SWANSEA UNIVERSITY
BRAND ASSET GUIDELINES

Version 5
July 2025

Swansea University
Prifysgol Abertawe

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.

Swansea University
Prifysgol Abertawe

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 | Graphic Elements | Colour

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

Who is this guide for?

This guide is for anyone who wants to use Swansea University's brand assets in their marketing or advertising.

Why is this guide important?

These Brand Guidelines have been designed to enable all colleagues across Swansea University to understand our brand DNA; our narrative, content pillars and messaging that will help us to engage with our key audiences.

You can also find out more about our brand hierarchy, and how to apply Swansea University's brand effectively whether you are based in a Faculty, PSU or on a research project.

There is also extensive guidance on Swansea University's visual identity, from logos to colours, fonts to graphic elements.

Where can I access Swansea University marketing assets and how do I ask for help if needed?

Marketing assets can be found on the Swansea University Brand Centre portal. For further guidance, or to request access to Brand Centre, please submit a marketing request via the University's Service Now portal.

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 Brand Centre portal.

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.

BRAND NARRATIVE

Established in 1920, Swansea University is a campus community by the sea. The local geography shapes who we are but doesn't solely define us. Wherever we may be in the world, we are recognisable by the warmth of our people and the fulfilling student experience that we offer.

The Swansea experience can be described in one word, balance. World-leading research combined with excellent teaching; academic achievement complemented by an enriching social and cultural life; outstanding graduate outcomes that are championed by our supportive, inclusive environment.

Swansea University is an institution that balances our 100-year heritage with the progressive outlook of a modern university. We carry with us a warm Welsh welcome, and a commitment to purposeful, practical research which makes a real difference to the world around us.

Our motto, Gweddw Crefft Heb Ei Dawn, meaning 'Technical Skill s Bereft Without Culture', is as true today as it was 100 years ago. Our graduates benefit from numerous opportunities that enable them to gain industry experience, develop an entrepreneurial mindset, and undertake training in key employability skills. They are more than work ready, they are capable of making their mark on any industry.

CONTENT PILLARS

Our most recent Brand Review indicated that the following aspects of Swansea University life were those that resonated most strongly with both internal and external audiences:

- Community and Culture: A welcoming place; part of its local community; beachside location.
- Inclusive: Diverse and International; offering a personalised experience.
- Academic Balance: Great teaching and research; offers a full experience (social experience and well-rounded academic programmes).
- Supportive: Ensuring students thrive; a strong focus on employability.

We have combined these robust findings with up-to-date research on the changed landscape externally, which indicates that future students are seeking to improve their employability, and are balancing not only a choice of universities, but whether to pursue a university education at all.

This has enabled us to create our content pillars, aligned to corporate strategy, which are embedded across all the content we produce and all channels.

Value	Support	Teaching excellence	Research with impact	Connected community	Heritage and culture	Sustainability
Careers, Graduate Outcomes, Employability	Concerns around Cost of Living, Student Support services	Replacing TEF Gold	Focusing on our impact on people, places and challenges	Global, Alumni, Student Experience, Community	Heritage, civic mission and Welsh language culture	Research, Student Life and campus ethos

ELEVATOR PITCHES

Undergraduate (UG) Students (100 words)

Swansea University is where big dreams meet a close-knit community by the sea. With inspiring teaching, real-world learning, and a warm, welcoming campus, you'll find the perfect balance between academic success and personal growth. Whether you're exploring future careers, building lasting friendships, or discovering new passions, Swansea is here to support your journey every step of the way. We combine our proud Welsh heritage with a global outlook, helping you prepare for life beyond university. Your future doesn't start someday - it starts here. Join us at our next Open Day and see where Swansea could take you.

Postgraduate Taught (PGT) Students (100 words)

Take your passion to the next level at Swansea University. Whether you're advancing your career or diving deeper into a subject you love, our master's programmes offer the perfect blend of academic rigour, employability focus, and real-world relevance. You'll benefit from strong industry connections, tailored support, and a community that inspires ambition while staying grounded and welcoming. With a proud 100-year heritage and forward-thinking research culture, we'll help you build confidence, practical skills, and global perspective. Join us at a Postgraduate Information Session to take your next step with purpose, passion, and the support you need to thrive.

Postgraduate Research (PGR) Students (100 words)

At Swansea University, your research matters. We support your curiosity with world-class facilities, expert mentorship, and a vibrant research community committed to real-world impact. Whether you're tackling global challenges or deepening specialist knowledge, we offer an environment where setbacks are supported, and breakthroughs are celebrated. Ranked among the top 300 universities in the world, we're ambitious yet grounded, with a proud Welsh heritage and a strong sense of purpose. From funding guidance to research training, our dedicated PGR team is here for every step of your journey. Start your research story in a place that's ready to invest in you.

International Students (100 words)

Swansea University is your gateway to a world-class education in a safe, welcoming coastal city. With over 130 nationalities on campus, you'll join a global community that values diversity, ambition, and inclusion. Established in 1920, our proud Welsh heritage meets modern teaching and impactful research that opens doors around the world. From employability-focused programmes to personalised support, we're committed to helping you succeed - academically and personally. Ranked among the top 300 universities globally, Swansea offers more than a degree; it offers a home away from home.

Community (100 words)

Swansea University is your university - rooted in the heart of the city and here for everyone. Whether you're attending a public lecture, enjoying the Egypt Centre, or accessing our health and wellbeing services, our campuses are open, inclusive spaces where learning and life come together. We're proud of our Welsh heritage and committed to making a difference locally, not just globally. From cultural events to community research, we believe in the power of small steps to drive big changes. Whether you've known us for years or are joining us for the first time, we're here to welcome you.

BRAND ARCHITECTURE

Swansea University is committed to providing a consistent and clear brand identity, which prioritises and promotes our whole institution.

All of us should be proud to act as ambassadors for an organisation that resonates with local, national and global audiences, whether we are making the headlines for major research advances or engaging with future students through social media.
The following guidance will outline when to use Swansea University branding, and how best to implement University branding at different organisational levels or for projects.

Faculties, schools and professional service units

Swansea University as a single entity should always take precedence visually in our marketing for external audiences.

If you work in a Faculty, School or Professional Service Unit, we have created a lock-up logo system which will enable you to use these logos internally for administration purposes (such as for business cards or letterhead, if roles or teams are Faculty-aligned). These lock-up logos can be found in Brand Centre's 'Logos' folder. However, for any externally facing marketing materials or channels, the Swansea University visual identity and logo should be applied.

Key sub-brands

Swansea University supports the creation of key sub-brands where there is strong relationship with the University but a need to provide a more student-facing identity. These include: **Sport Swansea • Hwb**

Key sub-brands can only be created with the approval of the Senior Leadership Team and the Director of Marketing, Recruitment and International.

Research institutions, centres or projects

Research institutions, centres or projects run solely by Swansea University

If Swansea University is the only institution involved, a lock-up logo featuring the name of the research centre, project or institution should be used, and all marketing assets should align with Swansea University Brand Guidelines.

Multi-partner research projects where Swansea University is the lead partner

If Swansea University is the lead partner but multiple organisations are involved, the Swansea University logo should always be first in a sequence and present on all assets. If an independent brand is required, please work with the Marketing Service to ensure that this aligns closely with the Swansea University brand.

Multi-partner research projects where Swansea University is not the lead partner

If Swansea University is not the lead partner in a multi-organisation project, an independent brand can be developed outside of the University and our only requirement is that Swansea University's logo is present on marketing assets and is of equal visibility to partners.

Spin-out companies or organisations based at Swansea University

An independent brand should be developed. Swansea University branding should not be applied for this purpose.

Organisation based at Swansea University

Organisations who are based at Swansea University should retain their original branding, unless Swansea University is a partner or funder, for which a suitable credit must be provided both visually and in copy

GRAPHIC ELEMENTS

Calls to Action

Calls to action may be presented graphically using horizontal colour blocks, in keeping with the colour combinations outlined.

QR Codes

QR codes should be included wherever possible in print and digital signage as part of a call to action to drive the audience to the Swansea University website to find out more.

QR codes should be presented using the University's primary colour combinations For letters, emails and other written correspondence using Arial font, black QR codes may be used.

Illustrations

The University illustrations developed for the Undergraduate Prospectus are reserved for activity relating to Undergraduate recruitment only.

Wave

Please note that the wave graphic is being phased out of the Swansea University brand and any ongoing use is only at the discretion of the Marketing Service. The wave is no longer to be used internally, on publications, websites, stationery or creative assets.

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.

Swansea University
Prifysgol Abertawe

20mm

20mm

Swansea University
Prifysgol Abertawe

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
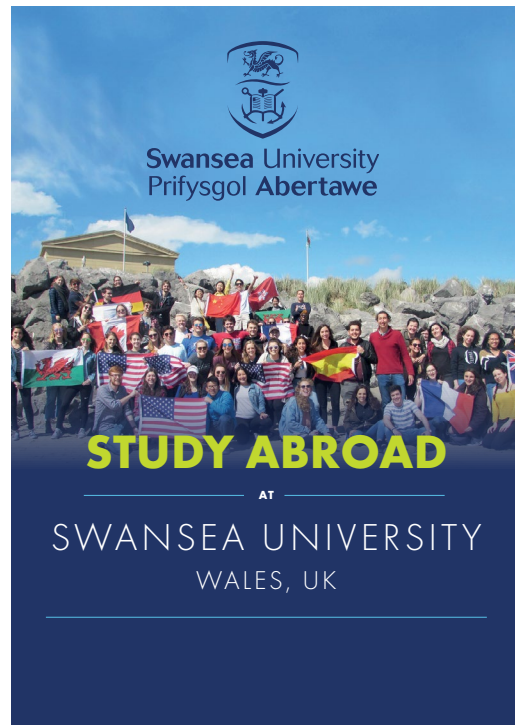
Centered logo	Horizontal logo	Stacked logo

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 Faculties, 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

Swansea University
Prifysgol Abertawe

Faculty of Humanities and Social Sciences
Cyfadran y Dyniaethau a'r Gwyddorau Cymdeithasol

Prifysgol Abertawe
Swansea University

Cyfadran y Dyniaethau a'r Gwyddorau Cymdeithasol
Faculty of Humanities and Social Sciences

Horizontal

Swansea University
Prifysgol Abertawe
| Faculty of Humanities and Social Sciences
Cyfadran y Dyniaethau a'r Gwyddorau Cymdeithasol

Prifysgol Abertawe
Swansea University
| Cyfadran y Dyniaethau a'r Gwyddorau Cymdeithasol
Faculty of Humanities and Social Sciences

Stacked logo

Swansea University
Prifysgol Abertawe
| Faculty of Humanities and Social Sciences
Cyfadran y Dyniaethau a'r Gwyddorau Cymdeithasol

Prifysgol Abertawe
Swansea University
| Cyfadran y Dyniaethau a'r Gwyddorau Cymdeithasol
Faculty of Humanities and Social Sciences

FONTS

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

Cosmos Pro

Strictly limited to university logos only

Futura PT

Used for titles, headings, sub-headings and body text in designed assets

Arial

The standard font for letters, emails and other written correspondence

Cosmos and Futura are non-standard fonts and the University does not currently hold a campus-wide licence for these fonts. The University's Creative Production team and its approved suppliers for Creative Design and Publications carry the full family of fonts for use in marketing assets.

Please note that the Better Times font, is a supplementary font used specifically on the Undergraduate 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 part of a title.

*Jost is used as an alternative to Futura via the Brand Centre only.

Futura PT Light
abcdefghijklmnopqrstuvwxyz 0123456789

Futura PT Light Oblique
abcdefghijklmnopqrstuvwxyz 0123456789

Futura PT Book
abcdefghijklmnopqrstuvwxyz 0123456789

Futura PT Book Oblique
abcdefghijklmnopqrstuvwxyz 0123456789

Futura PT Medium
abcdefghijklmnopqrstuvwxyz 0123456789

Futura PT Medium Oblique
abcdefghijklmnopqrstuvwxyz 0123456789

Futura PT Demi
abcdefghijklmnopqrstuvwxyz 0123456789

Futura PT Demi Oblique
abcdefghijklmnopqrstuvwxyz 0123456789

Futura PT Heavy
abcdefghijklmnopqrstuvwxyz 0123456789

Futura PT Heavy Oblique
abcdefghijklmnopqrstuvwxyz 0123456789

Futura PT Bold
abcdefghijklmnopqrstuvwxyz 0123456789

Arial
abcdefghijklmnopqrstuvwxyz 0123456789

Arial Italic
abcdefghijklmnopqrstuvwxyz 0123456789

Arial Narrow
abcdefghijklmnopqrstuvwxyz 0123456789

Arial Bold
abcdefghijklmnopqrstuvwxyz 0123456789

Jost Regular
abcdefghijklmnopqrstuvwxyz 0123456789

Jost Medium
abcdefghijklmnopqrstuvwxyz 0123456789

Jost Semi Bold
abcdefghijklmnopqrstuvwxyz 0123456789

Jost Bold
abcdefghijklmnopqrstuvwxyz 0123456789

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

Blue	White

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

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

Undergraduate/Postgraduate

**White
Green
Light Blue**

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

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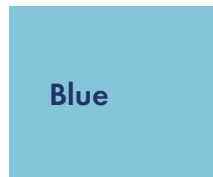
Pantone 9205C
CMYK: 46. 7. 10. 0
RGB: 147. 201. 223
HEX: #93c9df

Green

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

White

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 thesehave been tested and do not pass).

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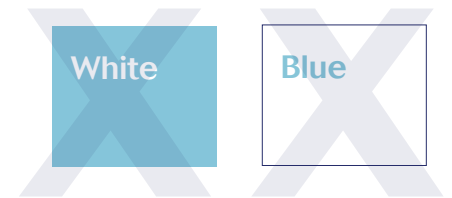
If you need to test a background/ text colour combination please enter the Hex codes on the websites below.

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

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

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: **swansea.ac.uk/welsh-language-standards/**

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:
swansea.ac.uk/welsh-language-standards/what-are-the-welshlanguage-standards/

For further guidance, or if you require access to marketing assets via the Brand Centre portal, please submit a marketing request via the University's Service Now portal.