BRAND GUIDELINES
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Vision Statement

A world class international university that supports outstanding students and staff, working in world class facilities, conducting leading edge education and research, focused on the needs of society.
Our Core Values

Our five core values help tell the story of who we are, where we’ve come from, what inspires us and why life at university can be life-changing when it’s Queen’s University.

INTEGRITY
CONNECTED
AMBITION
RESPECT
EXCELLENCE

Integrity. We act honestly, ethically and transparently in all we do.

Connected. We use our talents to make a positive impact on staff, students and society.

Ambition. We are forward-thinking with a strong desire to be the best.

Respect. We trust, value and empower each other.

Excellence. We strive to do our best at all times.
Our Core Themes

The Core Brand Themes are the foundation stone for all our marketing communications and borne out of the attributes developed collectively across the University with feedback given through surveys, focus groups, research and drop in sessions.

They will enable us to build a consistent voice across all university outputs, building a higher awareness and perception of what makes us distinctly Queen’s. They will create a platform that enables us to deliver proof points on our differentiation from others and demonstrate our emotional connections with our audiences.

EXCELLENCE
MAKING A DIFFERENCE
LIKE NO OTHER

Excellence
Proof pointed by - ambition / education / leadership / world class
We are committed to the pursuit of excellence. It is the central theme that connects all of us to everything we do – students and staff alike. Excellence lies at the heart of our ambition and is instilled in our students through our internationally renowned academics and outstanding staff.

Making a difference
Proof pointed by – impact / collaboration / connection
Our leading-edge education and research is focused on the needs of a connected global society and is driven by a culture that’s alive with the spirit of curiosity and a passion for knowledge. We train the next generation of leaders who are shaping the future for others and making an impact on a local and global stage.

Like no other
Proof pointed by - heritage / home / community / people / place
We are the heartbeat of one of Europe’s fastest growing cities, where the hospitality, welcome and warmth of our people is legendary. There is a sense of belonging at Queen’s that is tangible in our student care, visible through our sense of community. We all work together to bring the pioneering solutions of tomorrow to the world today.
We are executing a bold and ambitious vision to lead the way in the challenges we see ahead. We are developing our students to be the leaders of tomorrow with the confidence and innovation to engage in an ever evolving global culture defined not by geography but by connections.

Today, Queen’s is much more than an educational institution. We connect to industry, we focus on employability, we are pioneers of research and an engine for social and economic change.

Underpinning our vision are three major priorities for growth.

**INCREASE RESEARCH INCOME FROM £55M TO £110M**

**INCREASE POSTGRADUATE PROFILE FROM 23% TO 30%**

**INCREASE INTERNATIONAL STUDENTS FROM 8% TO 20%**
Our leading edge education and research is focused on the needs of a connected global society and is driven by a culture that’s alive with the spirit of curiosity and a passion for knowledge.

What we do here at Queen’s touches thousands of lives every day all around the world. We’re constantly in the pursuit of excellence to find the solutions to real world issues and inspiring research to have real world impact. Together, we meet the challenges of our time head on. We provide answers to questions that reach out far beyond the walls of our University. Answers that come from intensive research, years of experience and expertise forged from some of the most exceptional minds in the world.

Together we have been...
SHAPING A BETTER WORLD SINCE 1845

This is our brand driver.
What is Our Brand?

Our brand is a wide range of elements all working together through many different channels that creates a feeling of engagement with our target audiences.

It’s our promotional material, course guides, alumni, advertising, buildings, environments, media coverage, public relations, internet, students’ word of mouth, open days, faculty and curriculum, application process, location and people.

Queen’s University is a huge organisation with many different touchpoints. We want our brand to encapsulate the rich blend of people, heritage, innovation, university life in Belfast, entrepreneurial spirit and all the emotive connotations that make us distinctive and special.

So, it’s this rich mixture of heritage, innovation and people that differentiates us from other similar establishments. We have strong messages and world-beating stories. We must tell these to our audiences with strength and confidence whilst demonstrating how we are shaping a better world.

We are building a global brand with international appeal, so let’s think, act and look like leaders.
Our Tone of voice

Our tone of voice is how we communicate with our target audiences, and one of the most important ways we communicate is through the way we write. A distinctive and consistent tone of voice helps us tell the world who we are. It builds recognition and brings understanding to what we offer as a University.

How we say it
It is not only what we say but also how we say it. There are some values that should be consistent in our tone-of-voice.

We should be positive - looking to the future and speaking enthusiastically about Queen’s.

We should talk about our spirit of innovation - the desire to bring new ideas and experience to the world. We are pioneers of education and research and the way we talk should reflect this.

We should be inspiring. What we say should make an impression on people and be captivating to every audience.

We should be proud of our academic achievement. Our writing should also communicate how proud we are to have a world-class learning community.
THE QUEEN’S IDENTITY

Our identity is made up of two key elements: The ‘Queen’s crest’ and the name of the University as text. Both elements are to always appear together as our primary logo, apart from circumstances where this is not possible and has been agreed in the brand guidelines or by the marketing department.

The Queen’s crest is our most valuable visual asset.

It’s a mark of authenticity that states who we are and sets us apart from other universities. Think of it as the face of Queen’s University Belfast - an instantly recognisable visual mark. This section explains how to use our logo.
The Queen’s Logo

This is the main Queen’s Logo and preferred version to use wherever possible unless format or background colour dictates otherwise.
These are the main versions of our logo

Landscape
1. Queen’s Red Logo
2. Queen’s White Logo
3. Queen’s Black Logo

Stacked
1. Queen’s Red Logo
2. Queen’s White Logo
3. Queen’s Black Logo

It is essential to the success of our brand that the logo is treated with care and respect in every application and according to these guidelines.
Logo Versions

The Queen’s University logo can be used for online and offline applications in six ways.

1. Our primary logo - landscape
The positive version – one colour ‘Queen’s Red’. This version is used on the majority of applications and should be used whenever possible.

2. The reversed version - landscape
This version is an alternative and can be reversed out of darker backgrounds including the Queen’s Red lead colour. The logo should never appear in a box.

3. Black logo - landscape
Our black logo is used in exceptional circumstances for mono applications only, when our logo needs to appear on a white or very light background.
4. Our primary logo - stacked
The positive version – one colour ‘Queen’s Red’. This version is used on the majority of applications and should be used whenever possible.

5. The Reversed Version - stacked
This version is an alternative and can be reversed out of darker backgrounds including the Queen’s Red lead colour. The logo should never appear in a box.

6. Black Logo - stacked
Our black logo is used in exceptional circumstances for mono applications only, when our logo needs to appear on a white or very light background.
Size

As our most recognisable visual asset we want our logo to feature prominently on all applications without dominating the page.

Oversizing of our logo shows a lack of confidence and can weaken the message we are trying to communicate, so getting the proportion and size correct is an important part of every Queen’s University communication.

The Queen’s logo is measured by the full width of the crest and logotype as shown below.

Our logo must always be scaled proportionally to avoid any distortion. For print, the minimum size of the Queen’s University landscape logo is 35mm. In situations where available space is limited - on digital media that can be viewed on a small smart-phone screen, or on a pen for example - the absolute minimum width is 20mm.
Minimum Exclusion Zone

When laying up the logo, give it breathing space and treat it with respect. To maximise the logo’s presence and visual impact always maintain adequate clear space around it. The exclusion zone around the logo defines the area into which no other graphic elements, such as text, imagery or other brandmarks can intrude.

The distance marked X represents half the width and depth of the full shield shape within the Queen’s Crest. This formula applies to all sizes of the logo reproduction.

Minimum Exclusion Zone for Exceptional Cases

The exclusion zone for exceptional cases is used when it is impossible to use the normal exclusion zone without compromising the size of the logo, for example within a mobile application. The width and height of the ‘Q’ within the Queen’s logo is used to define the exclusion zone for exceptional cases.

In the same way as the preferred exclusion zone, the shield is used from the edge of the Queen’s logo in equal measure to determine the width and height of the exclusion zone around the logo.
Logo Positioning

To ensure that our graphic language is used to the best effect and can be fresh and flexible in every situation, the Queen’s logo can be placed in four different positions in the majority of applications.

- Top right hand side
- Bottom right hand side
- Top left hand side
- Bottom left hand side

In each situation the logo adheres to the basic principles of the exclusion zone.

The logo is positioned top left on digital media such as websites and banner ads.
Queen’s Original Heritage Crest

The Queen’s original heritage crest is only to be used on formal occasions such as graduation, on degree parchments and for sports playing shirts and Sporting Academies.

If there are any questions about further usage find out more at www.qub.ac.uk/brand
Logo School / Faculty Lock-up

When locking up the Queen’s logo with a faculty or school the name of the school or faculty can be placed in two different positions.

1. Landscape to the right of the Queen’s logo
   The logo and the text should be divided by a single stroke and should use the size of the ‘Q’ in the logo as a spacing marker. The school or faculty name should align to the top of the Queen’s logo.

2. Stacked below the Queen’s logo
   The logo and the text should be divided by a single stroke and should use the size of the ‘Q’ in the logo as a spacing marker. The school or faculty name should align to the Queen’s University Belfast Logotype.
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Landscape Faculty Logo Lock-up

- Queen's University Belfast
- Faculty of Engineering and Physical Sciences

- Queen's University Belfast
- Faculty of Arts, Humanities and Social Sciences

- Queen's University Belfast
- Faculty of Medicine, Health and Life Sciences

Portrait Faculty Logo Lock-up

- Queen's University Belfast
- Faculty of Engineering and Physical Sciences

- Queen's University Belfast
- Faculty of Arts, Humanities and Social Sciences

- Queen's University Belfast
- Faculty of Medicine, Health and Life Sciences
Queen’s Global Research Institute Logo

The Queen’s GRI Logo can be used in three ways.

1. Queen’s GRI primary logo - landscape
   The positive version – one colour ‘Queen's Red’. This version is used on the majority of applications and should be used whenever possible.

2. Queen’s GRI reversed version - landscape
   This version is an alternative and can be reversed out of darker backgrounds including the Queen’s Red lead colour. The logo should never appear in a box.

3. Queen’s GRI black logo - landscape
   Our black logo is used in exceptional circumstances for mono applications only, when our logo needs to appear on a white or very light background.
Queen’s Global Research Institute Logos

There are four GRIs and the logo lock-up is used the same as for the schools and faculties. 3 of the GRIs use the acronym of their name in their lock-up.
The Queen's Sport logo can be used in six ways.

1. Queen’s Sport primary logo - landscape
   The positive version – one colour ‘Queen’s Red’. This version is used on the majority of applications and should be used whenever possible.

2. Queen’s Sport reversed version - landscape
   This version is an alternative and can be reversed out of darker backgrounds including the Queen’s Red lead colour. The logo should never appear in a box.

3. Queen’s Sport black logo - landscape
   Our black logo is used in exceptional circumstances for mono applications only, when our logo needs to appear on a white or very light background.
4. Queen’s Sport primary logo - stacked
The positive version – one colour ‘Queen’s Red’. This version is used on the majority of applications and should be used whenever possible.

5. Queen’s Sport reversed version - stacked
This version is an alternative and can be reversed out of darker backgrounds including the Queen’s Red lead colour. The logo should never appear in a box.

6. Queen’s Sport black logo - stacked
Our black logo is used in exceptional circumstances for mono applications only, when our logo needs to appear on a white or very light background.
Logo Do’s and Don’ts

The Queen’s logo should be reproduced in Queen’s Red. It can also be used as white on a red background.

The logo can also appear as black where grayscale reproduction is the only option. The use of the logo on complex backgrounds such as patterns, should be avoided.

For guidance on logo usage, refer to pages 16-18.
Our primary colour is Queen’s Red.

While red is the most commonly used colour within our communications, we also have a primary colour palette. We add sophistication and warmth through our secondary colour palette and rich and vibrant photography.

The secondary palette is to be used in charts and diagrams and to emphasise headlines and body copy.
Queen’s Red

Queen’s Red is inherent in our brand communications and the colour that is automatically synonymous with Queen’s in the marketplace. It helps us stand out and differentiates us from other universities.

QUEEN’S VIBRANT RED
Pantone 185c

At the heart of our brand is Queen’s vibrant red and as our lead corporate colour will be used as the dominant presence across all applications.
Queen’s Primary Colour Palette

Queen’s primary colours serve as the fundamental palette that works across the entire remit of our collateral. These colours will be the foundation of the University’s expression, and when highlighted with the colours of our secondary palette, bring a unique personality to our communications.

White Space
We refer to the unprinted areas of a layout that have intentionally been left blank as ‘white space’. This ‘white space’ is also an integral part of the Queen’s visual language. It promotes clarity.

White is also an important part of our identity. Using white sufficiently across our communications maintains a clean and clear approach.

PRIMARY PALETTE
This gives our identity a unique character in our sector that is warm and true to the nature of Queen’s.
Secondary Colour Palette

Our secondary colour palette complements our primary palette. It introduces style and vibrancy into charts and diagrams and creates hotspots of colour into layouts adding an extra dimension to our communications.

The secondary colours and tints are intended to be used as accent colours alongside our primary colour palette.

They are for highlighting purposes only and are never to be used to brand or colour code other areas of Queen’s. Queen’s four primary palette colours can also be used for charts, diagrams and typography.
Proportional Colour Usage

Using colour to the correct proportions is an important part of our visual identity. Queen’s Red is our lead colour and as such should appear in all communications. Our supporting colours in the primary palette should be used to add emphasis within the graphic language of the design and also for headlines and call out text and information.

Across the Queen’s Brand, the use of any colour from the secondary palette should never overwhelm or dominate the use of the primary palette. The secondary colour palette should be used to highlight and pick out hotspots of vibrant colour, adding an extra dimension to the Queen’s brand collateral.

The chart below shows the ideal proportional colour usage across the Queen’s brand. The balance in the below chart does not apply to each individual piece of collateral but is an overall representation.

Vibrant red and deep red can be used to create a red gradient to add depth to our collateral.
**Typography Colours**

**Colour for Text**
The primary colour palette is used to create emphasis for use in titles, headlines or call out text.

Extensive body copy should be a percentage of black to appear as cool grey which takes the hard edge off the black and complements the primary colour palette.

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**Example**
Queen’s has an excellent academic reputation. It’s students enjoy being taught by world-leading academics. The University has won Queen’s Anniversary prizes for further and higher education on five occasions.
## Colour Specification Chart

<table>
<thead>
<tr>
<th>Colour</th>
<th>Pantone</th>
<th>Process CMYK</th>
<th>RGB</th>
<th>HEX</th>
<th>RAL</th>
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</thead>
<tbody>
<tr>
<td>185</td>
<td>C0 M100 Y100 K0</td>
<td>R214 G0 B13</td>
<td>D6000D</td>
<td>RAL 3020</td>
<td></td>
</tr>
<tr>
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</tr>
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<td></td>
</tr>
<tr>
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<td>RAL 7040</td>
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<tr>
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<td>RAL 5018</td>
<td></td>
</tr>
<tr>
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<td>94D60A</td>
<td>RAL 6018</td>
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</tr>
<tr>
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<td>RAL 5012</td>
<td></td>
</tr>
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<td></td>
</tr>
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<td></td>
</tr>
<tr>
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<td>RAL 5010</td>
<td></td>
</tr>
<tr>
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<td>RAL 6029</td>
<td></td>
</tr>
<tr>
<td>328</td>
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<td>007166</td>
<td>RAL 5020</td>
<td></td>
</tr>
<tr>
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<td>C0 M0 Y0 K90</td>
<td>R47 G47 B47</td>
<td>2F2F2F</td>
<td>–</td>
<td></td>
</tr>
<tr>
<td>–</td>
<td>C0 M0 Y0 K50</td>
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<td></td>
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<tr>
<td>–</td>
<td>C0 M0 Y0 K30</td>
<td>R216 G216 B216</td>
<td>D8D8D8</td>
<td>–</td>
<td></td>
</tr>
</tbody>
</table>

*The RGB and Hex codes have been amended for AA compliance.*

https://www.w3.org/WAI/WCAG20/quickref/#visual-audio-contrast-without-color
Monotone

When printing in black and white (e.g. mono press advertisements or laser prints such as invoice sheets or PO’s) we aim to keep our visual look as close as possible to our full colour applications.

100% black text
80% black text

Text colours

Extensive body copy is 80%-40% of black or in certain circumstances 100% black.
Brand Device

Our brand device is a distinctive element of our identity that is also adaptable and functional.

The ‘bracket system’ adds a strong level of branding to our applications with the use of our Queen’s Red. It’s also a flexible device for organising and presenting information.

This section explains how to use our brand device.
Brand Device

The Queen’s brackets system is a brand device used to bring focus to key insights and proof points of how Queen’s is Shaping a Better World, expressed as either facts, statements, imagery or headlines.

Inspired by the Queen’s crest identity and using the angles of the shield enabled us to create a graphic system that ensures a visual consistency across all of our collateral. The brackets can vary in size, and positioning, creating a flexible approach that encourages a creative expression across all Queen’s University communications.

Origin of the brackets system

The crest is dissected into quarters, with the top left and bottom right corners, forming the bracket graphics used for the brand system.

Example of bracket system with colour

Queen’s crest

Dissected into four, with top left and bottom right corners used for the brackets

TEXT BOX OR POINT OF FOCUS
Bracket system and text proportions

Large messaging, pull out information and quotes

When using the brackets, with large messaging, important information or quotes, it’s crucial to consider the size of the brackets, in proportion to the size of the text.

The typeface for the Queen’s brand is Brandon Text and all large messaging that is contained within the brackets should only appear in:

- Medium
- Bold
- Black

The rule to ensure that there is consistency in proportion of text to bracket is:

2 x STROKE WIDTH OF BRANDON TEXT ‘Q’

If a typeface lighter than Brandon Text Medium is used, the size and visual impact of the brackets is lost.

When you have decided what point size and weight of Brandon Text you are using for your large message or pull out information, type a ‘Q’ in the same weight. Measure the width with a square as shown in the example below.

This square will be the basis for scaling the brackets to the correct proportion to the text it is focusing on.

EXCEPTIONS TO THE RULE

There will be occasions where you will want to focus on a piece of body copy in a lighter typeface than Brandon Text Medium, a large number or statistic or a particular object in an image, which falls outside of the parameters of the given rule. In such cases, slight optical variations can be considered if for visual reasons a different weight of bracket is needed. Visual examples of this can be seen on page 41, which can guide the creative process. If you are still unsure, contact the Queen’s Marketing department, who will be able to provide you with further guidance and feedback.
Brand Device

Primary Colour Palette

The brackets system should only be used in Queen’s Red or white.

Pantone 185

White
Movement and Placement of Brackets

The brackets system creates a styling for Queen’s that provides us with a framework to engage with our audiences in an impactful way across a range of marketing communication channels.

It enables us to build a consistent styling across our communications and it is only to be used in the ways described in this document.

This system allows for flexibility - so there is an option to use the brackets to highlight different areas of information but the brackets should not be overused.
Placement of Brackets

Text within the brackets is used to reflect a headline, statistics, statements or key information.

Text in the brackets is aligned left within the centred text box.

The brackets can use any weight of Brandon Text outlined on page 43.

The brackets are aligned to either the inside (Option 1) or outside edge (Option 2) of the frame of the text box, this gives an equal exclusion zone from the text and allows the brackets to be placed without encroaching on the typography.

Example of bracket system placement:
Creative use of brackets

As referenced in the bracket system rule section, there will be occasions where there can be flexibility with the rule regarding the sizing proportion of the brackets to the message.

If you are wishing to focus in on a large number, a specific part of a photo or some small body copy, the rule stated may not be suitable. In this case, you should size your brackets to what looks visually correct, depending on the size of the object you are focusing on. These examples show how this could be approached, to maintain a visual consistency across all collateral, even when the bracket rule isn’t used.

Basic Principles

All text should align left and sit centred to the brackets.

For all information on typography inside the brackets please refer to the typography section page 44.

Only ever use a single instance of the brackets system i.e. do not have key messages competing for attention in multiple brackets systems on the same screen/page.

The example above would be incorrect as two brackets have been used; the brackets around the large statement are too big in proportion to the text and the body copy is aligned right.
Typography

Typography should not be overlooked as a key graphic device. It can be used to change the mood of a document and to clearly present key messages about the University.
When using text, whether on a front cover or within a publication, it is hugely important to always consider clarity and legibility.

The Queen’s primary typeface is Brandon. In order to build brand recognition and familiarity across the University, this is the only typeface to be used on marketing materials. The Brandon font can be used in a variety of ways to allow flexibility in application whilst maintaining overall consistency.

Only the typefaces shown can be used (unless otherwise specified in this document) and careful consideration should be given to the leading and kerning of headlines and body copy.

**Brandon Text Bold**
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890

**Brandon Text Medium**
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890

**Brandon Text Regular**
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890

**Brandon Text Light**
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890
Typography and Brackets

Principles To Guide Typographic Layouts

Upper Case and Sentence Case
Headlines, call out text or proof points within the brackets should be in upper case or sentence case. Body copy should always be in sentence case.

Upper case can be used with restraint on small areas of text – particularly on text-rich documents to create a clear visual differentiation between levels of text.

Alignment
Text is usually aligned left.

Upper case example

WE ARE THE HEARTBEAT OF BELFAST

Sentence case example

We are constantly in the pursuit of excellence to find solutions to real world issues.
Typography and Brackets

Typography in Brackets

When using our messaging, the impact achieved comes not only from the strength of our writing but also from the strength of its visual presence.

When placing text over imagery it can sometimes be difficult to find a position where the text is legible. To ensure a strong visual presence in these instances use the brand device to highlight, and so achieve maximum stand out.

An example of the brackets in use, allowing for maximum stand out and legibility in one of our headlines.

An example of an instance where the type doesn’t achieve suitable levels of legibility and where the device is needed.
Leading / Tracking

Leading is set for text in templates provided. All leading is not equal. The rule of thumb is to use a leading that is 2pts above the font’s height. For example, if you are using a 10pt font then the leading should be 12pts. The tracking for Brandon Text can generally be set to 0. Adjust tracking and kerning where needed based on application.

For use in headlines as below leading may have to be decreased.

Body Copy Guidelines

9pt / leading: 11pt / tracking: 0

Eperias cus ma corem labo. Lores volupta nus sunto dendunt, ne restempel ilicidus nonsequia acimi, soluptatese prat volum harunturio. Ut vel is ipsant que netur atem eiciderum elessi qui andam earum eumquostione dolore pliquam voluptatium res.

10pt / leading: 12pt / tracking: 0

Eperias cus ma corem labo. Lores volupta nus sunto dendunt, ne restempel ilicidus nonsequia acimi, soluptatese prat volum harunturio. Ut vel is ipsant que netur atem eiciderum elessi qui andam earum eumquostione dolore pliquam voluptatium res.

20pt / leading: 22pt / tracking: 0

Eperias cus ma corem labo. Lores volupta nus sunto dendunt, ne restempel ilicidus nonsequia acimi, soluptatese prat volum harunturio.

HEADLINE SHOULD ALWAYS ALIGN LEFT

leading set to the same as the font’s height (20/20) and -20 tracking.
Colour Usage

Simply infusing colour into typography effectively accomplishes two things at once. It clarifies both informational hierarchy and organisation. It also elevates your typographic communication with personality and style. For approved Queen’s colour palette, follow the guidelines in the colour section.
Minimum Type Size

To ensure all our communications are legible, do not set text smaller than the following point sizes.

**Body copy (Brandon Text Light)**
Recommended body copy size is 10pt. Minimum size when required is 7pt.

**System font text (Arial)**
Recommended body copy size is 10pt. Minimum size when required is 7pt.

**Online text (Brandon Text)**
Recommended body copy size is 12pt. Minimum size when required is 10pt.

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Minimum Type Size Examples

**Body copy (Brandon Text Light)**
Recommended body copy size is 10pt. Minimum size when required is 7pt.

**System font text (Arial)**
Recommended body copy size is 10pt. Minimum size when required is 7pt.

**Online text (Arial)**
Recommended body copy size is 12pt. Minimum size when required is 10pt.
Typography Do’s and Don’ts

The examples on this page illustrate correct and incorrect ways to use typography.

Incorrect Typography Use

- Don’t use 3D effects.
- Don’t use drop shadow.
- Don’t use reflections.
- Don’t use outlined text.

GLOBALLY RECOGNISED RESEARCH

We are constantly in the pursuit of excellence to find solutions to real world issues.
Photography

Creative photography is a powerful way to capture life at Queen’s and helps us to engage and inspire our target audiences. It is important that photography is selected to work alongside the colours and messaging in any given project.
Our Photography

Much like our colour palette, imagery can be used to effectively engage with specific audiences. People shots should feature strongly. We also encourage photography that is abstract; demonstrates the student body in its environment; is object-focused or features the campus and local environment. Contrived photography should be avoided.

We encourage designers and departments to consider the five core values and three core brand themes (see pages 4 and 5) and how they can be represented in the photography used.

Photography should be tailored to the target audience for example, when producing literature for international students, people photography used should reflect diversity, and our heritage through the campus/environment.

Go to the following web page for access to our bank of images: [www.qub.ac.uk/imagebank](http://www.qub.ac.uk/imagebank)
Photography - Hero Photography

Hero images are defined as a large, prominent visuals and can be a central image on a variety of media. For example, it could be a brochure cover image, a full-page advertisement, a profile image on social media, or a large full size image used for an outdoor advertising campaign. All hero images should ideally contain a red element that is a nod to our primary colour of Queen’s Red. This can be either through the background, the main focus of the shot, lighting, a key element within the image or the actual subject itself. Where it is not possible to use red within the image, the red element must be used within the brand bracket device. We encourage the creative use of photoshop to enhance imagery.

Queen’s use Hero images to demand thought, which makes them the quintessential tool to grab our audience’s attention.

When choosing a hero image the following should be considered:
- Does the image deliver the message?
- Does the image feel natural and unposed?
- How can I use this image to the best effect?
- Does the image include red?
- Is the image of high resolution?
- Have I used the most powerful crop?
Photography - University Life

The personality of Queen’s University can be easily seen and achieved through people photography. The unique culture of our University can be clearly displayed through the diverse mix of people in lifestyle photography, whether focused on one person or a group/community.

The tone of the photography is bright and vibrant and portrays a friendly, collaborative and shared environment where students can really enjoy all aspects of university life.
Photography - Academic and Learning

Similarly, the unique and exceptional learning community at Queen’s can be illustrated through people in-situ shots. They can show our state of the art and diverse learning environments and bring a strong academic focus to a publication.
Photography - Research

Research and learning is a huge part of what makes our University exceptional.

We encourage designers to use imagery which celebrates this and showcases the cutting edge and dynamic nature of the research we undertake.
Photography - Environment and Facilities

Photography of our campus environment and buildings can be a very effective way of giving potential students and staff a flavour of the world-class facilities at Queen’s. The natural open spaces around the city and buildings, old and new, provide a rich environment for dynamic photography. Where possible, particularly in international marketing, include the Lanyon building - a landmark synonymous with our heritage.

The campus contains over 100 buildings which are listed as being of special architectural and historic merit. The diverse and dramatic nature of our environment is one of the aspects that makes Queen’s so unique.
Photography - Abstract

Abstract photography can also be a great way of representing the values of a particular Department or School in a very creative way. This style of imagery can create greater flexibility in composition. There are of course many occasions where abstract photography may not be the lead image but could be used in a thumbnail grid, etc.
Overall Proportional Photography Usage

Proportional Scale

40% Hero
15% University Life
15% Academic and Learning
15% Research
10% Environment and Facilities
5% Abstract
Visual Style

Reportage
Real people, real situations, real environments. We use reportage style photography that embodies a photo-journalistic eye to capture pure moments in the lives of our students and staff.

Dynamic
Our images must have a confidence about them and help us communicate a message or illustrate a headline. Use dynamic cropping or different angled perspectives to create engagement and interest. By maintaining the same approach to colour, lighting, mood and subject matter, we can create an immediately recognisable look for Queen’s University.

Colour
Rich and vibrant, high contrast.

Composition
Dynamic cropping and lighting. Uncluttered and simple - focus is on people/detail.

Personality
Human - warm and engaging. Confident, approachable, positive and grounded. Spectrum of personality - ages, interactions, multi-cultured.

Example Reportage
Image Style
Warm
Engaging
Human
Dynamic cropping
Rich in colour
Best Practice Examples

Here is a selection of images that fulfill our content and style principles.

The images convey real-life situations, which are not posed or contrived. They use dynamic crops and focus on the subject matter. They are warm, engaging and rich in colour.
Image Retouching

When selecting images from a stock library or photoshoot, retouching or cropping may be necessary to ensure the image feels engaging and vibrant.

Any image selected must follow the principles of our photographic and style briefs. However, if the image is lacking the vibrancy of colour or contrast required it can still be used as long as it is retouched to deepen the contrast. Ideally we are looking for a balance between light and dark that adds extra depth and colour to the photograph. Here are three ways that can help enhance an image for use. One or more of these principles may need to be applied.

1. Add warmer tones to the overall composition.
2. Add extra light to the image to help accentuate the shadows.
3. Enhance or alter existing colour in an area of the image.

Example
Image one has the correct composition and reportage style, but lacks the vibrancy and depth of contrast required.

In image two, light has been added to the left hand side of the image, the skin tones have been made warmer and the contrast of the image has been heightened to deepen the shadows.

In image three, colour has been added to the middle student’s jumper to give the image an extra lift.

Always add colour that looks like it may appear there naturally. Queen’s Red has been used - to give the image a lift, but not overpower it.
Photography Don’ts

The examples on this page illustrate correct and incorrect ways to use photography or images.

Incorrect Photography or Images Use

1. Don’t use clip-art
2. Don’t use low resolution images
3. Don’t use cheesy stock shots
4. Don’t use collages
Grids

Our grids are a fundamental structure that help to keep our applications consistent, as well as providing options and flexibility in layouts.

These principles should be followed throughout our communications.
Our Publications

Our publications are not there to merely provide information, but rather we want you to view our covers and spreads as advertisements for Queen’s Schools, Faculties, GRI’s, Departments and Services.

We want to establish some rules and guidance for the creation of publications to maintain a strong and consistent brand application, but we also want to build in more freedom and creativity to our documents.

In order to get a consistent look and feel across our publications we have created two optional templates. There are some fixed elements in these templates but the key to making the publications fresh is our ‘creative space’.

Outside of the rules outlined in the following pages, the creative space gives designers freedom and flexibility to inject clear differences and personality into each publication.

Be creative with photography, colours and typography but, of course, keep in mind the guidelines set out for these brand tools.
A4 Grid Template

A4 Grid Example

BECOME PART OF THE SOLUTION

SHAPING A BETTER WORLD SINCE 1845
Complex Documents

7 Column Grid

In more complex documents such as financial publications, prospectuses and other reports use the 7 column grid. This grid system allows everything to have a unified look whilst giving enough flexibility to be used across the vast range of marketing collateral we produce. It can be split in different ways depending on the content to be designed. The odd number allows for a dynamic layout as well as being able to accommodate more complex content.

On the right is an A4 7 Column Grid with 7 rows. For other sizes this layout should be used proportionally.

For publications with less complex content, please use other grids outlined in the guidelines.
DL Grid Template

DL Grid Example

Contents
- Our brand
- Tone of voice
- Logo
- Colour
- Brand device
- Typography
- Photography
- Guides
- Icons
- Applications

Tone of voice

WE KNOW WHAT GROUND-BREAKING SOUNDS LIKE

SHAPING A BETTER WORLD SINCE 1849
Inside Layouts

We want to encourage designers to be creative when designing inside spreads. We do not want to place too many restrictions, however, we have established a basic column system in order to retain consistency.

Spreads could be a purely typographical design or a full spread image with minimal text. Be creative and design spreads that will engage with the audience.

Everything about our University is exceptional. From the moment you arrive you will have an experience that will truly change your life forever.
Welcome to Queen’s University

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Everything about our University is exceptional. From the moment you arrive you will have an experience that will truly change your life forever.
Pull up/Exhibition stands

When producing pull-ups the grid template is designed to give flexibility to allow for a variety of outcomes. See below for examples.
Icons

Our icons are an important resource for turning data into eye-catching visuals.

All icons can be accessed via the brand toolkit.
Icons

Icons should support our communications and always be representative of the data they convey. They should not be used as space fillers.

Icons are to be predominantly used in digital applications to aid navigation, but can also be utilised in other applications, e.g. brochures, to communicate details such as statistics.

Only Queen’s-approved icons can be used in marketing collateral.

Icon Colours
White icons should be used in a coloured circle or against a plain colour background, using colours from the approved Queen’s colour palette.

When using standalone icons, a white background is preferred. Do not use standalone icons against a busy background such as a photograph.
Applications

This section provides guidance on how to use our design elements to create on-brand applications. Our communications use the full scope of our visual identity. The following visual guides have been created for a broad range of applications; these should be followed in order to achieve a consistently high level of design across Queen’s.
Marketing Collateral Overview

Our marketing collateral should convey all elements of our brand working together to create high-end, informative collateral. Call out data points, pull out quotes and imagery should be used to break up sections of dense copy and substantial white space should be allowed for in order to maintain a clean and fresh design approach. Diagrams, charts and pull out copy can use the secondary colour palette to introduce vibrant hotspots of colour.
Stationery Items

Please contact your local facilities department for ordering of all stationery materials.
**Business Card**

All business cards carry the Queen’s identity positioned as specified.

The name and job title are placed below the logo aligned with the bottom line of the address details indicated. Post-nominal letters, if appropriate, can be included after the name on the understanding that this may overflow to a second line. The font used for the name is Brandon Text Medium, 7pt. The person’s position is printed using Brandon Text Light, 7pt.

Address details are printed using Brandon Text, 7pt with 8.5pt leading. All type on the business card is printed using Queen’s Red.

Paper Quality
Business cards will be printed, one colour only, Queen’s Red, on 350gsm - 400gsm bright white uncoated stock.
Stationery

Compliment Slip

- QUEEN'S UNIVERSITY BELFAST
- 23mm
- 80mm
- 10mm
- 9mm
- With grand rims

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Envelopes

Guidelines for the Queen’s Crest positioning on an envelope are as specified. The Queen’s Crest is positioned in the top left corner as shown.

- Width: 220 mm
- Height: 110 mm
- Top margin: 19 mm
- Left margin: 18 mm
Pull-up Stand Examples

The templates below show examples of our pull-up stands.

In order to ensure text on the pull up banner is legible, it should be kept as big as possible.

A list of bullet points can be used to break up large paragraphs of text and ensure maximum readability.

Where possible text should be kept in the top two thirds of the pull-up stand, and imagery in the bottom third, to ensure important messaging is kept at eye-level.
3x3 Stand Example

![3x3 Stand Example Image]
Map Totem Template Example

Left

Front

Rear

Right

Building
Brandon Text Bold
Title Case

Heading
Brandon Text Bold
Title Case

Numbered Locations
Brandon Text Regular
Title Case

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Totem 14 - Type: T/X - Computer Science
Building Entrance Plaque Example

School of Mathematics and Physics

School Name
Brandon Text Bold
Title Case

Pantone 185
### Internal Ground Level Wayfinding Signage Example – existing installation

<table>
<thead>
<tr>
<th>Floor</th>
<th>Signage Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>LG</td>
<td>Large Letter / This Floor</td>
</tr>
<tr>
<td></td>
<td>Brandon Text - Bold</td>
</tr>
<tr>
<td>1</td>
<td>School of Law Reception</td>
</tr>
<tr>
<td></td>
<td>Meeting Room 01.017</td>
</tr>
<tr>
<td>2</td>
<td>Main Entrance</td>
</tr>
<tr>
<td></td>
<td>Conference Rooms OG.009, OG.010</td>
</tr>
<tr>
<td>3</td>
<td>Cafes</td>
</tr>
<tr>
<td></td>
<td>Toilets</td>
</tr>
<tr>
<td>4</td>
<td>Music Rooms LG.013 – LG 017</td>
</tr>
<tr>
<td>5</td>
<td>Shower Rooms</td>
</tr>
<tr>
<td>6</td>
<td>Rooms</td>
</tr>
<tr>
<td></td>
<td>Brandon Text - Medium</td>
</tr>
<tr>
<td>7</td>
<td>Meeting Rooms 06.006, 06.031</td>
</tr>
<tr>
<td>8</td>
<td>Meeting Rooms 07.006, 07.030</td>
</tr>
<tr>
<td>9</td>
<td>Meeting Rooms 08.006, 08.014</td>
</tr>
<tr>
<td></td>
<td>Meeting Rooms 09.013, 09.022</td>
</tr>
<tr>
<td></td>
<td>Wellbeing Room 09.006</td>
</tr>
</tbody>
</table>

**School of Pharmacy**

- **SCHOOL OF PHARMACY**
- **Brandon Text - Bold**

**Pantone**

- **187**
- **185**

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**Logo**

- **Brandon Text - Bold**
- **Large Numbers**
- **Rooms**
- **Medium**

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**Typography**

- **Pantone 187**
- **Pantone 185**

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**Our brand**

- **Logo**
- **Colour**
- **Brand device**
- **Typography**
- **Photography**
- **Guides**
- **Icons**
- **Applications**

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**Tone of voice**
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**Internal Ground Level Wayfinding Example - new installation**

Keep all text aligned

<table>
<thead>
<tr>
<th>Floor</th>
<th>Rooms</th>
<th>Signage Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>Welbeing Room 09.006</td>
<td>SCHOOL OF PHARMACY</td>
</tr>
<tr>
<td></td>
<td>Meeting Rooms 09.013, 09.014, 09.022</td>
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<tr>
<td>8</td>
<td>Meeting Rooms 08.006, 08.014</td>
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<tr>
<td>7</td>
<td>Meeting Rooms 07.006, 07.010</td>
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<tr>
<td>6</td>
<td>Meeting Rooms 06.006, 06.031</td>
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<td>Meeting Room 05.006</td>
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<td>4</td>
<td>Meeting Room 04.006</td>
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<td>3</td>
<td>Meeting Room 03.006</td>
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<td>2</td>
<td>Most Court 02.006</td>
<td></td>
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<tr>
<td></td>
<td>Seminar Rooms 02.002 – 02.009</td>
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</tr>
<tr>
<td>1</td>
<td>School of Law Reception</td>
<td></td>
</tr>
<tr>
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<td>Meeting Room 01.017</td>
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<td>Rooms</td>
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<td>Brandon Text - Medium</td>
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<td></td>
<td>School of Pharmacy</td>
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</tr>
<tr>
<td></td>
<td>Brandon Text - Bold</td>
<td></td>
</tr>
</tbody>
</table>

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*Pantone 185*
Vehicle Graphics - Full Wrap
Vehicle Graphics - Service Vans
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Branded Merchandise
Social Media

Our social media activity aims to inspire our audiences at every opportunity. By making content that is accessible to all we can make even the most complex topic engaging and relevant to their world.

When considering social media activity, please contact the University’s Social Media Manager or your faculty’s Digital Marketing Officer for guidance before launching a new account.

Artwork dimensions must follow the required specifications of each particular social media channel.

Channel artwork should be periodically updated to support current marketing campaigns.
Social Media Posts

Social Media images should be visually striking and not text heavy. Text should also be larger for readability e.g. Brandon Text medium.

Statistics should be represented in infographic style using icons placed on a solid background from the Queen’s colour palette.

All images should be optimised per social media channel.

Across all of Queen’s social platforms there should be a consistent look and feel for the content.

On each of the photo/illustrative posts there should be a 100px border that the content should sit inside of.
Social Media Imagery

Social Media images should be visually striking and not text heavy. There are 4 different styles of images that should be adhered to when creating content.

1. Photography / Video
2. Infographic
3. Informational Brand Device
4. Handwritten Font

N.B Please remember the colour ratio when creating content for social media. The primary colour used should be the Queen’s red.

40% Primary  50% White  10% Secondary
Social Media Avatars

The central Queen’s accounts should be the only accounts featuring the Queen's Crest as an avatar. This should be centre placed with a 40px gap on either side.

All area-specific accounts such as Schools, services and research areas will be assigned a branded icon avatar.

Please contact the University’s Social Media Manager or your faculty’s Digital Marketing Officer to find out how to get your official icon that will be unique to your accounts.

Social Media Naming Structure

In order to ensure the University’s audiences can easily search, tag and engage with its official social media accounts, new accounts should follow the naming convention.

Handle Format:

@QUB(Area-specific Name)

Examples of this already in use are:

@QUBEqualDiverse
@QUBTheology
@QUBMitchell
@QUBCCRCB
1. Photographic / Video

These posts should use the Queen’s approved photography or videos unless it is user generated content or event specific content.

There should be an emphasis on people and faces and red should be a featured colour in the majority of any posts.
2. Infographic

These posts should use the approved icon suite and secondary colour palette to highlight key stats and short snippets of information.

The icon and text should always appear in white and the text should not be on any more than 3 lines. The icon and text should be centrally aligned.

The background should always be a block colour from the secondary palette. Please do not use any photography when using this style of social post.
3. Informational Brand Device

When using the bracket device on social media posts please follow the rules that are set out on page 41 in relation to the thickness of the brackets and the font size and thickness.

If using the sentence case style the bracket rule may need to be broken, please use best design practice to set the width of the brackets.
4. Handwritten Font

This style of post can be used when trying to appeal to a student audience. However, there are specific rules in place to keep them in line with the Queen’s brand.

The handwritten font used is Viva Beautiful and can be used in both Uppercase and Sentence case.

When this style is used the post should have the Queen’s brand device (Shaping a better world since 1845) placed in the bottom right hand corner and the Queen’s hashtag in the bottom left hand side.

The baseline of the hashtag should align with the baseline of ‘Since 1845’.

This font should be paired with approved photography.
Website Elements

A favicon is the icon which appears on a website browser tab or bookmark icon. This is sized to multiple sizes in PNG format dependent on the resolution of the screen being used.

- 120px x 120px
- 64px x 64px
- 24px x 24px
- 16px x 16px
Email Templates

Our email communications should be kept clear, concise and have a consistent look and feel.

Our Queen’s emails will be 640px in width with 20px margin on either side, therefore, the content should sit inside 600px. The emails are built on a 12 column grid with 36px column width and 15px gutter width.

The header of our email templates is the main Queen’s red with the new Queen’s brand positioned top left and social channels top right. The header should always be 80px in height and will have a menu bar directly below which is 48px in height. This menu will have 3 customisable links that can be changed dependent on the contents of the email.

The hero image on every email should be 345px in height and should utilise the Queen’s shield device for the main message of the email were possible.

The body copy font used in email correspondence should be Arial Regular 12pt, title font should be 14pt Arial Bold - both using hex #2F2F2F.

In the template there are different modular blocks that can be rearranged to give each email a unique feel. These sections are; single column text, 2 column text, single column video, 3 column text and image and 2 column image and text.

The Queen’s colour palette should be strictly adhered to.
MS Powerpoint Templates

The master template features instructions, charts and diagrams templates, an icon library and as well as imagery and layout options to make presentations visually engaging and in line with the Queen’s brand.

When charts and diagrams are being used in powerpoint templates the secondary colour palette should be utilised.

The system font Arial should be used as a substitute for Brandon Text.
For assets and to access the brand toolkit:
www.qub.ac.uk/brand