Swansea University
Brand Asset Guidelines

Swansea University
Prifysgol Abertawe

Contents

We are Swansea University

The Swansea University brand is our reputation, heritage and a reflection of the way we do things and everything we stand for.

Visually representing our brand

Our visual identity helps us communicate our brand and differentiate from our competition.

The Swansea University brand uses several key visual assets:
Logo | Fonts | Wave graphic | Colour

Together they form the foundation for visually representing the Swansea University brand.

Who is this guide for?
This guide is for internal staff who are wanting to use Swansea University's brand assets in their marketing or advertising.

Why is this guide important?
These guidelines outline the general rules when using Swansea University's brand assets. Consistent use of these assets helps people easily recognise that what they are looking at has been created by Swansea University.

It is important that your marketing materials use these assets correctly and consistently to ensure our messages are communicated effectively and that our excellent work continues to strengthen the Swansea University brand.

Where can I get the Swansea University brand assets?
All Swansea University brand assets can be downloaded from our marketing toolkit:
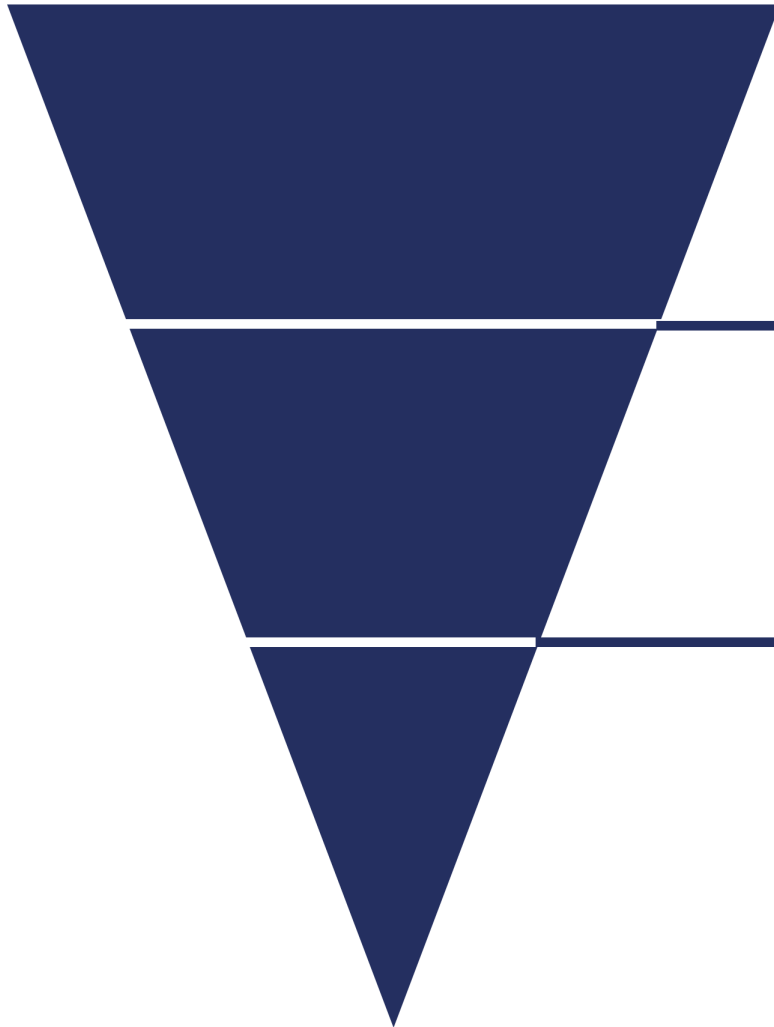**www.marketingtoolkit.swansea.ac.uk**

Who can I ask for help?
If you are unsure of anything after reading the guidelines, please contact the Corporate Marketing Team:
marketing@swansea.ac.uk

Swansea University brand structure

Swansea University has a three stage structure to its brand:

1. The core Swansea University brand

Example

The majority of entities within the University fit under this group and should follow the Swansea University visual identity guidelines when creating material so that they properly represent the University brand.

This allows us to continually strengthen the Swansea University brand, but also enables all entities within the University to capitalise on these strengths, while still clearly communicating what they offer.

2. Key sub-brands

Example

As the University has grown, our strategy has adapted and in certain circumstances facilitated the creation of some entities with slightly different identities. For example, Sport Swansea or Graduation.

Any new sub-brand needs to be approved by the Director of Marketing, Recruitment and International and the Senior Leadership Team.

3. Independent brands

Example

Joint ventures with commercial partners or collaborative projects where a number of HEIs are equally involved will sometimes require a separate identity. The Swansea University logo should still feature on all marketing collateral related to the project.

Unique brands need to be approved by the Director of Marketing, Recruitment and International and the Senior Leadership Team.

Visual identity usage guidance

Use this guidance chart to determine how you should use the Swansea University visual identity.

Colleges, Schools and University Directorates and Departments **Professional service units** **Business units**	**Use the Swansea University visual identity** When designing marketing material, for most uses, the name of the Directorates and Department can be written in our brand typeface. Alternatively, it might be suitable to use the Swansea University lock-up logo system.
Swansea University Research Centres **Research projects/activities solely run by Swansea University**	**Use the Swansea University visual identity** The Swansea University visual identity should be used by all centres or projects that are entirely part of the University. For most uses, the name of the centre or project can be written in our brand typeface. Alternatively, it might be suitable to use the Swansea University lock-up logo system. Unless otherwise stated in their requirements, funding body logos should be displayed on all material. Please speak to the Corporate Marketing team for support: marketing@swansea.ac.uk
Key sub-brands	Key sub-brands should follow their own identity guidelines but still use the Swansea University logo in any marketing material
Multiple partner projects	**Use the Swansea University logo in any marketing material, along with that of the partner organisation** It is feasible that collaborative projects, where a number of HEIs are involved, will require a project logo/identity. If Swansea University is leading this project please work with the Swansea University brand team and incorporate as many of the University brand assets as possible. Marketing material should still include the Swansea University logo in a prominent position. Please speak to the Corporate Marketing team for support: marketing@swansea.ac.uk
Research projects with commercial/external partners	**Use the Swansea University logo in any marketing material** Joint ventures with commercial partners may require a separate identity. If the project needs an identity, please work with the Swansea University brand team. Marketing material should still include the Swansea University logo in a prominent position, preferably first when listed with other organisations. Please speak to the Corporate Marketing team for support: marketing@swansea.ac.uk
Spin-out companies	Any Swansea University enterprise that has been incorporated as a company should implement its own separate visual identity. Swansea University branding should not be used for this purpose.
Crediting sponsor and partner organisations	Where a Swansea University initiative is sponsored or supported by a company, another university or other external partner, the partner's logo may be used in print and online alongside the Swansea University logo.
Organisations based at Swansea University	Organisations based at the University that are entities in their own right, rather than part of the University, should use their own separate visual identities and logos rather than those of the University.

# Swansea University's coat of arms

The logo is made up of two elements - the graphic crest and the logotype. The graphic is derived from the University coat of arms, with elements representing the history of the University. The University's coat of arms was granted by the College of Heralds in 1921 and remains an elegant representation of our traditions, heritage, and standing. Swansea's industrial and maritime heritage is depicted on the shield by the hammer, pickaxe, and anchor.

The book represents academia, and the dragon symbolises Wales. The City's medieval history is portrayed on the crest by the castle, which sits on a silver and green torse, the twisted roll of fabric that holds the tassled mantle in place on the helm.

The shield's colours are still used by the University today; our sports teams wear their green and white strips with pride, and the silver of the helm and red of the dragon have been evoked subtly throughout our award congregations.

The motto, Gweddw crefft heb ei dawn, which can be translated as Technical skill is bereft without culture, is taken from the Myvyrian Archaiology, one of the earliest collections of medieval Welsh literature to be printed entirely in Welsh.

The modern representation of the coat of arms also characterises our ongoing commitment to stimulating a dynamic knowledge economy where once heavy industry dominated.
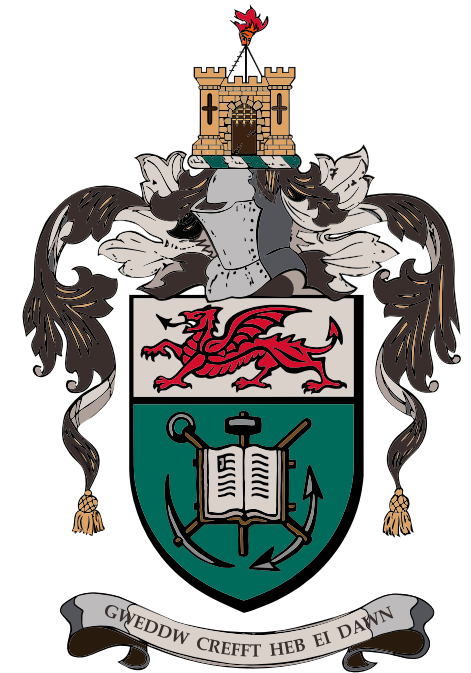
The Swansea University logo

The Swansea University logo is the main asset in our visual identity and it should appear on all communications that represent the University. It is a formally registered trademark and must be used correctly. Never separate the elements of the logo. The crest should always be used in combination with the words 'Swansea University Prifysgol Abertawe'.

There are three formats of the official Swansea University logo to select from. Each format has an English and a Welsh option. The difference is indicated by which language appears above the other in the logo. The Welsh option should be used in all Welsh language publications.

Centered logo
The centred University logo is the primary version of our logo and should be used whenever possible. The preferred and recommended colour choice is the Pantone 662 version.

Horizontal
The horizontal University logo works well when available vertical space is an issue, and allows the University to be clearly signified without compromising legibility. The preferred and recommended colour choice is the Pantone 662 version.

Stacked logo
The stacked University logo provides a useful option when the logo needs to be used at a small size. The preferred and recommended colour choice is the Pantone 662 version.

The logos found in this document are available in a range of formats.

It Is important that you choose the correct format for the right application.

For all professionally printed materials use an EPS format file type.

Use either JPG or PNG for Microsoft Office (Excel, PowerPoint and Word).

When preparing digital documents, use JPG or PNG.

All brand elements can be found on the Swansea University Marketing Toolkit. This can be found here: www.marketingtoolkit. swansea.ac.uk

Only approved, supplied logos can be used. In all circumstances use the provided master artwork files.

No attempt should be made to recreate or alter any logo artwork.

Logo positioning, size and isolation area

Logo positioning
Where possible, the logo should always appear top right of all publications and documents.

Isolation area
In order to display the Logo to its best effect and ensure maximum impact, a clear zone surrounding the logo has been defined. This is the minimum distance to be kept clear of all other type, graphic elements, rules and detailed areas within images. This clear space is the height and width of the S on all four sides. If possible, leave more than the minimum isolation area.

Minimum size
To ensure the logo is always legible the crest should never be less than 20mm high.

20mm

20mm

Logo colour variations

Corporate blue (centered logo)

The full-colour logo, which uses the University blue (Pantone 662), is the preferred primary or single colour version and should be used whenever possible.

Black logo (centered logo)

This version of the logo has been created for use in press publications where there can be limitations on colour use.

White logo (centered logo)

It is permitted to use a white logo on a solid background colour as long as there is sufficient contrast between the logo and background.

Please note the logo should never appear in an isolated box or frame (the example shown here is for illustrative purposes only).

Logo - correct usage examples

Centered logo

Horizontal logo

Stacked logo

Incorrect logo use

Never change the shape or distort the logo.

Never change the proportions of the logo.

Never contain the logo within a shape.

Never use the words Swansea Abertawe with the words University Prifysgol missing.

Never recreate or change the logo or approved sub-brand.

Never reproduce the logo on an inaccessible colour as this makes it difficult to read.

Lock-up logos

All Swansea University colleges, centres and services have the option of using a lock-up logo. The lock-up logo incorporates the college/centre/service name positioned to the right of the core brand and separated with a vertical dividing line.

The logo text must also be displayed in Welsh with no exceptions. Lock-up logos can be used on specialised publications issued from the department itself, but not on the Swansea University website.

Centered

Horizontal

Stacked logo

Fonts

In order to ensure consistency across all our communication, the University uses a set of approved fonts:

Cosmos – Used for titles, headings and sub-headings
Futura – Used for body text
Arial – The standard font for letters, faxes, emails and other written correspondence

These should be used in all publications, signage and marketing material.

Cosmos and Futura are non-standard fonts and the University does not currently hold a campus-wide license for these fonts. The University's approved suppliers for Creative Design Services carry the full family of fonts. If there is an individual need to use Cosmos or Futura the fonts may be purchased directly from: education.pugh.co.uk

**Please note that the *Better Times* font, is a supplementary font used specifically on the UG Home Recruitment Campaign.
It should not be used for any other purposes.
In addition, when using on the recruitment campaign, it should be limited to PRINT only, and a maximum of 4 words as a title.**

Cosmos BQ Light
abcdefghijklmnopqrstuvwxyz 0123456789

Cosmos BQ Light Italic
abcdefghijklmnopqrstuvwxyz 0123456789

Futura Light
abcdefghijklmnopqrstuvwxyz 0123456789

Futura Light Oblique
abcdefghijklmnopqrstuvwxyz 0123456789

Futura Book
abcdefghijklmnopqrstuvwxyz 0123456789

Futura Book Oblique
abcdefghijklmnopqrstuvwxyz 0123456789

Arial
abcdefghijklmnopqrstuvwxyz 0123456789

Arial Italic
abcdefghijklmnopqrstuvwxyz 0123456789

Cosmos BQ Medium
abcdefghijklmnopqrstuvwxyz 0123456789

Cosmos BQ Extra Bold
abcdefghijklmnopqrstuvwxyz 0123456789

Futura Medium
abcdefghijklmnopqrstuvwxyz 0123456789

Futura Medium Oblique
abcdefghijklmnopqrstuvwxyz 0123456789

Futura Bold
abcdefghijklmnopqrstuvwxyz 0123456789

Futura Bold Oblique
abcdefghijklmnopqrstuvwxyz 0123456789

Arial Narrow
abcdefghijklmnopqrstuvwxyz 0123456789

Arial Bold
abcdefghijklmnopqrstuvwxyz 0123456789

Wave

The wave graphic is an important visual cue when promoting the Swansea University brand. Used consistently alongside our logo, it helps to quickly communicate that what you are looking at was created by, and represents, Swansea University.

Usage

You should use the wave graphic at the bottom of the front and back cover of all publications, on single page documents, advertisements (online and offline) and stationery. It is not necessary to use the wave internally on publications as it will be present on the cover or imagery on our website as it features across the footer of the site as a whole.

Momentum magazine example

Advert example
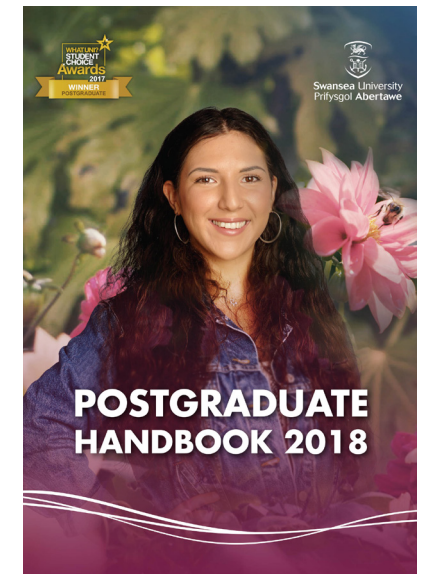
Brochure example

Colours

Colour is an important aspect of visually representing our brand.

Supporting our core brand colours, select campaigns and key-brands have their own colour palettes.

Colours should not be mixed across the different palettes.

For print, use the Pantone or the CMYK code.

For screen, use the RGB or hex code.

Core brand

White

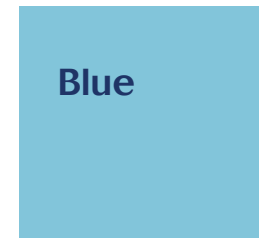Pantone 662
CMYK: 100. 90. 32. 20
RGB: 36. 47. 96
HEX: #242f60

Blue

White
CMYK: 0. 0. 0. 0
RGB: 0. 0. 0
HEX: #ffffff

Undergraduate and Postgraduate

White
Green
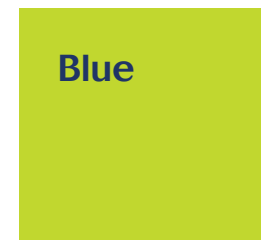**Light Blue**

Pantone 662
CMYK: 100. 90. 32. 20
RGB: 36. 47. 96
HEX: #242f60

Blue

Pantone 9205C
CMYK: 46. 7. 10. 0
RGB: 147. 201. 223
HEX: #93c9df

Blue

Pantone: 389 C
CMYK: 29. 0. 100. 0
RGB: 202. 212. 0
HEX: #cad400

Blue

White
CMYK: 0. 0. 0. 0
RGB: 0. 0. 0
HEX: #ffffff

Colour Combinations

Please be aware of the colour combinations we have displayed on this page. These combinations show the background and text colours that have been tested and approved in line with accessibility guidelines. **Do not use** alternative colour mixes (e.g. white text on the light blue background, as these have been tested and do not pass).

White

Blue

If you need to test a background/text colour combination please enter the Hex codes on the websites below.

https://colorable.jxnblk.com
or
https://webaim.org/resources/contrastchecker/

To pass the accessibility levels they need to score at least AA or AAA.

Centenary Brand

2020 marked Swansea University's Centenary year, and to acknowledge this milestone, we created a Centenary version of our logo, introduced gold to the University colour palette and designed a new gold wave asset.

These brand assets were intended for use from May 2018 - December 2020.

We will be returning to use of the core University brand from January 2021, which incorporates the main University logo (page 9) and lock-up variations (page 12) and colour palette (page 15).

Ongoing Centenary Activity

Some Centenary activity will continue throughout the 2020-21 academic year. Where this is the case, a new strapline **"A Second Century of Making Waves"** can be used, alongside the main University logo.

Exceptions

For select strategic initiatives only (such as VCO events / announcements), elements of the Centenary brand may continue to be used, including the navy, white and gold colour palette, and the gold wave.

If you are unsure of whether your intended use meets this criterion, or if you have any questions surrounding the retirement of the Centenary brand, please contact the Corporate Marketing team for guidance: marketing@swansea.ac.uk

Existing materials

If you are currently using the Centenary logo and assets in printed marketing materials, this can be used until it needs to be replaced, but when commissioning new marketing items, please use the main logos and colour palettes.

Where possible, please update any digital materials (social media accounts, digital templates etc.) as soon as possible, with a view to retire the Centenary brand by the end of the 2020-21 academic year.

Welsh language

Swansea University is proud to be a bilingual University. Welsh is an official language in Wales and the University's Welsh Language Scheme outlines which services we will provide through the medium of Welsh and how we will treat both languages equally, in line with the requirements for public institutions in Wales.

All marketing, communications and promotional activity should be guided by the University's Welsh Language Scheme. Where materials are being produced for external audiences within Wales we have a duty to provide bilingual materials. All adverts placed for publication in Wales must be bilingual. Guidance for marketers on implementing the University's Welsh Language Scheme can be viewed here: **www.swansea.ac.uk/the-university/welsh-language-policy/welshlanguagestandards/**

Welsh Language Standards

University logos and branding
Standard 87

Any logo, brand, slogan or any other type of corporate ID should be in Welsh and in English, and treated equally.

There is no specific requirement concerning the placement of the Welsh text (e.g. Welsh to appear above English text) on logos but the appropriate version of the logo (e.g. English first/Welsh first) should be used depending on the context.

For further guidance visit:
www.swansea.ac.uk/welsh-language-standards/what-are-the-welsh-language-standards/

For further guidance please contact the Corporate Marketing Team:

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