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INTRODUCTION

The University of Lincoln’s current corporate identity was created in April 2013. It encapsulates a number of elements which define the way that the University of Lincoln presents itself to its public, students, staff and stakeholders.

It is a primary task of the Communications, Development and Marketing team to maintain and build this identity to accord with and facilitate business objectives. It is typically manifested by our brand and trademarks as well as by our advertising, stationery, PR, events, digital presence, communications and buildings. All staff have an important role to play as stakeholders in and protectors of our identity.

Our corporate identity is a mix of elements that creates a distinctive look and voice. It is an instantly recognisable expression of the University and what we stand for.

Each touchpoint of the corporate identity refers back to the values of the University of Lincoln brand. It is therefore essential to maintain consistency when using the elements of the corporate identity to achieve synergy.

The University’s mission states that: “We are a University looking to the future where we serve and develop our local, national and international communities by creating purposeful knowledge and research, confident and creative graduates and a dynamic and engaged staff team.”

The University of Lincoln identity is a seal of approval and a mark of quality. The style and tone of all our materials need to reflect our shared values as an innovative student-centered university. Our professionalism, confidence, and success should be captured in the images, designs and words we use.

By following these guidelines you reap the benefits of the University of Lincoln identity and contribute to its strength.

The University’s guidelines aim to give colleagues and partners a framework in which to work rather than to limit creativity. Please contact us if you wish to discuss use of these guidelines or pushing the boundaries.

Toby Wilkinson
Deputy Vice Chancellor (External Relations)
E brand@lincoln.ac.uk
NAME

University of Lincoln
In order to be consistent and accurate, the University must always be referred to correctly as the University of Lincoln and never as Lincoln University. This will establish the University of Lincoln as a brand name and avoid confusion with Lincoln University in New Zealand and several American educational establishments also called Lincoln University.

University of Lincoln UK
Furthermore, University of Lincoln UK should be used in places where there could be confusion and there is a need to distinguish the university in an international market.

For example, University of Lincoln UK should be used on internationally focused University communications materials.

For advice on where and when to use University of Lincoln UK, please contact brand@lincoln.ac.uk
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**The Classic Arms**

Our logo is a key part of the University of Lincoln’s corporate identity, which helps to solidify the character of our visual approach, so it is important that we use it correctly and consistently across all materials.

The University has one identity and it is important we do not confuse or dilute the message by attaching others to it. No other logos from within the University are to be used as our primary logo. Individual Colleges, Departments and Schools should use the approved templates (see page 13 for more details).

There are two versions of the logo — portrait and landscape. The logo consists of the Classic Arms and the ‘University of Lincoln’ text.

These must never be separated or modified in any way. It must be kept to scale and not stretched. Never redraw the logo or attempt to recreate it yourself.

When working with the logo you must only use the original digital artwork files, which can be downloaded from our website: [www.lincoln.ac.uk/logo](http://www.lincoln.ac.uk/logo)

The University of Lincoln logo is a registered trademark of the University and should only be used with our permission.
Logo History

The University was presented with Letters Patent, granting its coat of arms, at the inaugural meeting of the University Court.

This colour version of our Arms is for use on the official documents of the University, such as Court materials and student certificates.

The University of Lincoln’s coat of arms includes many references to the City of Lincoln, the surrounding county and the University as a seat of learning.

Swans, many of which reside in Lincoln’s Brayford Pool overlooked by the University’s waterside buildings, stand either side. The towers of Lincoln Cathedral, the fleur de lys – a recognised symbol of the City of Lincoln, emblems of learning, the waterways and fields of Lincoln and the surrounding county are all represented.

Motto

‘Libertas per Sapientiam’ means ‘Through Wisdom, Liberty’. Wisdom resonates with the University as a seat of learning, while liberty refers, among other things, to intellectual freedom and resonates with the presence in Lincoln of one of the four remaining original 1215 versions of the Magna Carta.

www.lincoln.ac.uk/logo
**LOGO**

**Logo Colours**

Our logo is supplied in two colour versions: with black text or with white. On lighter backgrounds, use the black text version while on dark backgrounds use the white form.

Always use the version that gives maximum contrast and legibility.

The logo can also be foil blocked in silver or in gold for prestige publications. You should not try to create the effect of gold or silver without foil.
Exclusion Zone

The ‘exclusion zone’ is the clear area that surrounds the University’s logo.

To ensure that the logo remains clear and has impact, nothing should appear inside the exclusion zone. The exclusion zone for the portrait logo is 15 percent of the height of the logo.

The exclusion zone for the landscape logo is 25 percent of the height of the logo.

If the logo is positioned over a background image, this can be considered clear space as long as it does not impair the visibility or legibility of the logo.
LOGO

Usage Sizes
The University of Lincoln logo is available for download from our website: [www.lincoln.ac.uk/logo](http://www.lincoln.ac.uk/logo)

The smallest usage size for the Classic logo is 15mm (Arms width) maximum is 100mm (Arms width).

Small Sizes
For Arms widths of less than 15mm, micro versions are available for professional use.

Large Sizes
For widths of more than 100mm, larger formats are available for professional use.

Master Artwork
For master artwork of the small or large versions and permission to use them, for details please contact: [brand@lincoln.ac.uk](mailto:brand@lincoln.ac.uk)
Vector Graphic Arms

The Arms are available in a vector graphic form (A, B). This provides a one-colour version of the Arms to increase legibility when the logo is used over solid navy or a complex/dark image.

The vector graphic version can be used in black, grey, white, silver or gold.

For a download of either of the Vector Graphic Arms and permission to use them, please contact: brand@lincoln.ac.uk
It is essential our logo is used correctly and consistently otherwise we will compromise and weaken our brand identity. Examples of how not to use the logo are shown here.

X Never leave out either of the elements (words or image)
X Never use the Arms from the logo as a standalone graphic. The simplified vector version should be used and never to replace the full logo.
X Never stretch or distort it
X Never alter any of the colours
X Never display the logo at an angle
X Never place elements in the exclusion zone
X Never use the logo on a background image that makes it unclear or where there is insufficient contrast
X Never use the black version of the logo when the white version would be more legible
**Departmental Logos**

Specific Schools and departments have their own logos. These logos are supplied in (A) black and (B) white in two formats: standard and landscape.

On lighter backgrounds, use the black version of the logo while on dark backgrounds use the logotype in its white form. Always use the version that gives maximum contrast and legibility.

---

**A.**

![UNIVERSITY OF LINCOLN]

SCHOOL OF HEALTH AND SOCIAL CARE

---

**B.**

![UNIVERSITY OF LINCOLN]

SCHOOL OF HEALTH AND SOCIAL CARE
**Departmental Logos**

The Arms should appear at a minimum 15mm width and 100mm maximum.

The Classic Arms and the accompanying text should never be separated or modified in any way. Never redraw these logos or attempt to recreate them yourself.

When working with the logos you should only use the original digital artwork files. If you do not have a School or departmental logo, please contact [brand@lincoln.ac.uk](mailto:brand@lincoln.ac.uk)
Research Group Logos

Specific Research Groups have their own logos. These logos are supplied in (A) black and (B) white in two formats: standard and landscape.

On lighter backgrounds, use the black version of the logo while on dark backgrounds use the logotype in its white form. Always use the version that gives maximum contrast and legibility.

A.

B.
**Research Group Logos**

The Arms should appear at a minimum 15mm width and 100mm maximum.

The Classic Arms and the accompanying text should never be separated or modified in any way. Never redraw these logos or attempt to recreate them yourself.

When working with the logos you should only use the original digital artwork files. If you do not have a School or departmental logo, please contact brand@lincoln.ac.uk.
## 02 IDENTITY

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OUR IDENTITY

Core Palette

For the majority of printed work, four-colour process will be the method used. However, if the University Blue is being used on the covers of prestige publications then the Pantone value must be used to ensure accuracy and consistency of colour across the full print run.

White also has an important role in our colour palette. The use of white on covers and in layouts is an essential component in creating powerful, confident and clear communications within the University of Lincoln brand.

NB. The colour swatches reproduced here should not be used for colour matching purposes, and are intended as a guide only.

Always refer to the CMYK breakdowns given here and not those specified in particular programmes e.g. Quark, Photoshop or InDesign, as those colour values vary from programme to programme.

Tints of these colours can also be used.

Core Palette

University Blue

Pantone 282C 295U
Hex 002147
CMYK 100 68 0 54
RGB 0 50 95

University Grey

Pantone Cool Grey 9C/U
Hex 747678
CMYK 30 23 17 58
RGB 116 118 120

White

Pantone 877 C

Silver

Black
OUR IDENTITY

Secondary Colour

An accent colour can be used to compliment the primary palette.

This is for limited use as a highlight colour. White, the University Blue and the University Grey should dominate.

Four-colour process should be used when reproducing the Teal.

NB. The colour swatches reproduced here should not be used for colour matching purposes, and are intended as a guide only.

As with our primary colours, always refer to the CMYK breakdowns given here and not those specified in particular programmes e.g. Quark, Photoshop or InDesign, as those colour values vary from programme to programme.

Secondary Colour

Teal

Pantone 7713C  321U
Hex 047E8B
CMYK 83 29 38 13
RGB 4 126 136
OUR IDENTITY

Typography

Fonts For Print

The University of Lincoln uses two corporate typefaces, Goudy Modern and Helvetica.

Helvetica 55 Roman is our primary typeface and should be used for body text. For consistency we only use the weights shown to the right. For emphasis use the italic, light or bold versions of Helvetica.

Goudy Modern can be used for cover headings and for emphasis

Verdana should be used on emails and can be used elsewhere if Helvetica is not available.

Fonts For Web

Web pages use two standard typefaces, Georgia for headings and Verdana for body text. Please do not use any other typefaces on the web.

NB. If you’d like to push the boundaries with type for a particular cover or campaign then please contact Elly Sample, Director of Communications, Development and Marketing at esample@lincoln.ac.uk to discuss your ideas.

Goudy Modern

Standard

Roman AaBbCcDdEeFf 01234
Italic AaBbCcDdEeFf 01234
Bold AaBbCcDdEeFf 01234

HEADLINE

REGULAR ABCDEFG0
ITALIC ABCDEFG01
BOLD ABCDEFG0123

Helvetica

55 Roman AaBbCcDdEeFfGgHhljJkKkLLmmNnOopPqRrStt0 01234567
Light AaBbCcDdEeFfGgHhljJkKkLLmmNnOopPqRrSttUu 0 0123456789
Italic AaBbCcDdEeFfGgHhljJkKkLLmmNnOopPqRrSttUu 0 0123456789
Bold AaBbCcDdEeFfGgHhljJkKkLLmmNnOopPqRrStt0 0123456789

Georgia

Regular AaBbCcDdEeFfGg 0123456
Italic AaBbCcDdEeFfGg 012345678
Bold AaBbCcDdEeFfGg 012345

Verdana

Regular AaBbCcDdEeFfGg 01234
Italic AaBbCcDdEeFfGg 0123456
Bold AaBbCcDdEeFfGg 01234
OUR IDENTITY

Strapline and Messaging

The University of Lincoln’s straplines have been created with a primary focus on student recruitment and aim to convey an impression of the transformative experience a University of Lincoln education can provide.

They draw on the University’s achievements and key messages around the quality of the student experience and our research. Used in conjunction with our messages, these straplines are intended to inspire people to take action, for example by attending an open day.

Straplines

- **DISCOVER YOUR FUTURE**
- **CHANGE YOUR WORLD**
- **SIMPLY A LIFE-CHANGING EDUCATION**

Example Messaging

**Before**
- Welcome to Lincoln

**After**
- Discover Lincoln

Subtitle on an introduction page

**Before**
- Come to an Open Day

**After**
- Start Your Epic Adventure

Headline copy for open day invitation
**OUR IDENTITY**

*Tone of Voice*

The tone of voice for all text in University of Lincoln materials should reflect our values as an innovative, student-centred university and the words we use should capture our professionalism and confidence.

We should always aim to communicate with passion, professionalism and purpose.

As well as the University’s personality being reflected in its tone of voice, correct usage of spelling, punctuation and grammar is essential in maintaining our brand perception and reputation.

WE SHOULD ALWAYS AIM TO COMMUNICATE WITH PASSION, PROFESSIONALISM AND PURPOSE.

WE STRIVE ALWAYS TO BE CLEAR, POSITIVE, SPECIFIC AND BRIEF IN OUR COMMUNICATIONS.

With this in mind, we strive always, to be clear, positive, specific and brief in our communications and:

- Use straightforward, everyday words.
- Be benefits driven and talk about what we can do, rather than what we can’t.
- Keep it brief and to the point.
- Be bold with headlines to draw in the reader.
- Avoid clichés or puns.
Our photographic style is another powerful component of our identity. The content and composition of our imagery helps reflect the University’s modern and dynamic campus and dynamic and inspirational people.

If you require images of staff, students or the campus, please email your request to: publications@lincoln.ac.uk

✔ Do photograph with lots of natural light where possible or use correct indoor lighting equipment where necessary.

✔ Do use a combination of wide and close shots.

✔ Do use authentic images without recolouring.

✗ Don’t use photos that are badly lit or over exposed.

✗ Don’t use photos at low resolution.

✗ Don’t use filters or apply unnatural colour balances in retouching.
Photography

Staff and Students

Our people are key. Real staff and students should be used wherever possible, rather than models and stock imagery. Photos should appear natural, relaxed and engaged. Students should represent us where possible.

Do capture moments with real students and staff.
Do photograph campus life and interactions with subject areas/ facilities.

Don't use false or over-styled images of people.

Do creatively photograph camera-facing academic portraits, in different locations.

Don't use images showing the back of people’s heads.
OUR IDENTITY

Photography

Buildings and Architecture
Location is important and images of Lincoln should be included. Facilities are important and images of our estate should be included.

✔ Do photograph bright scene-setting shots of full buildings, with plenty of sky space and a sense of atmosphere.

✗ Don't use images showing a cluttered or generic campus.

✔ Do photograph creative close ups of interior and exterior architecture.

✗ Don't use put the focus on uninspiring elements i.e. signage, or construction work.
03 APPLICATION

- Stationery
- Powerpoint
- Publications
- Posters and Advertising
- Banners
- Digital Media
- Hoardings
- Interiors
- Bringing Your Building to Life
- Placemaking
APPLICATION

Stationery

Templates for the print of individual letterheads, compliment slips and business cards are kept by our preferred suppliers. Currently, this is Ruddocks zarah@ruddocks.co.uk for stationery and MakerMark hayley@makermarkpromo.co.uk for name badges. Please contact them to place an order.

The letterhead is also available as a word template from the Communications, Development and Marketing area of the Portal.

NB. Preferred suppliers do change so check back to the latest version of the corporate guidelines on the Portal before you place an order.

Letterhead

Name of Department
University of Lincoln    Brayford Pool    Lincoln    LN6 7TS    United Kingdom
www.lincoln.ac.uk     T +44 (0)1xxx xxxxxx     F +44 (0)1xxx xxxxxx     xxxxxxxxx @ lincoln.ac.uk
**Compliment Slips**

With compliments

Name of Department

University of Lincoln	Brayford Pool	Lincoln	LN6 7TS	United Kingdom

www.lincoln.ac.uk	T +44 (0)1xxx xxxxxx	F +44 (0)1xxx xxxxxx	xxxxxxx@lincoln.ac.uk
Stationery

Templates for the print of individual letterheads, compliment slips and business cards are kept by our preferred suppliers. Currently, this is Ruddocks for stationery zarah@ruddocks.co.uk and MakerMark hayley@makemarkpromo.co.uk for name badges. Please contact them to place an order.

NB. Preferred suppliers do change so check back to the latest version of the corporate guidelines on the Portal before you place an order.

Business Cards

University of Lincoln
Registry
Brayford Pool
Lincoln LN6 7TS
United Kingdom

T +44 (0) 1522 123456
F +44 (0) 1522 123456
E nsurname@lincoln.ac.uk
www.lincoln.ac.uk

Name Surname
Lorem Ipsum Dolor

UNIVERSITY OF LINCOLN
APPLICATION

Powerpoint

The corporate PowerPoint template is available to download from the Communications, Development and Marketing area of the Portal.

Below are some example slides. Full template is available to download on the Portal.
APPLICATION

Publications

Any publications or other printed marketing materials that will be used externally to promote the University must be sent to the Publications team for approval or booked in as a job. You must ensure that a budget is in place for design and print services and a sufficient amount of time is allowed for the work to be completed. Email publications@lincoln.ac.uk for information.

Templates and guidance to create your own publications is available to download from the Portal.

Cover Examples
SCHOOL OF MATHEMATICS & PHYSICS 2017

Physics Courses at Lincoln and Where They Could Take You

DISCOVER YOUR FUTURE
At the University of Lincoln
APPLICATION

Posters and Advertising

Please contact brand@lincoln.ac.uk if you are producing a poster or advert. We will be happy to advise on the University’s latest advertising campaign design.

For all recruitment advertisements, please contact your relevant HR business advisor.

Various editable templates, background images and guidelines are available to download from the Portal to ensure your publications are on brand.

Poster/Advert Examples

Change Your World with a Postgraduate Qualification

Taster sessions available on 7 June 2017 and 5 July 2017

Find out about postgraduate loans worth up to £10,000
Poster Examples

SIMPLY A LIFE-CHANGING EDUCATION

CHANGE YOUR WORLD

UNIVERSITY OF LINCOLN
Roller Banners

The University or School logo should appear at the top of your roller banner and key information should appear in the top two thirds of the space for the best visibility.

Banners for events should follow the visual style for that particular event.

Full bleed styles

Various editable templates, background images and guidelines are available to download from the Portal to ensure your banners are on brand.
Various editable templates, background images and guidelines are available to download from the Portal to ensure your banners are on brand.
Digital Media

In-stream images across various social media platforms are a key part of the University of Lincoln brand.

If copy is required, it should be kept short and centrally aligned for maximum impact.

Below are some example graphics for use on twitter, facebook and instagram.
**Digital Media**

Adverts for use on websites should be kept simple and contain no more than 70 percent copy.

Vertical banners should always use the centrally aligned layout option.

Below are some example banner adverts for use on websites.
**Hoardings**

Hoardings are broken down into two categories.

1. **Hero** bespoke external hoarding designs for exciting and high visibility developments.

2. **General/maintenance** for use on small and medium sized hoardings. Can be internal or external used for general work to establish brand presence.

The images shown on this page are for illustrative purposes only. Bespoke Hero hoardings are produced on a project-by-project basis. Please contact Communications, Development and Marketing if you have a new development that will require hoardings.

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**Hero Hoarding Styles**

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"If you really care for a subject you should teach it, and I am delighted to share my passion for wildlife and my experiences of some of the most urgent conservation issues we face."

Chris Packham, University of Lincoln Visiting Professor, Naturalist & Broadcaster
The images shown on this page are for illustrative purposes only. Bespoke Hero hoardings are produced on a project-by-project basis. Please contact Communications, Development and Marketing if you have a new development that will require hoardings.

**APPLICATION**

**Hoardings**

**General/ Maintenance Styles**

**IMPROVEMENTS UNDERWAY**

We're working on improving your food court and will reopen soon.

**CLOSED FOR MAINTENANCE**

We apologize for any inconvenience. Work is due to be completed by 09/04/18.
Interiors

Interiors must fit with the University’s corporate branding in order to create a feeling of continuity across the University Estate.

This includes paint, powder finishes, carpets, decals, furniture and fabrics.

The corporate branding applies to all public spaces such as reception areas, lecture theatres, seminar rooms, atria, corridors, stairwells and group rooms.

The colour palette for interiors is not intended to make all public areas of the University look the same, so please use creatively.

For accuracy when RAL colour isn’t available please match material/paint to the pantone reference.

### Interior Palettes for Public Areas

- **Stainless Steel**
- **Brushed Metal**
- **Glass**
- **Opaque Frosted Vinyl**

#### University Blue
- RAL 5003 Sapphire Blue

#### University Grey
- RAL 7012 Basalt Grey

#### Crisp White
- RAL 9010 Pure White

#### Teal
- RAL 5018 Turquoise Blue
Bringing Your Building to Life

The use of the University’s logo, quotes and imagery can animate your building or workspace. The University of Lincoln’s logo is a mark of quality which can enhance areas of learning. It includes the coat of arms and text and these must not be separated or stretched. For quotes and imagery, the University’s core and secondary palette and fonts should be used.

When choosing quotes be guided by our aim to communicate with passion, purpose and professionalism. If you want to brand the interior of your building please contact the Communications, Development and Marketing department, who will be happy to help in collaboration with the University’s Estates department.

Example Application

The visuals shown on this page are for illustrative purposes only.
APPLICATION

Place Making

Branding on the exterior of buildings and around the campus should enhance the University’s corporate identity, which is built on dynamic staff creating purposeful research and developing confident and creative graduates. Palettes and fonts should be consistent with the University’s brand, and the logo must be used as set out in these guidelines. If you want to brand your building please contact the Communications, Development and Marketing department, who will be happy to help in collaboration with the University’s Estates department.

Example Application

The visuals shown on this page are for illustrative purposes only.