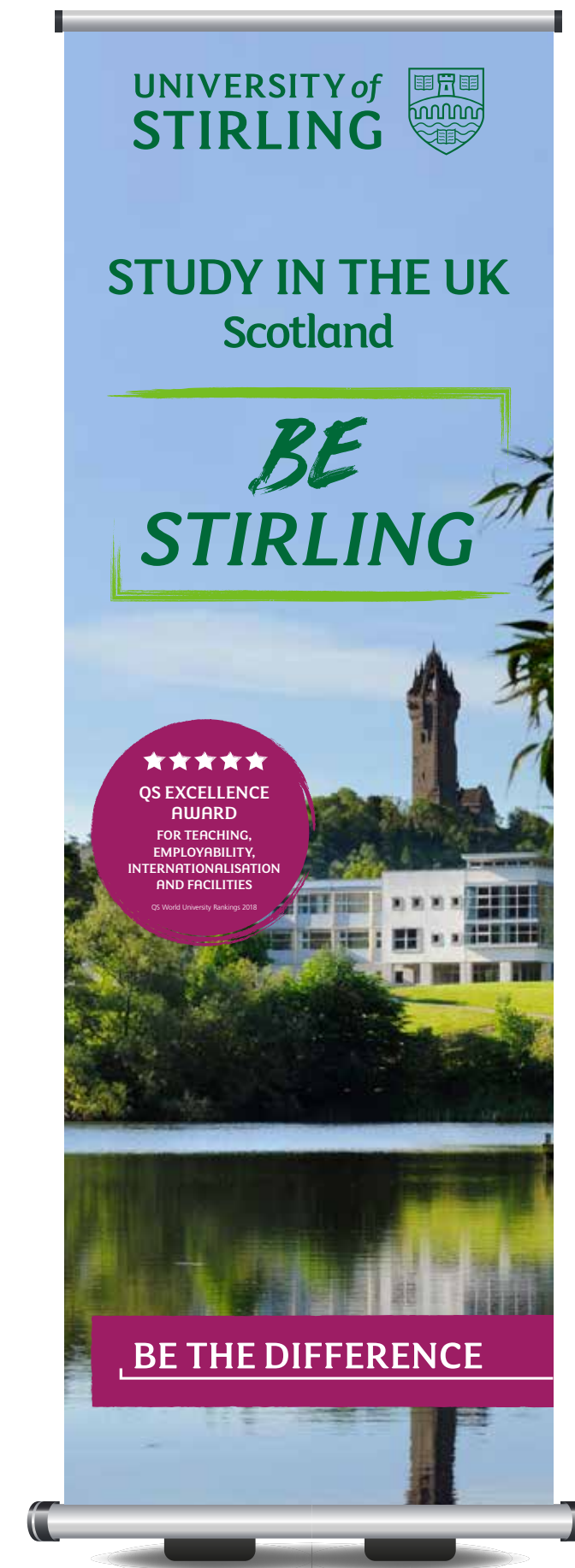
RECRUITMENT KIT

A3 TABLE TOPPER

BRANDED TABLE CLOTH

WEBSITE HEADERS

When designing website headers, choose images which have space to one side so there is a clear area for messaging. This will ensure legibility and impact.
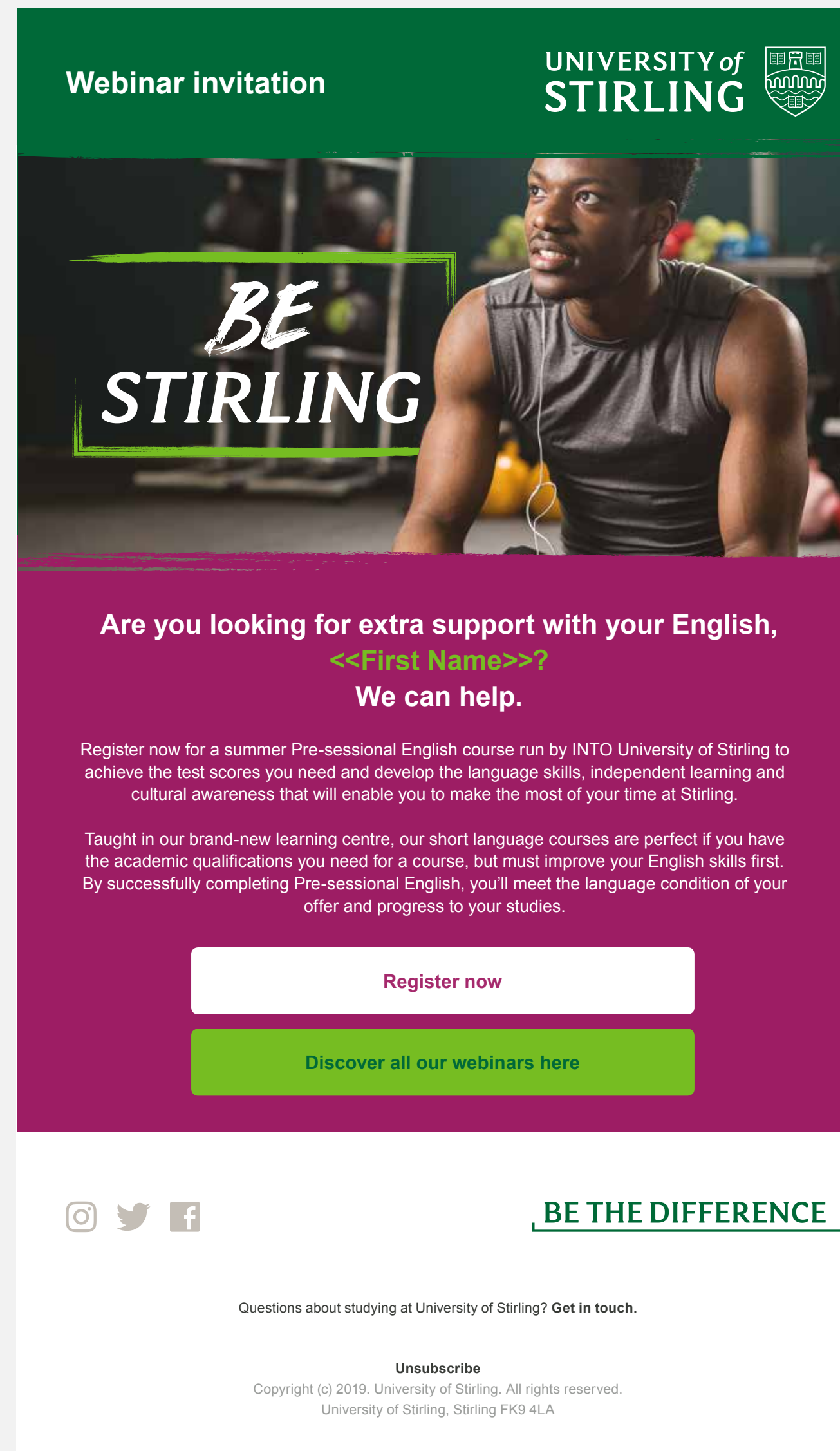
EMAIL LAYOUTS

These examples of email marketing show how you can bring our international brand identity to life in your design.

Email image headers should always contain key messaging, along with any graphics.

You can use the brush stroke to top and bottom your image header to add an additional campaign element.

Always apply the strapline to the bottom of the email, aligned with the University logo at the top.

Text should all be in Arial Regular or Arial Bold.

Webinar invitation

UNIVERSITY of STIRLING

BE STIRLING

**Are you looking for extra support with your English, <<First Name>>?
We can help.**

Register now for a summer Pre-sessional English course run by INTO University of Stirling to achieve the test scores you need and develop the language skills, independent learning and cultural awareness that will enable you to make the most of your time at Stirling.

Taught in our brand-new learning centre, our short language courses are perfect if you have the academic qualifications you need for a course, but must improve your English skills first. By successfully completing Pre-sessional English, you'll meet the language condition of your offer and progress to your studies.
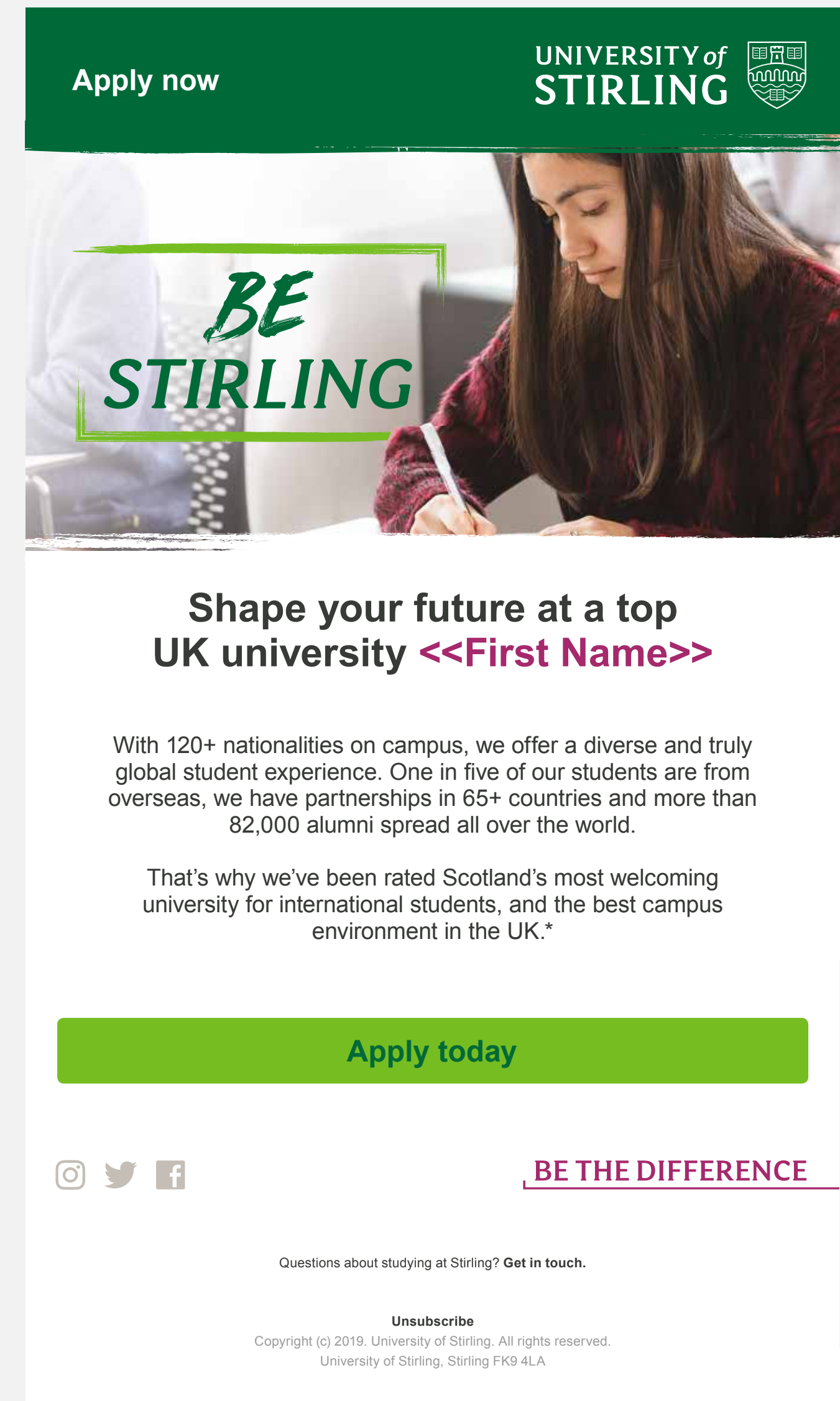
Register now

Discover all our webinars here

BE THE DIFFERENCE

Questions about studying at University of Stirling? **Get in touch.**

Unsubscribe
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University of Stirling, Stirling FK9 4LA

Apply now

UNIVERSITY of STIRLING

BE STIRLING

**Shape your future at a top
UK university <<First Name>>**

With 120+ nationalities on campus, we offer a diverse and truly global student experience. One in five of our students are from overseas, we have partnerships in 65+ countries and more than 82,000 alumni spread all over the world.

That's why we've been rated Scotland's most welcoming university for international students, and the best campus environment in the UK.*

Apply today

BE THE DIFFERENCE

Questions about studying at Stirling? **Get in touch.**

Unsubscribe
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University of Stirling, Stirling FK9 4LA

VIDEO START/END FRAMES

An example of a video start/end frame sequence is shown below. Existing frames can be downloaded from **stir.ac.uk/brandbank**

POWERPOINT TEMPLATES

PowerPoint templates have been designed to reflect out International Brand. A range of templates are available to download from **stir.ac.uk/brandbank**

EXAMPLE TITLE SCREEN

PRESENTATION TITLE HERE

UNIVERSITY of STIRLING

SUBHEADING OR SUBTITLE HERE

BE THE DIFFERENCE

EXAMPLE END SCREEN

BE STIRLING

BE THE DIFFERENCE

BE THE DIFFERENCE