
UNIVERSITY of
STIRLING
VENUES



EVENTS
CONFERENCES
ACCOMMODATION

University of Stirling Venues Brand Guidelines

Brand Overview

The University of Stirling brand reflects who we are, why we matter and why we differ from our competitors. It's borne from the unique and recognisable characteristics of the University.

University of Stirling Venues is a sub-brand of the University of Stirling. All surplus income delivered by the University of Stirling Venues is reinvested into the University to help ensure an outstanding experience for both current and future students.

Our brand is built on the vision, mission and positioning of the business.

VISION:

To enhance the student experience for current and future generations and the institutional reputation by maximising the potential of our commercial portfolio.

MISSION STATEMENT:

University of Stirling Venues will generate profits from the unique collection of accommodation, events and conference services and facilities to be reinvested in the University of Stirling to ensure enhanced student experience for this and future generations.

POSITIONING:

We feel strongly about the service that we offer and that we get it right for each client. We will strive to always find a solution to the challenges our clients experience and we commit to deliver. We will do whatever is possible to deliver the difference through flexibility and adaptability.

We believe in what we do and will communicate it positively. We will reassure our clients at all stages that we will deliver the best event we can and we will exhibit high standards with every interaction.

Values

EXCELLENCE:

Leading the way globally in our areas of research expertise and through the delivery of an outstanding learning experience.

OPENNESS:

Being open in all we do, communicating the work and worth of the University to the wider world, and engaging people in the delivery of our vision.

AMBITION:

Growing the University in innovative ways, embedding sustainability, and making it a role model for the sector.

Tone of Voice

Tone of voice is the personality of the brand as expressed through the written word. It is how we express ourselves to our audience.

The target markets for University of Stirling Venues products and services are corporate, academic, public sector, Third Sector and organisations who are booking venues for events such as conferences, meetings, dinners, summer schools and booking accommodation for the same.

The University of Stirling Venues Strategy describes 'Our Personality' as:

Passionate

Determined

Helpful

Knowledgeable

Positive

Professional

This should be reflected in our tone of voice.

Passionate:

We feel strongly about the service that we offer, that we get it right for each client.

We sound enthused and interested.

Determined:

We will strive to always find a solution and commit to deliver.

We sound decisive and purposeful.

Helpful:

We will do whatever is possible to deliver the difference. We will be adaptable.

We sound friendly and supportive.

Knowledgeable:

We will reassure our clients at all stages that we will deliver the best event we can.

We sound experienced and informed.

Positive:

We believe in what we do and will communicate it positively.

We sound confident and affirmative.

Professional:

We will exhibit high standards with every interaction.

We sound well-qualified and polished.

Logo

The logo is the most visible element of our identity. It has two basic elements.

The 'wordmarque'¹, which is the words 'University of Stirling venues' and the 'crest'².

You must always use master artwork when reproducing the logo.

Full colour primary logo

1

UNIVERSITY of
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2



Pantone 349 is the primary colour
Full-Colour-Primary-Logo-Pantone349

Pantone 349 is the primary colour for the logo. Please use this option where possible. It would generally appear on a white/light coloured background.

Logo formats

University of Stirling Venues has two logos.

One that has the business name and crest and one that has a break line to the right of the crest and a descriptor to the right of the break line.

The non-descriptor logo should be used in circumstances where:

- There is a clear emphasis on the business offer already in place i.e. website
- It appears on flyers, leaflets and posters which explains the offer in the copy text.
- It is being printed on uniforms.
- The descriptor logo would limit the space available excessively.
- Digital ads or MPU's where space is limited.

The descriptor logo should be used in circumstances where:

- The logo will appear in isolation of other business information i.e. collateral for the sponsorship of the Wallace Monument Lecture Series.
- The collateral does not show the offer (events, conferences and accommodation) in any other copy i.e. power point presentations, front pages of booklets etc.
- Largely image heavy collateral i.e. pop up banners for the business.



Our logo



Our logo with accompanying descriptor

Logo exclusion zone

Our logo needs to stand out. If there are lots of other elements crowding around it, it loses its impact.

The exclusion zone refers to the minimum amount of space we should have around the logo. It's worth remembering that this is just a minimum – it's better to give the logo more space than this.

We measure the exclusion zone by taking the height of the crest and using it to mark out the surrounding area. No other elements should encroach on this clear space.



Incorrect usage



Do not use colours other than those stated in this guide



Do not distort the logo



Do not change the typeface in the logo



Do not stack the logo



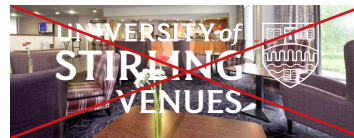
Do not change the arrangement of the elements



Do not rotate the logo



Do not change the size of any of the logo elements



Do not place the logo on busy backgrounds



Do not place the logo in a box



Do not place the logo with low contrasting colours

Social Media

Our avatar is white and heritage.

You should always use the master artwork when reproducing the avatar.

Download Instructions:

Click on the 'Download arrow' button and choose your preferred format (JPEG or PNG). PNG has a smaller file size and may be more suitable for slower internet connections.

After selecting your format of choice, the avatar will open in a new window. Right click on the image and select 'save image as' and save this to a location on your computer.

The avatar has been sized to work across all social media channels. The social media channel will resize to the appropriate dimensions, you should not resize, edit or distort the master artwork in any way.



Co-branding avatar

Typography

These are the brand fonts that should be used across all print and digital material.

Primary

Used mainly for headlines.

Maja

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Secondary

Used across body and headlines.
If Frutiger is not available please default to Calibri.

Frutiger

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Substitute

Used when Maja and Frutiger are unavailable.

Calibri

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Logo colour variants

Our primary colour palette has been carefully chosen to identify and differentiate us.

You should always be mindful about issues of legibility when using the palette and avoid using white text on light colours and black text on dark colours.



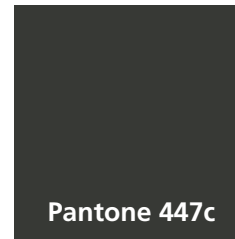
Pantone 349c

C90 M32 Y93 K24
R0 G105 B56

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Pantone 447c

C68 M56 Y159 K63
R58 G60 B57

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Mono reversed

For use on dark/coloured backgrounds

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Colour palette

Our colour palette plays a vital role in delivering a visibly consistent look to all of our communications. Green is our primary colour as it reflects the natural beauty of our green campus.

Our Colour Palette

Our primary colour palette has been carefully chosen to identify and differentiate us.

Green is our primary colour (Energy Pantone 368 and Heritage Pantone 349).

Our primary colours should be supported by the secondary palette.

Our tertiary colours should be used for body text and some messaging.

The primary and secondary colour palettes are made up of colour pairings - 'Energy colours' and 'Heritage colours'. These can be used separately, mixed or as the pairings suggested.

You can use tints (70%, 50%, 30%) of your chosen colour. Using tints gives more flexibility.

You should always be mindful of issues of legibility when using the palette and avoid using white text on light colours and black text on dark colours.

Online colour usage

To adhere to accessibility guidance online, please ensure that sufficient contrast levels exist between colour usage. Remember each colour can be used at specified tints.

Primary colours

Heritage



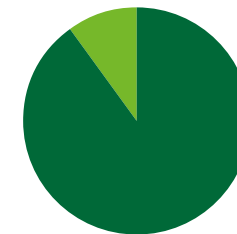
Energy



Tints may be used at 70%, 50%, 30%

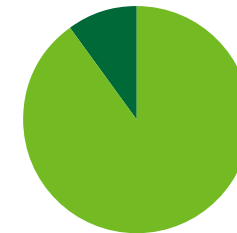
Colour weighting

Heritage content tone



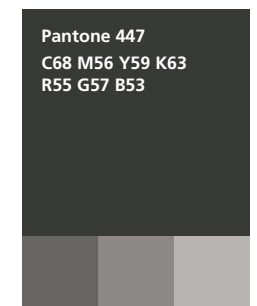
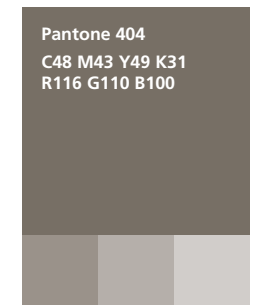
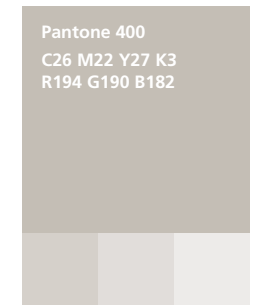
90% Heritage colour
10% Energy colour

Energy content tone



90% Energy colour
10% Heritage colour

Tertiary colours

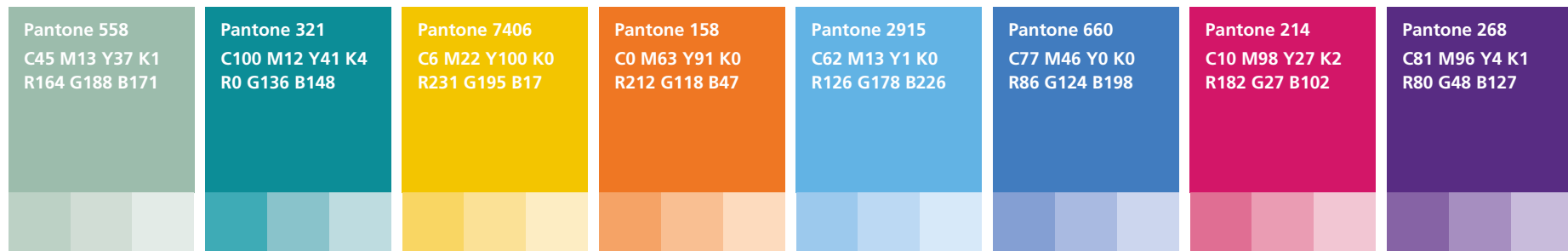


Secondary colour palette

To create rhythm, pace and variety we have developed a secondary colour palette. It should be used to support our primary and tertiary palettes with a 90% colour weighting.

Secondary Colours

Energy colours



Heritage colours



Tints may be used
at 70%, 50%, 30%

Photography

It is important that our audience see themselves in our lifestyle photography.

Photography has to capture the essence of the events we deliver.

Our photography has an important role in reinforcing the essence of our brand personality.

Please remember:

Keep it real

Photos with people should feel completely natural and believable and never contrived. The subject should not be obviously styled/made-up/ posed. Lighting should always be natural.

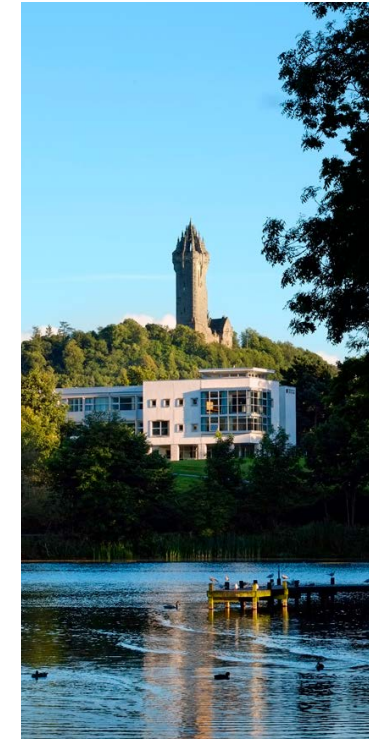
Warmth

From the natural behaviour of the subject, colour in the shot, lighting and context, photography should always be warm.

Simply

Allow space around the subject for additional messaging.

As an events business, we also require photos of our spaces. These photos should be interesting and show the flexibility of the offer.



Photography dont's



Do not use or over-saturated shots.



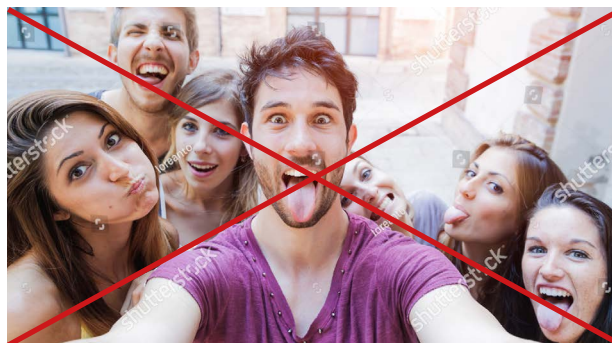
Do not use unnatural colour filters.



Do not distort imagery.



Do not use dark imagery or darken existing imagery.



Do not use cheesy over styled/posed imagery.



Do not use imagery that evokes a negative feeling.



















Iconography

















A library of icons has been created for the University of Stirling.

The icon should always appear sharp, clear and clean with no added effects, such as a glow, or drop shadow.








You must always use master artwork when reproducing icons.

The University of Stirling Brand Bank can be found here and should be referred to:
<https://www.stir.ac.uk/brand-bank/>



-  Folder
-  Clipboard
-  Tick
-  Home
-  Trophy
-  Speech bubble
-  Cursor
-  Calendar
-  Pencil
-  Lightbulb
-  Medal
-  Graduation
-  Clocks
-  Money
-  Stars
-  Flag
-  Computer
-  Bell

-  Pin
-  Globe
-  Magnifying Glass
-  Magnifying Glass (+)
-  Magnifying Glass (-)
-  Download
-  Upload
-  Sound
-  Microphone
-  Security (locked)
-  Security (unlocked)
-  Close
-  Document
-  Man
-  Woman
-  Wheelchair






Travel

-  Plane
-  Train
-  Car
-  Pedestrian
-  Cyclist
-  Motorcyclist
-  Bus










Weather

-  Sunshine
-  Rain



Contact icons

-  Email
-  Web
-  Telephone
-  Phone
-  Call centre staff/headset

Social media

-  Twitter
-  Facebook
-  Instagram
-  YouTube
-  Google+
-  LinkedIn
-  Snapchat
-  Location
-  Fax machine

Miscellaneous

-  Arrows
 -  Recycle
-

Powerpoint Guidelines

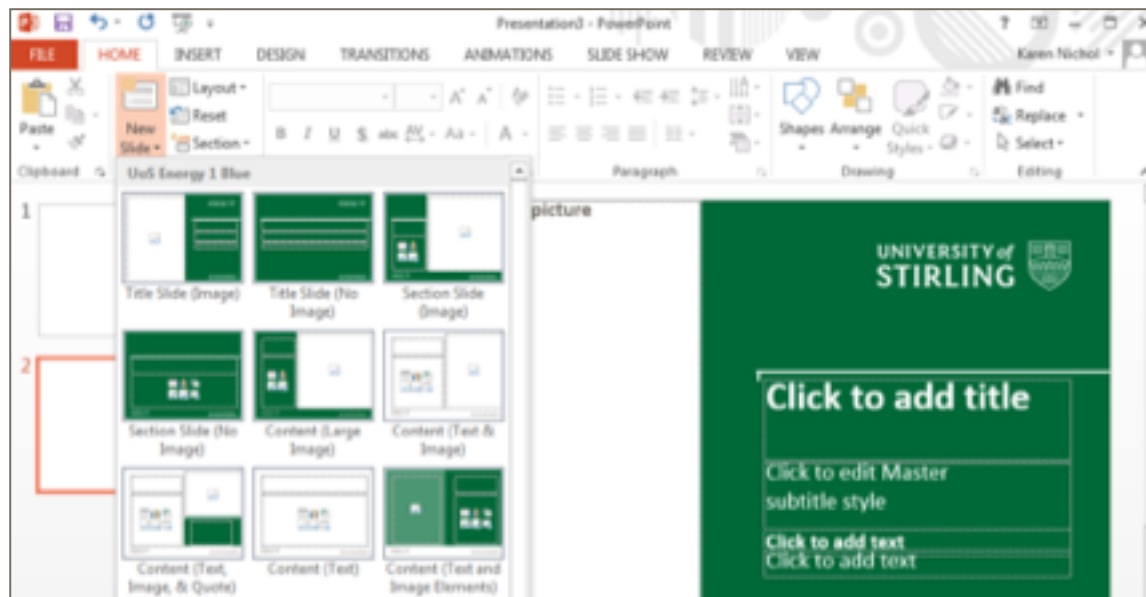
There are four sets of different PowerPoint templates. They come in a range of colours and template styles, and are interchangeable.

Templates are found in \\Marketing\RESOURCES\Presentations

We recommend that energy templates are used for vibrant or informal presentations and heritage colours are better suited for corporate audiences.

Use the Calibri version if you do not have FS Maja.

To access other styles of slide click on the arrow next to the “New Slide” button located in the ribbon



Email Signature

All email signatures must be in Calibri and contain the following elements:

- Full Name in Heritage Green
- Full Job Title in black and Italics
- Address:
University of Stirling Venues
University of Stirling
STIRLING
FK9 4LA
- Direct Dial Telephone number
- Email address
- Website
- LinkedIn

Then choose one of the email signature footers.
These are available in:
S:\Marketing\RESOURCES\Email Footers

Email footers are available for a number of audiences so that we may target communications.

Example:

Your Name

Job Title

Communications, Marketing and Recruitment

University of Stirling Venues,

University of Stirling,

Stirling

FK9 4LA

Tel: +44 (0) 1786 466183

Email: your.name@stir.ac.uk

Web: stirlingvenues.com



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Charity Statements

Approve suggested legal statements regarding the relationship between each entity.

It is a requirement of the Scottish Charity Regulator that the University of Stirling provide their charity details on all of their external documents. The statements in the table below have been developed and must be present on all print collateral and any digital presence, either full or abbreviated dependant on the channel. University social media avatars would be used for social media.

University of Stirling Venues	Abbreviated	University of Stirling Venues is a sub-brand of the University of Stirling. Scottish Charity No: SC011159
	Full	University of Stirling Venues is a sub-brand of the University of Stirling. All surplus income delivered by the University of Stirling Venues is reinvested into the University to help ensure an outstanding experience for both current and future students. University of Stirling is a Scottish Charity, SC011159, regulated by the Scottish Charity regulator (OSCR).

Contact

For more information and implementation guidance, please contact:

Marketing Manager
University of Stirling Venues
University of Stirling
Stirling, FK9 4LA

T : 01786 466000
stirlingvenues@stir.ac.uk

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