



Co-branding Guidelines

Welcome

Partnerships and collaborative working is crucial to the success of our University, and much of our work is done in collaboration with other organisations.

Our logo is often used by external organisations in conjunction with one or more third party logos for a common function or activity, such as:

- 1 Approved collaborations, joint ventures and partnerships
- 2 Acknowledgments, sponsorships and promotions
- 3 Memberships

What is Co-branding

Co-branding refers to instances where our logo is being used in conjunction and displayed next to third party logos on various applications – e.g. posters, leaflets, websites, pull-up banners, etc.

This should only be used when a real partnership/ collaboration can be demonstrated between the University of Stirling and an external organisation.

This guide has been created to provide direction for our staff and partners on how to bring together our brand identities, whilst ensuring consistency across different media and contexts.

If you need any further guidance or advice please contact:

Marketing Team
Communications, Marketing
and Recruitment
University of Stirling
Stirling FK9 4LA

T : +44 (0) 1786 466203
marketingtools@stir.ac.uk

BE THE DIFFERENCE

Approved logo usage

Our logo (including the University of Stirling Management School, Institute of Aquaculture, Dementia Centre and University of Stirling Sport sub-brands) should never be used without permission.

If you have received a request for the use of the University of Stirling logo by third parties, please get in touch with the Marketing Team for approval.

The Marketing Team can give you permission for the use of our logo, subject to the logo being reproduced using the criteria outlined in this guide and in the [Brand Bank](#) section of our website.

If you are an external organisation interested in using the University of Stirling logo, please review this guide and contact the Marketing Team for obtaining approval to use our logo.

No external party may use the University of Stirling logo without permission.

External Party logo

The instructions above also apply when using partner logos. You must ensure that the partner/external organisation has given you permission to use their logos before using it on any collateral.

Once logo usage has been approved, you can download the University logo from the [Brand Bank](#) section of our website, or email us at marketingtools@stir.ac.uk.

Instructions on colour, size and position of the logo are outlined on pages 4 and 5.

University of Stirling logo DO'S:

- Do use only approved, unaltered versions of the logo and adhere to minimum-size guidelines.
- Do ask if you don't have the correct file or file type. Please contact the Marketing Team to get the official versions of the logo.

University of Stirling logo DON'TS:

- Don't re-create the logo.
- Don't alter the logo, except to enlarge or reduce it proportionally.

For more information regarding our logo usage, please visit our [Brand Bank](#).

Process

Contact your usual Marketing contact or marketingtools@stir.ac.uk with details about your needs, including the relationship between the external organisation and the University, so we can help establish which approach is most appropriate for your use. Please allow a minimum of 3 working days for a response.

This guide outlining the use of our logo and visual identity should be followed in whichever platform you are using.

Email us for approval of logo use across templates, publications and digital media- this is to ensure that the guidelines have been followed. We reserve the right to withdraw the use of the University of Stirling identity if our brand is not used within the specified guidelines.

Colour

It is important to use colour in a way that suits the specific application. The guidance below outlines how to maintain the visual impact and identity of our logo when used in conjunction with partner logos.



Full Colour Primary Logo

The primary colour for the University logo is PMS 349. Please use this option where possible; it would generally be used on white/light backgrounds.



Full Colour Secondary Logo

The secondary colour for the University logo is PMS 368. This variant is only to be used when the primary logo in PMS 349 can't be used.

When using our full colour logo, other partners' logos can also be displayed in full colour.



Mono Reversed Logo (White):

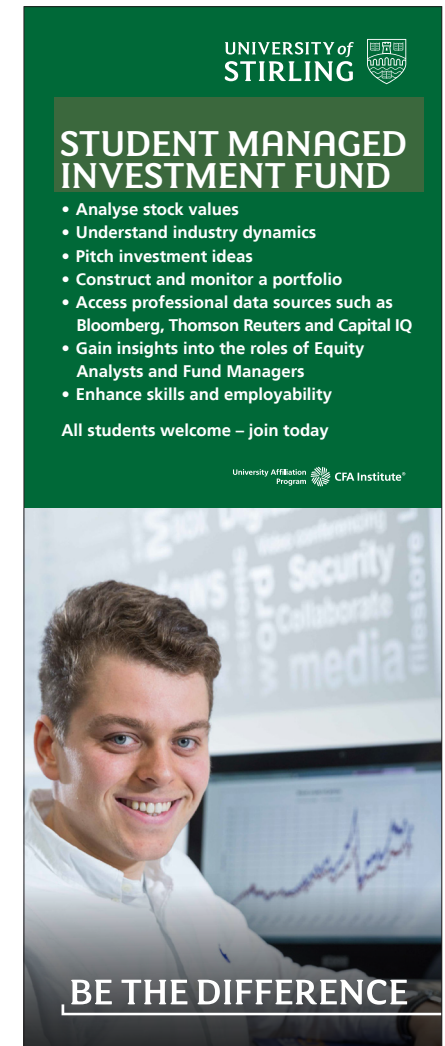
If sufficient contrast on busy backgrounds can't be reached or when printing restrictions apply, a white variant can be selected for use. This is to ensure clarity and legibility on particular pieces of design.

This variant is only to be used when it's not possible to use the PMS 349 full colour logo.

In such cases, other partner logos would also need to be used in their white mono-colour version for a cleaner, less cluttered appearance and to unify the co-branding presence as one cohesive element.

This option may also be used in instances where multiple equal partner logos are displayed next to each other, to ensure that no single logo dominates through its use of colour.

Please check with the external party whether they have a mono reversed white logo as they may not have it. In such cases, please use the full colour version.



Brand Campaign

When the University of Stirling is the primary (lead) partner

The primary position for the University logo is either top or bottom right on all collateral.

However, the position of the University logo and partner logos varies and is determined by the type of partner relationship established. Considerations such as financial contribution, location of event/partnership, and who is responsible for developing the communications determine the placement of the various logos.

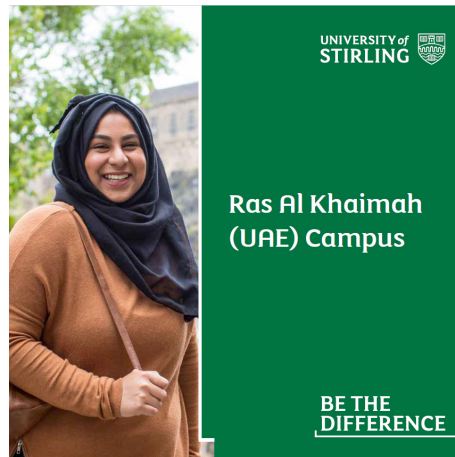
The following information explains how to represent our logo with other external partner logos, whilst displaying the relationship between the University and other partners or related organisations.

Where the University is the lead partner, the University brand and visual identity should prevail. This would include the use of colour, fonts, straplines and photography. Please refer to our brand and campaign guidelines on the [Brand Bank](#) section of the website.

When we are the leading partner, other partners' logos are to be presented below the University of Stirling logo – either directly below (maintaining the exclusion zone) or along the bottom of an application, to illustrate we are the dominant partner.

The partner logos should be right aligned with the right edge of the University of Stirling logo. That means, where possible, the two logos should not be in opposite corners.

All partner logos should be 50% of the University logo. Clear space and minimum-size standards must be adhered to.



Brand Campaign



Undergraduate Campaign

When displaying multiple partners' logos, these should sit at foot equally in a row shown here:



Brand Campaign

When the University of Stirling is the primary (lead) partner – Events

The guidelines outlined in this document can have multiple applications, including events.

When looking to show a co-branding relationship between multiple partners for a specific event, considerations such as financial contribution, location of event/partnership, and who is responsible for developing the communications determine the placement of the various logos.

The example below shows co-branded marketing collateral created for an event. The University of Stirling is the primary partner - hence why our key brand assets have been adopted.

It's important to note that either our brand identity or the partner's should be adopted - a blended approach is not appropriate.



Pop-up banner



Powerpoint presentation slides



When the University of Stirling is an equal partner

For equal partnerships/ventures/collaborations, we should aim to utilise our key brand elements by offering to undertake design work.

When this is not possible, the partner needs to ensure there is equal balance between our logos – they should be of equal size, on equally prominent locations and both in full colour or reversed white colour.

The University logo and the partner logo should be optically equal in size, proportional to one another and have equal prominence. Depending on whether the other logos are vertical or horizontal, they should match 100% max width or height of the University logo.

The logos should be presented side by side, separated by the exclusion zone. No divider line or any other design elements should be used to separate the logos:

Our preferred position is on the right, but where this is not possible, partner logos should be listed in order of mention in the partnership name or in alphabetical order.

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ENQUIRIES
Division of Higher Education and International Programmes (HEI)
Lingnan Institute of Further Education
Tel: 2616 8247 / 2616 8274
Email: hei@LN.edu.hk
Website: life.ln.edu.hk/stirling

This is an exempted course under the Non-local Higher and Professional Education (Regulation) Ordinance, the Government of the HKSAR (Ref no: 452833). It is a matter of discretion for individual employers to recognise any qualification to which this course may lead.

Example using the partner's Brand Identity

BACHELOR OF ARTS (HONOURS)

- Retail Marketing
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JAMES I KING OF SCOTLAND

PRESENTATION STORY THE CHARTERHOUSE PRESS/EVENTS CONTACT US

UNIVERSITY of STIRLING

University of the Highlands and Islands
Oilthigh na Gàidhealtachd agus nan Eilean

SCHOOL OF SIMULATION AND VISUALISATION
THE GLASGOW SCHOOL OF ART

Perth and Kinross HERITAGE TRUST

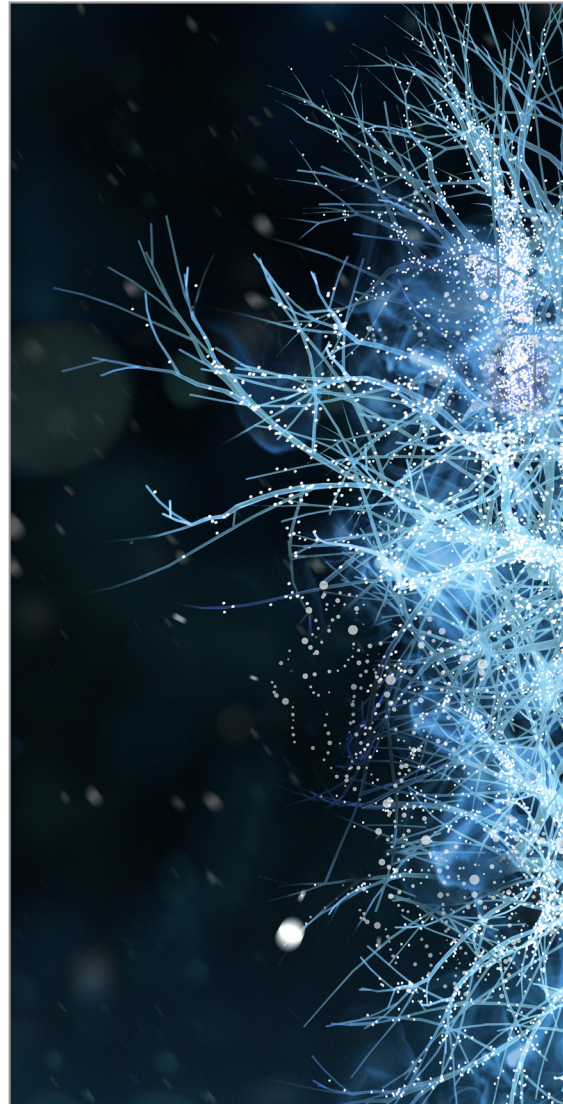
CPK Culture Perth and Kinross

Visit Scotland | Alba

When the University of Stirling is the minority (supporting) partner

When the University of Stirling is a supporting/minority partner, the logo may be used in a subsidiary position, following minimum print/screen size.

When displayed amongst other supporting partners, the University logo should be treated equally and appear the same size of other partner logos. The exclusion zone would also need to be applied to ensure the integrity of our logo, as indicated.



UNIVERSITY OF THE
WEST of SCOTLAND
UWS

Cross-University PhS Student Research Seminar hosted by UWS

Cross-University PhS Student Research Seminar hosted by UWS
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Thursday 19 April 2018
2pm - 5pm



International Campus Signage

Where Stirling is the lead partner for an international campus, all signage should reflect the University of Stirling brand. It is important to identify the location of the campus, as distinct from our Stirling campus, and this should be reflected in the signage.

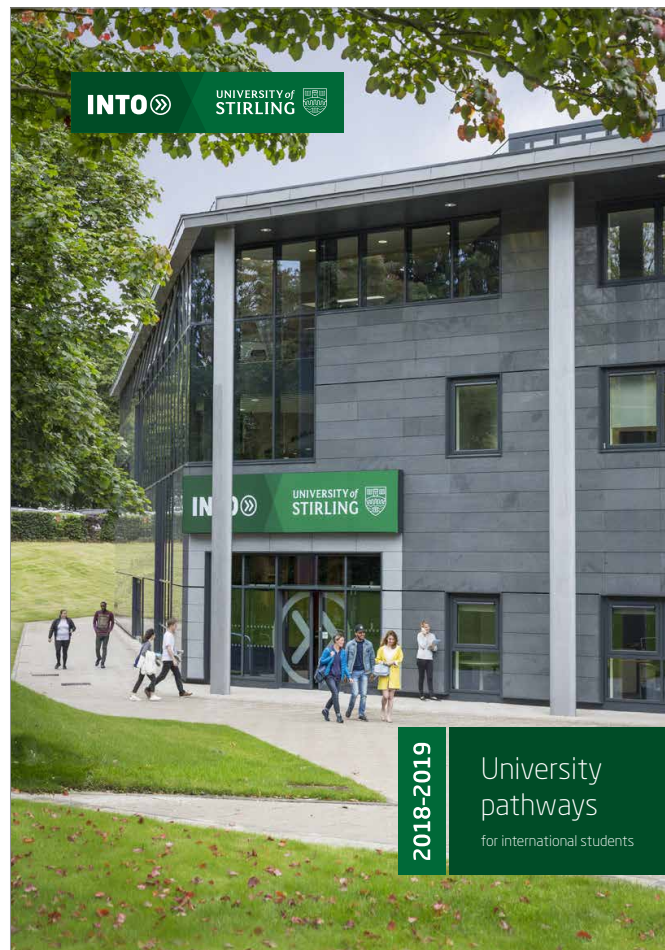
Please note, that the use of the Stirling logo alongside the campus location does not constitute a sub-brand.



INTO joint-venture

Although the guidelines above should be applied to all partner logos, there are very few and rare instances where the nature of the partnership, or the type of contract and obligations agreed between the parties, determine how our brand identity is to be displayed.

In this occasion, the INTO joint-venture lock up logo system communicates the spirit of partnership between INTO and the University of Stirling by locking the two logos into a singular strong device. This system is not to be applied to any third party logos, unless stated in a written agreement/contract approved by the University.




Ask INTO

With so many options it can be hard to choose the right university and course for you. Let us help you with our top tips on what you should consider when choosing to study abroad, as well as advice from our teachers and students.

Let us help you:

www.intostudy.com/askINTO



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Working across the globe, INTO Giving supports projects that increase access to education and improves the quality of teaching and learning. For more information visit www.into-giving.com

INTO

Through innovative partnerships with leading universities, we expand opportunities for higher education, ensuring success and transforming the lives of our students and staff.


UNIVERSITY of STIRLING

Discover more online
www.intostudy.com/stirling

Contact us
Enquiries and applications:
ukes@intogloball.com or +44 1273 876040

Visit the Centre:
intocontact@stir.ac.uk or +44 1796 466255

Connect with us



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Education provider's name

INTO 2 LLP (LIMITED)

Co-branding checklist

The following is a short checklist outlining the co-branding essentials to make sure you are using the University of Stirling brand correctly.

Background information and considerations:

- Which is the dominant brand/partner?
- Is the dominant partner's brand identity being applied?

Logo

- Do you have the correct University of Stirling logo?
- Do you have the correct partner logo?
- Are you placing the leading and supporting logos in the correct locations?
- Are you adhering to print/screen minimum size and exclusion zone requirements?
- If using the white version of the University of Stirling logo, are you also using the white version of partner logos?

Colour palette and typeface

- If University of Stirling led, are you using the brand colours and typeface?
- Have you checked the Brand Bank to ensure you are using the right brand guidelines for each campaign (Undergraduate, Postgraduate and Brand)?

If you are unsure, you can contact the Marketing Team at marketingtools@stir.ac.uk