Introduction

The place of useful learning

More than two hundred years after its foundation in 1796, the University of Strathclyde continues to make a contribution to society which is distinct, broad and deep.

Established as **the place of useful learning** – with a mission to make the world better-educated, prosperous, healthy, fair and secure – we continue to live by our socially progressive values today, putting sustainability at the heart of our strategy through our commitment to deliver against the United Nations Sustainable Development Goals.

As a values-based organisation we are:
People-Oriented, Innovative, Collaborative, Ambitious and Bold

By focusing on some of the key challenges of our world today, we have strengthened our basic research portfolio and created highly efficient models for knowledge exchange and collaborative research and innovation. The quality of our students' experience is recognised as amongst the best in the sector. We have made huge progress with respect to widening access to university education while maintaining our strong commitment to our students and the high standards of their education.

How to use these guidelines

These guidelines have been developed to support you in understanding and implementing the brand identity, thoughtfully and creatively.

It contains detailed guidance on how to apply the University brand to communications materials and provides access to downloadable assets tailored to specific audience groups.

Standalone sections including Logo, Colour and Typography, feature standard guidance to ensure core identity components are consistently and clearly applied. It is extremely important that rules set out within these sections are strictly and consistently applied.

Sections such as Print and Web Applications feature inspiration and best practice examples of the brand applied to posters, booklets, banners, web and social assets. These sections encourage users to consider context, audience and message when applying the brand and offer examples of how to communicate in a wide range of tones.

These guidelines and the examples set out within them will continue to develop over time. Should you have any questions about the University brand and how it should be applied, please contact the marketing team.

Our values

The University's values capture what we're all about: who we are, what we believe in and what we stand for. Our values flow from how we act and how we expect to be treated as part of Strathclyde.

People-oriented

Committed to our staff and students, providing opportunities and investing in their development.

Bold

Confident and challenging in what we do, and supportive of embracing appropriate and managed risk in our decision-making.

Innovative

Focused on discovering and applying knowledge with impact, and encouraging creative thinking and new ideas.

Collaborative

working together, with our colleagues and external partners, with integrity and in an open, respectful way.

Ambitious

for our institution, staff and students as well as supporting the ambitions of our partners.

THE PLACE OF USEFUL LEARNING

VISION 2025

University of
Strathclyde
Glasgow

Download the Strategic Plan (PDF) >

Logo

Our logo is an essential iconic marque for our university. It embodies our core values and acts as a recognisable signature uniting all parts of the University of Strathclyde. It should be used consistently across all communications.

Construction

The logo comprises the shield and the words 'University of Strathclyde Glasgow'. **The shield and the words are an entity.**

Under no circumstances should the two elements appear separately.

Logo

Colour

Landscape Colour variants of the University logo are first preference. Please refer to the Logo Application section for comprehensive usage guidance.
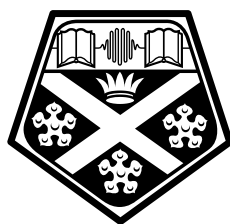
Logo

Mono

In some circumstances mono variants of the University logo may be necessary.

This is especially true of external signage - each environment will dictate specific design considerations.

Please refer to the Logo Application section for comprehensive usage guidance.

Logo Usage

Exclusion zone

The logo is designed with an invisible area of clear space around it – known as the protected area – which must always be maintained.

The protected area (shown opposite) is equal to half of the height of the shield in the logo artwork and as such, whatever the size of the logo, the protected area will remain proportionately the same.

Minimum sizes

Avoid using the logo at a size smaller than those specified. This is particularly relevent to digital application.
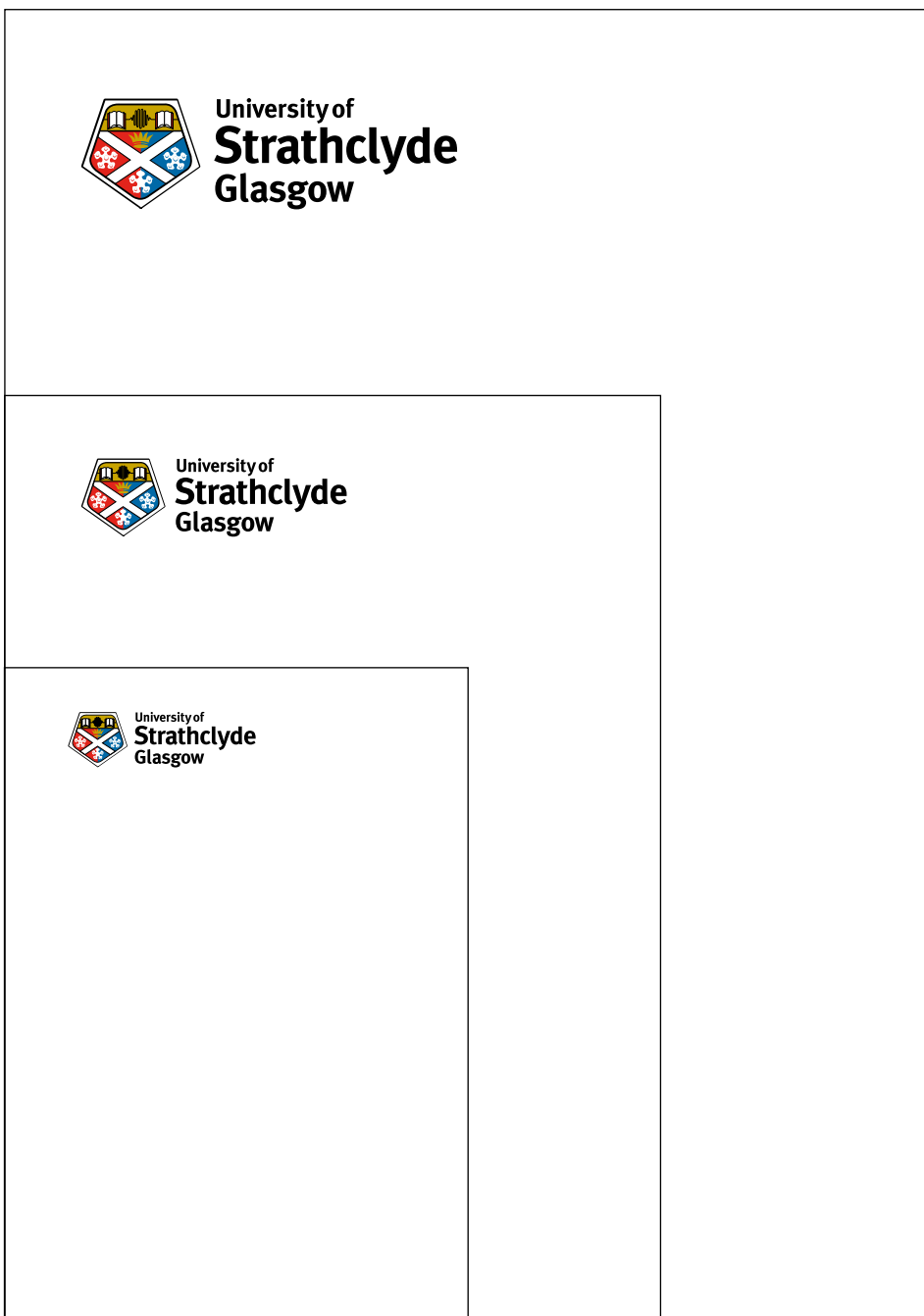

45mm

100px

Logo Usage

Sizes

For all printed communications, please adhere to the specified size guides. For any non-standard formats, refer to the nearest A size as a guide.

A3 – 100mm

A4 – 85mm

A5 – 75mm

Logo Usage

Positioning

In all communications the logo should be anchored top-left or alternatively, bottom-left. In instances where this is not possible, the other two corners are available.

Occasionally the logo can be position in the center at the bottom or top of the page. For example on posters or flyers where the text is center aligned.

Logo application

Correct applications

- Please use the full colour logo on white backgrounds
- When using dark backgrounds, the full colour (white) logo should be used
- When applying the logo to an image, please use a full colour
- (white) logo or white reversed variant and ensure it does not mask the focal point
- A mono variant should be used when applying the logo on colour
- When printing restrictions apply, please use the mono variants

Logo application

Improper applications

- Individual elements of the logo should not be isolated
- The logo should never be used in an unspecified colour
- The composition of the logo should remain intact
- Elements of the logo should not be scaled or distorted in any way
- Avoid using any graphic effects i.e. drop shadows
- The wordmark should never be manually typeset or used with a different font
- The white logo should not appear on a light background
- Colour variants should not be applied directly onto photography
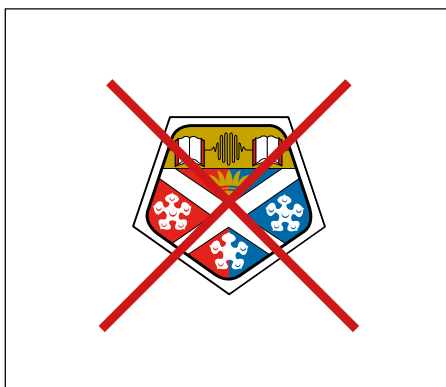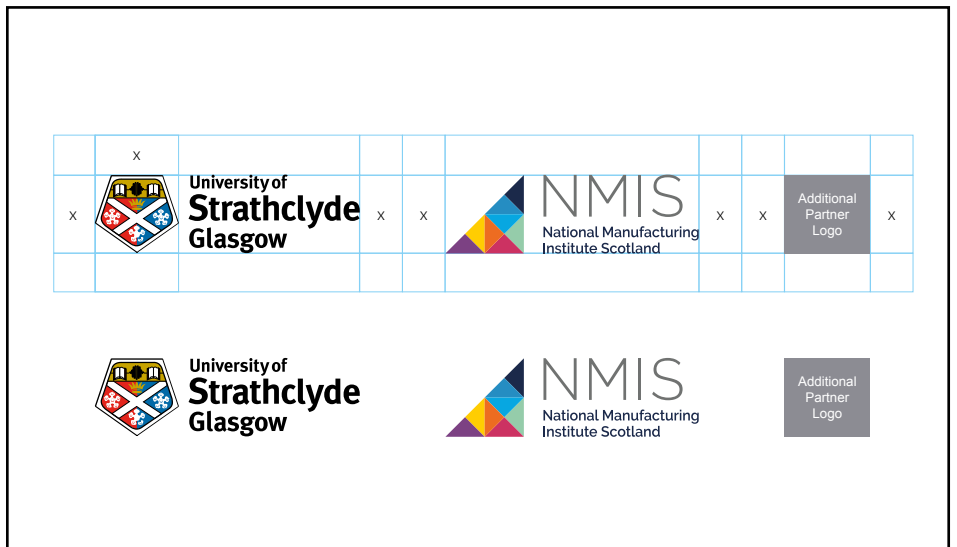
Partnerships

Equal partnership

When the University of Strathclyde is an equal partner, the logos should be situated side-by-side, dictated by x – the width of the shield. The logos should be optically similar in weight and size.

Additional partners

Any additional logos should adhere to the same sizing rules. Again, the space between the logos should be equal to x.

Primary partner

When the University of Strathclyde is a primary partner, all subsidiary logos should be situated below, following the clearance guidelines outlined here. As a general rule, they should be optically 50% smaller than the University of Strathclyde logo.

Faculty Logos

Construction

The University of Strathclyde faculty logos consist of a mark and associated logotype. The type has been scaled and the additional faculty name is set over 1 or 2 lines depending on its length.
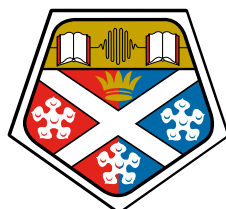
Faculty Logos

Colour

Faculty colours can be utilised as a background colour for online, social and print purposes. The full colour crest should be used in this instance.
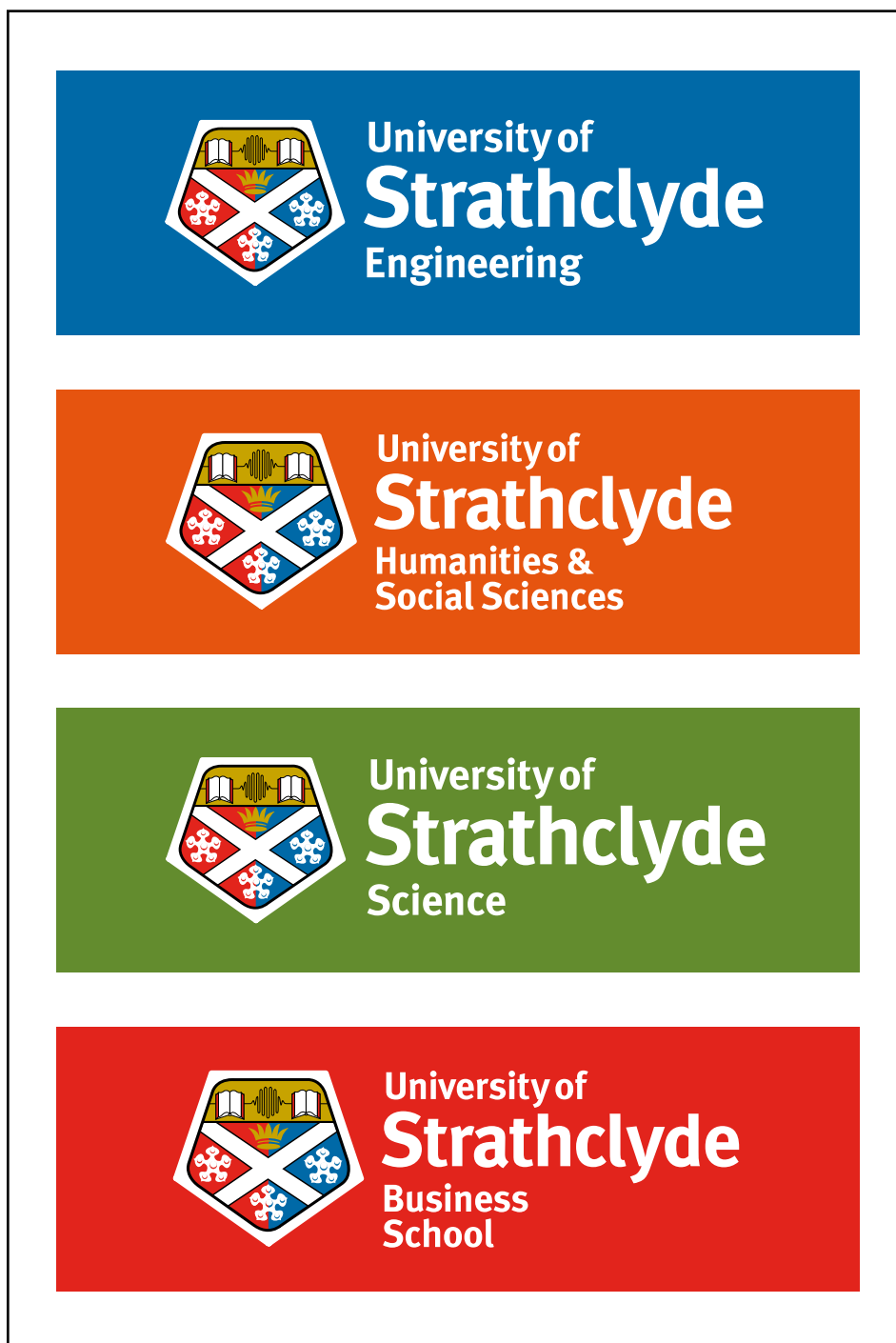
Engineering
Pantone 307C

Humanities & Social Sciences
Pantone 166C

Science
Pantone 370C

Business School
Pantone 485C

Please refer to the print and screen application sections for comprehensive faculty logo usage guidance.

Faculty Logos

Colour

In some circumstances mono variants of the sub-brand logos may be necessary.

Please refer to the print and screen application sections for comprehensive faculty logo usage guidance.

Diamond Jubilee Logo (60)

This is a first variant logo. It is used in conjuction with our Brand logotype and all rules apply. It is an essential iconic marque for our university. It embodies our core values and acts as a recognisable signature uniting all parts of the University of Strathclyde. It should be used consistently across all communications. It specifically celebrates 60 years since the awarding of our Royal Charter in 1964.

Construction

The logo comprises the Diamond and the words 'Royal Charter since 1964 Useful Learning since 1796'.

The diamond and the words are an entity.

The companion marque is designed to appear alongside the standard logotype as shown.

UNDER NO CIRCUMSTANCES SHOULD THE DIAMOND 60 ELEMENT APPEAR SEPARATELY.

Diamond Jubilee Logo (60)

Colour

Landscape Colour variants of the University logo are first preference. Please refer to the Logo Application section for comprehensive usage guidance.

Mono

In some circumstances mono variants of the University logo may be necessary. Please refer to the Logo Application section for comprehensive usage guidance.
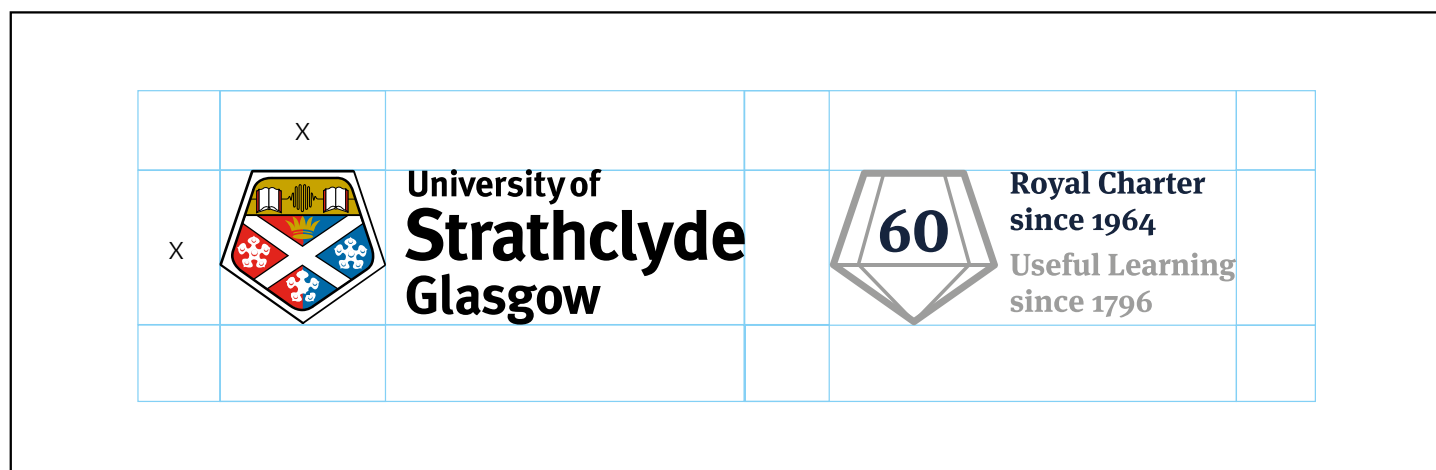
Diamond Jubilee Logo (60)

Exclusion zone

The logo is designed with an invisible area of clear space around it – known as the protected area – which must always be maintained.

The protected area (shown opposite) is equal to half of the height of the shield in the logo artwork and as such, whatever the size of the logo, the protected area will remain proportionately the same.

Minimum sizes

Avoid using the logo at a size smaller than those specified. This is particularly relevent to digital application.

45mm

100px

Diamond Jubilee Logo (60)

Correct applications

- Please use the full colour logo on white backgrounds
- When using dark backgrounds, the full colour (white) logo should be used
- When applying the logo to an image, please use a full colour
- (white) logo or white reversed variant and ensure it does not mask the focal point
- A mono variant should be used when applying the logo on colour
- When printing restrictions apply, please use the mono variants

Diamond Jubilee Logo (60)

Improper applications

- Individual elements of the logo should not be isolated
- The logo should never be used in an unspecified colour
- The composition of the logo should remain intact
- Elements of the logo should not be scaled or distorted in any way
- Colour variants should not be applied directly onto photography
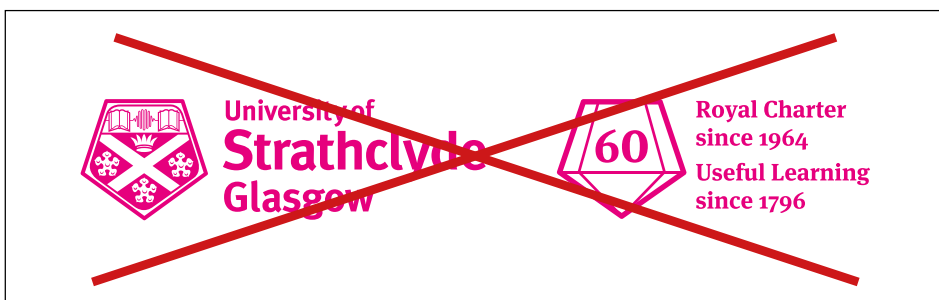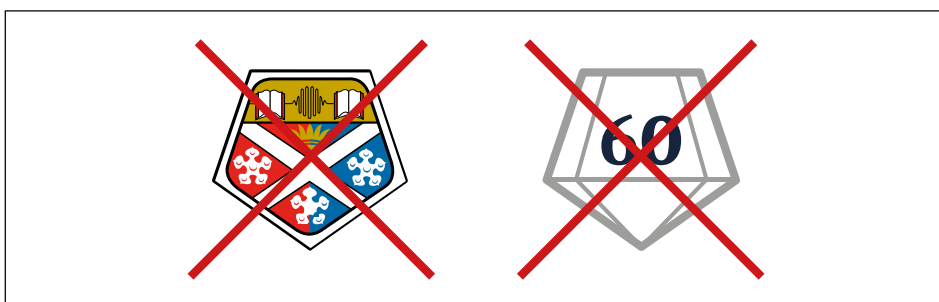
Colour

Colour is highly communicative and plays an important role within our identity. A range of colours are available which can be used to communicate in a wide range of tones. A consistency in approach to colour is integral.

The University's corporate colours should be used for all printed and online materials. No other colours are permitted. Where colour schemes for complicated documents are required tints of our corporate colours may be incorporated.

This is the University's main corporate colour.

Pantone 289
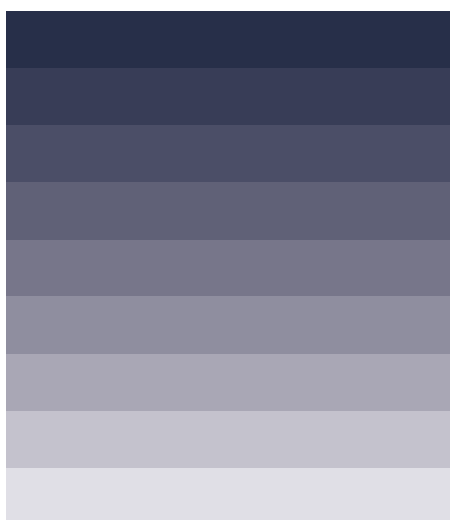C: 100, M: 64, Y:o, K: 60
R: 0, G: 43, B: 92
002b5c

This is the University's supporting corporate colour.

Pantone 877
C: 0, M: 0, Y: o, K: 40
R: 167, G: 169, B: 172
a7a9ac

Colour

Faculty specific

Our faculty colours should be used sparingly across applications. No more than one faculty colour should be used on a single application. Exceptions to this rule include corporate publications, infographics, charts or other representations of data.

Engineering
Pantone 307
C: 100, M: 16, Y: o, K: 27
R: 0, G: 120, B: 174
0078ae

HaSS
Pantone 166
C: 0, M: 64, Y: 100, K: 0
R: 244, G: 123, B: 32
F47B20

Science
Pantone 370
C: 56, M: 0, Y:100, K: 27
R: 93, G: 151, B: 50
5d9732

Business School
Pantone 485
C: 0, M: 95, Y:10o, K: 0
R: 238, G: 50, B: 36
ee3224

Web/digital Interface Buttons and calls to action

C: 82, M: 26, Y: 43, K: 290
R: 11, G: 133, B: 138
#B858A

Typography

Typography makes up a large part of our visual identity. We are expressive, bold and confident in our application of typography. Our two typefaces and a broad selection of weights allow us to communicate in a wide range of tones.

_____

Meta OT Normal is the default body text font for designed materials.

Meta OT Normal
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

_____

Meta OT Bold is to be used for headings in body copy

**Meta OT Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

_____

Arial
Only to be used for internal documents and correspondence such as e-mail copy or letters where the brand fonts are unavailable. Arial should not be used for any promotional materials, with the exception of Powerpoint presentations.

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typography

ClanOT Black is to be used for headlines and headline quotes.

ClanOT Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ClanOT Bold and **Medium** is to be used for subheadings, call out text, quotes or large intro copy.

ClanOT Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ClanOT Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789