BRAND GUIDELINES

How to use our visual identity.

How to use our visual identity.

Index:

PRIFYSGOL
BANGOR
UNIVERSITY

Since 1884

Bangor University is ranked in the UK top 30 for the impact of its research

Be Extraordinary

OUR VISION

Our brand values, what we stand for.

Our vision

For those who want to grow and succeed, Bangor University opens up a world of opportunity, providing a chance to challenge and be challenged, and enables the extraordinary.

Brand values

Bangor University will provide:
   Openness
   Opportunity
   Challenge

To enable
   Learning and growth

To create
   The extraordinary

PRIFYSGOL
BANGOR
UNIVERSITY

VISUAL IDENTITY

A guide to using our brand identity
in print and digital application.

Enabling the extraordinary.

This is our guiding principle which defines our brand and drives what we do. Our brand mark is what makes the university brand distinctive and is central to all of our visual communications.

Our brand mark elevates everything it touches. We must give the brand mark precedence – it should always be the most vital and visible element of our communications.

Consistently implemented, our brand mark will help students, staff and stakeholders to better understand who we are, our vision and our values.

Our brand mark

Primary logotype and lock up

The Logo has been constructed to achieve aesthetic balance and legibility. The scale and proportion of the drawn crest and type elements and their interdependent relationships must not be changed, distorted or altered in any way.

The logo consists of the drawn crest and type elements and the two must not be separated without permission from the Chief Marketing Officer and Vice President International.

Secondary left-aligned lock up

Our primary identity use is centred. A secondary lock up can be used but only where space and layout dictates this as the more appropriate use.

Primary Corporate Colours

Our primary corporate colours are for use in/with our identity. These are likely to be used in corporate publications such as annual reviews.
Their use and impact on the visibility of the brand mark should always be carefully considered.

Pantone 1805 C	Pantone 124 C	Black
C5 M96 Y76 K22	C0 M32 Y100 K0	C0 M0 Y0 K100
R184 G34 B51	R253 G180 B21	R0 G0 B0
#b82233	#ebb415	#000000

Using our brand identity

Other application examples

Below are examples of how to select the most appropriate colour variant for the application background.
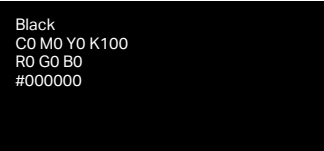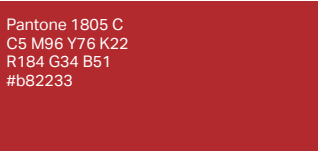
Logo variations

Colour

Our corporate colours are unique to our brand identity and we utilise them across our communications.

Our logo only appears in these colour ways, or all in black or all reversed out in white.

Main core identity

This is the main coloured version of our logo. It should be used in the first instance in all our communications.

Variants

On occasions a variation of our logo may be required. These configurations maintain the integrity of our brand.

Variant 1 - White type

Whenever our identifiers are used on a coloured or photographic background, the shield elements remain the same and the name of the university can be reversed out in white.

Variant 2 - All black

This version of the logo should be used in mono applications such as single colour advertising or the screenprinting of merchandise.

Variant 3 - All white

This version of the logo should be used when the legibility of the main logo and variant 1 are poor.

Main core identity

Variant 1 - White type

PRIFYSGOL
BANGOR
UNIVERSITY

PRIFYSGOL
BANGOR
UNIVERSITY

Variant 2

Variant 3

PRIFYSGOL
BANGOR
UNIVERSITY

PRIFYSGOL
BANGOR
UNIVERSITY

Core identity

Variant 1

PRIFYSGOL
BANGOR
UNIVERSITY

PRIFYSGOL
BANGOR
UNIVERSITY

PRIFYSGOL
BANGOR
UNIVERSITY

PRIFYSGOL
BANGOR
UNIVERSITY

Variant 2

Variant 3

Brand placement in print

Consistent application / sizing

Logo positioning

It is vital we apply our logo consistently across all of our materials. We would recommend using our preferred positioning of top right hand corner. At A4 the identity should be a width of 45mm.

The primary position is top right on all communications, however there may be occasions where a centralised logo may need to be utilised, such as exhibition and banner stands where space is limited. Designers must ensure the logos visibility, this is critical to its positioning.

In this instance, the spacing from the top of the artwork is at the discretion of the designer.

The logo area must be kept clear and the logo should be uniformly applied across all materials.

Titles

Document titles should be positioned in clear photographic areas and be 100 per cent legible.

We use a 12.5mm margin on all pages and throughout all of our documentation, with a four column grid structure. The title must align to this structure, see grid opposite.
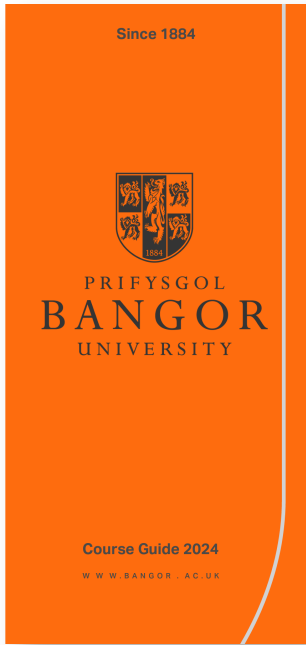
Exclusion zones

In order to maximise its visual presence, the logo requires a surrounding area clear of any other graphic elements or text.

The minimum exclusion zone is equal to the height of the type. Always allow at least this amount of clear space around the text of the logo.

It is important that this rule is observed and the exclusion zone is maintained at all times.

Main identity - 45mm wide

PRIFYSGOL
BANGOR
UNIVERSITY

UNDERGRADUATE STUDY

2021
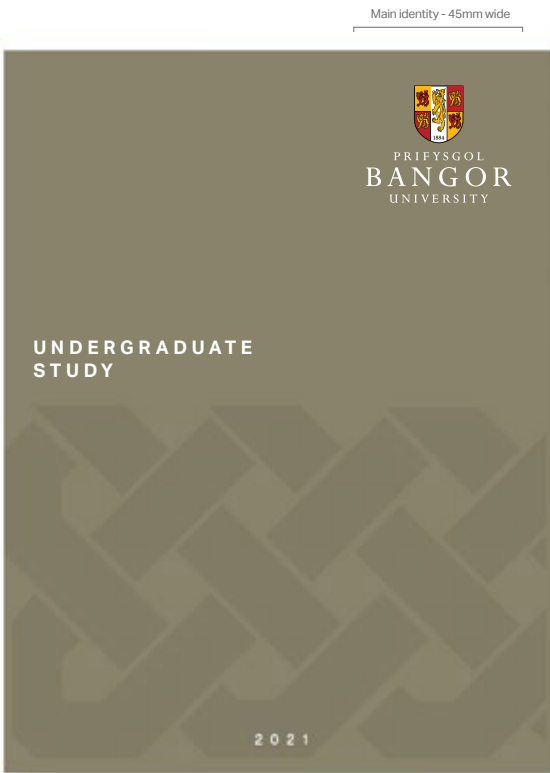
Primary position
Top right

Since 1884

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Course Guide 2024
WWW.BANGOR.AC.UK

Primary position
centred

Margins, sizing and grid structure

Consistent sizing

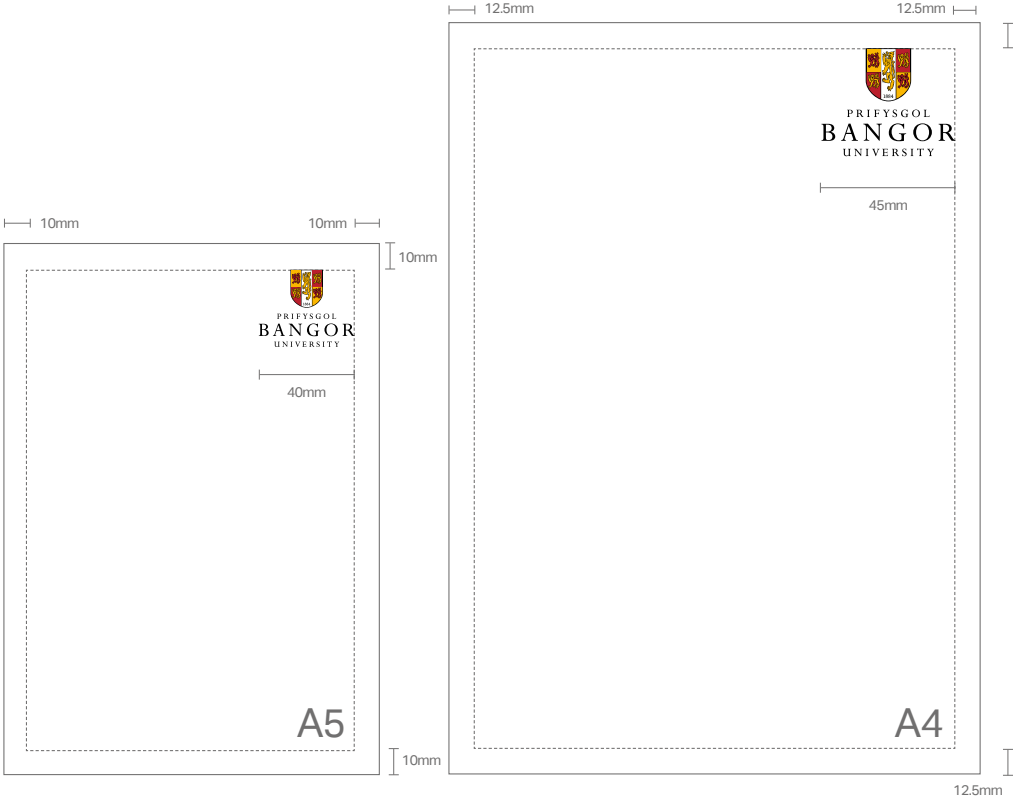Consistent sizing and positioning of the logo is required to maintain a well-defined branding system.

Below are guidelines for logo sizing and margin spacing when our identity is applied across two standard formats.

A4
Portrait and landscape
Minimum width 45mm

Left/right margin 12.5mm
Top/base margin 12.5mm

A5
Portrait and landscape
Minimum width 40mm

Left/right margin 10mm
Top/base margin 10mm

12.5mm   12.5mm

PRIFYSGOL
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45mm

10mm   10mm

10mm

PRIFYSGOL
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40mm

A5

10mm

A4

12.5mm

Modular grid system

A modular four column grid system forms the basis of our brand publications.

It adds structure and helps generate brand recognition.

It can be customised to suit varying levels of information and all types of content. It should be used as a guide for the placement of text and images.

We use this grid on all inner page publication work with a 12.5 margin all round at A4. Use a gutter width of 4.233mm.

Designers are encouraged to use this structure as a guide only and can explore other layouts, such as centred copy, etc. See our 'Applications' section for examples of how to flexibly use our grid structure.

12.5mm   12.5mm

Aktiv Grotesk Bold for main headings in upper case

**BRILLIANT.
POSITIVE.
CULTURAL.**

Aktiv Grotesk Medium for sub titles in lower case

An extraordinary place.

Aktiv Grotesk Regular for body copy usage. Mimimum 8.5pt sizing with 9.5pt leading, -10 tracking.

12.5mm

Digital application

Website and presentations

Restricted Use Variant

Our primary identity use is centred. This secondary lock up can be used for digital and print applications but only where space and layout dictates a more appropriate usage.
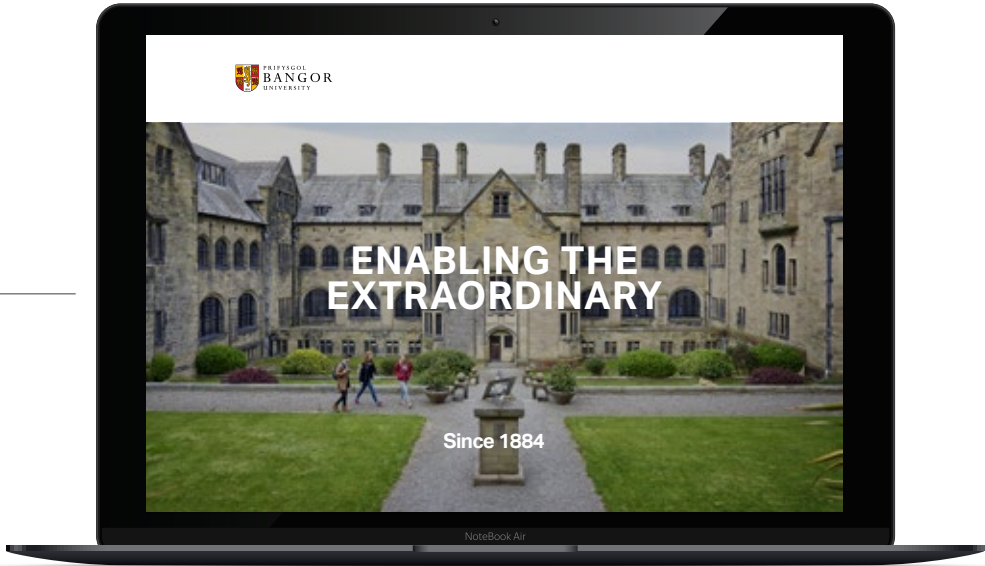
This is the preferred option for the University's digital applications where space is limited. Sizing is at the descretion of the designer or developer, to be approved by marketing.

Website application
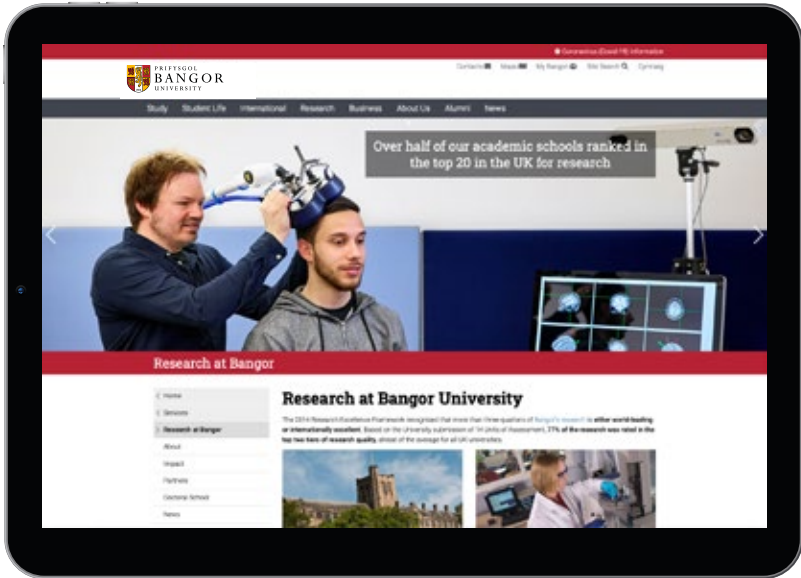
Powerpoint application

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ENABLING THE
EXTRAORDINARY

Since 1884

Sub brand identities

Sub brands and application

Whilst the full university brand mark should always be the primary logo used on all external communications, sub-brands, to identify individual operations of the university, can have their own logo as a means of identification and sign posting.
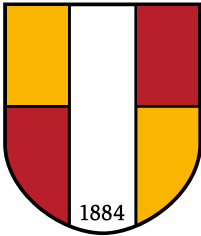
Rules for use:

A sub-brand can be used on its own when it will only be seen internally on the campus. If there is any likelihood that it will be seen off campus/externally then the sub-brand must be used with the primary logo.

Sub brand design

Our sub brands use a simplfied graphic version of our main shield. This version is very clean and modern in style, and retains our values of modern thinking with heritage. Utilisation of the red, yellow and black primary colours is preferred but consideration will be given to other colour ways subject to approval by the Marketing team.

**Rheolaeth Ystadau
Estates & Facilities**

**Rheolaeth
Ystadau
Estates &
Facilities**

A shortened sub brand arrangement. Use where space does not permit the version above.

Example sub brand

This is an example of a sub brand used with our primary logo. The sub brand is positioned 12.5mm from the top and right hand side of the document, at a width of 75mm minimum. The main logo is then aligned to the top and bottom of the sub brand, 12.5mm in from the left hand edge.

On smaller formats the sub brand should be 65mm wide and the main logo positioned bottom right, 12.5mm from right hand and bottom edges. An additional block of solid colour should be used for this positioning of the main logo for clarity.
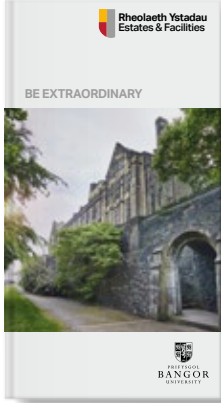
Our main logo is always in black when used in conjunction with a sub brand.

Our internal signage uses the sub brand identity only, with no main logo.

External sub brand application to A4

External sub brand applications to smaller formats

Internal signage example

BE EXTRAORDINARY

Brand colours

Colour and how we use it, is a crucial aspect of our visual identity. It must be used in a way that reflects our values, the ambitions of our brand and our brand beliefs.

This is not an elaborate colour system or an attempt to colour code all aspects of the university. This is about capturing the energy, passion and culture we are creating as a University.

Primary Corporate Colours

These colours are primarily for use with our logo/brandmark. The use of red and yellow outside of the logo, should be carefully considered and not overused. The full colour logo should never be used on a red or yellow backgound.

Pantone 1805 C	Pantone 124 C	Black	White
C5 M96 Y76 K22	C0 M32 Y100 K0	C0 M0 Y0 K100	C0 M0 Y0 K0
R184 G34 B51	R253 G180 B21	R0 G0 B0	R255 G255 B255
#b82233	#ebb415	#000000	#FFFFFF

Secondary colour palette
We are modern, forward thinkers

Supporting the primary colourways is a palette of sixteen colours carefully bringing together distinctive tones with bolder colours to allow flexibility and freedom – but always used thoughtfully following our key principles for using colour.

The colours represent our brand and university. Bold, confident, modern, energised and ambitious. These tones represent our brand ambitions and our brand beliefs. To be used in all marketing comms.

Slate Grey	Pantone 101-16 C	Pantone 105-16 C	Pantone 116-4 C
No Pantone Reference	C100 M94 Y0 K60	C100 M68 Y0 K39	C54 M0 Y0 K13
C85 M69 Y50 K56	R26 G20 B73	R0 G57 B115	R107 G185 B220
R38 G48 B61	#1a1449	#003973	#6bb9dc
#26303d			

Pantone 55-8 C	Pantone 93-16 C	Pantone 76-8 C	Pantone 70-14 C
C0 M98 Y71 K0	C75 M100 Y0 K13	C0 M100 Y0 K23	C0 M81 Y27 K44
R229 G19 B58	R93 G31 B119	R190 G0 B104	R155 G54 B81
#e5133a	#5d1f77	#be0068	#9b3651

Pantone 150-14 C	Pantone 154-7 C	Sea Green	Pantone 124-6 C
C63 M0 Y78 K47	C53 M0 Y85 K0	No Pantone Reference	C74 M0 Y31 K0
R67 G119 B61	R140 G192 B75	C63 M0 Y40 K0	R0 G179 B186
#43773d	#8cc04b	R40 G222 B188	#00b3ba
		#28debc	

No Pantone Reference	Pantone 34-7 C	Web Orange	Pantone 75-4 C
C0 M32 Y94 K0	C0 M64 Y84 K0	No Pantone Reference	C0 M38 Y0 K0
R250 G182 B0	R238 G118 B51	C0 M51 Y82 K0	R246 G185 B213
#FAB600	#ee7633	R247 G147 B57	#f6b9d5
		#f79339	

Tertiary colour palette
Our history, heritage and landscape

Bangor University is steeped in history and heritage. Our location is surrounded by the Snowdonia National Park. To reflect these elements we have created a subtle palette of colour, which also incorporates our environment: stone, slate, sand, water, forest, meadow and sea.

We use this palette to support our primary and secondary colours.

We do not departmentalise the use of our colourways. See how to use colour, in our 'Brand Elements' section.

Pantone 56-16 C	No Pantone Reference	Pantone 117-4 C	Pantone 174-15 C
C0 M99 Y73 K60	C100 M86 Y0 K77	C47 M0 Y0 K22	C65 M48 Y37 K52
R121 G14 B23	R14 G12 B53	R119 G177 B206	R67 G77 B87
#790e17	#0e0c35	#77b1ce	#434d57

Pantone 100-4 C	Pantone 43-16 C	Pantone 177-6 C	Pantone 152-15 C
C42 M40 Y0 K10	C42 M65 Y64 K60	C57 M40 Y52 K0	C61 M0 Y86 K31
R151 G145 B190	R89 G57 B48	R130 G140 B127	R88 G142 B59
#9791be	#593930	#828c7f	#588e3b

Web colour palette
Accessible colour combinations

Bangor University has created a web-specific palette that reflects the environment we are surrounded by - slate grey, sea green, yellow and orange.

As some colour combinations can be problematic for people with visual impairments or colour blindness, this palette is for everyone to enjoy.

Slate Grey	Sea Green
No Pantone Reference	No Pantone Reference
C85 M69 Y50 K56	C63 M0 Y40 K0
R38 G48 B61	R40 G222 B188
#26303d	#28debc

Orange	Yellow
No Pantone Reference	Pantone 124 C
C0 M51 Y82 K0	C0 M32 Y100 K0
R247 G147 B57	R253 G180 B21
#f79339	#ebb415

Accessibile usage examples:

Sea Green on Slate Grey	Slate Grey on Sea Green	Orange on Slate Grey	Slate Grey on Orange
Slate Grey on **White**	**White** on **Slate Grey**	**Slate Grey** on **Yellow**	**Yellow** on **Slate Grey**

Using colour combinations

We use colour simply and confidently, the colours we select, the way we use them and the principles that will guide their use are vital in communicating who we are.

These examples show how different colour combinations in your design layouts can work within different markets e.g undergraduate versus research schools.

Shields used to illustrate colour combination examples only. Not for use in communications.

Typography

Our brand typeface

Primary typeface:
Aktiv Grotesk is our voice.

Font: Aktiv Grotesk
Weight: Regular,
medium and bold

https://fonts.adobe.com/fonts/aktiv-grotesk

Primary typeface

Our primary font for all of our marketing is Aktiv Grotesk (Regular, medium and bold), and is used to ensure all our materials are delivered consistently.

Why Aktiv Grotesk?

A distinctive and modern type style that elevates our brand and help us communicate with clarity. Aktiv is the core font in our visual identity and synonymous with our brand.

The font is used to create a destinct, strong and modern typographic style for all of our communications. It is flexible and has many different uses across all of our collateral, in print and digital applications.

Use for headlines on covers, for standfirst paragraphs on brochure spreads, body copy and all brand messaging e.g. advertisements, exhibitions and campaigns.

Secondary typeface for presentation usage only

If our primary font cannot be used for presentation purposes please substitute the typeface with the following system font and weights:

Arial - Regular (body copy)
Arial - Medium (sub-headings)
Arial - Bold (Main headings)

EMPOWERING

AaBbCcDdEe0123
AaBbCcDdEe0123
AaBbCcDdEe0123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Using our typeface

Aktiv Grotesk Regular
Aktiv Grotesk Medium
Aktiv Grotesk Bold

ENABLING THE EXTRAORDINARY

Freedom to create.

All brand messaging headings should be in upper case and a bold weight with -20pt tracking. Type size at the discretion of the designer.

The sub heading is in lower case medium weight, with -20 tracking.

LEADING THE FIELD

Be extraordinary.

Communicating our message

Preferably headline text should be centred and in the bold weight as upper case with the sub heading in medium and as lower case.

Contrast

There must be enough contrast for all text styles to be clearly legible against any type of background.

Typography application

Examples of Aktiv Grotesk in design layouts

BRILLIANT.
POSITIVE.
CULTURAL.

Discover the extraordinary in you

Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed
do eiusmod tempor incididunt
ut labore et dolore magna
aliqua. Ut enim ad minim
veniam, quis nostrud
exercitation ullamco laboris nisi
ut aliquip ex ea commodo
consequat. Duis aute irure
dolor in reprehenderit in
voluptate velit esse cillum
dolore eu fugiat nulla pariatur.
Excepteur sint occaecat
cupidatat non proident, sunt in
culpa qui officia deserunt mollit
anim id est laborum.

FREEDOM TO GROW

For those who want to grow and
succeed, Bangor University
opens up a world of opportunity.

Aktiv Grotesk Medium is
used for sub headings.

EMPOWERING

Freedom to create.

18 84

Aktiv Grotesk Regular is used
for body copy and can be
design left aligned or centred
within design layouts (see
opposite).
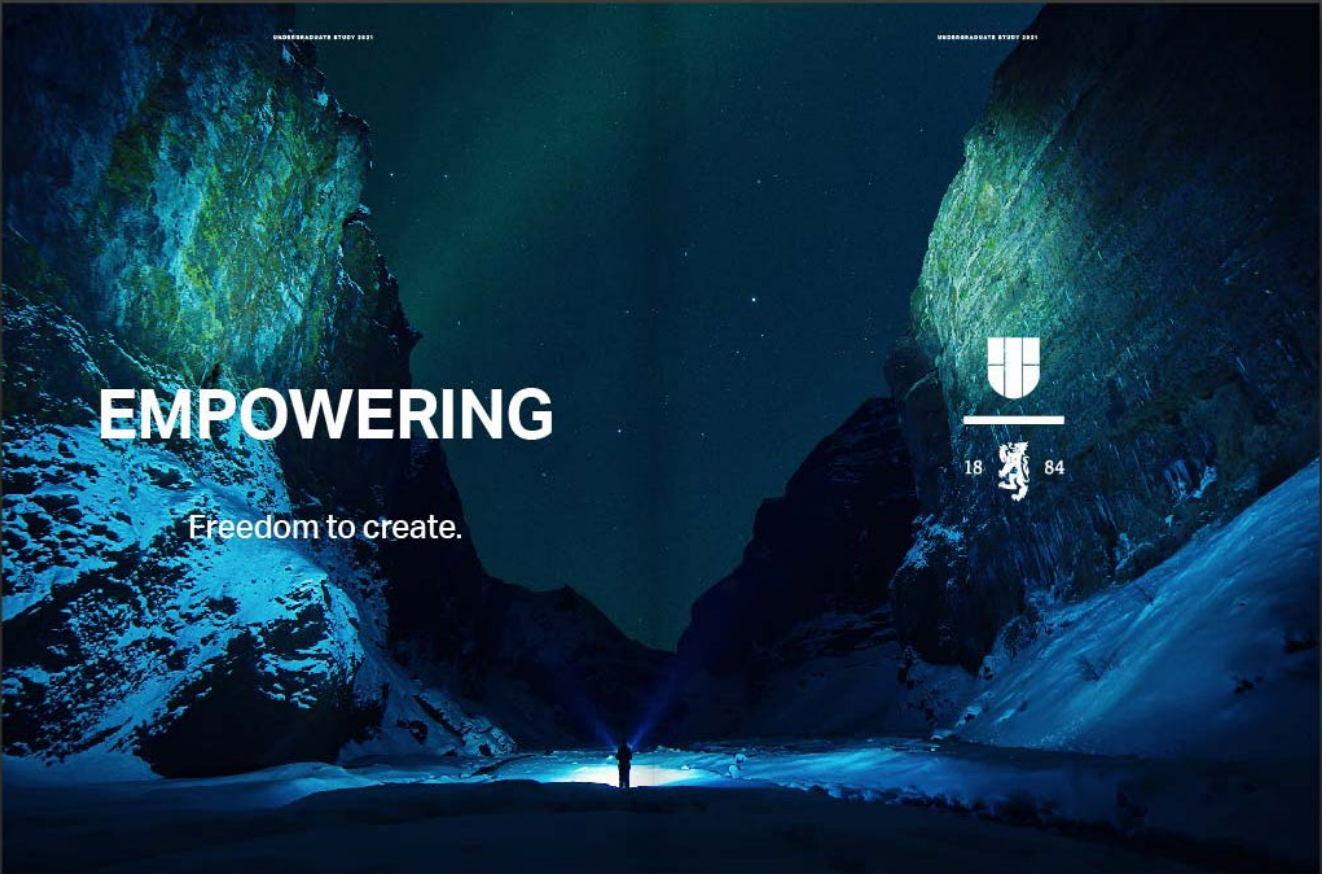
BRAND ELEMENTS

Our brand devices and how to use them.

Brand devices I

Simplifying the core brand

We have developed supporting graphic brand devices which utilise elements of the core identity at its foundations.

These devices have been developed to help widen and expand the university's brand language and should be used across all communications.

Device #1 - Shield Outline

This device represents our coat of arms and shield shape, in its most minimum form. We use this device in our publications and advertising. It can be used with and without the main core identity. It represents the university without the need to continually use our shield.

It can be used on photography or blocks of colour. The colour of the device is left to the designers descretion.

Sizing
The shield line should be 1.6mm thick, based on A4 size. We only use a third of the shield or less. It can be used aligned left or right.

See opposite and following examples for usage.

Example 1

Using the outline graphic on top of a photography.

Applications

Example 2

Using the shield on a double page spread.

Examples 3

Use the shield to highlight quotes, factual infomation and profiling case studies.

Academic profile

# Brand devices II

Graphic shield

Device #2 - Shield

This device represents our coat of arms and shield shape and segmentation. We use this simplified graphic device in all communications.

Its usage is two fold in that it is used as a centred brand tagging device in design layouts and in key brand statemements and headline copy. Its shape and internal lineage can also be used with single imagery and also multiple imagery although this purpose is primarily for recruitment only, see recruitment templates.

It can be used with and without the main core identity. It represents the university without the need to continually use our coat of arms.

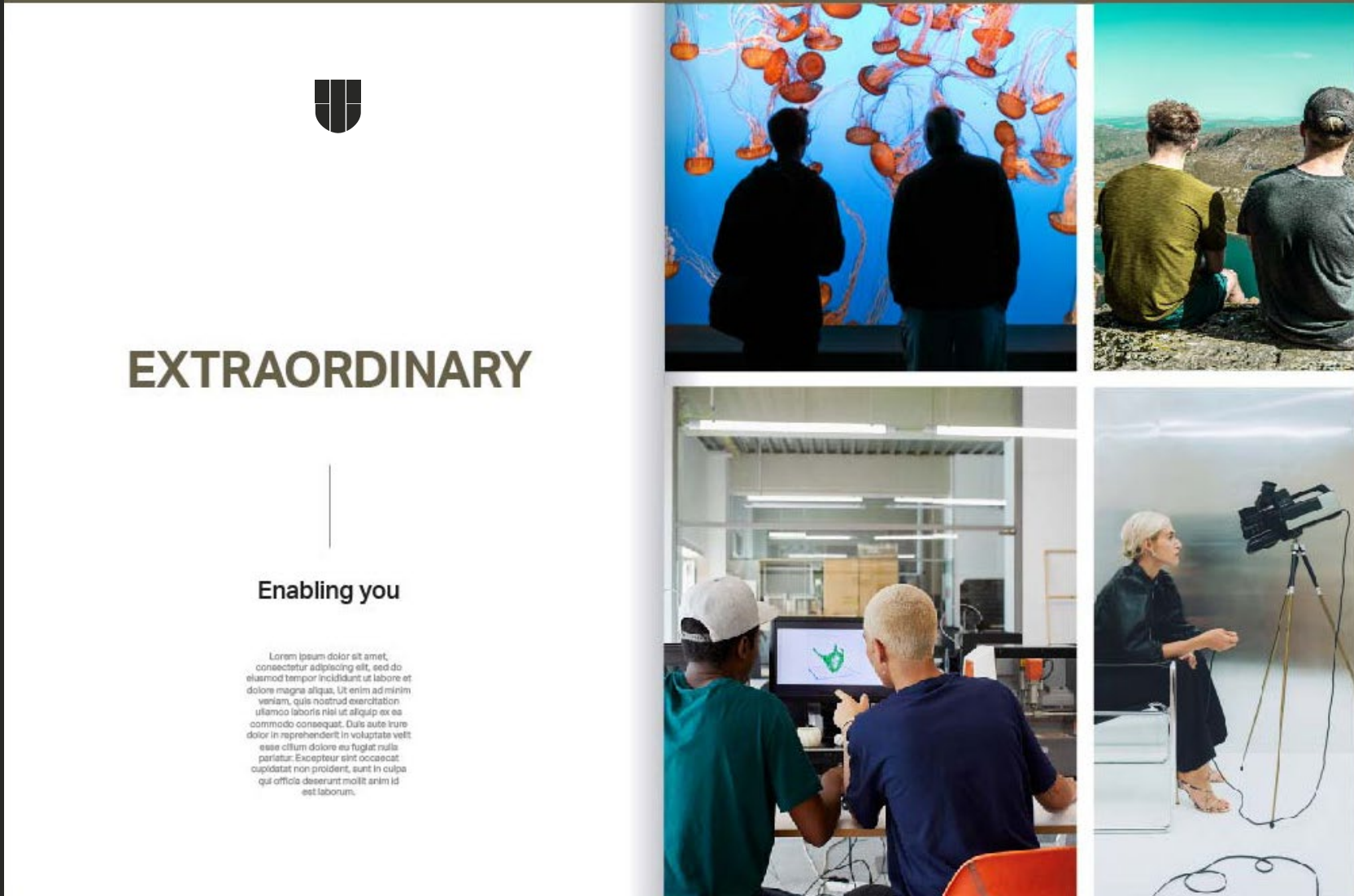See opposite and following examples for usage.
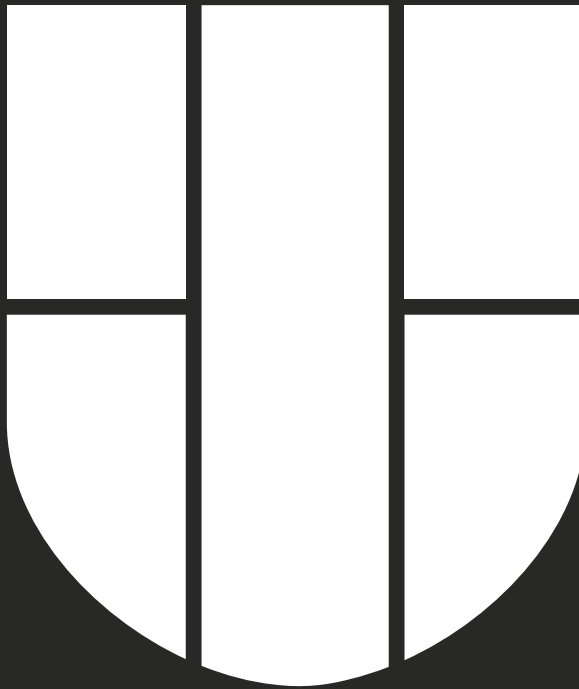
Example 1

Using the shield as a brand tagging device combined with impactful typography.
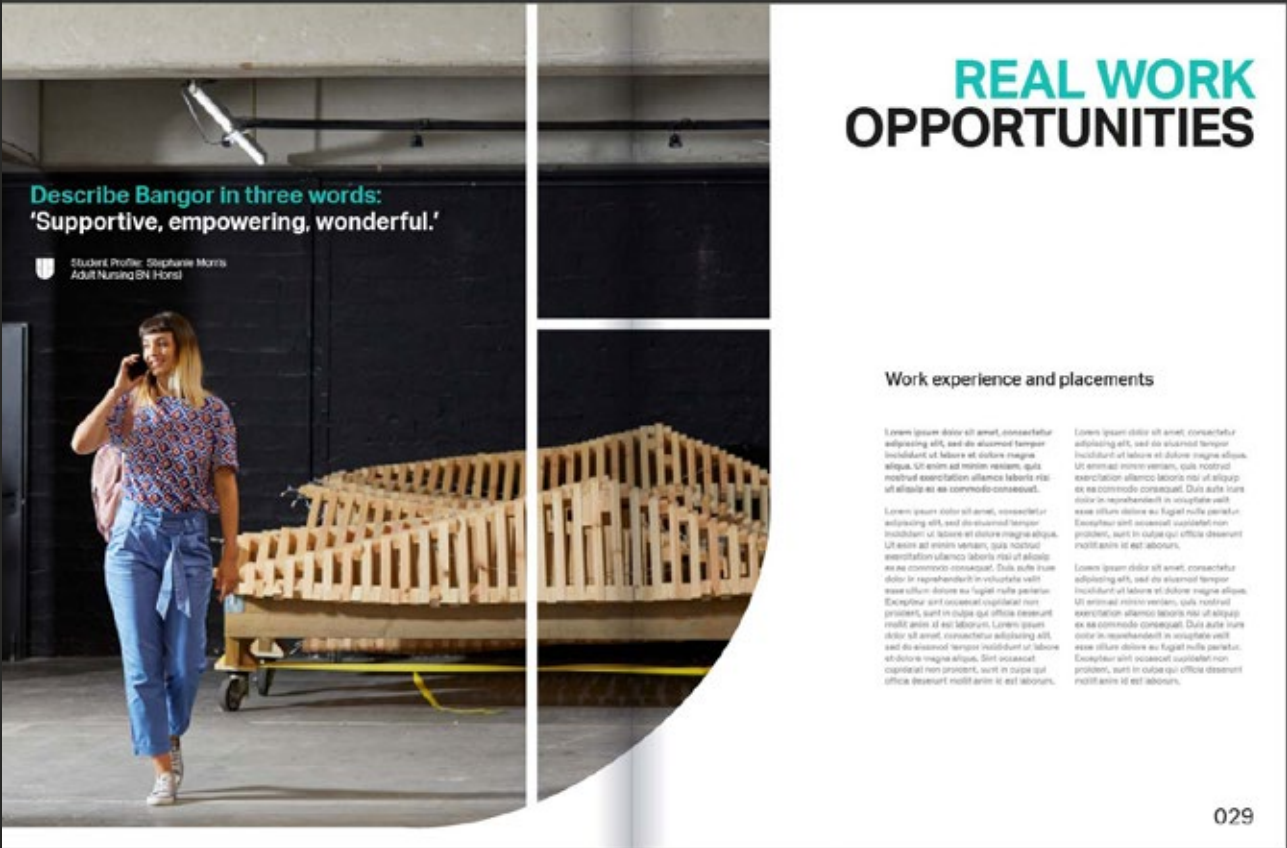
Applications

Example 2

Using multiple images within
the shield segmentation, and a
graphic shield as a brand tagging
device.

EXTRAORDINARY

Enabling you

Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed do
eiusmod tempor incididunt ut labore et
dolore magna aliqua. Ut enim ad minim
veniam, quis nostrud exercitation
ullamco laboris nisi ut aliquip ex ea
commodo consequat. Duis aute irure
dolor in reprehenderit in voluptate velit
esse cillum dolore eu fugiat nulla
pariatur. Excepteur sint occaecat
cupidatat non proident, sunt in culpa
qui officia deserunt mollit anim id
est laborum.

Examples 3

Using whole single images within
the shield segmentation and as a
quotation tag.

REAL WORK OPPORTUNITIES

Describe Bangor in three words:
'Supportive, empowering, wonderful.'

Student Profile: Stephanie Morris
Adult Nursing BN (Hons)

Work experience and placements

029

OCEAN SCIENCE

Applications

Examples 5

Banner design integrating
a multiple image shield for
recruitment purposes.

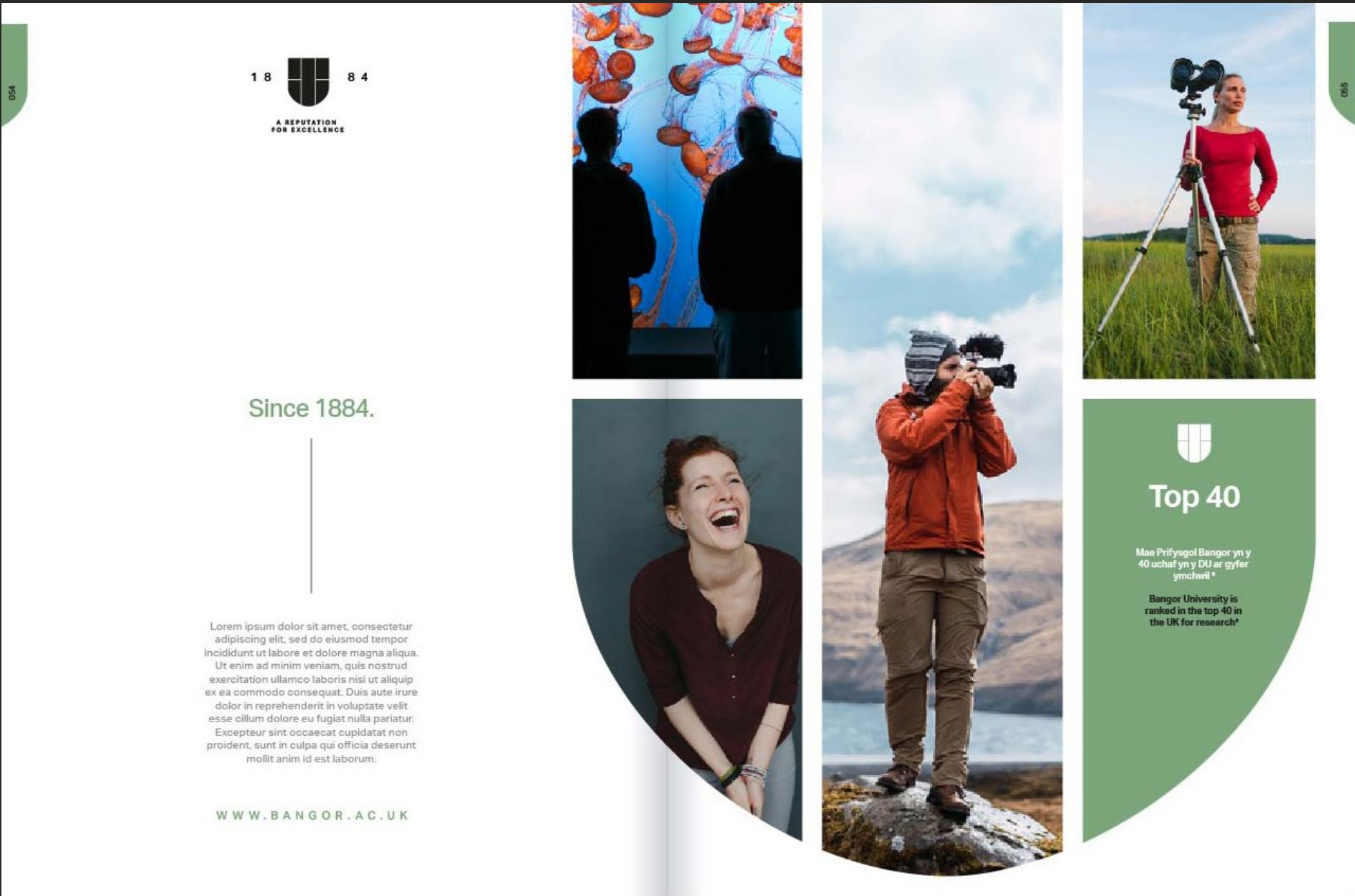**Example 4**

A full shield of multiple imagery
can be used when talking about
various different subjects for
example in school /college based
comms.

This approach should also be
primarily be used as direction for
recruitment materials.

Recruitment banner

Schools / College brochure

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TEMPLATES

Brand templates for reference for designers and marketing officers.

Recruitment

Advertising

Flyer/Booklet

We use Device #I, the shield outline, when we create advertising and recruitment materials for staff and student campaigns.

The font used for our main messages is Aktiv Grotesk Bold, in upper case. See our 'Typography' and 'Brand Elements' section for more details.

Our recruitment materials should lead with an 'extraordinary' themed image.

Contemporary images with a strong, modern style are used to support the university's vision and key brand messages. The themes of openness, opportunity, extraordinary, learning and growth should inform your image selection when using stock photography.

A4 Brochure

ENABLING THE EXTRAORDINARY

Freedom to create.

A5 Flyer

BRILLIANT. POSITIVE. CULTURAL.

Enabling the extraordinary.

BANGOR.AC.UK

We use Device #I, the shield outline, when we create advertising and recruitment materials for staff and student campaigns.

The font used for our main straplines is Aktiv Grotesk Bold, in upper case. See our typography section for more details.

Our recruitment materials should lead with an 'extraordinary' themed image.

Contemporary images with a strong, modern style are used to support the university's vision and key brand messages. The themes of openness, opportunity, extraordinary, learning and growth should inform your image selection when using stock photography.

Staff recruitment advertising

BE EXTRAORDINARY

Describe Bangor in three words: 'Supportive, empowering, wonderful.'

BANGOR.AC.UK

Student recruitment advertising

Describe Bangor in three words: 'Supportive, empowering, wonderful.'

**BRILLIANT. POSITIVE. CULTURAL.**

BANGOR.AC.UK

Corporate

Corporate Report

Our corporate design work predominantly uses our core corporate palette of red, yellow, black and white. Our corporate designs are cleaner and more minimalised than recruitment and advertising artworks, giving more space to for the imagery.

Our corporate communications must be dynamic and engaging. Creators must follow the same design guidance and rules as shown in the 'Visual identity' and 'Brand Elements' sections.

Contemporary images with a strong, modern style are used to support the university's vision and key brand messages. The themes of openness, opportunity, extraordinary, learning and growth should inform your image selection when using stock photography.

A4 Brochure
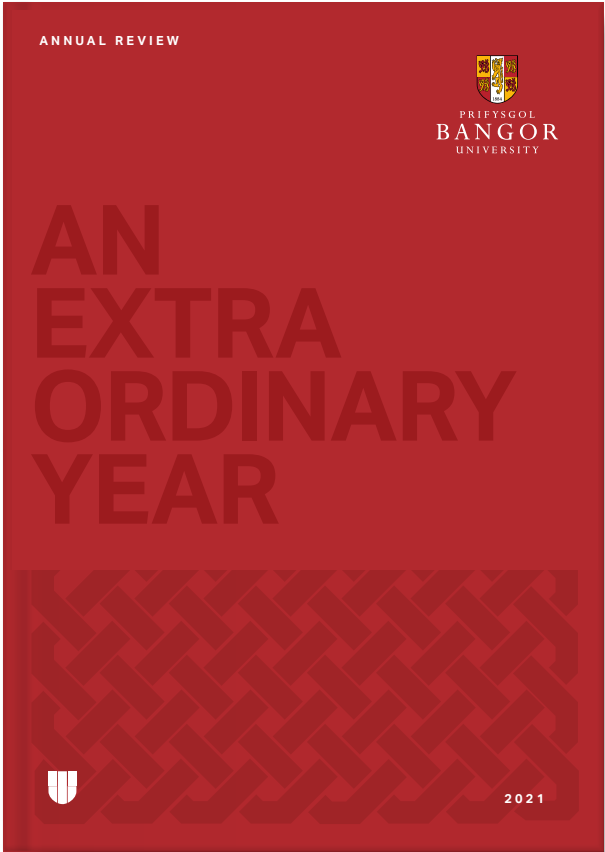
Keynote / Powerpoint presentations

Our presentations must be dynamic and engaging. Creators must follow the same design guidance and rules as shown in the 'Visual identity' and 'Brand Elements' sections.

Contemporary images with a strong, modern style are used to support the university's vision and key brand messages. The themes of openness, opportunity,

extraordinary, learning and growth should inform your image selection when using stock photography.

Secondary typeface for presentation usage only
If our primary font cannot be used for presentation purposes please

substitute the typeface with the following system font and weights:
Arial - Regular (body copy)
Arial - Medium (sub-headings)
Arial - Bold (Main headings)
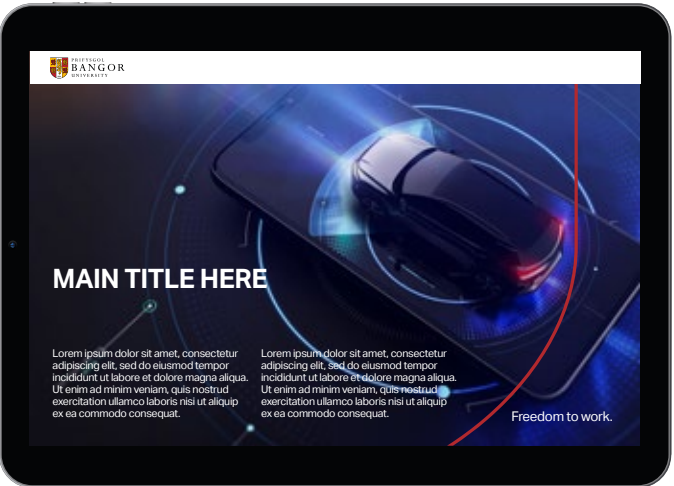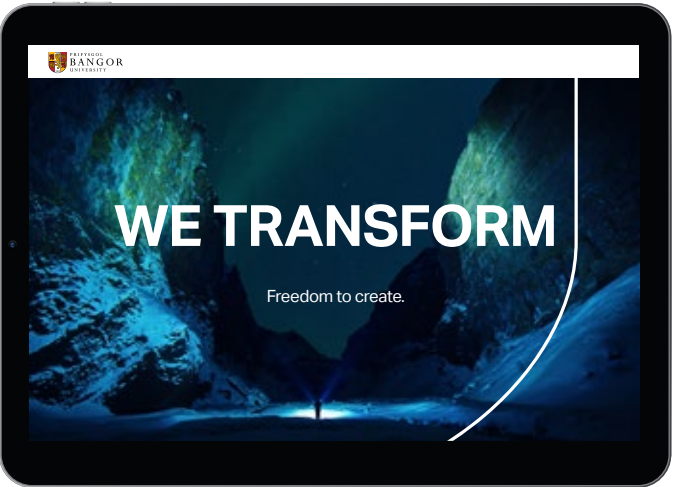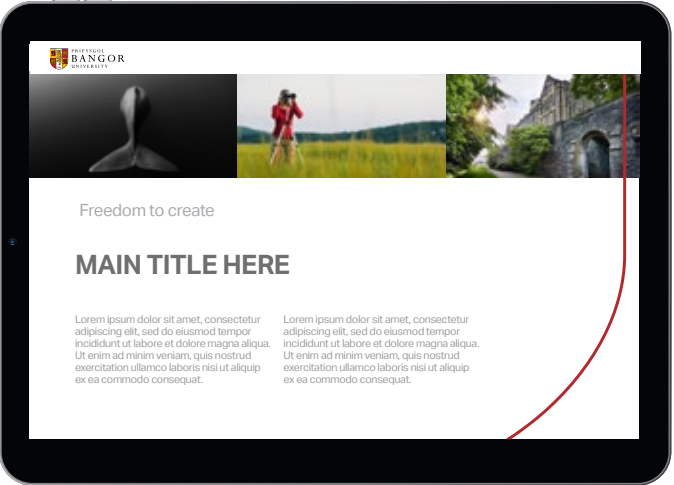
Corporate clothing

Vehicle livery

Brand application

We use Device #I, the shield outline, to brand our university workwear. The outline device is printed to the front only in our corporate palette, with the colour white supporting these. White is used for all copy for maximum legibility.

For work jackets the sub branding is used on the front only, with our main primary logo positioned on the back of the workwear.

Brand application

We use Device #I, the shield outline, to brand our university vehicles. The outline graduates from Pantone 124 C (yellow) to Pantone 1805 C (Red).

This is used in conjunction with the relevant sub branding and website URL, the example here is the Estates and Facilities department. This design has been developed to work on black and white vehicles.

The sub branding should only be placed on the side of the vehicle, our main logo should be used on the reverse of the vehicle with our website URL.

Bangor University
Bangor, Gwynedd, LL57 2DG

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