



Introduction

We're constantly evolving as a university and to make sure we have a strong understanding of who we are and continue to build our quality perception, we've worked alongside students, academics, partners, staff and our board of directors to define our unique offering.

For the first time, we now have a distinct and recognisable brand that captures what we stand for, how we look and sound, how we treat people, the promises we make to students, staff and the wider world and, importantly, our ability to keep them.

Our new brand is intended to be a true reflection of our past, present and future – we haven't changed the way we do things, we've simply captured the essence of what we stand for and reflected it in a new look and feel.

Welcome to our new visual identity guidelines – your primary reference tool for all University of Roehampton printed, digital and technical brand materials.

The purpose of this document is to give you an overview of our core brand assets and guidance on how to use them across anything we put our name to. Anything not demonstrated within this document simply means it's not part of our visual identity system and ultimately we shouldn't be doing it.

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Our logo

This is our primary logotype when used on white and is our brand identity in its most succinct form.

The logotype is using our primary typeface which is Roboto Slab. This has been specially adapted for use next to the University of Roehampton 'R' and should not be recreated in any way.

Please refer to **page 22** for more information on our primary typeface.



Colour variation

Our logo has been designed to work in an adaptable way on any background.

Always ensure the brand mark is 100% legible. We have variations that can work in black and white or on our primary background colours.

Any use of our brand mark on imagery should first consider that our mark is 100% legible.



UoR logo used on white



UoR logo used on light grey



UoR logo used on dark green



UoR logo used on light green



UoR logo used on colour photography

Logo on imagery

When using our logo on imagery you must ensure 100% legibility of all characters as well as our symbol

Clear space & minimum sizes

Whilst our brandmark has been designed to be robust and adaptable, it needs some space and should be at a reasonable size to look its best at all times.

Clear space

Use the fourth quadrant of our symbol in the brandmark as a basis for clear space when placing it near any other elements or the edge of a layout.

Minimum size

The logo also needs to be shown above a minimum size to be effective and legible.

When on screen, the logo should be no smaller than 80px in length.

When printed the logo should be no smaller than 25mm in length.



Use the fourth quadrant of the 'R' as the minimum clear space



25mm / 80 px

Logo minimum size

Margin guide

As a guide, the margin should equal the height of the fourth quadrant of our symbol. This should be applied to all printed material.

Please note:

In some instances, such as size constraints, a smaller margin may be suitable. This is down to the discretion of the designer.



**University of
Roehampton
London**

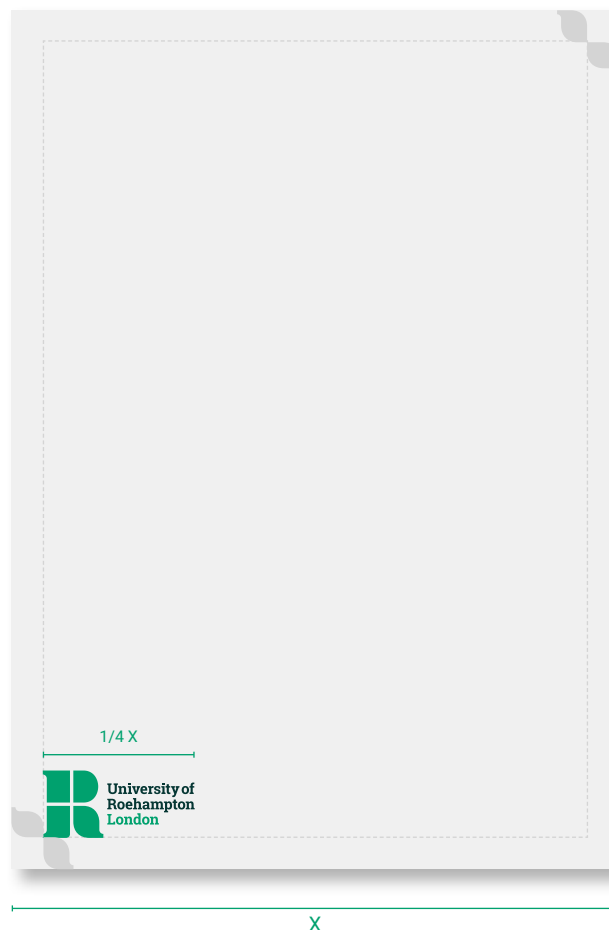
Logo size: Printed material

These are the recommended logo sizes for printed documents. This is a visual guide to make the most of our logo.

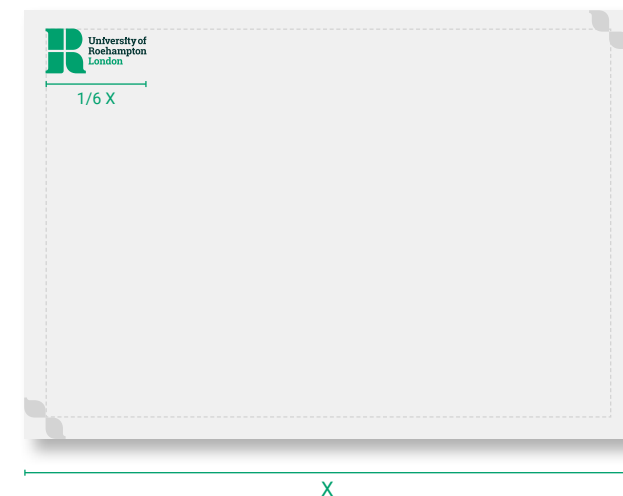
Positioning of the logo is to the discretion of the designer and will change depending on suitability.

Please note:

In some instances, such as size constraints, a smaller margin may be suitable. This is down to the discretion of the designer.



Portrait formats
Recommended logo size equals a quarter of the width of the document



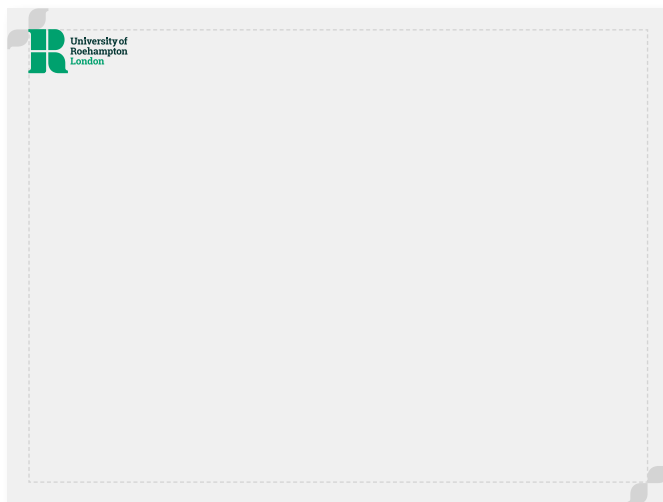
Landscape formats
Recommended logo size equals a sixth of the width of the document

Logo size: Digital media

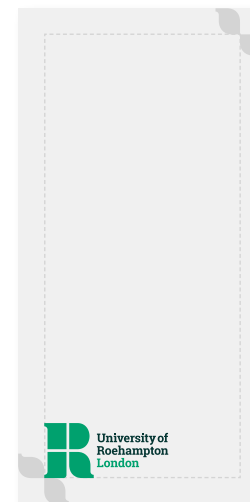
These are the recommended logo sizes for digital formats. This is a visual guide to make the most of our logo.

Please note:

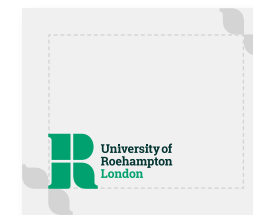
In some instances, such as size constraints, a smaller margin may be suitable. This is down to the discretion of the designer.



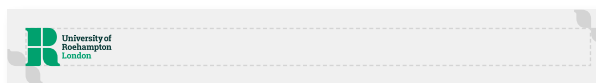
Websites
120px wide



Skyscraper
140px wide



MPU
150px wide



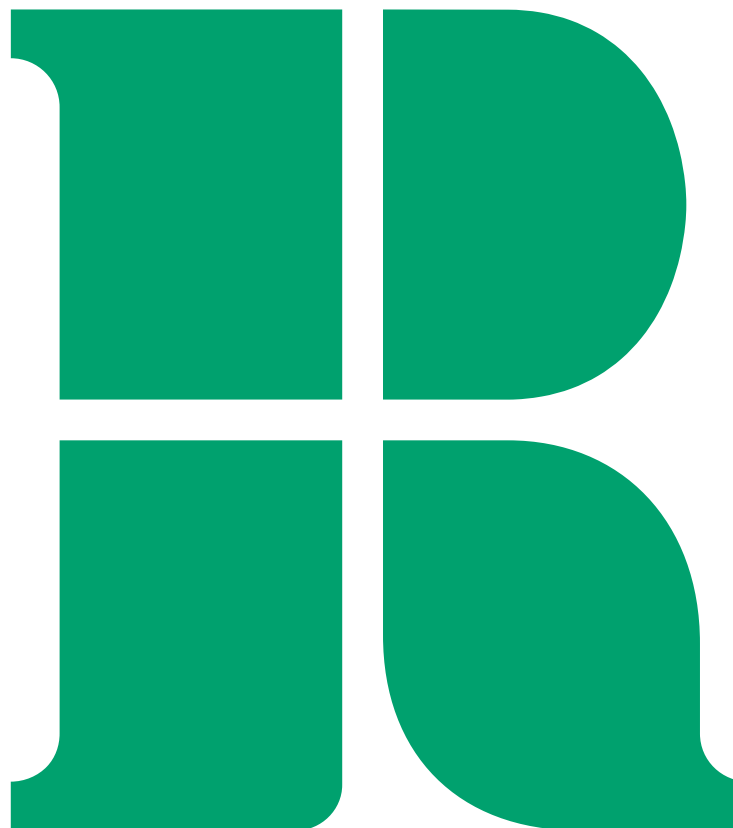
Leaderboard
104px wide

Our symbol

This is our brand symbol. The 'R' represents Roehampton as a 'window of opportunity' and represents the importance of our four colleges to our identity.

The symbol acts as a platform to bring our brand identity to life. We believe that the 'window' is a catalyst for creative expression and can be used in many ways.

The symbol has been specially created and should not be recreated in any way.



Our symbol: A design device

Our 'R' symbol is a versatile device that can be used as a window through which key visuals can be displayed.

Please refer to **pages 27–28** for more information on using our device.



Our symbol: Sizing

These are the recommended symbol sizes for printed documents.

Please note:

In some instances, such as size constraints, a smaller size may be suitable. This is down to the discretion of the designer.

For design purposes only



Portrait formats
Recommended logo size equals half the height of the document

Centralising the symbol
The symbol should be aligned horizontally to the page by the centre spacing rather than the entire shape



Landscape formats
Recommended logo size equals half the height of the document

Partnership lock-ups

This is our partnership lock-up when used on white. This is an example of how University of Roehampton introduces a partnership to its logo.

This lock-up is fixed and should not be recreated. This also applies to all future partnerships.

The partnership lock-up should adopt the same clearance rules as the primary logomark rules seen on **page 6**.

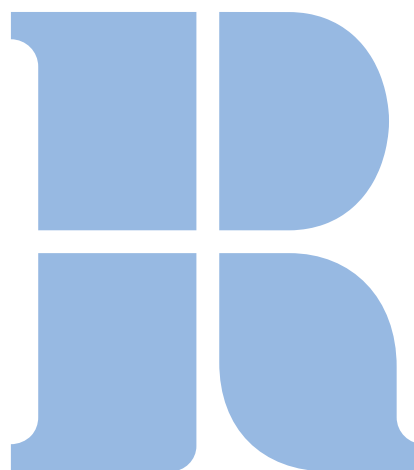


Our college lock-ups

These are our college lock-ups when used on white. This lock-up is internally facing and should only be used for print and digital communications tied specifically to our four colleges, i.e. college t-shirts.

This lock-up should never be used in conjunction with our primary logomark.

This lock-up is fixed and should not be recreated in anyway.



Digby Stuart



Southlands



Froebel

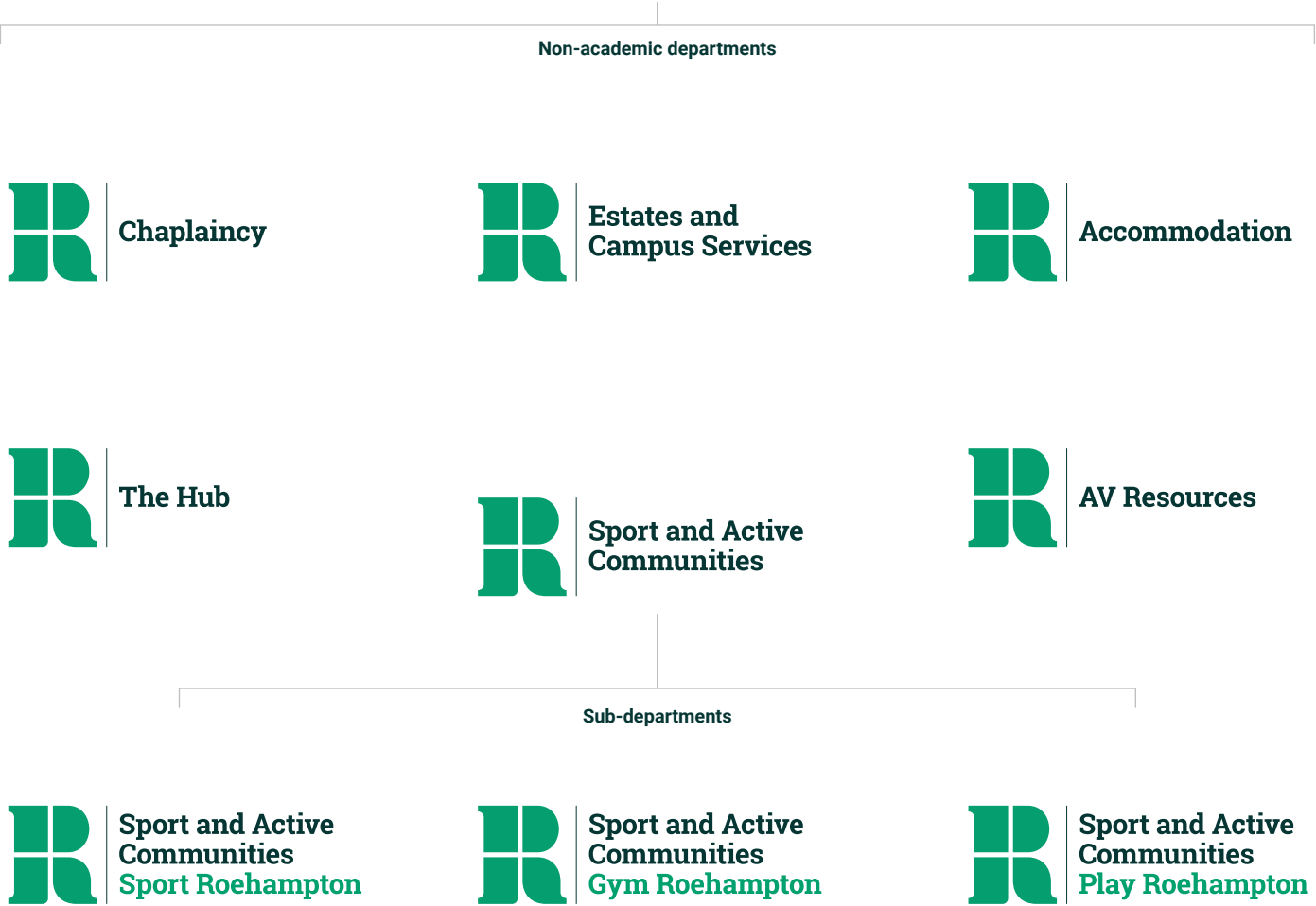


Whitelands

Non-academic departments

We have created a series of logos for our non-academic departments (a selection shown). These are to be used when communicating internally, ie, to students, staff and visitors on the University of Roehampton campus.

These logos should never be used externally. They should never be used in conjunction with our primary logomark.



Non-academic departments

The colour variations and clear space usage is the same as for the primary logomark. However, sizing is slightly different: shown are the recommended logo sizes for printed documents, and the clearance.

1/18 X

X

Landscape formats
Recommended logo size is shown above

1/12 X

X

Portrait formats
Recommended logo size is shown above

Logo use

While the logo is flexible, dynamic and adaptable, there are still some things that we would recommend avoiding for brand integrity.

Never

Rotate any of our logos.

Distort our logo in any way.

Recreate our logo.

Place our logo on a colour which makes it illegible.

Use a stroke on our logo.

Add effects on our logo.

Use our logo in non-brand colours.



PANTONE
627 C



PANTONE
Cool gray 1 C



PANTONE
340 C

Primary colours

These are our primary brand colours. Roehampton Dark Green and Bright Green represent our core brand colours.

Roehampton Light Grey is for mostly online use and can be considered in editorial as a potential background colour.

<p>Roehampton Dark Green C91/M50/Y62/K65 R6/G53/B50 HEX 063532 Pantone 627 C</p>	<p>Roehampton Bright Green C88/M0/Y71/K1 R0/G160/B110 HEX 00A06E Pantone 340 C</p>
<p>Roehampton Light Grey C9/M7/Y8/K0 R236/G235/B234 HEX ECEBEA Pantone Cool Gray 1 C</p>	

Secondary colours

The secondary colours have been created for use in some secondary applications, or within the spreads of a document.

The secondary colours should be used sparingly: they should make up roughly 20% on a single-page communication, or 20% throughout a brochure or report.

As a rule of thumb, no more than three colours should be used together, including one primary brand colour.

Roehampton Dark Blue C100/M89/Y30/K17 R35/G49/B100 HEX 233164 Pantone 2768	Roehampton Bright Blue C69/M16/Y0/K0 R62/G169/B224 HEX 3EA9E0 Pantone 292
Roehampton Dark Mulberry C84/M100/Y32/K35 R63/G29/B78 HEX 3F1D4E Pantone 518	Roehampton Bright Mulberry C2/M80/Y35/K0 R231/G81/B114 HEX E75172 Pantone 191
Roehampton Dark Olive C50/M20/Y80/K60 R79/G93/B44 HEX 4F5D2C Pantone 350	Roehampton Bright Olive C30/M0/Y85/K0 R199/G213/B64 HEX C7D540 Pantone 584

Colour usage

Primary brand colours 80%	Secondary colours 20%
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College colours

These are our college colours and are based on our four colleges. These colours must only be used when talking about the specific colleges themselves.

Froebel Yellow
C0/M25/Y100/K0
R253/G195/B0
HEX FDC300
Pantone 7408 C



Whitelands Purple
C75/M100/Y20/K10
R95/G36/B107
HEX 5F246B
Pantone 269 C



Southlands Blue
C100/M80/Y0/K0
R22/G65/B148
HEX 164194
Pantone 2370 C



Digby Stuart Blue
C45/M20/Y0/K0
R151/G185/B226
HEX 97B9E2
Pantone 652 C



Primary typeface

Roboto Slab is our primary typeface and is used in all instances of the brand. It's a bold and distinctive slab typeface and provides our brand identity with its voice and character.

Roboto Slab is an approachable and legible modern slab-serif, and has been developed to be friendly and readable.

We use three weights of Roboto Slab: Bold, Regular and Light.

Roboto Slab Bold

Should always be our leading weight for titling, supported by either of our secondary weights.

Bold
Regular
Light

Roboto Slab - chosen weights

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ? ! * £ @ % &

Roboto Slab Bold

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ? ! * £ @ % &

Roboto Slab Regular

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ? ! * £ @ % &

Roboto Slab Light

Secondary typeface

Roboto is our selected secondary typeface. Roboto is a sister font to our primary typeface Roboto Slab. This means that the typeface has been designed to work harmoniously with our slab serif. Roboto also provides a web version to its family.

We use three weights of Roboto: Bold, Medium and Light

Roboto Bold

Should only be used as paragraph headlines, titles and highlighting selections of text.

Roboto Light

Should only be used for body copy.

Bold
Medium
Light

Roboto - chosen weights

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ? ! & £ @ %

Roboto Slab Bold

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ? ! & £ @ %

Roboto Slab Medium

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ? ! & £ @ %

Roboto Slab Light

Typesetting our fonts

Other than selecting the correct typeface, care should be taken when typesetting.

In order to create a more distinctive look, some tighter tracking should be applied to the headers as our primary typeface is a slab serif and sits better visually with tighter tracking.

Copy should be ranged left, with caption copy being the exception to the rule.

**Headline
Headline**

18pt Typesize
18pt Leading

**Headline
Headline**

24pt Typesize
26pt Leading

**Headline
Headline**

30pt Typesize
32pt Leading

Stacked headlines

Headline
Headline

24pt Typesize
26pt Leading

Stacked headlines using Bold and Light weights

**Headline
Headline**

30pt Typesize
32pt Leading

32pt Leading

Bero quia cuptas quam quam net qui nonectat enihilles minihilibus mo debitae plantem porrorectota volores dolesequas dignia perumquias dolupta aut eaquam quassi diatet minvenimet ma cusant eossimin rem. Paritemp ellutet voluptatur mos molupiet faccatis sum esenet lignis exeria nat vendiat usapiendanti derovid magnihit ma quidess equiatecus essit evelese quaecae.

Headline and body copy - 10pt typesize/14pt leading

Headline
Headline

Bero quia cuptas quam quam net qui nonectat enihilles minihilibus debitae plantem porrorectota volores dolesequas dignia perumquias dolupta aut eaquam quassi diatet minvenimet ma cusant eossimin rem. Paritemp ellutet voluptatur mos molupiet faccatis sum esenet lignis exeria nat vendiat usapiendanti derovid magnihit ma quidess equiatecus essit evelese quaecae.

Headline, sub-header and body copy

Photography & illustration

Photography guidance

A. Campus and Landmarks

These images are useful for context and are also able to showcase the beautiful grounds of Roehampton and the surrounding City of London. When working with photography, we encourage three potential avenues for expressing the campus and city.

1. Wide lense (bright and full of life)
2. Detail (unique attributes)
3. Abstract (nature in abstract form)

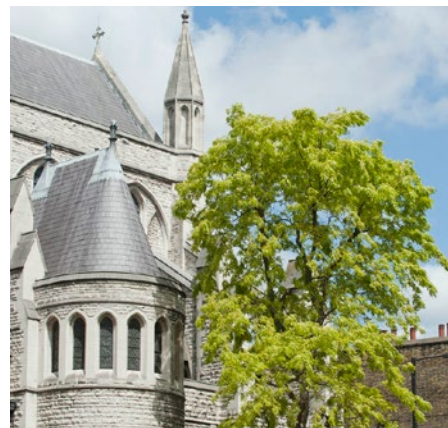
B. People

In the education sector, people are at the heart of what makes a university appealing and relatable to the audience. It is key that the photography style we use captures a thriving student environment and a focus on the individuals. The photography must be fresh, creative and full of subject matter.

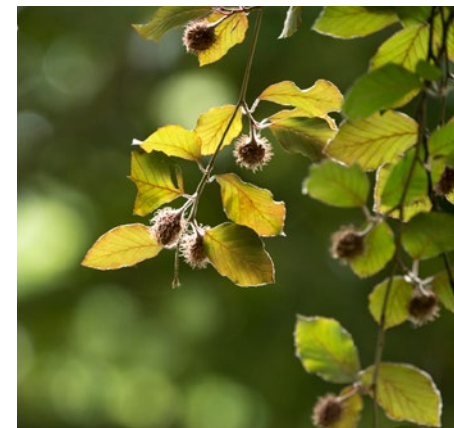
A.



People on campus



Architecture



Abstract

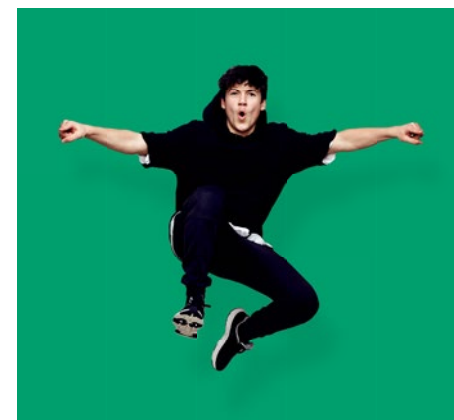
B.



Individual



Group



Individual spotlight

Please note:

We encourage the exploration of image treatments such as black and white and duotone, as long as they align with our brand colours and rules

Photography & 'R' device

Our brand is flexible and can be adapted in many different ways. The 'R' represents Roehampton as a 'window of opportunity' and here we have the ability to express our brand values and the breadth of university culture through our brand symbol.

The symbol acts as a platform to bring our brand identity to life. We believe that the 'window' is a catalyst for creative expression and can be used in many ways.

Here are just a few examples of how the window can be used. For more examples, see the 'Brand in use' section.

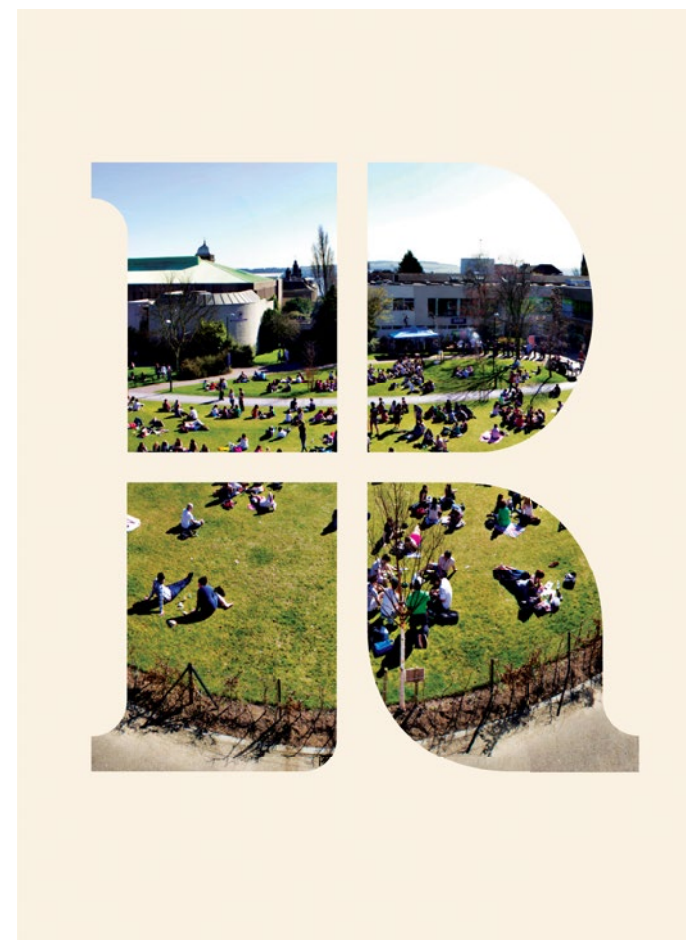
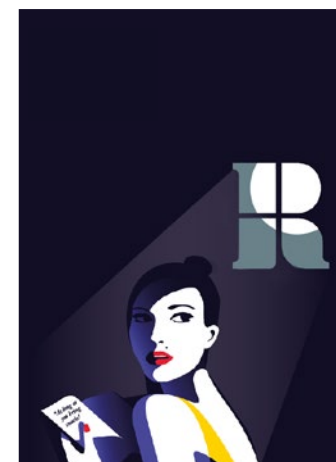
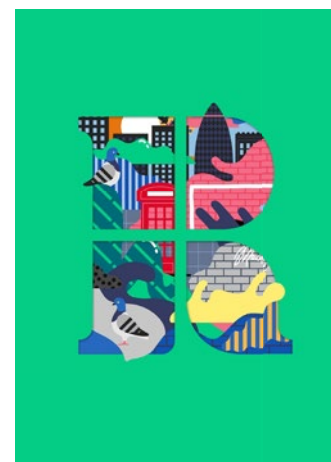
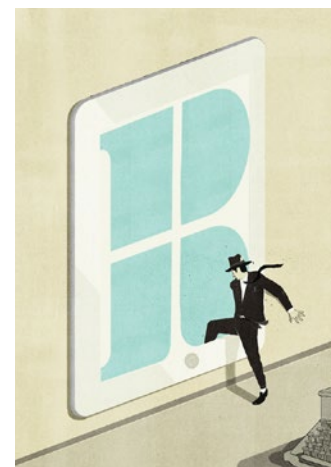


Illustration & 'R' device

There is no set illustration style that should be applied to our brand symbol, all that we ask from its application is that it showcases the idea of our 'Window of opportunity' or is related to the intended subject matter.

Here are just a few examples of how the window can be used. For more examples, see the 'Brand in use' section.



Examples of brand in use

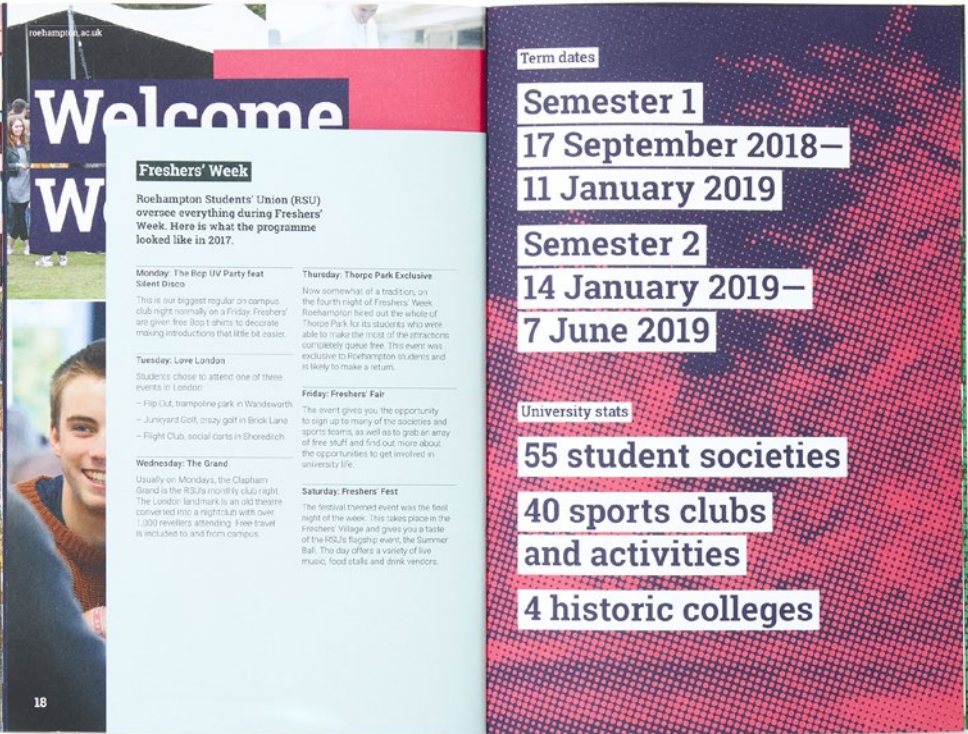


Visual identity guidelines

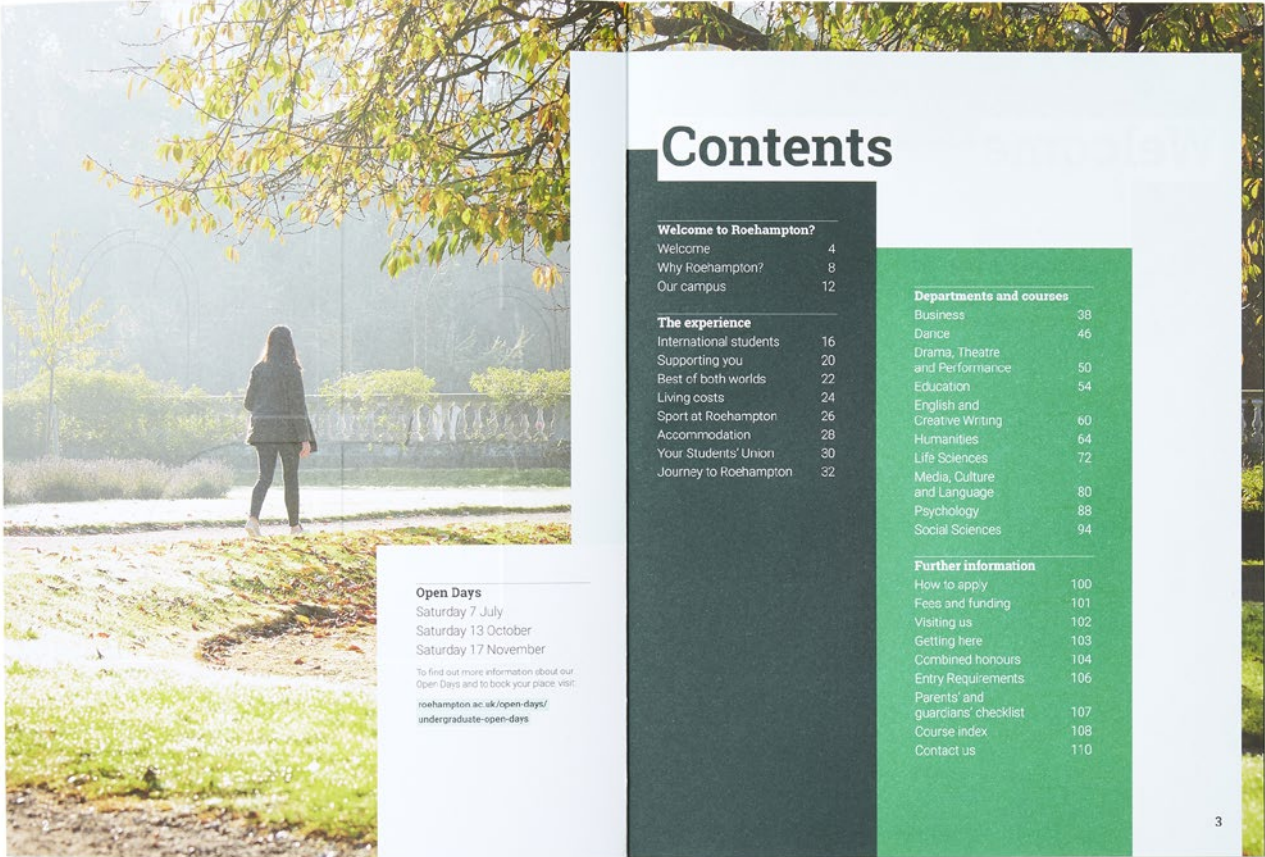
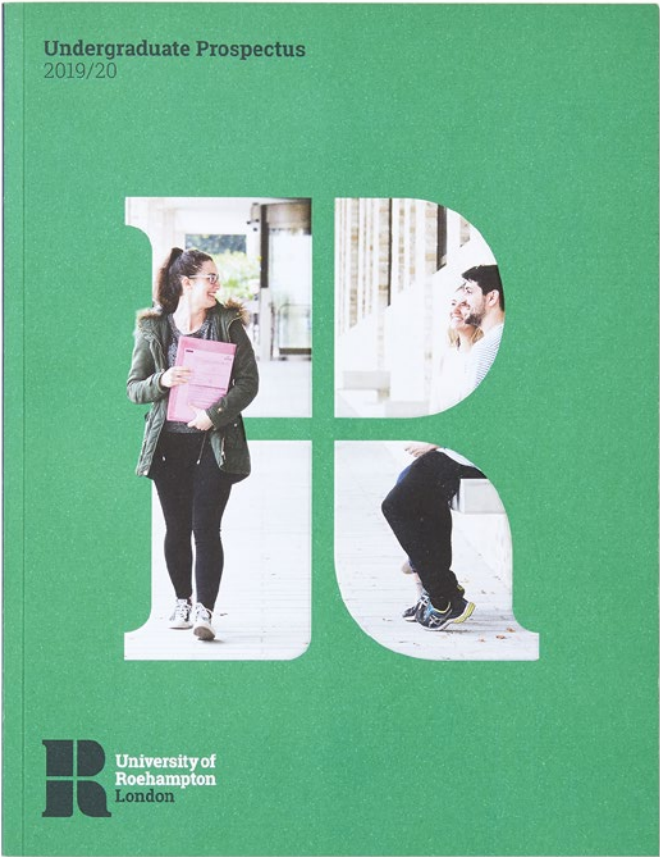
Examples of brand in use

Student Life



















Board Room



