



QUEEN'S
UNIVERSITY
BELFAST

BUILDING OUR
BRAND TOGETHER





**TOGETHER,
WE IMPACT
SOCIETY
THROUGH
LEADING-EDGE
EDUCATION
AND GLOBALLY
RECOGNISED
RESEARCH**



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.



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%**

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 are active collaborators, recognising that we can achieve more together.

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 of all our marketing communications. They have been developed collectively across the University and informed through research, surveys and feedback from drop in sessions.

These Themes will create a platform that enables us to deliver proof points on our differentiation from other universities and demonstrates our emotional connections with our audiences.

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 / purpose

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 and visible through our sense of community as we all work together to bring the pioneering solutions of tomorrow to the world today.



THE QUEEN'S UNIVERSITY OF BELFAST

BRAND POSITIONING

KEY AREAS FOR SUCCESS

Internationalisation
Undergraduate and postgraduate portfolios
Research



OUR VALUES

Integrity
Connected
Ambition
Respect
Excellence



OUR CORE THEMES

Excellence
Proof pointed by – ambition / education / leadership / world class

Making a difference
Proof pointed by – impact / collaboration / connection

Like no other
Proof pointed by – heritage / home / community / people / place / purpose

OUR BRAND DRIVER

SHAPING A BETTER WORLD SINCE 1845

The brand driver connects our key areas for success with our values and core themes in one statement.

It signifies our purpose as a university, pinpoints the positive impact of Queen's locally, nationally and globally and brings our students, staff and academics together.

**SHAPING
A BETTER
WORLD
SINCE 1845**



IDENTITY

As we move forward with ambition and confidence to position Queen's on a world stage - we have begun by looking back at the heritage and values that set us apart.

The Queen's crest embodies and symbolises the key elements that are unique to our University and that is why we have chosen it as the basis for the creation of our new brand identity.

We have updated the internal elements of the crest and created a rounded curve at the base to make it more distinct and recognisable. We have also added - Estd 1845 to put a marker in time that symbolises the expertise we have been bringing to the world for more than 170 years.

The crest embodies:

Crown - The Royal Charter

Red Hand - The Province of Ulster

Harp - Ireland

Sea Horse - Belfast

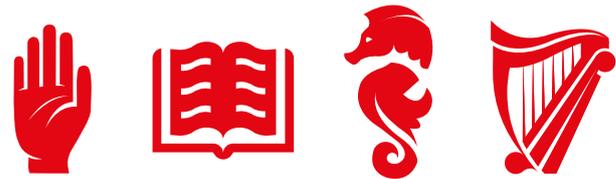
Book - Learning

St Patrick's Cross - Patron Saint of Ireland

Old internal elements



New internal elements



THE QUEEN'S IDENTITY



**QUEEN'S
UNIVERSITY
BELFAST**

This is our new identity. It's made up of two key elements: The 'Queen's crest' and the name of the University as text. These two elements are to always appear together as our primary logo.

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.

For more information on the Queen's identity, logo and guidelines, visit www.qub.ac.uk/brand

Landscape Logo



Stacked Logo



COLOUR

QUEEN'S VIBRANT RED

At the heart of our brand is Queen's vibrant red which, as our lead corporate colour, will be used as the dominant presence across all applications.

There are estimated to be over 26,000 universities worldwide (webometrics.info) and in an increasingly competitive environment it is important to stand out.

That's why we have made the decision to be more focused on one vibrant colour that will be recognisable as Queen's University. The red we have chosen is fresh and energetic. It provides a link to the past and at the same time underlines our determination and focus on the future. There is also a palette of secondary colours to provide variety and flexibility.

PRIMARY PALETTE



SECONDARY PALETTE

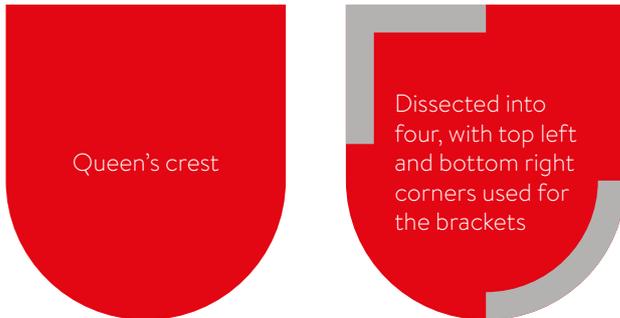


BRAND DEVICE

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, the brand device enables 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.

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



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 the guidelines.

This system allows for flexibility – it should be used to highlight key or important information but the brackets should not be overused.



**MAKING A
DIFFERENCE
THROUGH
OUR IMPACT
ON THE WORLD**

We give amazing minds a place to do amazing things that make a real difference to the lives of others.



www.qub.ac.uk

TYPOGRAPHY

Typography is a key graphic device. It can be used to change the mood of a document and to clearly present key messages about the University.

TYPEFACE

When using text, whether on a front cover or within a publication, it is 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. (Arial font should be used in materials produced in Microsoft Office). The Brandon font can be used in a variety of ways to allow flexibility in application whilst maintaining overall consistency.



Check the full brand guidelines for more information on typography.

Brandon Text Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
01234567890

Brandon Text Medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
01234567890

Brandon Text Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
01234567890

Brandon Text Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
01234567890

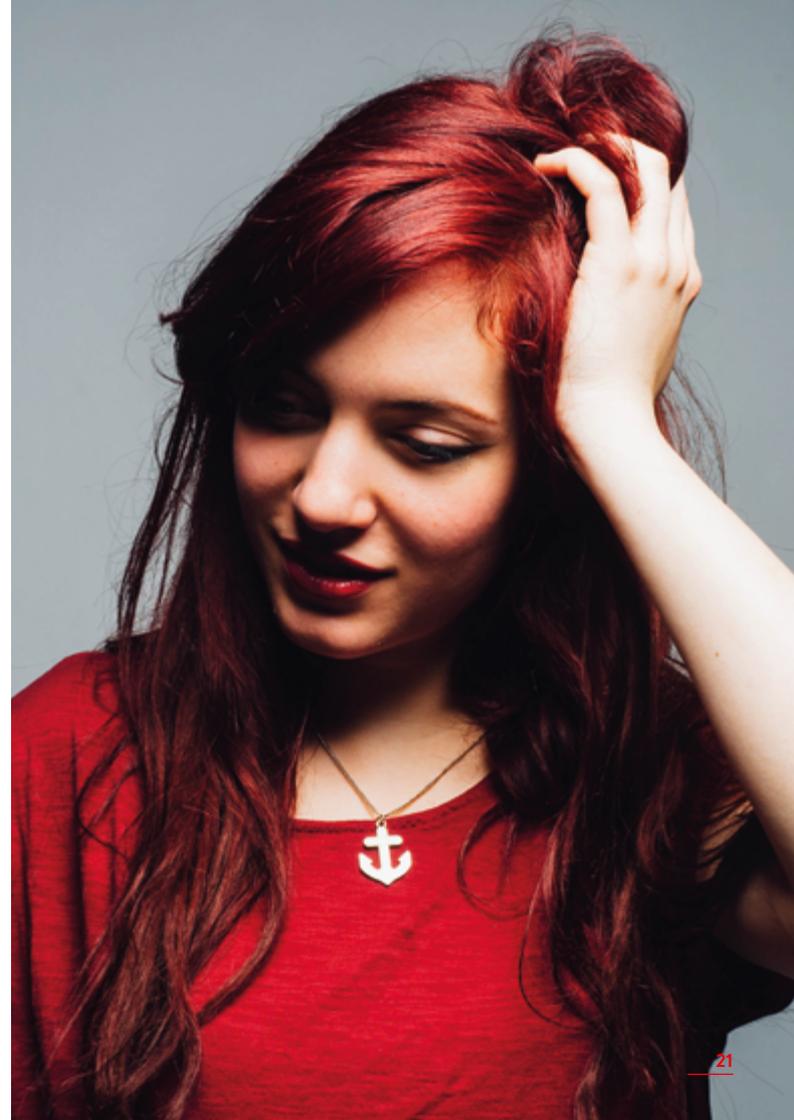
HERO IMAGERY

Hero images are defined as 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 cover 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. 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.

Queen's uses Hero images to grab audience 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 to remove distracting backgrounds?



PHOTOGRAPHY

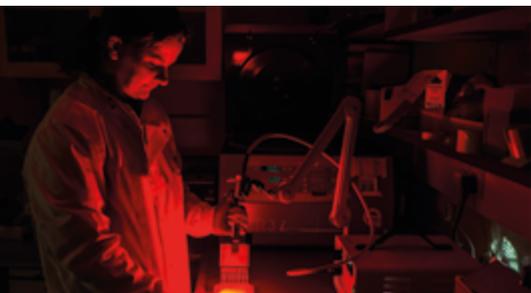
Creative photography is a powerful way to capture life at Queen's and helps us to engage and inspire our target audiences. It is important that photography is selected to work alongside the colours and messaging in any given project.

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 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.

More information on photography is available in our brand guidelines www.qub.ac.uk/brand



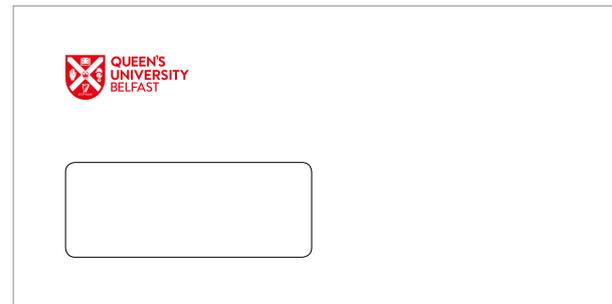
BRAND EXAMPLES

The following pages illustrate some examples of how our new brand can be brought to life across a variety of collateral.

To assist you in using the new Queen's brand effectively in your projects and day-to-day work, we have created an on-line brand toolkit which contains:

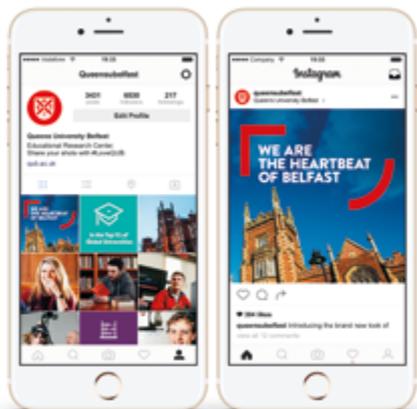
- Full brand guidelines
- Brand identity for print
- Email signature
- Sample stationery items
- Sample Word documents
- Key up-to-date statistics
- Key infographics
- PowerPoint template
- Icons

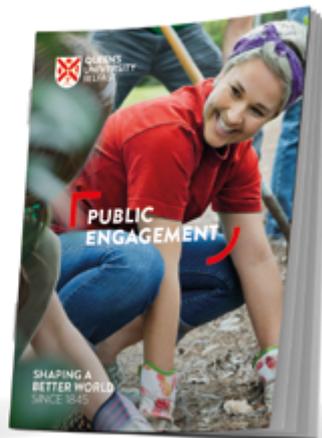
Please access the brand toolkit via www.qub.ac.uk/brand





Facebook Cover





For the full brand guidelines
and to access the brand toolkit:
www.qub.ac.uk/brand