UNIVERSITY *of* STIRLING VENUES

EVENTS
CONFERENCES
ACCOMMODATION

University of Stirling Venues
Brand Guidelines

Brand Overview

The University of Stirling brand reflects who we are, why we matter and why we differ from our competitors. It's borne from the unique and recognisable characteristics of the University.

University of Stirling Venues is a sub-brand of the University of Stirling. All surplus income delivered by the University of Stirling Venues is reinvested into the University to help ensure an outstanding experience for both current and future students.

Our brand is built on the vision, mission and positioning of the business.

VISION:

To enhance the student experience for current and future generations and the institutional reputation by maximising the potential of our commercial portfolio.

MISSION STATEMENT:

University of Stirling Venues will generate profits from the unique collection of accommodation, events and conference services and facilities to be reinvested in the University of Stirling to ensure enhanced student experience for this and future generations.

POSITIONING:

We feel strongly about the service that we offer and that we get it right for each client. We will strive to always find a solution to the challenges our clients experience and we commit to deliver. We will do whatever is possible to deliver the difference through flexibility and adaptability.

We believe in what we do and will communicate it positively. We will reassure our clients at all stages that we will deliver the best event we can and we will exhibit high standards with every interaction.

Values

EXCELLENCE:

Leading the way globally in our areas of research expertise and through the delivery of an outstanding learning experience.

OPENNESS:

Being open in all we do, communicating the work and worth of the University to the wider world, and engaging people in the delivery of our vision.

AMBITION:

Growing the University in innovative ways, embedding sustainability, and making it a role model for the sector.

Tone of Voice

Tone of voice is the personality of the brand as expressed through the written word. It is how we express ourselves to our audience.

The target markets for University of Stirling Venues products and services are corporate, academic, public sector, Third Sector and organisations who are booking venues for events such as conferences, meetings, dinners, summer schools and booking accommodation for the same.

The University of Stirling Venues Strategy describes 'Our Personality' as:

Passionate	Determined
Helpful	Knowledgeable
Positive	Professional

This should be reflected in our tone of voice.

Passionate:
We feel strongly about the service that we offer, that we get it right for each client.

We sound enthused and interested.

Determined:
We will strive to always find a solution and commit to deliver.

We sound decisive and purposeful.

Helpful:
We will do whatever is possible to deliver the difference. We will be adaptable.

We sound friendly and supportive.

Knowledgeable:
We will reassure our clients at all stages that we will deliver the best event we can.

We sound experienced and informed.

Positive:
We believe in what we do and will communicate it positively.

We sound confident and affirmative.

Professional:
We will exhibit high standards with every interaction.

We sound well-qualified and polished.

Logo

The logo is the most visible element of our identity. It has two basic elements.

The 'wordmarque'[1], which is the words 'University of Stirling venues' and the 'crest'[2].

You must always use master artwork when reproducing the logo.

Full colour primary logo

1   2

UNIVERSITY *of*
STIRLING
VENUES

Pantone 349 is the primary colour
Full-Colour-Primary-Logo-Pantone349

Pantone 349 is the primary colour for the logo. Please use this option where possible. It would generally appear on a white/light coloured background.

Logo formats

University of Stirling Venues has two logos.

One that has the business name and crest and one that has a break line to the right of the crest and a descriptor to the right of the break line.

The non-descriptor logo should be used in circumstances where:

- There is a clear emphasis on the business offer already in place i.e. website
- It appears on flyers, leaflets and posters which explains the offer in the copy text.
- It is being printed on uniforms.
- The descriptor logo would limit the space available excessively.
- Digital ads or MPU's where space is limited.

The descriptor logo should be used in circumstances where:

- The logo will appear in isolation of other business information i.e. collateral for the sponsorship of the Wallace Monument Lecture Series.
- The collateral does not show the offer (events, conferences and accommodation) in any other copy i.e. power point presentations, front pages of booklets etc.
- Largely image heavy collateral i.e. pop up banners for the business.

UNIVERSITY *of* **STIRLING VENUES**

Our logo

UNIVERSITY *of* **STIRLING VENUES** | EVENTS CONFERENCES ACCOMMODATION

Our logo with accompanying descriptor

Logo exclusion zone

Our logo needs to stand out. If there are lots of other elements crowding around it, it loses its impact.

The exclusion zone refers to the minimum amount of space we should have around the logo. It's worth remembering that this is just a minimum – it's better to give the logo more space than this.

We measure the exclusion zone by taking the height of the crest and using it to mark out the surrounding area. No other elements should encroach on this clear space.

UNIVERSITY *of*
STIRLING
VENUES

UNIVERSITY *of*
STIRLING
VENUES

EVENTS
CONFERENCES
ACCOMMODATION

Incorrect usage

Do not use colours other than those stated in this guide

Do not distort the logo

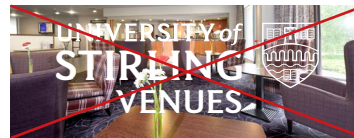Do not change the typeface in the logo

Do not stack the logo

Do not change the arrangement of the elements

Do not rotate the logo

Do not change the size of any of the logo elements

Do not place the logo on busy backgrounds

Do not place the logo in a box

Do not place the logo with low contrasting colours

Social Media

Our avatar is white and heritage.

You should always use the master artwork when reproducing the avatar.

Download Instructions:

Click on the 'Download arrow' button and choose your preferred format (JPEG or PNG). PNG has a smaller file size and may be more suitable for slower internet connections.

After selecting your format of choice, the avatar will open in a new window. Right click on the image and select 'save image as' and save this to a location on your computer.

The avatar has been sized to work across all social media channels. The social media channel will resize to the appropriate dimensions, you should not resize, edit or distort the master artwork in any way.

Co-branding avatar

Typography

These are the brand fonts that should be
used across all print and digital material.

Primary
Used mainly for headlines.

Maja

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary
Used across body and headlines.
If Frutiger is not available please default to Calibri.

Frutiger

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Substitute
Used when Maja and Frutiger are unavailable.

Calibri

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Logo colour variants

Our primary colour palette has been carefully chosen to identify and differentiate us.

You should always be mindful about issues of legibility when using the palette and avoid using white text on light colours and black text on dark colours.
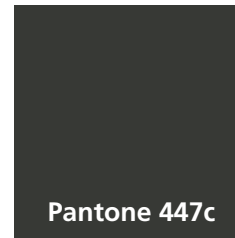
Pantone 349c

C90 **M**32 **Y**93 **K**24
R0 **G**105 **B**56

UNIVERSITY *of* STIRLING VENUES | EVENTS CONFERENCES ACCOMMODATION

Pantone 447c

C68 **M**56 **Y**159 **K**63
R58 **G**60 **B**57

UNIVERSITY *of* STIRLING VENUES | EVENTS CONFERENCES ACCOMMODATION

Mono reversed

UNIVERSITY *of* STIRLING VENUES | EVENTS CONFERENCES ACCOMMODATION

For use on dark/coloured backgrounds

Colour palette

Our colour palette plays a vital role in delivering a visibly consistent look to all of our communications. Green is our primary colour as it reflects the natural beauty of our green campus.

Our Colour Palette
Our primary colour palette has been carefully chosen to identify and differentiate us.

**Green is our primary colour
(Energy Pantone 368 and Heritage Pantone 349).**

Our primary colours should be supported by the secondary palette.

Our tertiary colours should be used for body text and some messaging.

The primary and secondary colour palettes are made up of colour pairings - 'Energy colours' and 'Heritage colours'. These can be used separately, mixed or as the pairings suggested.

You can use tints (70%, 50%, 30%) of your chosen colour. Using tints gives more flexibility.

You should always be mindful of issues of legibility when using the palette and avoid using white text on light colours and black text on dark colours.

Online colour usage
To adhere to accessibility guidance online, please ensure that sufficient contrast levels exist between colour usage. Remember each colour can be used at specified tints.

Primary colours

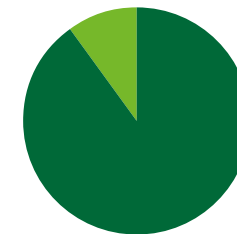### Heritage

Pantone 349
C90 M32 Y93 K24
R0 G105 B56

Energy

Pantone 368
C60 M0 Y100 K0
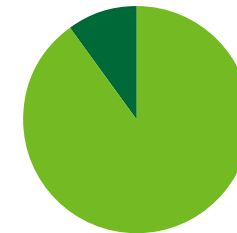R118 G189 B33

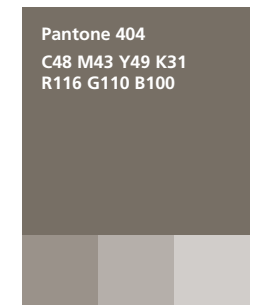Tints may be used at 70%, 50%, 30%

Colour weighting

Heritage content tone
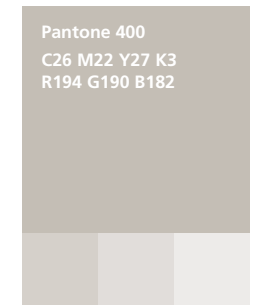
90% Heritage colour
10% Energy colour

Energy content tone

90% Energy colour
10% Heritage colour

Tertiary colours

Pantone 400
C26 M22 Y27 K3
R194 G190 B182

Pantone 404
C48 M43 Y49 K31
R116 G110 B100

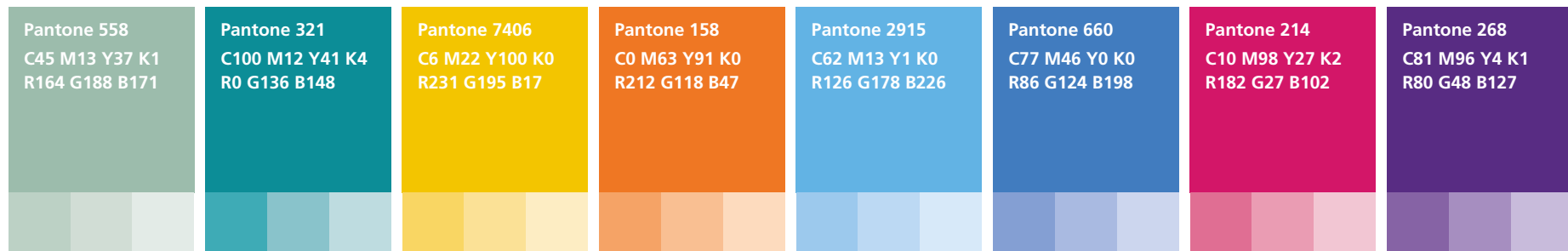Pantone 447
C68 M56 Y59 K63
R55 G57 B53

Secondary colour palette

To create rhythm, pace and variety we have developed a secondary colour palette. It should be used to support our primary and tertiary palettes with a 90% colour weighting.

Secondary Colours

Energy colours

Pantone 558	Pantone 321	Pantone 7406	Pantone 158	Pantone 2915	Pantone 660	Pantone 214	Pantone 268
C45 M13 Y37 K1	C100 M12 Y41 K4	C6 M22 Y100 K0	C0 M63 Y91 K0	C62 M13 Y1 K0	C77 M46 Y0 K0	C10 M98 Y27 K2	C81 M96 Y4 K1
R164 G188 B171	R0 G136 B148	R231 G195 B17	R212 G118 B47	R126 G178 B226	R86 G124 B198	R182 G27 B102	R80 G48 B127

Heritage colours

Pantone 555	Pantone 323	Pantone 124	Pantone 1665	Pantone 7455	Pantone 7687	Pantone 7650	Pantone 2685
C82 M32 Y74 K21	C100 M33 Y51 K31	C7 M36 Y100 K1	C4 M83 Y100 K1	C85 M64 Y0 K0	C99 M79 Y13 K1	C52 M97 Y29 K26	C98 M100 Y23 K16
R73 G112 B83	R0 G94 B99	R219 G169 B27	R195 G70 B20	R71 G93 B170	R46 G68 B135	R102 G38 B86	R49 G0 B111

Tints may be used at 70%, 50%, 30%

Photography

It is important that our audience see themselves in our lifestyle photography.

Photography has to capture the essence of the events we deliver.

Our photography has an important role in reinforcing the essence of our brand personality.

Please remember:

Keep it real
Photos with people should feel completely natural and believable and never contrived. The subject should not be obviously styled/made-up/ posed. Lighting should always be natural.
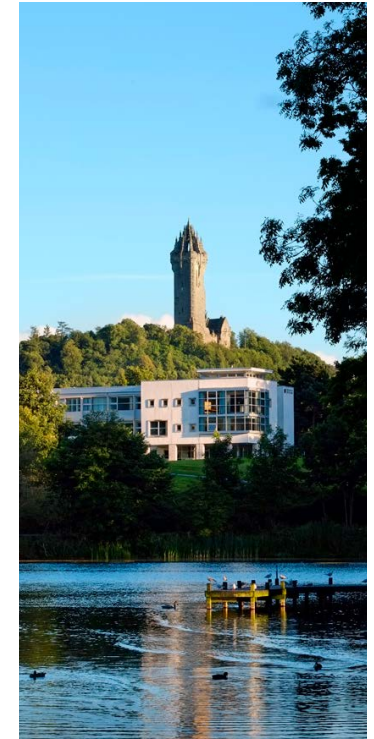
Warmth
From the natural behaviour of the subject, colour in the shot, lighting and context, photography should always be warm.

Simply
Allow space around the subject for additional messaging.

As as events business, we also require photos of our spaces. These photos should be interesting and show the flexibility of the offer.

Photography dont's

Do not use or over-saturated shots.

Do not use unnatural colour filters.

Do not distort imagery.

Do not use dark imagery or darken existing imagery.

Do not use cheesy over styled/posed imagery.

Do not use imagery that evokes a negative feeling.

Iconography

A library of icons has been created for the University of Stirling.

The icon should always appear sharp, clear and clean with no added effects, such as a glow, or drop shadow.

You must always use master artwork when reproducing icons.

The University of Stirling Brand Bank can be found here and should be referred to:

https://www.stir.ac.uk/brand-bank/

Folder	Pin
Clipboard	Globe
Tick	Magnifying Glass
Home	Magnifying Glass (+)
Trophy	Magnifying Glass (-)
Speech bubble	Download
Cursor	Upload
Calendar	Sound
Pencil	Microphone
Lightbulb	Security (locked)
Medal	Security (unlocked)
Graduation	Close
Clocks	Document
Money	Man
Stars	Woman
Flag	Wheelchair
Computer	
Bell	

Travel

Plane

Train

Car

Pedestrian

Cyclist

Motorcyclist

Bus

Weather

Sunshine

Rain

Contact icons

Email

Web

Telephone

Phone

Call centre staff/headset

Social media

Twitter

Facebook

Instagram

YouTube

Google+

LinkedIn

Snapchat

Location

Fax machine

**Miscellaneous**

Arrows

Recycle

Powerpoint Guidelines

There are four sets of different PowerPoint templates. They come in a range of colours and template styles, and are interchangeable.

Templates are found in \Marketing\RESOURCES\Presentations

We recommend that energy templates are used for vibrant or informal presentations and heritage colours are better suited for corporate audiences.

Use the Calibri version if you do not have FS Maja.

To access other styles of slide click on the arrow next to the "New Slide" button located in the ribbon
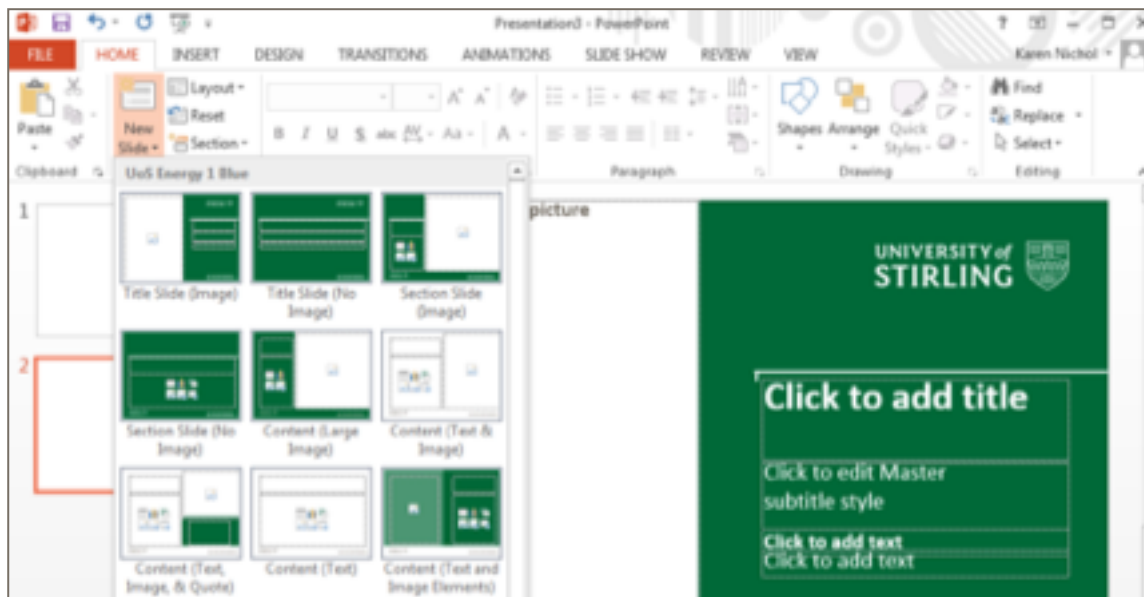
Email Signature

All email signatures must be in Calibri and contain the following elements:

- Full Name in Heritage Green
- Full Job Title in black and Italics
- Address:
  University of Stirling Venues
  University of Stirling
  STIRLING
  FK9 4LA

- Direct Dial Telephone number
- Email address
- Website
- LinkedIn

Then choose one of the email signature footers. These are available in:
S:\Marketing\RESOURCES\Email Footers

Email footers are available for a number of audiences so that we may target communciations.

Example:

Your Name
Job Title
Communications, Marketing and Recruitment
University of Stirling Venues,
University of Stirling,
Stirling
FK9 4LA

Tel: +44 (0) 1786 466183
Email: your.name@stir.ac.uk
Web: stirlingvenues.com

UNIVERSITY *of* STIRLING VENUES   EVENTS CONFERENCES ACCOMMODATION

Charity Statements

Approve suggested legal statements regarding the relationship between each entity.

It is a requirement of the Scottish Charity Regulator that the University of Stirling provide their charity details on all of their external documents. The statements in the table below have been developed and must be present on all print collateral and any digital presence, either full or abbreviated dependant on the channel. University social media avatars would be used for social media.

University of Stirling Venues	Abbreviated	University of Stirling Venues is a sub-brand of the University of Stirling. Scottish Charity No: SC011159
	Full	University of Stirling Venues is a sub-brand of the University of Stirling. All surplus income delivered by the University of Stirling Venues is reinvested into the University to help ensure an outstanding experience for both current and future students. University of Stirling is a Scottish Charity, SC011159, regulated by the Scottish Charity regulator (OSCR).

Contact

For more information and implementation guidance, please contact:

Marketing Manager
University of Stirling Venues
University of Stirling
Stirling, FK9 4LA

T : 01786 466000
stirlingvenues@stir.ac.uk

UNIVERSITY *of*
STIRLING
VENUES

EVENTS
CONFERENCES
ACCOMMODATION