UNIVERSITY of STIRLING

UNDERGRADUATE CAMPAIGN GUIDE

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OUR UNDERGRADUATE CAMPAIGN

Stirling is not your average university. It's more than an education, it's an experience that has a lasting impact on each of our students as they go out into the world.

Our undergraduate 'ARE YOU STIRLING?' campaign needs to show that.

We've created a bold campaign that celebrates the University, promotes its relevance to our target audience and positions the University as something to be part of. At our disposal we have vibrant students, in a vibrant setting – teams, societies, classes and beautiful campus wildlife – all proud of where they are and willing to show it. We're able to avoid the traps of conventional university marketing.

We're confident that students will love their time here, and 'Are you Stirling' challenges them to consider that. It's not just a University, it's a way of life. The community atmosphere hits you on the Open Day and doesn't leave you even after you've graduated.

Being 'Stirling' means so many things:

It means you're creative, looking at things differently and able to find different and new solutions.

It means you're friendly. We don't stand on ceremony, we're all part of the same team.

It means you're an independent thinker. Your views are welcome.

It means you're curious, always looking and always learning.

It means you're ambitious and driven towards your goals.

That's what Stirling is.

These guidelines outline the elements which make up the University of Stirling's undergraduate campaign. They include all guidelines to create our communications and help you design and produce compelling materials with a degree of creative flexibility.

If you need any further guidance or advice please contact:

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Communications, Marketing and Recruitment
University of Stirling
Stirling FK9 4LA

T : 01786 466896
marketingtools@stir.ac.uk

OUR TONE OF VOICE

With the undergraduate campaign, we are speaking to savvy, young people, most of whom are new to the university experience. To ensure we are heard by this audience, we need to establish the right tone of voice that will engage with young people and gain their trust. A tone of voice isn't just what you say. It's how you say it.

It's important to understand how you come across to your audience. The same message can sound very different depending on the tone used to convey it.

With this in mind, our undergraduate campaign tone of voice is described as 'straight up'.

What do we mean by straight up?

- It's straight-talking – and straight to the point. No fibs and no fluff
- It mixes fact and chat
- It's no jargon or academia
- It's simple and easy to understand
- It's clear, real, honest
- It's written in the first person and in an active voice. We're people talking to people
- It makes effective use of words, where every word counts
- It's confident – we're a platform for big thinking, so we should sound like one
- It stimulates debate and takes a stand.

Stirling aims to come across as well-footed in the present, while also looking to the future with confidence.

By being 'straight up', we cut to the chase with positivity and personality. We do this by sounding friendly, fresh, exciting, expert and inspiring. We want to be a new voice that shakes the stereotype of universities. Stirling is down to earth, approachable, warm and has it's finger firmly on the pulse.

So what does that sound like?
Sounding **exciting** isn't about putting exclamation marks at the end of a sentence. It should sound genuinely enthusiastic without being over the top. And **expert** intelligent and engaging without sounding pompous or dull.

Stirling is full of opportunity. Students who come here can achieve anything, and that doesn't just mean academically. We aim to inspire in all areas of life.

Our friendly persona means we sound down to earth and welcoming. We speak to our audience the same way that we would speak if we bumped into them in the atrium. Our attitude brings a breath of fresh air. It breaks from the traditional voice of universities and speaks to people the way they want to be spoken to, like human beings. But it avoids trying to sound 'cool'. Undergraduates will suss this out right away.

UNDERGRADUATE MESSAGING

Undergraduates are largely young people, who are thinking about the next step in their education and ready for the next adventure.

They are looking forward to their futures, unsure about where to study and aware of all the potential fun. So we want to sound exciting. At the same time, prospective students know that their decision now could impact their career in the future. We are a University, so we should sound knowledgeable and trustworthy.

EXAMPLES OF MESSAGING.
We have to consider the different touch points where we speak to prospective Stirling students.

Awareness
Initially we're attracting them to apply.

**ARE YOU AMBITIOUS?
ARE YOU STIRLING?**

**ARE YOU READY FOR AN ADVENTURE?
ARE YOU STIRLING?**

**ARE YOU INSPIRED?
ARE YOU STIRLING?**

**ARE YOU INTO SPORT?
ARE YOU STIRLING?**

Open Days
(Understanding and conversion)
At Open Days, we are in the perfect position to excite students and win them over. They are already showing an interest and the campus has the potential to seal the deal. Our messaging becomes more tailored to them being on site.

**THIS IS OUR CAMPUS.
ARE YOU STIRLING?**

**WELCOME TO OUR CAMPUS.
ARE YOU STIRLING?**

THIS IS STIRLING

Clearing
(Understanding and conversion)
During clearing, our target audience will be somewhat disappointed and uncertain about whether they will get in to University. So we need to sound reassuring and welcoming. They are no less welcome than those who got in first time. But at the same time we want to make our clearing process, clear.

**CLEARING.
ARE YOU IN?
ARE YOU STIRLING?**

**ARE YOU LOOKING FOR EXTRA CHOICES?
ARE YOU STIRLING?**

Advocacy
Students who have accepted their place at Stirling, and those who are already on their journey with us, are encouraged to become University advocates.

For this, we look to create a community spirit by using the messaging:

YOU ARE STIRLING

And inviting our students to share their own message:

I AM STIRLING

SEEDING IN 'BE THE DIFFERENCE'

The University's overarching brand line is 'Be the difference'. While this does run across everything the University produces, it shouldn't be highlighted in body copy or as a secondary sign off. Are you Stirling? is the priority message for the undergraduate community.

Examples of body copy:

Stirling is a place where everyone is treated with respect and where ability – not background – is valued. We take pride in offering you an education based on innovation and excellence, an inspiring academic experience and a living and learning environment that is second to none. Our focus is on helping you to achieve your full potential and be the difference in your future career.

Stirling's flexible, interdisciplinary approach to teaching and research means that you gain a world-class degree that is built around your interests and passions, and will help you to be the difference in your chosen field.

STYLE GUIDE

OUR CAMPAIGN LINE

We have introduced the line 'ARE YOU STIRLING?' to bring our campaign to life. It can be used for everyone we come in to contact with, internally and externally.

We hook other statements to the 'ARE YOU STIRLING?' campaign line to add context and interest.

When additional statements have a larger number of words they can be stacked. The lockup should be kept balanced to avoid ragged line endings.

Campaign line

ARE YOU STIRLING?

Example messaging lockup

ARE YOU CURIOUS?
ARE YOU STIRLING?

ARE YOU AMBITIOUS?
ARE YOU STIRLING?

We hook other statements to the 'ARE YOU STIRLING?' campaign line to add context and interest.

ARE YOU LOOKING FOR EXTRA CHOICES?
ARE YOU STIRLING?

'ARE YOU STIRLING?' LOCKUP

Relationship of elements
The lockup contains two elements:

Hookline [1]
The hookline holds the lockup together. The hookline thickness is determined by half the width of the letters. The hookline may extend beyond the wordmarque measure.

Wordmarque [2]
The space between the type and the hookline is equal to the space between 'ARE YOU' and 'STIRLING?'.

There is a stacked and unstacked version of the lockup and they can be used interchangably depending on design requirements.

You must always use master artwork when reproducing the logo.

Stacked lockup

Space between 'ARE YOU' and 'STIRLING?' is equal to the width of the letters

Hookline thickness is equal to half the width of the letters

Single line lockup

The hookline may extend beyond the wordmarque measure.

THE HOOKLINE

Variants of the 'ARE YOU STIRLING?' lockup may be created, positioning the hook of the hookline to different alignment points.

The lockup may be used in any colour from the campaign colour palette, with energy green as a preference. The hookline should always be the same colour as the text.

The hookline may be used to hold other text content eg. titling (see page 11) – but should be used sparingly.

The line width is determined by half the width of the letters. (See page 9)

Primary

ARE YOU
STIRLING?

ARE YOU
STIRLING?

ARE YOU
STIRLING?

Secondary

ARE YOU
STIRLING?

ARE YOU
STIRLING?

ARE YOU CURIOUS?

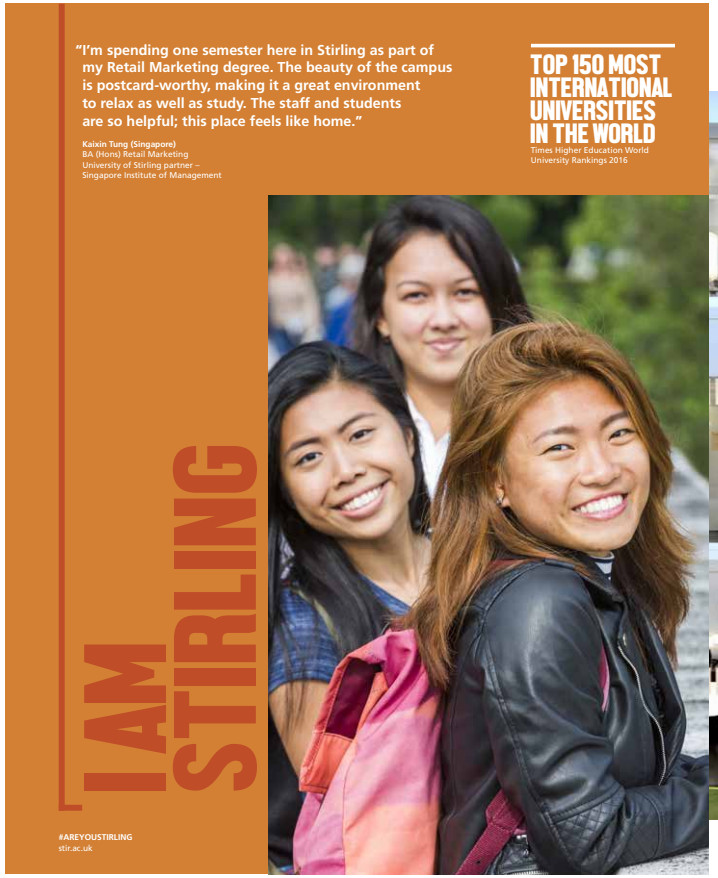
THE HOOKLINE

The hookline may be used to hold other content (imagery, quotes, infographics) but should be used sparingly. Limit its application to one hookline within the line of sight. Eg. one per spread.

Note:
To avoid too many hooklines appearing throughout communications use a singular line to hang key content from.

Line weight will follow the same guidance as the hookline weight. (See page 9)

QS World University Rankings 2016/17



CAMPAIGN TYPEFACES

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

Primary
Used mainly for headlines.
If Frontpage is not available please default to Frutiger.

FRONTPAGE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Titles and primary headings are set in Frontpage, uppercase. The type size may vary depending on the length of title, where it is used and the nature of the communication. But it should always be bold and command a strong presence within the layout.

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 Frontpage and Frutiger are unavailable.

Calibri

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPOGRAPHY

To ensure consistency throughout all type applications, line spacing must be considered.

When setting Frontpage text line height (leading) is 80% the size of the type size.

Example:

Type size	Line height
20pt	16pt
50pt	40pt
100pt	80pt

When setting upper and lowercase text line height (leading) is 125% the size of the type size.

Example:

Type size	Line height
20pt	25pt
50pt	62.5pt
100pt	125pt

Frontpage

WHEN SETTING UPPERCASE TEXT USE 80% LEADING.

Frutiger

When setting upper and lowercase text use 125% leading.

When setting upper and lowercase text use 125% leading.

Note:

NO Character crashing.
If necessary, subtle character adaption may be necesary. Eg. '%' may be reduced in size to fit the full 'X' height of the character setting.

COLOUR PALETTE

Our primary colour palette has been carefully chosen to identify and differentiate us, ensure primary colours are alway dominant.

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

Energy colours are dominant for the undergraduate campaign. When using heritage green, the usage should be split as follows:
90% Energy palette
10% Heritage palette

Our two primary colours should be supported by the secondary palette (see page 15).

Our tertiary colours should be used for body text.

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 about 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.

Primary colours

Energy

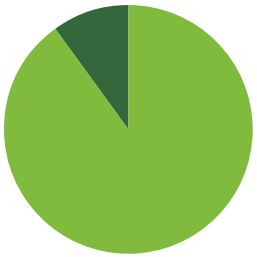
Pantone 368
C60 M0 Y100 K0
R118 G189 B34

Heritage

Pantone 349
C90 M32 Y93 K24
R0 G105 B56

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

Colour weighting



90% Energy colour
10% Heritage colour

Tertiary colours

Pantone 424
C0 M0 Y0 K61
R130 G127 B119

Pantone 447
C68 M56 Y59 K63
R55 G58 B54

SECONDARY COLOUR PALETTE

When using the secondary colour palette, ensure primary colours are always dominant. **With a 90% colour weighting.**

Online colour usage.
To adhere to accessibility guidance online, please ensure that sufficient contrast levels exist between colour usage.

Energy colours (90% colour weighting)

Pantone 558 C45 M13 Y37 K1 R155 G190 B172	Pantone 321 C100 M12 Y41 K4 R0 G137 B150	Pantone 7406 C6 M22 Y100 K0 R244 G196 B0	Pantone 158 C0 M63 Y91 K0 R238 G118 B36	Pantone 2915 C62 M13 Y1 K0 R95 G180 B229	Pantone 660 C77 M46 Y0 K0 R61 G125 B202	Pantone 214 C10 M98 Y27 K2 R212 G21 B104	Pantone 268 C81 M96 Y4 K1 R89 G44 B130

Heritage colours (10% colour weighting)

Pantone 555 C82 M32 Y74 K21 R43 G112 B81	Pantone 323 C100 M33 Y51 K31 R0 G94 B99	Pantone 124 C7 M36 Y100 K1 R236 G170 B0	Pantone 1665 C4 M83 Y100 K1 R225 G69 B4	Pantone 7455 C85 M64 Y0 K0 R56 G93 B174	Pantone 540 C100 M80 Y25 K35 R20 G49 B94	Pantone 7648 C34 M94 Y22 K10 R157 G30 B101	Pantone 2685 C98 M100 Y23 K16 R49 G0 B111

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

PHOTOGRAPHY

Photography is a key element of our branding. Images should engage people with their warm and genuine real-life quality.

We have split up our photography into three categories:

1. PORTRAITS
2. LIFE ON CAMPUS
3. LANDSCAPE

Examples of each image type are included on the following pages.

Some tips when commissioning photography:

Ideal images:

- have a reason for being there beyond filling space
- have a sense of space, light and energy
- are full of natural light
- have shallow depth of field with the focus on a key item or individual
- bring a feeling of real life that isn't hazy, saturated or over treated
- have portrait and landscape versions of each image so it is flexible to use across all media channels.

1. Portraits

2. Life at Stirling

3. Landscape

PHOTOGRAPHY

1. PORTRAITS (REPORTAGE)

It is important that we capture the personalities and enthusiasm of our students and staff.

Our portraiture has to capture subjects within the events of their day. Active not passive.

Please remember:

Keep it real
The scene should feel completely natural and believable and never contrived. The subject should not be obviously styled/made-up/posed. Lighting should always be natural.

Warm
From the natural behaviour of the subject, colour in the shot, lighting and context, photography should always be warm.

Simply styled
Allowing space around the subject for additional messaging.

Note:

Ensure the age bracket of models is appropriate for undergraduate students.

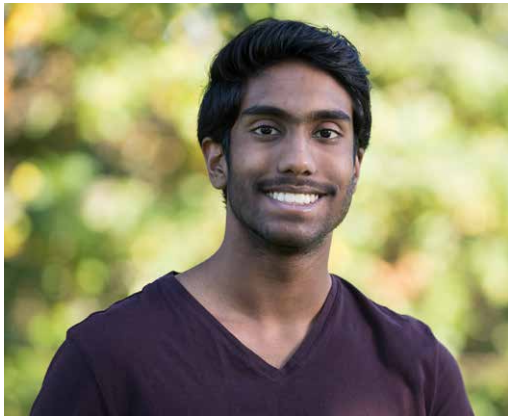
PHOTOGRAPHY

1. PORTRAITS (FORMAL)

The University of Stirling is nothing without its people. As a component of our portraiture approach we get up close and personal.

Natural close-up portraits reflect the human qualities that drive us. Backgrounds should be kept neutral and offering good contrast to the model. A shallow focal length adopted to ensure the subject is the primary focus. Where possible natural light should be used.

Models should avoid heavy patterned and/or branded clothing. University branded clothing is good – but ensure it shows the up-to-date logo.



Note:

Ensure the age bracket of models is appropriate for undergraduate students.

PHOTOGRAPHY

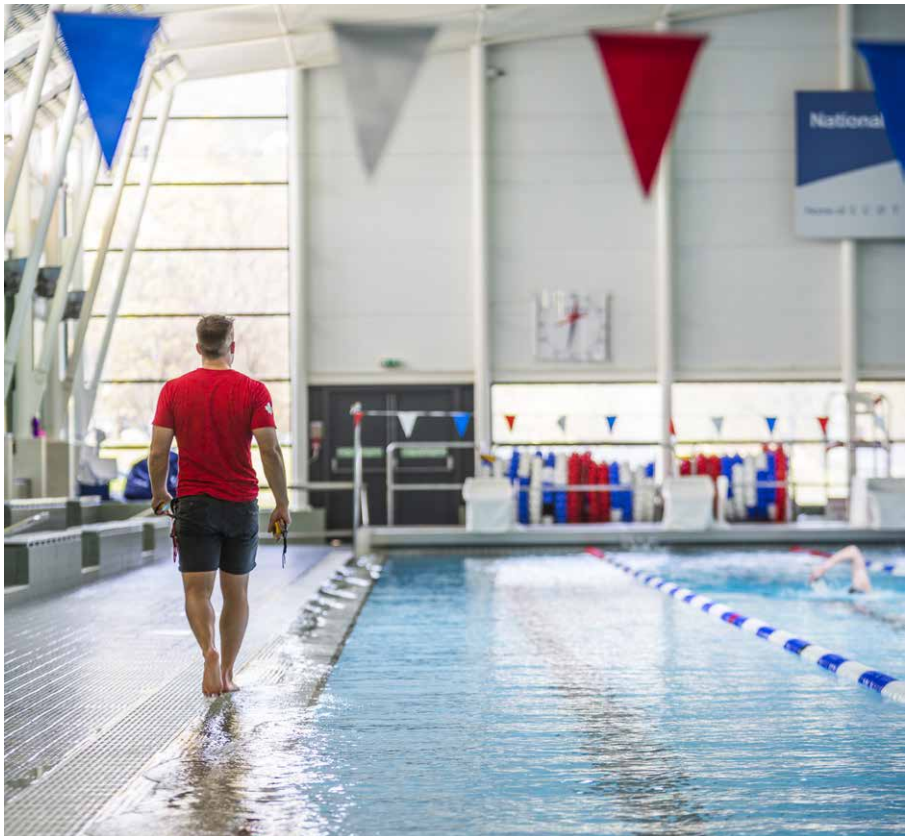
2. LIFE AT STIRLING

'Life at Stirling' photography has to show everyday life events. It aims to capture a mood and feeling with the interaction between people and their environments.

It allows us to tell functional, everyday stories about life at Stirling.

Please remember:

Keep it real
Friendly and engaging
Simply styled



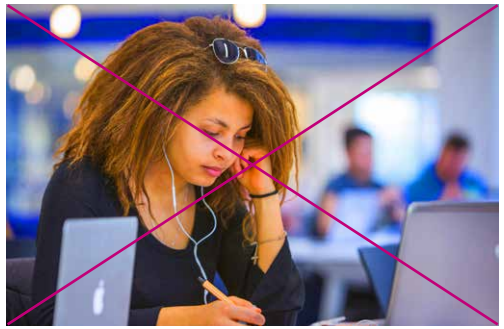
PHOTOGRAPHY

3. LANDSCAPE

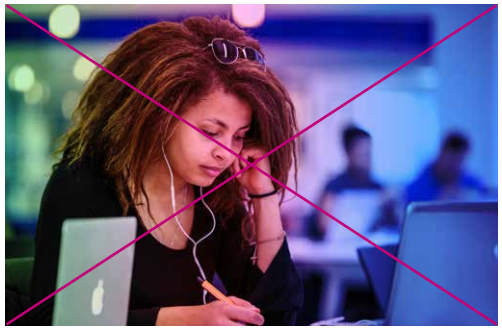
Capture the natural beauty of the campus and its surrounding locations.

Use interesting points of view and a sense of atmosphere.

PHOTOGRAPHY DON'TS

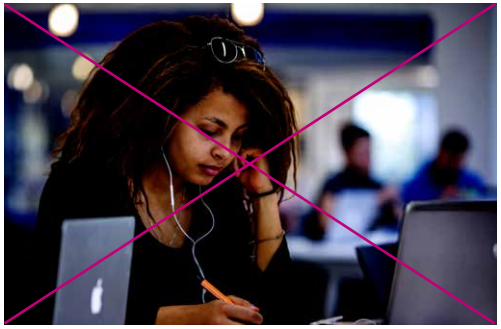


Do not use or over-saturated shots.



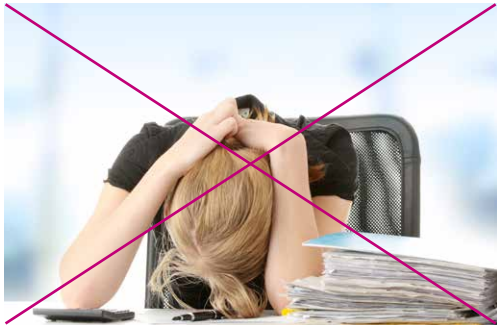
Do not use unnatural colour filters.

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.

Course icons

FT Full time

PT Part time

Study abroad

Group

Study overseas

Fast track honours

Subject related icons

ARTS AND HUMANITIES

Reporter

Computer/blog

TV camera

Radio waves

Books

Podium

Writer

History

Law

Languages

NATURAL SCIENCES

Aquaculture

Boat

Marine life

Psychology

Microscope

Tree/plants

Calculator

Open ledger

SOCIAL SCIENCES

Teacher

MANAGEMENT SCHOOL

Businessman

Businesswoman

Skyscraper

Globe segmented

Shaking hands

Data

€ $ ¥ £ Currency

Retail

Briefcase

HEALTH SCIENCES AND SPORT

Doctor

Nurse

Medical cross

Hospital equipment

Runner

Football

Tennis

Golf club/ball and tee

Racquetball

Swimmer

Gymnast

Cheerleader

American football

ICONOGRAPHY

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

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

INFOGRAPHICS

Where appropriate, infographics can help communicate often complex themes. Infographics allow our communications to feel individual while still being on brand.

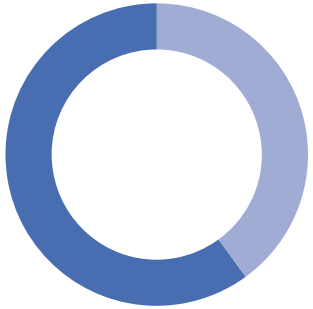
It is important that it is kept as simple as possible, with colour used to aid clarity and not to decorate. Use one colour at a time from the palette and don't mix colours together.

Infographics and pull outs are left-aligned for the undergraduate campaign, except in narrow applications such as pull up banners.

INFOGRAPHICS

Charts and graphs
Information should only be put into a graph or chart if it makes it easier for the reader to understand. If a graph or chart is not easily understood it is not serving its purpose and should not be used.

If it is necessary to use a graph or chart to deliver information, it is important that it is kept as simple as possible, with colour used to aid clarity and not to decorate.



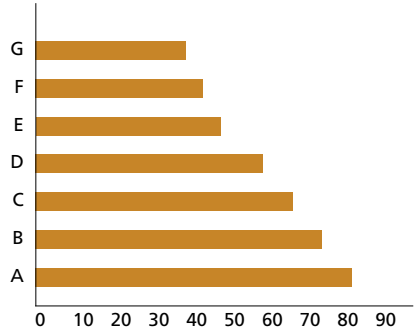
60%

If it is necessary to use a graph or chart to deliver information, it is important that it is kept as simple as possible, with colour used to aid clarity and not to decorate.

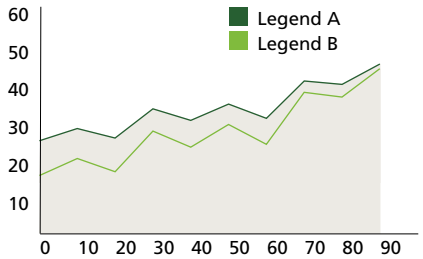
Pie Chart

Listing title goes here	236,760
Listing title goes here	198,500
Listing title goes here	210,500

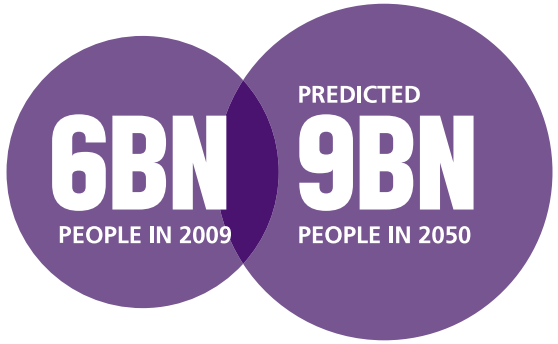
Bar Chart



Trend Chart



Bubble Chart



GUIDANCE FOR FILM-MAKERS

Why make a film?
When making a film you must decide whether it is being commissioned for the right reason.

The 'ARE YOU STIRLING?' campaign should be integral to each film.

These tips will help to ensure the film is engaging and relevant to the audience.

Tell a story
Get your script right. Have a beginning, middle and end.

Add context
So your audience can discern the wood from the trees, add backstory footage and cutaways to paint a broader, more interesting picture.

Embrace open space
Space is a useful tool. Use it to convey a sense of scale; to leave room for imagination.

Detail
Make sure you pull out any interesting detail. Sometimes the smallest things have the biggest impact.

15 minutes of fame?
Not everyone is comfortable in front of the camera. Choose interesting interview subjects and ensure that their personality and passion shines through.

What's the score?
Choose wisely and consider how the pitch, frequency, harmony or rhythm can define the ambience, mood or pace.

Keep it interesting
Audiences are attention deficient. Employ a variety of techniques to retain them, such as short depth of field with detail, wide shots with scale and playing with speed and pace.

The essentials
Here are a few technical specifications to help make sure all our films are consistent:

Film grading
Your colours should be rich, warm and vibrant but not over treated or obviously exaggerated. Just bring out the natural colours in each frame.

Sound quality
The quality of your sound is vital. Ensure all voice recordings are clear and rich, with no background noise. And don't feel you have to fill every second. Leave air space, or use ambient sound to lend atmosphere.

Lighting
This depends on the subject matter and environment, but wherever possible your light should be warm, fresh and natural.

Note:
The 'ARE YOU STIRLING?' lock-up should always be displayed on the penultimate frame, before the UoS logo end frame.

GUIDANCE FOR FILM-MAKERS

End Frame
Our films may vary in topic, viewpoint and intention, but they all share the same unified voice.

It is essential that the University of Stirling branding opens and closes your film. It does not need to appear throughout. Introducing the logo in this way incorporates branding in a subtle, natural way and shows that all of our creative comes from the same place.

Last scene fades to appropriate colour from the palette.

Hookline evolves, tracking down the screen to reveal wordmarque. Swift motion.

Hookline rests to reveal 'ARE YOU STIRLING?'

Hookline sweeps upwards to wipe off 'ARE YOU STIRLING?'. Colour dissolves through to Energy Green.

Hookline sweeps off the reappear - revealing the University logo.

Note: Preference is to show the logo in primary colour.

ANIMATION – CLEARING

Content
Content is all about telling a story. As a content creater, your main goal is to share a message that compels, persuades, and convinces your audience to take action.

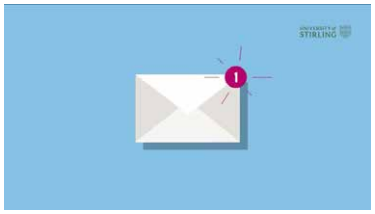
But the story is only as good as its execution. Think about it. If you have a great story, but deliver it poorly, your audience is less likely to take action. That's where animated video can help.

Animated video is a rich, engaging medium, that is cost-effective, easy to manage, and will help your key points to hit home. It offers all the benefits of traditional videography with much smaller resource requirements.

'Clearing' appears on screen and slides to the top left corner, reducing in size as it moves.

'ARE YOU IN?' and 'ARE YOU STIRLING?' build in vertically line by line towards the bottom of the screen.

Static alarm clock appears with hands moving round. Alarm clock animates when second hand reaches the top.

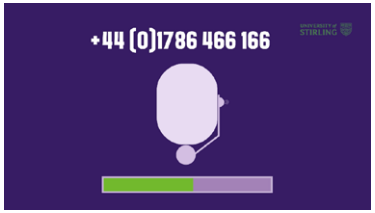


Envelope slides in from the right and notification pops up.

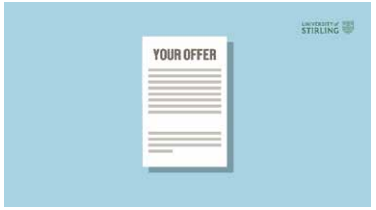
'Don't panic' bursts into view. Yellow lines are animated for effect.

Laptop opens and 'University of Stirling' is typed in.

Exam results paper flies in from the top right of the screen and lands in the centre.



Loading bar fills up and sound icon pulses.



Offer letter spins onto screens and disappears into a thin white line.

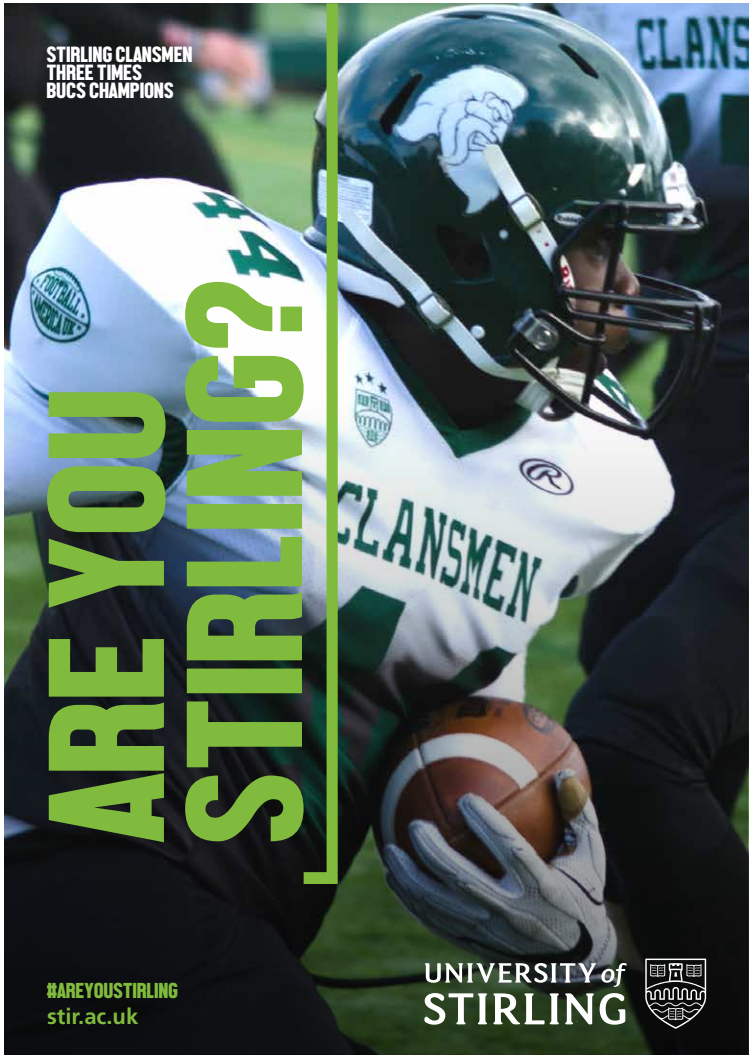
Confetti flutters down over the word 'Congratuations'

'CLEARING', 'YOU ARE IN!' and 'YOU ARE STIRLING Thank you' build in vertically line by line towards the bottom of the screen.

Logo and 'Be the Difference strapline builds in.

APPLICATIONS

PRINT ADVERTS – GENERIC



Full page ad

Half page vertical ad

Half page landscape ad

Externally facing materials
Please note, when producing materials for external promotion (ie. via third-party websites or in magazines) primary greens must always be used as the default colour with energy green as the most prominent.

When producing materials that will be promoted via university platforms (ie. social media accounts or on campus), a range of colours may be used from the secondary palette.

PRINT ADVERTS – GENERIC – NO IMAGES

Full page ad

Half page vertical ad

Half page landscape ad

Externally facing materials
Please note, when producing materials for external promotion (ie. via third-party websites or in magazines) primary greens must always be used as the default colour with energy green as the most prominent.

When producing materials that will be promoted via university platforms (ie. social media accounts or on campus), a range of colours may be used from the secondary palette.

PRINT ADVERTS – COURSE SPECIFIC

Full page ad

Half page vertical ad

Half page landscape ad

Externally facing materials
Please note, when producing materials for external promotion (ie. via third-party websites or in magazines) primary greens must always be used as the default colour with energy green as the most prominent.

When producing materials that will be promoted via university platforms (ie. social media accounts or on campus), a range of colours may be used from the secondary palette.

PRINT ADVERTS – OPEN DAY

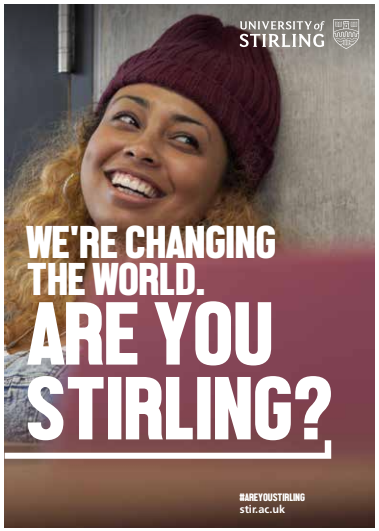
Full page ad

Half page vertical ad

Half page landscape ad

Externally facing open day materials
Please note, when producing materials for open days, energy green must always be used as the default colour along with one other colour from the secondary palette.

POSTER – GENERIC

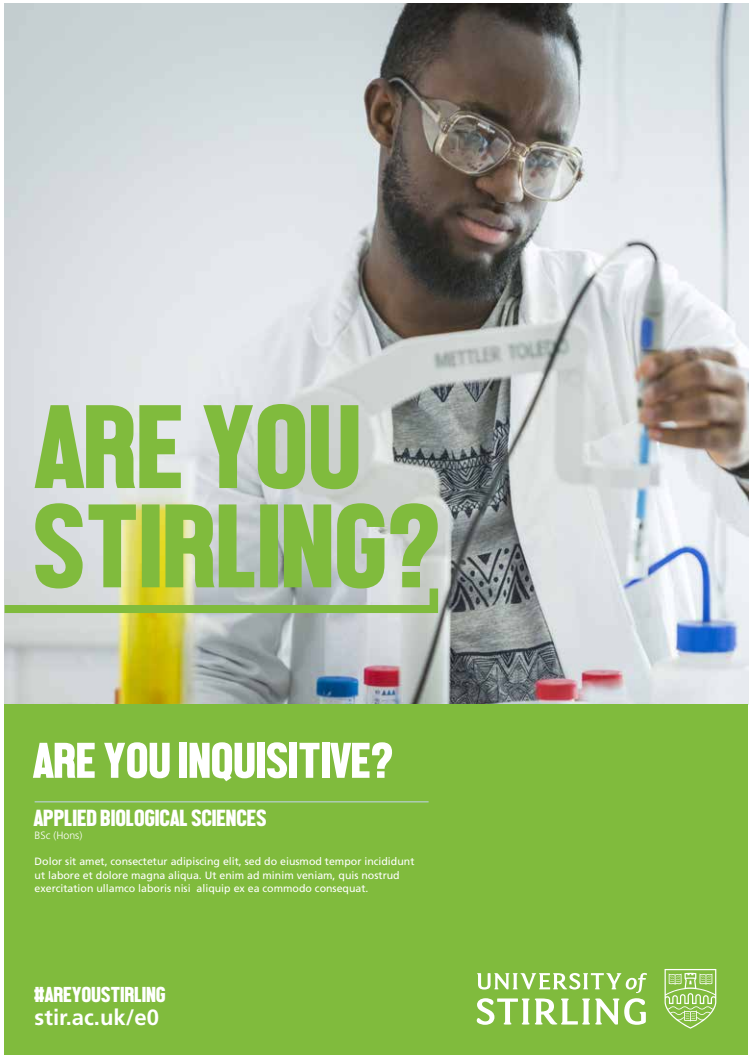


A size landscape

Externally facing materials
Please note, when producing materials for external promotion (ie. via third-party websites or in magazines) primary greens must always be used as the default colour with energy green as the most prominent.

When producing materials that will be promoted via university platforms (ie. social media accounts or on campus), a range of colours may be used from the secondary palette.

POSTER – COURSE SPECIFIC



A size portrait

A size landscape

Externally facing materials
Please note, when producing materials for external promotion (ie. via third-party websites or in magazines) primary greens must always be used as the default colour with energy green as the most prominent.

When producing materials that will be promoted via university platforms (ie. social media accounts or on campus), a range of colours may be used from the secondary palette.

POSTER – OPEN DAY

A size portrait

A size landscape

Externally facing open day materials
Please note, when producing materials for open days, energy green must always be used as the default colour along with one other colour from the secondary palette.

GENERIC LEAFLET TEMPLATE

ARE YOU READY TO TRAVEL?

YOU DON'T HAVE TO BE SCOTTISH TO BE STIRLING

(HESA, 2016)

LOREM IPSUM

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OVER 120 NATIONALITIES REPRESENTED ON CAMPUS

97% OF OUR GRADUATES ARE IN EMPLOYMENT, OR FURTHER STUDY, WITHIN SIX MONTHS OF GRADUATING

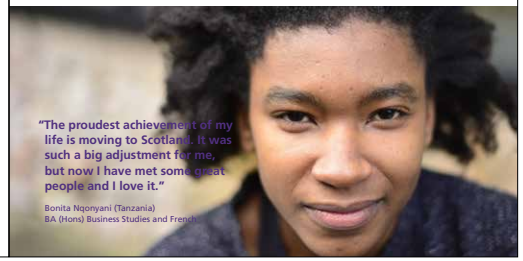
WHAT TO EXPECT

If you are interested in becoming a solicitor, you'll need to study the LLB Law degree. This is a specialist degree that covers all aspects of law and enables you to represent someone in court. Most courses in Scotland are tailored to the Law Society of Scotland's requirements to qualify as a solicitor and represent someone in court.

Taking this course is your first step to becoming a solicitor. Once you graduate with a LLB Law degree, you'll need to further your studies with a Diploma in Professional Legal Practice. This is the next step towards qualification as a solicitor in Scotland.

PROGRAMMES

This degree gives you the chance to study a range of subjects which highlights the importance of law in all areas of society. For example, our BA in Business Law enables you to develop a thorough understanding of the way law and regulation shape and influence the business world. Similarly, the BA in Law helps you to understand how law interacts with society.



ARE YOU STIRLING?

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stir.ac.uk

UNIVERSITY of STIRLING

University of Stirling, FK9 4LA, Scotland, UK
Telephone +44 1786 473171
Scottish Charity No SC011159

COURSE LEAFLET TEMPLATE

UNIVERSITY of STIRLING

ENVIRONMENTAL GEOGRAPHY

Bsc (Hons)

ARE YOU STIRLING?

REASONS TO CHOOSE THIS COURSE

1 TITLE ONE OCCUPIES THIS SPACE
Exerior minctem dolecabor arum et eos magnit fugia consequae repudam, temquiame re pore odis minvelita eatecti nonsequam, sum aut qui.

2 TITLE TWO OCCUPIES THIS SPACE
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3 TITLE THREE OCCUPIES THIS SPACE
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WHY STUDY XXXXX?

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100% OF ACCOUNTANCY STUDENTS ARE IN EMPLOYMENT OR FURTHER STUDY WITHIN SIX MONTHS OF GRADUATING

UNISTATS 2016

COURSE DETAILS

Imodisque experumqui occum ipsum quas nes es asimet rehent facepe cum faceperiae lamus, iurionsed utem quaes as volupic atibust ut pliquat aliciatquis nos dolum adiatur?Eliquas nihic tem nis dolorem quostium fugia ad experum quodiaecate parist eationse mi, earumquis dit lias at.

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SUB HEADING
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> "During my studies I have not only learned the necessary skills for my chosen career and gained employment in my field, but in doing so I have made friends with people from all over the world."
>
> **Laura Harkins**
> BAcc (Hons) Accountancy & Finance

CAREER OPPORTUNITIES

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5 QS STARS TEACHING EMPLOYABILITY INTERNATIONALISATION 2016

ACCA | CIMA Chartered Institute of Management Accountants | CAS | CIPFA ACCREDITED COURSE

PT

FINANCE stir.ac.uk/4a	N400
ACCOUNTANCY stir.ac.uk/3r	N401
ACCOUNTANCY AND FINANCE stir.ac.uk/f6	N402

MINIMUM REQUIREMENTS

YEAR 1 ENTRY – FOUR-YEAR HONOURS
SQA Highers:
AABB – one sitting
AAAB – two sittings
GCE A-levels:
BBB
IB Diploma:
32
BTEC (Level 3):
DDM
Essential subjects:
Mathematics preferred.

YEAR 2 ENTRY – THREE-YEAR HONOURS
SQA Adv Highers:
ABB
GCE A-levels:
ABB
IB Diploma:
35
Essential subjects:
To include Accountancy and Economics. Preference given to those with Mathematics.

OTHER QUALIFICATIONS
Scottish HNC/HND:
Minimum entry: Bs in graded unit.
Advanced entry: Please consult website for details.

ADDITIONAL INFORMATION
Mathematics National 5 (B), Intermediate 2 (C), Standard Grade (3), GCSE (C/4) or equivalent required.

TYPICAL TIMETABLE

YEAR	SEMESTER	MODULE 1	CREDITS	MODULE 2	CREDITS	MODULE 3	CREDITS
1	1	Accounting 1 (Core)		The Global Business Environment: An introduction (Core)		Introduction to Law and Business Law (Core)	
	2	Accounting 2 (Core)		Introductory Economics (Core)		Business Law II (Core)	
2	3	Finance 1 (Core)		Any Module		Any Module	
	4	Finance 2 (Core)		External Reporting (Core)		Any Module	
3	5	Quantitative Methods for Business Decisions (Core)		Accounting Information and Employment (Core)		Personal Financial Planning (Core)	
	6	Mergers and Acquisitions (Core)		Environmental Geography Options		Applied Management Accounting (Core)	
4	7	Advanced Financial Accounting (Core)		Issues in Accounting (Core)		Finance (Elective)	
	8	Any module from Management School options		Financial Analysis (Core)		Auditing (Core)	

COMPULSORY MODULES

Environmental Geography Options: Soil Quality and Protection; Glaciers and Landscape*; Drainage Basins; Environmental Hazards; Iceland Field Course*; Spain Field Course*; Energy and Society; Sustainable Water Management; Earth Observation; Habitat Management and Restoration; Environmental Economics; Green Politics; Statistics Using R. (*Student contribution to field course costs).

OPTIONAL MODULES

Environmental Geography Options: Soil Quality and Protection; Glaciers and Landscape*; Drainage Basins; Environmental Hazards; Iceland Field Course*; Spain Field Course*; Energy and Society; Sustainable Water Management; Earth Observation; Habitat Management and Restoration; Environmental Economics; Green Politics; Statistics Using R. (*Student contribution to field course costs).

CONTACT

Mr Chris Coles
University of Stirling Management School
T: +44 (0) 1786 466415
E: accountingandfinance@stir.ac.uk
W: stir.ac.uk/management

Student Recruitment and Admissions
T: +44 (0) 1786 467046
E: recruitment@stir.ac.uk

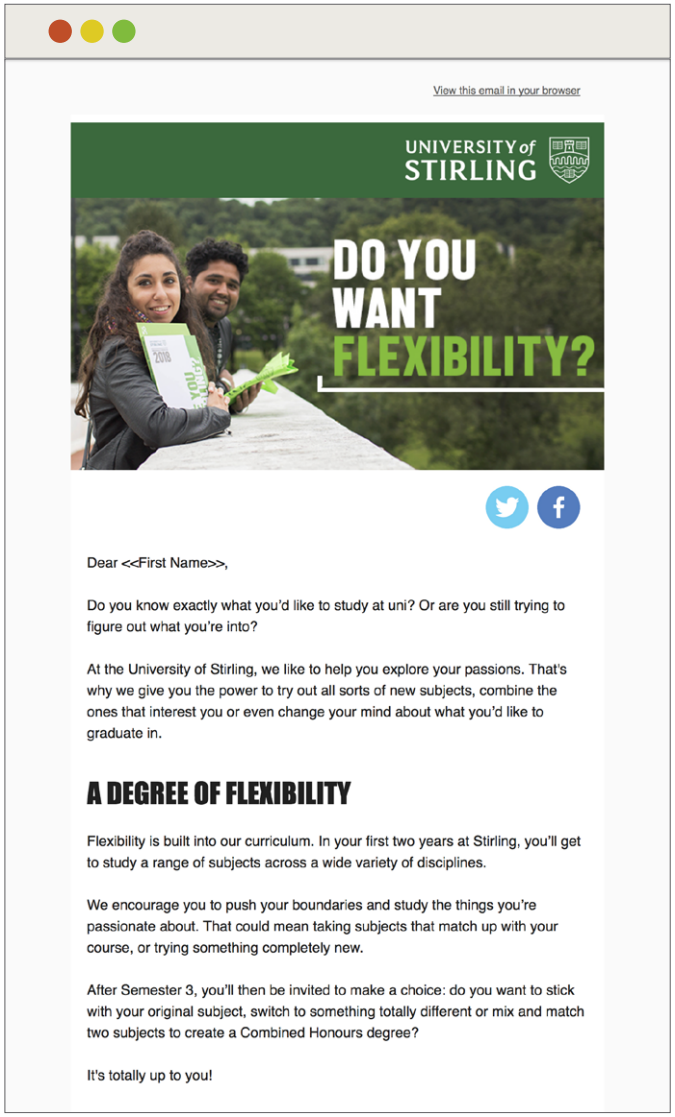
stir.ac.uk/65

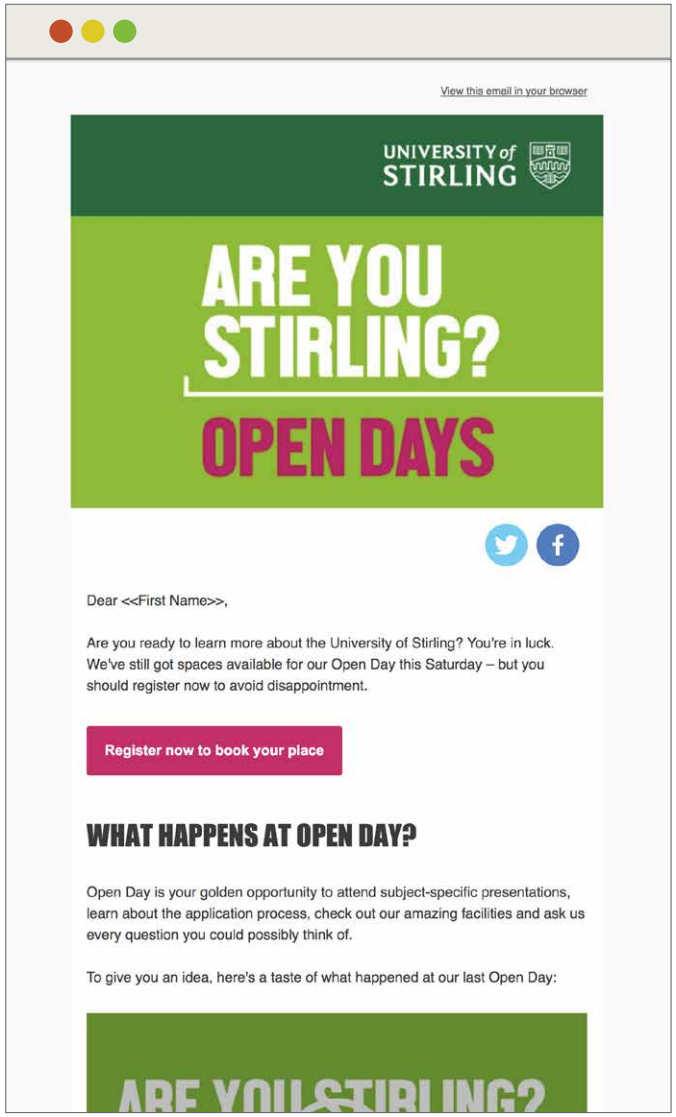
JOIN OUR COMMUNITY

ARE YOU STIRLING?

HTML E-MAIL TEMPLATE

HTML e-mail templates develop the themes of the brand language with consistent use of colour, typeface and iconography. The template offers flexibility to add photographic imagery where appropriate.



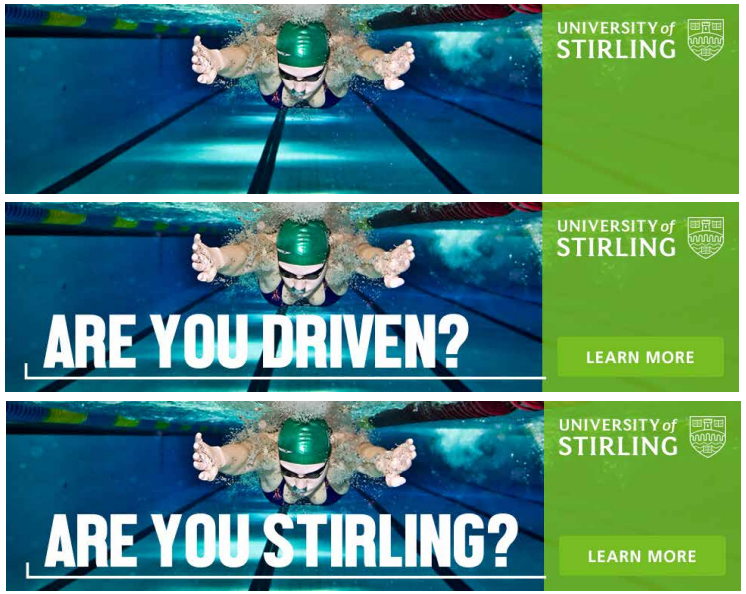


Online colour usage.
To adhere to accessibility guidance online, please ensure that sufficient contrast levels exist between colour usage.

DISPLAY ADS

Externally facing materials
Please note, when producing materials for external promotion (ie. via third-party websites or in magazines) primary greens must always be used as the default colour with energy green as the most prominent.

When producing materials that will be promoted via university platforms (ie. social media accounts or on campus), a range of colours may be used from the secondary palette.



Leaderboard

Skyscraper

MPU

DISPLAY ADS – CLEARING

Externally facing materials
Please note, when producing materials for external promotion (ie. via third-party websites or in magazines) primary greens must always be used as the default colour with energy green as the most prominent.

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Leaderboard

Skyscraper

MPU

DISPLAY ADS – OPEN DAY

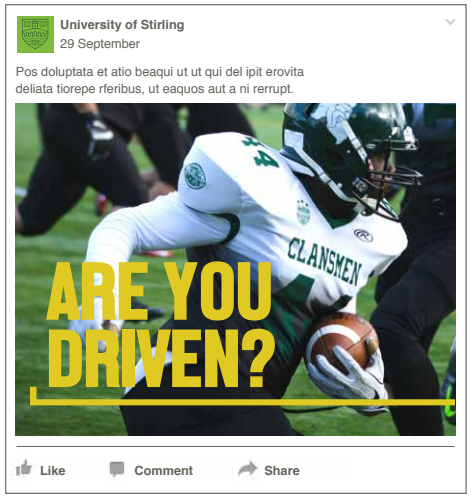
Externally facing open day materials
Please note, when producing materials for open days, energy green must always be used as the default colour along with one other colour from the secondary palette.

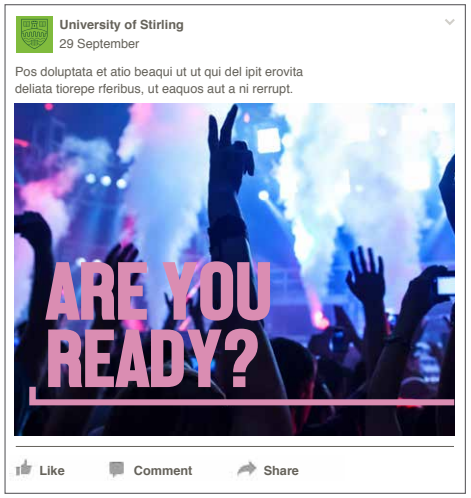
Leaderboard

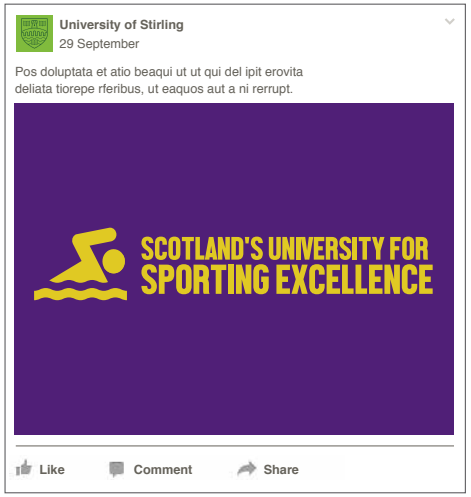
Skyscraper

MPU

SOCIAL MEDIA







Where social icons are required - use master assets

Twitter Facebook LinkedIn Instagram YouTube Flickr Snapchat

BROCHURES

UNIVERSITY of STIRLING
UNDERGRADUATE PROSPECTUS
2018
ARE YOU STIRLING?

I AM STIRLING
"Stirling was the perfect choice of University for me. Not only does it have some of the best sporting facilities in the UK, it also allows me the flexibility to combine my passion for sport and my career ambitions in business."
Hannah Martin
BA (Hons) Sports Studies and Business Studies
12,800+ STUDENTS
5 QS STARS
TEACHING
EMPLOYABILITY
INTERNATIONALISATION
89% STUDENT SATISFACTION RATE
NSS 2016
#AREYOUSTIRLING
stir.ac.uk

"Having spent nearly four years at Stirling, the Students' Union has played a huge role in making my overall experience a brilliant one.
It's a great opportunity to make new friends, develop interests and even improve your CV, as it has for me as part of the Business Society."
Charlie Crawford
BA (Hons) Sports and Business Studies
I AM STIRLING
1ST
IN SCOTLAND, 3RD IN UK FOR 'GOOD ENVIRONMENT ON CAMPUS'
Times Higher Education Student Experience Survey 2015
"I've made friends with people from all over the world, and have been able to share and exchange ideas with both teachers and classmates – something totally different from teaching in my country. Everyone is friendly here and willing to help out whenever you need it."
Ying Wu
Teaching of English to Speakers of Other Languages (TESOL)
#AREYOUSTIRLING
stir.ac.uk

GLOBAL CONNECTIONS
The proudest achievement of my life was moving to Scotland. It was such a big adjustment for me, but now I have met some great people and I love it."
Bonita Nyonyami (Tanzania)
BA (Hons) Business Studies and French
YOU DON'T HAVE TO BE SCOTTISH TO BE STIRLING
WORLD-CLASS REPUTATION
The University of Stirling is an international university with a global reputation for excellence in teaching and high-quality research.
With over 120 international research partners, almost three-quarters of our research activity is rated either world-leading or internationally excellent. We've also been awarded five QS Stars – in the World University Rankings – for internationalisation.
Thinking and working globally is part of our daily teaching, learning and research practice. This means your degree will be outward-looking and full of possibilities and potential. Studying at Stirling sets you up to be a global citizen in an increasingly connected world.
A DIVERSE CAMPUS
We welcome students from all over the world. With more than 120 nationalities represented on campus. Our exchange partnerships mean students can join our community for a year or a semester as part of their studies. This helps to create a unique atmosphere on campus with plenty of opportunities to meet new people and experience diverse cultures.
Who knows – perhaps you'll be inspired to follow in their footsteps and study abroad as part of your degree, too? There's a whole world out there – let us help you discover it.
LASTING CONNECTIONS
Studying at Stirling is a truly connected experience. When you graduate, you'll automatically become a member of our alumni organisation. This means you'll join a vibrant network of over 55,000 former students. It's an amazing resource for mentoring, career development, advice and support.
We strive to make sure our former students stay connected with each other, and love welcoming back our alumni as mentors, guest lecturers and speakers through our Ambassador programme. Our alumni frequently host internships and work experience opportunities, as well as offering work-based projects or placements that enable students to practise their skills in real-life situations.
14
"I'm spending one semester here in Stirling as part of my Retail Marketing degree. The beauty of the campus is postcard-worthy, making it a great environment to relax as well as study. The staff and students are so helpful; this place feels like home."
Keisin Tung (Singapore)
BA (Hons) Retail Marketing
University of Stirling partner – Singapore Institue of Management
TOP 150 MOST INTERNATIONAL UNIVERSITIES IN THE WORLD
Times Higher Education World University Rankings 2018
I AM STIRLING
#AREYOUSTIRLING
stir.ac.uk
15

POWERPOINT

PowerPoint templates have been carefully designed to bring our brand identity to life. The templates allow you to tailor your communications in a visually engaging way, whilst reinforcing the University of Stirling brand.

There are four colour sets of different PowerPoint templates which you can choose from.

Please use the pre-defined colour sets, as colours have been chosen to complement one another.

Energy 1
A mix of three different energy colours

Pantone 368	Pantone 660	Pantone 214
R142 G187 B56	R86 G124 B198	C10 M98 Y27 K2 R182 G27 B102

Lighter colour 30% tint

Energy 2
A mix of three different energy colours

Pantone 368	Pantone 158	Pantone 268
R142 G187 B56	R212 G118 B47	R80 G48 B127

Lighter colour 30% tint

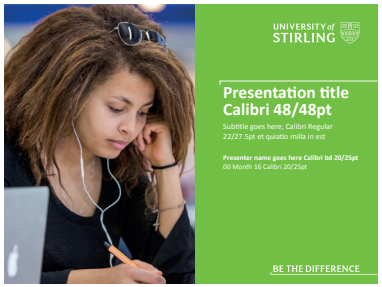
Opening slide (no image)

POWERPOINT

Within each set you will find different template styles, which can be flexed depending on whether you have just text, photography, infographics, or quotations. This is a guide to the different styles and their purpose.

All of the colour sets are available in wide screen or standard screen formats. Calibri is the font used on the templates available from the Brand Hub.

Our logo, colours, font and images are key elements of our brand and need to be kept consistent across all our communications. If you need to adapt your slide layout for any reason, please contact Marketing for advice.

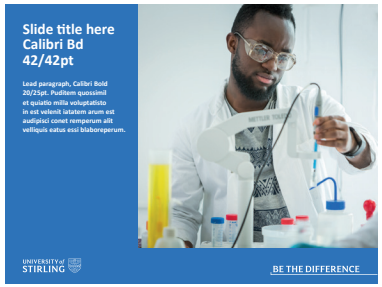


Opening slide (with image)

Opening slide (no image)

Section title (with image)

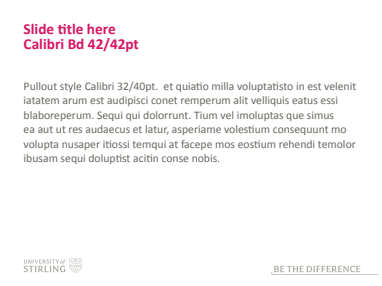
Section title (no image)



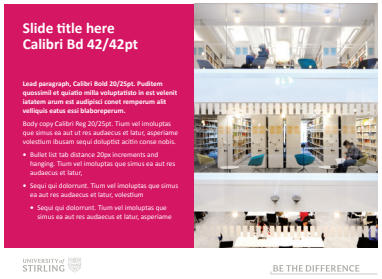
Content (with image)

Content (with image and quote)

Content (with infographic and text)



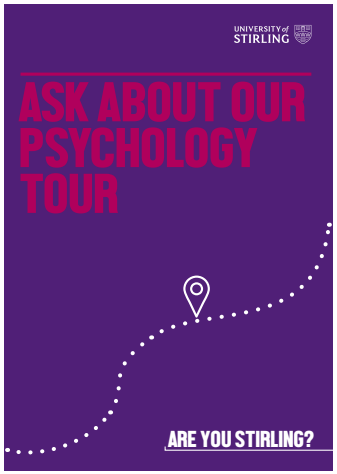
Content (text only)



Content (with image)

Closing slide (text not images)

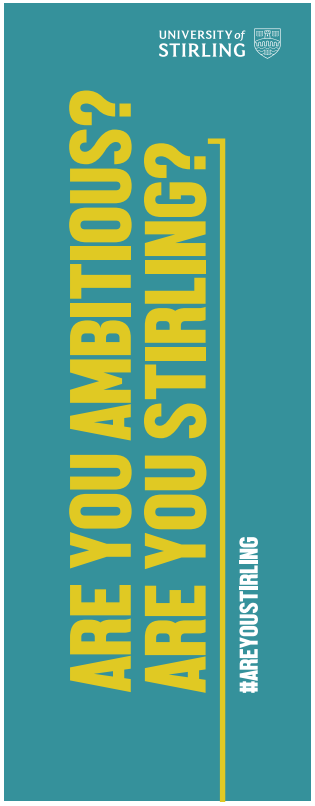
LARGE FORMAT MATERIALS

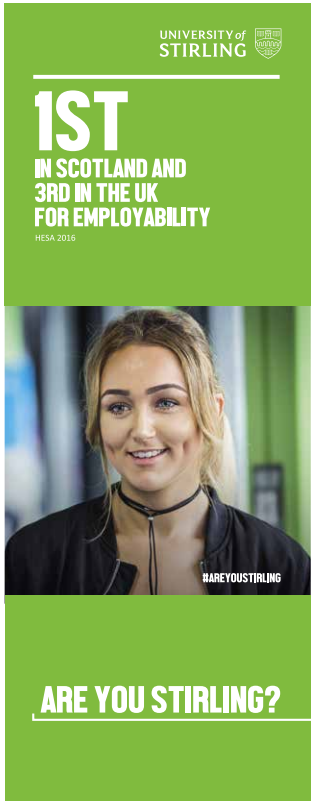


Poster

Lollipops

Flag





Banners

Double stand display

CONTACT

For more information and implementation guidance, please contact:

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