

Brand Guidelines



Welcome

These guidelines are here to introduce The University of Warwick brand and its identity elements, showcasing best practice for creating engaging communications, spaces and experiences.

Our brand brings together everything that The University of Warwick stands for, which in turn influences everything we say and do.

Following these guidelines will ensure that all our communications reflect and reinforce our identity. They will help you to engage our audiences with our unique story, told in a tailored and relevant way.

The University of Warwick brand guidelines have been created to increase the consistency of our brand, which provides significant benefits:

- a seamless experience that builds trust for our key audiences
- clarity for people needing to understand what constitutes a part of The University of Warwick
- a shared connection to our purpose, belief and values
- stronger brand recognition so people can identify The University of Warwick from our visual assets
- the whole institution contributing to the strength of the University brand, which then supports marketing activity of individual departments better than if they worked alone.

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Logos

Master logo

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Master logo

Our master logo is the singular, consistent face of the brand.

Aside from a few exceptions*, it should appear on everything we produce to maintain consistency and recognition.

The master logo should only appear in the following colourways:

1. 'W' monogram in aubergine, wordmark and descriptor in black (only use on light mono backgrounds e.g. white and grey).
2. All black (only use on light coloured backgrounds or when the aubergine version will not reproduce well).
3. All white (only use on dark backgrounds).

The logo must always use the descriptor line. No other logos should be created.

* Outlined later in this document

1.



2.



3.



Master logo

EXCLUSION ZONE

The exclusion zone ensures the master logo has enough clear space at all times to stand out.

It can be found by doubling the height of the 'W' from the wordmark as a reference for the height and width of the exclusion zone surrounding the logo.



Master logo

WHAT NOT TO DO

1. Never recreate any elements of the master logo. Always use the original artwork file.
2. Never stretch, tilt, skew or edit the dimensions of the logo.
3. Never recolour the logo to any other colour. Only use the colourways outlined on page 6.
4. Never add any effects to our logo such as drop shadows, gradients, or emboss effects.

The elements of the logo should not be used separately, except for the 'W' monogram which has specific uses outlined on page 18.

1.



2.



3.



4.



Master logo

POSITIONING

To ensure that our master logo is utilised to its full potential, we suggest placing it in one of four positions across the majority of applications:

1. Top right
2. Bottom right
3. Top left
4. Bottom left

Consider context, layout and space constraints to select the best logical option for the design. Wherever the logo is positioned, it must adhere to the basic principles of the exclusion zone (as outlined on page 7).

The logo should be positioned top left on digital media such as websites and banner ads.



Master logo

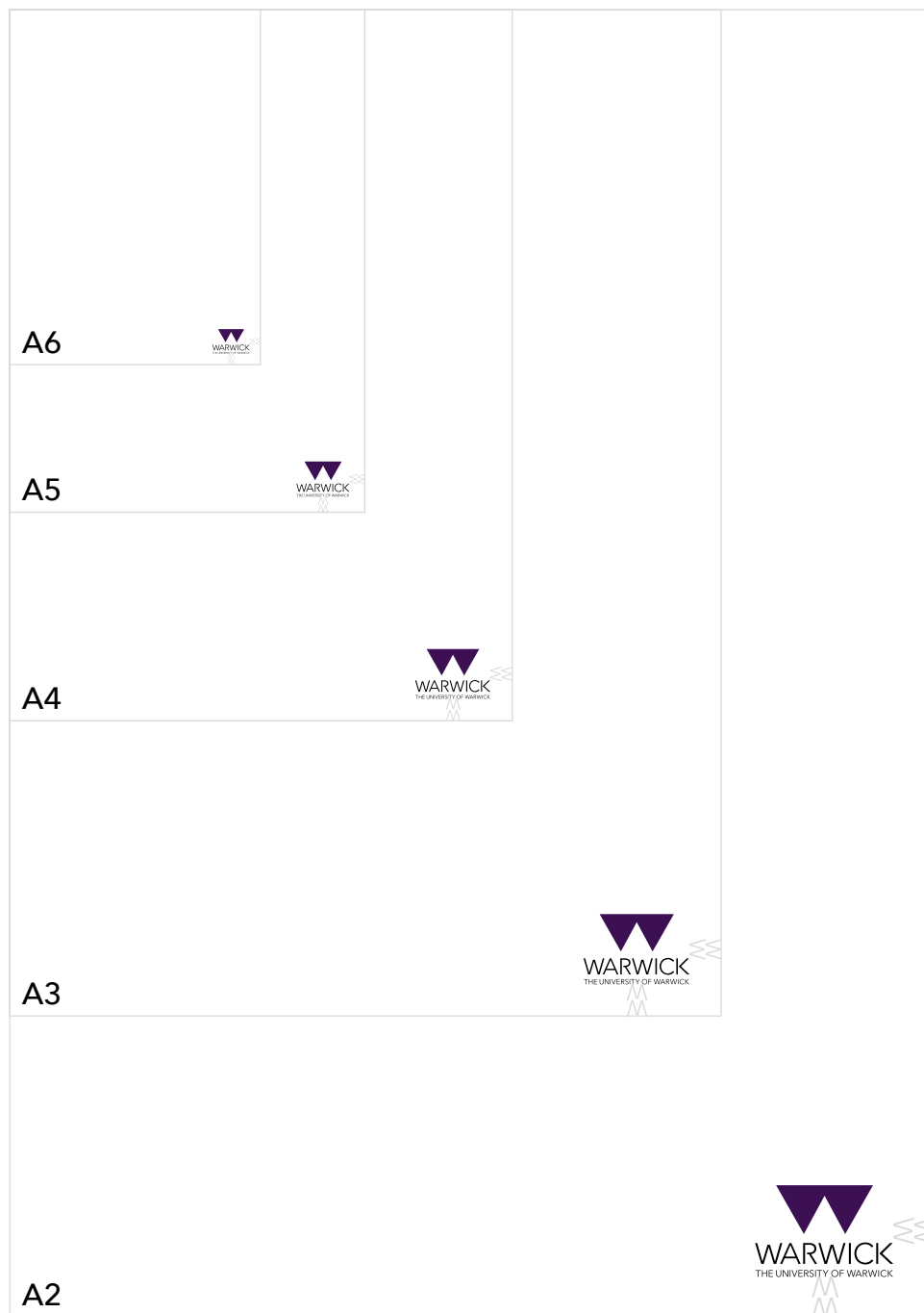
MINIMUM SIZES

Please use these measurements to guide the height of the logo on each of the paper sizes below:

- A6 10mm high
- A5 15mm high
- A4 20mm high
- A3 30mm high
- A2 50mm high

If the application is not a standard 'A' size, please use the height for the paper size closest to your piece of collateral.

Digital applications may be affected by screen resolution and device size, therefore logo sizes within digital applications should be no smaller than 15% of the width/height of the design, or 40px high, whichever is larger.



Departmental logos

Our departmental logos need to clearly signify they are part of The University of Warwick, with the department also being clearly identifiable at a glance.

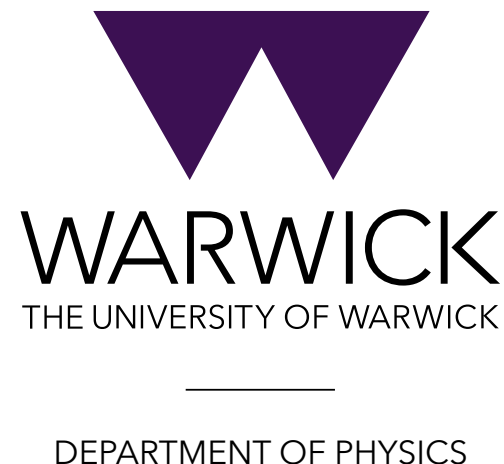
We have two options dependent on usage: the stacked version (1) and the horizontal version (2). Our stacked version is the primary option, to be used where possible.

All new departmental logos must be created and supplied via the Brand Team to ensure a consistent format.

We recommend these standardised naming conventions for departments to use in order to create consistency where possible, of which there are four options:

- School of ...
- Department of ...
- Centre for ...
- Institute of ...

1.



2.



Departmental logos

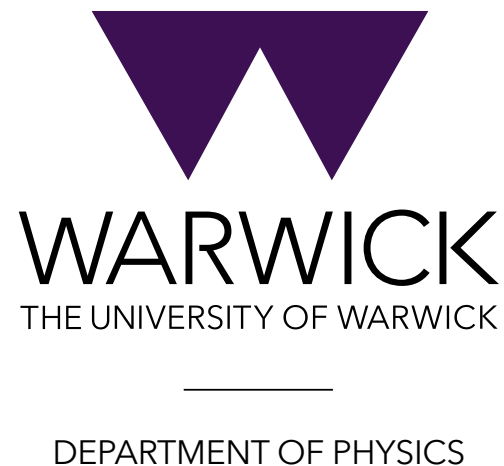
STACKED VERSION

The stacked version uses the master logo and descriptor, with the addition of a dividing line and the department name below.

The department name is typeset to match the logo descriptor line, in our brand font, Avenir Next Regular.

Here are some examples of the standardised naming conventions for departments in use:

1. School of ...
2. Department of ...
3. Centre for ...
4. Institute of ...



1.



2.



3.



4.

Departmental logos

STACKED VERSION GUIDELINES

1. The clear space between the logo and the dividing line is constructed from the width of the 'K'.

The clear space between the dividing line and the department name is constructed from the width of the 'R'.

2. The department name can be set over one or two lines, depending on length.
3. As with the master logo, departmental logos must only appear in aubergine, white or black.

If a new departmental logo is required, get in touch with brand@warwick.ac.uk



2. SCHOOL OF CREATIVE ARTS,
PERFORMANCE & VISUAL CULTURES

3.



Departmental logos

HORIZONTAL VERSION

The horizontal version is only to be used if the format of your design does not allow the stacked version to be used correctly, such as a shallow but wide space.

This version uses the master logo and descriptor, with the addition of a dividing line and the department name to the right.

The department name is typeset to match the logo descriptor line, in our brand font, Avenir Next Regular.

Here are some examples of the standardised naming conventions for departments in use:

1. School of ...
2. Department of ...
3. Centre for ...
4. Institute of ...

1.



SCHOOL OF CREATIVE ARTS,
PERFORMANCE & VISUAL
CULTURES

2.



DEPARTMENT OF
COMPUTER SCIENCE

3.



CENTRE FOR APPLICATIONS
OF MATHEMATICAL &
COMPUTING SCIENCES

4.



INSTITUTE OF GLOBAL
SUSTAINABLE DEVELOPMENT

Departmental logos

HORIZONTAL VERSION GUIDELINES

1. The clear space between each element is constructed from the width of the 'K'.
2. The department name can be set over two or three lines, depending on length, aligned to the bottom of the master logo.
3. As with the master logo, departmental logos must only appear in aubergine, white or black.

If a new departmental logo is required, get in touch with brand@warwick.ac.uk

1.



3.



Departmental logos

DUAL NAME VERSION

In exceptional circumstances, such as when a specific School or Institute requires equal prominence to a department or discipline, we have a dual name version of our horizontal departmental logo.

It uses the same format as the horizontal version, but with the dividing line extending to the full height of the master logo. The School or Institute name moves up to the top of the lock-up and the department or discipline name sits below.

The Department or Discipline name is typeset to complement but differentiate from the School or Institute, using our brand font, Avenir Next Medium, in title case at the same point size as the Department title.

This can only be used if agreed, created and supplied via the Brand Team to ensure a consistent format. For more information, get in touch with brand@warwick.ac.uk



SCHOOL OF EDUCATION,
LEARNING & COMMUNICATION
SCIENCES (SELCS)

Centre for Research in
Intellectual & Developmental
Disabilities (CIDD)



SCHOOL OF EDUCATION,
LEARNING & COMMUNICATION
SCIENCES (SELCS)

Applied
Linguistics

Third-party lock-up

Our master logo will be used in all third-party lock-ups.

The logos are separated by a dividing line, using the width of the 'W' from our wordmark to ensure clear space (1).

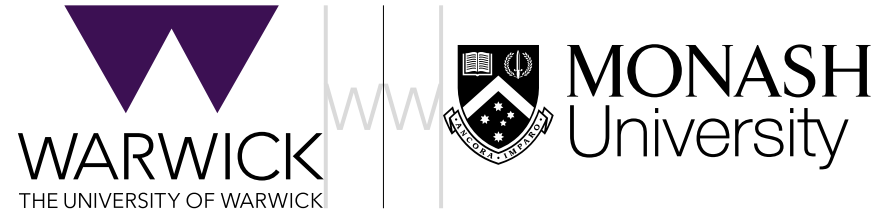
The logos should appear visually balanced to indicate equal importance. A good method for achieving this is to ensure the wordmarks within each logo are of similar proportions.

If Warwick is the lead partner, the logo should be placed on the left. If a third-party is the lead partner then our logo can be placed on the right if preferred by the third-party.

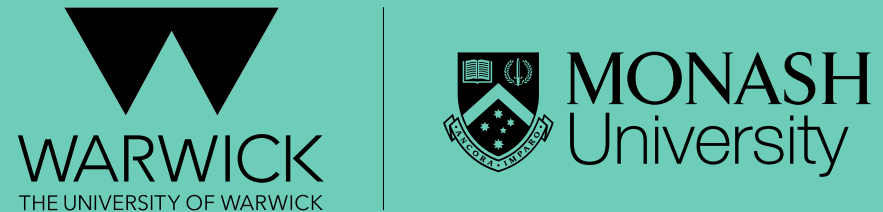
The recommended lock-up is the aubergine version, which should only be used on light mono backgrounds.

As with the master logo guidance, black (2) should only be used on light coloured backgrounds or when the aubergine version will not reproduce well, and white (3) can only be used on dark backgrounds.

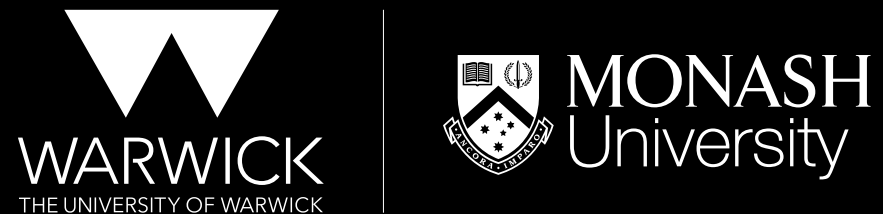
1.



2.



3.



Monogram

The 'W' shape from our master logo can be used on its own as a monogram in the following specific use cases on smaller designs with very limited space:

1. Website favicons
2. Social media profile pictures
3. Video lower third

It can be used in aubergine, black or white. The background must be a brand colour and give good contrast for the monogram to be legible.



Window device

Our window device should only appear on existing monolith campus signage. It should no longer be used in any other design application.



The Crest

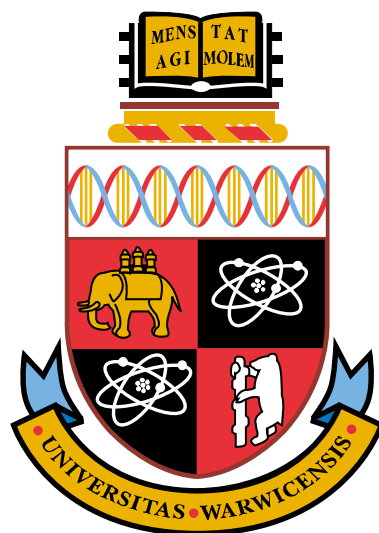
Our Crest provides a mark of quality and gives a sense of our heritage, establishment and academic rigour.

To protect the legibility of the Crest, the minimum size in which it should appear is 30mm wide.

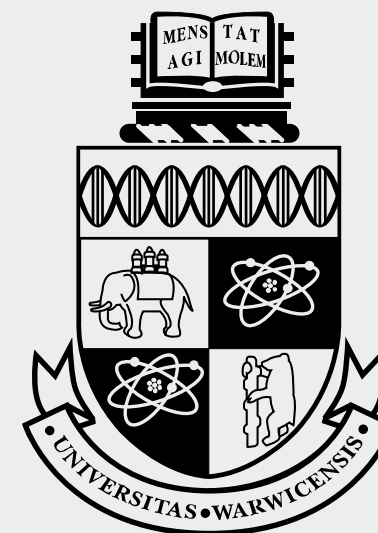
The Crest can only be used on graduation-related materials, student theses/dissertations and high end institutional applications such as merchandise and gifting.

It must appear in full colour on a white background (1), in black on a light background (2) or in white on a dark background (3). It can also be reproduced using print finishing techniques such as embossing or foiling (4).

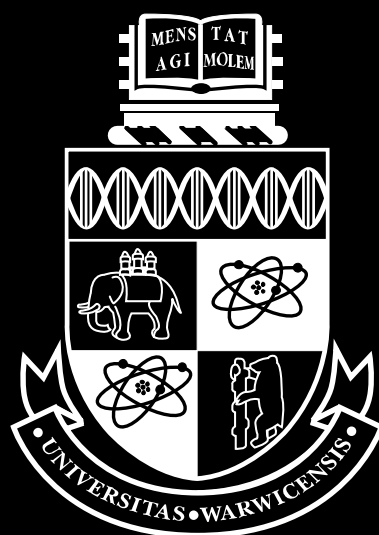
1.



2.



3.



4.



The Crest

DESIGN GUIDELINES

EXCLUSION ZONE

The exclusion zone ensures the Crest has enough clear space at all times to stand out.

It can be found by using the width of the elephant as a reference for the height and width of the exclusion zone surrounding the Crest (1).

MINIMUM SIZE

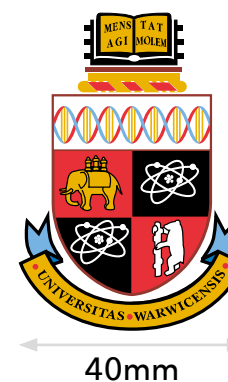
The text on the Crest should be legible where possible. As it is predominantly used on printed material, this will vary dependent on the application and the type of printing method. As a general rule, we recommend going no smaller than 40mm in width (2).

Some merchandise, such as pens, will require the Crest to be very small. All such designs should be confirmed with the Brand Team before production.

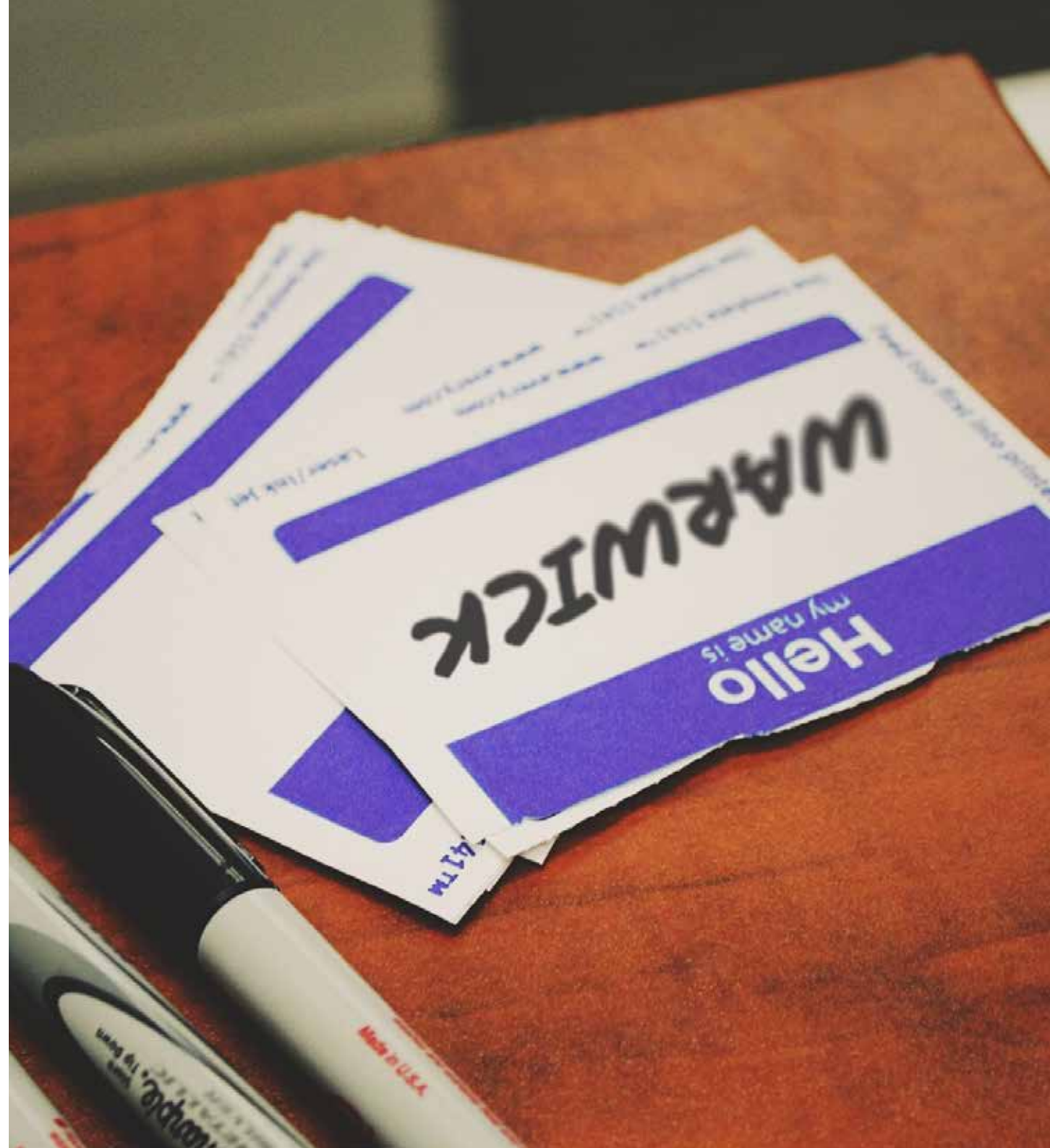
1.



2.



Our name



Our name

Consistency in how we refer to ourselves in written form is as important as how we present our visual identity.

The first time we are mentioned we must always use our full name, 'The University of Warwick', with the 'T' on 'The' capitalised.

The second mention is shortened to 'the University', with only the 'U' capitalised (unless it is the start of a sentence).

The third mention is simply 'Warwick' on its own, with the 'W' capitalised.

We must never refer to ourselves as 'Warwick University'.

This guide is predominantly for longer form copy, such as articles and marketing literature. For creative artwork where space is limited, such as web banners, we can use 'Warwick' on its own, as long as our master logo is also present.

1

The University of Warwick

2

the University

3

Warwick

X

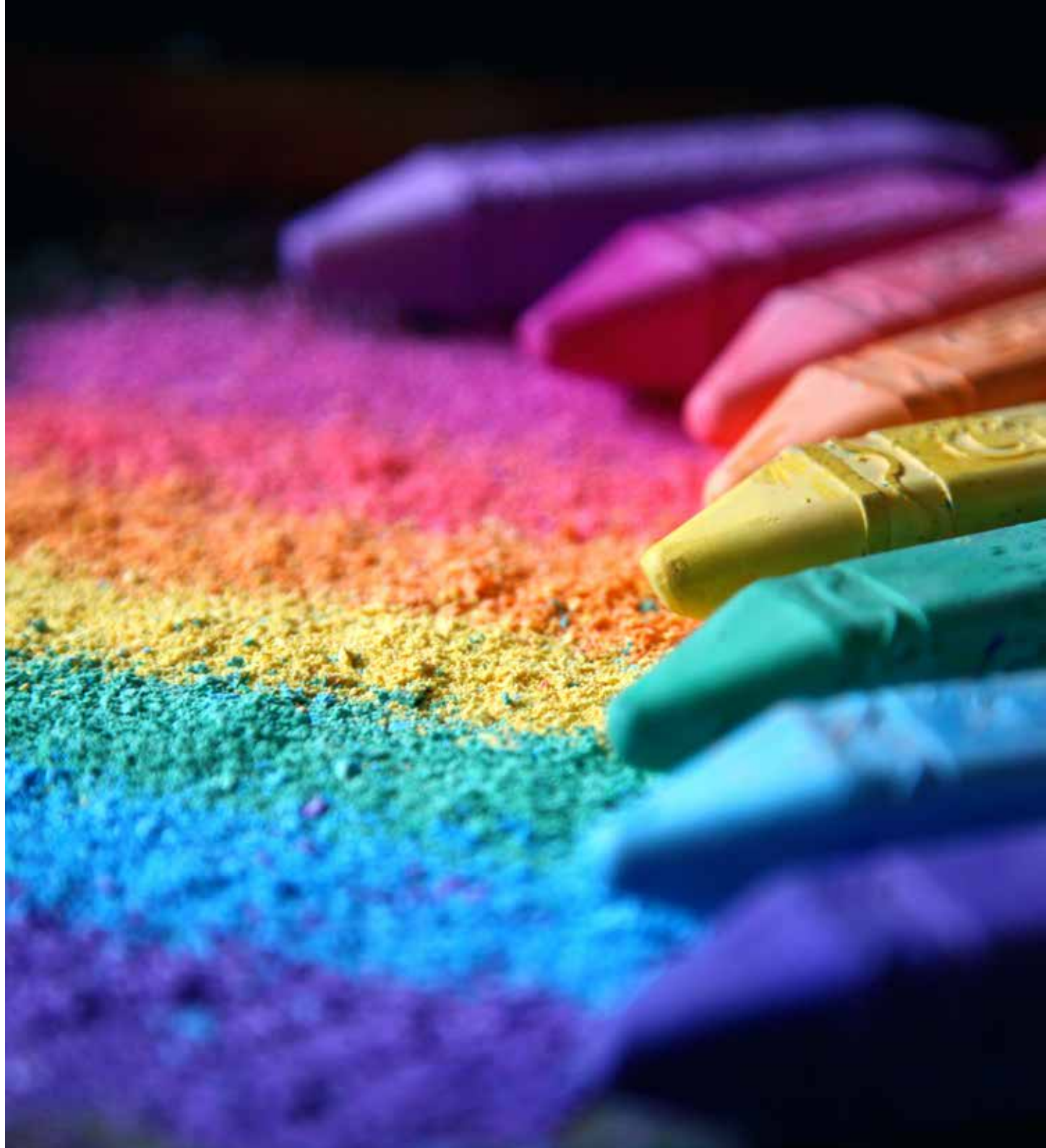
Warwick University

Colours

Colour palette

How to use

Accessibility



Colour palette

Our colour palette creates unity and structure.

Aubergine sits at the top as our primary brand colour (1).

The next layer is our secondary brand palette (2), offering bright accent colours.

The third layer is our tertiary brand palette (3), made up of dark accent colours.

Black, grey and white (4) are used for text and backgrounds.

1. PRIMARY BRAND COLOUR



2. BRIGHT ACCENT COLOURS



3. DARK ACCENT COLOUR



4. TEXT AND BACKGROUND COLOURS



Colours

HOW TO USE

Here are the colour values for our brand colour palette. Use RGB and Hex for digital, and use CMYK or Pantone for print*.

Where possible, we adopt the 'three colour rule' in our designs, meaning the use of no more than three colours from the palette in a single layout. We recommend selecting one colour from each tier for maximum impact. While aubergine is preferred, it is not essential to use it on every design.

Grey†, black or white should be used for body text and backgrounds only. Three further colours from the palette can be used in conjunction with the body text and background colours.

Tints of the colour palette can be used, as long as legibility of information is considered. For consistency, we recommend using tints of 80%, 50% or 20% for print, and 70%, 50% or 30% in digital applications - 80%, 20% or 10% for digital Grey.

* Please note that our palette is optimised for printing using CMYK four-colour process and should therefore be used for all print items. Pantone is intended for merchandise where a single spot colour may be required.

† Body text grey should be produced by using an 80% tint of CMYK Black.

PRIMARY BRAND COLOUR

Aubergine

RGB 60/16/83
 CMYK 84/99/0/12
 Hex #3C1053
 Pantone 2617 C

70% tint

50% tint

30% tint

Bright Teal

RGB 109/205/184
 CMYK 57/0/36/0
 Hex #6DCDB8
 Pantone 3248 C

Bright Blue

RGB 0/169/206
 CMYK 88/0/11/0
 Hex #00A9CE
 Pantone 312 C

Bright Orange

RGB 232/119/34
 CMYK 0/62/95/0
 Hex #E87722
 Pantone 158 C

Bright Ruby

RGB 203/51/59
 CMYK 2/97/85/7
 Hex #CB333B
 Pantone 1797 C

Bright Gold

RGB 241/190/72
 CMYK 0/24/78/0
 Hex #F1BE48
 Pantone 142 C

70%

50%

30%

Dark Teal

RGB 80/127/112
 CMYK 64/16/45/30
 Hex #507F70
 Pantone 625 C

Dark Blue

RGB 65/116/141
 CMYK 65/9/0/53
 Hex #41748D
 Pantone 7698 C

Dark Orange

RGB 190/83/28
 CMYK 5/77/100/15
 Hex #BE531C
 Pantone 167 C

Dark Ruby

RGB 157/34/53
 CMYK 7/100/68/32
 Hex #9D2235
 Pantone 201 C

Dark Gold

RGB 214/154/45
 CMYK 0/32/87/8
 Hex #D69A2D
 Pantone 7563 C

70%

50%

30%

Black

RGB 0/0/0
 CMYK 0/0/0/100
 Hex #000000
 Pantone Black

Grey 80% Black

RGB 88/89/91
 CMYK 0/0/0/80
 Hex #58595B
 Pantone 11C

20%
of Black

10%
of Black

White

RGB 255/255/255
 CMYK 0/0/0/0
 Hex #ffffff
 Pantone White

Colours

HOW TO USE

Here are some examples of best practice colour usage and advice on finding a good balance of colour within a design.

Our communications normally start with a white or aubergine background, with other colours used to support a design (1). We can also use black or grey as a background colour.

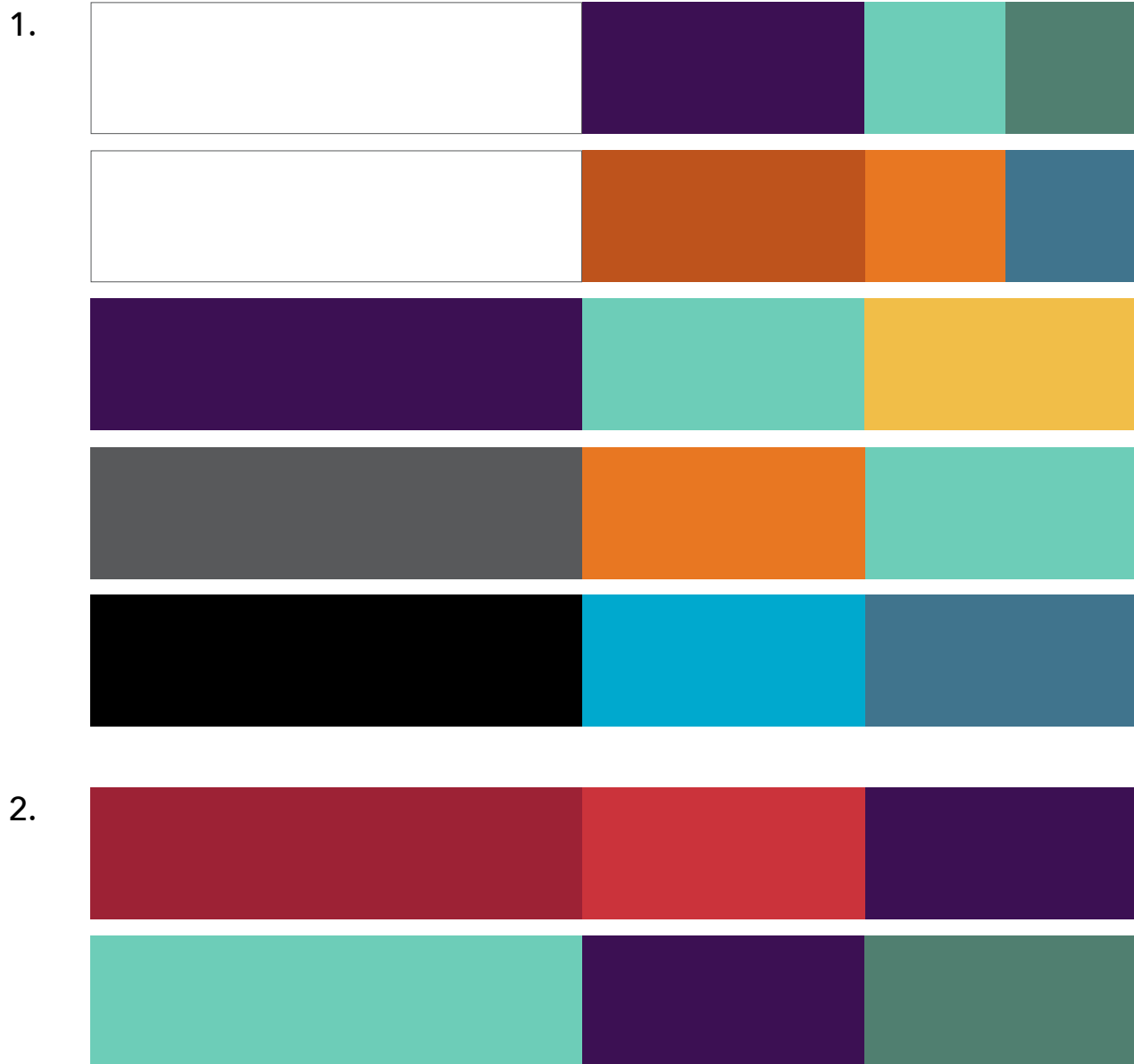
A secondary or tertiary colour should be used for supporting design elements or key messaging text, with one more colour used sparingly to highlight content or add dynamism.

Less frequently, we can use other colours as a background (2), but only where legibility of text is strong. See the following page for our Accessibility colour guidance.

Please note that printed colours reproduce slightly differently on different paper stocks. For improved colour consistency, we recommend using an uncoated stock.

Background

Design elements



Colours

ACCESSIBILITY

It is vital that our brand colours are used in a way that maximises legibility to ensure our designs are accessible to as many people as possible.

Here are some recommended colour pairings that will maintain the readability of text by providing strong contrast.

All of these pairings comply with the AA level contrast of at least 4.5:1, while many also adhere to the AAA level contrast of 7:1.

The level is noted so the most suitable pairing can be chosen depending on the application. We would advise only using AA level for larger text (16pt and above) and AAA level on all other text.

Black on White
(AAA)

White on Black
(AAA)

White on Grey
(AAA)

Grey on White
(AAA)

Black on Bright Teal
(AAA)

White on Aubergine
(AAA)

Bright Teal on Aubergine
(AAA)

White on Dark Blue
(AA)

Black on Bright Blue
(AAA)

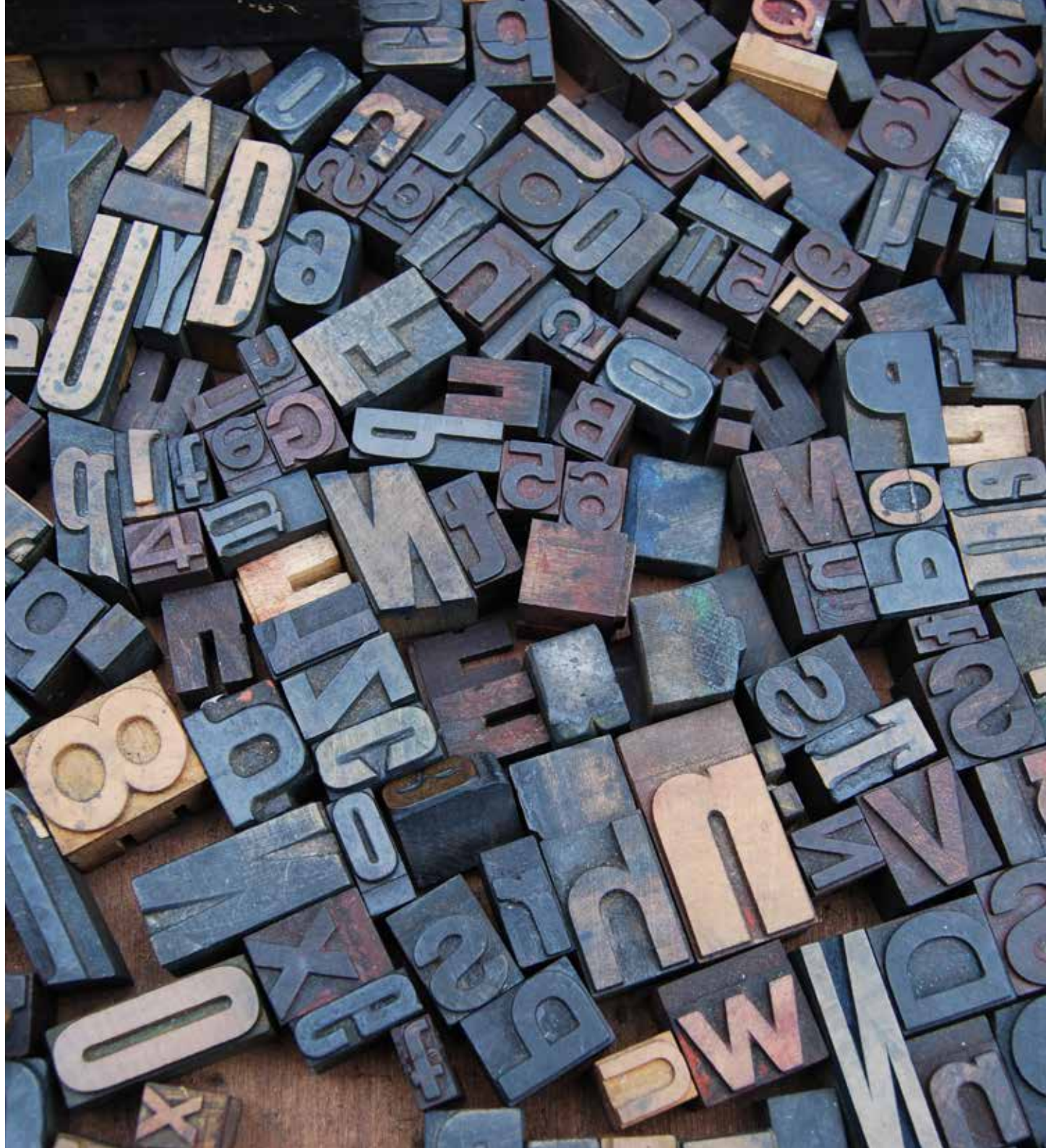
Black on Bright Gold
(AAA)

White on Dark Ruby
(AA)

Typography

Primary brand font

Alternative fonts



Primary brand font

FOR DESIGNERS ONLY

Our primary brand font is Avenir Next. Chosen for its clarity and legibility, it is used for all professionally designed communications and assets.

As part of the standard font set within Adobe Creative Suite, the professional designers we work with should all have access to it.

Any of the font weights can be used for large key messaging (40pt and above). We recommend Ultra Light or Heavy (1) for maximum contrast to body copy.

Regular (2) must be used for body text on a light background, whereas Medium (3) is preferred on a dark background to provide strong legibility.

Bold (4) is recommended for pull-out quotes, headers and subheads.

Our website does not currently support the use of Avenir Next. See page 32 for details on our website font.

1. Avenir Next

Ultralight **Heavy**

2. Avenir Next

Regular

Warwick is home to over 9,500 students from 147 countries. We offer a range of study options, including opportunities abroad, the Warwick International Foundation Programme, Summer School and English Language courses.

3. Avenir Next

Medium

Warwick is home to over 9,500 students from 147 countries. We offer a range of study options, including opportunities abroad, the Warwick International Foundation Programme, Summer School and English Language courses.

4. Avenir Next

Bold

“Our team of dedicated students and staff works tirelessly to provide a supportive and inclusive environment.”

Alternative fonts

MICROSOFT OFFICE

Calibri is our font for all Office applications such as Word and PowerPoint, and for email.

Light or Bold (1) should be used for larger key messaging (24pt and above).

Regular (2) should be used for all body text.

Bold (3) is recommended for pull-out quotes, headers and subheads.

1. Calibri

Light Bold

2. Calibri

Regular

Warwick is home to over 9,500 students from 147 countries. We offer a range of study options, including opportunities abroad, the Warwick International Foundation Programme, Summer School and English Language courses.

3. Calibri

Bold

“ Our team of dedicated students and staff works tirelessly to provide a supportive and inclusive environment.”

Alternative fonts

WEBSITE ONLY

Lato is our font for all online text. Its legibility is ideal to be read on screen.

Any of the font weights can be used for large key messaging (40pt and above). We recommend Thin or Black (1) for maximum contrast to body copy.

Regular (2) must be used for body text on a light background, whereas Medium (3) is preferred on a dark background to provide strong legibility.

Heavy (4) is recommended for pull-out quotes, headers and subheads.

1. Lato

Thin

Black

2. Lato

Regular

Warwick is home to over 9,500 students from 147 countries. We offer a range of study options, including opportunities abroad, the Warwick International Foundation Programme, Summer School and English Language courses.

3. Lato

Medium

Warwick is home to over 9,500 students from 147 countries. We offer a range of study options, including opportunities abroad, the Warwick International Foundation Programme, Summer School and English Language courses.

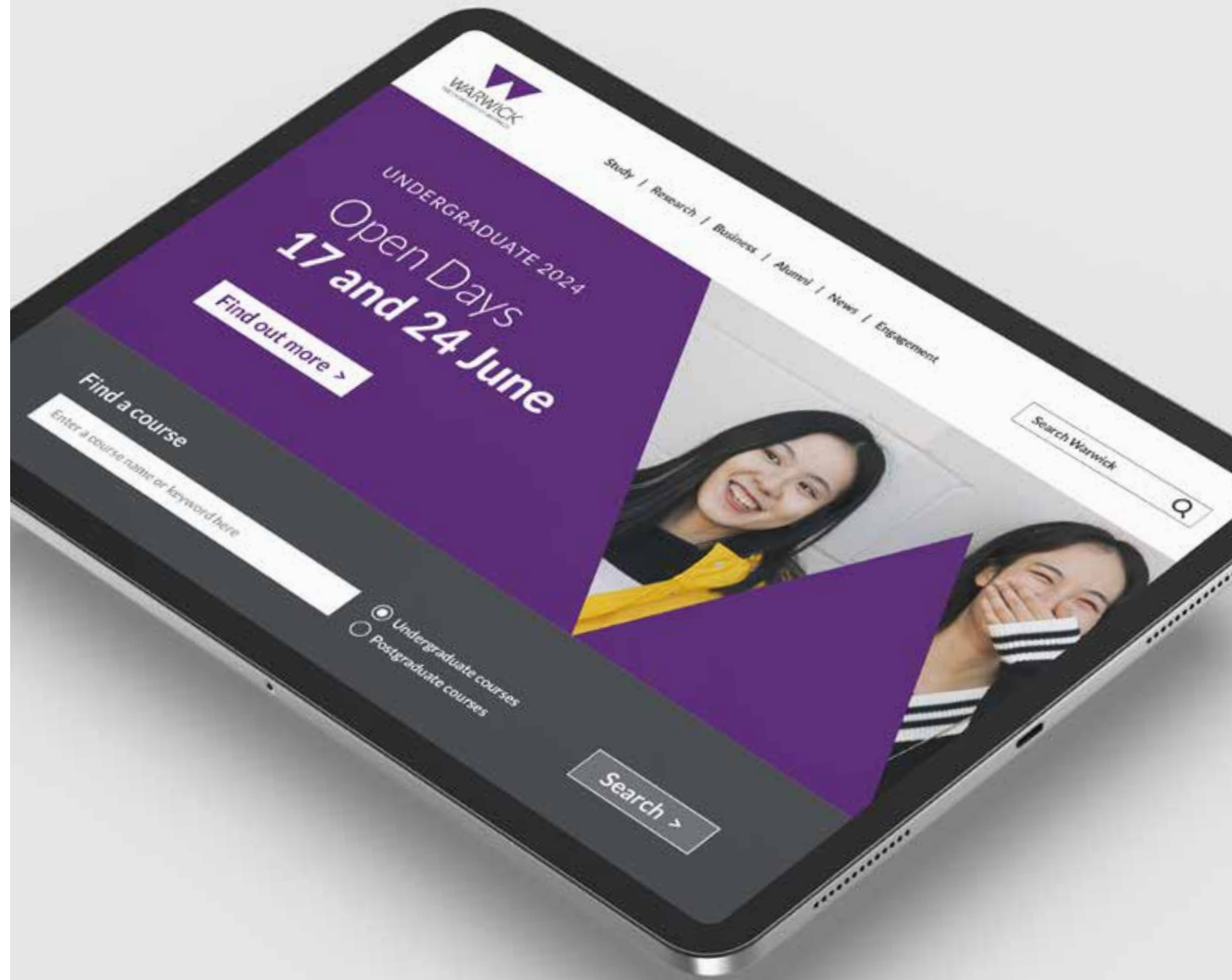
4. Lato

Heavy

“Our team of dedicated students and staff works tirelessly to provide a supportive and inclusive environment.”

Graphic device

How to use



Graphic device

HOW TO USE

Our graphic device is based on our 'W' monogram and has been designed to frame content, house imagery and add interest to layouts.

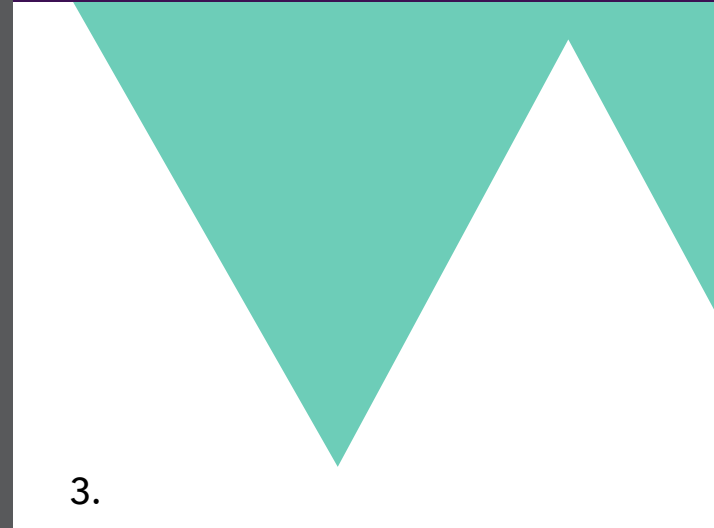
The 'W' graphic device should always bleed off the layout in some way (1).

A simple but powerful application of the device is to use just a key angle from the 'W' shape (2).

It can be used with a colour fill (3), with a keyline (4) or using a colour gradient fill (5). When used in these three ways the horizontal part of the 'W' should always bleed off the layout.

It works well as a holding device for photography, particularly when the imagery breaks out of the constraints of the shape (6). The horizontal part of the 'W' can be visible in this application, as long as another part of the device bleeds off the layout.

Other shapes may be used in designs, but there needs to be a good reason that ties in with the theme or concept of the piece.



Graphic device

HOW NOT TO USE

To ensure consistency and design integrity, there are several ways you must not use the 'W' graphic device within your designs.

You should never use the full 'W' shape on its own as a graphic device (1). This application is only permitted when using a monogram (see page 18).

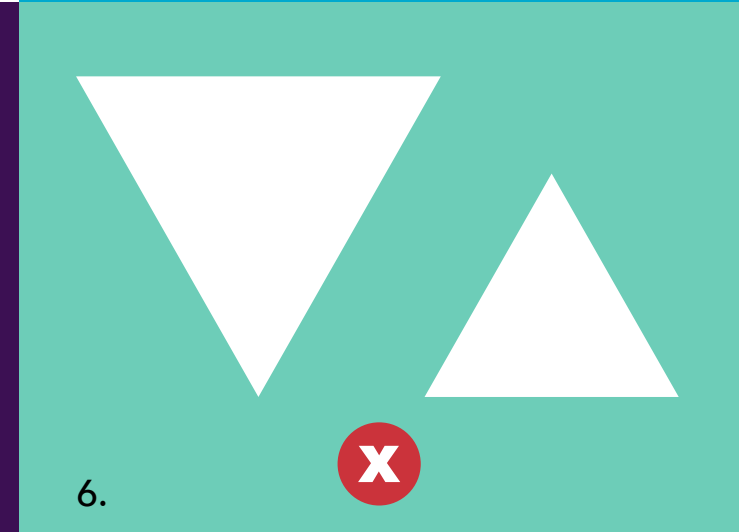
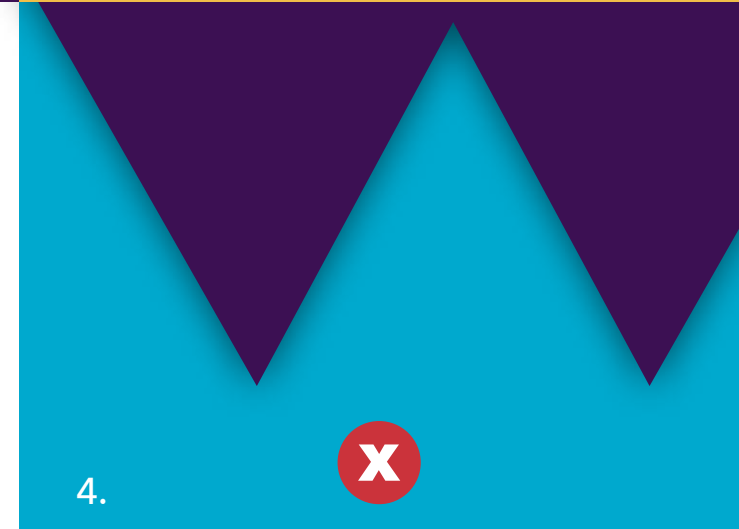
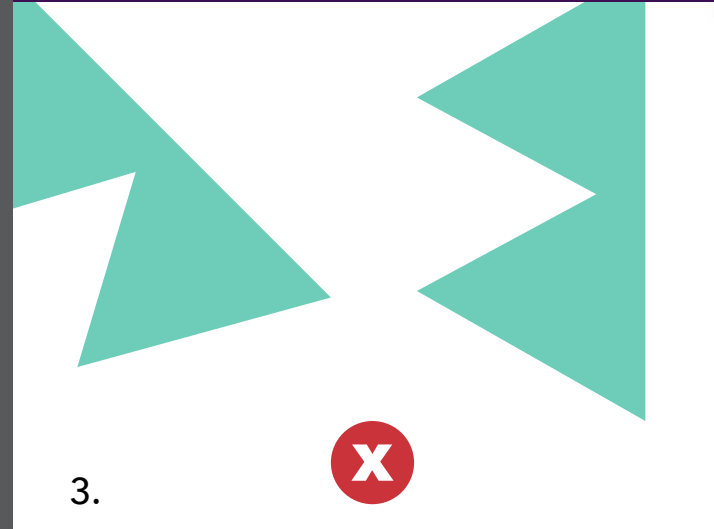
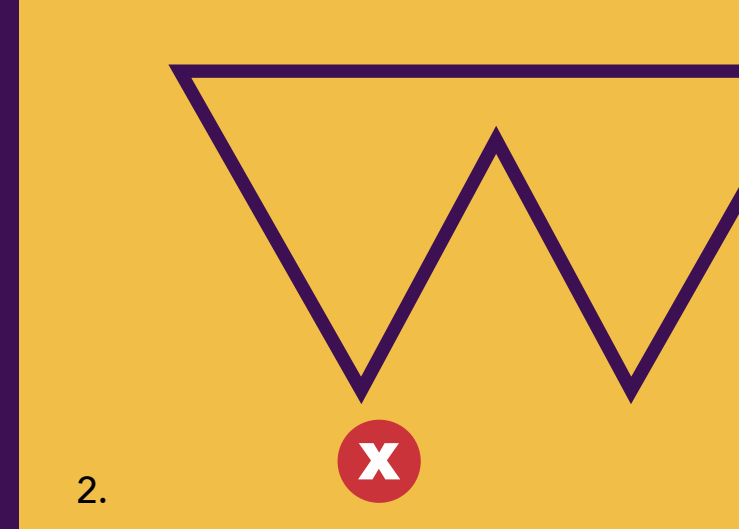
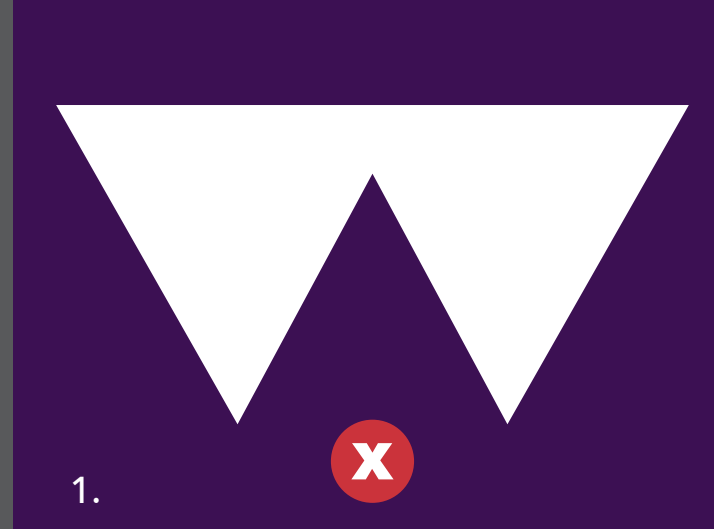
When in colour fill, keyline or colour gradient fill you should never see the horizontal part of the 'W' (2).

The device cannot be rotated (3) under any circumstances.

Do not apply any appearance effects to the device, such as drop shadow, embossing or glow (4).

The device or monogram is not to be used to create a pattern (5).

Full triangle shapes must not be used (6).



Brand codes

Brand codes

Practical examples



Brand codes

A brand code is a distinct style or asset unique to our brand. Clear and consistent use of our brand guidelines will help to develop our brand codes and strengthen recognition of The University of Warwick brand.

Our brand codes are:

1. Our master logo
2. Our aubergine primary colour
3. Our tagline: *'To be confirmed'*
4. Our graphic device
5. Our brand typeface
6. Our Crest*

At least three of our brand codes should be used on any piece of collateral. Our master logo is a priority code on most designs.

* Restricted to use on Graduation-related materials (including theses/dissertations) and for high end institutional merchandise/ gifting applications.

1.



2.

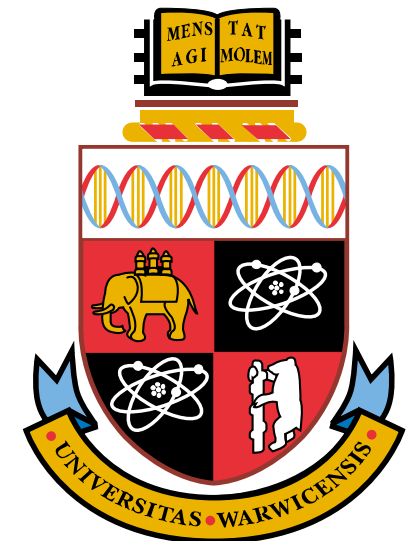
3.

To be confirmed

4.



6.



5.

Avenir Next

Brand codes

PRACTICAL EXAMPLES

Here are some examples of the brand codes combining on different materials. These show how a suite of branded materials can feel consistent without using the same assets on each piece.



Brand Codes
Master logo, aubergine, typeface



Brand Codes
Aubergine, typeface, Crest



Brand Codes
Tagline, typeface, Crest



Brand Codes
Master logo, aubergine, graphic device

Photography

Reportage

Portrait

Environment

Note: whenever possible, include captions that feature the names of the individuals in the photographs.



Photography

REPORTAGE

Our reportage photography reflects the diversity of our people, capturing them naturally in their daily environment.

This is our primary image style to be used in the majority of our communications. It has the flexibility to show real moments, real people and real places in an authentic way.

When commissioning new photography, the images need to feel warm, friendly, fresh and modern, like a snapshot into real University life.

The same style works well to reflect our research and links with industry, showing the people, the benefit and the impact of our work.



Photography

PORTRAIT

Our portrait photography shows our people in a candid, unstaged way so their personality shines through.

This style is generally reserved for campaigns and focused communications, but is a nice complement to the reportage style and can add personality and authenticity.

As with our reportage style, all newly-commissioned images need to maintain the warmth and personality of our people.



Photography

ENVIRONMENT

We are immensely proud of our campus. The buildings, spaces and equipment all play their part in the success of our students and the research we undertake.

Our environment can be captured in several ways to highlight the breadth and quality Warwick has to offer. Hero images demonstrate our award-winning buildings, while reportage images capture natural moments of our people interacting with our spaces or conducting key research in our world-leading facilities.



Videography

Mood and tone

Colour correction

Idents

Lower third

Subtitles

Talking heads

Brand codes



Videography

MOOD AND TONE

Our video style is an extension of our photography style, reflecting our people and the impact of our work in a warm and authentic way.

Using a shallow depth of field helps bring subjects into focus and adds a more intimate feel.

A subtle handheld technique can be used to make footage feel grounded and real.

Slow motion is a preferred technique for supplemental scene-setting footage, such as establishing the location.

For any questions or further guidance on videography, please contact brand@warwick.ac.uk



Videography

COLOUR CORRECTION

Colour correction and grading is vital in creating authenticity and warmth. It should only be implemented by a professional.

Final videos should be graded to natural colours where appropriate to best capture real moments and natural skin tones.

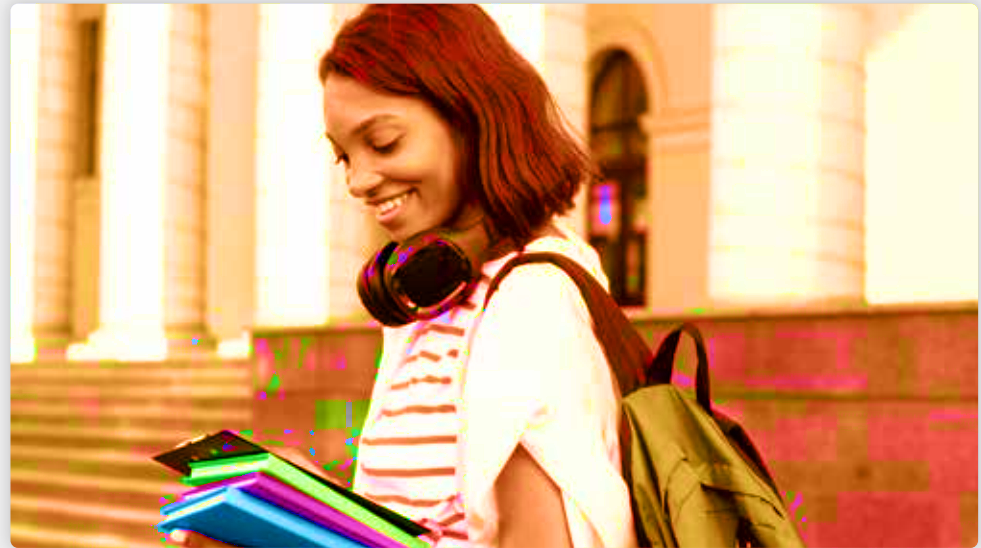
Black and white may be used if it suits the subject and tone of the film, but must be a justifiable stylistic decision.



Videography

COLOUR CORRECTION
WHAT NOT TO DO

Do not over or under saturate
footage, or edit too heavily
towards one colour range.



Videography

IDENT - PRIMARY

Our brand identity should extend across all outputs, with video being an important and increasingly prominent channel.

Every piece of video content should either begin or end with our branded ident*. The ident can also be used at both the beginning and end of videos (where deemed appropriate), particularly when creating longer form video content which is 2 minutes or longer. The supplied animation file should be used at all times. You must not create a new animated ident.



* Except in the context of social media

Videography

IDENT - PRIMARY

This is our primary version which should be used wherever possible.

The screen is all white. The Warwick wordmark fades in as the two halves of the 'W' shape grow and fade from below (1), forming the completed shape in full colour (2). The descriptor line animates in below the wordmark (3), completing the master logo.

After sitting on screen for two seconds, the master logo fades to white (4), before transitioning into the start of the video content.

A second option of the primary ident uses the white version of the master logo with an aubergine background.

All of the above attributes apply in exactly the same way when opting for the white master logo on an aubergine background.

1.



2.



3.



4.



White master logo and aubergine background version



Videography

IDENT - PRIMARY
WHAT NOT TO DO

Do not use our primary ident over footage. It must only be used on a white background.



Videography

IDENT - SECONDARY

This version should only be used over an aubergine background, or if the opening footage of the video provides sufficient contrast for the master logo to be fully legible.

The Warwick wordmark fades in as the two halves of the 'W' shape grow and fade from below (1), forming the completed shape in full colour (2). The descriptor line animates in below the wordmark (3), completing the master logo.

After sitting on screen for two seconds, it fades out (4).

There is a white and black mono version available. Always select the version that provides the greatest contrast to the footage.

1.



2.



3.



4.



Videography

IDENT - SECONDARY
WHAT NOT TO DO

Do not use this version on low
contrasting footage.



Videography

LOWER THIRD

Our lower third is a branded way of displaying information on screen, particularly people's names and titles.

It consists of an aubergine panel anchored to the left of the screen, featuring our monogram to the left of a dividing line, with the name and title to the right. The angle on the end of the panel mirrors that of the monogram.

The panel wipes in from the left (1). As it lands in position, the monogram fades in (2), followed by the dividing line, name and title (3).

It should sit on screen long enough to be read by the viewer (this will vary depending on content) and then animate off in the reverse of how it appeared.



1.



2.



3.



Videography

LOWER THIRD RULES

These rules assume the video is in a standard landscape 1920 x 1080 format. For smaller videos, you should scale down the ratios accordingly.

The aubergine panel should appear anchored to the left of the screen, sitting 120px from the bottom of the screen. It should be 155px high. Its length will vary depending on the content within it, but there must be adequate clear space between the end of the text on the right and the edge of the panel.

The spacing between the elements is 46px. The text should be horizontally aligned to the dividing line.

The name should appear in Avenir Next Bold, 34pt. The job title should appear in Avenir Next Regular, 30pt.

Use standard leading.



Videography

LOWER THIRD RULES

To ensure maximum legibility and contrast, there is an option to use a reversed version on very dark backgrounds (1). The panel is white, the monogram is aubergine, the dividing line is black and the text is black.

Due to the nature of academic job titles and department names, the ident text can run over three lines if needed (2). The panel can extend to accommodate text, but it should never take up more than 50% of the width of the screen.



Videography

LOWER THIRD WHAT NOT TO DO

1. Do not position lower third to the right of the footage.
2. Do not position lower third to the top of the footage.
3. Do not change the colour of the panel from the aubergine or white.
4. Do not swap the elements around.

1.



2.



3.



4.



Videography

SUBTITLES

We allow the use of auto-generated subtitles on video-hosting channels such as Vimeo, YouTube and TikTok. Auto-generated subtitles must be closely reviewed to ensure the content is of a high standard and the message is portrayed accurately.

When producing subtitles that are not auto-generated by hosting channels, subtitle text should be Avenir Next Medium in white, size 48pt. The background should be black set at 80% opacity.

Videos destined for The University of Warwick website should have captions added as a separate .srt file. The user can then opt to turn them on or off as needed.

For video-hosting channels such as YouTube and Vimeo and other social media channels where videos are hosted, include closed-captions on all content to ensure the platform can auto-generate accurate, understandable subtitles. If that is not possible, use open captions.



Videography

SUBTITLES

WHAT NOT TO DO

1. Do not use a different font to Avenir Next Medium for captions.
2. Do not change the background colour from black or the opacity from 80%.
3. Do not increase the font size.
4. Do not decrease the font size.

1.



2.



3.



4.



Videography

TALKING HEADS

The aim of talking heads is to create video portraits that give us authentic comments from real people.

To support this, the subject should be brought close to the viewer using a shallow depth of field. All face and head features should be in focus.

The rule of thirds is a well-known guideline for capturing video. To use it, visualise a three-by-three grid overlaying your image frame or camera's viewfinder.

This helps create balance between the subject of your video and negative space (i.e. empty boxes), which is a hallmark of eye-catching footage.

Other angles can also be used to capture the desired tone and objective of the video content.

For any questions or further guidance on talking heads, please contact brand@warwick.ac.uk



Videography

TALKING HEADS WHAT NOT TO DO

1. Do not leave too much room above the subject.
2. Do not position the subject too far to the left or right of the frame.
3. Do not use really low contrast. Make sure the lighting has some degree of contrast and isn't flat.
4. Do not use overly dramatic or contrasting lighting.

1.



2.



3.



4.



Videography

BRAND CODES

Video is the perfect medium for delivering our message in an emotive and engaging way. While the use of our brand codes is less strict, there are opportunities to include some references to our visual identity.

Here are some brand codes and more subtle brand cues that can be used:

1. Our master logo ident.
2. Our aubergine colour (as scenery, a prop or a graphic element).
3. Our brand typeface (for any text on screen, including lower third and subtitles).
4. Our tagline: *'To be confirmed'* (as text on screen or spoken in video content).

1.



2.



3.



Joao Vinha
Automotive Engineering
First Year Student



"An amazing community"

4.

To be confirmed

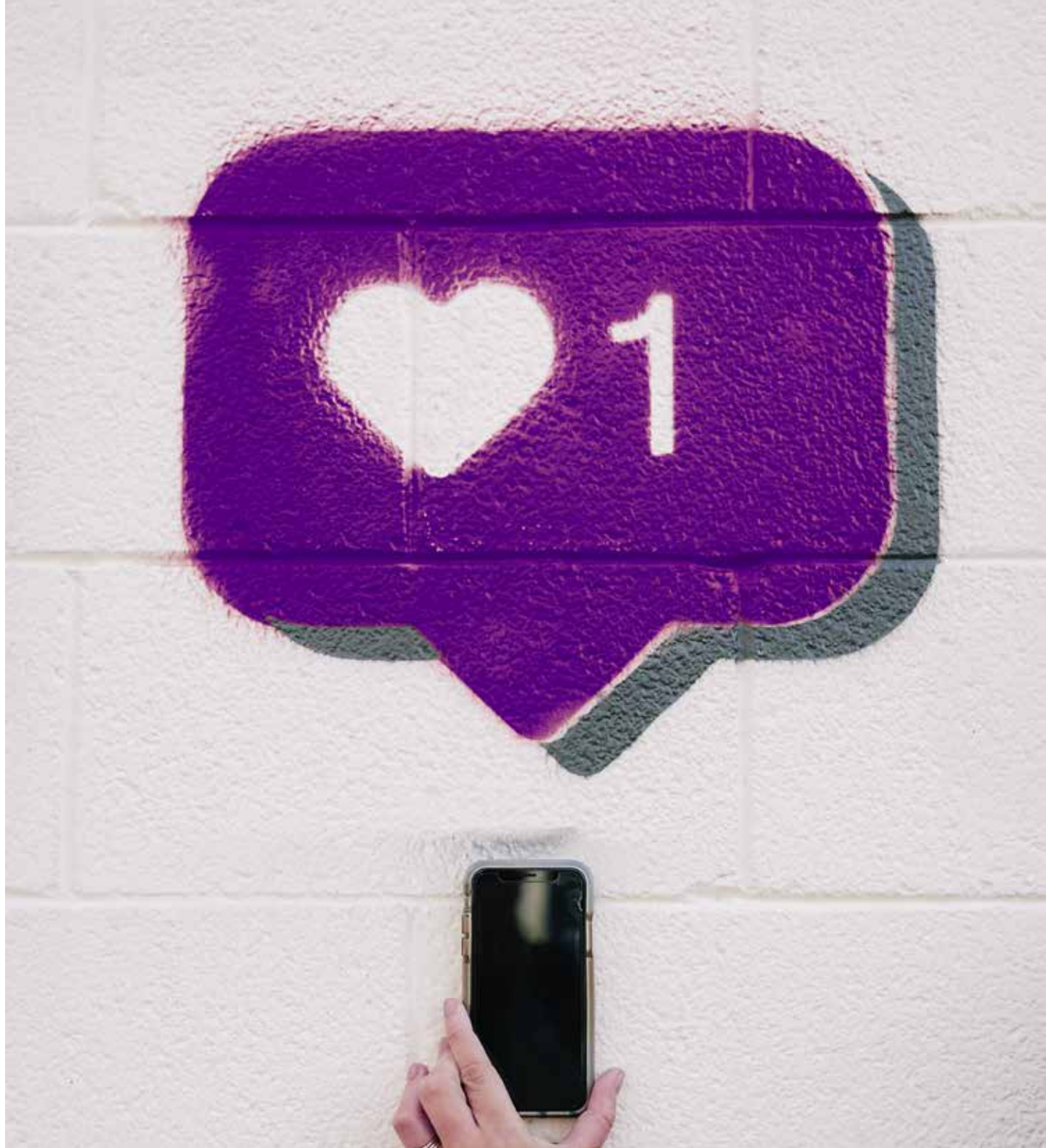
Social media

Mood and tone

Brand codes

Profile pictures

Accessibility



Social media

Appropriate use of our institutional social media channels can help to elevate The University of Warwick's online reputation, reinforce our strategy and further highlight our excellence, quality and prestige.

The following pages are intended to provide a high level overview on how best to apply our key brand elements when using social media.

For more comprehensive guidance on how to approach social media, such as channel-specific strategy or community management, please refer to our Social Media Playbook, which can be found on the brand portal.



Social media

MOOD AND TONE

Our social media content is an extension of our strategy. Different channels, topics and campaigns will have their own specific requirements, but it's important to maintain a consistent mood and tone across everything we share.

Posts should visually and verbally reflect our people and the impact of our work in a warm and authentic way. Highlighting real people, sharing real moments and inviting interaction will help to engage audiences and maintain a feeling of authenticity.

For further guidance on how to capture our mood and tone effectively, please see our Photography and Videography guidelines.



Social media

BRAND CODES

Each social channel will have its own restrictions and rules around how to structure and deliver content, so the use of our brand codes will be different depending on what and where you are posting.

Where possible, we'd recommend you include these subtle brand codes:

- Our master logo or ident (may be used where deemed appropriate by the Social Media expert).
- Our aubergine colour (as scenery, a prop or a graphic element).
- Our graphic device as a design element or video transition.
- Our tagline: *'To be confirmed'* (as text on screen, spoken in video content or within post copy).



To be confirmed

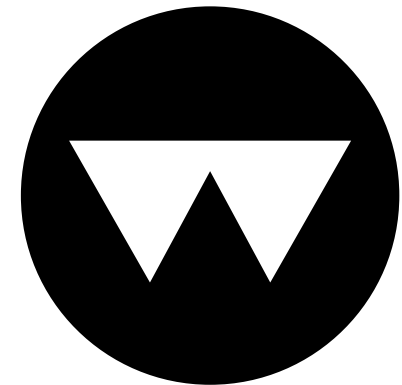
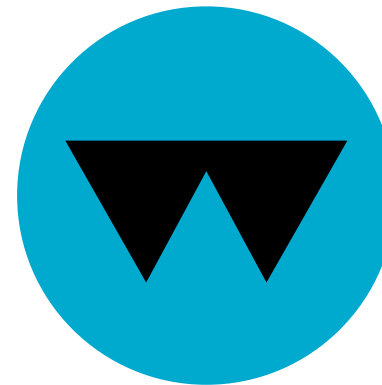
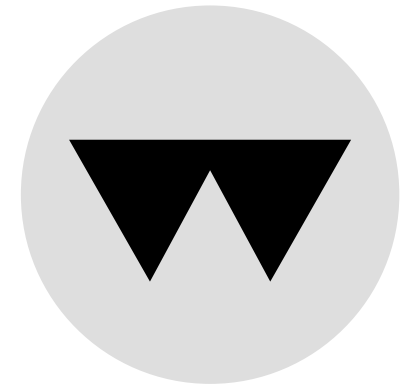
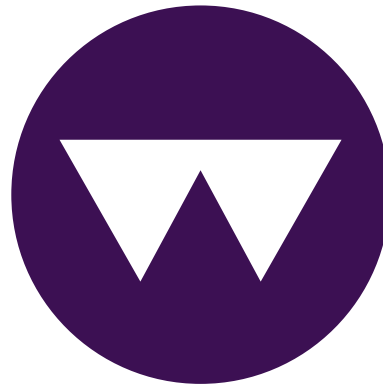
Social media

PROFILE PICTURES

We use our monogram, which is the 'W' shape from our master logo, as our social media profile picture. They should remain consistent across our channels to reinforce a unified voice and identity.

The top tier (top three) options can only be used for the main University social media accounts.

Departments must use the monogram in either aubergine, black or white on a coloured background from our secondary or tertiary brand colour palette.



Social media

ACCESSIBILITY

Accessible social media content is paramount in our commitment to making our digital communications truly inclusive for everyone.

Taking accessibility seriously shows compassion for others and acknowledges that disability affects everyone.

By making your content more accessible, you can also avoid excluding a sizable portion of your audience and missing out on important conversations and connections.

On the following page we have outlined some key examples of best practice to consider.

If you'd like a more comprehensive exploration into social media accessibility, we would recommend visiting www.accessible-social.com



Social media

ACCESSIBILITY

Here are some key things to consider:


1. Put compound hashtags in #camelCase or #PascalCase.
2. Keep the formatting simple. Avoid multiple spaces, tabs, hard returns, varied letter case and numbers in place of letters.
3. Avoid coded description interfering with the rest of your copy by using emoji in moderation and putting them at the end of posts.
4. Describe any images, graphics or photography in alt text.
5. Consider where your video will be displayed or published when making a decision about what type of captions to provide. For videos posted on social media, we recommend providing closed captions, or if that is not possible, use open captions.


1.

 #UniTok


 #unitok

2.

 Today we're introducing our new alumni programme

 t0DAy wE'rE iNTr0DuciNG OuR n3w AlUmNi PrGrM

3.

 Congratulations to all our graduates today! 🎓🎉

 🎓🎉🎓🎉🎓🎉 Congratulations to all our graduates today!

4.



Alt text: Two female friends laughing together on a leather sofa while opening a gift.

5.



Subtitle subtitle subtitle subtitle subtitle subtitle

Merchandise

Logo and Crest usage

Reproduction

Alternative fonts

Branded examples



Merchandise

The University of Warwick is a recognised global brand. The association that the University name brings is of excellence, quality, prestige and global recognition.

Our brand is used on a variety of official merchandise – from hoodies to gift items to sporting goods – and is seen and used not only on campus but also across the world.

To uphold our brand integrity, the use of our brand assets should be limited to items that best represent Warwick and help deliver on our brand strategy.

The University has granted some exceptions for official merchandise with regard to the use of the brand. These have been clearly defined in this section, but given the opportunities for merchandise are vast and it is important that we get our branding right, please contact **brand@warwick.ac.uk** before committing any new designs to production.



Merchandise

LOGO AND CREST USAGE

The University of Warwick master logo or Crest must feature on all official merchandise, but never both together.

MASTER LOGO

Our primary logo colourway of 'W' monogram in aubergine with wordmark and descriptor in black (1), should only be printed on white or very light grey backgrounds.

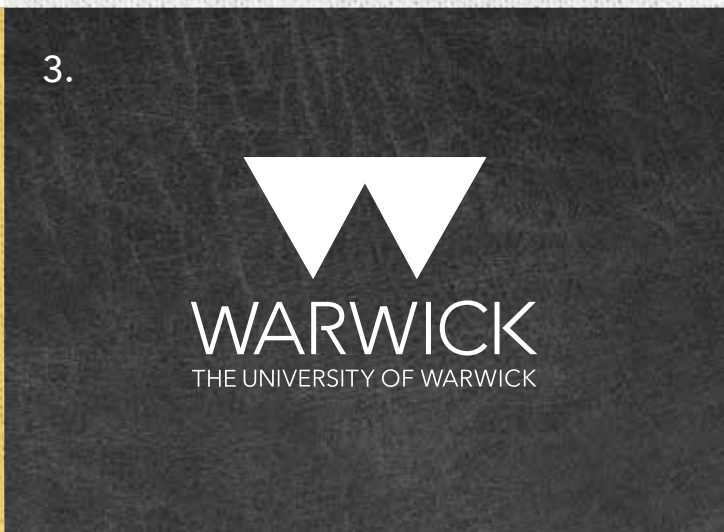
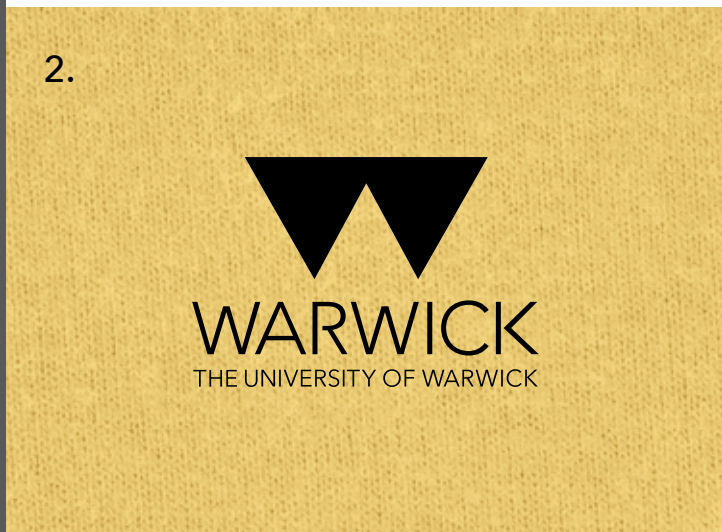
Our mono black logo (2) and mono white logo (3) can be printed on any solid colour, screen of colour, textured or photographic background that provides sufficient contrast for the logo to appear clearly and legibly.

Departmental logos (4) can also be used on merchandise to promote individual schools, centres or services, using the same colour rules as above.

1.



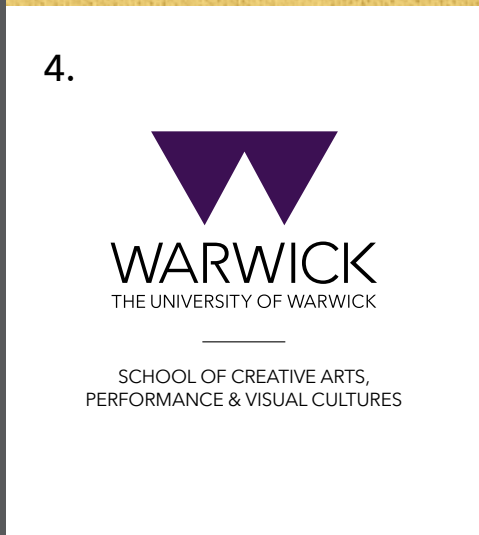
2.



3.



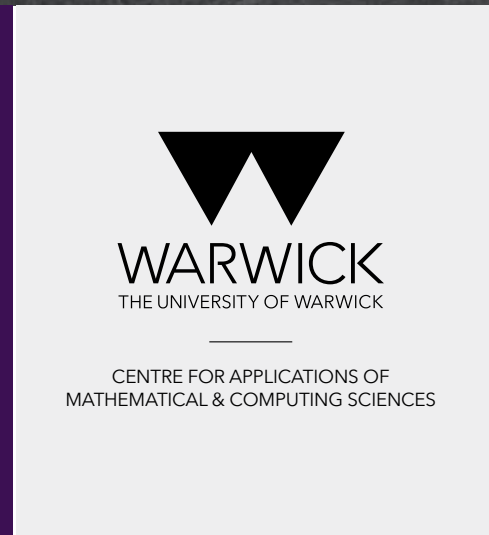
4.



SCHOOL OF CREATIVE ARTS,
PERFORMANCE & VISUAL CULTURES



DEPARTMENT OF
COMPUTER SCIENCE



CENTRE FOR APPLICATIONS OF
MATHEMATICAL & COMPUTING SCIENCES

Merchandise

LOGO AND CREST USAGE

THE CREST

Our full colour Crest (1), should only be printed on white or very light grey backgrounds.

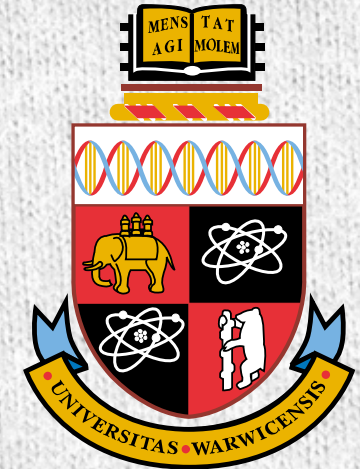
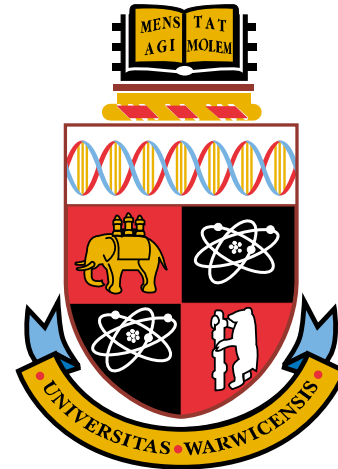
Our mono black Crest (2) and mono white Crest (3) can be printed on any solid colour, screen of colour, or textured or photographic background that provides sufficient contrast for the Crest to appear clearly and legibly.

THE CREST AND LOGO

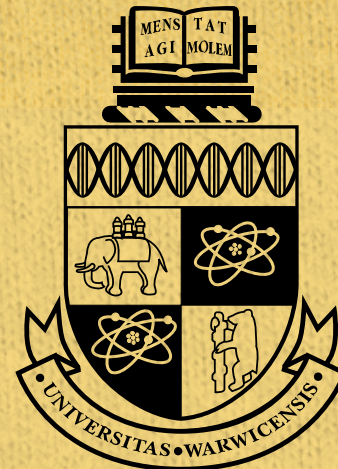
Merchandise does not always need to use background colours from the brand palette, but the chosen logo or Crest should always provide the highest contrast to the background to ensure strong legibility and good brand recognition.

For further information on the use of logos and the Crest, please refer to our Logo guidelines starting on page 5.

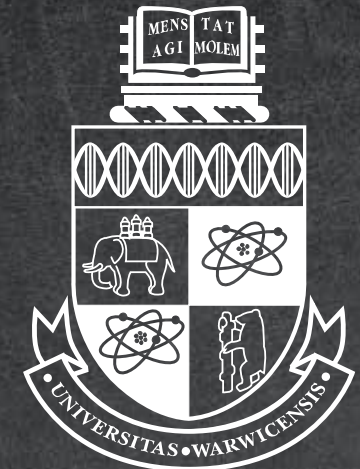
1.



2.



3.



Merchandise

INCORRECT USE OF THE LOGO

The logo and wider University brand should be treated with the same respect on merchandise as it is on everything else we produce.

1. The University logo, or any element of it, may not be integrated into an illustration, cartoon or other visual.
2. The logo must never be used as part of another logo.
3. The logo may not be placed in such proximity to type, illustrations, logos, or other elements that causes overlap or covers any part of the logo.

Any merchandise that carries the University logo and/or name, abbreviation, the Crest or any of its recognisable marks may not contain offensive language or images, or any content that is deemed to be contrary to University policies.

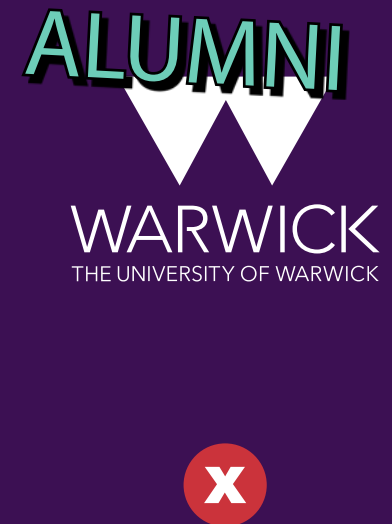
1.



2.



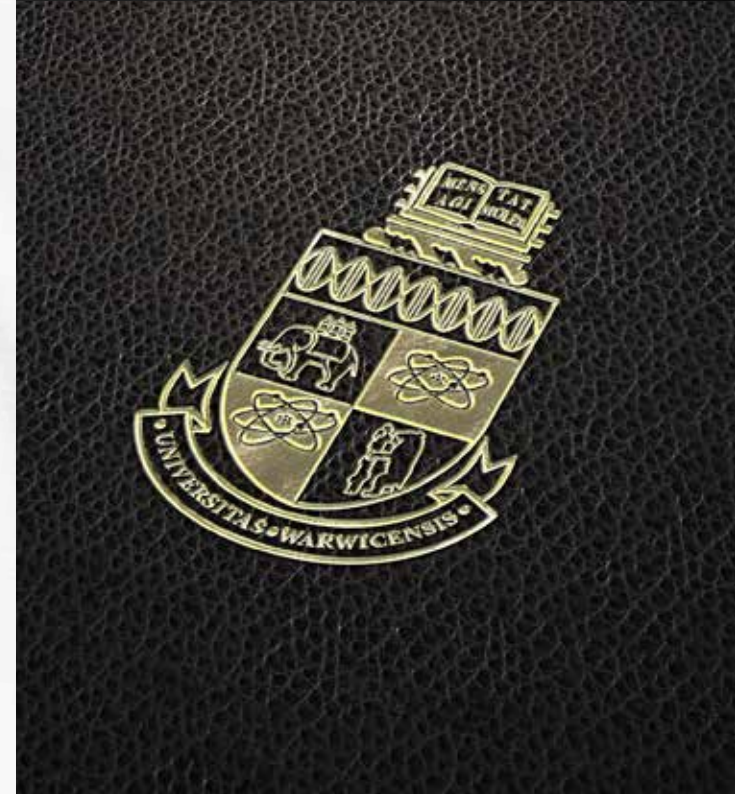
3.



Merchandise

REPRODUCTION

The University logo, name or Crest can be reproduced on a variety of materials using a range of techniques, including engraving, embossing, blind embossing, laser engraving and embroidery. Close attention must be paid to quality, clarity and consistency.



Merchandise

ALTERNATIVE FONTS

We know that our brand fonts may not be appropriate for every piece of merchandise that is produced, but it is vital that consideration is given to what is chosen to maintain legibility, complement our brand identity and maintain a feeling of quality.

The collegiate designs are one of our most popular pieces of merchandise, so it's useful to have another font option to consider when looking to apply this style.

Roboto Slab is a clean, legible slab serif typeface that lends itself to this style. It is freely available to download from Google Fonts.

As with our brand logo and Crest, all wording on merchandise should provide the highest contrast to the background colour to ensure strong legibility. An option for the collegiate style is to apply a contrasting colour stroke around the text so it really stands out from the background colour.

WARWICK

WARWICK

WARWICK

WARWICK

Merchandise

BRANDED EXAMPLES

Commercial Marketing Teams are to oversee all retail designs and the Brand Team has the ultimate sign off. To make this process efficient, here are some suggested designs for some of our more popular pieces of merchandise.

1. Collegiate hoodie*
2. Collegiate t-shirt*
3. Tote bag
4. Mug
5. Pen

* Only the term 'Warwick' is allowed in the collegiate style, never 'Warwick University'

1.



2.



3.



4.

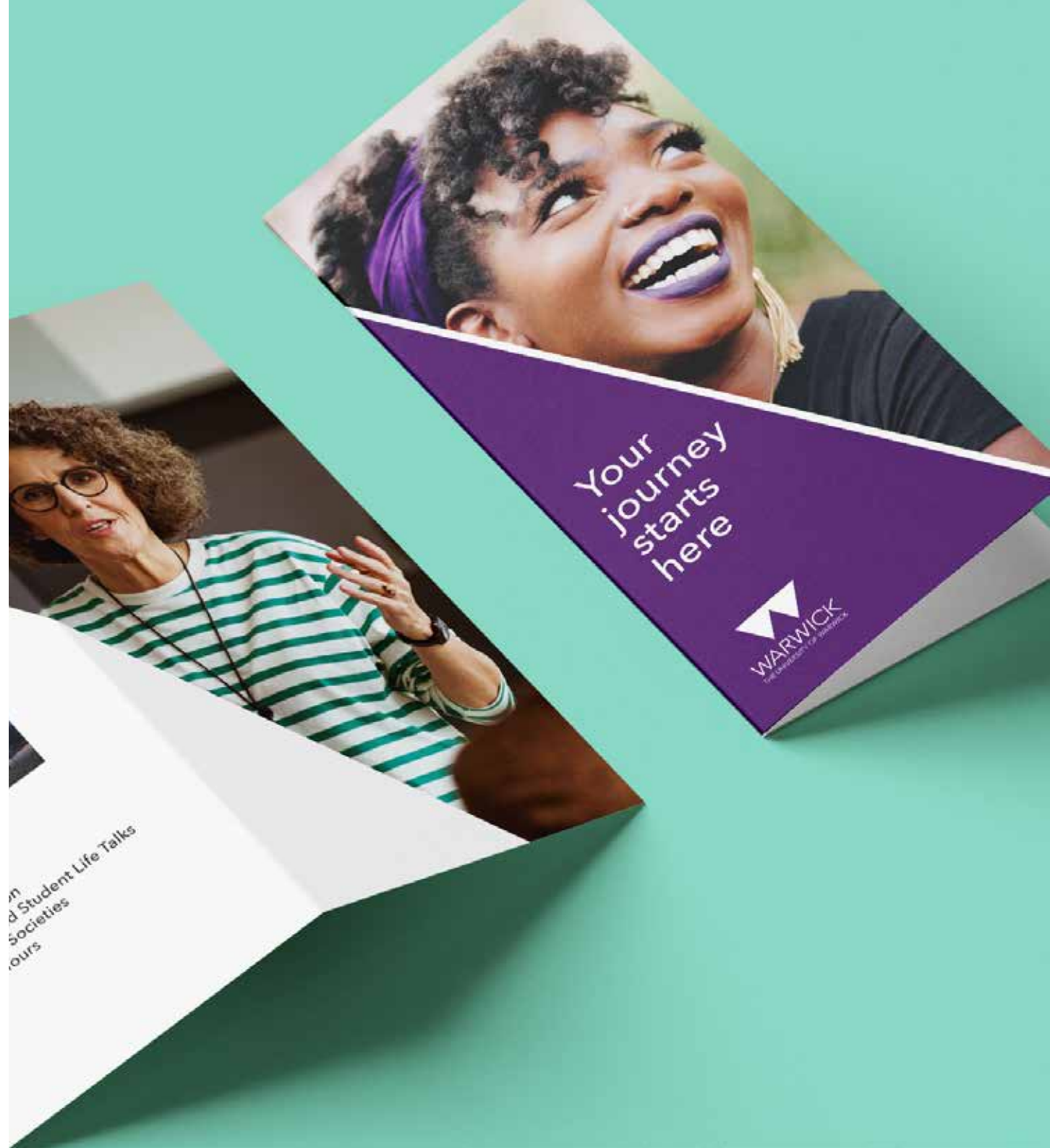


5.



In application

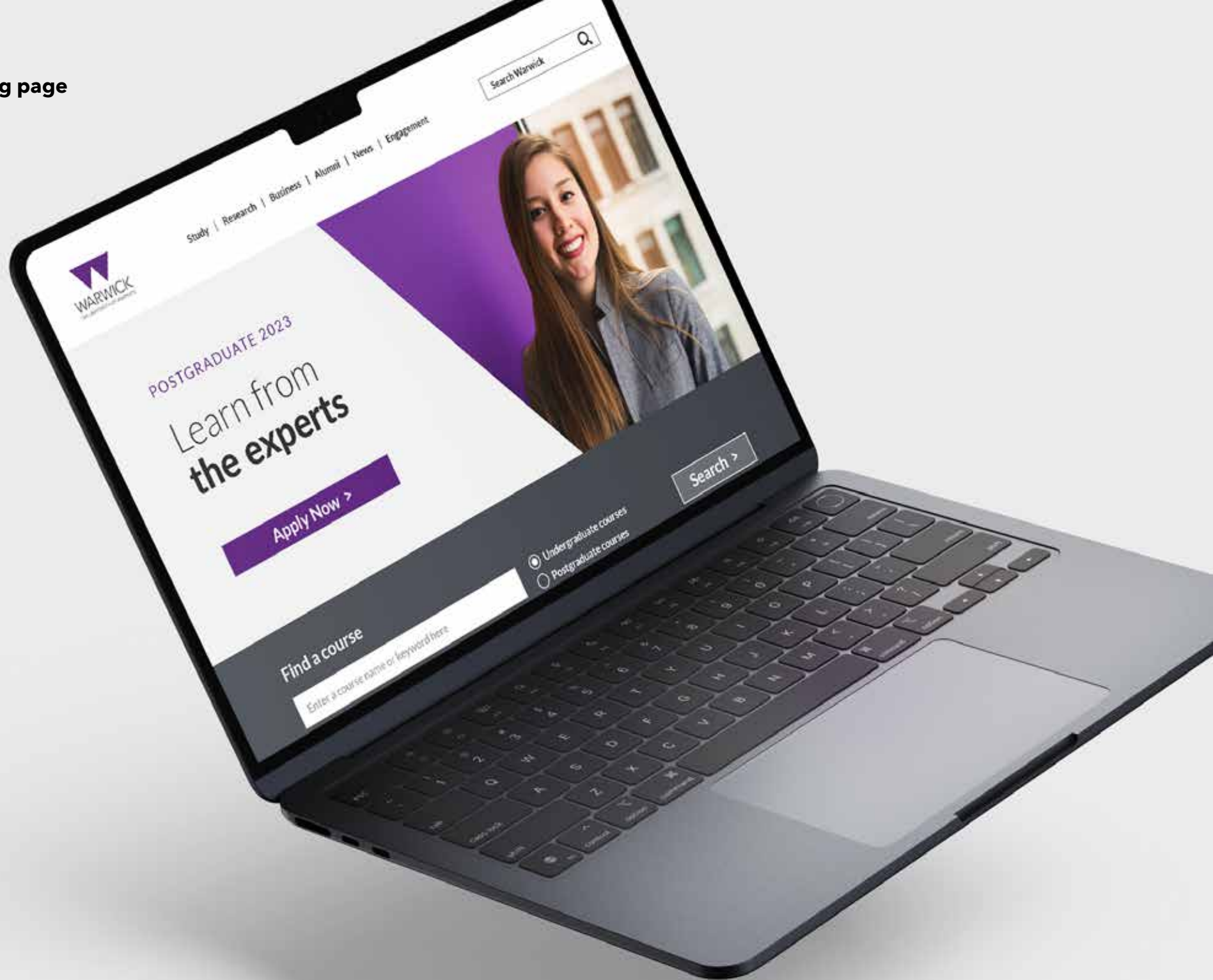
Branded examples



Brochure cover



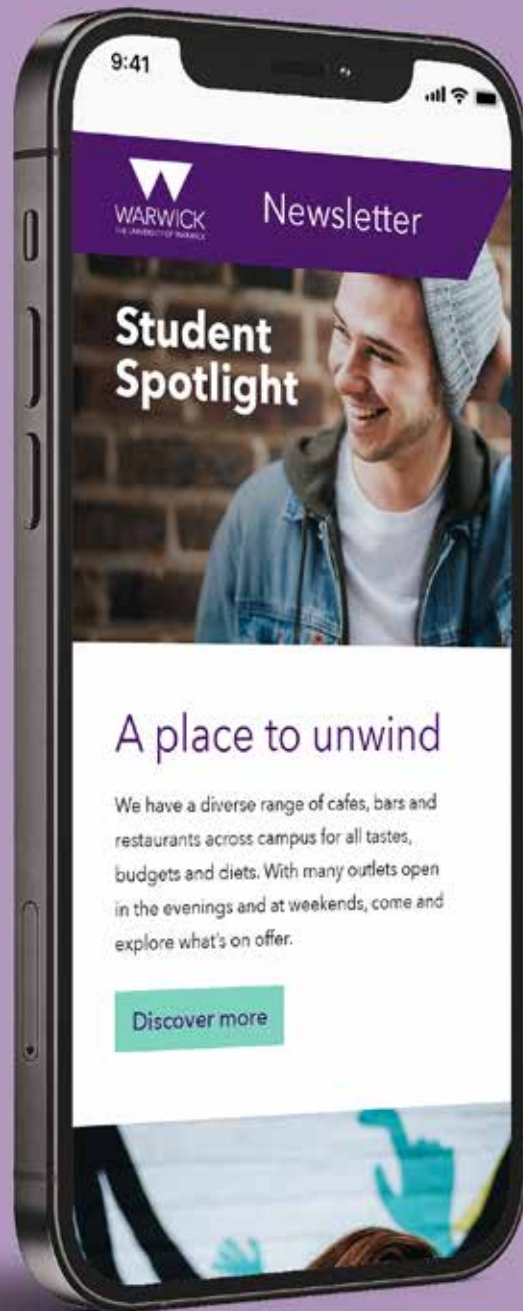
Website landing page



Direct mail



Email header



Event poster



Subway billboard

The billboard is set against a purple background. In the top left corner, the Warwick University logo is displayed, consisting of a white stylized 'W' above the text 'WARWICK' and 'THE UNIVERSITY OF WARWICK'. The central text, 'Be a part of the journey', is written in a large, white, sans-serif font. Below this, the website 'warwick.ac.uk' is printed in a smaller white font. On the right side, a photograph of two young women is shown. The woman on the left is smiling broadly, wearing a yellow jacket. The woman on the right is laughing with her hand over her mouth, wearing a black and white striped top. The billboard is mounted on a curved wall with a white grid pattern.

WARWICK
THE UNIVERSITY OF WARWICK

Be a part of
the journey

warwick.ac.uk

Contact

If you need additional information or have any queries, please get in touch with our Brand team.

brand@warwick.ac.uk

