



QUEEN'S  
UNIVERSITY  
BELFAST

# BRAND GUIDELINES











## Contents

[Our brand](#)

[Tone of voice](#)

[Logo](#)

[Colour](#)

[Brand device](#)

[Typography](#)

[Photography](#)

[Guides](#)

[Icons](#)

[Applications](#)

## 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.







## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

## 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.



## Contents

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

## 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.



## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

# VISION 2020. NEW WORLD. NEW THINKING.

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%**





## Contents

[Our brand](#)

[Tone of voice](#)

[Logo](#)

[Colour](#)

[Brand device](#)

[Typography](#)

[Photography](#)

[Guides](#)

[Icons](#)

[Applications](#)

# BRAND PURPOSE.

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...





## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

# SHAPING A BETTER WORLD SINCE 1845

This is our brand driver.



QUEEN'S  
UNIVERSITY  
BELFAST





## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

## What is Our Brand?

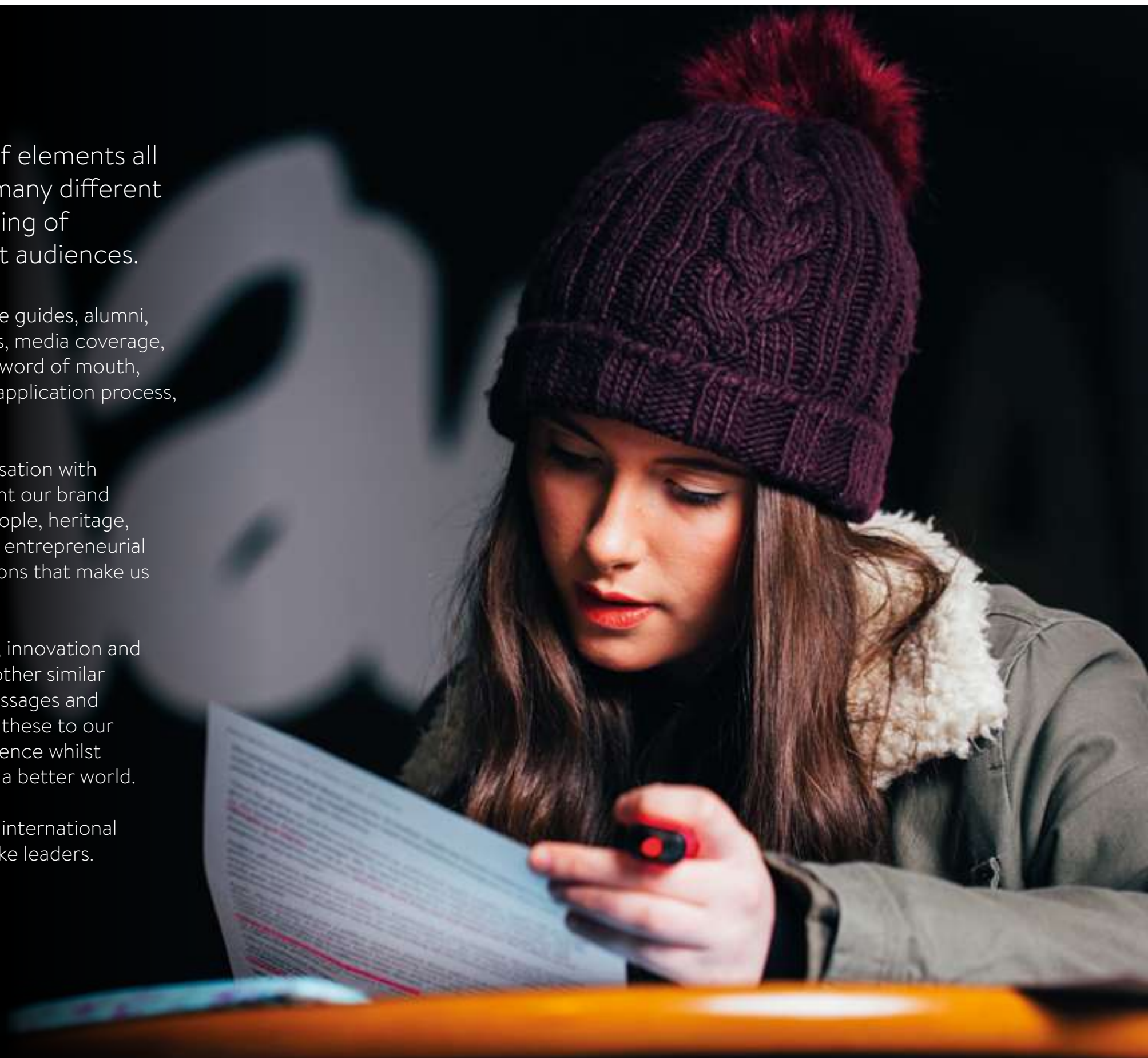
Our brand is a wide range of elements all working together through many different channels that creates a feeling of engagement with our target audiences.

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.







## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

## 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.







## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

# 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.

# 01





## Contents

[Our brand](#)

[Tone of voice](#)

[Logo](#)

[Colour](#)

[Brand device](#)

[Typography](#)

[Photography](#)

[Guides](#)

[Icons](#)

[Applications](#)



## 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.





## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

## 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.



**QUEEN'S  
UNIVERSITY  
BELFAST**



**QUEEN'S  
UNIVERSITY  
BELFAST**



## Contents

[Our brand](#)

[Tone of voice](#)

[Logo](#)

[Colour](#)

[Brand device](#)

[Typography](#)

[Photography](#)

[Guides](#)

[Icons](#)

[Applications](#)

## 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.







## Contents

[Our brand](#)

[Tone of voice](#)

[Logo](#)

[Colour](#)

[Brand device](#)

[Typography](#)

[Photography](#)

[Guides](#)

[Icons](#)

[Applications](#)

### 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.



**QUEEN'S  
UNIVERSITY  
BELFAST**

### 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.



**QUEEN'S  
UNIVERSITY  
BELFAST**

### 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.



**QUEEN'S  
UNIVERSITY  
BELFAST**



## Contents

[Our brand](#)[Tone of voice](#)[Logo](#)[Colour](#)[Brand device](#)[Typography](#)[Photography](#)[Guides](#)[Icons](#)[Applications](#)

## 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.







**Contents**

[Our brand](#)

[Tone of voice](#)

[Logo](#)

[Colour](#)

[Brand device](#)

[Typography](#)

[Photography](#)

[Guides](#)

[Icons](#)

[Applications](#)

### 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.





## Contents

[Our brand](#)[Tone of voice](#)[Logo](#)[Colour](#)[Brand device](#)[Typography](#)[Photography](#)[Guides](#)[Icons](#)[Applications](#)

## 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.







## Contents

[Our brand](#)

[Tone of voice](#)

[Logo](#)

[Colour](#)

[Brand device](#)

[Typography](#)

[Photography](#)

[Guides](#)

[Icons](#)

[Applications](#)

## 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](http://www.qub.ac.uk/brand)





## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

## 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.

#### 1. Landscape Lock-up



#### 2. Stacked Lock-up







## Contents

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

## 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  
ARTS, HUMANITIES  
AND SOCIAL  
SCIENCES



**QUEEN'S  
UNIVERSITY  
BELFAST**

FACULTY OF  
ENGINEERING  
AND PHYSICAL  
SCIENCES



**QUEEN'S  
UNIVERSITY  
BELFAST**

FACULTY OF  
MEDICINE,  
HEALTH AND  
LIFE SCIENCES



## Contents

[Our brand](#)

[Tone of voice](#)

[Logo](#)

[Colour](#)

[Brand device](#)

[Typography](#)

[Photography](#)

[Guides](#)

[Icons](#)

[Applications](#)

## 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.







## Contents

[Our brand](#)

[Tone of voice](#)

[Logo](#)

[Colour](#)

[Brand device](#)

[Typography](#)

[Photography](#)

[Guides](#)

[Icons](#)

[Applications](#)

## 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.





## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

## Queen's Sport Logos

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.





## Contents

[Our brand](#)

[Tone of voice](#)

[Logo](#)

[Colour](#)

[Brand device](#)

[Typography](#)

[Photography](#)

[Guides](#)

[Icons](#)

[Applications](#)

### 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.



**QUEEN'S  
UNIVERSITY  
BELFAST**

**QUEEN'S  
SPORT**



**QUEEN'S  
UNIVERSITY  
BELFAST**

**QUEEN'S  
SPORT**



**QUEEN'S  
UNIVERSITY  
BELFAST**

**QUEEN'S  
SPORT**





## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

## 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.



Don't use logo in any colour other than Queen's Red or reversed.



Don't use an Queen's Red logo against an Queen's Red background - use reversed white logo.



Don't use an Queen's logo against an over complex background.



Don't alter the elements within the logo.



Don't distort the logo.



Don't rotate the logo.



## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

# COLOUR

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.

02



## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

## 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.





## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

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.

Pantone 187

Pantone Cool  
Grey 11

Pantone Cool  
Grey 5



**Contents**

[Our brand](#)

[Tone of voice](#)

[Logo](#)

[Colour](#)

[Brand device](#)

[Typography](#)

[Photography](#)

[Guides](#)

[Icons](#)

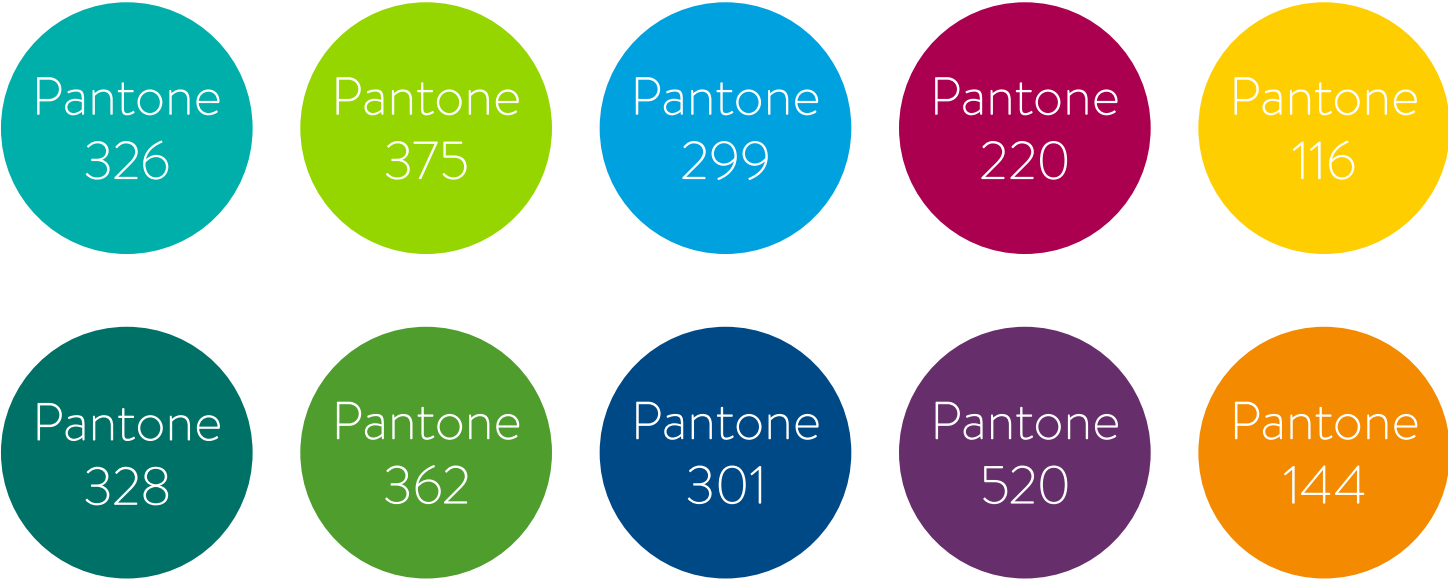
[Applications](#)

## 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.





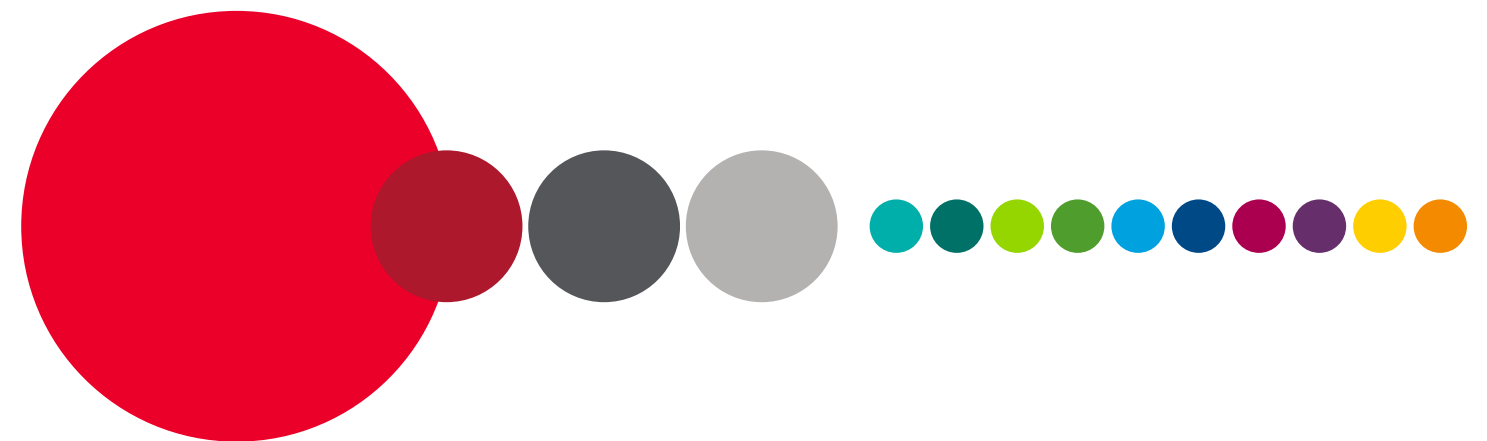
## Contents

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

## 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.



Vibrant red and deep red can be used to create a red gradient to add depth to our 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.







## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

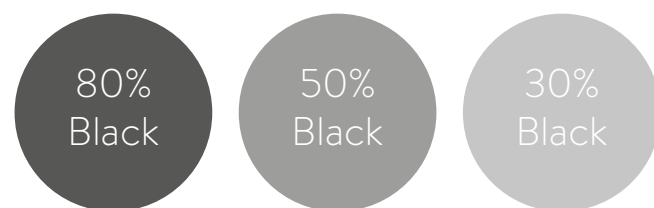
Applications

## 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.



Extensive body copy is 80%-30% of black or in certain circumstances 100% black.



### 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.

● → **Titles, headlines, call out text or information text can be in any one of the primary colours**

● →

● →

● →

● →

Titles

Heading Title

Part of the prestigious Russell Group of the UK's 24 leading research intensive universities. Our world-class researchers carry out internationally leading research, with Queen's placed joint 8th in the UK for research intensity.

#### GLOBAL FOOD SECURITY

At a time when the world's population is growing at its fastest ever rate, food security is a major global challenge.

The Institute for Global Food Security aims to play a major role in delivering safe, sustainable and authentic food to the world's population, and has become globally recognised for its excellence in research.

#### PEACE, SECURITY AND JUSTICE

How can societies emerging from violence establish peace? How can issues of justice and security be resolved?

The Senator George J. Mitchell Institute for Global Peace, Security and Justice links peace-making with social transformation, examining the need for reform of state institutions alongside cultural and social healing. It brings together researchers from fields as diverse as politics and computer engineering.

#### TECHNOLOGIES FOR A FUTURE DIGITAL SOCIETY

How can we secure, process and transmit the information created by citizens, enterprise and government?

The Institute of Electronics, Communications and Information Technology is host to the award winning UK Innovation & Knowledge Centre for cyber security, The Centre for Secure Information Technologies, ECIT also houses The Centre for Wireless Innovation and The Centre for Data Science and Scalable Analytics Systems.

#### GLOBAL HEALTH

The Institute for Health Sciences addresses disease areas which affect populations worldwide: cancer, respiratory conditions, eye disease and diabetic vascular complications.

These priority disease areas share processes and mechanisms. The Institute focuses on common areas such as immunology, innate immune responses and aspects of infection, and works in partnership with the health sector and the pharmaceutical and biotech industries to ensure advances in therapeutics have the broadest possible impact.

How can issues of justice and security be resolved?



Bar chart 1  
Bar chart 2  
Bar chart 3  
Bar chart 4  
Bar chart 5  
Bar chart 6

Body copy

Key body copy

Secondary palette colour hotspots

**Our Global Research Institutes are flagships for interdisciplinary research in areas of major societal challenge.**





Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography


















Photography

Guides

Icons

Applications

Colour Specification Chart

Colour	Pantone	Process CMYK	RGB	HEX	RAL
	185	C0 M100 Y100 K0	R214 G0 B13	D6000D	RAL 3020
	187	C0 M100 Y65 K18	R143 G14 B32	8F0E20	RAL 3002
	Cool Grey 11	C0 M0 Y0 K80	R85 G86 B90	4A4A4A	RAL 7012
	Cool Grey 5	C0 M0 Y2 K38	R155 G155 B155	9B9B9B	RAL 7040
	326	C78 M0 Y37 K0	R0 G175 B171	00AFAB	RAL 5018
	375	C47 M0 Y100 K0	R148 G214 B10	94D60A	RAL 6018
	299	C82 M10 Y0 K0	R0 G161 B225	00A1E1	RAL 5012
	144	C0 M59 Y100 K0	R241 G137 B3	F18903	RAL 2009
	220	C0 M100 Y12 K27	R172 G0 B77	AC004D	RAL 4004
	520	C75 M100 Y0 K6	R103 G46 B108	672E6C	RAL 4006
	116	C0 M17 Y100 K0	R255 G204 B0	FFCC00	RAL 1003
	301	C100 M58 Y0 K5	R0 G77 B126	004D7E	RAL 5010
	362	C75 M0 Y90 K2	R102 G153 B51	669933	RAL 6029
	328	C100 M0 Y56 K34	R0 G113 B102	007166	RAL 5020
	—	C0 M0 Y0 K90	R47 G47 B47	2F2F2F	—
	—	C0 M0 Y0 K50	R157 G157 B156	—	—
	—	C0 M0 Y0 K30	R216 G216 B216	D8D8D8	—

\* The RGB and Hex codes have been amended for AA compliance.  
<https://www.w3.org/WAI/WCAG20/quickref/#visual-audio-contrast-without-color>



## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

## 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.

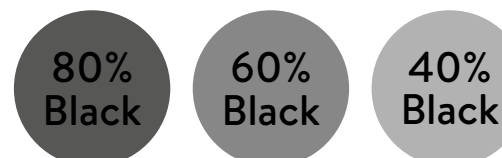


# QUEEN'S UNIVERSITY BELFAST

100% black text  
80% black text

Text colours

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







## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

# 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.

03



## Contents

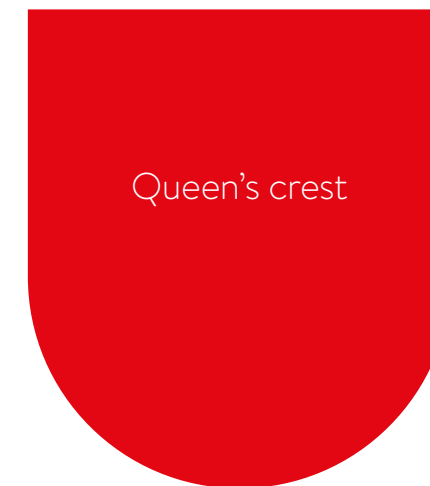
- Our brand
- Tone of voice
- Logo
- Colour
- Brand device
- Typography
- Photography
- Guides
- Icons
- Applications

## Brand Device

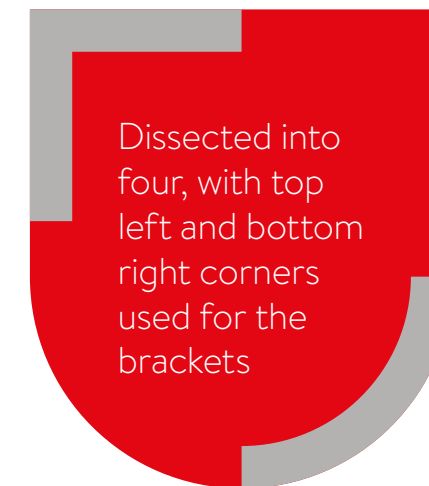
The Queen's brackets system is a brand device used to bring focus to key insights and proof points of how Queen's is Shaping a Better World, expressed as either facts, statements, imagery or headlines.

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



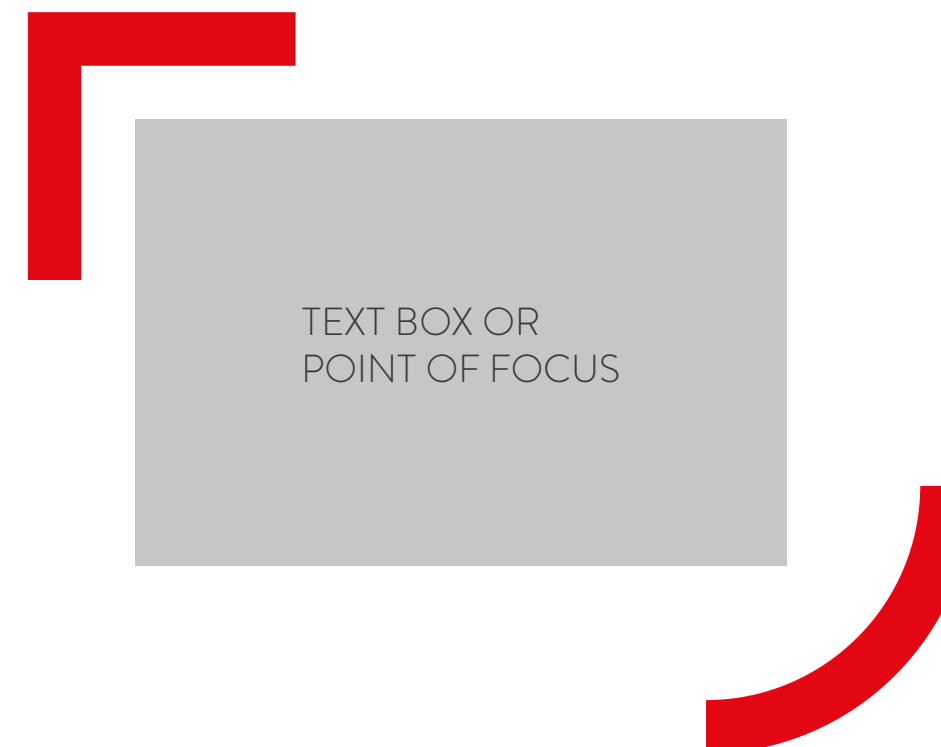
Queen's crest



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

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



TEXT BOX OR  
POINT OF FOCUS



## Contents

[Our brand](#)[Tone of voice](#)[Logo](#)[Colour](#)[Brand device](#)[Typography](#)[Photography](#)[Guides](#)[Icons](#)[Applications](#)

## 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:

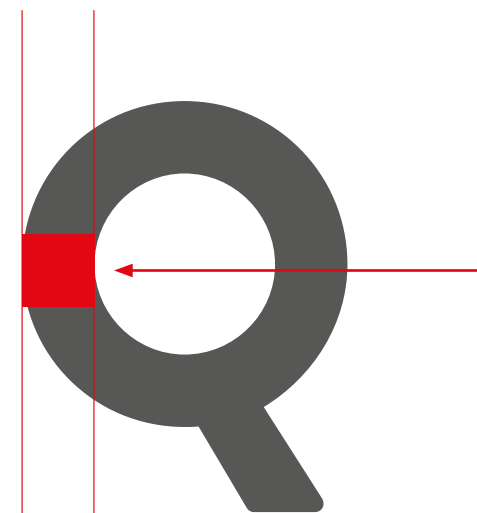
**Medium**  
**Bold**  
**Black**

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.

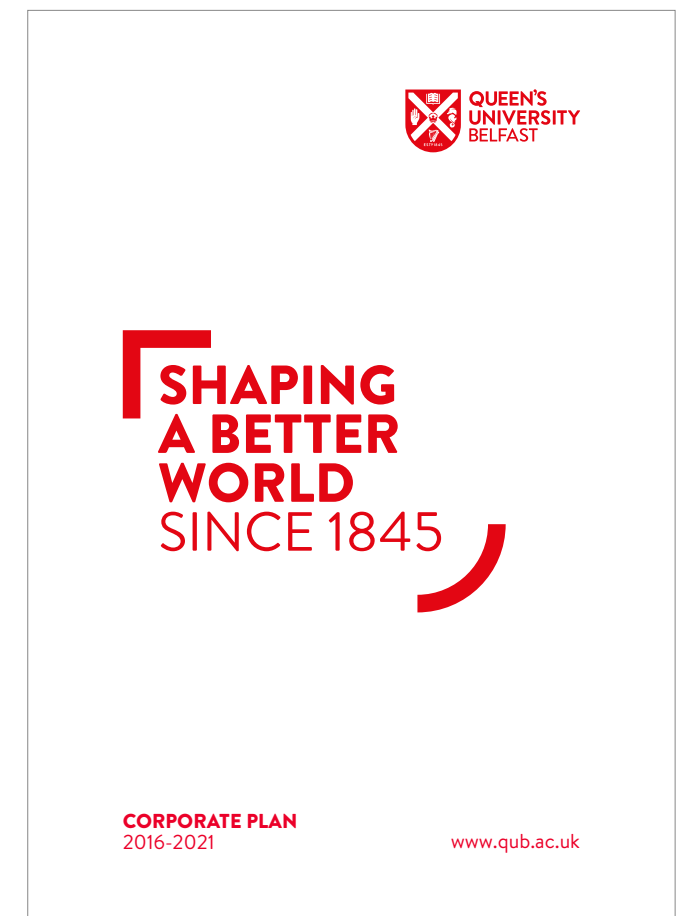


## Contents

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

## Brand Device Primary Colour Palette

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







## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

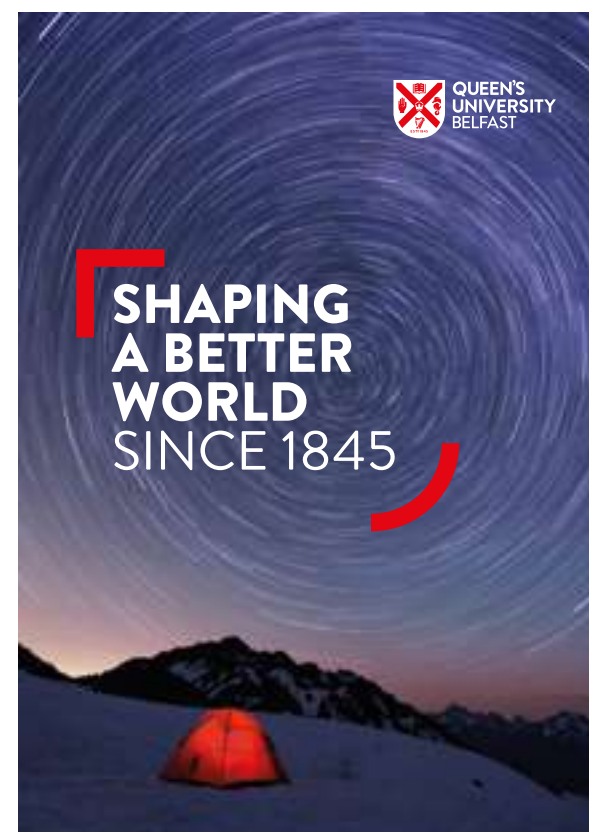
Applications

## 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.





## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

## Placement of Brackets

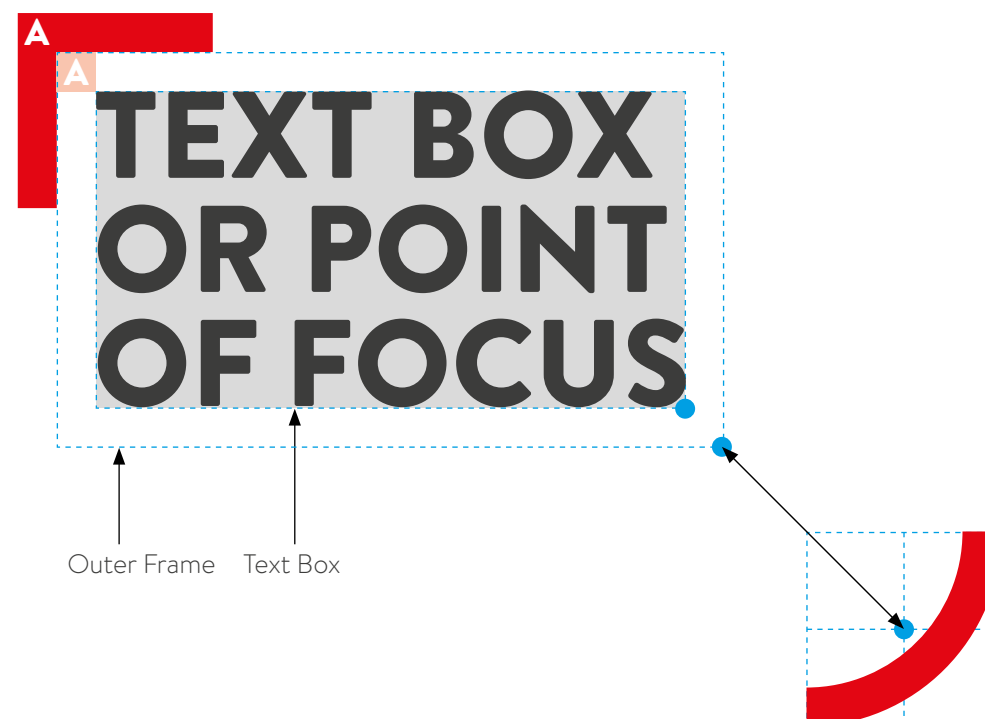
Text within the brackets is used to reflect a headline, statistics, statements or key information.

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

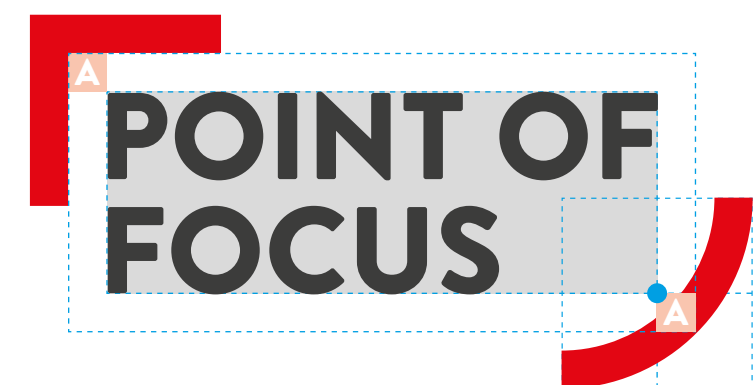
The brackets can use any weight of Brandon Text outlined on page 43.

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.

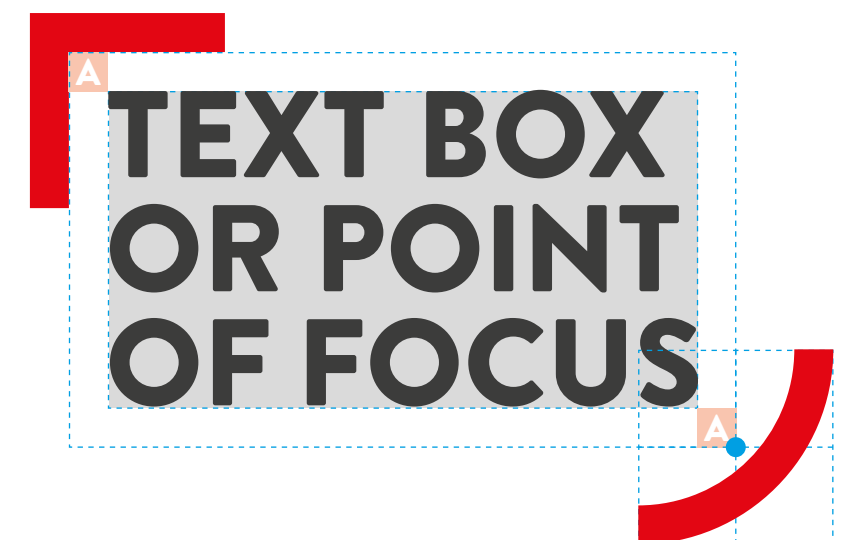
Example of bracket system placement:



Option 1



Option 2





## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

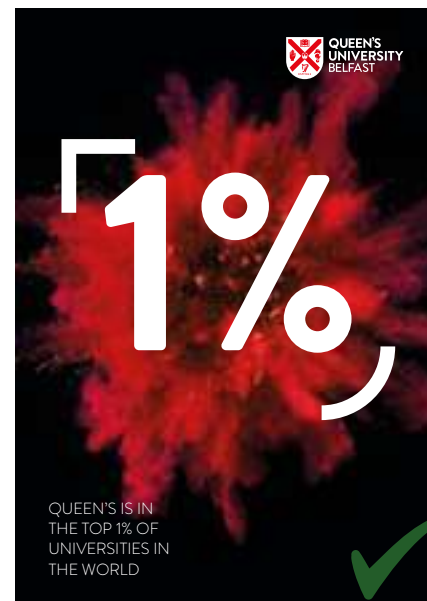
Icons

Applications

## 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.



## Contents

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

# 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.

04





Contents

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

Typeface

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  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890

Brandon Text Medium  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890

Brandon Text Regular  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890

Brandon Text Light  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890



## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

## 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.

## Contents

[Our brand](#)[Tone of voice](#)[Logo](#)[Colour](#)[Brand device](#)[Typography](#)[Photography](#)[Guides](#)[Icons](#)[Applications](#)

## 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.



## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

## 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.



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

## Body Copy Guidelines

# 9/11

9pt. / leading: 11pt. / tracking: 0

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

# 10/12

10pt. / leading: 12pt. / tracking: 0

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

# 20/22

20pt. / leading: 22pt. / tracking: 0

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





Contents

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

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.

Body Copy Guidelines

Subhead and body copy in grey

Grey

→

**Subheading**

Volupta nus sunt dunt, ne restempel ilicidus nonsequia acimi, soluptatese prat volum harunturio. Ut vel is ipsant que netur atem. eiciderum elessi qui andam earum eumquostione dolore pliquam.

Heading in colour / body copy in grey

Red

→

**Heading**

Volupta nus sunt dunt, ne restempel ilicidus nonsequia acimi, soluptatese prat volum harunturio. Ut vel is ipsant que netur atem eiciderum elessi qui andam earum eumquostione dolore pliquam.

Key Body / call-out copy in colour

Colour

→

**Eperias cus ma corem  
labo volum harunturio  
ut vel is ipsant**



**Contents**

[Our brand](#)

[Tone of voice](#)

[Logo](#)

[Colour](#)

[Brand device](#)

[Typography](#)

[Photography](#)

[Guides](#)

[Icons](#)

[Applications](#)

## 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.

### 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.



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

Typography Do's and Don'ts

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

**GLOBALLY  
RECOGNISED  
RESEARCH** ✓

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

Incorrect Typography Use

**Eperias cus ma corem  
labo volum harunturio  
ut vel is ipsant** X

Don't use drop shadow.

**Eperias cus ma corem  
labo volum harunturio  
ut vel is ipsant** X  
ut vel is ipsant  
ut vel is ipsant  
labo volum harunturio  
Eperias cus ma corem

Don't use reflections.

Eperias cus ma corem  
labo volum harunturio  
ut vel is ipsant X

Don't use outlined text.

**Eperias cus ma corem  
labo volum harunturio  
ut vel is ipsant** X

Don't use 3D effects.



## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

# 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.

05





## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

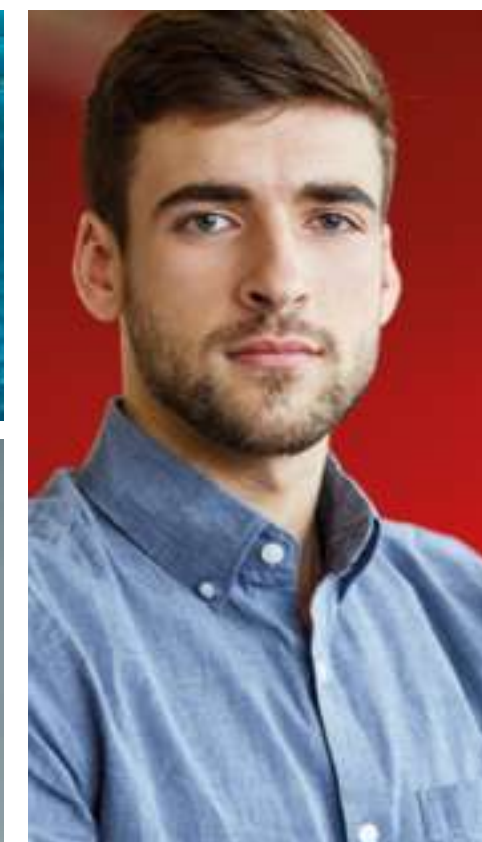
## Our Photography

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)





**Contents**[Our brand](#)[Tone of voice](#)[Logo](#)[Colour](#)[Brand device](#)[Typography](#)[Photography](#)[Guides](#)[Icons](#)[Applications](#)

## 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?







## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

## 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.





## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

## 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.







## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

## 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.







## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

## 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.







## Contents

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

## 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.





Contents

[Our brand](#)

[Tone of voice](#)

[Logo](#)

[Colour](#)

[Brand device](#)

[Typography](#)

[Photography](#)

[Guides](#)

[Icons](#)

[Applications](#)

Overall Proportional Photography Usage

Hero (Red)



University Life



Academic and Learning



Research



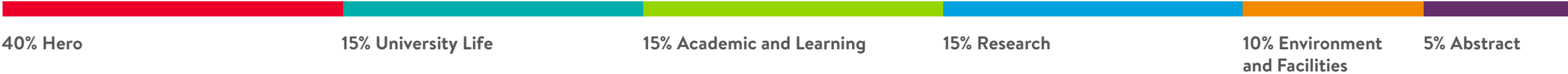
Environment and Facilities



Abstract



Proportional Scale







## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

## 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.

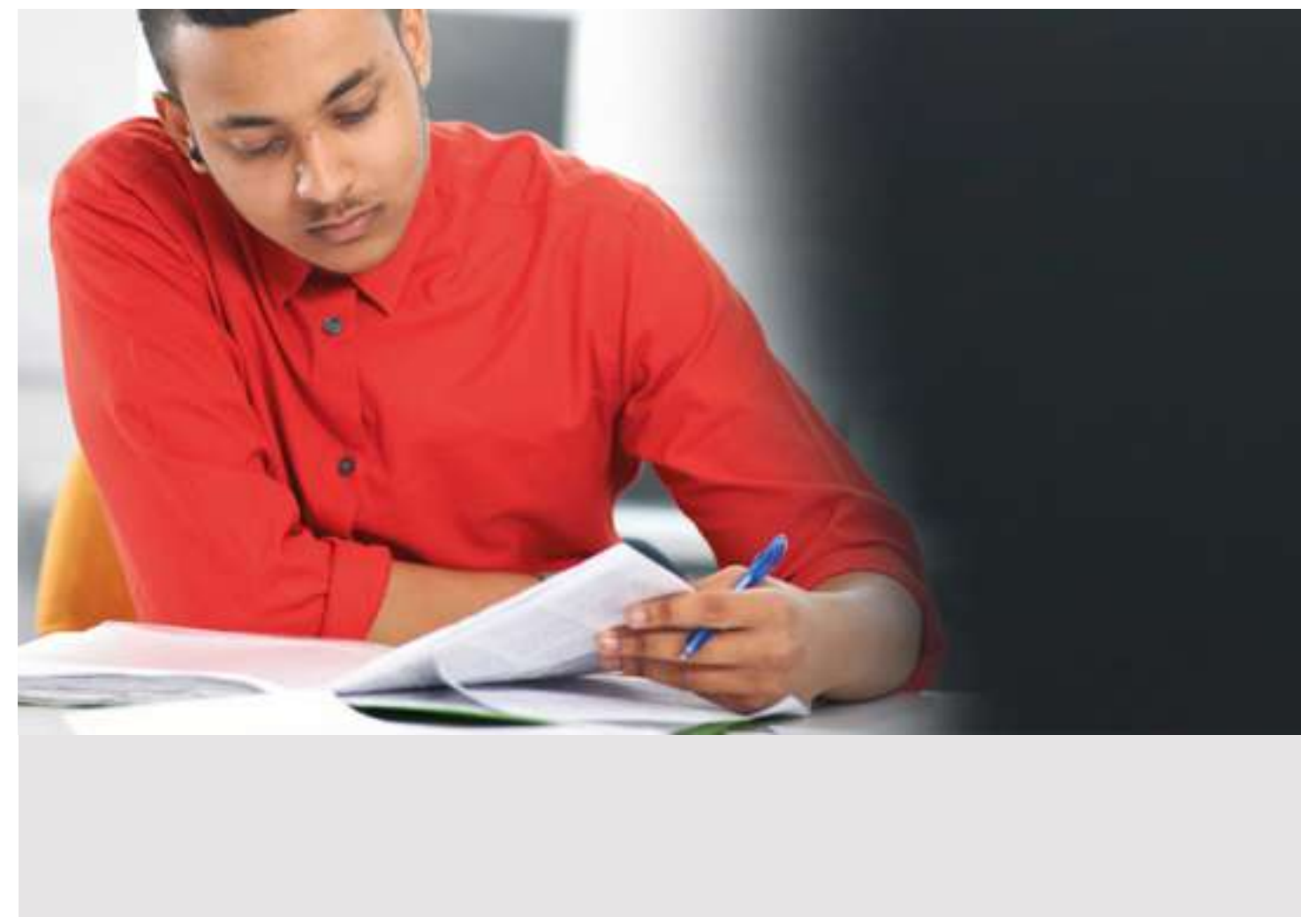
Uncluttered and simple - focus is on people/detail.

### 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



## Contents

[Our brand](#)

[Tone of voice](#)

[Logo](#)

[Colour](#)

[Brand device](#)

[Typography](#)

[Photography](#)

[Guides](#)

[Icons](#)

[Applications](#)

## 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.







## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

## 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.



1. Original untouched image



2. Retouched image



3. Retouched 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.



## Contents

[Our brand](#)

[Tone of voice](#)

[Logo](#)

[Colour](#)

[Brand device](#)

[Typography](#)

[Photography](#)

[Guides](#)

[Icons](#)

[Applications](#)

## Photography Don'ts

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

### Incorrect Photography or Images Use



Don't use clip-art



Don't use low resolution images



Don't use cheesy stock shots



Don't use collages





## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

# 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.

06



## Contents

[Our brand](#)[Tone of voice](#)[Logo](#)[Colour](#)[Brand device](#)[Typography](#)[Photography](#)[Guides](#)[Icons](#)[Applications](#)

## 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.

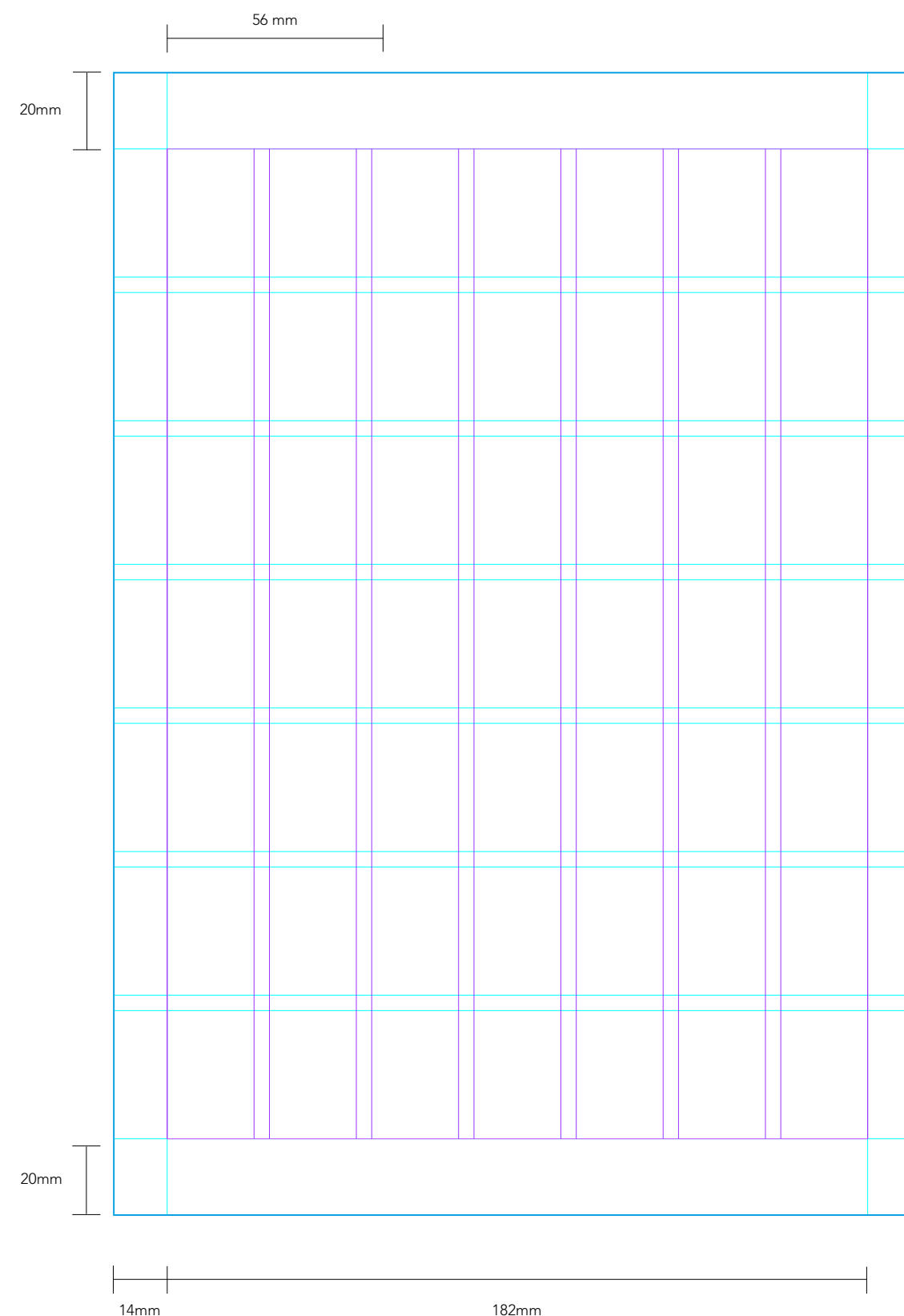
We want to establish some rules and guidance for the creation of publications to maintain a strong and consistent brand application, but we also want to build in more freedom and creativity to our documents.

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

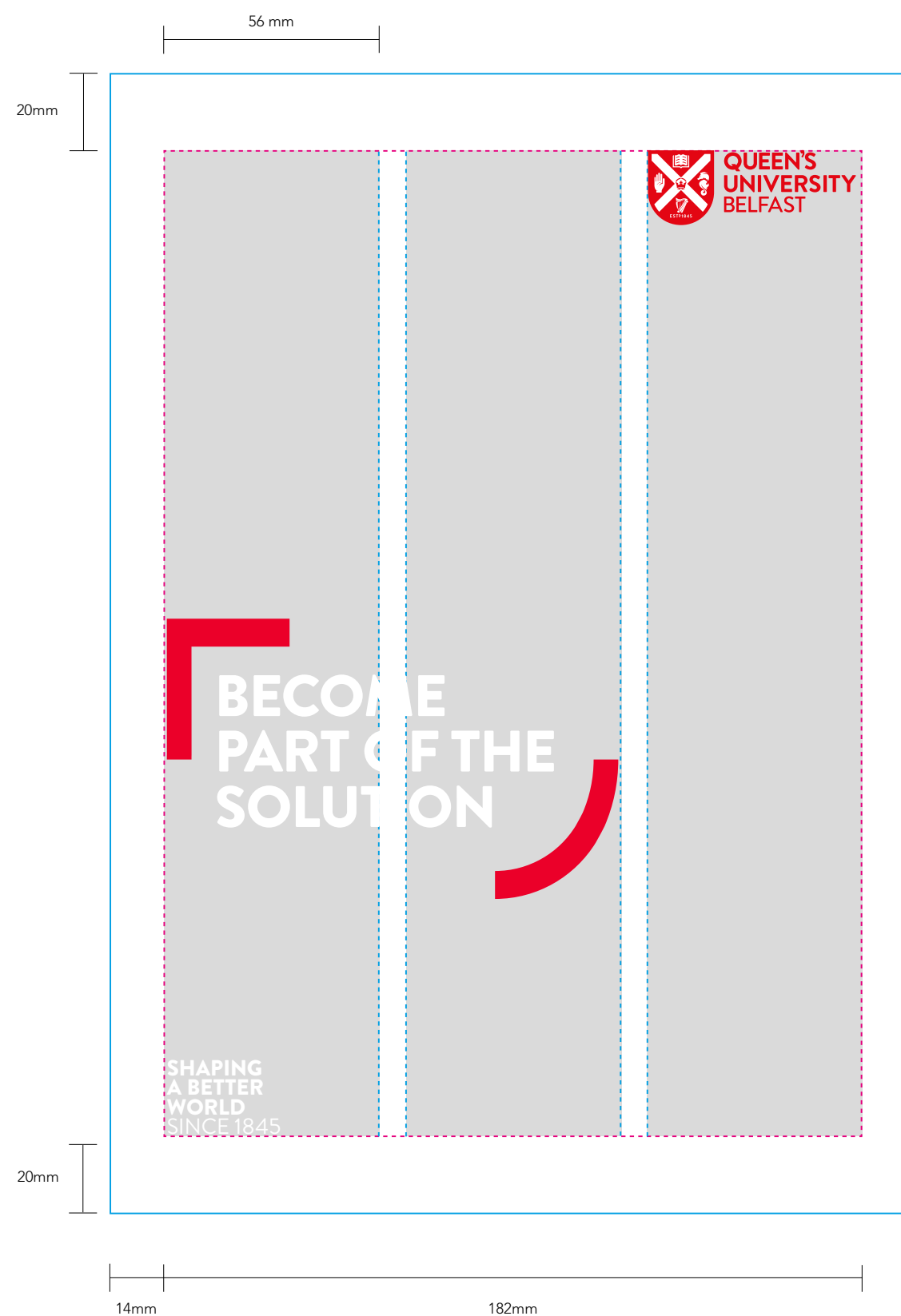




## Contents

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

## A4 Grid Template



## A4 Grid Example





**Contents**

[Our brand](#)

[Tone of voice](#)

[Logo](#)

[Colour](#)

[Brand device](#)

[Typography](#)

[Photography](#)

[Guides](#)

[Icons](#)

[Applications](#)

# Complex Documents

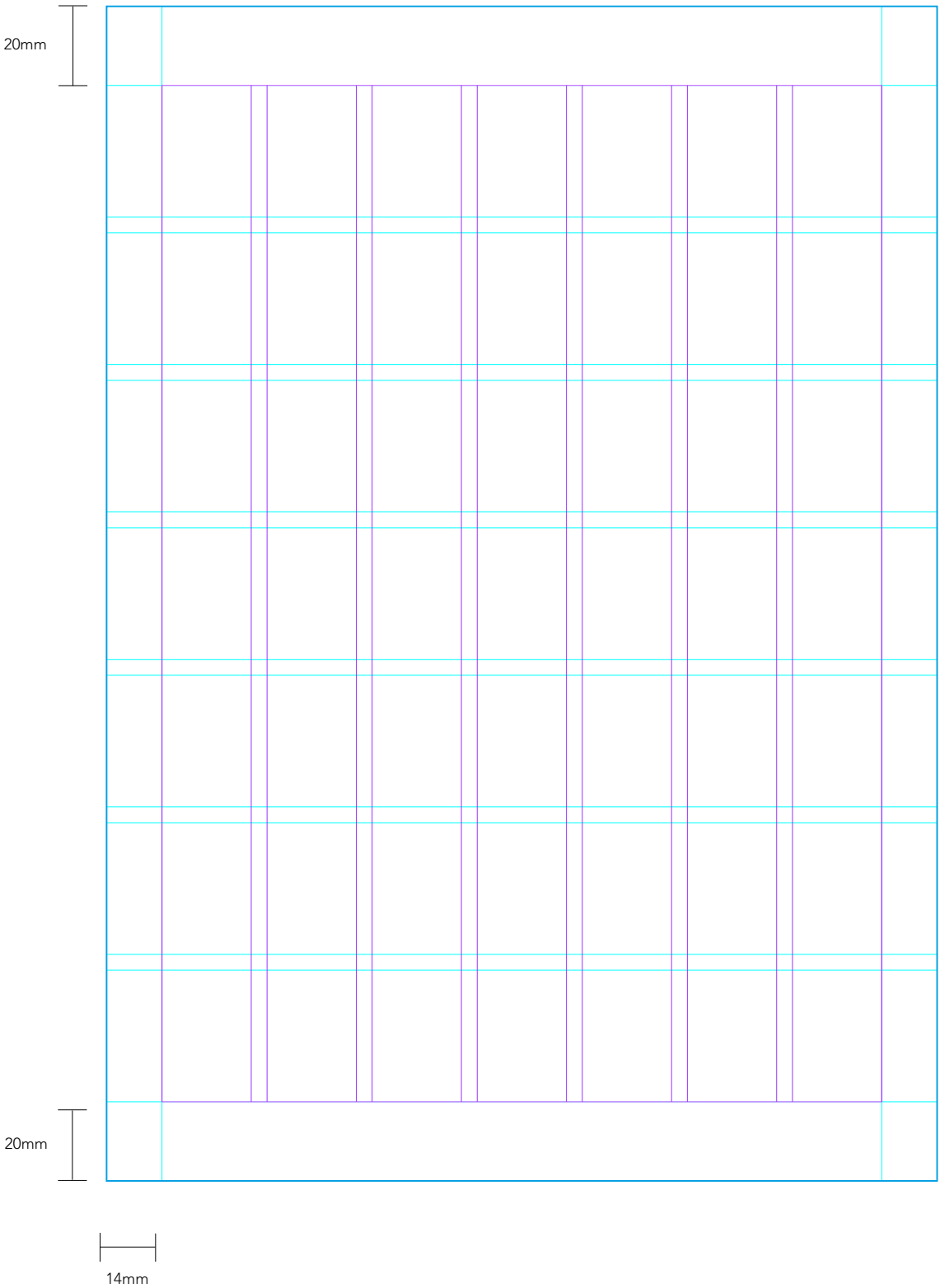
## 7 Column Grid

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.

A4 7 Column Grid Example



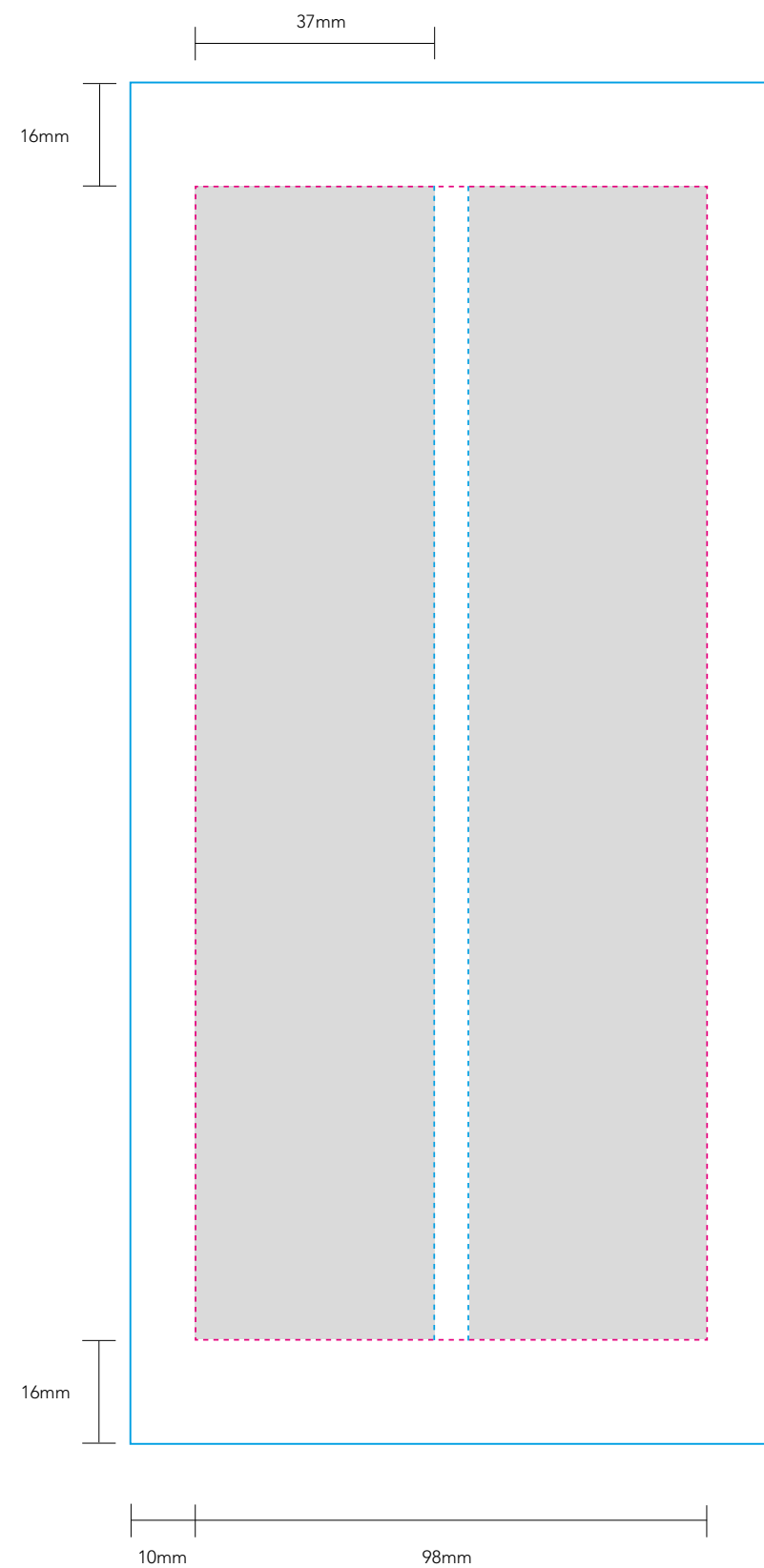




## Contents

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

## DL Grid Template



## DL Grid Example

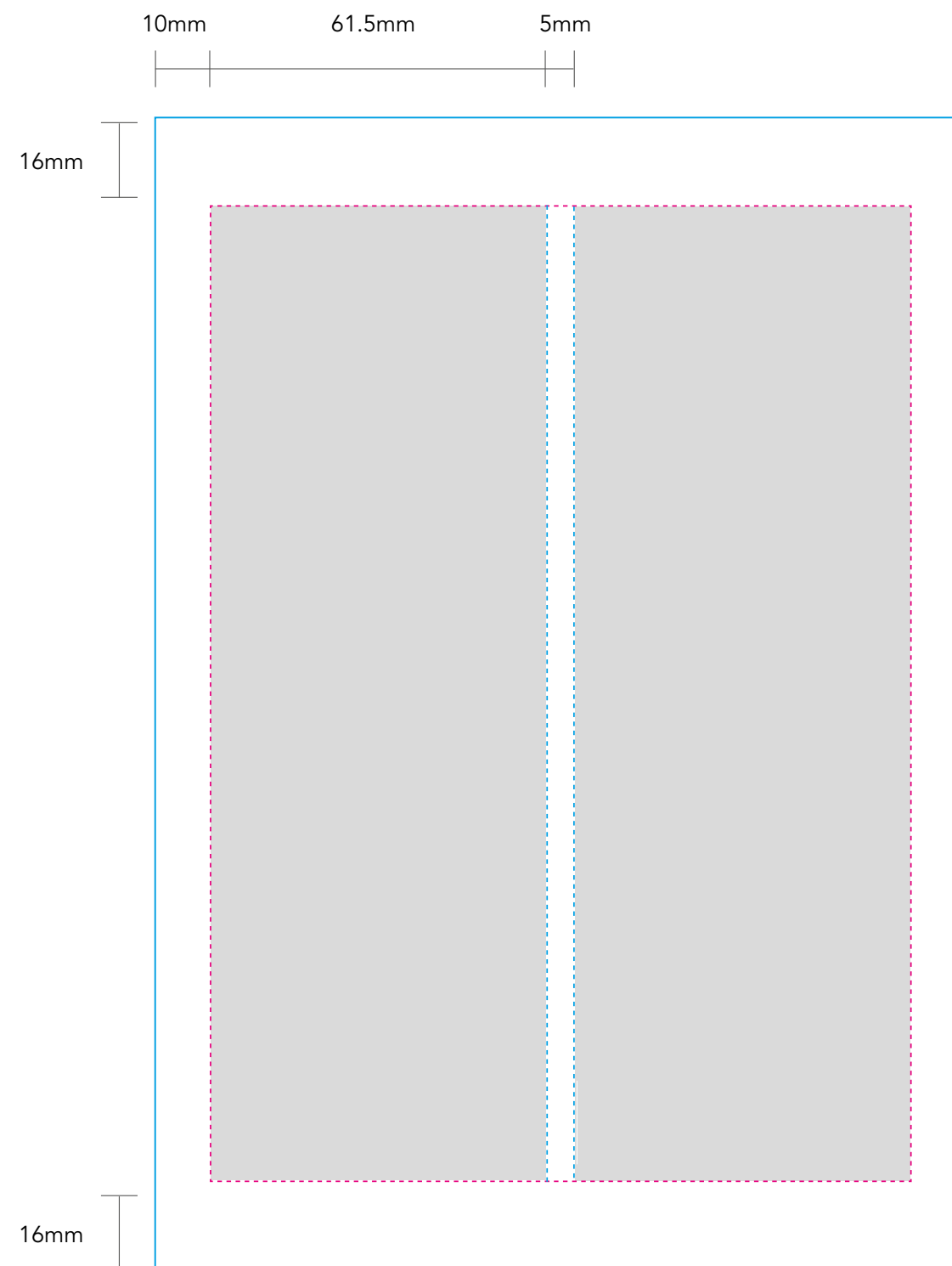




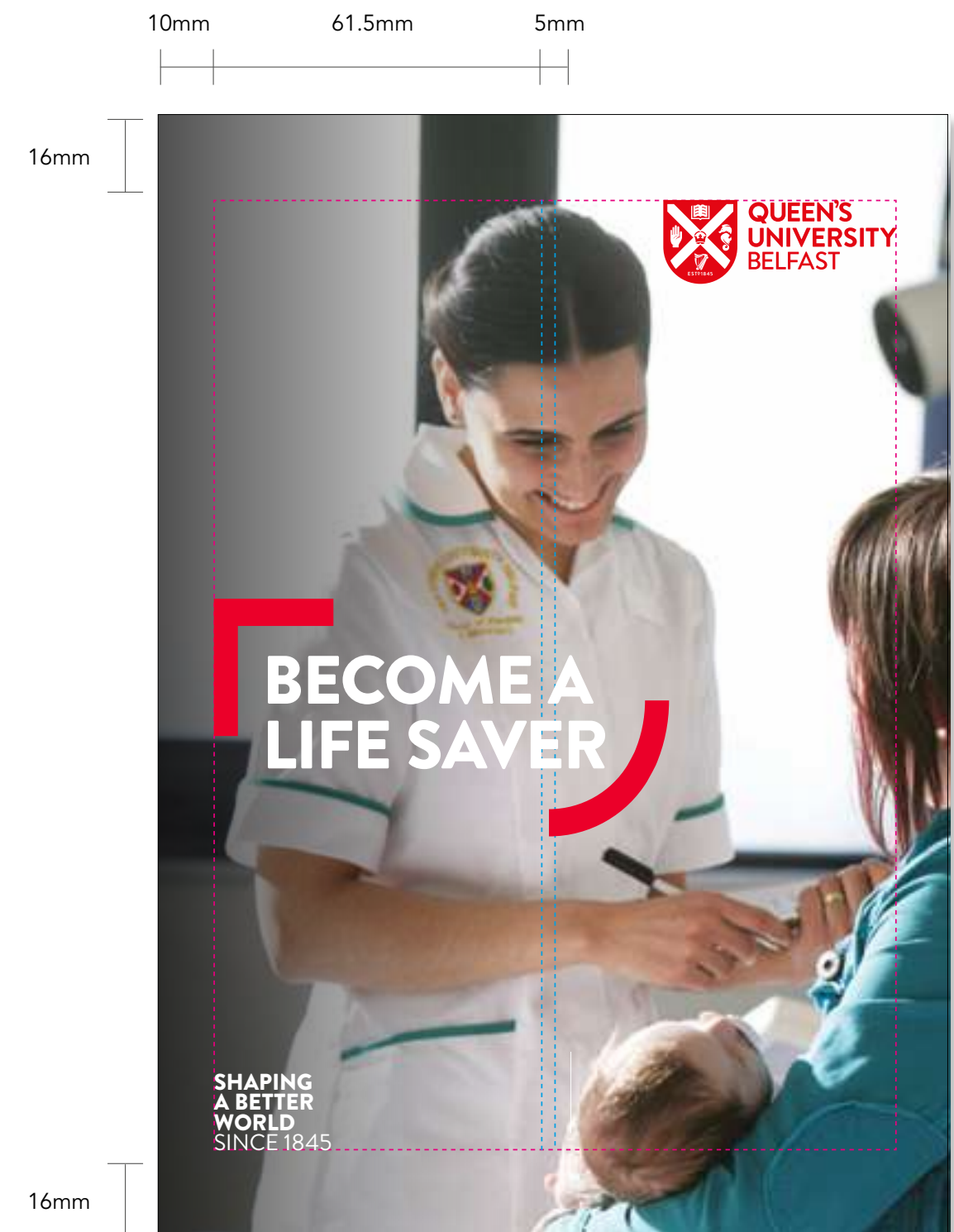
## Contents

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

## A5 Grid Template



## A5 Grid Example





Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

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.

A4 Grid Inside Example

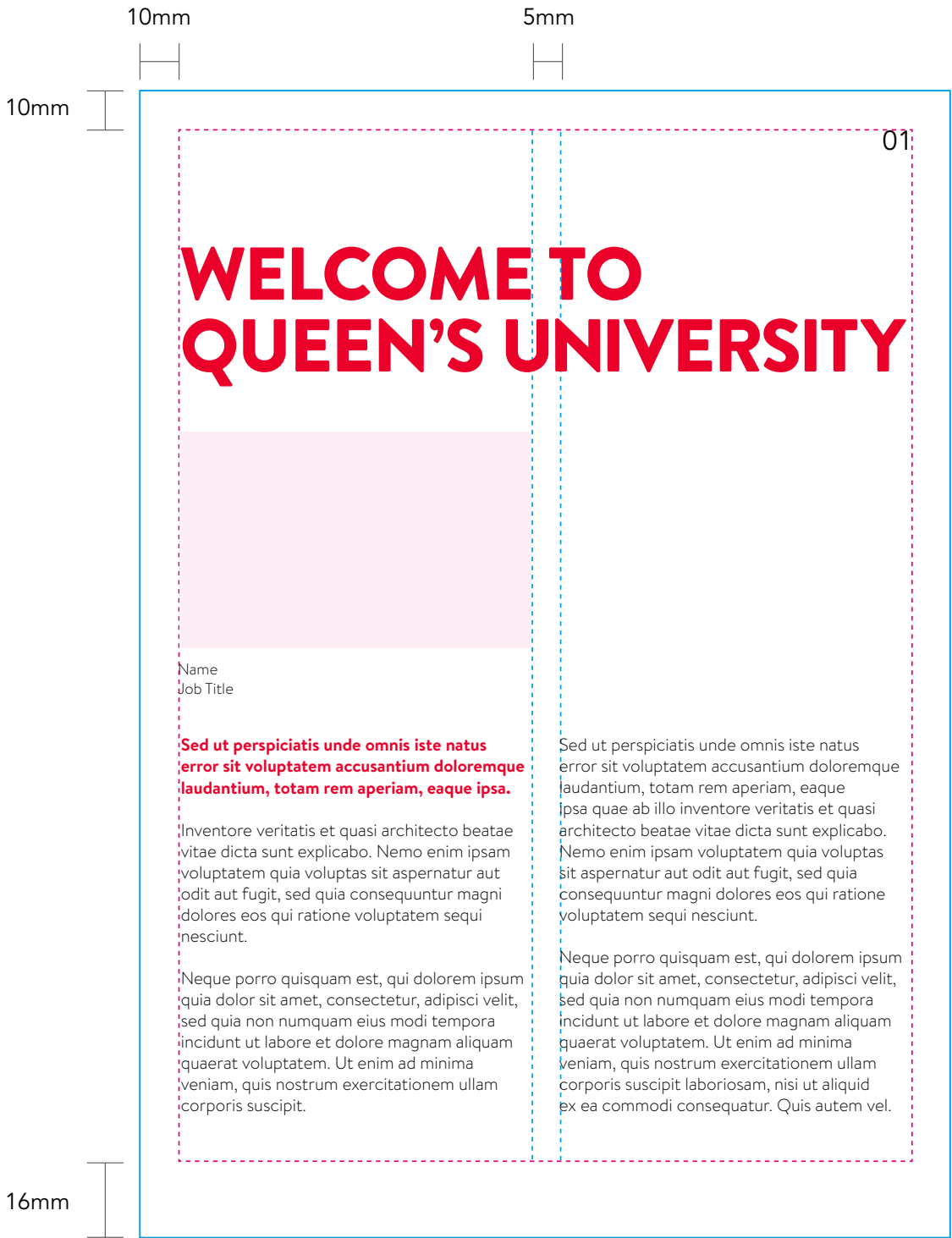




Contents

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

A5 Inside Grid Example







## Contents

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

## DL Inside Grid Example

7mm



5mm



16mm





## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

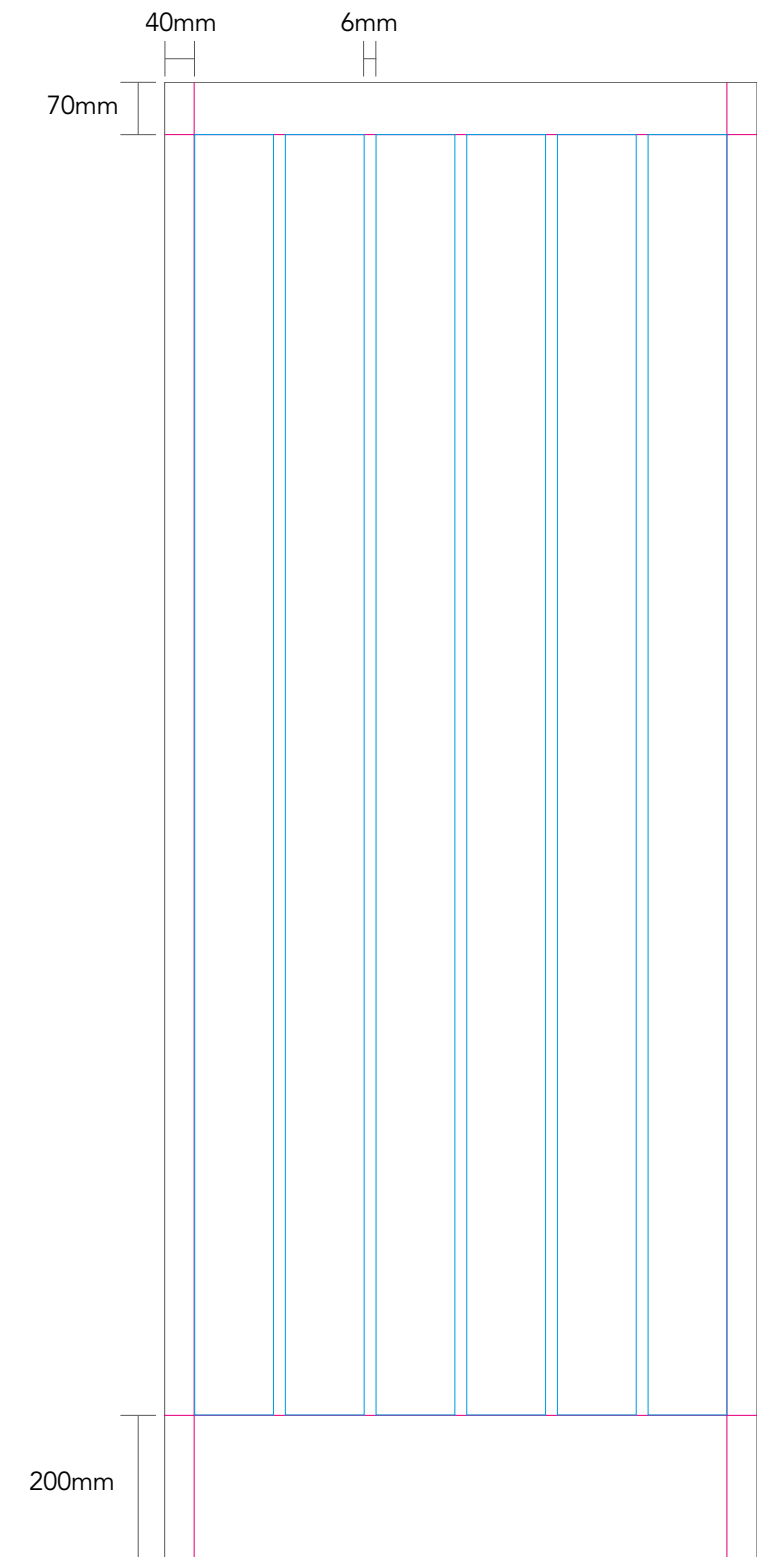
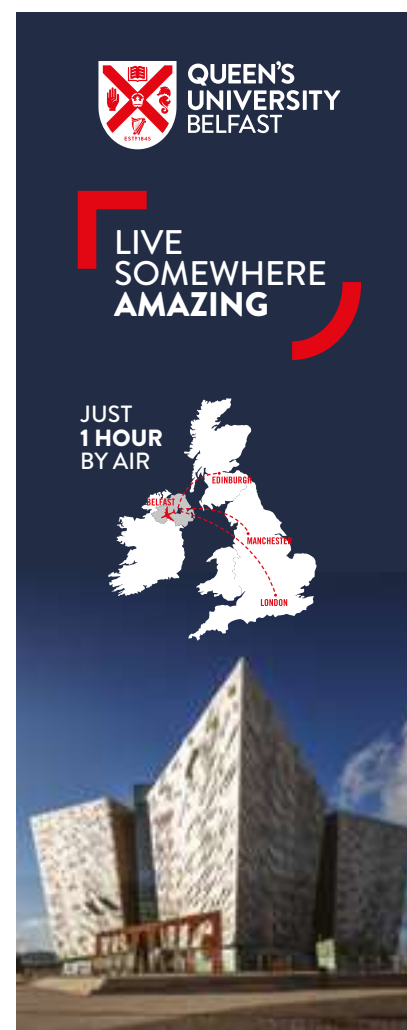
Guides

Icons

Applications

## 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.





## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

# Icons

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

All icons can be accessed via the brand toolkit.

07



## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

## Icons

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

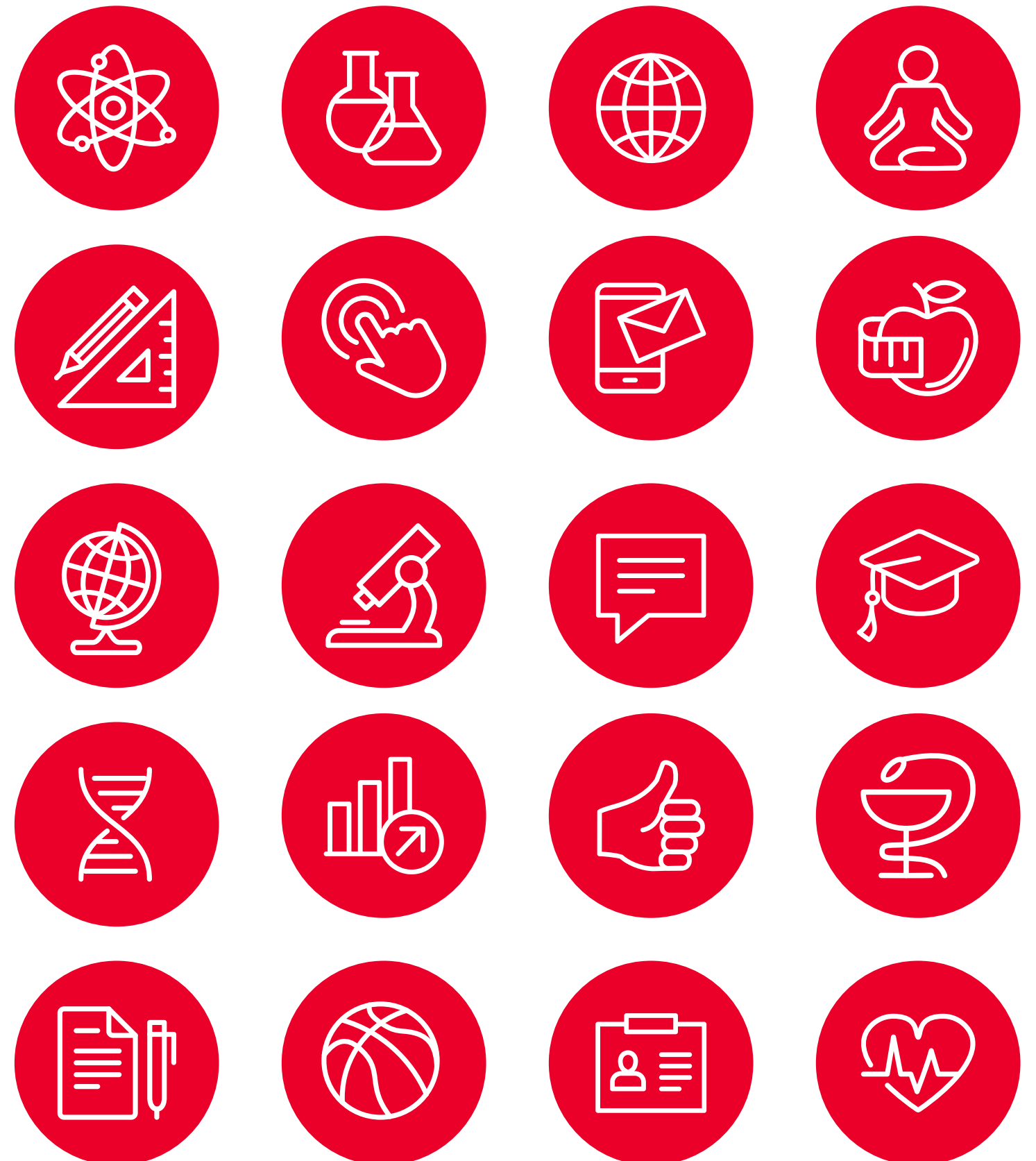
Icons are to be predominantly used in digital applications to aid navigation, but can also be utilised in other applications, e.g. brochures, to communicate details such as statistics.

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.







## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

# 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.

08



<b>Contents</b>
Our brand
Tone of voice
Logo
Colour
Brand device
Typography
Photography
Guides
Icons
Applications

## 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.



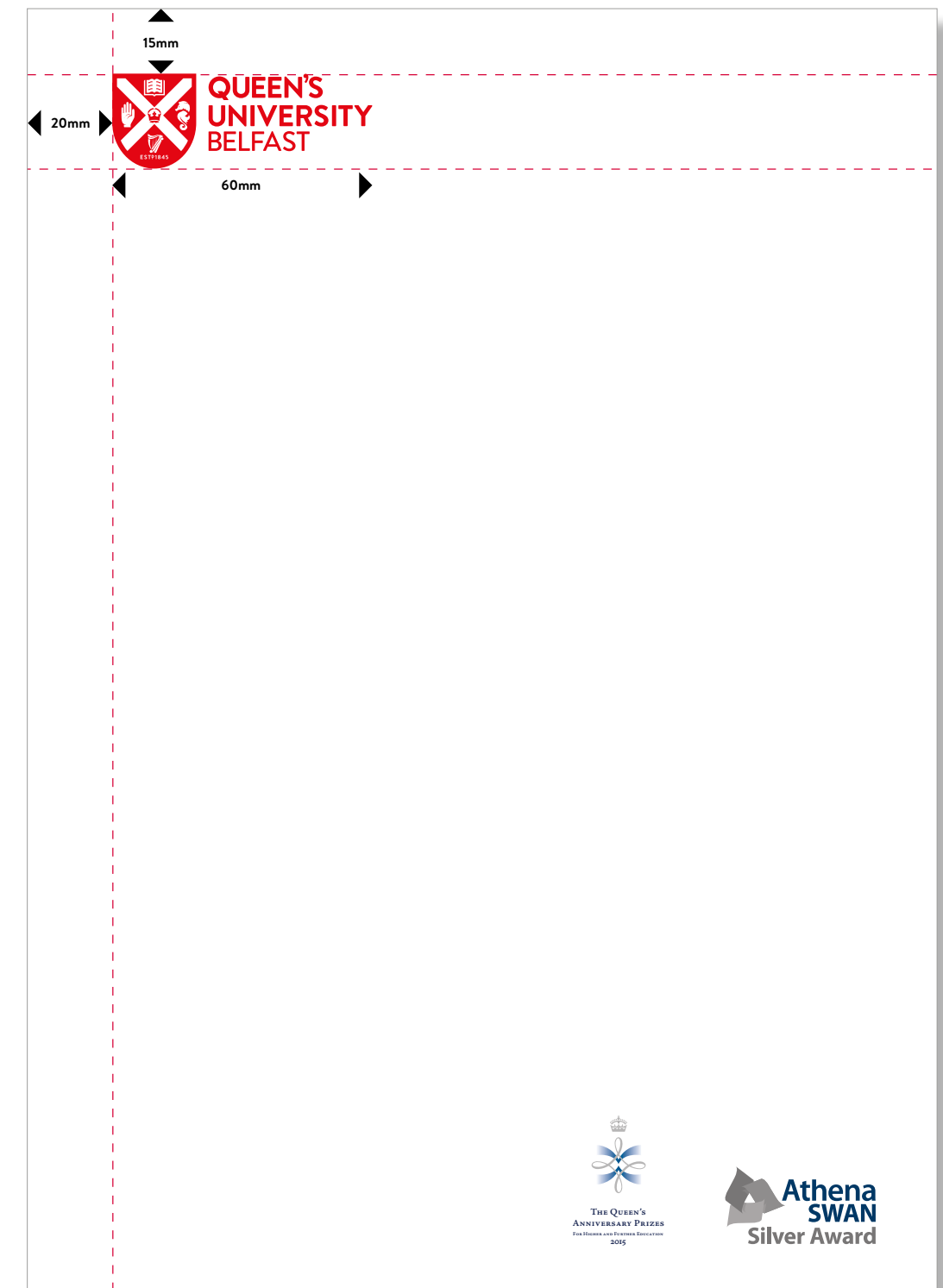
## Contents

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

## Stationery Items

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

### Front of letterhead





**Contents**

[Our brand](#)

[Tone of voice](#)

[Logo](#)

[Colour](#)

[Brand device](#)

[Typography](#)

[Photography](#)

[Guides](#)

[Icons](#)

[Applications](#)

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.







## Contents

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

## Compliment Slip



SHAPING  
A BETTER  
WORLD  
SINCE 1845

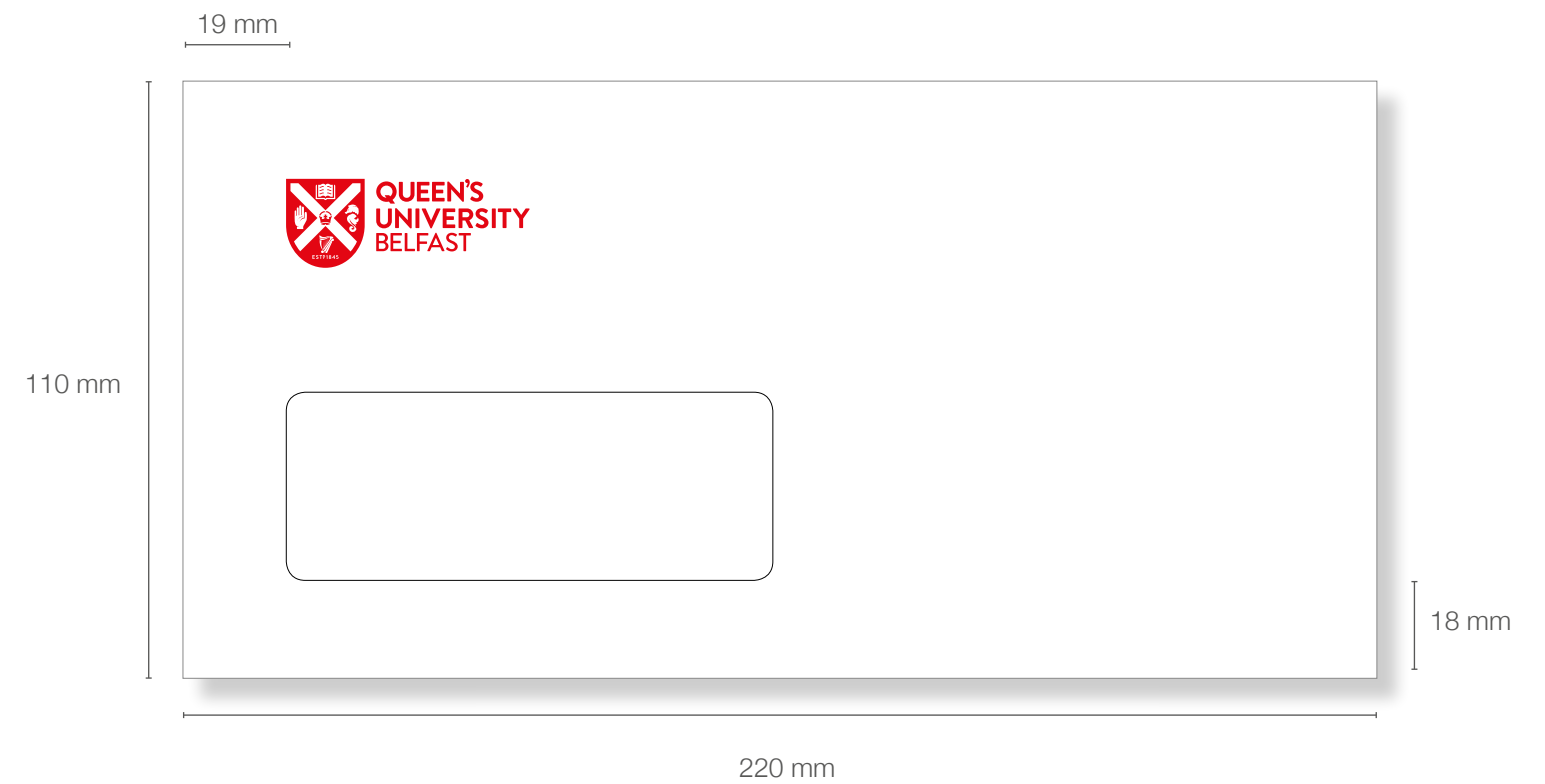


## Contents

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

## Envelope

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.





## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

## 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.





## Contents

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

## 3x3 Stand Example







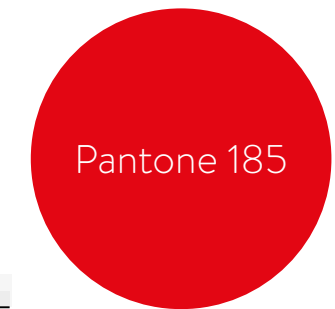
- Our brand
- Tone of voice
- Logo
- Colour
- Brand device
- Typography
- Photography
- Guides
- Icons
- Applications

## Left

Front

Rear

Right





## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

## Building Entrance Plaque Example

# School of Mathematics and Physics

School Name  
Brandon Text Bold  
Title Case



QUEEN'S  
UNIVERSITY  
BELFAST

Pantone 185



**Contents**

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

Internal Ground Level Wayfinding Signage Example – existing installation

Keep all text aligned

School of Pharmacy  
Brandon Text -  
Bold

Large Numbers  
Brandon Text -  
Bold

Rooms  
Brandon Text -  
Medium

Large Letter /  
This Floor  
Brandon Text -  
Bold

SCHOOL OF PHARMACY		
9	Wellbeing Room 09.006	
	Meeting Rooms 09.013, 09.014, 09.022	
8	Meeting Rooms 08.006, 08.014	
7	Meeting Rooms 07.006, 07.030	
6	Meeting Rooms 06.006, 06.031	
5	Meeting Room 05.006	
4	Meeting Room 04.006	
	Meeting Room 03.010	
3	Moot Court 02.006	
	Seminar Rooms 02.002 – 02.009	
2	Moot Court 02.006	
	Seminar Rooms 02.002 – 02.009	
1	School of Law Reception	
	Meeting Room 01.017	
G	Main Entrance	
	Conference Rooms OG.009, OG.010	
LG	Café	
	Toilets	
	Music Rooms LG.013 – LG 017	
	Shower Rooms	





Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

Internal Ground Level Wayfinding Example - new installation

Keep all text aligned

School of Pharmacy  
Brandon Text -  
Bold

Large Numbers  
Brandon Text -  
Bold

Rooms  
Brandon Text -  
Medium

Large Letter /  
This Floor  
Brandon Text -  
Bold

SCHOOL OF PHARMACY

QUEEN'S  
UNIVERSITY  
BELFAST

9

Wellbeing Room 09.006  
Meeting Rooms 09.013, 09.014, 09.022

8

Meeting Rooms 08.006, 08.014

7

Meeting Rooms 07.006, 07.030

6

Meeting Rooms 06.006, 06.031

5

Meeting Room 05.006

4

Meeting Room 04.006  
Meeting Room 03.010

3

Moot Court 02.006  
Seminar Rooms 02.002 – 02.009

2

Moot Court 02.006  
Seminar Rooms 02.002 – 02.009

1

School of Law Reception  
Meeting Room 01.017

G  
This Floor

Main Entrance  
Conference Rooms OG.009, OG.010  
Café  
Toilets

LG

Music Rooms LG.013 – LG 017  
Shower Rooms







## Contents

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

## Vehicle Graphics - Full Wrap





## Contents

[Our brand](#)

[Tone of voice](#)

[Logo](#)

[Colour](#)

[Brand device](#)

[Typography](#)

[Photography](#)

[Guides](#)

[Icons](#)

[Applications](#)

## Vehicle Graphics - Service Vans





## Contents

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

## Uniform / Clothing







## Contents

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

## Branded Merchandise







## Contents

[Our brand](#)[Tone of voice](#)[Logo](#)[Colour](#)[Brand device](#)[Typography](#)[Photography](#)[Guides](#)[Icons](#)[Applications](#)

## 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.

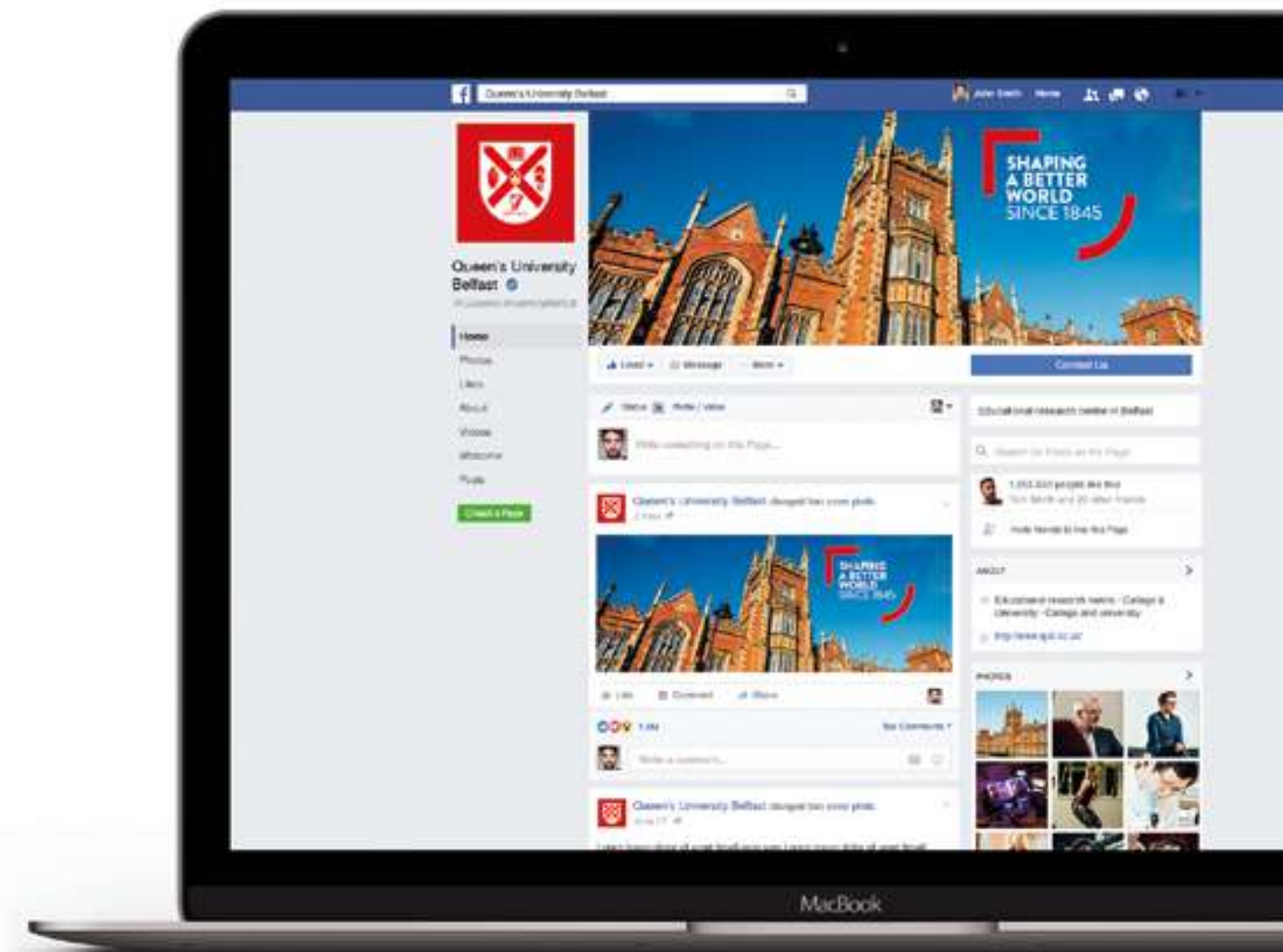
When considering social media activity, please contact the University's Social Media Manager or your faculty's Digital Marketing Officer for guidance before launching a new account.

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

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



Facebook Cover photos





## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

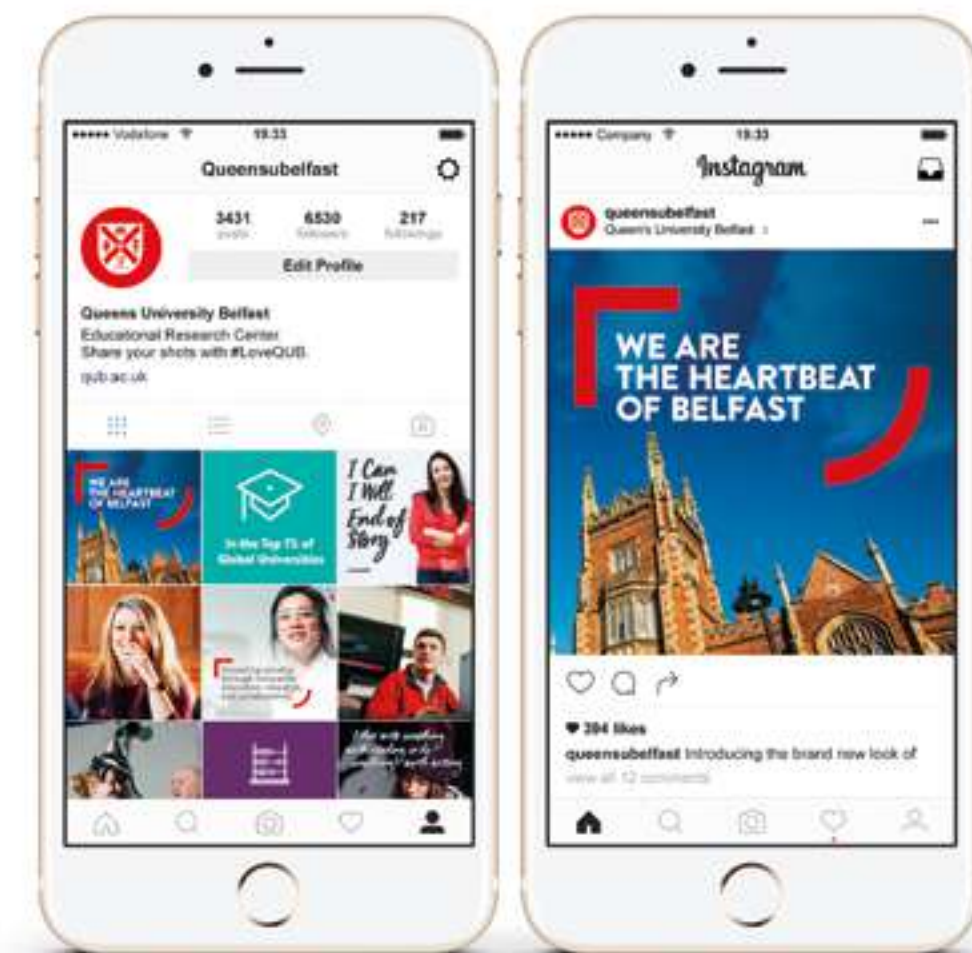
Applications

## Social Media Posts

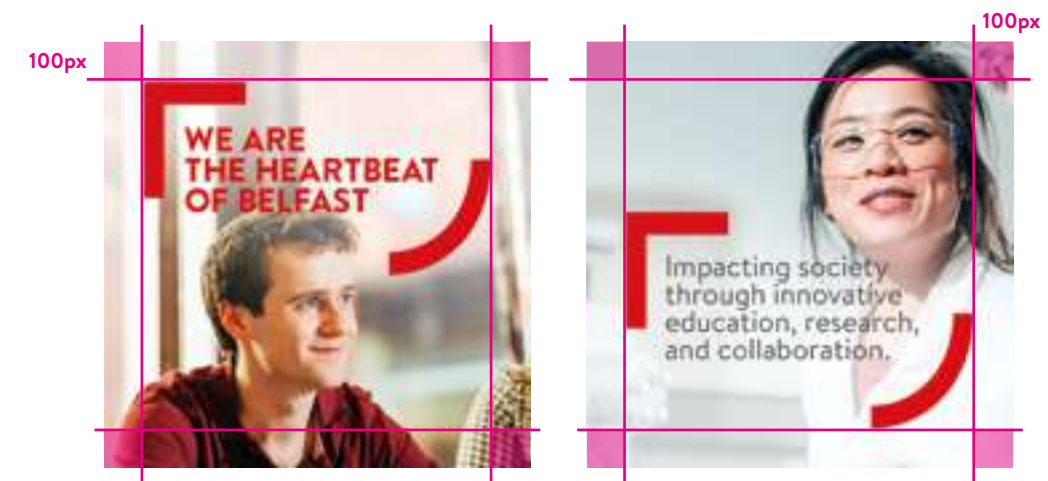
Social Media images should be visually striking and not text heavy. Text should also be larger for readability e.g Brandon Text medium.

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

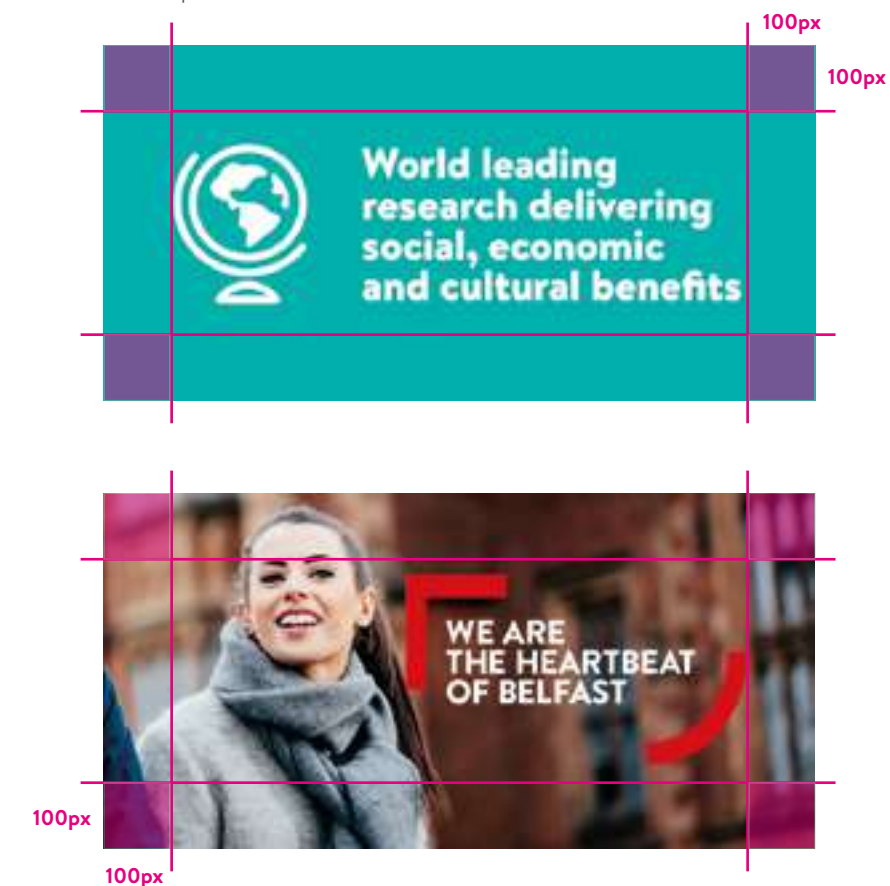
All images should be optimised per social media channel.



Instagram post



Twitter post



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.





## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

## 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

1.



2.



3.



4.



40% Primary

50% White

10% Secondary

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



## Contents

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

## 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

## Central Queen's Account

LinkedIn



Twitter



Facebook



Instagram



## Example Area-specific Account Avatars

### Alumni Account

LinkedIn



Twitter



Facebook

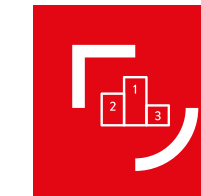


Instagram

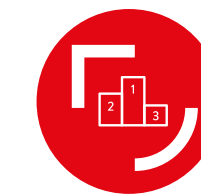


### Sport Account

LinkedIn



Twitter



Facebook



Instagram



### Geography Account

LinkedIn



Twitter



Facebook



Instagram



### Accommodation Account

LinkedIn



Twitter



Facebook



Instagram







## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

## 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.





## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

## 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.



**24,000 students  
- the lifeblood of Belfast**



**More than £100 million  
secured in, research grants  
and contracts in 2016-17**



**1,000 new health  
professionals trained  
every year**



**World leading research  
delivering social, economic  
and cultural benefits**





## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

## 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.





## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

## 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

*Organika Script is the only font that should be used in this type of imagery*







## Contents

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

## 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



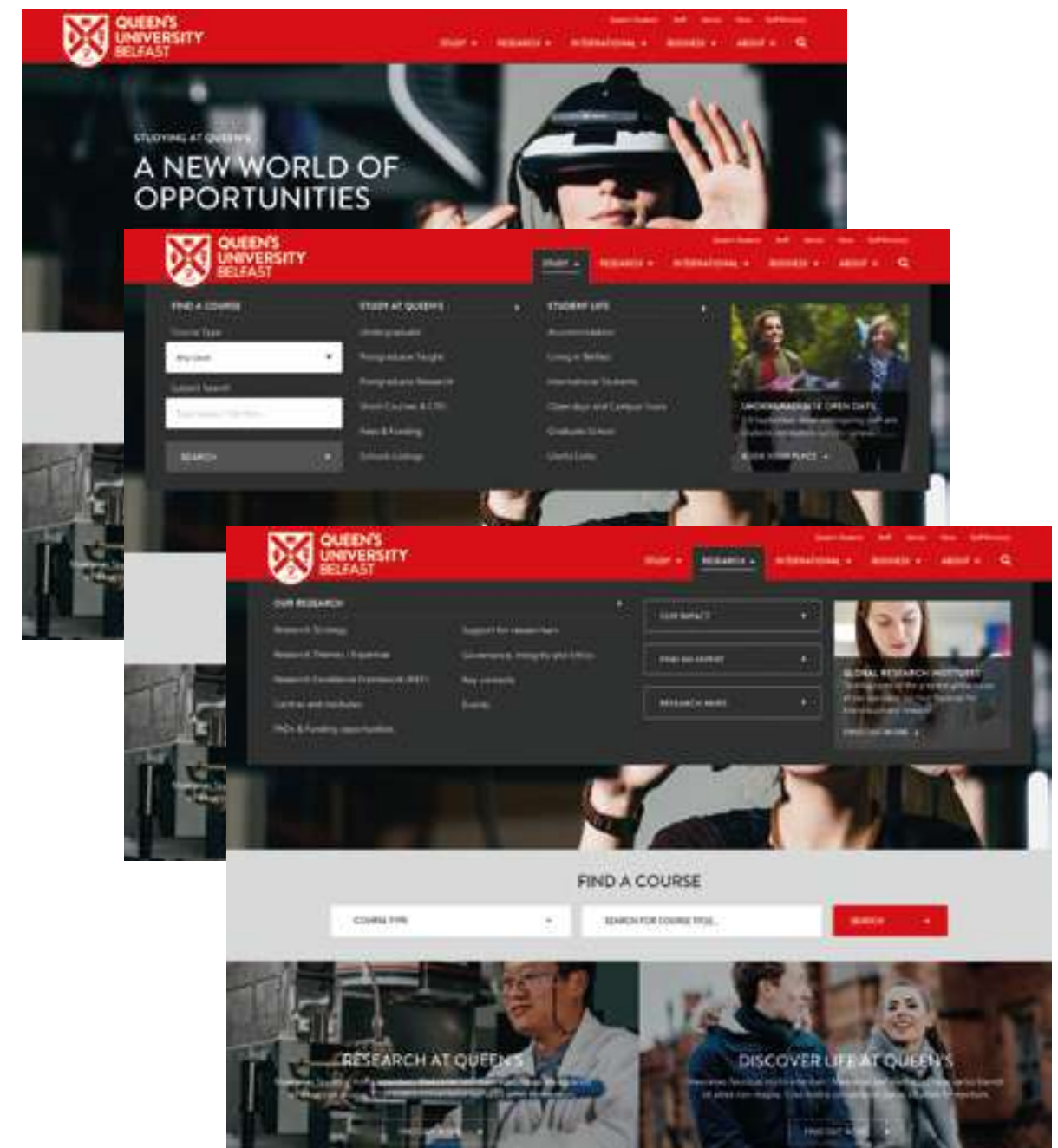
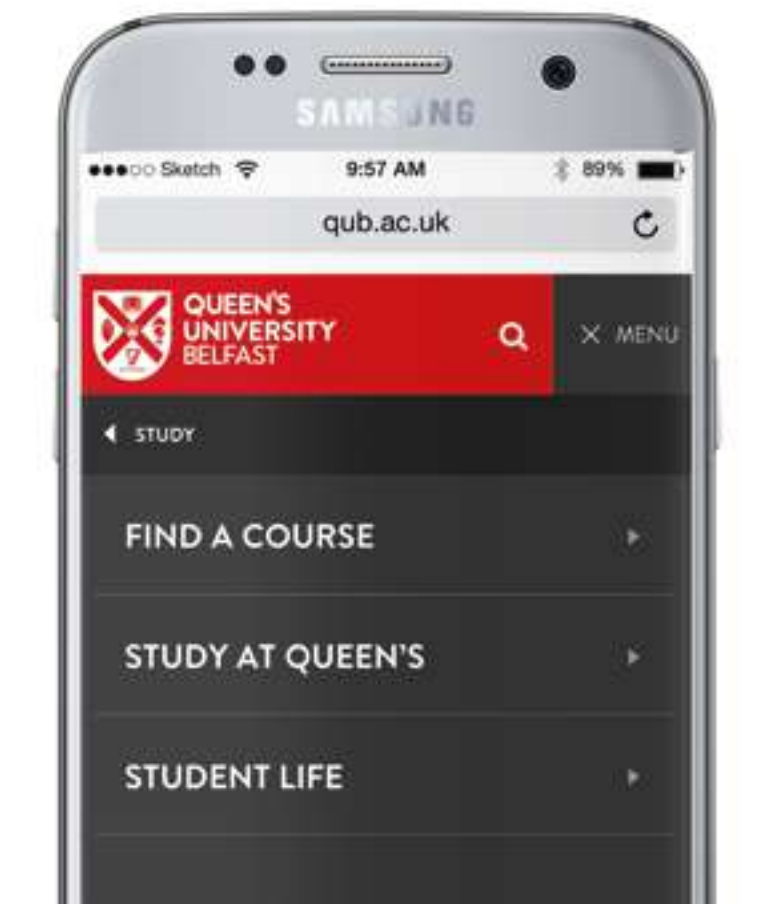
64px x 64px



24px x 24px



16px x 16px





## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

## 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.

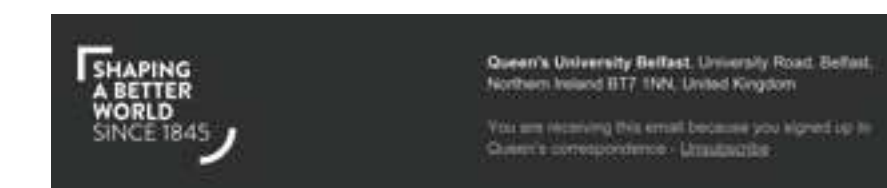
The body copy font used in email correspondence should be Arial Regular 12pt, title font should be 14pt Arial Bold - both using hex #2F2F2F.

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.



Header & Hero



Footer

## Email Grid

12 columns, 15px gutter, 640px width, 20px margin, 12px baseline







## Contents

Our brand

Tone of voice

Logo

Colour

Brand device

Typography

Photography

Guides

Icons

Applications

## 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.



Field Title	Field Title	Field Title	Field Title	Field Title
00000	00000	00000	00000	00000
00000	00000	00000	00000	00000
00000	00000	00000	00000	00000
00000	00000	00000	00000	00000
00000	00000	00000	00000	00000
00000	00000	00000	00000	00000
00000	00000	00000	00000	00000



For assets and to access  
the brand toolkit:

[www.qub.ac.uk/brand](http://www.qub.ac.uk/brand)